

BRAND IDENTITY GUIDE



Nourishing what's next.®



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UNDERSTANDING THE BRAND

Together, We Are Ardent Mills.

F

or any company, the challenge of expressing its identity in a way that's clear, compelling and memorable is all-important. For a new company, it's even more essential. That's why we've put together this Brand Identity Guide. It's a handy reference to the visual and verbal guidelines that will put us—and all of our communications partners—on the same page.

The more we all understand our brand, the easier it will be to define our identity and positioning in the industry. The information on the pages that follow will help ensure that our many voices join together to express a singular vision and a clear, consistent identity for Ardent Mills.



Company Overview

A new company. A great new era for grain.

WELCOME to Ardent Mills.

We are a company dedicated to helping our customers grow in a challenging marketplace. A company that offers the industry's broadest range of flours, mixes, blends and specialty products, customized to meet the industry's needs and backed by unrivaled technical support, customer service and the supply assurance of a coast-to-coast network of more than 40 flour mills and bakery-mix facilities along with a specialty bakery and Mobile Innovation Center, all located in the U.S., Canada and Puerto Rico.



Vision

Our vision is to be the trusted partner in nurturing our customers, consumers and communities through innovative and nutritious grain-based solutions.

Values

Our values set out the principles and expectations of the Ardent Mills Way. We will make a positive impact upon our employees, customers, communities, and partners by:

- Working to earn Trust every day, always operating with reliability and integrity.
- Serving others with understanding, respect, and care.
- Operating with Simplicity, clarity and transparency, removing barriers and letting people do what they do best.
- Ensuring the Safety of our products and people; doing what's best to create the safest environment now and for the future.

The Ardent Mills Name

We chose the name Ardent Mills because the word “ardent” communicates passion and intense devotion—attributes at the very heart of our company. “Ardent” clearly expressed our passion for providing innovative, new products, services and solutions and our unwavering commitment to helping customers grow their businesses.

The basic shape of the Ardent Mills logo was inspired by the silhouette of a kernel of wheat. A vertical “arrow” was incorporated in the center to represent the progressiveness of our company. The design features three “pieces” that represent our three companies coming together to form a cohesive unit. We used warm colors because, like the company’s name, they are passionate, energetic, inviting, earthy and natural, tying back to the products produced at our community mills.

Brand Essence: Nourishing What’s Next[®]

Our tagline—Nourishing What’s Next[®]—expresses the “heart and soul” of the Ardent Mills brand. We are committed to nourishing innovation, from field to mill to healthy grain-based products that consumers’ demand. We’re the “can do” grain people who will help you succeed with our game-changing innovation, unmatched expertise and the largest network of community mills in North America.



The image shows a close-up of several almond and linseed crackers stacked on a dark grey surface. A sliced fig is prominently displayed in the center, showing its red flesh and seeds. Other whole figs and a green fruit are visible in the background. The text 'VISUAL IDENTITY' is overlaid in the top left corner.

VISUAL IDENTITY

Communicating the Ardent Mills® brand effectively builds trust in the company and drives customer loyalty and enthusiasm. Visual cohesion and consistency helps promote a strong, well-planned brand identity. These positive attributes are extended to the company as a whole. Every time Ardent Mills delivers a compelling message that is consistent, it earns trust.

The
Ardent Mills
Logo



Logo Iconography

All internal and external communications from Ardent Mills business groups should include the following master logo mark (i.e. logo icon + wordmark).



Logo Orientation

When space allows, it is preferable to use the horizontal orientation of the Ardent Mills logo. The logo icon can be used on its own *only* when a logo with the accompanying wordmark appears somewhere in the same piece of communication or within the same environment.

In special circumstances, such as signage or packaging, it may be preferable to use a logo with larger icon to increase recognizability. This orientation should be used sparingly.



HORIZONTAL



VERTICAL



ICON



EXTRA LARGE ICON

Registration Mark

The Ardent Mills wordmark and the tagline “Nourishing What’s Next” are registered trademarks in the United States and Canada.

An “R” (®) must be used in the lower right position, adjacent to the wordmark every time it is used and the first time it is written in text.



Color Variations

Spot Color

The spot-color logo is the truest version of the Ardent Mills mark. Use it when economically feasible.



Single Color (Spot Orange)

When multicolor printing is not available, the logo may be reproduced in PMS 179 orange only.



Process Color (CMYK)

Use this version for four-color process printing when extra spot colors are not available.



Single Color (Black)

When multicolor printing is not available, it is preferable to reproduce the logo in black.



