



# Brand Guide

ver. MAY 2024

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# Brand Story

At Organics Management, we are passionate about conserving the Earth's resources. Every day, we commit our knowledge, expertise and energy in pursuit of more sustainable solutions for managing organic waste. We care deeply about the well-being of our communities, the health of our families and the future we are leaving for the next generation.

We are leaders in the field of compost biotechnology research, discovering new and better ways to advance the natural composting process and educate the industry. We demonstrate sustainability across a network of sites redirecting organic waste streams to produce the highest quality compost. We are dedicated to the success of our customers by delivering innovative compost products that transform turf, protect agriculture, and improve the health of our soil itself. We bring decades of expertise to the custom blending of precision soils and potting media that professional growers count on to cultivate thriving plants.

Working together, we are a single family of colleagues driven by our shared mission: diverting organic waste streams from landfills, building soil health and conserving our precious natural resources. We are Earth's helping hand.

# Brand Story Messaging

## PERSONALITY

Organics Management is professional, but fun; extremely respectful and always enthusiastically positive.

### ELEVATOR STORY

Organics Management diverts organic waste from landfills and recycles it into valuable resources that promote soil health and environmental sustainability.

### POSITIONING

We are leaders in organics recycling, demonstrating our expertise through research, method, conversion, transformation and product development.

### ESSENCE

We are passionate about protecting the environment because it's the right thing to do. It makes us happy to have a role in conserving valuable natural resources.

### PROMISE

We promise to make a positive impact on the Earth every single day.

### MEDIUM BRAND STORY

Founded on a commitment to nurturing our planet, Organics Management pioneers sustainable solutions in organic waste recycling. Through collaborative expertise, our teams lead transformative efforts across multiple fronts: advancements in compost biotechnology; redirecting organic waste to create superior compost; innovations in compost application to enhance agriculture and soil health; and crafting bespoke potting media for professional growers. Together, we share a mission to reduce landfill waste, build healthier soils, and conserve natural resources. Organics Management represents a united family dedicated to ensuring a greener, more sustainable future for our planet.

### SHORT BRAND STORY

Organics Management is on the front line of environmental stewardship, fundamentally changing how organic waste can be recycled to improve soil health. Our commitment is broad, from continued research to practical applications, all aimed at reducing landfill waste, enhancing soil and ensuring a sustainable future. By transforming waste into valuable, sustainable resources, we champion ecological well-being and contribute to a healthier, more resilient planet.

### PRESS RELEASE BOILERPLATE

Organics Management is a leader in the field of organic waste recycling, dedicated to transforming waste into valuable resources while promoting soil health and environmental sustainability. These initiatives, spanning from innovative compost biotechnology to the development of high-quality soil amendments, are guided by a commitment to safeguarding the planet and enhancing community well-being. The company's brand portfolio includes Harvest Quest, LifeSoils, CompostUSA and Southeast Soils. For more information about Organics Management and its products visit [OrganicsManagement.com](https://OrganicsManagement.com)

# Brand Story Values

The following values capture the essence of who we are as a company and the qualities that are most important to us as a brand. When representing Organics Management in any engagement or message, it is important that these attributes are accurately reflected.

## Innovation

Never satisfied with the status quo, we're always curious and push for ways to make things better.

## Family

We treat each other and our customers like family, and prioritize our personal families with our work family.

## Education

We share our expertise to educate industries and communities on the importance of Earth's resources.

## Sustainability

Modern life demands much from the Earth, and our mission is to give as much back in an equal balance.



# Organics Management

## Logo + Color Palette



Hex Code #35384b  
RGB 53-56-75  
CMYK 80-73-47-42

Hex Code #29aa65  
RGB 41-170-109  
CMYK 78-7-77-0

Hex Code #564234  
RGB 88-66-52  
CMYK 51-62-72-47

Hex Code #9adf63  
RGB 154-223-99  
CMYK 42-0-79-0

# Logo Options

There is one full-color option of our logo. This is the **primary logo**.

