

IDENTITY STANDARDS MANUAL



Corn Products International, Inc.

## CORN PRODUCTS INTERNATIONAL, INC. IDENTITY STANDARDS MANUAL

Corn Products International, Inc. places the highest priority on maintaining and strengthening its identity—the image of the Company in its marketplaces and before its customers. To be fully effective and globally recognized, the identity must be used consistently and properly.

This identity manual has been prepared to set firm rules and specifications for the consistent and accurate reproduction of the Corn Products International identity. By following these guidelines, we will help build a strong overall image of Corn Products International worldwide to its publics, including customers, the financial community, suppliers and employees.

The logo, as presented here, is the official and only logo to be used to identify Corn Products International as a corporation. The logo, along with the approved logos of each of Corn Products International's businesses and affiliates, will readily identify Corn Products International in all written correspondence and mailings; product packaging and literature; convention and trade show exhibitions; advertising and public relations; ad specialty and promotional items; plant and office signage; and Company vehicles and other Company property. The rules governing the use of the name and logo that follow in this manual are deeply rooted in legal, commercial and communication considerations, and should be observed with care.

Any questions regarding the guidelines outlined in this manual should be directed to Corn Products International's Corporate Communications department.

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## CORN PRODUCTS INTERNATIONAL, INC. ORGANIZATION

For outside reporting purposes, Corn Products International, Inc. operates in three geographical segments: North America, South America and Asia/Africa. The Company's business is conducted through its businesses, affiliates and alliances. These operations are managed locally and report to three presidents with regional responsibilities for North America, South America and Asia/Africa, respectively.

Businesses and affiliates that have the words "Corn Products" within their name will be identified by that name and their logo. In addition, these businesses and affiliates should always use the Company's logo, set apart from their name. It serves as a corporate symbol used to identify the Corn Products International family of companies and products.

Other affiliates in each country should use their locally known names and may, if they choose to do so, identify themselves by listing the Company logo set apart from their name (see page 9). The choice depends on the local assessment of public attitudes toward US multinational corporations in their respective countries.

With regard to the use of the corporate name Corn Products International, Inc.:

- The corporate business must include the full corporate name, Corn Products International, Inc., at or near the beginning of publications that have fairly wide dissemination.
- Businesses and affiliates of Corn Products International, Inc. must use the linking phrase identifying it as "A business unit /an affiliate of Corn Products International, Inc." at or near the beginning of publications that have fairly wide dissemination, except if the business has "Corn Products" in its name.
- The Corn Products International name must not be abbreviated, formed into an acronym or replaced with the reference "CPO", the Company's NYSE stock symbol.

## GENERAL GUIDELINES

The guidelines set forth in this manual cover most of the questions relating to identity management and logo use.

Any further questions regarding the use of the Corn Products International logo and/or logotype, such as typography, color, definition or description of the Company or aesthetics, should be referred to Corn Products International's Corporate Communications department.

## THE CORN PRODUCTS INTERNATIONAL, INC. LOGO

### LOGO COMPONENTS

The Corn Products International, Inc. logo consists of the logomark (the circular design of straight and gradually upward curving lines, which eventually form an elongated figure in the upper center) and the logotype (the words Corn Products International). In order to maintain the integrity of the logo, it should be presented as originally designed, using the logomark and logotype together, as shown.



The entire logomark and logotype have been produced as a single art element. The appearance and position of the logo must not be changed in any way. Reconfiguration of the logomark or logotype in any way is a violation of the guidelines set forth in this book. Please observe these guidelines with care.

Corn Products International will use the established logomark and logotype in one of two orientations (see figures 1 and 2 on the following page).

The logo is a trademark of Corn Products International, Inc. To protect it against infringements, it is important that we use it according to our identification guidelines. Copyright information must be included where layouts permit, e.g., the back cover of a publication.



**Figure 1**

**This is the preferred logo treatment and is approved for all uses.** This should be used in all written correspondence and mailings, letterhead, business cards, product packaging, literature, convention and trade show exhibitions, advertising and public relations, ad specialty and promotional items, plant office signage, Company vehicles and other Company property.



