

ADM Visual Identity Guidelines

Version 6.1



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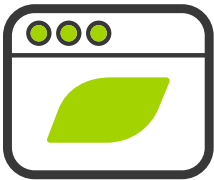


Welcome to the ADM Brand Identity Guidelines.

This document will introduce you to the basic elements of our identity system, logo, color palette, typefaces, language and imagery, and explain how best to use them. Understanding these guidelines is essential to building a compelling ADM brand experience.

Accessing ADM Brand Assets

ADM’s brand assets are structured to ensure easy access while protecting against accidental misuse. Access levels are based on your role: ADM colleagues have access to core assets, while professional designers and creative partners are provided with additional design resources.



GET ASSETS

General-Use Resources

Available to all ADM networked colleagues

Accessible through the Brand Portal (adm.com/brand)

Ready-to-use icons, images, and templates for non-design professionals



REQUEST ACCESS

Professional Design Resources

Available to the Designers’ Guild and Agency Resource Group

Accessible through Adobe CC Libraries (in-app) and the Designer Resources SharePoint

Editable vector files, high-resolution imagery, specialized templates, and more



Core Visual Assets

The Primary Brandmark

The ADM brandmark is a contemporary expression of the brand’s purpose to unlock the power of nature, to enrich the quality of life.

The Leaf distills the Diamond and Leaf elements from the two previous identities into a singular, bold, and forward-moving mark that integrates with the letterforms.



Vertical Orientation



Chlorophyll registers well on both a white background and on the Navy background. In mediums such as digital screens or four-color printing, you can use the color-gradient leaf as shown on the left. For less precise mediums, such as embroidery or simple signage, you should use solid-color Chlorophyll as shown above.

Only ADM.

Never spell it out.

Except where required by law, our company should be referred to only as ADM. When it’s required by law to list our full name, use our full legal name Archer-Daniels-Midland Company with no variance.

Horizontal Orientation



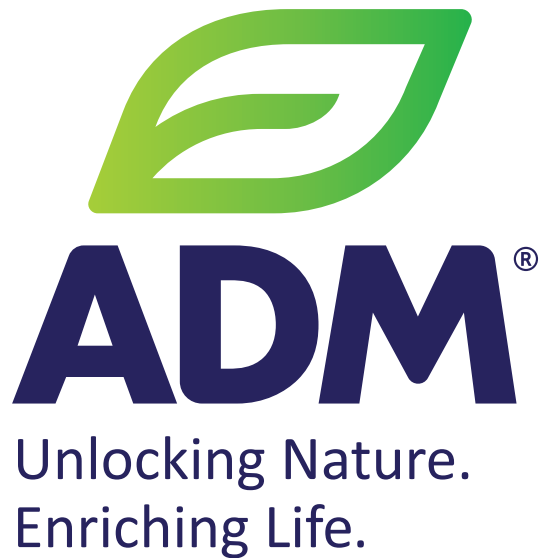
Use the horizontal orientation when space is limited vertically.

The Primary Brandmark | Tagline

The ADM tagline captures the essence of our purpose. It can be locked up with the brandmark or placed separately into page layouts.

When used in isolation without the brandmark, the tagline can only be centered or aligned to the left in the design layout to maintain visual consistency.

Small-Scale Applications



Standalone: Stacked

Unlocking Nature.
Enriching Life.

Stand Alone: One-Line

Unlocking Nature. Enriching Life.

The tagline must always match the color of the ADM letterforms. The only exception is when the tagline stands alone, in which case you can use Navy, White, or Chlorophyll.

Larger-Scale Applications



The Primary Brandmark | Clear Space Staging

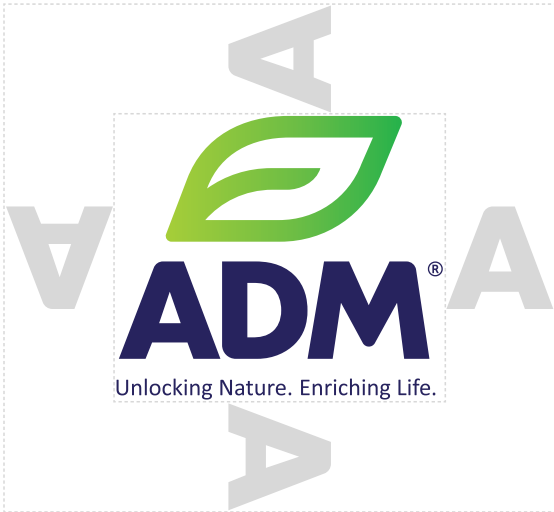
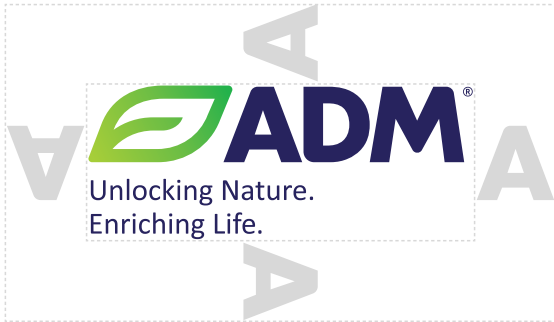
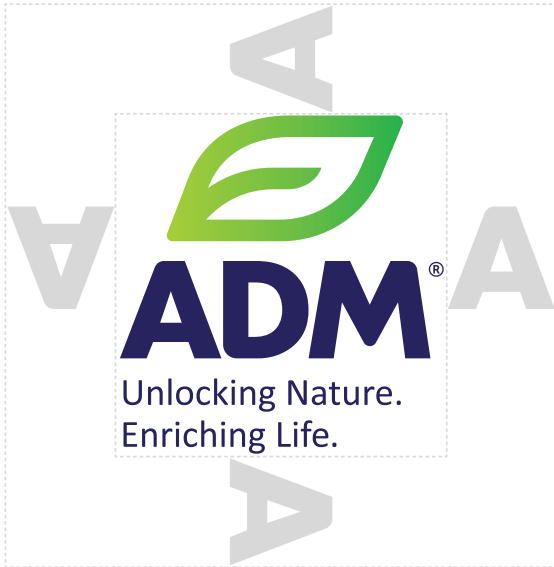
Proper use of clear space protects the integrity of our brandmark. Maintain a clear space free of copy, graphic elements, or inset imagery around the brandmark to ensure legibility.

The brandmark should be easy to see and read. It should never appear on a cluttered or busy background. To maintain good contrast between the brandmark and background, always position it in an area that is simple, even in tone and pattern-free.

Brandmark Clear Space



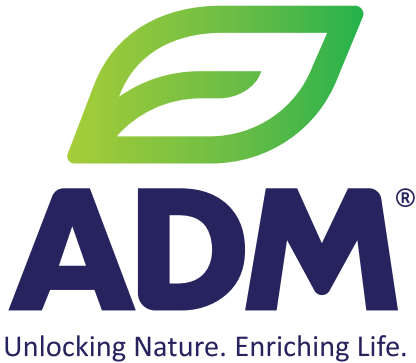
Brandmark and Tagline Clear Space



The Primary Brandmark | Minimum Sizing

The brandmark may be as large as needed for communication materials. However, attempting to reproduce the brandmark at sizes that are too small may limit its legibility. Follow these size guidelines to ensure that it remains legible in all applications.

With Tagline



1.75 in. / 4.445 cm. / 105 px.



1.75 in. / 4.445 cm. / 105 px.

The primary and alternate brandmark with the one-line tagline should never fall below 1.75 inches. Below that size, the brandmark should switch to the two-line tagline.



1.25 in. / 3.175 cm. / 75 px.



1.25 in. / 3.175 cm. / 75 px.

The primary and alternate brandmark with the two-line tagline should never fall below 1.25 inches. Below that size, remove the tagline and only feature the brandmark.

Without Tagline



0.5 in. / 1.27 cm. / 30 px.



0.5 in. / 1.27 cm. / 30 px.

The primary and alternate brandmark without a tagline should never fall below 0.5 inches.

The Primary Brandmark | Things to Avoid

It is critical to maintain the integrity of the brandmark at all times. The examples shown illustrate improper use of the ADM brandmark.



Don't change the placement of elements.



Don't alter the tagline in the brandmark.



Don't remove the Leaf.



Don't place the brandmark on an angle.



Don't skew, stretch or distort.



Don't change the color of the Leaf.



Don't combine the brandmark with a business, product or department name. Limited exceptions exist for certain arm's length entities.



Don't place the brandmark in a typed sentence.



Don't place the full-color brandmark on complicated backgrounds.



Don't place the full-color brandmark on a Chlorophyll or Navy background.



Don't use the secondary colors for the brandmark.



Don't add effects, such as drop shadow, glow or dimension.

Color is one of the most recognizable elements of a brand.

The ADM palette balances core colors—Chlorophyll, Navy, Husk, and Gray—with fresh, modern tones like Terracotta, Honey, Blue, and Mist. The palette enhances ADM’s ability to stand out from competition and creates a distinctive presence.