There are also options available for gray, black and white for use on both black and white backgrounds, or in circumstances where printing or placement dictates a specific version. These are all considered **secondary logos** and should only be used when the primary logo integrity would be lost in a particular use case. Use the **logo without the tagline** in instances where the primary logo orientation exceeds the ideal width or the tagline is not needed (Square formats, signs, social media).

## PRIMARY LOGO WITH TAGLINE



## SECONDARY LOGO OPTIONS



## PRIMARY LOGO WITHOUT TAGLINE



white reverse out of approved color background

## LOGO FOR CONSTRAINED WIDTH



# Logo Usage Rules



**01. DO** leave empty space around the logo. Try to use white or neutral colored backgrounds.



**03. DO NOT** use the logo on a non-brand color background.



**05. DO NOT** rotate or distort the shape of the logo. Keep full ration of logo.



**02.** If the logo NEEDS to be used on a dark (brand colored) background, **DO** use the all-white or all-black version



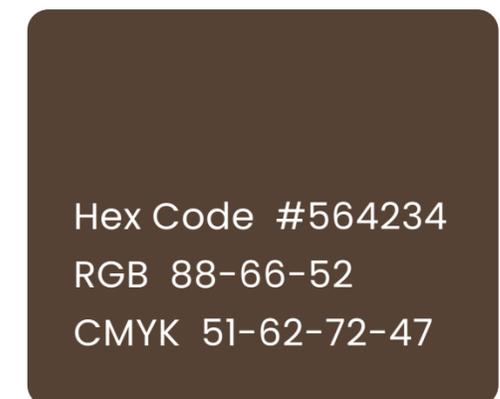
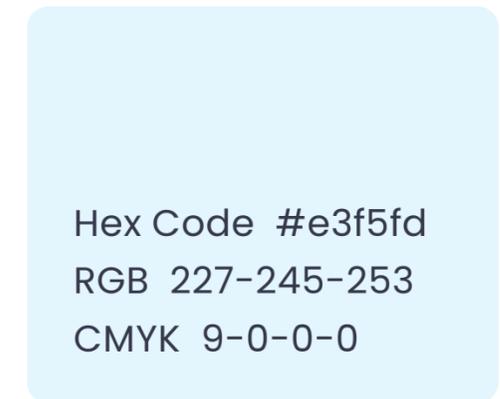
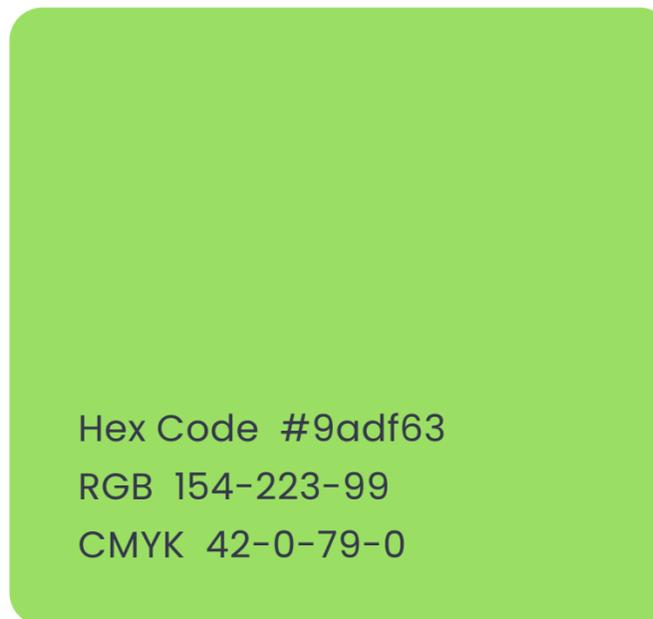
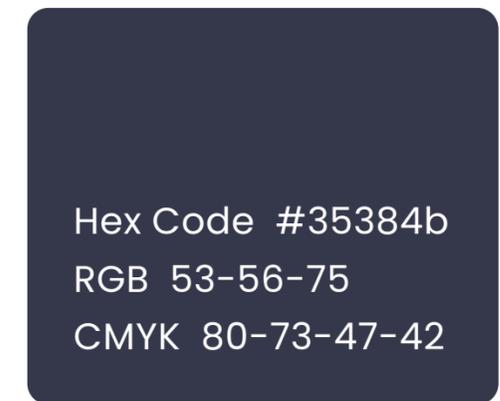
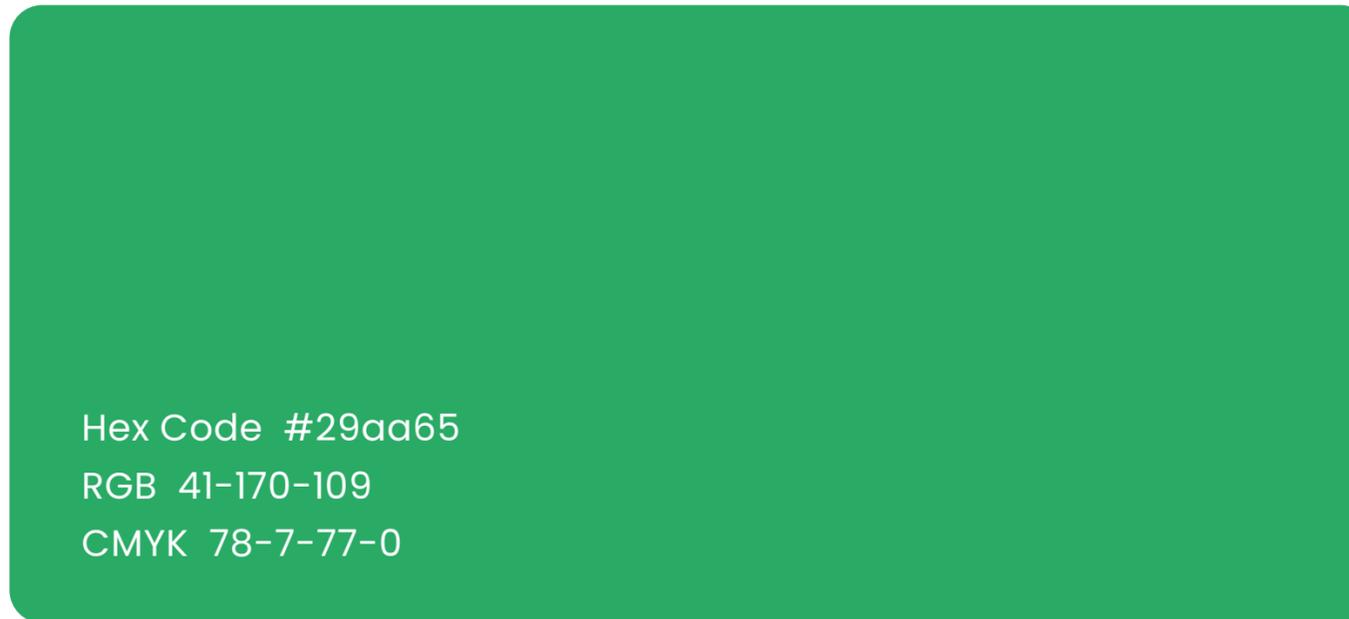
**04. DO NOT** use the .jpg logo file on a solid or photogenic background. There should never be a white box behind the logo.