**Figure 2**

If environmental or structural limitations demand a more horizontal version, the logo treatment shown in figure 2 may be used. Acceptable applications include use in plant signage, on Company vehicles or on other Company property.

Use of this logo treatment must be reviewed and approved by Corn Products International's Corporate Communications department in advance, except in those certain specific instances as stated above.

In all uses, color guidelines should be strictly followed (see page 14).

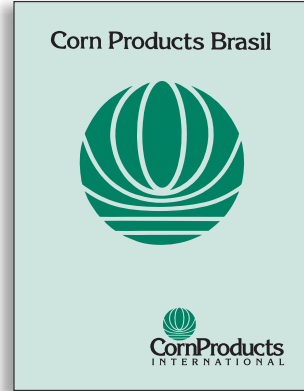
## INDEPENDENT USE OF THE LOGOMARK

The preferred use of the Corn Products International, Inc. logo is the logomark and the logotype used together as shown on the previous page. You may use the logomark component of the logo as a freestanding graphic element **provided you follow the guidelines below**. Acceptable examples of this type of use include: an enlarged graphic in a trade show booth; a watermark graphic on corporate letterhead; or a bold graphic element on the cover or inside pages of a brochure.

Use of this type is acceptable, provided it is accompanied by a prominently displayed, complete Corn Products International logo rendered in accordance with color guidelines detailed in this book. Specifically:

- A.** The logomark can be used only in conjunction with materials that also contain the complete Corn Products International logo displayed prominently on the same page or forum where the logomark appears.
- B.** The logomark cannot be incorporated into, or graphically linked in any way to, any other logo.
- C.** The logomark cannot be used as part of, or in connection with, any other business or affiliate name—whether or not the business or affiliate is owned or licensed by Corn Products International, Inc.

## Correct Use of the Logomark:



## X Incorrect Use of the Logomark:



**DO NOT** use the logomark unless the complete logo is also displayed.



**DO NOT** use the logomark with any other business or affiliate name.

## USE OF THE CORN PRODUCTS INTERNATIONAL LOGO BY BUSINESSES AND AFFILIATES

All Corn Products International, Inc. businesses and affiliates should use the Corn Products International logo on all applications, whenever practical. This both reinforces the image of Corn Products International and reduces potential confusion on the part of audiences. The logo should always be accompanied by the name of the appropriate business or affiliate as outlined below. The logo should appear without an accompanying business or affiliate name only when used for company-wide applications.

**Where the name “Corn Products” appears in the business or affiliate company name,** the use of the Corn Products International logo should be treated as a separate element, not as a part of the business or affiliate name or logo (example A, page 9). Businesses and affiliates that link their name with the Corn Products International logo must use the business/affiliate logo configuration (example A or C, page 9).

**Businesses and affiliates that do not incorporate “Corn Products” in their name** should use the Corn Products International logo only in conjunction with the linking phrase, “A business unit/an affiliate of Corn Products International, Inc.,” where applicable. The affiliate name and the linking phrase should appear only in black type (example B, page 9).

The affiliate name should never be incorporated into, used as an add-on or graphically linked to the Corn Products International logo.

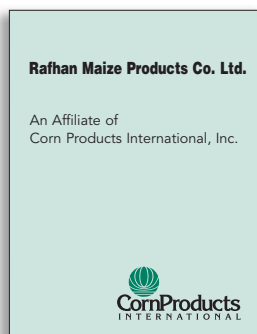
Businesses and affiliates should use their logo and the Corn Products International logo on publications and printed materials including letterhead, business cards and invoices (see pages 30 and 32 for examples).

Businesses and affiliates may use their logo without using the Corn Products International logo on the following items: trailers, company cars, product packaging and specialty/promotional items.

## Correct Use of the Logo by Businesses and Affiliates:



**A.** Businesses and affiliates with “Corn Products” in their name should use the Corn Products International logo on all applications.



**B.** Businesses and affiliates without “Corn Products” in their name must include the linking phrase “A business unit/an affiliate of Corn Products International, Inc.” at or near the beginning of publications with fairly wide dissemination.