No Drop-Shadow

This version should be used when reproduction capabilities are unable to render the drop-shadow—such as in small embroidery. In applications where the logo is reproduced with dimension—raised-letter signage, for example—the logo should be used without its drop shadow.



Reversed

Reversed versions of the logo are to be used only to create enough contrast on a background.



Minimum Size

Please refer to these guidelines when sizing the logo. Always consult with vendors to ensure quality reproduction.



Minimum size:
1" wide



Minimum size
for embroidery:
1.5" wide



If the logo must appear in very small sizes, consider using the version with no drop-shadow.

Logo Misuse

It is important to maintain the look, feel and legibility of the Ardent Mills logo. To ensure proper usage, please adhere to the guidelines outlined in this reference. These examples illustrate treatments that should never be applied to the logo.



Never replace the typography



Never combine or replace colors



Never compress or distort



Never add elements



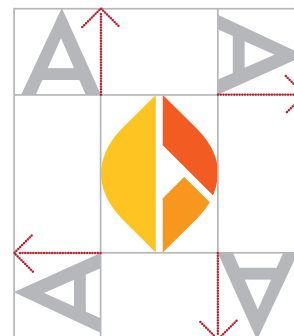
Never use unapproved colors



Never alter proportions of the elements

Area of Non-interference

At all times, an area of non-interference should be maintained around the Ardent Mills logo. This area is equivalent to the height of the letter "A" in the wordmark.

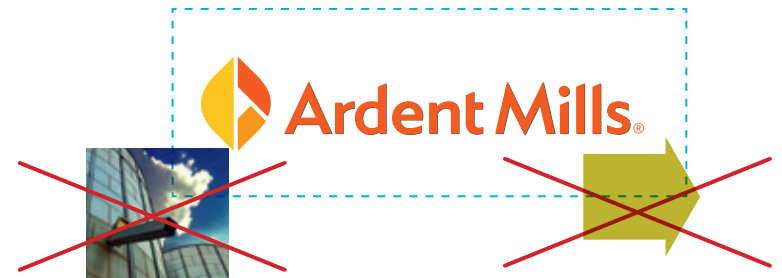


Non-interference Area Misuse

As the term implies, the non-interference area is intended to establish a visual buffer zone around the logo in order to maintain its primary importance in the aesthetic hierarchy of all Ardent Mills communications.



Never place text within the non-interference area



Keep all photos and graphics outside of the non-interference area

Uncluttered Backgrounds

The non-interference area does not mean that the Ardent Mills logo must always be seen against a white background.

The logo may indeed be used in conjunction with photographic or illustrated backgrounds, as long as those backgrounds are visually uncluttered and provide good tonal contrast, allowing the logo to always remain easily legible and immediately recognizable



YES:
A background free of distracting clutter which also provides excellent contrast



YES:
A simple background that allows the logo to be seen clearly



YES:
This graphic's uncomplicated background insures good legibility



NO:
Although the contrast is adequate, the background is far too complicated



NO:
Extreme background clutter makes the logo nearly unreadable



NO:
This graphic's intrusive clutter and low contrast make it a poor background choice

The Non-interference Area in Practice

To achieve visual consistency across a wide variety of applications, the non-interference area should always be used to create a *minimum* of clear space around the Ardent Mills logo.

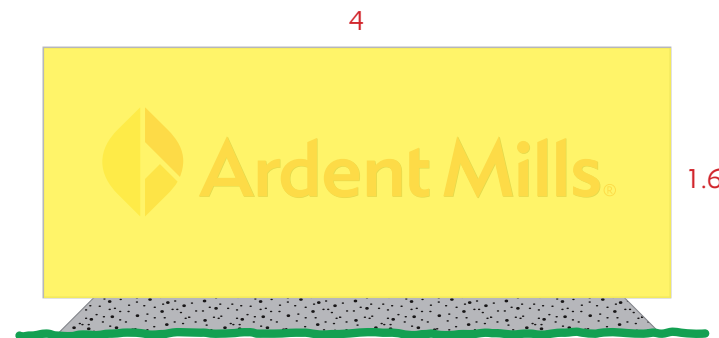
In practice however, a more visually pleasing look is usually achieved when additional clear space is added beneath the logo.