**06. DO NOT** embellish the logo by adding a drop shadow, embossing, etc.

# Color Palette

These colors reflect our brand's identity and personality



# Typography

DOWNLOAD  
POPPINS FONT

This is the font family utilized in our logos and all branded materials. It is a free-access font that can be downloaded for free by clicking the green button on this page.

or visit the link directly at <https://fonts.google.com/specimen/Poppins>

## Font Family Poppins

### Poppins Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

### Poppins Semibold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

### Poppins Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

### Poppins ExtraBold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890**

# Alternative Typeface Limited Use Only

The majority of brand applications should use the primary typeface Poppins. However, if materials specifically created for electronic distribution (e.g., PowerPoint decks, Word templates, emails, etc.) are shared with individuals who may not have the primary brand typeface installed, documents should be converted to .pdf files or the fonts should be substituted with Arial.

## Font Family Arial

### ALTERNATE TYPEFACE—ARIAL

#### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,:;!@\$&\*) 0123456789

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (.,:;!@\$&\*) 0123456789



# Leaf Icon

The leaf icon represents the unity between all of the Organics Management brands/sub-brands. This consistent symbol should be treated as a logo and follow the same logo usage rules as Pg. 19. The leaves should not be used individually, pulled apart or otherwise separated from this specific configuration.

## Usage Examples:

- Website Favicon
- Copy Bullets
- Anchor Graphics
- Watermarks



# Affiliation Badge Icon Usage Rules

The Organics Management affiliation badge is intended for use on packaging, websites, product brochures and other collateral for child brands to be affiliated with the parent company. This is not intended to accompany every logo use case, rather to be used in prominent situations where layout allows and affiliation reference builds brand value. These uses will be decided on a case-by-case basis. In lieu of the graphic badge, a text badge with leading caps on each word can also be placed in a single line under the logo.

## AFFILIATION BADGE



## POSITIONING RULES EXAMPLE



Graphic Badge Affiliation



Text Badge Affiliation

# Sub-Brands



# Harvest Quest Logo + Color Palette



Hex Code #35384b  
RGB 53-56-75  
CMYK 80-73-47-42

Hex Code #29aa65  
RGB 41-170-109  
CMYK 78-7-77-0

Hex Code #d9e842  
RGB 217-232-66  
CMYK 19-0-87-0

Hex Code #9adf63  
RGB 154-223-99  
CMYK 42-0-79-0

# Brand Introduction Key Audiences – Harvest Quest

## Audience Descriptor

Harvest Quest engages the **organics recycling industry**, providing thought leadership, white paper knowledge and licensing of inoculant to other composters.

Harvest Quest engages **academic research institutions**, partnering on studies, and exchanging knowledge and ideas to further the compost biotechnology field.

Harvest Quest engages **governmental regulatory bodies and community leaders**, informing them on alternative solutions to solve problems or resolve challenges.

Harvest Quest engages the **general public** to advance awareness of compost value and promote good practices in stewardship of the Earth and its resources.

## Messages

Harvest Quest makes better, more organically stable compost, more efficiently and with less fuel and labor.

Harvest Quest understands the composting process at the biological and molecular level, and continues to find new ways to control the process for different, better and more prescriptive outcomes.

The Harvest Quest MSAP process requires less turning, which results in a dramatic decrease in odors and significantly fewer vectors (birds, insects, rats) because of the high external temperature of the pile.



# LifeSoils Logo + Color Palette



Hex Code #35384b  
RGB 53-56-75  
CMYK 80-73-47-42

Hex Code #29aa65  
RGB 41-170-109  
CMYK 78-7-77-0

Hex Code #564234  
RGB 88-66-52  
CMYK 51-62-72-47

Hex Code #9adf63  
RGB 154-223-99  
CMYK 42-0-79-0

# Brand Introduction Key Audiences – LifeSoils

## Audience Descriptor

LifeSoils engages the **agriculture industry**, offering effective alternative solutions to aggressive use of chemicals.

LifeSoils engages **municipalities**, offering beneficial topdressing solutions for parks, schools and athletic field turf health.

LifeSoils engages **builders/landscapers**, offering beneficial soil amending solutions for new and redeveloped properties.

LifeSoils engages **golf courses and athletic fields**, offering beneficial topdressing solutions for turf health.

LifeSoils engages **homeowners**, offering beneficial topdressing solutions for lawn health.

LifeSoils engages **retailers and distributors** for inventory management, sales and POS display of bag and bulk products.

## Messages

LifeSoils serves as the sales team for Organics Management, offering logistics support, POS display, incentives and other marketing engagement for retailers and distributors.

Through LifeSoils, customers can purchase the COMAND product line in bags or bulk, Agri-Source bark product line in bags or bulk, potting soils, mulches and other organic materials.

Through LifeSoils, COMAND use on turf helps reduce the use of synthetic fertilizers and decrease the frequency of irrigation.

Through LifeSoils, COMAND use on athletic fields reduces thatch which in turn reduces the potential for athlete injury.

