

Bower Ag Brand Guides

Brand Story



Bower Ag unites the proven expertise and resources of Ag Property Solutions, Dairy Specialists, and TDSG to deliver comprehensive solutions for livestock producers nationwide. As a wholly owned subsidiary of Standard Nutrition Company, Bower Ag specializes in high-quality construction, state-of-the-art equipment, and expert dealership services—empowering producers to achieve operational excellence across the livestock sector.

Logo Use

The primary Bower Ag logo lockup appears as a horizontal, two-color treatment. The secondary logo lockup is a stacked/vertical, two-color treatment.

PRIMARY LOGO

The primary logo should be used in all situations except apparel and where limited space or color considerations prevent its use.



SECONDARY LOGO

The secondary logo may be used in situations where limitations prevent use of the primary logo.



SAFE AREA

To maintain brand integrity, use the safe area around the logo measured off the capital-A from within the word AG. This clear space should be completely free of text or other competing graphical elements. Exceptions may be made on small uses with limited space while not allowing other elements to touch and/or overlap the logo.



MINIMUM SIZE

Do not reproduce the logo at a size smaller than the minimum size shown above. Exceptions may be made on small merchandise that has limited imprint area space.



.375" inch

1" inch

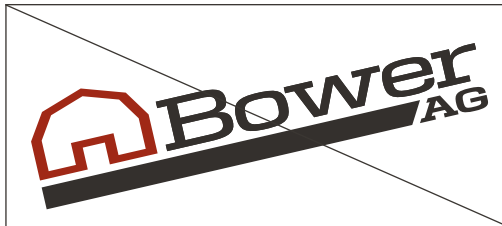
COLOR BUILDS & CONTRAST

It is recommended to adhere to ADA compliance standards for color contrast. Our color choices are carefully selected to meet accessibility guidelines, as validated by tools like contrast-grid.eightshapes.com. For tone-on-tone applications, please reach out to marketing@standardnutrition.com for more information.



Incorrect Logo Useage

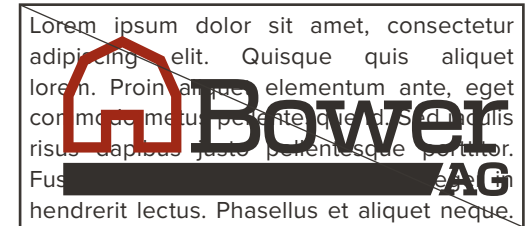
It is important to the Bower Ag brand to maintain a consistent appearance in visual communications across various media types and materials. Do not alter the logo from how it appears within the pages of this guide and approved file builds.



Do not rotate or stretch.



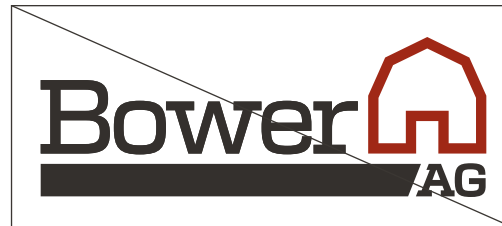
Do not use non-approved colors or use on low-contrast background; use proper color lock-up to maintain contrast on backgrounds.



Do not violate safe area, maintain proper area of clear space.



Do not alter logo lock-up element scale.



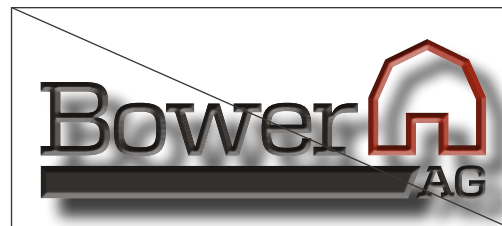
Do not alter logo lock-up element placement.



Do not alter colors, logotype typeface, or font.



Do not ad gradients to the logo



Do not apply effects such as Bevel & Emboss, Inner Shaddow, Drop Shadow, etc.



















Do not alter logo colors for social or political trends.