The area of non-interference dictates the minimum clear space required around the logo



In practice, additional space beneath the logo will create a stronger visual foundation



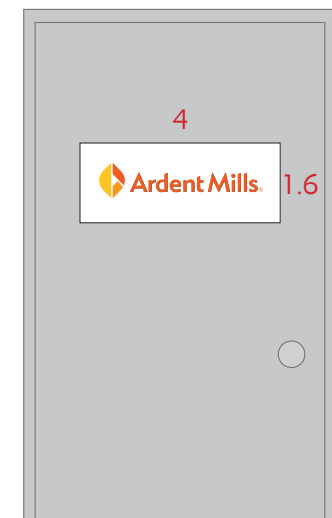
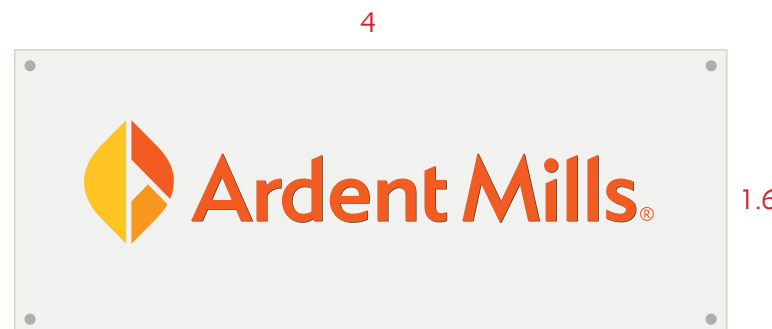
The 4:1.6 Proportion

When the additional space is incorporated at the bottom of the non-interference area the results are a horizontal rectangle with an approximate proportion of 4 to 1.6.

Accordingly, a sign four feet wide will have a height of approximately 1ft. 7in.

One Proportion; Many Applications

Apply the 4:1.6 proportions in all situations where it's possible to dictate the dimensions of new signage and materials that use solely the Ardent Mills logo, with no extra text or visual elements.



The Logo & Tagline Lock-up

The approved tagline in the US and Canada is “Nourishing what’s next.” The alignment, proportions and position of the tagline, relative to the logo, have been carefully considered and together are known as the “lock-up.” Use only approved versions of the lock-up as provided by an authorized Ardent Mills brand manager. Never alter the lock-up.

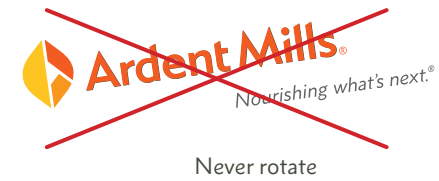


Nourishing what's next.®

Misuse of the Lock-up

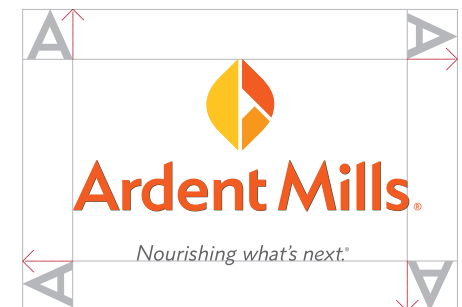
It is important to maintain the look, feel and legibility of the Ardent Mills lock-up. To ensure proper usage, please adhere to the guidelines outlined in this reference.

The examples provided illustrate treatments that should never be applied to the lock-up.



The Lock-up's Area of Non-interference

The area of non-interference should be adjusted as shown when the logo/tagline lock-up is used.



Approved Lock-up Variations

Having a visually consistent brand identity reflects well upon Ardent Mills as a whole, fostering a sense of foresight and stability among customers and employees alike. Thus, only authorized versions of the Ardent Mills logo/tagline lock-up should be used. Consult with an Ardent Mills brand identity manager for a complete library of lock-up variations.



Copyright Notice

It is recommended that materials produced for Ardent Mills in the United States have a copyright notice placed at the bottom or end of the document, in text.

©[YEAR] Ardent Mills, LLC

Materials produced for Ardent Mills in Canada should place this alternate copyright notice at the bottom or end of the document, in text.

©[YEAR] Ardent Mills ULC

Logo and Copy Trademarks

The Annex by Ardent Mills

Cultivating the future of specialty grains and plant-based ingredients

At Ardent Mills, we are passionate about bringing people the goodness of plants and grains in innovative and unique ways. That's why we created The Annex by Ardent Mills, a dedicated team committed to exploring what's next in whole grains, pulses, mixes, custom multigrain blends and finished breads.

Brand Mark/Tagline



Usage in Copy

The Annex by Ardent Mills

Notes

Brand Colors

PMS 376C
CMYK 55 3 100 0
RGB 129 188 0
WEB 81BC00

PMS 292C
CMYK 58 19 3 0
RGB 100 171 216
WEB 64ABD8

Product
Logos and
Trademarks



Logo and Copy Trademarks

Refer to the general Ardent Mills logo usage in the preceding pages.