Each primary and secondary color includes a tonal alternative that creates a richer color system, enabling complex and subtle visual expression without diluting the brand by adding additional colors. Use the primary or secondary color as the default, reserving the tonal version for limited instances such as tone-on-tone applications or when the primary or secondary presents aesthetic or readability challenges.

Primary Palette

Primary Solid	Tonal Solid	Gradient Pair
Navy PMS 280 C CMYK 100, 100, 31, 23 RGB 1 33 105 #012169	PMS 72 C CMYK 100, 96, 4, 4 RGB 0 16 158 #00109E	
Chlorophyll PMS 2293 C CMYK 53, 0, 100, 0 RGB 139 196 0 #8BC400	PMS 2291 C CMYK 42, 0, 100, 0 RGB 163 211 0 #A3D300	
Husk PMS 2257 C CMYK 84, 0, 96, 0 RGB 0 173 80 #00AD50	PMS 2270 C CMYK 73, 0, 94, 0 RGB 14 197 79 #0EC54F	
Gray 70% Black CMYK 0, 0, 0, 70 RGB 109 110 113 #6D6E71	White CMYK 0, 0, 0, 0 RGB 255 255 255 #FFFFFF	
Chlorophyll to Husk Gradient PMS 2291 C CMYK 42, 0, 100, 0 RGB 139 196 0 #8BC400 → PMS 2257 C CMYK 84, 0, 96, 0 RGB 0 173 80 #00AD50		

Secondary Palette

Primary Solid	Tonal Solid	Gradient Pair
Honey PMS 2010 C CMYK 0, 37, 100, 0 RGB 255 173 0 #FFAD00	PMS 2010 C 75% CMYK 0, 28, 78, 0 RGB 252 189 70 #FCBD46	
Ripple PMS 7683 C CMYK 79, 53, 0, 0 RGB 66 109 169 #426DA9	PMS 6101 C CMYK 64, 44, 0, 0 RGB 102 128 195 #6680C3	
Mist PMS 629 C CMYK 36, 0, 5, 0 RGB 155 211 221 #9BD3DD	PMS 7457 C CMYK 25, 0, 0, 0 RGB 187 221 230 #BBDDE6	
Terracotta PMS 7579 C CMYK 0, 75, 90, 0 RGB 220 88 42 #DC582A	PMS 4012 C CMYK 0, 64, 80, 0 RGB 234 115 61 #EA733D	

Gradients can be created between tonal color pairs to add depth and dimension. The only exception is the Chlorophyll-to-Husk gradient, which is uniquely designed to transition between ADM’s foundational tones and is reserved exclusively for use in the landmark.

Color | Primary Brandmark in One Color

In executions where colors are limited, the ADM brandmark may be rendered in one color from the primary palette, its tonal pairs or from the secondary palette.

Important Note
While the ADM color palette provides tonal pairs for secondary colors, please do not render the ADM brandmark in the tonal pair for secondary colors as they don't provide an acceptable level of branding contrast.

Primary Palette



Navy



Tonal Pair



Chlorophyll



Tonal Pair



Husk



Tonal Pair



Gray



Black



Secondary Palette



Honey



Ripple



Mist



Terracotta

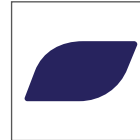


Set the tone with color.

Approved pairs offer a variety of combinations to enhance design flexibility and creativity. While these pairings don’t all meet legibility requirements for text, they are ideal for secondary graphics and background color floods. Use them thoughtfully to maintain a cohesive and effective palette.

Approved Combinations

White Pairs



Navy Pairs



Tonal Pairs



Close Color Pairs



Pairs by Ground Color

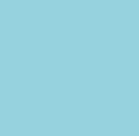
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Color families are curated palettes designed to convey a range of tones, from the restrained and sophisticated to the bold and expressive. These flexible combinations allow you to adapt your visual approach based on your audience and medium.

Important Note: Using Color Without Creating an Unapproved Brand Identity

Color is a powerful design tool; its consistent use can create a distinct identity. To keep ADM’s brand system clear and recognizable, follow this simple guideline:

✔ Use color to organize and clarify, not to brand. If you’re differentiating sections of a report or making materials easier to navigate, applying distinct colors is fine.

✘ Avoid using color as a primary signifier across all touchpoints. If a specific color (or set of colors) is used consistently to distinguish a product, service, or initiative, it starts functioning as a brand—something ADM carefully manages.

The key test: If the color choice makes something feel like it has its own identity, rethink the approach. Instead, explore typography, layout, or approved secondary design elements to achieve clarity without branding.



Reserved

RANGE OF EXPRESSION

Expressive

Core

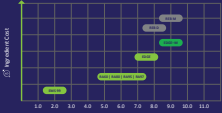


Impacting Agriculture at its Heart

Around the globe, our innovation and expertise are meeting critical needs while nourishing quality of life and supporting a healthier planet.

Value and Performance

SweetRight Stevia Edge-M is designed to function like more expensive stevia leaf extracts and offer cost savings compared to unique glycosides like Reb M and Reb D.



100% Stevia Equivalency



Daunting Challenges, ADM Solutions.

The global food landscape is a challenging environment for businesses to navigate. We help our customers:

- Navigate complex supply chains with unparalleled efficiency
- Meet rising demand for plant-based and clean-label products
- Reduce environmental impact while increasing productivity

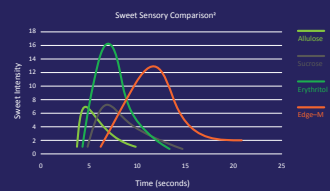


Core Plus



Guiding the way to a future of new consumer and industrial solutions.

Using Edge-M in Conjunction with Other High Potency Sweeteners



Sweet Intensity

Time (seconds)



Create What Consumers Are Looking For

More and more pet parents are seeking out tailored solutions to fit their individual pet's needs around preferences, current health requirements, and aging well.

 **88%**

Research shows 88% of U.S. pet parents say it's important to take preventative measures to protect their pet's health. Source: Petco, 2023



Cool

Expertise meeting critical needs while nourishing the quality of life

APPLY AT ADM.COM



At ADM, we're always advancing. Our commitment to innovation and sustainability drives us to create solutions that enrich lives globally.





Create What Consumers Are Looking For

Consumers want to avoid artificial ingredients wherever they can and see natural ingredients as a synonym for healthy nutrition.

They also want full transparency across both the supply chain and the product's lifecycle, from sustainable sourcing to knowing how it was made and who made it, even to how it's packaged.

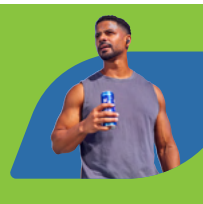
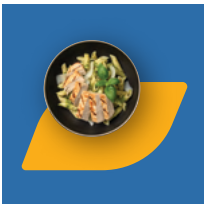


57%

of Global Consumers agree that they are willing to drastically change their lifestyle to live in a more environmentally friendly fashion.

Source: ADM Outside View™ 2023 Q2 (unaudited)

Fresh



ENRICHING LIVES

Where Unlocking Nature Meets Pure Innovation

LEARN MORE AT ADM.COM





Drive to Greater Profitability

DRIVING TOMORROW'S SUCCESSFUL FARM HABITS

Warm



Impacting Agriculture at its Heart





Helping the Globe and Families for Good.

2023 REPORT

Our innovation and expertise are meeting critical needs while nourishing quality of life and supporting a healthier planet.

[READ THE REPORT](#)

What it means to Live our Purpose & Strategy

Our Purpose is to unlock the power of nature to enrich the quality of life.

Our commitment to growth and change goes beyond our products and services. At ADM sustainable practices and a focus on environmental responsibility are not separate from our primary business; they are integral to the work we do every day to serve customers and create value for shareholders.

We are committed to being a force for change in developing innovative, sustainable solutions spanning food, feed, fuel and consumer and industrial products while pursuing ways to continually improve our efforts in both protecting the environment and enhancing environmental and social sustainability.



Give the brand a (type) face.
Think of typography as a visual expression
of our brand character and tone of voice.

ENRICHING LIVES

Where
Nature Meets
Innovation

60%

of consumers want to try
alternative proteins with
authentic taste and texture.

Changing Pet
Consumer Needs

Pet parents are seeking out tailored solutions to
fit their individual pet’s needs.

42%

of pet owners say they want to
purchase pet food with sustainably
sourced ingredients.

Source: FMCG Gurus, Pet Care Health in 2022

Operational Water
Efficiency & Reduction

Our water use reduction efforts are
focused on 41 of our largest sites, which
collectively account for more than 95%
of our global water usage.

We refer to these sites as our Major Water Users Group (MWUG), and we measure water usage at these sites using a combination of flow meters and utility bills. We exclude once-through cooling water from our withdrawal numbers because we return the water to its original location with only a change in temperature. Although we reuse and recycle water through various processes such as cooling tower recirculating, for calculation purposes we only include reuse water that has been processed in our onsite wastewater treatment facility. To reduce the use of fresh water, we practice the three Rs: reduce, reuse and reclaim. Our sites have adopted best management practices for minimizing water use and maximizing its reuse before disposal. Further, we have advanced a number of reclaim operations where wastewater is further treated and returned for use within our facilities.