Color Palette

It is important that Bower Ag maintains a consistent appearance in visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact. Be sure to choose the correct Pantone Matching System (PMS) number or color build based on the output of the final piece.

Adhere to the PMS colors and color builds shown below. Do not rely on software to create color conversions. PMS colors should be on spot color imprints or to select accurate alternative colors (e.g. screen printing ink, embroidery threads, etc.). CMYK color builds should be used on anything printed offset/digitally, while HEX colors should be used for digital applications.

COLORS

| Dark Red | Bright Red | Charcoal Black | Dark Grey 70% Black |
|--|---|---|--|
|  |  |  |  |
| Pantone®  484 C | Pantone®  485 C | Pantone®  95% Black C | Pantone®  Cool Gray 11 |
| CMYK: 1 90 92 33 HEX: 9b3426 | CMYK: 0 95 100 0 HEX: da2b1f | CMYK: 0 0 0 95 HEX: 333333 | CMYK: 63 52 44 33 HEX: 6b6969 |
|  SCREEN PRINTING* 1126 Flag Red |  SCREEN PRINTING* 6159 - Cool Sport™ Scarlet 485C |  SCREEN PRINTING* 6177 - Cool Sport™ Black 6C - IC6177 |  SCREEN PRINTING* Cool Gray 11C |
|  EMBROIDERY* Isacord 91514 -OR- Richardson Texas Orange Ginkgo 5634 |  EMBROIDERY* Isacord 1703 -OR- Richardson Red-Orange Ginkgo G878 |  EMBROIDERY* Isacord 0020 Black -OR- Richardson Black Ginkgo G622 |  EMBROIDERY* Isacord 4074 -OR- Richardson Charcoal Ginkgo G614 |

TINTS

Tints of red and black may be used as neutral background colors and callouts. Suggested tints are shown. Other tint percentages may be used. *Note: Tints of dark red are not recommended.*



Color Contrast

In line with our commitment to ensuring that everyone can engage with our brand, we recommend adhering to ADA compliance standards for color contrast. Our color choices are carefully selected to meet accessibility guidelines, as validated by tools like contrast-grid.eightshapes.com.

By prioritizing sufficient color contrast ratios between text and background elements, we ensure that our content is legible and easily perceivable by all individuals, regardless of visual abilities.

| | Text | #DA2B1F | #9B3426 | #2C2A29 | #6B6969 | #ABAAA9 | #E9E9E9 | #FFFFFF |
|------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|----------------|
| Background | | | | | | | | |
| #DA2B1F | | | Text DNP 1.4 | Text DNP 2.9 | Text DNP 1.1 | Text DNP 2 | Text AA18 3.9 | Text AA 4.8 |
| #9B3426 | Text DNP 1.4 | | Text DNP 1.9 | Text DNP 1.3 | Text AA18 3.1 | Text AA 5.9 | Text AAA 7.2 | |
| #2C2A29 | Text DNP 2.9 | Text DNP 1.9 | | Text DNP 2.6 | Text AA 6.1 | Text AAA 11.7 | Text AAA 14.2 | |
| #6B6969 | Text DNP 1.1 | Text DNP 1.3 | Text DNP 2.6 | | Text DNP 2.3 | Text AA18 4.4 | Text AA 5.4 | |
| #ABAAA9 | Text DNP 2 | Text AA18 3.1 | Text AA 6.1 | Text DNP 2.3 | | Text DNP 1.9 | Text DNP 2.3 | |
| #E9E9E9 | Text AA18 3.9 | Text AA 5.9 | Text AAA 11.7 | Text AA18 4.4 | Text DNP 1.9 | | Text DNP 1.2 | |
| #FFFFFF | Text AA 4.8 | Text AAA 7.2 | Text AAA 14.2 | Text AA 5.4 | Text DNP 2.3 | Text DNP 1.2 | | |

AAA Pass, AAA (7+)

AA Pass, AA (4.5+)

AA18 Pass, Large Text Only (3+)

DNP Does Not Pass

[About WCAG 2.0 contrast](#)