Through LifeSoils, new and redeveloped landscape construction can be amended with COMAND, creating a more stable and sustainable environment.



# CompostUSA

Logo + Color Palette



Hex Code #35384b  
RGB 53-56-75  
CMYK 80-73-47-42

Hex Code #29aa65  
RGB 41-170-109  
CMYK 78-7-77-0

Hex Code #9adf63  
RGB 154-223-99  
CMYK 42-0-79-0

# Brand Introduction Key Audiences – CompostUSA

## Audience Descriptor

CompostUSA engages **organic waste producers**, providing them with options for the responsible and economical discharge of their organic waste streams.

CompostUSA engages the **general public** to maintain good relations, advance awareness of compost value and demonstrate how community interests are being served.

## Messages

CompostUSA serves as a solution against climate change by diverting organic material from landfills, preventing the production of harmful methane gas.

CompostUSA employs the Harvest Quest MSAP methodology, managing the composting of organic material with little odor and significantly reduced birds and pests.

CompostUSA converts more than 500,000 tons of organic material into a high-quality compost that we give back to the Earth.



# Southeast Soils

## Logo + Color Palette



Hex Code #35384b  
RGB 53-56-75  
CMYK 80-73-47-42

Hex Code #29aa65  
RGB 41-170-109  
CMYK 78-7-77-0

Hex Code #564234  
RGB 88-66-52  
CMYK 51-62-72-47

Hex Code #9adf63  
RGB 154-223-99  
CMYK 42-0-79-0

Hex Code #d7f6ff  
RGB 215-246-255  
CMYK 13-0-1-0

# Brand Introduction Key Audiences – Southeast Soils

## Audience Descriptor

Southeast Soils engages **professional growers** to provide expertise in formulating and producing custom potting media and soil blends.

Southeast Soils engages internally with **LifeSoils**, providing expertise when needed and fulfilling custom blending orders from other customer bases served outside of the professional grower industry.

## Messages

Southeast Soils has decades of combined experience to help professional growers formulate custom soil blends designed specifically for each plant.

Southeast Soils serves as an expert partner, consulting with professional growers to help them develop material, supply and logistics strategies that improve their operations.

Southeast Soils maintains a broad inventory of organic and synthetic inputs, able to produce a material blend to very exacting specifications.