- Our Tianjin, China, facility upgraded its reverse osmosis backwash water reuse system, which should reduce annual water usage by around 54,000 m³.
- At our Cedar Rapids, Iowa, corn facility, an automation system that will save around 165,000 m³ annually.
- At our Adana, Turkey, facility, installation of vacuum pumps to improve cooling water circulation is expected to save more than 150,000 m³ of water annually.



Daunting
Challenges,
ADM Solutions.

The global food landscape is a challenging environment for
businesses to navigate. We help our customers:

- Navigate complex supply chains with unparalleled efficiency
- Meet rising demand for plant-based and clean-label products
- Reduce environmental impact while increasing productivity

Carbon Reduction
and Climate Innovation

ADM continues to monitor the evolving landscape of GHG accounting best practices as we await the finalization of the GHG Protocol’s Land Sector and Removals Guidance, expected to be released in late 2024, and potential subsequent updates to SBTi’s Forest, Land, and Agriculture (FLAG) Science-based Target-Setting Guidance. We continue to calculate our FLAG-related emissions, including those associated with land use change, in alignment with current draft guidance and have submitted two Scope 3-related targets for review and approval to SBTi.

10%

Absolute reduction
in water withdrawal
over 2019 baseline
by 2035

25%

Absolute reduction
in Scope 3
GHG emissions
by 2035

14%

reduction in Scope 1
+ 2 GHG emissions
over 2019 baseline
by 2035

Drive to Greater
Profitability

DRIVING TOMORROW’S SUCCESSFUL FARM HABITS

Transformative
Action

2023 CORPORATE
SUSTAINABILITY REPORT

Helping
the Globe
and Families
for Good.

2025 REPORT

Our innovation and expertise
are meeting critical needs while
nourishing quality of life and
supporting a healthier planet.

READ THE REPORT

Impacting
Agriculture
at its Heart

Around the globe, our innovation
and expertise are meeting critical
needs while nourishing quality of life
and supporting a healthier planet.

Extract the
Best Results

2025 NEXT-GENERATION STEVIA EXTRACT

Transformative
Transportation
& Logistics

ADM Logistics is a third-party logistics provider
and broker with access to a far-reaching
transportation network.

Limiting sugar intake is one of
the top ways consumers are
addressing their wellness goals.
ADM has the nutrition science
expertise to help you navigate
the right tools for providing the
best meals and ingredients to
regulate blood sugar.



Din Next Slab:
A confident and precise slab serif, it should be used as headline or subhead copy.

Calibri:
A naturalistic sans serif workhorse, it should be used for all body copy, call-out or special copy such as eyebrow headlines.

Please use only the recommended weights.

Din Next Slab

AaBbCc
012345

Regular, Medium, Bold
Regular Italic, Medium Italic, Heavy Italic

Calibri

AaBbCc
012345

Regular, Bold,
Regular Italic, Bold Italic

Alternate Serif: Sitka
Use Sitka as an alternate in digital scenarios when Din Next Slab is unavailable (e.g., PowerPoint, Word document).

AaBbCc

Banner, Banner Italic, Banner Bold, Banner Bold Italic (Best for Large Applications)
Display, Display Italic, Display Bold, Display Bold Italic (Best for Small Applications)



Hierarchy
Eyebrow: Calibri Bold All Caps
UNLOCKING NATURE. ENRICHING LIFE.

Headline: Din Next Slab Bold
Where Nature Meets Innovation.

Subhead: Calibri Bold
At ADM, we're always advancing.

Body: Calibri Regular
Be part of a team that's transforming the future of food and agriculture, making a real impact on businesses, markets, and communities worldwide.

When selecting type colors, consider the overall readability and intended audience. Use combinations that offer clear contrast and align with the tone and purpose of the piece.

Navy and White are preferred choices for text on colored backgrounds, but designers should use discretion to ensure the text remains visually effective in context.



Text on Navy Ground



Text on White Ground



*



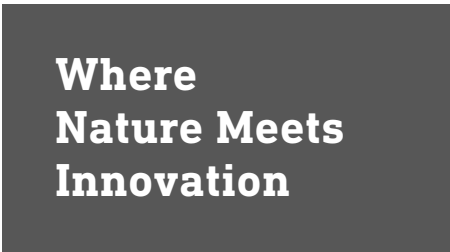
*



White Text on Colored Grounds



*



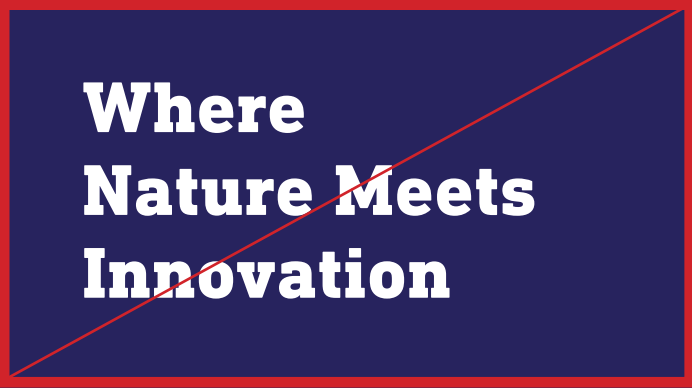
*

* These pairings have low contrast and may be hard to read in certain contexts. Use them with care, considering factors like text size, placement, and audience. They’re best suited for large type, decorative use, or situations where visual tone is prioritized over readability.



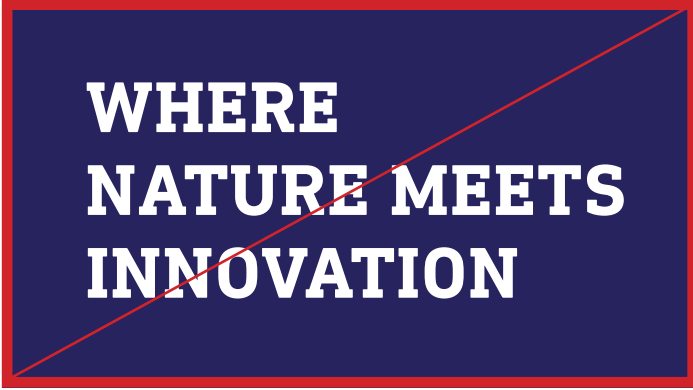
Navy Text on Colored Grounds





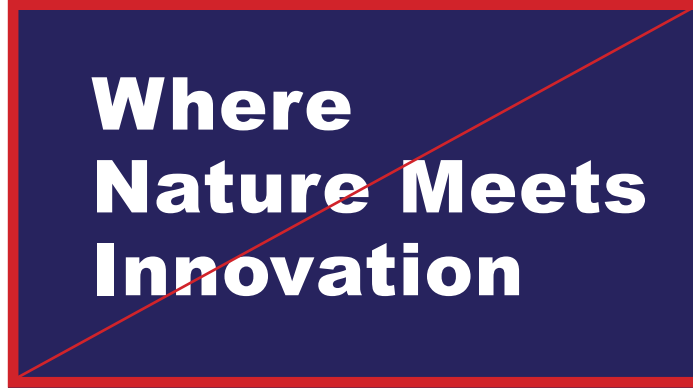
**Where
Nature Meets
Innovation**

Don't use the DIN Next Slab Heavy font weight.



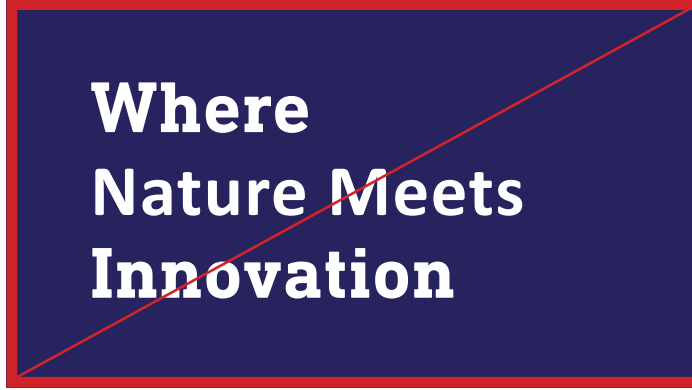
**WHERE
NATURE MEETS
INNOVATION**

Don't use all caps in headlines.



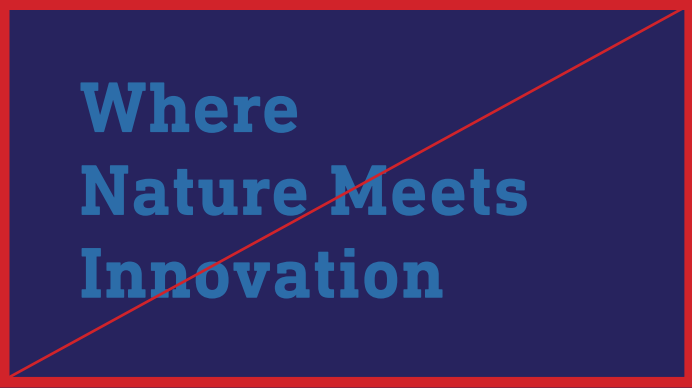
**Where
Nature Meets
Innovation**

Don't style type in fonts other than specified in the brand guidelines.



