



**FOR LIFE OUT HERE®**

— BRAND GUIDELINES —



Welcome...

# Tractor Supply is a unique company with a unique brand.

In order to keep the brand’s identity consistent across all platforms and to leverage its strengths, we created this handy guide to help you navigate all the big things, and little things, that combine to make, and keep, our brand’s integrity. From typefaces to secondary colors, from tone of voice to photography style, this is your go-to resource.

## We’re Out Here to help.

As the largest national retailer of farm and ranch stores in the United States, we’re focused on supplying the lifestyle needs of recreational farmers and ranchers, as well as those who simply enjoy the rural lifestyle. We work hard to be the go-to resource for anyone who lives life Out Here.

**We’re proud. We’re friendly. We’re hard working. We’re always willing to lend a helping hand. We like to say we go the Country Mile.**

That’s just who we are.







# A style guide is just that – a guide.

And while not everything is written in stone, it needs to be followed. You see, a good brand needs to be consistent across all marketing platforms, and we think we have a great brand. So use this guide as your trusty Tractor companion. Everything you'll see is marketing-approved, so design with confidence, and write with certainty.





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Our Voice

# Out Here, we choose our words carefully.

There’s nothing fancy about the way we speak Out Here. In fact, we speak to customers the same way we would speak to our family, friends and neighbors. When we speak to our customers, our priority is to let them know we’re always here to help them live the lifestyle they love like no one else can.

*How we speak:*

Knowledgeable but not arrogant	Playful but not insulting	Sincere but not sappy
Authentic but not romantic	Passionate but not boastful	Responsible but not formal
Friendly but not silly	Down-to-earth not clichéd	



Voice examples

# Let’s talk. Not sell.

We’d rather have a conversation with our customers. It’s just more natural to us. So when the thought is to use puns, slang or try to be too clever, don’t. Tap into your inner “Out Here” voice and imagine what you’d say on the front porch or driving down a two-lane country road.

And try not to make it sound like an ad. Make it sound like a conversation. That means copy should flow, not start and stop and get choppy. We try to speak to our customers, not just write to them.

*What our competitors would say:*

Fur the love of pets.

Spring into savings.

Your DIY - store.

With savings this big, you’ll need an extra large basket.

Here we grow again.

*What TSC would say:*

We’re fine with being your 2nd best friend.

Spring is here. Let’s dig in.

We believe that doing it yourself doesn’t mean you have to do it alone.

You don’t need a pick-up to shop here. But sometimes, it helps.

This spring, let’s grow some confidence out here.





Our customer

# We don't really like calling them "customers."

Sure, they buy goods from us, but they're more than just consumers to us. They are our neighbors and friends. Really. In fact, they're just like us. They are us. And so we treat them as we'd treat family.

Here are some words that describe the folks who walk into our doors, and lives, everyday.

Hands-on	Hardworking	Genuine
Self Sufficient	Respectful	Dependable
Friendly	Humble	

Sounds a lot like us, doesn't it?





Event naming

# We have a lot of promotional events throughout the year.

And each one has a name or theme. So when we’re coming up with names, we try to write ones that sound like they truly belong to us, and try to stay away from ones that anyone can own.

**Rule of thumb: if you can put someone else's brand name next to the event name and the combination works, it’s probably not right.**

Here are just a few examples.

Spring Power House

Stock Your Shop

Dig Into Spring Out Here

Dreaming of a Country Christmas

Give A Little TSC

Country Christmas

Out Here With Animals

Homegrown from the Ground Up





Logo and usage

This is our logo.  
And here are the  
“dos” and “don’ts.”

Like any brand, our logo is integral. Here’s what you can do and can’t do. The “Boxed Logo,” was specifically designed to be an integral part of the masthead within the cover page of the circular. The white box creates visual tension around the mark, and provides flexibility for the mark to live on photographic or colored backgrounds.



Do not stretch or distort the logo in any way



Do not alter the logo colors



Do not use the logo on same-color backgrounds



Do not remove any elements of the logo



Do not rearrange any elements of the logo



Do not ghost the logo in any way



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Tagline

“Out Here” isn’t just a place. It’s a lifestyle.

Tractor’s tagline is one simple phrase that conveys our vision, as well as all that we offer. It means Tractor Supply is the go-to source for the lifestyle needs of recreational farmers and ranchers, and serves the needs of those who enjoy the rural lifestyle. Simply put, we carry everything you need **for life out here**.