# Products and Packaging



# COMAND

## Logo + Color Palette



Hex Code #000000  
RGB 00-00-00  
CMYK 0-0-0-100

Hex Code #009444  
RGB 00-148-68  
CMYK 85-10-100-10

Hex Code #f9ed32  
RGB 249-237-50  
CMYK 5-0-90-0

Hex Code #f7941d  
RGB 247-148-29  
CMYK 0-50-10-0

# Agri-Source

Logo + Color Palette



Hex Code #191919  
RGB 25-25-25  
CMYK 73-67-65-79

Hex Code #105142  
RGB 16-81-66  
CMYK 88-44-72-40

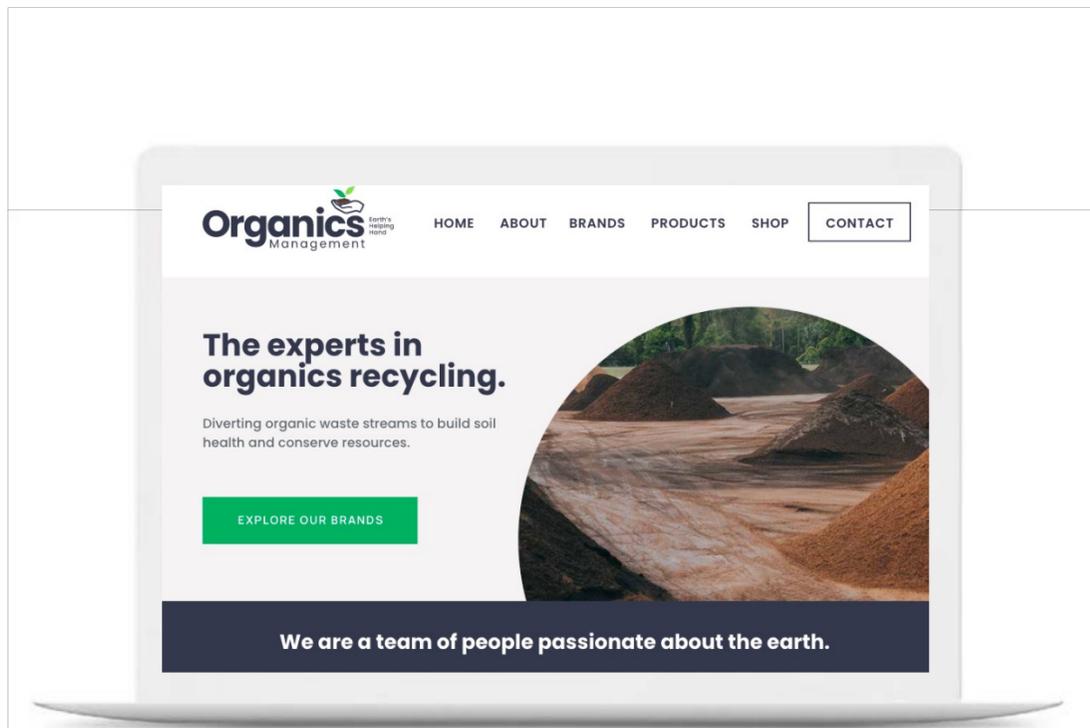
# Corporate Materials



ver. May 2024

# Corporate Collateral

All Organics Management corporate collateral should adhere to the brand palette and photo treatments with correct usage of brand fonts and logo placements. Layout should be clean and simple and incorporate the leaf icon.



Website



Business Cards



Letterhead



**Employee Name**  
Title of Employee

Address Line 1  
City, State ZIP  
Phone Number

[LinkedIn](#) [Twitter](#)  
[Instagram](#)

[organicsmanagement.com](http://organicsmanagement.com)

Logo

Name and title

Contact info

Social

Website

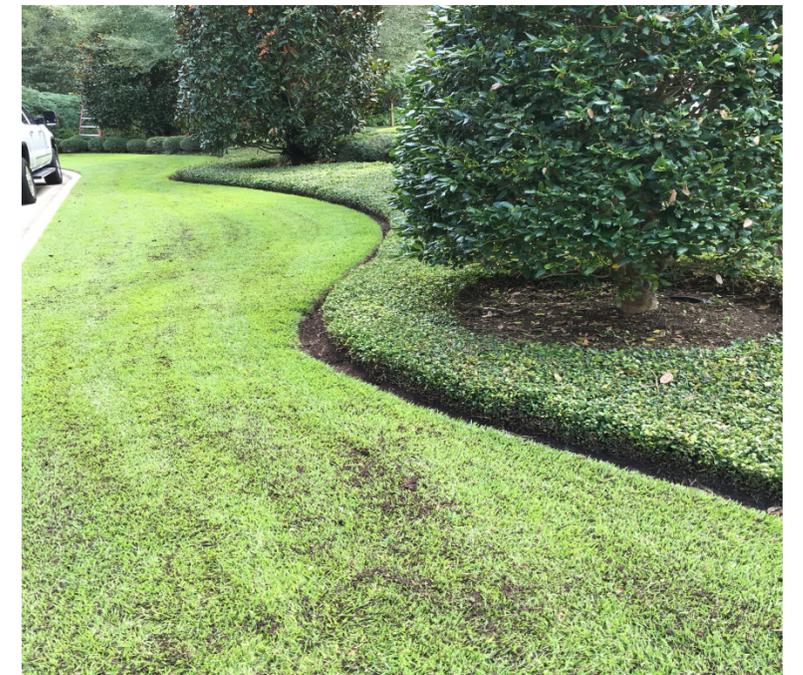
E-mail Signature

# Social Media



# Photography Style

Environmental photography should showcase the site in a clean, crisp, and simple way, mindful of backgrounds that may be cluttered with tools, trash and/or other distractions.