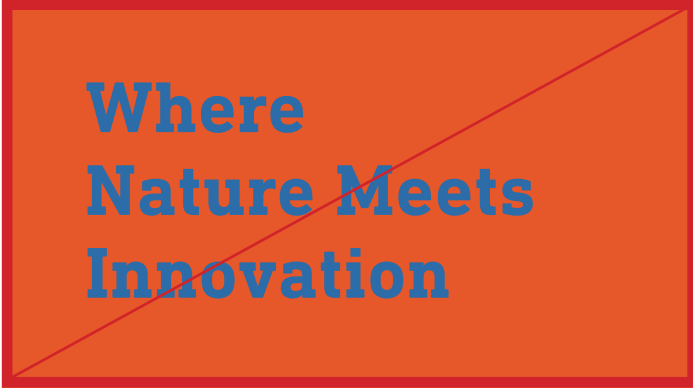
**Where
Nature Meets
Innovation**

Don't mix fonts within a single line of copy.



**Where
Nature Meets
Innovation**

Avoid color/ground color combinations with insufficient contrast.



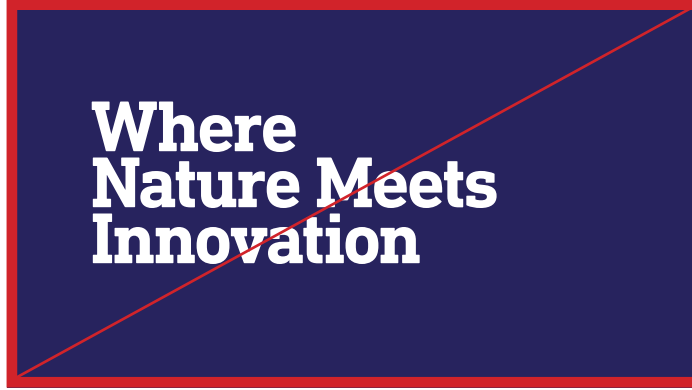
**Where
Nature Meets
Innovation**

Avoid color/ground color combinations other than specified in the brand guidelines.



**Where
Nature Meets
Innovation**

Avoid placing type onto noisy graphics or photographic backgrounds.



**Where
Nature Meets
Innovation**

Avoid overly tight leading and/or character spacing.

Secondary Visual Assets

Overview | The Leaf as an Organizing Principle



ADM’s Leaf icon is one of the brand’s most effective and memorable visual assets. The design system takes full advantage of this by amplifying its presence throughout the visual identity.

In the pages ahead, you’ll see the various ways to integrate this powerful visual asset into brand communications.



The Leaf | As a Spotlight

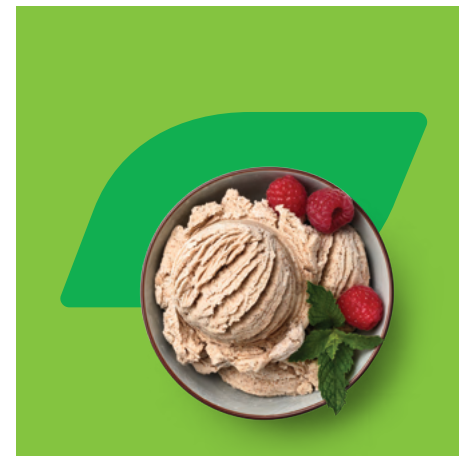
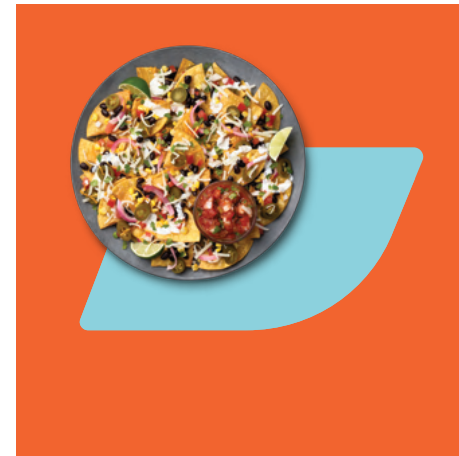
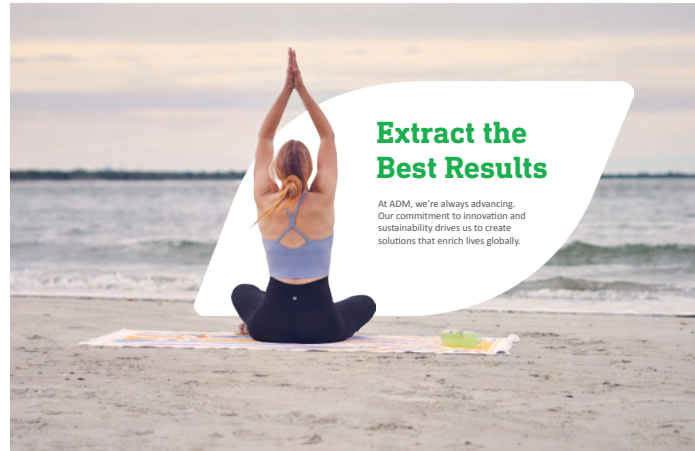


Draw the eye to a focal point, such as a person or product.

This treatment works well with in-context or outlined photography when you want to add emphasis or an additional branded element. The Leaf can be rendered in any brand color to suit the overall palette of a composition.

Pro Tip: Integrating the Leaf

For close-in compositions, consider adding a subtle drop shadow from the highlighted element onto the Leaf, giving a sense of close proximity. Make sure shadows are consistent with direction of the light.



The Leaf | As a Spotlight | Things to Consider



Avoid placing the Leaf in areas where the subject touches the background.



Better!



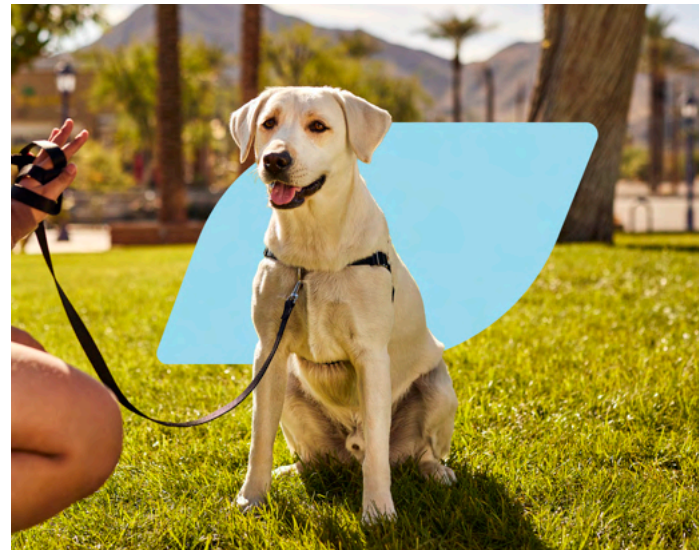
Don't render the Leaf in non-brand colors.



Correct!



Don't use the Leaf icon from the brandmark.



Correct!

The Leaf | As an Image Frame



Frame up a key visual.

Using the Leaf as a holding shape for photography is a great way to enhance brand recognition and create dynamic layouts.



Break the frame.

Look for opportunities to allow the central subject to break the frame, adding visual interest to the composition.



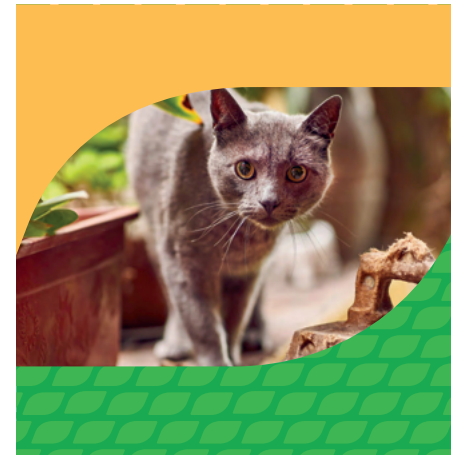
ARTCo Barge & Stevedoring

Since our founding in 1971, American River Transportation has been a leader in the US barge industry



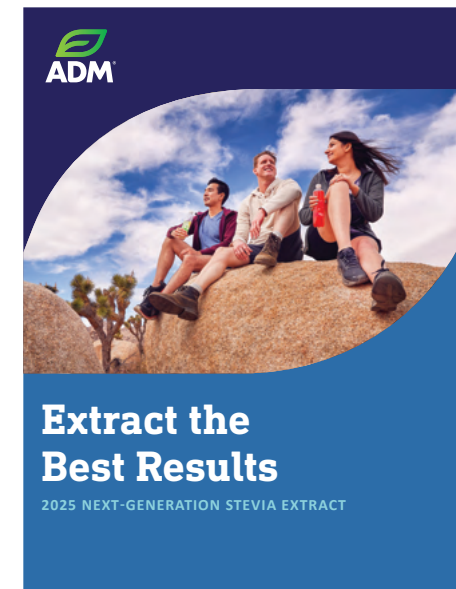
Complement with color.

