



SWINETECH®

LET'S GET STARTED

GRAPHIC STANDARDS AND STYLE GUIDE



THE BRAND

First impressions are important, but lasting impressions are just as valuable to the longevity of a business or organization. This document covers the basic elements of managing this identity.

The purpose of this style guide is to provide guidelines that support a consistent and cohesive visual pathway for the SwineTech Brand and its future direction. It is important to build a strong consistent visual basis since a graphic is such a key component of perception.

It is suggested that anything visual developed from this point forward will be of importance and you are to refer back to this information to ensure that the identity is being applied consistently and tastefully in thought, color, form and cohesiveness.

The primary logo is the most visually prominent representation of the organization, thus, it is the main logo and should be used in the organizations main branding communication.

OUR BRAND PERSONALITY

All brands have a personality. The words selected for the SwineTech brand personality are the driving force behind our name, the logo, colors and communication right from the start. They were chosen because they represent our mission and connect to our target audiences. When developing marketing materials, elements of our brand personality should always be present. The feel of our brand should convey terms such as:

LOGO AND USAGE

The logo and style guide should be shared with vendors or employees who may require Pantone colors, spacing for signage, sizing and proper logo placement. Internally, it should also be shared with printers and/or other employees as a point of reference for correct identity usage.

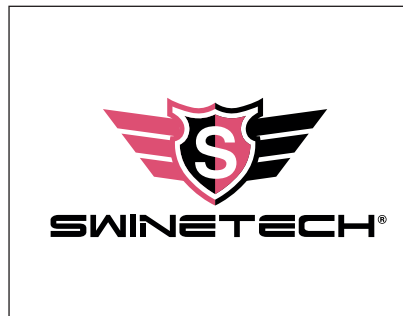
The logo reflects the design direction for SwineTech. This mark is the dynamic essence of animal husbandry without going overboard on the typical imagery associated with farm-tech companies.

At its essence, the simplified wing element represents broad horizons, flight and movement. The shield stands for protection, security and trust. It is appropriate and unique in terms of its stylized visual appeal. It is authoritative, tech in nature and modern.

The color scheme provides the SwineTech brand a bold, approachable and subject-specific foundation that can be developed throughout signage, varied marketing materials and custom graphics.

OUR PRIMARY LOGO

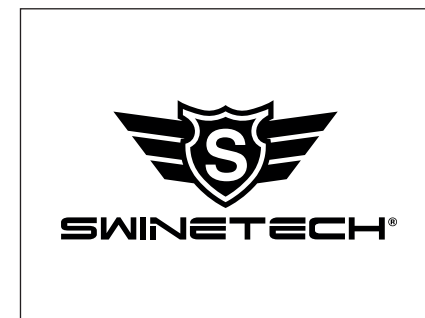
Color



Black & White (white on black)



Black & White (black on white)



COLOR PALETTES

Color accuracy is dependent on using the proper Pantone number for each type of printed material. Whether the material is coated or uncoated, the Pantone numbers selected will reduce color variables and maintain consistency. Often it is a good idea to work closely with the printer to ensure color accuracy rather than to rely solely on the Pantone number.

SwineTech has developed a standard for reproducing colors. This is to ensure the colors will always remain consistent. Please reproduce the logo in full color (cmyk) whenever possible. Full color is a term which means it is four-color process printing; (a build of cmyk values, cyan, magenta, yellow and black). Equivalent colors are also listed and should be used in certain instances such as desktop publishing/web or screenprinting.

Keep in mind, when printing material in full color, the colors may appear darker or less vibrant than using the Pantone color system. This is natural when printing with a build of cmyk.

The colors are identified by Pantone numbers as indicated. However, it is important to be aware that exact shades are unpredictable, especially when they are being reproduced on materials such as plastics and fabrics and when using paints. Variations will occur when printed on coated versus uncoated stock, and colors may also appear differently when viewing on screen from computer to computer or from one printer to another.

COLOR BREAKDOWNS

PANTONE: 198 C CMYK: 9, 84, 37, 0 RGB: 223, 70, 97 HEX: DF4661	RICH BLACK CMYK: 60, 40, 40, 100 RGB: 1, 11, 19 HEX: 010203	30% BLACK	WHITE
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COLOR DIFFERENCES

Pantone (Coated only) — Color usage ideal for screen printing only or for signage.

Four Color Process (CMYK) — for ideal logo representation, the four color version is recommended for use on all printed materials.

Electronic (RGB) — the required color format for any electronic usage. Colors are equivalent to printed materials however, due to varying monitors or print facilities, some color shift may be possible.