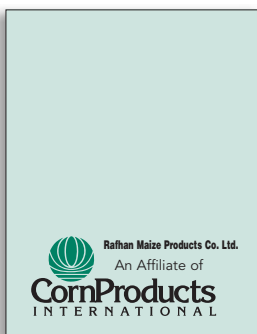
**Corn Products Korea**

**C.** For use only by businesses and affiliates with “Corn Products” in their name. Company name should appear in Avenir Black font, right-justified, and no closer to the logo than the height of the letter “s” in the Corn Products International logo.

## X Incorrect Use of the Logo by Businesses and Affiliates:



All businesses and affiliates should include the **complete logo** on all applications.



The linking phrase should appear in **black type only**, and **not as an add-on to the logo**.



**DO NOT** add type or graphics to the Corn Products International logo.

## **NAME DEVELOPMENT BY BUSINESSES AND AFFILIATES**

Corn Products International businesses and affiliates contemplating a name change may establish their identity by using “Corn Products” in their name if there are business advantages in doing so. However, the use of acronyms for business names is strictly prohibited.

---

## Correct Use of the Names by Businesses and Affiliates:

**Corn Products Brasil – Ingredientes Industriais Ltda.**

**Corn Products Kenya Ltd.**

## X Incorrect Use of the Names by Businesses and Affiliates:

**CPB**

**CPK**

**DO NOT** use acronyms for business/affiliate names.

## **LOGO DEVELOPMENT BY BUSINESSES AND AFFILIATES**

Corn Products International businesses and affiliates in the process of designing or redesigning their logo must not alter the Corn Products International logo to create their logo. If a business or affiliate uses “Corn Products” in its name, the business or affiliate logo must clearly identify the business or affiliate it represents with a descriptive geographic modifier.

The logo should be presented consistently in color. Only approved colors should be used for the logo as detailed in the Color Palette on pages 26-27 of this manual.

— **Correct Use of the Logo by Businesses and Affiliates:** —



**X Incorrect Use of the Logo by Businesses and Affiliates:**



**DO NOT** add type or graphics to the Corn Products International logo.



**DO NOT** use the logomark with any other business/affiliate name.

## COLOR SPECIFICATIONS

The preferred reproduction of Corn Products International's logo is in color, with the logomark in the corporate green and the logotype, Corn Products International, in black. The logo should be presented consistently in color whenever possible. When printing limitations preclude the use of color, the entire logo should be printed in black.

In every case, all reasonable effort should be made to render the logo in black only or in black and green, as pictured on page 15. The only exception to this is where unavoidable circumstances occur, in which the use of black type will render the logo unreadable, i.e., a dark-colored rail car, and truck or building surface. In circumstances such as these, the logo must be rendered only in all white.

The specific shade of the corporate green matches PMS color number 341 in the Pantone Matching System (PMS). When printing in color, always provide the printer with the PMS 341 color number, and be sure that the green color matches the color swatches in this guidebook. (Color swatches are provided at the back of this book for you to clip and provide to your printer for matching purposes.)

Color hues shift on different paper stocks. In order to always get consistent color, make sure to use the correct color code for the paper you are using, C for coated and U for uncoated, for example Pantone 341C.

**Colors will change when printing on colored paper stock.** Some paper stocks may require you to make ink adjustments in order to properly match the corporate green. However, most printers worldwide will be able to match the Corn Products International green when you specify PMS 341 green.



**Pantone 341**

C100/ M0/ Y67/ K29

R0/ G101/ B70

### Embossed and Engraved Logomark and Logotype

Corn Products International's logo may be embossed on the business cards of corporate officers.

The logo also may be embossed or engraved on materials that prohibit the logo's use in the preferred manner as stated in the Color Specifications on page 14.

#### Correct Use of the Logo:



#### X Incorrect Use of the Logo:



## PRINTING ON A BACKGROUND

At times you may need to print the Corn Products International logo on a background color. You may print the logo on a background in the corporate green and black, or in all black, if the background provides sufficient contrast to keep the logo sharp. If the background is too dark to provide sufficient contrast, another background color must be used.