**FOR LIFE OUT HERE**<sup>SM</sup>










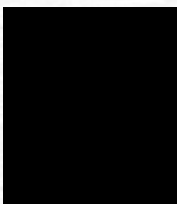
Brand color palette

Our brand colors are found Out Here.

Tractor’s basic brand colors are lifestyle-inspired in nature and consist of the colors seen here and various shades of these colors can be used as needed.

- Pantone 186 Red
- Pantone 7696 Blue
- Pantone 576 Green
- Pantone 159 Orange

Approved primary colors

 <div>PANTONE 186</div>	C: 0 M: 100 Y: 81 K: 4	 <div>PANTONE 012</div>	C: 2 M: 13 Y: 100 K: 0
 <div>PANTONE 159</div>	C: 15 M: 76 Y: 100 K: 4	 <div>PANTONE 576</div>	C: 64 M: 25 Y: 100 K: 7
 <div>PANTONE WHITE</div>	C: 0 M: 0 Y: 0 K: 0	 <div>PANTONE BLACK</div>	C: 0 M: 0 Y: 0 K: 100

Optional secondary colors

 <div>PANTONE 7505</div>	C: 0 M: 30 Y: 70 K: 55	 <div>PANTONE COOL GRAY 10</div>	C: 0 M: 2 Y: 0 K: 60
 <div>PANTONE 1807</div>	C: 0 M: 100 Y: 96 K: 28	 <div>PANTONE 7696</div>	C: 64.79 M: 28.5 Y: 23.83 K: 0.36



## Typography

### Approved Font families for print and digital use

These fonts have been chosen for their compatibility with the logotype. Consistent use of these fonts as outlined in this guide will promote typography as a recognizable brand.

The Roboto font family is used in combination with both slab and non slab versions. This font can be used as live text as needed. To add extra weight outer strokes can be applied to make even heavier versions.

Cherry should be used sparingly as accent words but never for complete sentences. It is best used with the pet and outdoor lifestyle categories.

MUSEO SLAB 1000

ROBOTO SLAB BOLD

Roboto Slab Regular    Roboto Slab Thin

ROBOTO BLACK

Roboto Bold    Roboto Medium

Roboto Regular    Roboto Thin

*CHERRY BRUSH BOLD*

*CHERRY BRUSH Cherry Brush*

CHERRY PRINT



Background textures and graphic elements

We want to use elements that are common to what our customers encounter on a daily basis. The sum of many textures found in and around the farm, when used consistently over time, work together to help form part of our brand identity.

They should not add visual clutter but be instantly recognizable to our customer and therefore authentic.



Red barnwood



Vintage paper



Paneling



White Wood



Weathered boards



Soil



Grassy field



Galvanized steel



Dimond plate



Riveted metal



Pitted steel



Green Wood



Clouds



Barn wood



Sackcloth



Rusted screw    Steel screw



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Brand Guidelines in action - Background textures

Rusted screw

**MOWER PARTS & ACCESSORIES**

FIND MORE PARTS @TractorSupply.com/Parts

**Husqvarna**

**21 IN. 3-IN-1 PREMIER CUT AWD MOWER**

CUTTING OPTIONS	3-IN-1, COLLECT/MULCH/REAR EJECTION
ENGINE/STARTING	149CC KOHLER® 675 XTX WITH AUTOCHOKE
DRIVE TYPE	ALL WHEEL DRIVE
DECK SIZE	21 IN. SINGLE BLADE
HEIGHT ADJUSTMENT	4-POINT ADJUSTMENT
WHEEL SIZE (Front/Rear)	8 IN. FRONT / 8 IN. REAR
WARRANTY	3-YEAR LIMITED/ 2-YEAR ENGINE

SKU 1352632  
Available By  
Special Order

**★ POWER ★ PLUS PROTECTION**

**PROTECT YOUR MOWER PURCHASE— WITH POWER PLUS!**

IF YOUR MOWER EXPERIENCES A COVERED FAILURE, WE WILL FIX IT, REPLACE IT, OR REIMBURSE YOU FOR IT!

ASK A TEAM MEMBER FOR MORE DETAILS. \*Limitations and exclusions apply. See terms and conditions for full details.

Weathered paper

TSC brand colors  
To reinforce the company brand and attract attention to the promotion.