When a brand name is first used in the copy of a print ad or brochure, include the appropriate [™] or [®]. After that, it is not necessary to repeat the symbol.

Please note that the logo and the copy usage may require different trademark symbols.

Brand Mark/Tagline



Usage in Copy

Ardent Mills Proudly Supports Family Farms[®]

Ultragrain[®] Proudly Supports Family Farms

Proudly Supporting Family Farms Since 1909/Fier de soutenir les Fermes Familiales depuis 1909

Ardent Mills Proudly Supports Family Farms/ Fier de soutenir les Fermes Familiales

Notes



Ardent Mills Ancient & Heirloom Grains

Ancient & Heirloom Grains



Cuatro Cosechas[™]

Information updated May 2020.

Logo and Copy Trademarks

Brand Mark/Tagline

Usage in Copy

Notes



Innovative Bakery Resources®
(IBR)



Mixes & Blends



Ardent Mills Nature's Color™
Barley
or
Nature's Color™ Barley

® in Canada

- Pure-Purple™ Barley
- Blackjack™ Barley
- True Blue™ Barley
- Black & Tan Barley Flakes



Primo Mulino® Neapolitan-
Style Pizza Flour

Logo and Copy Trademarks

Brand Mark/Tagline

Usage in Copy

Notes



SafeGuard®

SafeGuard® Treatment and Delivery System

SafeGuard® Ready-To-Eat Application Flour



Simply Milled by Ardent Mills®

(e.g. *Simply Milled by Ardent Mills® Organic All-Purpose Flour*)



Ardent Mills Solutions



Sustagrain® Barley

Information updated May 2020.

Ardent Mills Ultragrain® family of products

Logos for the Ultragrain® family of products may be used with or without the tagline: “Whole grain nutrition with white flour appeal®”. Note that Ultragrain® in copy should always have the Registered Mark “®”.

Brand Mark/Tagline

Usage in Copy

Brand Mark/Tagline

Usage in Copy



Ultragrain® 100%
For use on Ultragrain® packaging when the ingredients are 100% Ultragrain® flour (Hard, Soft and White Whole Wheat)



Made with Ultragrain Whole Wheat Flour™
For use on co-branded packaging.



Ultragrain® Blend
For use on packaging when the ingredients are a blend of Ultragrain® flour and refined flour (All Purpose, T-1 Blend, T-2 Blend)

Made with Ultragrain Whole Grain Flour™
For use on co-branded packaging in Canada only.

Note that this logo should appear with a TM in Canada.



Ultragrain® High Performance
For use on Ultragrain® High Performance packaging and collateral.



Ultragrain®
For use on marketing materials.



Ultragrain Pasta®

Tagline

English
WHOLE GRAIN NUTRITION
WITH WHITE FLOUR APPEAL®

French:
LA VALEUR NUTRITIVE DU GRAIN ENTIER
SOUS LES CHARMES DE LA FARINE BLANCHE®

Information updated May 2020.

Copy Trademarks

These products without logos are trademarks or registered marks of Ardent Mills®. When a brand name is first used in the copy of a print ad or brochure, include the appropriate ™ or ®. After that it is not necessary to repeat the symbol.

PREMIUM HIGH GLUTEN

- Kyról®
- Full Power®
- Hummer®
- Canadia®

MID PROTEIN

- Producer®
- Urban's Special®

PREMIUM PATENT

- Magnifico Special®
- Spring Hearth®
- Spring King®

STANDARD PATENT

- King Midas Special®
- Qualitate®
- Sun Spring®

SHORT PATENT

- Occident®
- Sapphire®

HIGH PROTEIN

- Minnesota Girl®
- Denrado®

LOW PROTEIN

- Buccaneer®
- Drinkwater®
- Cuatro Cosechas™

HOTEL & RESTAURANT

- Ardent Mills® H&R

SELF-RISING

- Ardent Mills® H&R
Self-Rising

CLEAR

- Powerful™

CAKE FLOUR

- American Beauty®
- Pikes Peak®
- Kings Peak®

PASTRY FLOUR

- White Spray®
- Simply Milled™ Organic Pastry
Flour

WHOLE WHEAT

- Ardent Mills®
Stone Ground Whole Wheat
Flours
- Ardent Mills® Whole Wheats
- Gran-O-Wheat®

MALTED BARLEY

- Ardent Mills® Malted Barley

QUINOA

- Colorado Quinoa™

WORLD FLOURS

- Mumbai Gold® Atta Flour
- King Midas® Extra Fancy
Durum
- Ardent Mills® Farina
- Ramsay® Medium Rye
- King Midas® No. 1 Semolina
- Cuatro Cosechas™
Tortilla Flour