In every case, all reasonable effort should be made to render the logo in green and black, or in black only, as pictured on page 17. The only exception to this is where unavoidable circumstances occur, in which the use of black type will render the logo unreadable, i.e., a dark-colored rail car, and truck or building surfaces. In circumstances such as these, the logo must be rendered in all white (see example below).

In all other instances, the logo must not be reversed out. The logo should never be outlined in a contrasting color.

**Correct Use of the Logo:** \_\_\_\_\_



**X Incorrect Use of the Logo:** \_\_\_\_\_



**DO NOT** outline the logo or add contrasting elements behind it. In certain specific instances (see paragraph 2 above), you may render in white only.

Correct Use of the Logo:



X Incorrect Use of the Logo:



DO NOT reverse out logo.



DO NOT outline logo.

## SPECIALTY AND PROMOTIONAL ITEMS

The Corn Products International logo has been designed to work effectively in all media and applications. The size and space relationships of the elements within the logo are designed for effective reduction or enlargement to virtually any practical size.



*Figure 1*

The stacked version above (figure 1) is the approved logo treatment for all applications. There is only one exception. If imprint space limitations demand a more horizontal version, the logo treatment shown in figure 2 may be used.



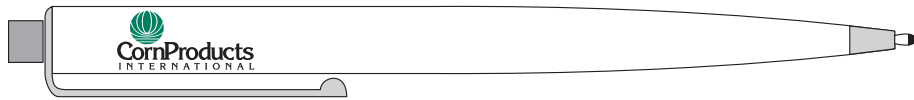
*Figure 2*

All reasonable effort should be made to render the logo in black and green, as pictured above, or in black only. The only exception to this is where unavoidable circumstances occur, in which the use of black type will render the logo unreadable, i.e., dark-colored surfaces. In circumstances such as these, the logo must be rendered only in all white.

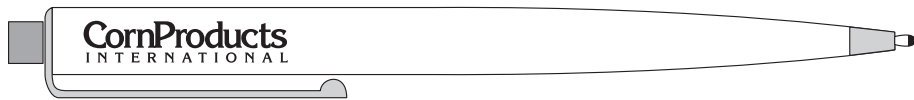
## Embossed and Engraved Logomark and Logotype

Corn Products International's logo may be embossed or engraved on specialty and promotional items that prohibit the logo's use in the preferred manner as stated in the Color Specifications on page 14.

### Correct Use of the Logo:



### X Incorrect Use of the Logo:



DO NOT remove logomark.



DO NOT reverse out logo.

## **VERSATILITY, REDUCTIONS AND ENLARGEMENTS**

Any reduction or enlargement must be applied to the entire logo. Enlarging only the logomark or logotype will change the balance and appearance of the logo and is a violation of these guidelines.

The Corn Products International logo has been designed to work effectively in all media and applications. The size and space relationships of the elements within the logo are designed for effective reduction or enlargement to virtually any practical size.

## **PROPER LOGO REPRODUCTION**

The logo has been designed and provided as a single piece of art. Logo reproduction should be from materials supplied by Corn Products International.

Never reproduce or recreate the logo from second-generation materials or photocopied materials.

Do not change the color specifications. The logo should be reproduced only in the corporate color green and black, or in all black, as detailed in this guidebook.

## **REPRODUCTION STANDARDS**

In order to retain the legibility and design integrity of the Corn Products International logo, it should always be reproduced from authorized reproduction artwork, such as logo sheets or electronic art. Neither the logomark nor the logotype components should be retypeset, redrawn, traced or photocopied to use for reproductions.

Alterations of this sort lead to the creation of many different variations of the logo and the erosion of the identity's effectiveness.

## **REPRODUCTION MATERIALS**

Included in this manual on pages 37, 39 and 41 are logo reproduction sheets, also known as camera-ready art. The logos on these sheets are provided in various sizes and may be clipped and used as is for reproduction, or scanned and enlarged or reduced as needed.