In instances where the Leaf is cropped, consider incorporating complementary brand colors above and below the Leaf frame to add expressive energy to layouts.



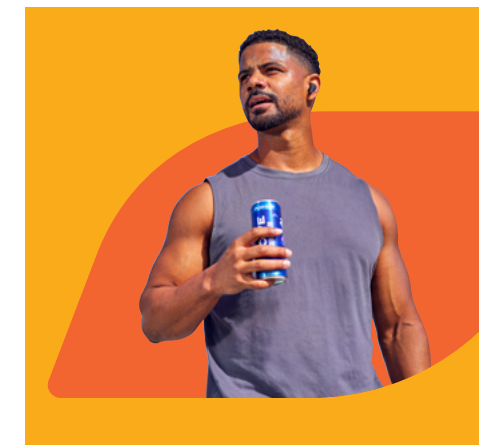
Leading the Way with Regenerative Agriculture Programs

ADM is your go-to partner to meet the emerging sustainability needs of your stakeholders and customers.



Extract the Best Results

2025 NEXT-GENERATION STEVIA EXTRACT



Daunting Challenges, ADM Solutions.

Managing Every Aspect of Global Supply Chains



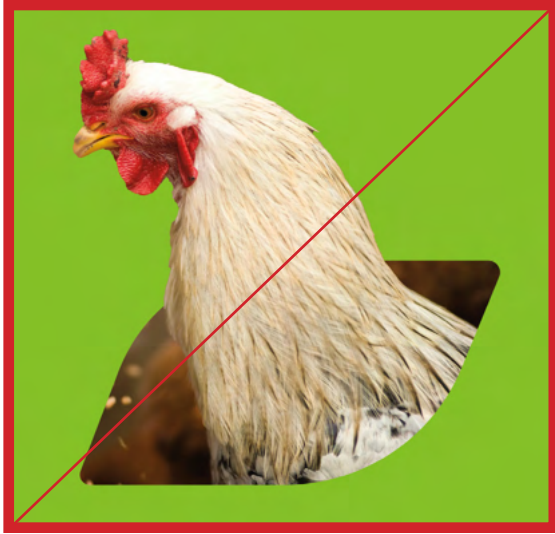
Things to Avoid



Don't place multiple images within a Leaf frame.



When using a cropped image to focus on a key element of a photo (the feed), be sensitive to the crops of secondary elements in the composition.



Be sensitive to how much a subject breaks the frame, keeping the majority of the subject within the frame.



Avoid placing copy on photography within a Leaf frame.



Don't flip the orientation of the Leaf.

The Leaf | Concentric Layering



Amplify meaning and expressiveness.
When scaled and layered in a concentric manner, the Leaf can produce dramatic results. When used with multiple related photo elements you can tell a larger story about a product or service. When used in combination with brand colors, layouts can be infused with graphic energy.

 **88%**

Research finds 88% of U.S. pet parents say it's important to take preventative measures to protect their pets' health.

Source: Mintel, US Pet Owners Survey, 2021

**2025
Consumer Trends Report**

SNACKS & READY TO EAT MEALS



**Your Flock's Essential
Needs and More**



**Plant-Based Answers
to Construction Questions**







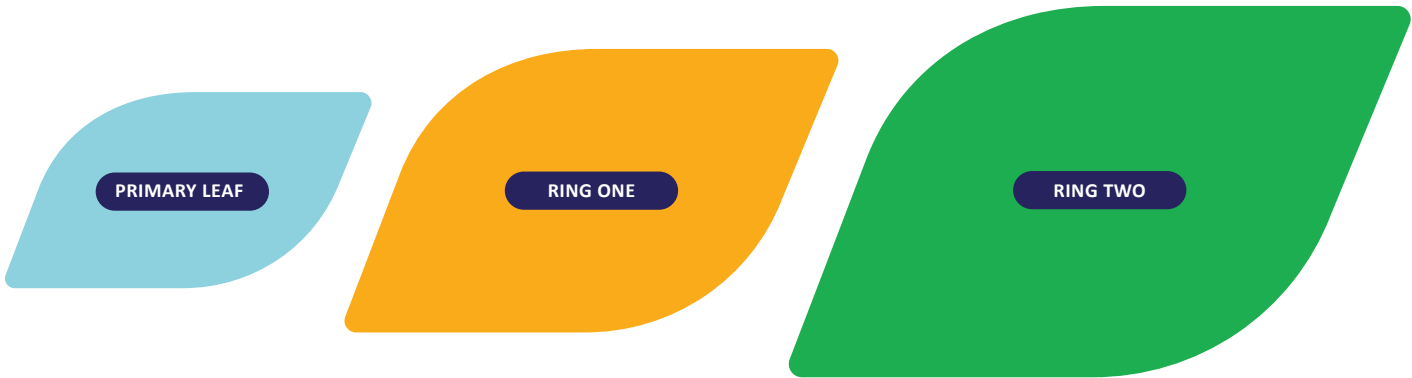
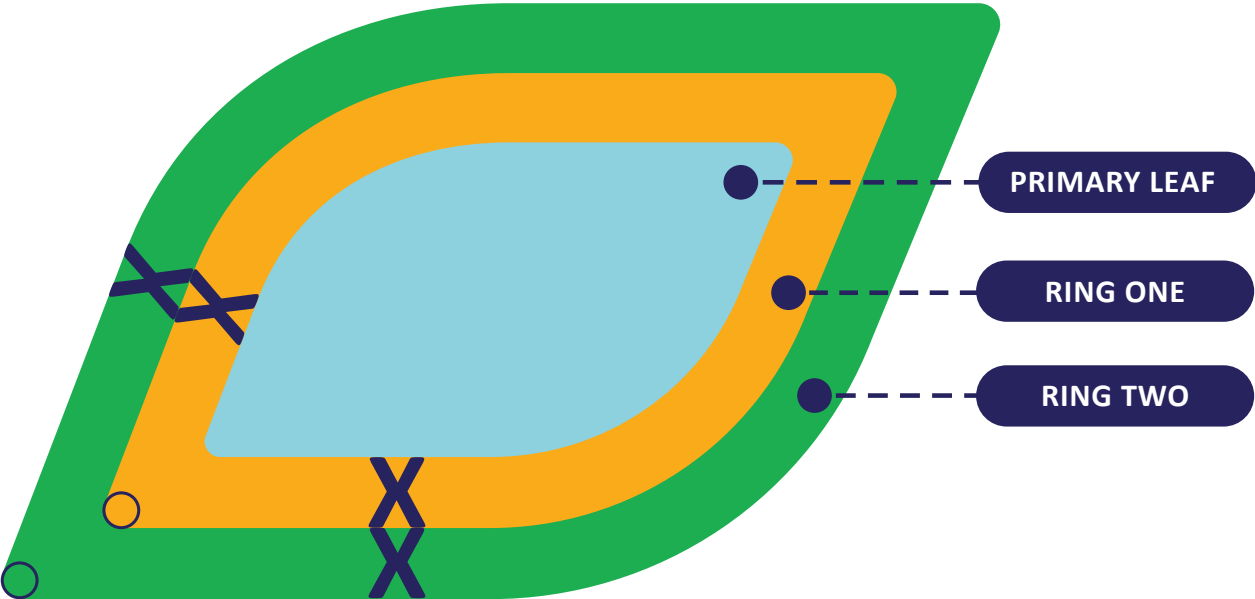
**Grow a
Career
with ADM**

Not every career provides you with the opportunity to do rewarding work that helps enrich the lives of people all around the world. At ADM, that's kind of our thing. Whether it's finding new opportunities for renewable products, developing the next flavor trend, or ensuring crops get to markets where they're needed, the problems we solve are making a real difference.

Pro Tip: Tell a Story
Combine end benefit shots in the interior frame with micro shots of ingredients or macro shots that show context.

Concentric Layering Breakdown

This asset is built from two to five concentric Leaf elements. To maintain consistency, always keep the correct ratio of ring thickness and corner radius.



Primary Leaf maintains its original shape from the landmark.

Ring One and Two must match each other in thickness and corner radius. Think of the rings as geometric offsets of the primary leaf rather than scaled copies. As they expand, the height grows faster than the width, keeping the layers true to the original curvature.

Prebuilt Concentric Leaf Assets



Save time and maintain accuracy, by using the prebuilt assets in ADM's CC Library.



Two Leaf Photo Combination
Use a larger ring one thickness to accommodate the outside image.