Logotype

The following brand typefaces are to be used in Bower Ag brand communications materials, including print and web.

fonts.adobe.com/fonts/new-science

| TYPEFACE - FONT | USE | CHARACTER SAMPLE |
|------------------------------|--|---|
| New Science Serif - Bold | Large headlines, hero statements | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! • - / _ - # \$ % & * |
| New Science Serif - SemiBold | Main logo text, section titles, subheads, CTAs | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! • - / _ - # \$ % & * |
| New Science Serif - Medium | Emphasized copy, small headers, digital buttons | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! • - / _ - # \$ % & * |
| New Science Serif - Regular | Body copy paragraphs, descriptive copy, standard communication | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! • - / _ - # \$ % & * |
| New Science Serif - Light | Captions, footnotes, supporting details, subtle overlays | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! • - / _ - # \$ % & * |
| New Science Serif - Thin | Large-scale decorative text, watermarks, light accents | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! • - / _ - # \$ % & * |

fonts.adobe.com/fonts/new-science

Brand Typefaces

The Bower Ag logotype isn't ideal for every application. In many cases, multiple type classifications are combined—whether for accessibility (such as using a clean sans-serif in digital formats) or design aesthetics (like creating a dynamic visual hierarchy). The following typefaces are recommended to maintain legibility while providing visual interest and flexible, engaging layouts.

| TYPEFACE - FONT | USE | CHARACTER SAMPLE |
|---|---|--|
| Proxima Nova - Extrabold <i>Proxima Nova - Extrabold Italic</i> | Large headlines, hero statements | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Bold <i>Proxima Nova - Bold Italic</i> | Main logo text, section titles, subheads, CTAs | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Semibold <i>Proxima Nova - Semibold Italic</i> | Emphasized copy, small headers, digital buttons | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Medium <i>Proxima Nova - Medium Italic</i> | Body copy paragraphs, descriptive copy, standard communication | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Regular <i>Proxima Nova - Regular Italic</i> | Captions, footnotes, supporting details, subtle overlays | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Light <i>Proxima Nova - Light Italic</i> | Large-scale decorative text, watermarks, light accents | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Thin <i>Proxima Nova - Thin Italic</i> | Large-scale decorative text, watermarks, light accents | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |

fonts.adobe.com/fonts/proxima-nova

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| TYPEFACE - FONT | USE | CHARACTER SAMPLE |
|---|---|--|
| Proxima Nova - Extrabold <i>Proxima Nova - Extrabold Italic</i> | Large headlines, hero statements | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Bold <i>Proxima Nova - Bold Italic</i> | Main logo text, section titles, subheads, CTAs | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Semibold <i>Proxima Nova - Semibold Italic</i> | Emphasized copy, small headers, digital buttons | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Medium <i>Proxima Nova - Medium Italic</i> | Body copy paragraphs, descriptive copy, standard communication | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Regular <i>Proxima Nova - Italic</i> | Captions, footnotes, supporting details, subtle overlays | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Light <i>Proxima Nova - Light Italic</i> | Large-scale decorative text, watermarks, light accents | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Proxima Nova - Thin <i>Proxima Nova - Thin Italic</i> | Large-scale decorative text, watermarks, light accents | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |

fonts.adobe.com/fonts/proxima-nova-extra-wide

Brand Typefaces

The Bower Ag logotype isn't ideal for every application. In many cases, multiple type classifications are combined—whether for accessibility (such as using a clean sans-serif in digital formats) or design aesthetics (like creating a dynamic visual hierarchy). The following typefaces are recommended to maintain legibility while providing visual interest and flexible, engaging layouts.

| TYPEFACE - FONT | USE | CHARACTER SAMPLE |
|---|--|--|
| Chaparral Pro - Bold Chaparral Pro - Bold Italic | Large headlines, hero statements, section titles | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Chaparral Pro - Semibold Chaparral Pro - Semibold Italic | Subheads, short key messages, digital buttons, CTAs | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Chaparral Pro - Regular Chaparral Pro - Italic | Body copy paragraphs, descriptions, labels, supporting copy | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |
| Chaparral Pro - Light Chaparral Pro - Light Italic | Captions, fine print, image credits, subtle supporting elements | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 . @ ? ! . - / _ — # \$ % & * |

