

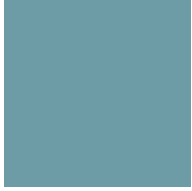


TELEOS
AG
SOLUTIONS™

BRAND GUIDE



BRAND COLORS



HEX: #6E9CA6
RGB 110, 156, 166
CMYK 34, 6, 0, 35



HEX: #295D63
RGB 41, 93, 99
CMYK 59, 6, 0, 61



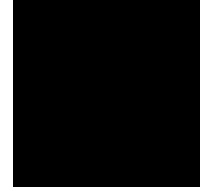
HEX: #006838
RGB 0, 104, 56
CMYK 100, 0, 46, 59
PMS 349 C



HEX: #87BF4C
RGB 35, 191, 76
CMYK 29, 0, 60, 25
PMS 360 C



HEX: #E0DC95
RGB 224, 220, 149
CMYK 0, 2, 33, 12



BLACK

HORIZONTAL LOGO



SQUARE LOGO



LOGO GUIDELINES

- DO NOT stretch, distort, or change the colors. Do not change the kerning (spacing) between letters.
- Use the full-color logo when possible. Black and white versions available for single-color applications.
- Choose horizontal or vertical logo depending on space constraints/visual appeal. Do not distort.
- As of May 2025, the Teleos Ag Solutions logo has been updated to move the ™ symbol to the end of “Teleos Ag Solutions”. This is now the official logo; cease to use previous versions.



TELONE™ by TELEOS LOGO GUIDELINES - VISUAL IDENTITY

- There are instances where it is appropriate for the TELONE™ logo to be prominent, instead of the Teleos logo. When you need to highlight the general product, not the company, use the "TELONE™ by Teleos" logo.
- Please note: as of May 1, 2025 the product logos all need to include the house mark "by Teleos" in the visual logo representation. It is no longer allowed to use the TELONE™ logo without the "by Teleos" modifier.
- DO NOT alter where the ™ symbol is placed. The ™ symbol follows TELONE™.
- DO NOT distort/stretch the logo lockup. Do not change the colors. There is a color version and black and white version.
- Individual product logos (ex: CURFEW™ by Teleos, INLINE™ by Teleos, TELONE™ C-35 by Teleos, TELONE™ EC by Teleos) are available upon request if a specific product claim/use is needed with accompanying visual. If needed, please email media@teleosagsolutions.com with your specific logo request.

TELONE™ by Teleos - Master Brand Logo



TELONE™ by Teleos - Individual Product Logos

- As of May 1, 2025 all global TELONE™-related products have to include the Teleos house mark in each logo.
- For example, TELONE™ II by Teleos, CURFEW™ by Teleos, INLINE™ by Teleos, etc. Please note: the ™ symbol always follows directly after TELONE™, followed by any product modifiers (ex: II or EC), then followed with "by Teleos". For products where the brand name is not a TELONE name (ex: CURFEW or CONDOR), then the ™ symbol follows immediately after the product name (ex: CURFEW™) then "by Teleos".
- TELONE and any product names are always in all caps followed by ™ symbol.
- Here is an example of the TELONE™ II by Teleos visual logo



TELONE™ by Teleos - Written Expression

- As of May 1, 2025, consumer-facing marketing pieces must:
 - Include the updated and correct visual logo (see previous section).
 - Include this full phrase: “TELONE™ by Teleos soil fumigant” (or “brand name” by Teleos soil fumigant”) the first time the brand/product is mentioned. Only use “TELONE™” (or product name) in combination with the house modifier “by Teleos” provided that subsequent mentions can revert to “TELONE™” (or product name) without the house modifier “by Teleos” (but never in headings or similar prominent uses). The brand/product is always written in all caps.
 - Refer to a TELONE™ Specialist with an “at Teleos” house-modifier → “TELONE™ Specialist at Teleos”
 - Use updated legal disclaimer: “TELONE™ and Teleos Ag Solutions™ are registered trademarks of Teleos Ag Solutions, Inc. TELONE™ by Teleos is a federally Restricted Use Pesticide. Always read and follow label directions.”

For any additional questions please reach out to media@teleosagsolutions.com.