One-Color Black — should be used for applications where only black ink is used, such as black and white print ads.

Reverse and Backgrounds — the primary logo and icon are specified. Please refer to files for options that work for your situation.

CLEARSPACE

Always give the logo breathing room to stand out and stand apart. Whatever the size, a clearspace of “X” is equal to the height and width of the SwineTech “S” positioned horizontally and vertically.

A clearspace minimum of “X” around logo should always be used in order for the logo to comfortably and visually work within its surroundings.

The dotted lines indicate the smallest amount of cushion recommended. Please maintain this spacing around all four sides of logo for all logos represented in this guide.

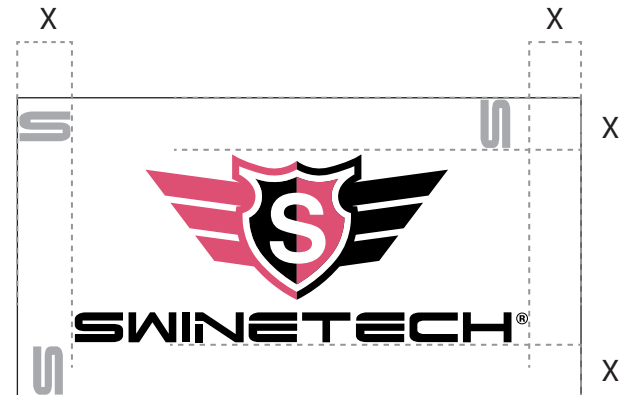
Super tiny logos should be avoided, and we have a limit to just how small we can go to keep it legible.

EXAMPLE OF PROPER VISUAL WHITESPACE

White space around a logo is important because it shows that it is unique; that it is not another designed element on the page. Showing the logo respect by giving it space strengthens the brand.

Don't place other elements too close to the logo.

Don't place the logo too close to an edge.



defined area = **S** + **U** (width and height)



Vertical Minimum Size

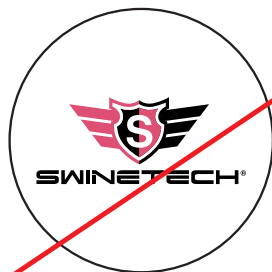
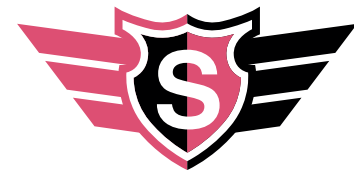


1.25 in

USING THE LOGO

Never alter any element of the logo or the logo itself.

1. Don't add to or subtract from the logo.
2. Don't change the layout of the logo's text or alter its appearance.
3. Don't stretch the logo or change its proportions
4. Never change the appearance of or add anything to the logo.



TYPEFACES

The correct font choice is a key element in communicating our brand personality.

For all designed content, the Source Sans Pro font family has been selected for its clean, modern letterforms and its complementary levels of weight giving it a distinctive, no-nonsense typographic voice.

The Source Sans Pro family includes: Black, Black Italic, Bold, Semi-Bold, Regular and Light. Though available, we prefer to use the Light and Bold typestyles.

Source Sans Pro Bold

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Source Sans Pro Semi-Bold

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Source Sans Pro Regular

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Source Sans Pro Light

abcdefghijklmnopqstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPE SAMPLES

Consistent use of typography helps maintain the brand identity, keeping it cohesive and strong throughout all applications.

- Use sentence case for headlines and subheads on all materials.
- Use sentence case for all body copy, calls to action and bullet points.
- A period should always appear at the end of headlines, subheads and call-outs.
- Use Rich Black for headings and subheadings.
- Use Rich Black for body copy.
- Use SwineTech Pink bulleted headings.
- Use Rich Black for bulleted items.
- 9–11 pt. font is preferred for body copy on print pieces. Never use copy smaller than 8 pts.
- For headings, use 34pt.
- For sub-headings, use 12pt.
- For paragraph headings use 12pt.
- 9.5 pt. font is preferred for body copy and address sections on printed pieces.
- For areas of attribution/quotes, use 12pt Source Sans Pro Black Italic.
- Use 1 inch margins at left and right.

Left justify dividing line and copy

Center headings and subheadings

Sample Headline. Source Sans Pro Bold

Dividing line: .85pt


Sample subheading. Sample subheading. Source Sans Pro Bold

Source Sans Pro Bold **Sample Bullet Heading.**


Source Sans Pro Light


- Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy.
- Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy.
- Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy.
- Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy. Sample bullet copy.

CONTENT LAYOUT EXAMPLES



Discover How PigFlow[®] Can Make a Difference.