Alternative Typeface

When professional creative tools are not accessible, or typeface licenses are restricted, the following alternative typeface can be used for documents, presentations, emails, etc.

| TYPEFACE - FONT | USE | CHARACTER SAMPLE |
|---|--|---|
| Avenir Next LT Pro - Bold <i>Avenir Next LT Pro - Bold Italic</i> | Large headlines, hero statements, section titles | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .@?!•-/_-# \$ % & * |
| Avenir Next LT Pro - Demi <i>Avenir Next LT Pro - Demi Italic</i> | Subheads, short key messages, digital buttons, CTAs | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .@?!•-/_-# \$ % & * |
| Avenir Next LT Pro - Regular <i>Avenir Next LT Pro - Italic</i> | Body copy paragraphs, descriptions, labels, supporting copy | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .@?!•-/_-# \$ % & * |
| Avenir Next LT Pro - Light <i>Avenir Next LT Pro - Light Italic</i> | Captions, fine print, image credits, subtle supporting elements | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .@?!•-/_-# \$ % & * |

Identity Elements

Bower Ag brand guidelines include a “graphic angle” design element that provides a unifying feature within communications material and acts as a visual connecting element between the Standard Nutrition Company businesses.

The graphic angle design element is intended to be used flexibly, spanning all or part of a layout—with or without photography. The angle of the element is set at 75° (-15°) and may be flipped or rotated for visual interest.

ANGELS



FOOTER



PAGE LAYOUT WITH PHOTOGRAPHY



OUR COMMITMENT

Elevating Dairy Excellence

At Bower Ag, we're more than just a service and equipment provider – we're your committed partner, dedicated to enhancing your ability to consistently deliver the highest quality milk, ensure unparalleled udder health, and optimize every facet of your facility's performance.

We share your deep-rooted passion for the dairy industry, ensuring that your success is our top priority. It's the cows and the people behind the operation that sets your farm apart, and we aim to be an indispensable extension of that team.

When you choose Bower, you're choosing a partner who cares more, goes the extra mile and is committed to driving operational excellence in every aspect of your dairy operation.