Weathered boards

**PROTECT YOUR RIDING MOWER WITH POWER PLUS**

ASK A TEAM MEMBER FOR DETAILS. \*Limitations and exclusions apply. See terms and conditions for full details.

**Cub Cadet**  
KOHLER Engines

**NEW! ULTIMA ZT1 64 IN. ZERO TURN MOWER**

ENGINE	24 H.P.* KOHLER® V-TWIN OHV	SKU 1305706 Available By Special Order
TRANSMISSION	DUAL HYDRO-GEAR® EZT-2200*	
DECK	54 IN. FABRICATED 11-GAUGE	
DECK FEATURE	54 IN. OVERLAPPING TRIPLE-BLADE	HEADLIGHTS DUAL LED
PTO	ELECTRIC	WARRANTY 3-YEAR/ NO HOUR LIMIT

**60 IN. ZERO TURN MOWER**

ENGINE	26 H.P.* KOHLER® V-TWIN OHV	SKU 1293208 Available By Special Order
TRANSMISSION	DUAL HYDRO-GEAR® ZT-3100*	
DECK	60 IN. FABRICATED 7-GAUGE	
DECK FEATURE	60 IN. OVERLAPPING TRIPLE-BLADE	PTO SINGLE SWITCH ELECTRIC
WARRANTY	2-YR. LIMITED WARRANTY	

**Cub Cadet**  
KOHLER Engines

**NEW! XT1-LT60 FAB DECK LAWN TRACTOR**

ENGINE	24 H.P.* KOHLER® V-TWIN OHV	SKU 1305761 Available By Special Order
TRANSMISSION	HYDROSTATIC - CRUISE CONTROL	
DECK	FABRICATED 50 IN. TRIPLE-BLADE	
PTO	SINGLE SWITCH ELECTRIC	
WARRANTY	3-YR./5-YR. LIMITED WARRANTY	

**XT1-LT46, 46 IN. LAWN TRACTOR**

ENGINE	22 H.P.* KOHLER® V-TWIN OHV	SKU 1116720 Available By Special Order
TRANSMISSION	HYDROSTATIC - CRUISE CONTROL	
DECK	STAMPED 46 IN. TWIN-BLADE	
PTO	MANUAL	
WARRANTY	3-YR./5-YR. LIMITED WARRANTY	

**Cub Cadet**  
KOHLER Engines

**XT1-LT42, 42 IN. LAWN TRACTOR**

ENGINE	18 H.P.* KOHLER® S400 SERIES OHV	SKU 1291701 Available By Special Order
TRANSMISSION	HYDROSTATIC - CRUISE CONTROL	
DECK	STAMPED 42 IN. TWIN-BLADE	
PTO	MANUAL	
WARRANTY	3-YR./5-YR. LIMITED WARRANTY	

**LT4200, 42 IN. RIDER**

ENGINE	17.5 H.P.* BRIGGS & STRATTON® OHV	SKU 1229187 Available By Special Order
TRANSMISSION	7 SPEED	
DECK	STAMPED 42 IN. TWIN-BLADE	
PTO	MANUAL	
WARRANTY	2-YR. LIMITED WARRANTY	

**BRIGGS & STRATTON**

See our full line of power equipment @ TractorSupply.com/Power  
\*AS RATED BY ENGINE MANUFACTURER

Clouds

Grass



Our look

Photography is vital to our brand. Images are real and authentic. They portray customers working hard, as well as having fun. Our look relies on images portraying life out here – customers interacting with animals, using tools and small machinery, and enjoying the outdoors. Nothing cliché – just real settings with real people. Invite the viewer to participate in the scene, not be on the outside looking in.





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## Category representation

## The five main categories include:

- **Pets**
- **Animals**
- **Lawn & Garden**
- **Tools**
- **Seasonal/ Heating**

The products shots should be in use in real-life applications. In addition, showing legitimate scenes in a very realistic way is a must.





Lifestyle photography

Our shots should be candid, action-oriented and never posed. Images should be cropped in a way to showcase the best...

**Adult** portraits are rarely used, but it can be good when you need to set a tone. Portraits should evoke a feeling of comfort for the consumer.

**Children** are used often in our lifestyle photography. The goal is to show the next generation of farmers and ranchers. So we put them in convincing, real-life situations that show this future generation learning the “Out Here” lifestyle.