Logo art is also available on CD in the back of this manual. Please contact Corn Products International's Corporate Communications department for help with electronic art or for additional copies of logo sheets.

## DOS AND DON'TS

### Do

- Use the art materials in this manual for reproduction
- Contact Corn Products International's Corporate Communications department with any questions on logo use or for additional reproduction materials

### Don't

- Change the logo color specifications
- Retypeset the logotype
- Change the logotype fonts (typeface style)
- Alter the arrangement of the logomark and logotype
- Change spacing relationships
- Change the proportionate size between the logomark and logotype
- Trim or crop the logotype
- Change the logotype fonts
- Overprint the logo on an unacceptable background or on a background without sufficient contrast
- Reverse out the logo to any color
- Add copy or other graphic elements to the logo
- Animate the logo for web sites, presentations, videos or other applications

## X Incorrect Use of the Logo:



DO NOT change the logo color specifications.



DO NOT alter the arrangement of the logomark and logotype.



DO NOT change spacing relationships or the proportionate size between the logomark and logotype.



DO NOT alter or remove any portion of the logotype.



DO NOT change the logotype fonts.



DO NOT overprint on any background.



DO NOT reverse out the logo.



DO NOT add copy or other graphic elements to the logo.

## FONT SPECIFICATIONS

For text in all professionally prepared and typeset materials, including mailings, product packaging, company literature, convention and trade show exhibitions, advertising, public relations, and ad specialty and promotional items, the preferred type fonts are Avenir Book and Avenir Black. Helvetica Condensed and Gill Sans may also be used.

For headlines, call-out and accented text, Times New Roman may be used.

For internal communications and person-to-person correspondence, Arial is recommended.

All of the text in this guidebook is set in the type fonts Avenir Book and Avenir Black.

**Logomark** \_\_\_\_\_



**Logotype** \_\_\_\_\_

**CornProducts**  
INTERNATIONAL

**Font: Avenir Book** \_\_\_\_\_

Corn Products International, Inc.  
5 Westbrook Corporate Center  
Westchester, IL 60154

**Font: Avenir Black** \_\_\_\_\_

**Phone: (708) 551-2600**

Avenir Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**Avenir Black**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**

Helvetica Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Helvetica Condensed Black**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

Gill Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**Gill Sans Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**Times New Roman Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 1234567890**

## COLOR PALETTE

The preferred color palette of Corn Products International is PMS 341 (green), PMS 128 (yellow) and black. These colors should be used as the primary color scheme for all printed materials.

The logo should be presented consistently in color whenever possible. When printing limitations preclude the use of the logo in color, the entire logo should be printed in black.



**Pantone 341**

C100/ M0/ Y67/ K29

R0/ G101/ B70



**Pantone 128**

C0/ M11/ Y65/ K0



R237/ G217/ B89

When printing in color, always provide the printer with the PMS color number, or CMYK equivalent, and be sure that the color matches the color swatches in this guidebook.

Color hues shift on different paper stocks. In order to always get consistent color, make sure to use the correct color code for the paper you are using, C for coated and U for uncoated, for example Pantone 341C.

Colors will change when printing on colored paper stock. Some paper stocks may require you to make ink adjustments in order to properly match the corporate color palette. However, most printers worldwide will be able to match the Corn Products International color palette when you specify the PMS color numbers.

At times you may wish to incorporate additional colors as accents into the design of printed materials. By limiting additional colors to the following color palette, we will ensure consistency within the Corn Products International identity.