BOWERAG.COM

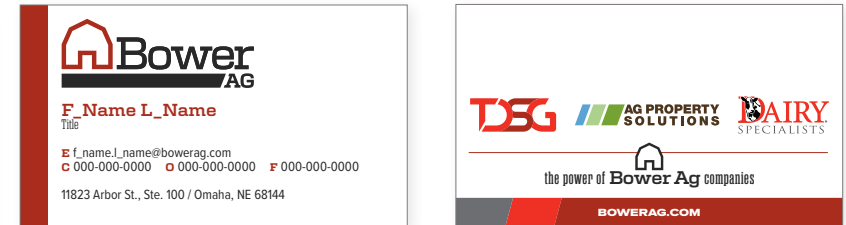


Business System

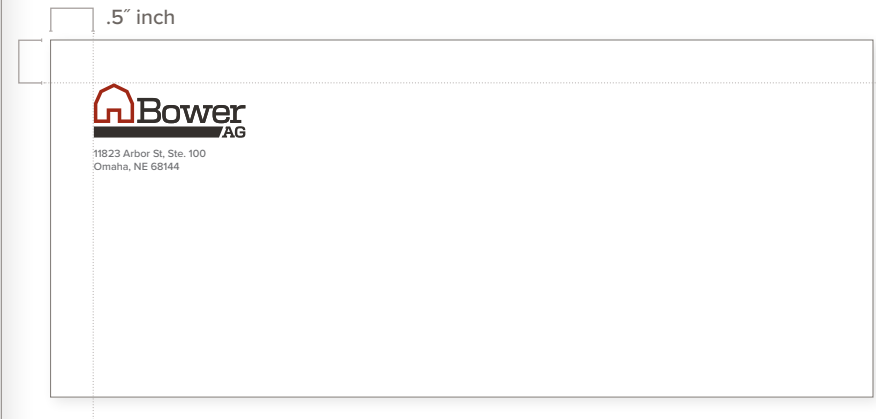
LETTERHEAD



BUSINESS CARD

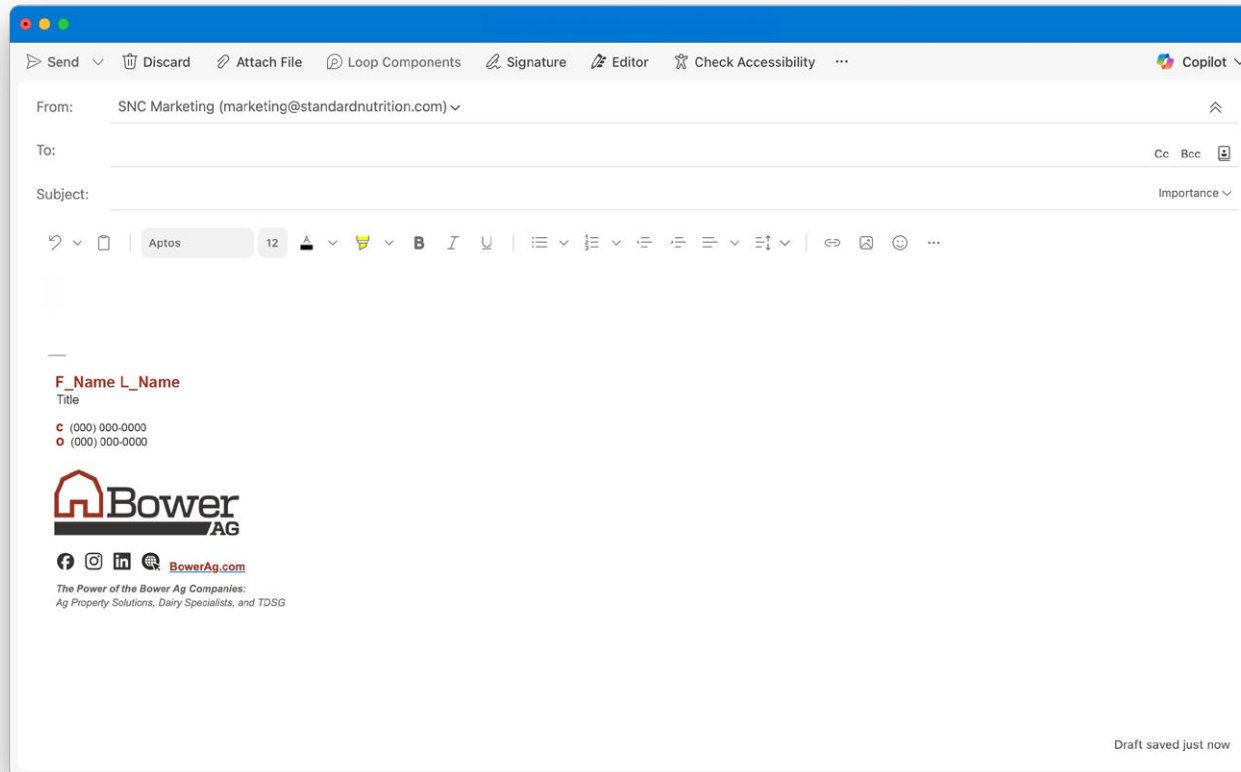


ENVELOPE



Digital / Email

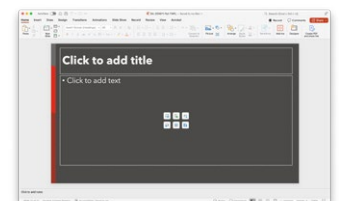
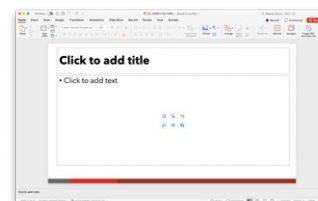
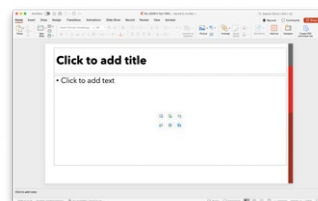
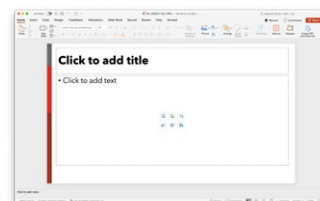