**Animals and pets** work well for other categories as a way to establish visual interest and authenticity.





### Product photography

**Clothing** should have a dimensional and somewhat fitted look. Ladies’ jeans need to be shot on form to show the fit of the jean. Men’s jeans may be shot with a laydown style. Front and rear shots should show pocket detail.



**Footwear** should be shot as a pair. It should be left-facing with the opposite boot propped to show tread detail. The cast shadow should be retained to ground the image.



**Tools, Equipment & Supplies** should be shot at a low 45 degree angle whenever possible and especially for power equipment. Left, right and center angles should be captured.



The following are the basic standards that must be met for product photography.

- File size: No less than 8” by 8”
- Resolution: 300 dpi in CMYK
- Angles: Front • Back • Left 3/4 • Right 3/4
- Background: White
- Image clipping: All products should be tightly clipped out not including any shadows.
- Footwear styling: All footwear should be provided with a left and right-facing angle. An alternate angle showing the pair is preferred for all footwear.
- Alternate clothing styling: All clothing should be photographed on forms. The tags and shirt inside-collars should always be visible. For clothing with multiple colors, show simple stackouts.
- Provide any available product videos.



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## Pricing applications

## Approved formatting for all products

To ensure we provide a consistent customer shopping experience we use the following formatting:

There may be slight variations on our website due to system requirements as well as signs printed directly at our stores.

Changes to this formatting are not allowed. The only changes allowed are to the sizing of the price. The price can be taken up in size as needed to promote hero items.

(Approved formatting)

**\$699<sup>99</sup>** **5 FT. X 8 FT. MESH FLOOR TRAILER**  
 • 2,000 lb. payload capacity  
 • D.O.T. approved wiring & lights  
 1090202

**SAVE \$100** **\$699<sup>99</sup>** **5 FT. X 8 FT. MESH FLOOR TRAILER**

- 2,000 lb. payload capacity
- D.O.T. approved wiring & lights

1090202

**SAVE \$100**  
**\$699<sup>99</sup>**

**5 FT. X 8 FT.**  
**MESH FLOOR TRAILER**

- 2,000 lb. payload capacity
- D.O.T. approved wiring & lights

1090202

**\$699<sup>99</sup>** **SAVE \$100**

**5 FT. X 8 FT.**  
**MESH FLOOR TRAILER**

- 2,000 lb. payload capacity
- D.O.T. approved wiring & lights

1090202



(Not to scale & for reference only)

**\$699<sup>99</sup>** **SAVE \$100**

**5 FT. X 8 FT.**

**MESH FLOOR TRAILER**

- 2,000 lb. payload capacity
- D.O.T. approved wiring & lights

1090202

**\$21pt ROBOTO  
SLAB BOLD**

**8pt ROBOTO CONDENSED BOLD**

- 6pt Roboto Bold (upper & lower case)
- 6pt Roboto Bold (upper & lower case)  
6pt ROBOTO MEDIUM (sku# number only)

**TRACTOR  
SUPPLY CO.**

**MAR.13-MAR.17**

**NOW OPEN UNTIL 9PM  
Monday - Saturday**

**FIND YOUR LOCAL STORE @  
TractorSupply.com**

# SPRING POWER HOUSE

**\$89\*\* A Month**  
**36 Payments Totaling**  
**\$3,197, 3.99% APR\***

SEE PAGE 2 FOR DETAILS

**ALL NEW 2019**  
**Cub Cadet**

**\$3499<sup>99</sup>**

54 IN. BAD BOY® MZ  
MAGNUM ZERO-TURN MOWER

- 24 H.P. Kohler® V-twin engine
- 7-gauge fabricated steel deck
- Deck Dial Height adjustment 1227555

**\$104\*\* A Month**  
**36 Payments**  
**Totaling**  
**\$3,730**  
**3.99% APR\***

SEE PAGE 2 FOR DETAILS

**\$3099<sup>99</sup>**

54 IN. ULTIMA ZT1  
CUB CADET®  
ZERO-TURN MOWER

- 24 H.P. Kohler® V-twin engine
- 11-gauge fabricated steel deck
- 3 year unlimited warranty, lifetime warranty on frame & fabricated deck's shell 1380767

**54" IN. DECK EXCLUSIVELY AT TSC**

\* Disclaimer copy, disclaimer copy, disclaimer copy, disclaimer copy, disclaimer copy, disclaimer copy