Two Leaf Combination



Three Leaf Combination



Four Leaf Combination

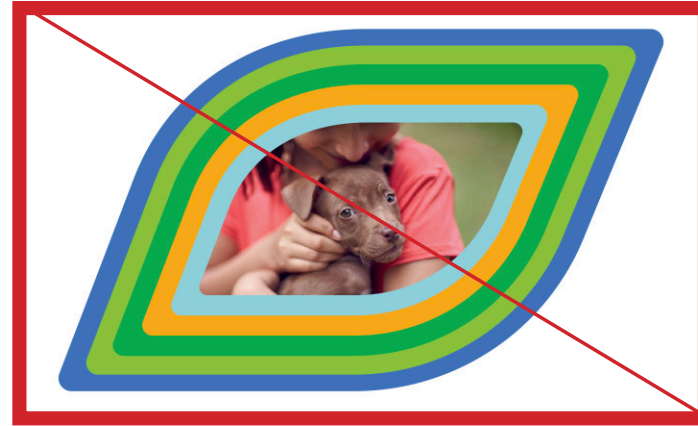


Five Leaf Combination

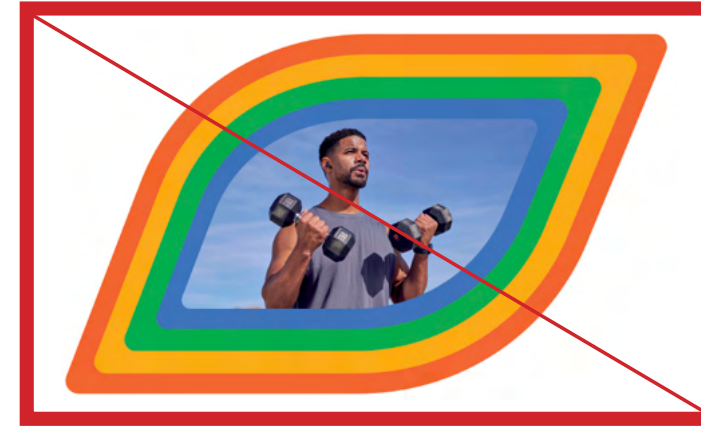
Things to Avoid



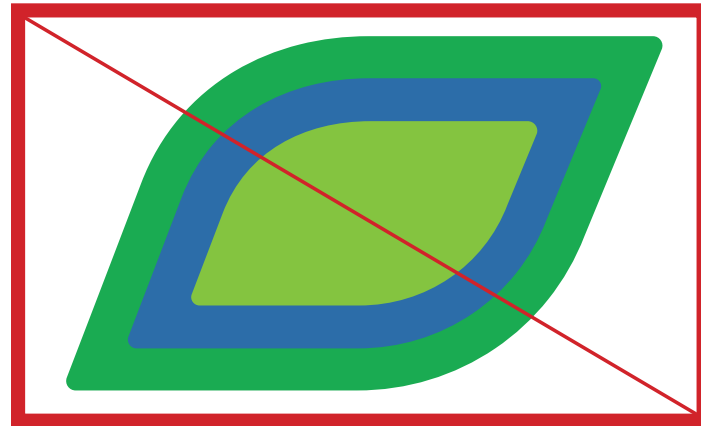
Don't use proportional scaling to create concentric layers — it distorts ring thickness and curvature.



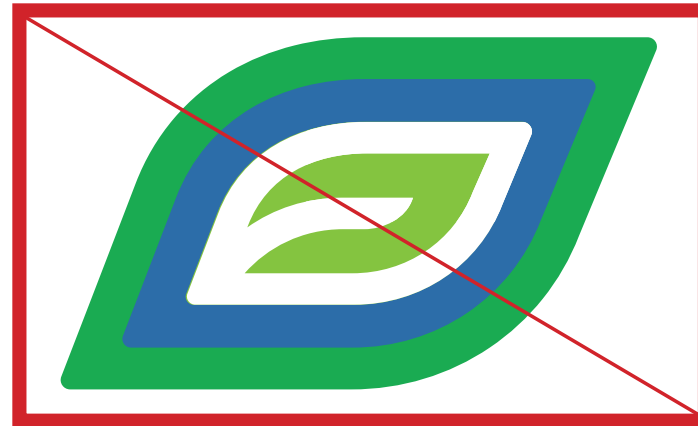
Don't create more than five leaf layers.



Don't use brand colors as rainbows.



Don't leave the primary leaf empty.



Don't place the brandmark leaf icon in the center of a concentric layering asset.

Organize layouts in an ownable way.

Layout panels are an effective way to cluster information and help guide audiences through content with speed and comprehension. Develop panels from detailed crops of the Leaf asset, retaining the distinctive combination of straight lines and curves.



Daunting Challenges, ADM Solutions.

The global food landscape is a challenging environment for businesses to navigate. We help our customers:

- Navigate complex supply chains with unparalleled efficiency
- Meet rising demand for plant-based and clean-label products
- Reduce environmental impact while increasing productivity



Top down and bottom up.

Think of layout panels as cards that slide vertically down from the top or up from the bottom in flexible ways, leaving a natural landing spot for the ADM logo (top left or bottom right).



Supporting Grain Producers

The global food landscape is a challenging environment for businesses to navigate. We help our customers:

- Navigate complex supply chains with unparalleled efficiency
- Meet rising demand for plant-based and clean-label products
- Reduce environmental impact while increasing productivity







Guiding the way to a future of new consumer and industrial solutions.

What it means to Live our Purpose & Strategy

Our Purpose is to unlock the power of nature to enrich the quality of life.

Our commitment to growth and change goes beyond our products and services. At ADM, sustainable practices and a focus on environmental responsibility are not separate from our primary business: they are integral to the work we do every day to serve customers and create value for shareholders.

We are committed to being a force for change in developing innovative, sustainable solutions spanning food, feed, fuel and consumer and industrial products while pursuing ways to continually improve our efforts in both protecting the environment and enhancing environmental and social sustainability.







Purpose & Strategy

Our commitment to growth and change goes beyond our products and services. At ADM, sustainable practices and a focus on environmental responsibility are not separate from our primary business: they are integral to the work we do every day to serve customers and create value for shareholders.

We are committed to being a force for change in developing innovative, sustainable solutions spanning food, feed, fuel and consumer and industrial products while pursuing ways to continually improve our efforts in both protecting the environment and enhancing environmental and social sustainability.

That is why our current strategic plan is called "Sustainable Growth."

Our purpose is to unlock the power of nature to enrich the quality of life.



Helping the Globe and Families for Good.

2023 REPORT

Our innovation and expertise are meeting critical needs while nourishing quality of life and supporting a healthier planet.

[READ THE REPORT](#)



Create What Consumers Are Looking For

Powered by a diverse portfolio that guarantees quality from field to plate, we're expertly equipped to help you create products using plant proteins that taste great.

As your end-to-end partner for creating authentic and delicious alternative proteins, we leverage consumer insights to help you get to market faster.



60%

of consumers want to try alternative proteins with authentic taste and texture.

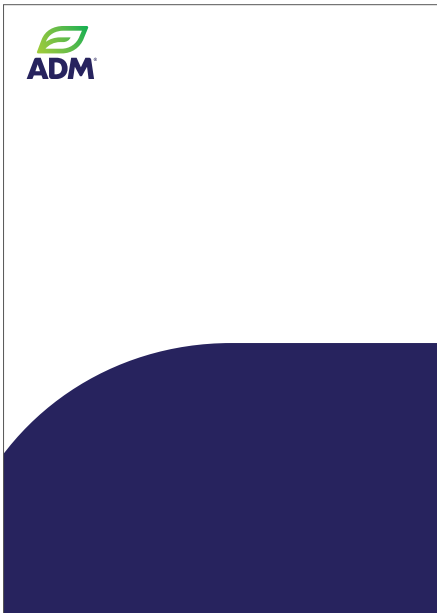
Source: ADM Outside Voice, Global Lifestyle Survey, 2023

Pro Tip: Frame it up.

Use white margins to help layouts stand out in noisy environments or instances where full bleed printing is unavailable.

The Leaf | As Layout Panels | Things to Consider

Using the Leaf as a layout panel provides flexibility while maintaining structure and a clear link to ADM's core visual asset. Panels are intended for organizing information—not for color blocking or decorative breaks.





Create What Consumers Are Looking For

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Source: ADM Outside Voice, Global Lifestyle Survey, 2023



5%

90%

5%

Setting the frame width. Establish frame widths by creating a margin 5% of the layout's short dimension on three sides.

The Leaf | As Layout Panels | Things to Consider



Logo Placement
When place the brandmark in the context of the leaf as a frame or as a layout panel use the “A” to establish margin minimums and the “D” to establish a safe minimum distance from the curve of the Leaf.



Things to Avoid



Placing the brandmark too close to layout panels or Leaf frames.



Distorting the Leaf in a way that alters its angles.



Rotating the Leaf.



Cropping the Leaf in a way that cuts off the curve unnaturally.



Placing the Leaf in a way that creates unbalanced negative space.



Using more than three panels in a single composition.



Offsetting multiple tabs in a composition.

The Leaf | In Rows

Show the world what you do.
Use multi-Leaf executions to create expressive and impactful designs. This asset is proudly brand-forward and has the added benefit of enabling the depiction of the various ways in which ADM delivers on our purpose. If you're looking to showcase multiple images within a single layout, Leaf in Rows is the designated visual asset to use.