	<b>Pantone 109</b> C0/ M10/ Y100/ K0	R247/ G212/ B23
	<b>Pantone 150</b> C0/ M35/ Y70/ K0	R252/ G171/ B79
	<b>Pantone 185</b> C0/ M91/ Y76/ K0	R230/ G13/ B46
	<b>Pantone 280</b> C100/ M72/ Y0/ K18	R0/ G36/ B125
	<b>Pantone 2915</b> C59/ M7/ Y0/ K0	R115/ G181/ B224
	<b>Pantone 375</b> C41/ M0/ Y78/ K0	R143/ G212/ B0
	<b>Pantone 717</b> C0/ M53/ Y100/ K2	R207/ G105/ B0

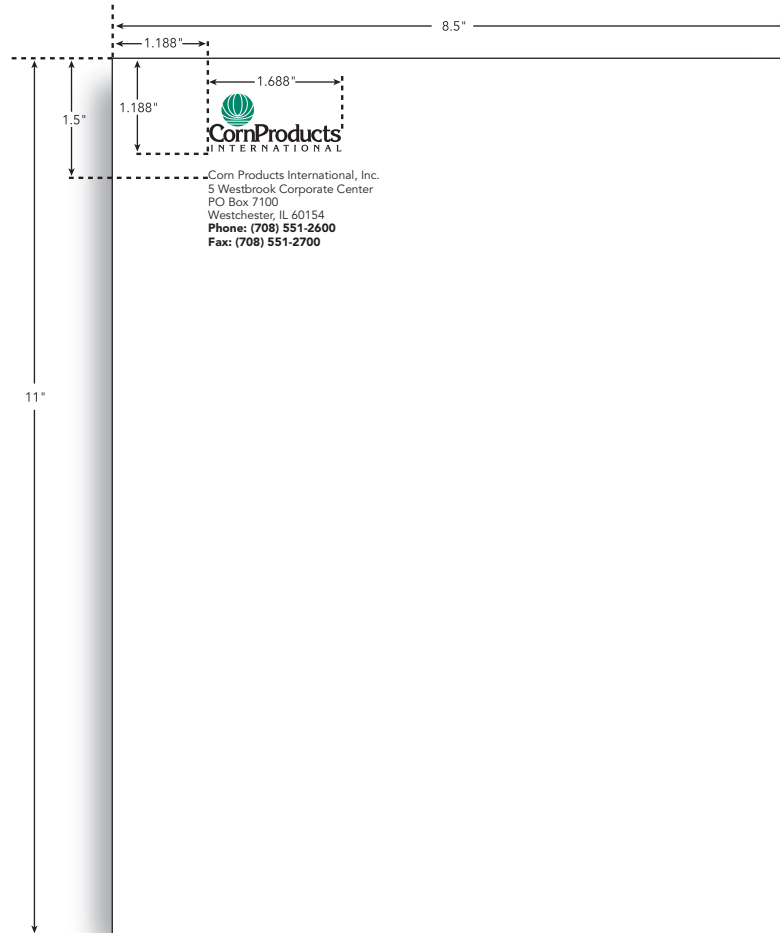
## REPRODUCTION TEMPLATES

The following layouts illustrate proper positioning of the logo in typical Corn Products International communication materials.

The logo size and positioning dimensions have been established in order to provide consistency in the presentation of the Corn Products International logo when used on printed materials. For proper use of the logo on vehicles, a proportionate size has been provided.