**20% OFF** GROUNDWORK® FERTILIZERS†

**15% OFF** DORMANT TREES†

SELECTION MAY VARY BY STORE

**10% OFF** GROUNDWORK® SPREADERS†

**\$269<sup>99</sup>** **SAVE \$30**

**36 IN. BLACKSTONE® PROPANE GRIDDLE**

- Large 720 sq. in. cooking surface
- Pre-seasoned griddle for a non-rust finish
- Large grease can and hanger included 1234204

**\$119<sup>99</sup>** **SAVE \$30**

**1,400 LB. CAPACITY GROUNDWORK® HEAVY-DUTY GARDEN CART**

- 52 in. x 34 lb. steel mesh bed
- 2-in-1 handle converts between pull handle and trailer hitch 1147050

**\$269<sup>99</sup>** **SAVE \$30**

**SIMPSON® 3000 PSI GAS PRESSURE WASHER**

- S-N-1 Multi-tip nozzle: 0", 15", 25", 40" and soap 1310419

**\$899<sup>99</sup>** **GREAT PRICE** **Cub Cadet®**

**RT65 DUAL DIRECTION REAR TINE TILLER**

- 19cc Kohler® OHV engine
- 18 in. tilling width
- 7.5 in. tilling depth 4452762

**KOHLER Engines**

**36 MONTHS FINANCING AVAILABLE ON PURCHASES OF \$1299 TO \$1599.**  
Valid 1/1/19-6/30/19 With Credit Approval. Terms & Conditions Apply. See A Team Member For Details.

DISCOUNT APPLIED TO LOWEST MARKED PRICE • EXCLUDES PRICE CUT AND MANAGER'S SPECIALS • SELECTION MAY VARY BY STORE





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### Icons

Tractor uses several icons to draw the attention of the customer.

All marks shown to the right are pre-approved icons utilizing all aspects of the Tractor brand.

As new icons and logos are developed they need to be referenced to this family first to ensure they follow the general look and color treatments.





Coupons

Consistency with the look of our Tractor coupons is critical.

Our coupons utilize a custom border that looks like tractor treads. The corners of the coupons have simple shapes that look like metal nuts and make the coupon unique to Tractor. The simple and consistent design is intended to be easy to use.

In many cases, Tractor coupons are directly related to a product offer in which it helps to have the product image appear within the coupon.

The look is critical to help Team Members determine what coupons are supported by Tractor vs a coupon from a manufacturer.



Coupon without product



Coupon with product



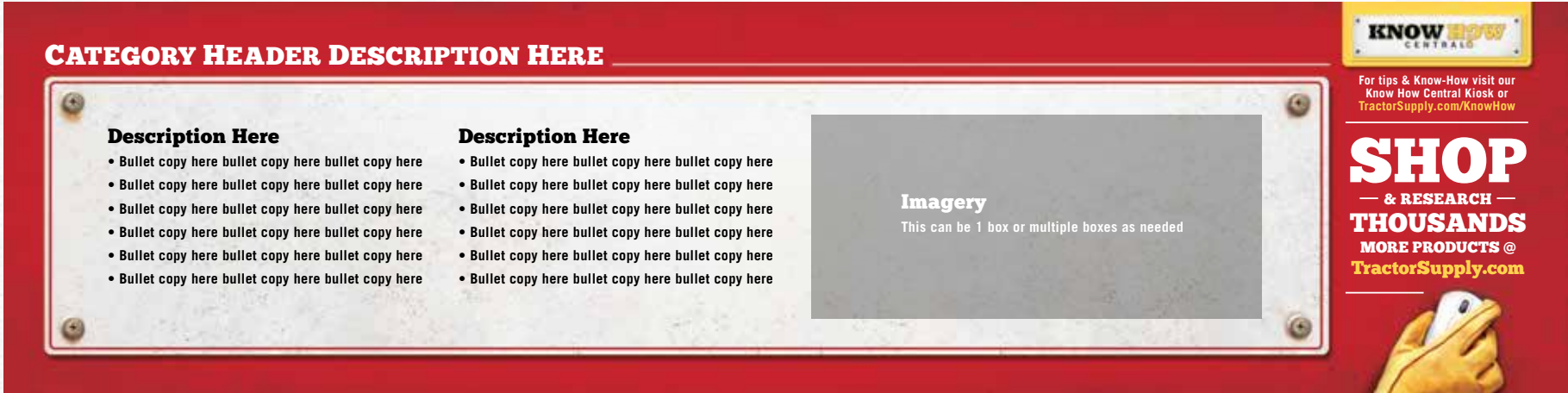
Product point of purchase

As a customer shops we want to present our great brands with a consistent look and tone of voice.