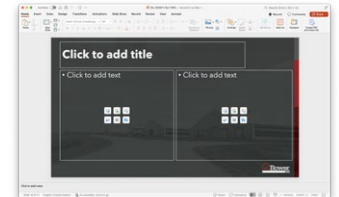
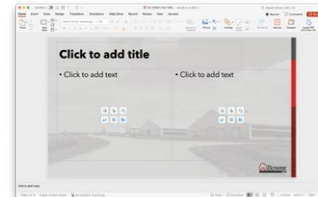
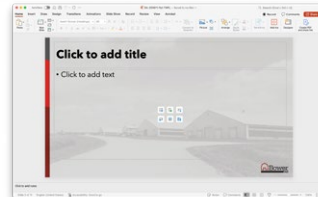
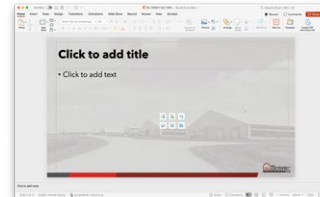
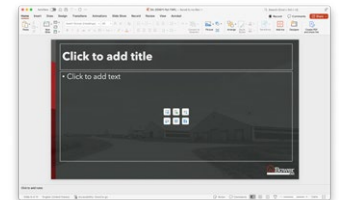
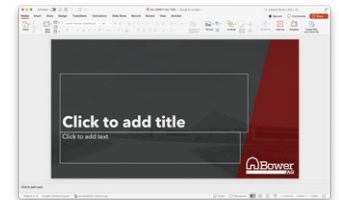
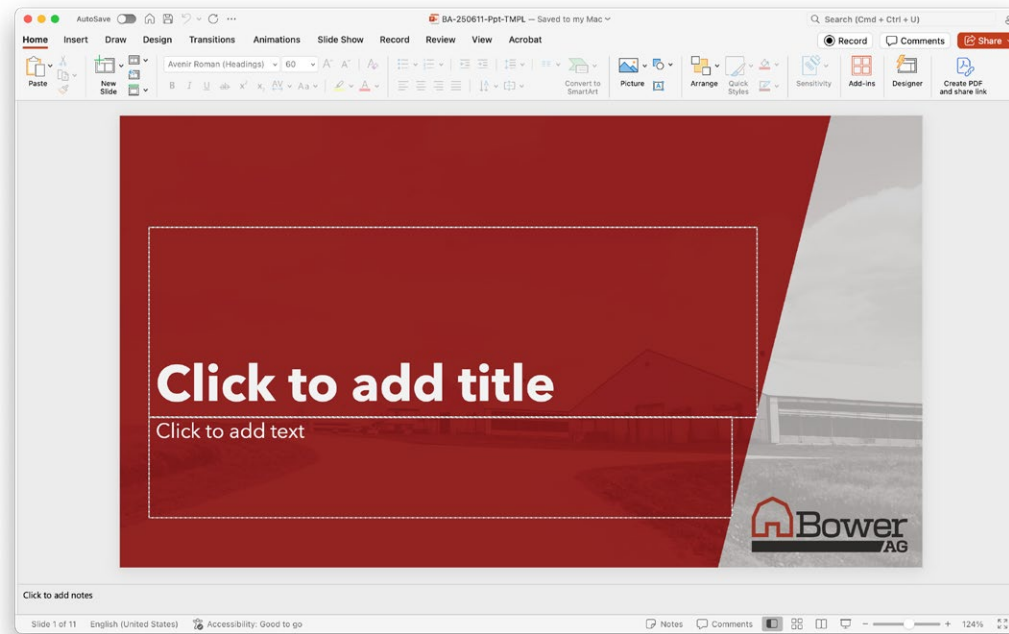
SIGNATURE VIA CODETWO



NOTE: Do not attempt to setup email signatures manually as they are attached automatically via CodeTwo.