SIMPLY MILLED

- Simply Milled by Ardent Mills®
Organic All Purpose Flour
- Simply Milled by Ardent Mills®
Organic Bread Flour
- Simply Milled by Ardent Mills®
Organic Durum
- Simply Milled by Ardent Mills®
Organic Premium Bakers Flour
- Simply Milled by Ardent Mills®
Organic Whole Wheat Flour

MIXES

- Ardent Mills® Classic Pizza
Mix
- Primo Mulino® Neapolitan-
Style Pizza Mix
- Ultragrain® Biscuits & More
Mix

Canadian Brand Trademarks

Refer to the general Ardent Mills logo usage in the preceding pages.

When a brand name is first used in the copy of a print ad or brochure, include the appropriate ^{TM/MC} or [®]. After that, it is not necessary to repeat the symbol.

Please note that the logo and the copy usage may require different trademark symbols.

All logo and copy trademarks presented here are for Canada. For US usage please refer to the US Logo and Trademarks pages.

Brand Mark/Tagline

Usage in Copy

Notes



breadProTM



PainPro^{MC}



Wheat Wise[®]



Sensible Choice^{TM/MC}



SimplyClean[®]



Ultra^{TM/MC}

Canadian Copy Trademarks

These products are trademarks or registered marks of Ardent Mills®. When a brand name is first used in the copy of a print ad or brochure, include the appropriate ^{TM/MC} or ®. After that it is not necessary to repeat the symbol.

ALL-PURPOSE

- Bakers Hand^{TM/MC}

STRONG BAKERS

- Keynote®
- Keynote® Select
- *Super* Keynote®

NO TIME DOUGH

- Rapido®

PIZZA

- Ardent Mills® Pizza

WHOLE WHEAT

- All-O-Wheat^{TM/MC}
- Maxima^{TM/MC}

CAKE & PASTRY

- Flaky Crust®
- Peach Pastry®
- Tulip®
- Velvet®

ARTISAN

- Artisan^{TM/MC}

HIGH GLUTEN

- Saskania®
- Superior^{TM/MC}

GRANULAR FLOUR

- Talisman®

SELF-RISING

- Ardent Mills® Self-Rising

HOTEL AND RESTAURANT (H&R)

- Ardent Mills® H&R

WORLD FLOURS

- Primo Mulino® Neapolitan-style
- Dandy^{TM/MC}
- Ardent Mills® Durum
- Ardent Mills® Wheatlets

SIMPLY MILLED

- Simply Milled by Ardent Mills® Organic Strong Bakers
- Simply Milled by Ardent Mills® Organic All-Purpose Bread
- Simply Milled by Ardent Mills® Organic Pastry
- Simply Milled by Ardent Mills® Organic Whole Wheat

MIXES

- Ardent Mills®
- breadPROTM
- PainPRO^{MC}
- Rapido®
- Wheat Wise®
- Primo Mulino®
- Simply Milled by Ardent Mills®
- SimplyClean®
- Ultra^{TM/MC}

Color and Typography

Metro Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Metro Nova Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()*

Metro Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Metro Nova Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()*

Color Palette

These are the approved colors for the Ardent Mills brand.

Primary Brand Colors

PMS 123
CMYK 0 24 94 0
RGB 255 196 37
WEB FFC425

PMS 179
CMYK 0 79 100 0
RGB 241 93 34
WEB F15D22

PMS 144
CMYK 0 48 100 0
RGB 248 151 29
WEB F8971D

Primary Accent Colors

PMS 447
CMYK 16 0 31 82
RGB 68 77 62
WEB 444D3E

BLACK

WHITE

Secondary Colors

PMS 7765
CMYK 30 21 100 0
RGB 187 178 30
WEB BBB21E

PMS 5415
CMYK 42 8 0 40
RGB 93 134 160
WEB 5D86A0

Secondary Accent Color (sparingly, for text, line art, etc.)

PMS 704
CMYK 0 90 72 29
RGB 179 45 51
WEB B32D33

Supporting Colors

These are the approved supporting colors for the Ardent Mills brand. They are primarily selected for use in the marketing and advertising of individual Ardent Mills products.