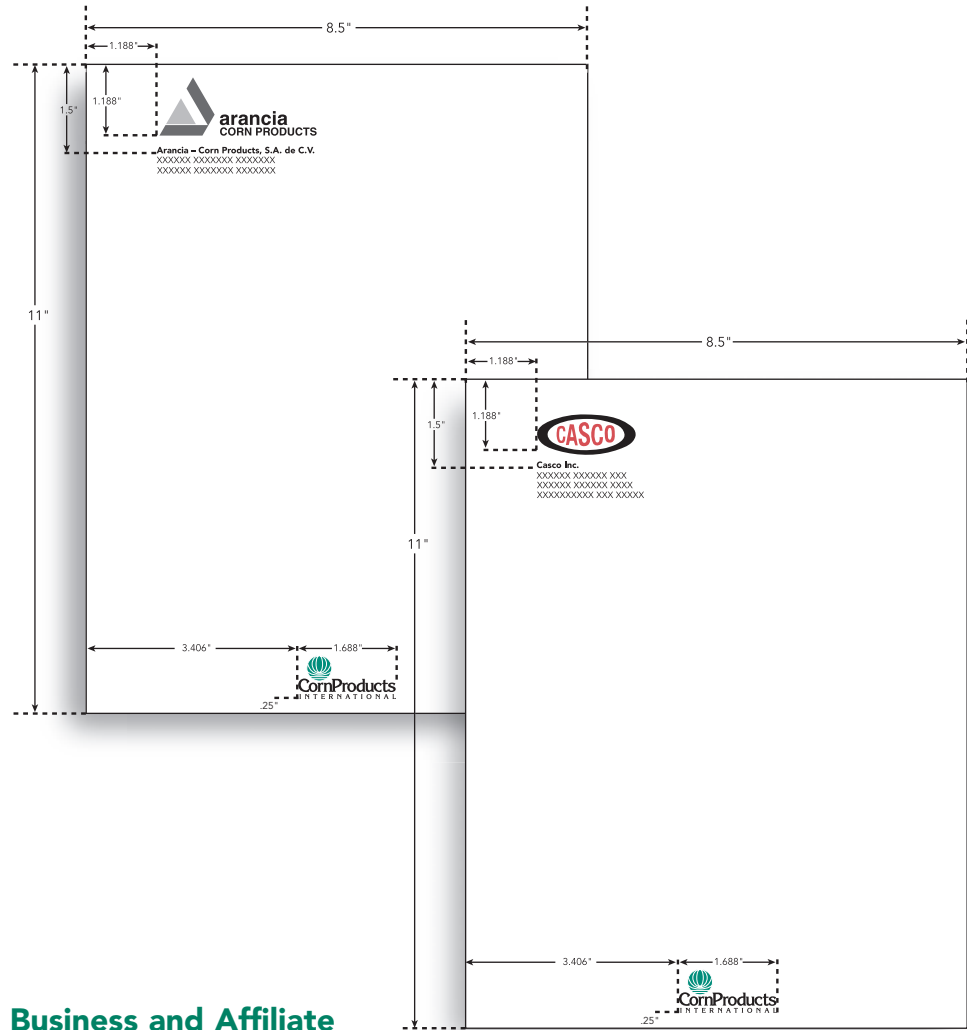
Please contact Corn Products International's Corporate Communications department for assistance with logo use on signage or any unusual requirements or applications.