Presentation Deck

The slide deck template has been developed using the brand color angles and image overlays. A variety of background tints and placement of graphic angles allows flexibility within a deck providing wide flexibility. Both dark and light page templates can be used to create a dynamic presentation.



A Bower Ag Company

Bower Ag is made up of three public-facing brands: Ag Property Solutions, Dairy Specialists, and TDSG. To ensure consistency, each brand goes to market with its own set of guidelines. The following overview illustrates how their unique identities are preserved while aligning them as a unified Bower Ag company.

When marketing communications needs duplicated logos, use the tagline lockup in first instance and logo mark or logo sans tagline in the second instance.

FIRST INSTANCE USE



SECOND INSTANCE OPTIONS



A Bower Ag Company

FIRST INSTANCE EXAMPLE



OUR COMMITMENT

Elevating Dairy Excellence

At TDSG / a Bower Ag Company, we're more than just a service and equipment provider – we're your committed partner, dedicated to enhancing your ability to consistently deliver the highest quality milk, ensure unparalleled udder health, and optimize every facet of your facility's performance.

We share your deep-rooted passion for the dairy industry, ensuring that your success is our top priority. It's the cows and the people behind the operation that sets your farm apart, and we aim to be an indispensable extension of that team.

When you choose TDSG, you're choosing a partner who cares more, goes the extra mile and is committed to driving operational excellence in every aspect of your dairy operation.

WWW.TDSG.US

TDSG
a Bower Ag company

DeLaval

SECOND INSTANCE EXAMPLE

Unlock the Full Potential of Your Dairy Operation



CONSULTATION AND NEW FACILITY DESIGN

Discover the ideal milking system for your dairy operation with our experienced account managers who specialize in new facility design and implementation. With our expertise in rotary and robotic systems, and traditional parallel parlors, we'll guide you through the process and pros and cons of each system, ensuring you make the best decision tailored to your specific operational goals.



FACILITY REMODEL AND UPGRADE

Transform your aging facility with our remodel and upgrade services. From a new cooling system to parlor automation, we will work with you to modernize your facility for greater efficiency, sustainability, and cow performance.



24/7 EQUIPMENT SERVICE & DIAGNOSTICS

Address your facility maintenance needs with our service team, available to answer your call round the clock. Whether you need routine maintenance, system optimization, problem solving or urgent repairs, consider us your extended team, dedicated to keeping your facility running at its best.



CLEANING AND HYGIENE PRODUCTS

Keep your cows happy and healthy with our custom line of teat dips, disinfectants, and specialty products designed to combat bacteria, germs, and dirt. Ensure top-quality milk and cow health by maintaining a clean and safe barn environment with our effective, quality-assured cleaning and hygiene solutions.

PARTNER WITH TDSG — where caring deeply, working tirelessly, and driving operational excellence aren't just filler words; it's a philosophy ingrained in all aspects of our work.