# Social Media Profiles

All Organics Management social media profiles should adhere to the brand palette and photo treatments with correct usage of brand fonts and logo placements. Below are the examples of approved profile images and covers.

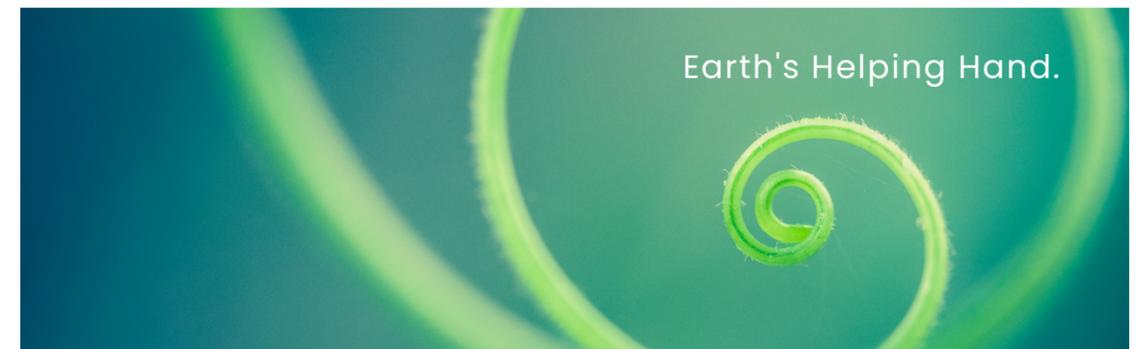
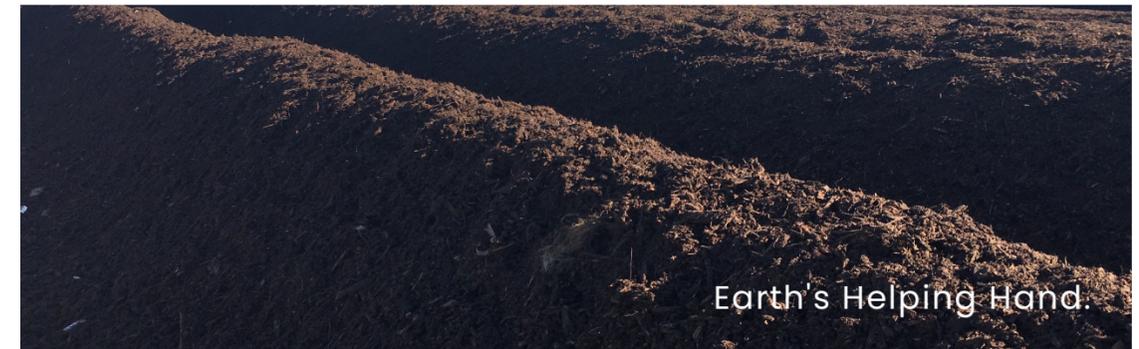
## PROFILE IMAGE

Use the brand logo in full color (on white background) for profile images.



## COVER IMAGES

Use close up high-resolution images of products, bio-tech, or natural elements that match the vibrant color system of the Organics Management brand; include brand tagline in white, positioned where it appears clearly on every platform and on any device.



# Social Media Accounts / Handles

## Organics Management

Facebook	@OrganicsManagement
Twitter	pending
Instagram	pending
LinkedIn	@OrganicsManagement
YouTube	@OrganicsManagement

## Harvest Quest

Facebook	@HarvestQuest
Twitter	@HarvestQuest
Instagram	@HarvestQuest
LinkedIn	@HarvestQuest
YouTube	@HarvestQuest

## LifeSoils

Facebook	@LifeSoils
Twitter	@TakeCOMAND
Twitter	@LifeSoils
LinkedIn	@LifeSoils
YouTube	@LifeSoils360

## CompostUSA

Facebook	@CompostUSAFL
Twitter	@CompostUSA
Instagram	pending
LinkedIn	@CompostUSA
YouTube	@CompostUSA

## Southeast Soils

Facebook	@SoutheastSoils
Twitter	pending
Instagram	@SoutheastSoils
LinkedIn	@SoutheastSoils
YouTube	@SoutheastSoils