## LETTERHEAD



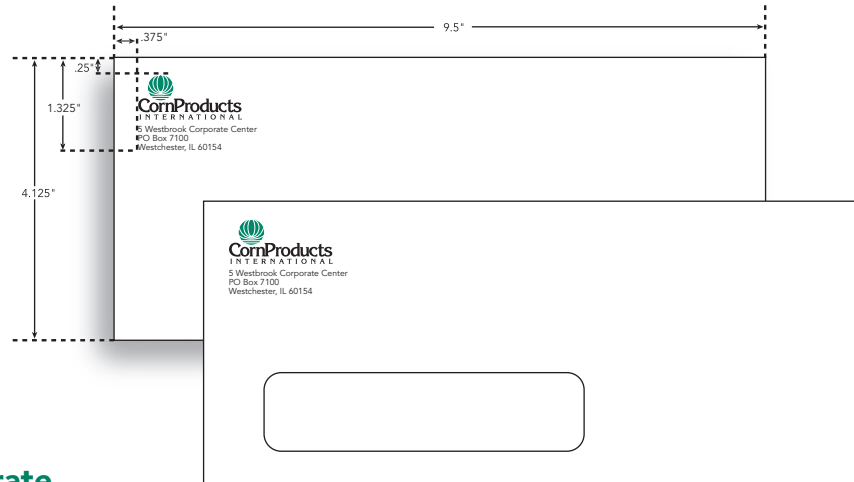
**Corporate**

### LETTERHEAD



Business and Affiliate

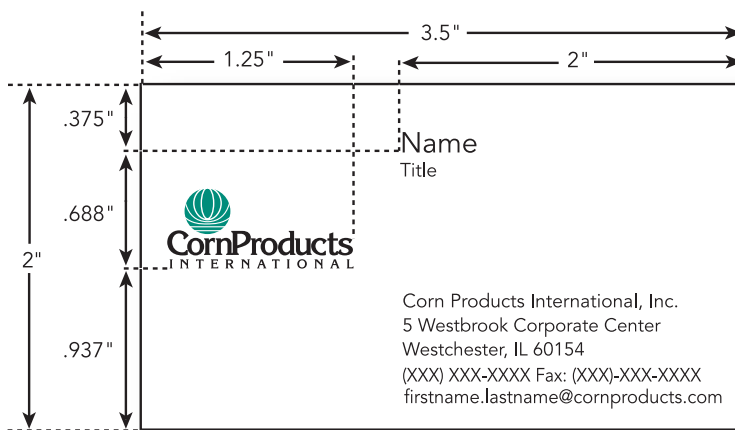
## ENVELOPES



### Corporate

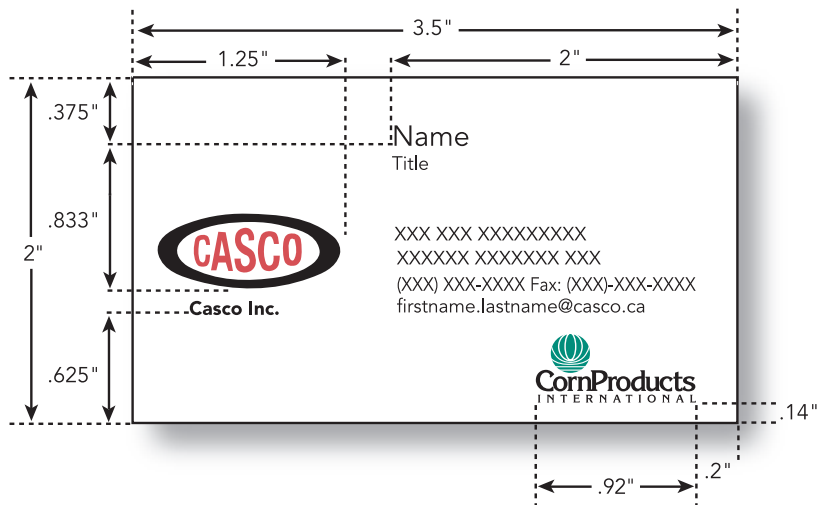
The above specifications are for Corporate US mailing.  
Affiliates: Check with your local postal authority for mailing regulations in your region.

**BUSINESS CARDS**

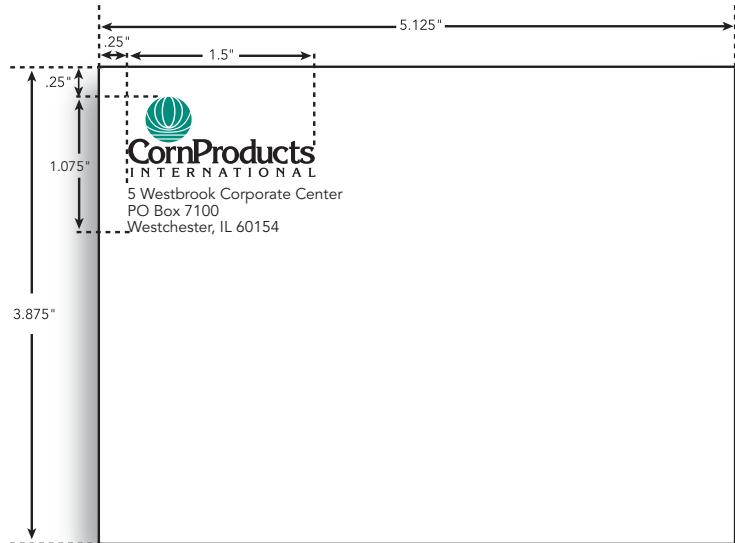


**Corporate**

**Business and Affiliate**



## MAILING LABELS



### Corporate

The above specifications are for Corporate US mailing.  
Affiliates: Check with your local postal authority for mailing regulations in your region.



Additional copies of this publication are available from:

**Corporate Communications**  
**Corn Products International, Inc.**  
**(708) 551-2603**

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