Contact Us Schedule a Visit

| HQ/TURLOCK, CA | TULARE, CA | BUCKEYE, AZ | JEROME, ID | ULYSSES, KS |
|----------------|--------------|--------------|--------------|--------------|
| 209-669-6200 | 559-688-3555 | 623-386-9229 | 208-543-8327 | 620-384-6262 |

TDSG
WWW.TDSG.US

A Bower Ag Company

FIRST INSTANCE EXAMPLE

Rovibec Agrisolutions Feed Pusher

RANGER

NITRO Li3



**The fastest and most reliable
feed pusher. Designed for large
commercial operations.**

DAIRY TECH MADE SIMPLE

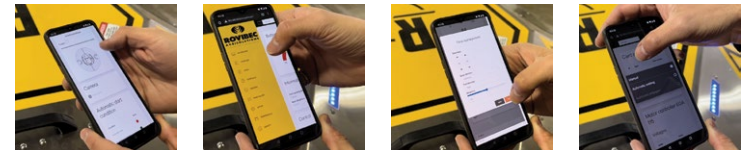
Managing 2500+ cows is no easy feat. Imagine a world where your feed is managed effortlessly. Let the Rovibec RANGER Nitro handle it all! This self-guided feed pusher robot intelligently adjusts to ration levels, ensuring your cows have constant access to fresh feed.

Increase milk production while significantly reducing feed costs. The RANGER Nitro's powerful motor and bi-directional rotating skirt efficiently push back feed, maximizing consumption.

DAIRYSPECIALISTS.COM

DAIRY
SPECIALISTS
a Bower Ag company

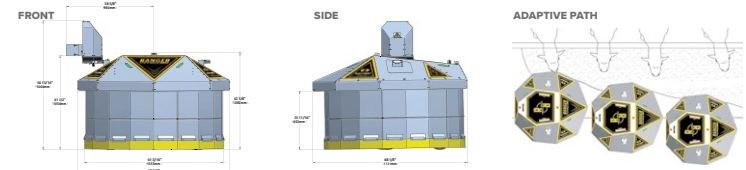
SECOND INSTANCE EXAMPLE



DETAILS

- New optimized 4.0 features! Wifi connectivity, smart remote control, device condition information, events history, simplified diagnosis, etc.
- Designed for large herds, faster & more power than the standard versions: 100 ft/min run and pushing more than 100 lbs/ft (150Kg/m)
- Run of 6000 ft/h, corresponds to about 2500 cows
- Simple, efficient and reliable thanks to the ground-inserted magnet strip
- Increased consumption of ration and milk production according to journal of animal science
- No risk of loss of control
- Motorized bi-directional rotating skirt increases pushing efficiencies
- Automatically adapts the food pushing distance to the curb, with no programming
- Low maintenance

TECHNICAL DRAWING



SPECIFICATIONS

| | |
|---|---|
| POWER | Electric 48 VDC |
| BATTERY | 2 X 100 amp/hrs - 24 VDC Lithium-Ion battery - |
| RECHARGE | Automatic charger using 48VDC - 30 AMP operating on 120/240 VAC. Multiple charging locations available as an option |
| TRACTION | 2 X 1 HP (746 W) Electric motor (1 per wheel) |
| SPEED | 100 ft/min (30 m/min) |
| ROTATING SKIRT | Motorized, bi-directional - independent 1 HP (746 W), urethane rubber |
| OPERATING RATION - CHARGING/RUN TIME | 50/50 |
| MAX RUNNING TIME | 1h - 6000 ft (1825 m) |
| GUIDING SYSTEM | 1/4" x 1/2" (6,4mm x 12,7mm) magnetic strip inserted into grooved floor |
| MANUAL MODE | User friendly Remote Control and smart-phone application or pc |
| WEIGHT | 2200lbs (1000 kg) |
| PUSHING FORCE | 600 Lbs (272 kg) |
| DISTANCE TO THE CURB | Adaptive path, up to 24" (60 cm) |
| SHIELD AND COVER | 304 Stainless steel |
| FRAMEWORK | Powder coated paint |
| MINIMUM SPACE REQUIRED FOR HALF-TURN | 120" (305 cm) |
| SAFETY | Temporary stop on collision |
| OPTION | 24 volt electrifier |



Contact Us Schedule a Visit

HQ/EVANS, CO **ULYSSES, KS** **TILLAMOOK & INDEPENDENCE, OR**
970-330-1870 620-384-6262 503-354-5359

DAIRYSPECIALISTS.COM