Shown here are some basic examples of what product POP should look like and the standard sizes we use most often.

When point of purchase signage is being created it should remain clean and simple. Copy should be short and very easy to read from at least two feet away.

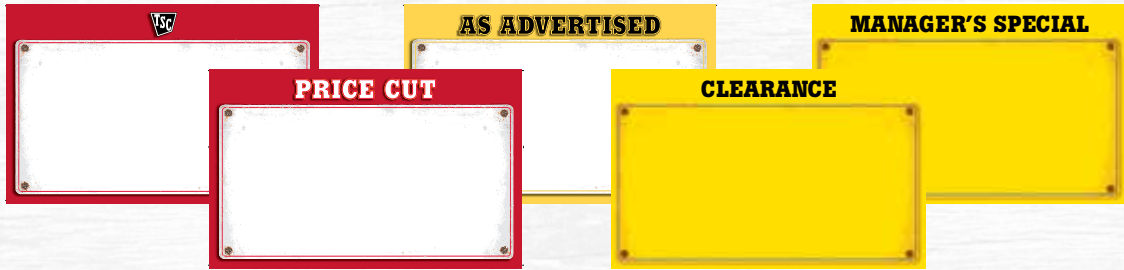
If a different treatment is desired approval must be obtained by the TSC Creative Team.



48” by 12”



48” by 3” Rack strips



**Price/item signage**  
Shown here are the approved templates for in store price signage. They are only used as 11” by 7” and 5” by 3” sizes. At times, special designs are used to support seasonal events.



Directional signage

Our department overhead signs boldly establish the look of the brand and help customers navigate the store.

These overheads feature illustrations that help customers immediately understand what the category below contains. The illustration style was chosen to be brighter and cleaner than using a photo and depicts a somewhat vintage style.

The red frame reinforces our brand color and the metal plate with rivets supports the life out here look in an authentic, relatable styling.





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Event point of purchase

Seasonal events are brought to life in store with custom graphics and add to the base store sign package.

Shown are examples of a few of the seasonal theme packages and where they are used in the store.

Sizing can change depending on the sign location but there are a core group of signs that are the same through every event.

The overall look should have a farmers market, rural life out here look and feel.





Community tool kits

**Local Store Tool Kits** give our stores the flexibility to create custom events throughout the year. They are a great way to keep customers coming back regularly.

There is a wide variety of pre-printed and ready-to-ship tool kits from which the stores can choose. All are consistently branded and are easy for the stores to customize to create their own special events.

**County Fair Kits** Tractor supplies customers year round with what they need to raise prize winning show animals and vegetables.

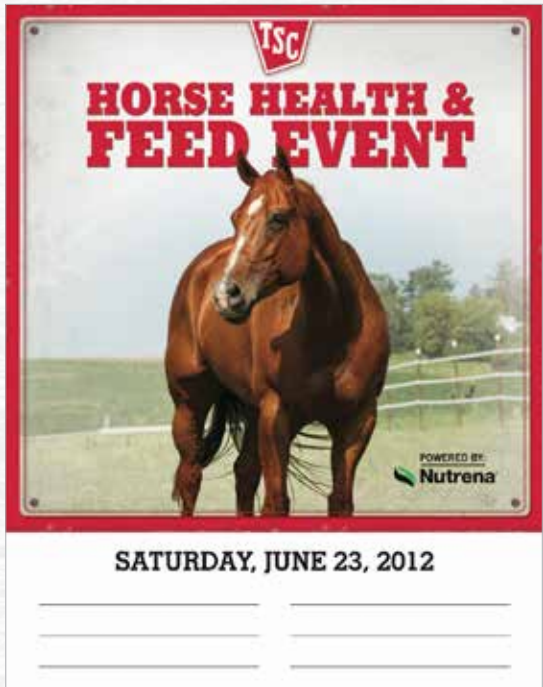
The design of this special tool kit is meant to have a softer appearance than the standard wood plank and riveted metal look.