Connect with Our Experts

Get the Latest Research





Transformative Action

2025 CORPORATE SUSTAINABILITY REPORT





Era of Infinite Choice

2025 GLOBAL CONSUMER TRENDS REPORT





We're Hiring!

Onsite Career Fair

MARCH 6-8 | 10:00 AM - 4:00 PM



Drink Up Success

- Deep Market Understanding
- Global Flavors & Citrus Expertise
- Comprehensive Ingredient Solutions



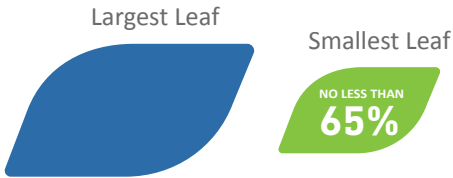
The Leaf | In Rows | Things to Consider

Line them up.

The geometry of the Leaf possesses a naturally forward-leaning bearing. This graphic momentum is enhanced within the row arrangement by aligning the Leaves along their central, horizontal axis.

Space them out.

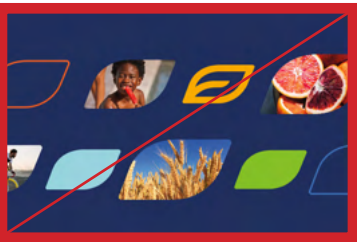
While size of the leaf elements may vary, the space between them should stay consistent.



Keep things in proportion.

The Leaf-in-Rows asset uses scale between elements to create compositional rhythm. To maintain the integrity of the rows, however, make sure the smallest Leaf in the overall composition doesn't scale down to less than 65% of the largest Leaf.

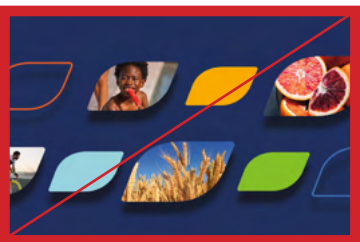
Things to Avoid



Don't use the brankmark leaf or other non-leaf elements in rows.



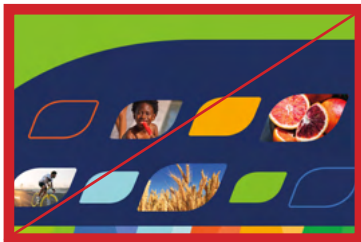
Don't arrange elements in a non-linear manner.



Don't use drop shadows or effects on the multi-Leaf design.



Don't use the multi-Leaf execution on a non-Navy or White ground.



Don't use the multi-Leaf design with competing layout assets.



Avoid using photos as the only treatment of the Leaf.



Add a touch of brand.

Adding the Leaf as a pattern provides a simple and effective way to elevate the brand’s visual presence in otherwise bland layouts.

Consumers are demanding more sustainable technology and products when it comes to paper and packaging.



Join Team ADM

Make a positive impact on your life and the world with a career at ADM.

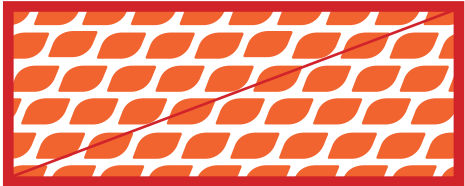


“ My pre-graduation internship provided invaluable industry insights, allowing me to witness the practical application of the concepts I learned. ”

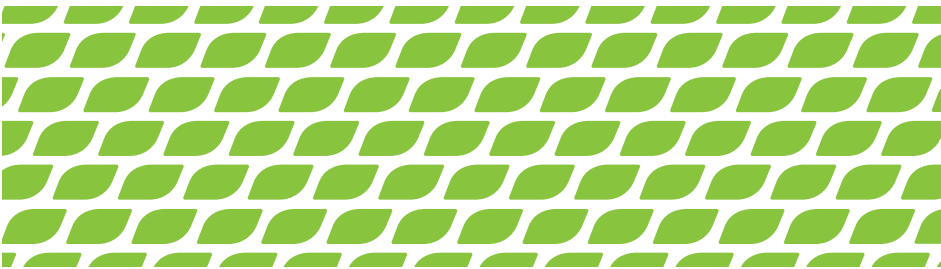
KALASH P. TRAINEE ENGINEER

Important Note

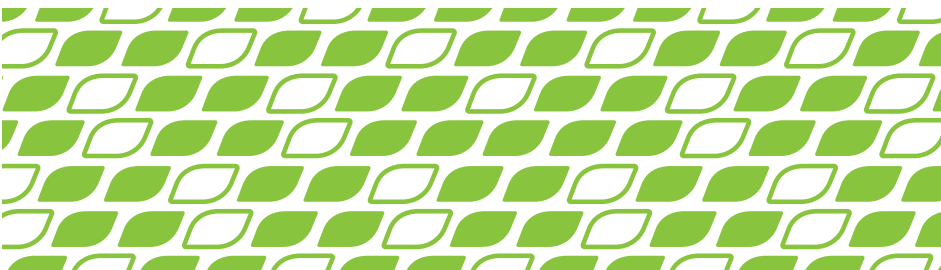
When placing the brand pattern on white it should always be rendered in **Chlorophyll only** as opposed to colors from the pallet.



Example

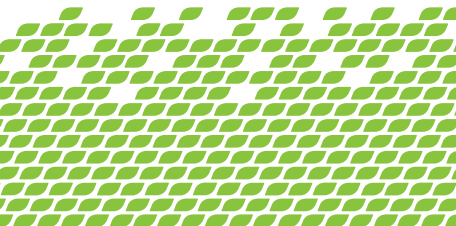


Standard Pattern

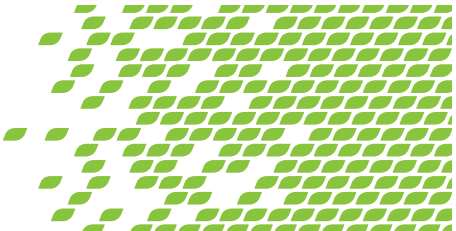


Dappled Pattern

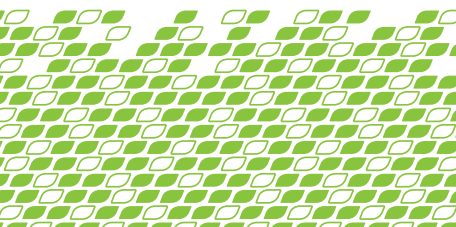
Dissipation Options



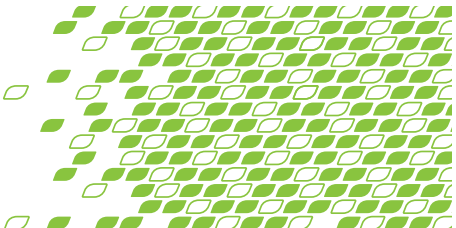
Dissipating Up



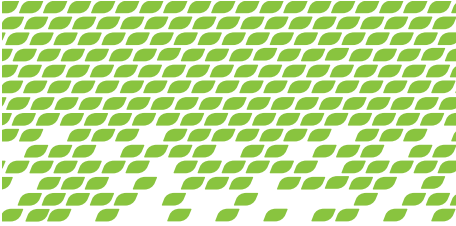
Dissipating Left



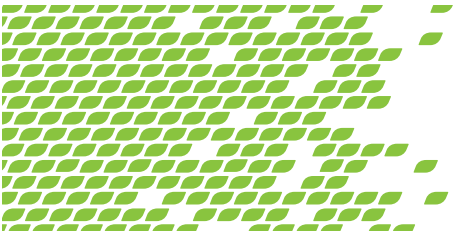
Dissipating Up



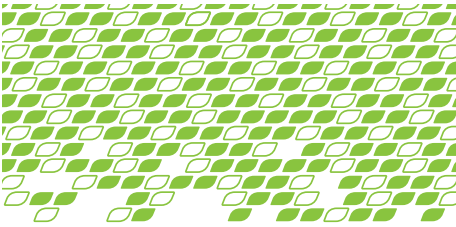
Dissipating Left



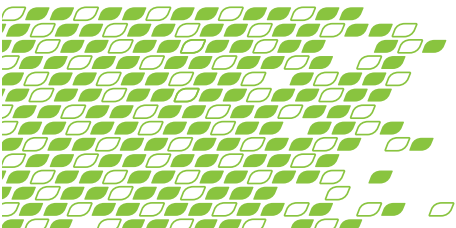
Dissipating Down



Dissipating Right

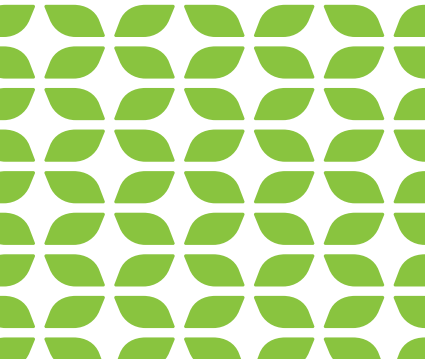


Dissipating Down

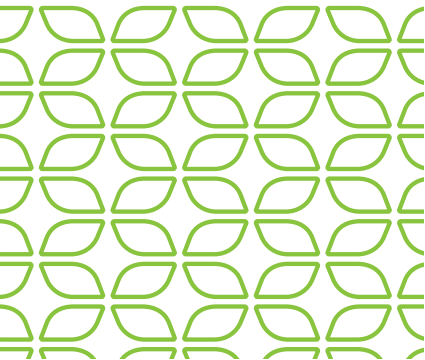


Dissipating Right

Symmetrical Pattern



Solid



Linear

Important Note

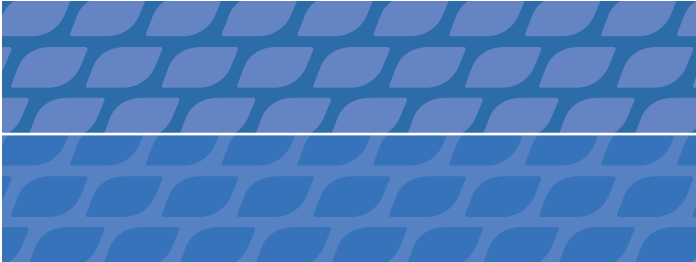
This asset should not be made to dissipate like the other patterns on this page to avoid instances where the Leaf asset is isolated AND flipped. 