Supporting Colors for Marketing and Advertising of Ardent Mills products



CMYK – 20C | 95M | 100Y | 10K
RGB – R183 | G47 | B38



CMYK – 29C | 18M | 30Y | 40K
RGB – R122 | G128 | B120



CMYK – 44C | 8M | 18Y | 0K
RGB – R142 | G193 | B202



CMYK – 20C | 16M | 70Y | 0K
RGB – R209 | G197 | B109



CMYK – 66C | 31M | 25Y | 0K
RGB – R95 | G149 | B172



CMYK – 34C | 22M | 75Y | 0K
RGB – R178 | G177 | B100



CMYK – 66C | 31M | 25Y | 20K
RGB – R79 | G125 | B144



CMYK – 42C | 26M | 90Y | 15K
RGB – R141 | G145 | B62



CMYK – 61C | 55M | 27Y | 6K
RGB – R112 | G112 | B142



CMYK – 36C | 6M | 90Y | 0K
RGB – R175 | G199 | B74

Primary Font Usage

The approved typeface for Ardent Mills communications is Metro Nova. Type builds character. Type creates hierarchy. The Metro Nova font family is clean, readable and approachable.

Metro Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Extra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Metro Nova Extra Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*~()

Secondary Font Usage

When Metro Nova is not available, Gill Sans is the approved secondary font.

Gill Sans is widely distributed and should be available for use in presentation applications such as PowerPoint or Keynote.

Gill Sans Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

Gill Sans Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

Gill Sans Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

Gill Sans Regular Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^*()

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Signage



Exterior Signs

These examples of permanent outdoor signs are intentionally kept straightforward and unembellished to communicate as sense of lasting reliability.



Typical Site Sign
The 4:1.6 proportions apply in this case.
 (See page 13 of this Guide for more discussion of the 4:1.6 proportion.)



Logo & Text Site Sign
In this example the sign's background area is increased at the bottom to keep the added text outside of the logo's area of non-interference.



Typical Site Sign—Vertical
The horizontal logo orientation is strongly preferred. In cases where existing materials or other factors will not allow a horizontal format, the vertical version should be used.



Directional Signs
Legibility is the primary concern with outdoor signage due to ever-changing lighting conditions. Create maximum contrast and readability with large, capital letters in white against an uncluttered background of PMS 447 dark gray.

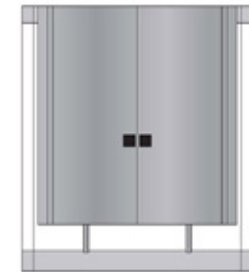
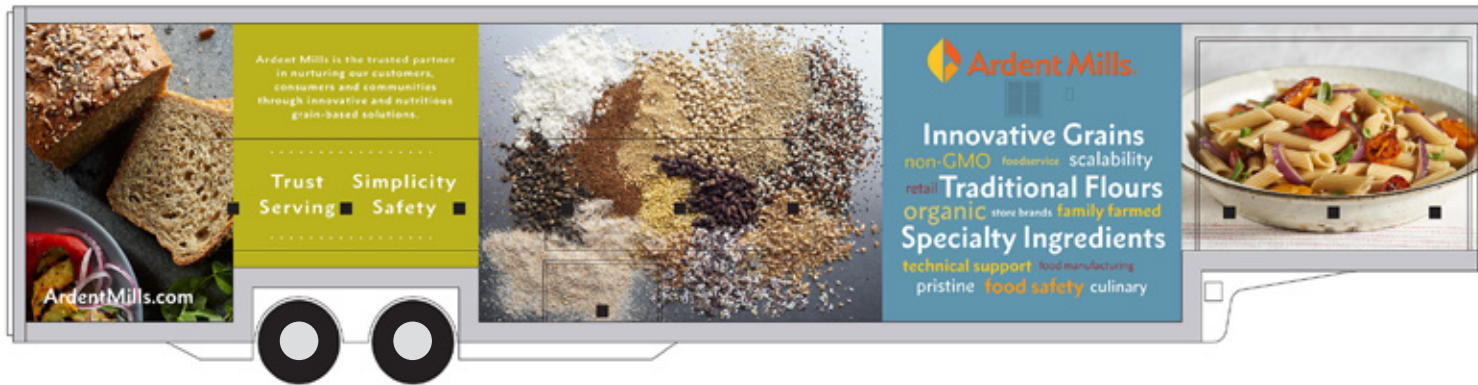


..... PMS 447



Mobile Innovation Center

The Ardent Mills Mobile Innovation Center (MIC) design showcases the Ardent Mills branding, clean colors and messaging.