-  Labor Efficiencies
-  Employee Onboarding
-  SOP Compliance
-  Task Management
-  Multilingual Messaging

-  Stillborns
-  Farrowing Mortalities
-  Sow Mortalities
-  Prop 12 Compliance
-  PQA & Validus Compliance

Unlock Your Team's Full Potential

PigFlow helps build decision ready teams by equipping them with the tools to collaborate, learn, and solve problems.

Technician/Caregiver

- Communicate and collaborate effectively with your team using PigFlow's user-friendly application.
- Stay on top of your tasks with custom task lists that provide real-time updates and help you prioritize your workload.
- Make efficient and informed decisions with easy access to important information while performing tasks, allowing you to focus on providing exceptional pig care.
- Get notified of any issues that require your attention with PigFlow's production insights and alerts.

Manager

- Leverage PigFlow's advanced tools to drive progress towards your production goals.
- Track and monitor production data, task management, configurable SOPs, and overall team help of messaging to approach your data in engaged, informed, and timely fashion.
- View progress, identify areas of opportunity, and make informed decisions on production improvements using the PigFlow dashboard.
- Streamline your pig care operations and maximize potential by managing by signing up for PigFlow today.

"PigFlow has helped us become more efficient and has improved our ability to provide timely care to each sow and her litter. In just 4 months, we have helped our farm go from a 23 PPSY score to a 27 PPSY score."

Fred Kuhn, Dykhus Farms Inc.

"We have seen a huge increase in the efficiency of communication since starting with PigFlow. Managers are now virtually more confident and PigFlow has helped our farms come together to be more efficient and to provide better care. This led to a 55% improvement in stillborns!"

Dakota Steber, Borgz, Sow Farm


The PigFlow platform is a cloud-based digital pig flow system, and can be accessed from a phone, tablet, or desktop. For more details and pricing information, contact Matthew Hoad at mhoad@swinetech.com.

 [Google Play](https://play.google.com/store/apps/details?id=com.swinetech.pigflow)

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Website: www.swinetech.com/pigflow




Pigfit Patch Placement.

The Pigfit will always be pinned to the side of the pen monitor that you're changing it. When placing the Pigfit into the patch and onto the back of the monitor.

- Remove the Pigfit from the charging dock.
- Check that it is paired and has sufficient battery life. To testing at the store on the LCD screen. (See below)
- Insert the Pigfit into the patch from the opening on the adhesive side.
- Make sure that the contacts are exposed and will be against the work area.
- Be sure that the area is dry and free of anything that might prevent adhesion.

The Patch
This is a medical grade adhesive that is designed to stay on the pen for up to five days. If a patch falls off or the below steps, it may be replaced with a new one.



Care & Cleaning.

The SwineTech Pigfit Pen Monitor and Pigfit are designed to be water resistant. However, this unit is not type rated for high exposure to water. DO NOT clean with a high flow of water like a pressure to power wash wand.



SmartGuard[®] has shown to increase productivity by an average of .31 piglets per litter. This is accomplished by reducing crushing in the first four days by as much as 59%.

Advanced algorithms and acoustic engineering detect when a piglet is in distress by analyzing its squeals. In the moment of a crushing event, the SmartGuard[®] acoustic communicates to the SmartGuard[®] wearable to turn the sow to start up.

Leveraging Technology

SmartGuard[®] has been shown to reduce crushing in the first four days by an average of 43%. Each SmartGuard[®] Pen Monitor continuously monitors each piglet's behavior and reports crushing events to the SmartGuard[®] wearable. This data is used to generate reports for the piglet's behavior and the sow's behavior.

Soft Suitable

The SmartGuard[®] wearable is designed to be soft and comfortable for the piglet. It is made of a soft, flexible material that can be worn for up to 24 hours. The SmartGuard[®] wearable is also designed to be easy to clean and maintain.

Waterproof Design

The SmartGuard[®] wearable is designed to be waterproof. It is made of a durable, water-resistant material that can be worn in wet conditions. The SmartGuard[®] wearable is also designed to be easy to clean and maintain.

SwineTech is the world's leader in using artificial intelligence to eliminate sow and piglet deaths.




Important Facts to Know About SmartGuard[®]

The SmartGuard[®] wearable impulse was designed and tested primarily with safety and efficiency in mind;

The SmartGuard[®] wearable impulse was designed and tested primarily with safety and efficiency in mind; to ensure the animal's safety we started with a well-regulated impulse energy level to be less than the commonly available dog training collars, measured to be 2000 volts and 2 joules of energy per impulse per second. After extensive testing and fine-tuning, we found that the energy level to be less than 1/3 the level of a dog training collar, at less than 500 volts and 0.5 joules per second impulse wave. The product electronics, the result is also designed to never exceed 500 volts.