Outdoor banner



Bagstuffer



22" by 28" poster



22 by 28 poster



Outdoor banner





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### Out Here With Animals

#### Animals are close to our hearts.

They’re also a very big part of our business. And so we put on a whole appreciation week to show just how important they are to all of us out here. During the “Out Here With Animals Event,” we give out information on nutrition and care, as well as offer giveaways, free samples and they are just good neighborly fun for everyone.

There are several elements with this specific promotion; ensure they all work together across all channels.



Tent



Logo



Email banner



Hangbill Bagstuffer



Oversized check



Yard sign adoption





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Spring Sale

Spring is huge Out Here. And so we have numerous communications promoting the biggest time of year for us. Our Spring Event covers a lot of departments and numerous products, large and small. Keep everything consistent. Take a step back and see if everything works together. Colors, fonts, photographs – they should all work together to tell one big story.



Overhead Dangler



C-Channel Strips



22" by 28" poster



44" by 49" widespan poster





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### Website and Email

**These two tools do a lot of the heavy lifting.** Many first time customers will visit the site before they visit the store, so it’s important to make everything consistent with the brand.

Below are the critical specs to follow when building our most common digital elements.

**Build all below in RGB @ 150dpi**

- Website Hero - 1440 x 720
- Landing Page - 1440 x 250
- Homepage Global - 1440 x 50  
(live text only & solid color)
- Flyout Banner - 300 x 600
- Email Hero - 1280 x 720 (desktop)  
640 x 830 (mobile)



Website Hero



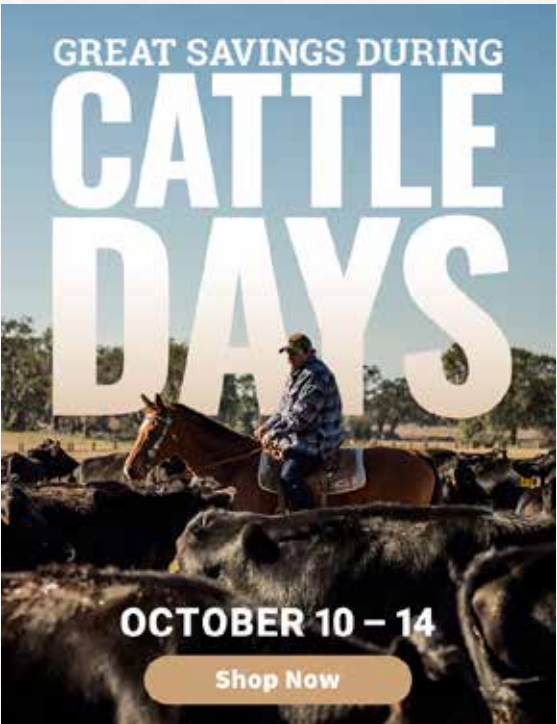
Landing Page



Homepage Global



Flyout Banner



Email Mobile



Email Hero



Style guide checklist

# How you know if you're on-brand.



Here's a quick checklist as reference. It's just the essentials and doesn't address specifics. Please read through the guidelines to make sure you have a good grasp of how to stay on-brand and make your work the best it can be.

Brand Voice & Tone

- Does the language sound authentic? And not too “punny” and cliché?
- Does the language sound like a conversation? Like you’d speak to friends and family?
- Does the language sound like it could be from another brand? Or too generic that anyone could own it?

Photography

- Are images authentic and not posed?
- Are images cropped in a way to showcase the best?
- Are images farm relevant?

Brand Elements

- Are you using the approved formatted logo?
- Are you using the approved colors?
- Are you using the approved fonts?
- Are you maintaing brand consistency through textures?



## Closing

# Thanks for doing your part. We appreciate the help.

All materials printed or produced by Tractor Supply Company, or in the name of Tractor Supply Company, will follow this version of the Brand Guidelines. This document is to be used as a tool and reference guide to ensure compliance with graphic standards. Written requests for departure from the graphic standards policy should be directed to the Creative Director. At any time you can also find all this information and more at [TSCbranding.com](https://www.tscbranding.com).

Since 1938 our brand has been constantly evolving and connecting with those that share a passion for the out here lifestyle. We ask that you now help our brand continue its evolution and take pride in being part of our history.

# Your're now ready to plow ahead...







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**WORK HARD • HAVE FUN  
MAKE MONEY**