For questions regarding
the brand identity, contact:

Amanda Drake
Ardent Mills
Amanda.Drake@ArdentMills.com

Design
Applications



Photography

The Ardent Mills photography style is best described as “real moments in the sun.” Whether it be people, people interacting with Ardent Mills products, Ardent Mills products in an environment, or Ardent Mills products by themselves, authenticity is key. People, places, and products should never be overly styled to the point that they become fake or unbelievable. People should always appear to be real—not models—and environments should be places where the products would naturally appear.



Advertising

These are examples of print and digital advertising promoting Ardent Mills product lines.

INNOVATION. IT'S INGRAINED IN EVERYTHING WE DO.

Great-tasting ingredients from Michigan's "Real and Tasty" state help us create our award-winning products. Our products are made with the best ingredients and are made in the USA. Our products are made with the best ingredients and are made in the USA.

Arden Mills
Nourishing what's next.

FINALLY, QUINOA YOU CAN COUNT ON.
NORTH AMERICAN-GROWN QUINOA IS HERE.

Great Plains Quinoa

Finally, quinoa you can count on. North American-grown quinoa is here. It's time to get back to simple.

Arden Mills
Nourishing what's next.

IT'S TIME TO GET BACK TO SIMPLE.

More than a century, the enrichments, no bleach, no bromates. And with organic and traditional all-purpose, bread, pastry and whole wheat flours, there's a Simply Milled Flour for every recipe.

simply milled
Ardent Mills

To find a distributor, visit www.ardentmills.com or call (888) 685-2534

ULTRAGRAIN
GET TO NUTRITIOUS WITHOUT LOSING DELICIOUS.

With more label scrutiny and pressure to deliver great nutrition, you need every ingredient to pull its weight. When it comes to flour, Ultragrain is your go-to choice. It's the only ultra-fine milled, all-cream, clean label, 100% whole wheat flour with the taste, texture and appearance of white flour. With an industry leading low-Moisture, Soft, High-Performance and All-Purpose Blend—Ultragrain makes it easy to bring flour and whole grain nutrition to mainstream and artisan foods. From breads and baked goods to prepared foods and snacks, Ultragrain helps you innovate without compromising the look, flavor and texture that consumers love. To get started, contact your account manager, visit ardentmills.com or call (888) 685-2534.

Arden Mills
Nourishing what's next.

GOING ORGANIC? TOGETHER WE CAN RISE TO THE CHALLENGE.

Organic means a high-quality organic white and whole wheat flour ready to use. With predictable organic pricing, reliability and consistent performance, we have you covered. Ready to go big or organic? Contact your account manager, visit ardentmills.com or call (888) 685-2534.

Arden Mills
Nourishing what's next.

PRINT ADS

THE PERFECT MIX

Trusted ingredients, custom blends, total support

Bakery Flours & Mixes

[CLICK FOR INFO](#)

GOING ORGANIC?

Organic White and Whole Wheat Flour

Let's get started now.

[CLICK FOR SAMPLES](#)

KYROL
Premium High Gluten Flour

First-rate flour for first-rate crusts.

[REQUEST A SAMPLE TODAY](#)

FINALLY, QUINOA YOU CAN COUNT ON

Great Plains Quinoa

North American-Grown. Scalable Supply.

- Seeds, Flakes, Crisps & Flours
- Predictable Pricing
- Family Farmed

[CLICK FOR SAMPLES](#)

IMPROVE YOUR MENUTRITION

Ultragrain® Whole Wheat Flour

[CLICK TO LEARN MORE](#)

Also available in breads, tortillas, pasta and more.

ULTRAGRAIN

DIGITAL ADS

Corporate Brochure

Below are representative pages from an Ardent Mills corporate brochure.

Ardent Mills
Nourishing what's next™

Ardent Mills is North America's leading flour supplier and grain innovator. With more than 40 community flour mills and blending facilities throughout the U.S., Canada and Puerto Rico, we offer the broadest range of premium multigrain flours, whole grain, mixes and custom multigrain blends.

Welcome to Ardent Mills. Your resource for what's next.

What makes Ardent Mills different is the bold spirit of invention and imagination that is ingrained in everything we do. Our ingredients and our people are focused on your business success. We bring superior quality, deep knowledge, excellent service and creative approaches to the needs of today and the innovations of tomorrow.

Flours | Whole Grains
Mixes & Blends | Custom Baking

GRAIN-CHANGING INNOVATION

We see ourselves as the futurists of the grain industry—constantly looking at trends, insights and white space to predict what's next, and then innovating to make it happen now. Here's a look at some of the ways we've helped our customers stay ahead of the curve in delivering what consumers are hungry for.