As a farm, we found that the specific impulse guarantees that were more effective (pulse width of 200 microseconds, at a repetition rate of 100 Hz for 1 second or less) also coincided with the specifications used in medical Pigfit for pain reduction treatments for human clients (pulse width of 200 microseconds, repetition rate for 1-200 Hz, up to 1000 Hz).


Although we haven't studied how much our wearable can reduce pain in our swine population, the impulse energy we study our animal was not intended to be used for pain treatment as a TENS unit, we do operate in the same region as the TENS unit of high-frequency bursts, and the low-frequency analog is relatively the same thing. The only difference is that the TENS unit specifies a total of no more than 200 volts, with a total impedance of 500 ohms, under these test conditions, above that we measure at approximately 140 volts. When on the rise, the voltage is between 300 and 500V.

Pulse width: SmartGuard[®] is 200 microseconds, TENS specifies 20-200 microseconds.

Pulse repetition rate: SmartGuard[®] is 100-1000 Hz, TENS specifies 1-200 Hz (high frequency levels for pain relief).

Impulse: 0.5-2.00 Joules total, SmartGuard[®] is 200-500 volts with a 500 ohm load, TENS is typically 30-70 volts, not to exceed 500 volts.

Note: Typical load impedance of the ear's skin is 3000 ohms or more, which requires the SmartGuard[®] to produce impulses of 300-500 volts to compensate, dog training collars are 2000-volts, and stock (leather or neoprene) collars are at 35,000 volts or more.



Stock (leather or neoprene) collars




SmartGuard[®] wearable


The SmartGuard[®] wearable (Safer and more efficient)

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sales@swinetech.com
web@swinetech.com

Website: www.swinetech.com





The SwineTech Journey

Follow our proven path to success.

- Schedule a demo**
Go to PigFlow - SwineTech business development team and schedule a demo. Learn how PigFlow can make your farm more efficient.
- Site Survey**
Fill out a brief survey explaining the layout of your farm to give us better understanding of what we need to get your farm set up.
- Connect your records provider**
PigFlow works as a powerful extension to many different record keeping solutions. Work with a SwineTech representative to connect your existing record to the PigFlow platform.
- Contract**
Sign your contract, contact that address at all your farm's needs.
- Set up enterprise**
Create roles and responsibilities for each member of your team.
- Install the WiFi Backbone**
If needed, SwineTech will install a WiFi backbone that will allow for fast, reliable connectivity for everyone in the barn.
- Get better**
Once everyone is comfortable with PigFlow, put it in action and let it work for you and your team.
- Train the team**
SwineTech will train all employees on how to use PigFlow and integrate it into their everyday responsibilities.
- Updates**
PigFlow will continually update and progress to make your life easier on the farm.

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sales@swinetech.com
web@swinetech.com

Website: www.swinetech.com

ICONOGRAPHY

SwineTech icons are used across various brand touchpoints throughout our marketing collateral. Icons provide symbolism, clarity, and visual interest in distinct forms and shape.

A great way to break up large portions of text and images can be done by incorporating icons into layouts. They act as a guide for a new user or a reader to traverse content more smoothly. They also make content more visually appealing and help easily distinguish portions of copy.

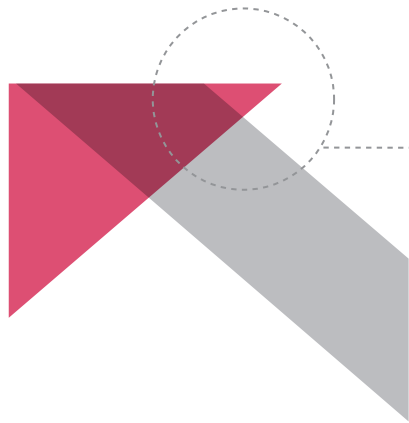
The icons below have been designed to have equal visual weight and be of equal proportions to one another through their use of positive and negative space.



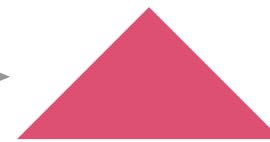
GRAPHIC PATTERNS

SwineTech often utilizes graphic patterns to tie its branding together for cross-collateral continuity. Elements of the graphic pattern are also used.

Overlapping and translucent shades of SwineTech Pink and gray



Variations of angular geometric elements



Simplistic elements pulled from recurring geometric patterns