ULTRAGRAN FLOUR
UltraGran Flour is the revolutionary whole wheat flour that delivers whole grain nutrition with the taste, texture and appearance of premium white wheat flour. A variety of whole grain whole wheat flour. Soft. High performance and clean.

PREMIXED WHOLE WHEAT WHOLE WHEAT FLOUR
Convenient, versatile Specialty Whole Spring Whole Wheat Flour, blends and convenient food to help you get nutritional goodness in your kitchen, all backed by the reliability and stability that Ardent Mills provides.

INCIDENT D'HERBLOOM GRAINS
With Ancient Mills' Ancient and Heirloom Grains, we have been able to create delicious, healthy, nutritious products. From our Ancient Mills' Ancient and Heirloom Grains, we have been able to create delicious, healthy, nutritious products and a full range of product development opportunities.

SOFT WHEAT
This flour is made with a complex blend with no added chemical leaveners or preservatives. It is made from the finest soft wheat available. With organic and traditional varieties of all purpose, bread flour and a soft flour, there's a Spring Whole Flour for every need.

SAFETY TREATMENT AND DELIVERY SYSTEM
Our patented Flour Safety System delivers functional flour with up to 50% reduced pathogen reduction to help bag and bulk products.

OUR PORTFOLIO

The goodness of grain, delivered.

We're proud to offer the broadest range of flours, mixes, blends and specialty ingredients. But for us that kind of breadth is table-stakes. Because looking beyond those products, we're driven by a simple goal: delivering trend-leading grain ingredients that can support your business growth.

PREMIUM MULTIGRAIN FLOURS	TRADITIONAL FLOURS	WORLD FLOURS	ORGANIC FLOURS
<ul style="list-style-type: none"> Cake Clear HR All Purpose High Protein Blend Low Protein Blend Mild Protein Pastry 	<ul style="list-style-type: none"> Premium High Gluten Premium Pastry Malted Barley Short Pastry Standard Pastry Whole Wheat 	<ul style="list-style-type: none"> 100% Style Asian Atta Durum Farina Semolina Tortilla Yoshon 	<ul style="list-style-type: none"> All Purpose Bread Atta Pastry Pyramid Bakers Whole Wheat

IN-THEED GRAINS

PREMIER WHOLE GRAINS	ANCIENT & HEIRLOOM GRAINS
<ul style="list-style-type: none"> Sorghum Sustagan™ UltraGrain™ UltraGrain™ High Performance 	<ul style="list-style-type: none"> Rye Buckwheat Calrose Tart Millet Triticale Quinoa Custom Green

INNOVATIVE RESOURCES

- BREAD
- Grains & Seeds
- Inclusions & Toppings
- Sweet & Savory
- Traditional Whole Grains

MIXES, BLENDS & INCLUSIONS

- Akaraone
- Bakery & Pizza Mixes
- Bran
- Germ
- Crain & Seed Blends
- Vital Wheat Gluten

Our network of 40+ plant community mills, mixing facilities and bakery employs more than 100 certified millers, supports thousands of local jobs and contributes billions of dollars to local economies.

We continually support the communities where we live and work by donating products, volunteering time and talent, and supporting local business.

MILLING EXCELLENCE EVERY DAY

ACADEMY OF COMMUNITY
Our Salsman, SC facility has a 100-year heritage of milling. The flour mill, set in an historic mill building, employs 130 community residents, with a combined 75 years of industrial service.

INNOVATIVE BAKERY RESOURCES
Bakery, CA

MILANO MILLS
Operated in 1913 and originally powered by a water wheel, our Salsman, MN facility was the first to use roller mills for flour production and the first to use a roller mill in the U.S.

ARDENT MILLS INNOVATION CENTERS HEADQUARTERS
Denver, CO

FALCON NEST
The location of Lake City, MN, facility is the setting for a program focused on workforce development for 20 years.

FOR THE FUTURE
In 2015, the Chesapeake River, located in Chester and Delaware counties, MD, contained more than 100 million pounds of plastic waste. Ardent Mills is proud to have been named by the state to help clean up the river and beyond, challenging the perception and changing the practice of recycling.

OUR TALENT
Our Salsman, CA facility is the largest mill in the world. Our team has been named by the American Flours Association as a national leader in innovation. The facility also has a track record representing the 19th Millage Flour brand, which has been named by the 100 Best Workplaces in the U.S. for 10 years.

SAFETY TO A TALENT
The location of the highest building in California, CA, and the plant is one of the largest flour mills in the world. The large distance between the mill and the plant.

Product Sales Collateral

Below are sample covers and representative pages from Ardent Mills Product Information Sheets.