Accessibility Consideration

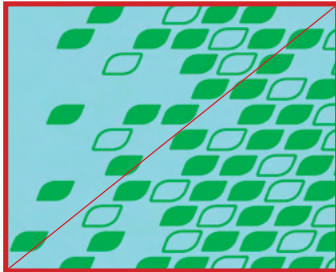
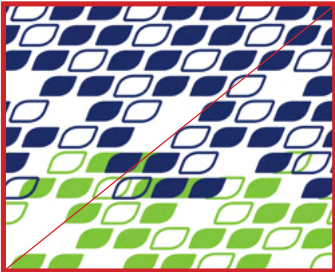
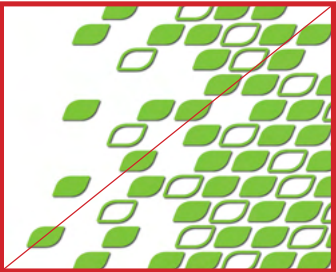
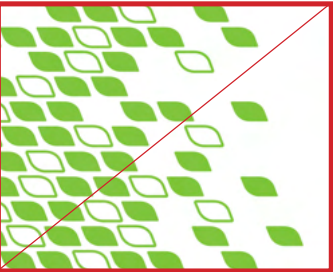
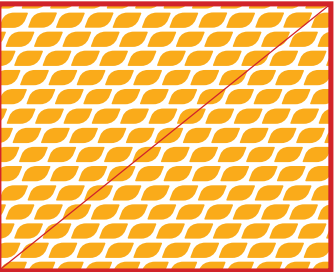
Care should be given when using stroke-only patterns with high-contrast color applications. This pairing can create unintended visual effects that may be distracting or uncomfortable for some viewers. When in doubt, opt for filled patterns or tone-on-tone combinations to maintain accessibility.

The Leaf | As a Pattern | Things to Consider

Two-Color Combinations (For Standard, Dappled, Symmetrical and Dissipating Options)

			
			
Navy	Chlorophyll	Ripple	Mist
			
			
Husk	Honey	Terracotta	

Things to Avoid

							
Don't use the pattern in non-tonal color combinations.	Don't layer patterns.	Don't add drop shadows or other effects to the patterns.	Don't flip the patterns horizontally or vertically.	Don't use patterns on white in colors other than Chlorophyll	Don't overuse or mix patterns in a single layout.	Don't cover entire photographs with patterns.	Avoid over-scaling patterns on photography.

A simple way to add color.

The Value Chain asset is a graphic representation of the *actual* value chain ADM provides. The Value Chain is composed of an organic sequence of brand color segments arranged using various angles of the Leaf.

Important Note:

Color segments of this graphic device are not intended to be assigned to specific business units.

Pro Tip: Add a quick hit of equity.

Incorporate the Value Chain in reserved executions to infuse a touch of brand equity and personality in otherwise spare layouts.

Expertise meeting critical needs while nourishing the quality of life

APPLY AT ADM.COM



At ADM, we’re always advancing. Our commitment to innovation and sustainability drives us to create solutions that enrich lives globally.

Your Flock’s Essential Needs and More

From layers to broilers, every poultry application has its own unique challenges, and requires distinctly different solutions for success. ADM’s high-quality poultry products provide proven benefits for all classes and lifecycles of poultry.

Partner with us to create solutions that solve your production, nutrition and health challenges.



Build a better bite with our new high protein soy ingredient.

LEARN MORE



Plant-Based Solutions for Your Products

Create novel products for dishwashing, sanitizing or cleaning with nature derived materials.

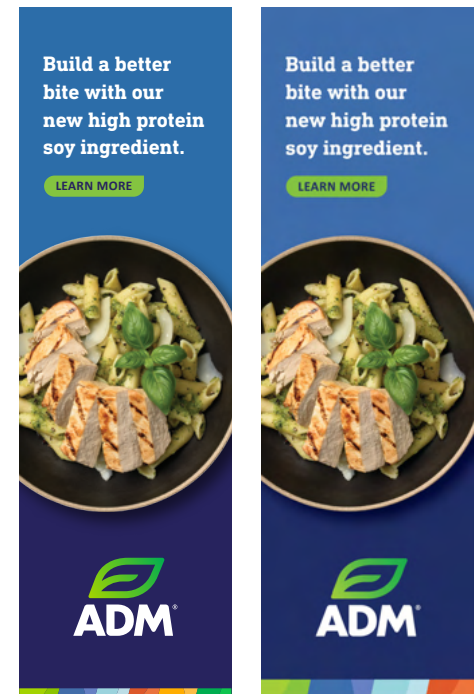


Extract the Best Results

2025 NEXT-GENERATION STEVIA EXTRACT

The Value Chain | Things to Consider

The Value Chain may be scaled horizontally to fit into a design as long as the proportions of color sections remain equal in scale. At least four colors must appear, including either Chlorophyll or Husk.



6 segments:
Too thin!

Scaled up showing 4:
Better!

Pro Tip: Crop to Achieve Scale

Scaling the Value Chain to fit narrow layouts can cause it to become too thin. In these instances, it's okay to scale it up and crop it to be more prominent.



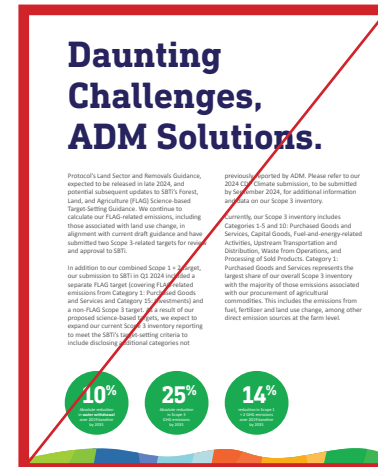
When the Value Chain bleeds off the sides of printed material, ensure its height is never less than 2% of the layout's vertical dimension.

To accommodate these scenarios, you may stretch the chain horizontally, provided the color sections remain proportional.

Things to Avoid



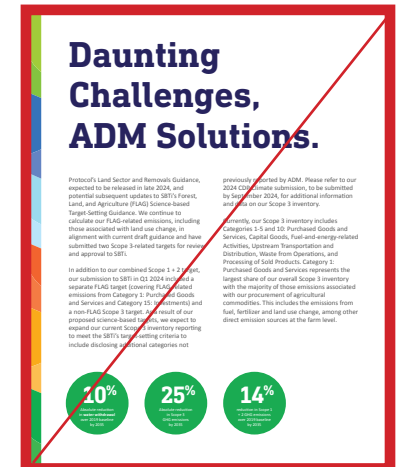
Don't use the Value Chain more than once in a layout.



Don't change the shape of the Value Chain.



Don't use elements layered on top of the Value Chain.



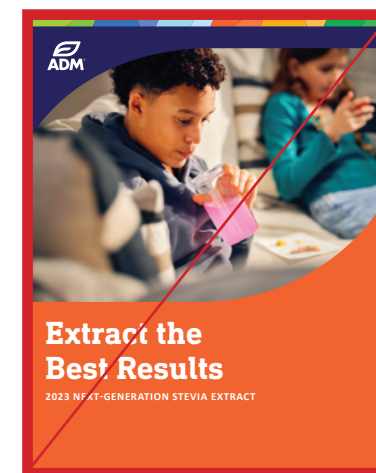
Don't use the Value Chain vertically in layouts.



Don't use the Value Chain at a height greater than 4% of a layout's vertical dimension.



Don't use the Value Chain as a holding shape for copy, icons or data.



Avoid using the Value Chain in colorful, expressive layouts.

Photography Principles

ADM uses photography to illustrate that we are a company with the dramatic ability to unlock the power of nature, to enrich the quality of life. To ensure the quality and consistency of photographic expression, we have established four photography principles.

[ACCESS THE ADM IMAGE LIBRARY HERE](#)



1. Dimensional in Lighting

Subject matter must be illuminated with as much dimension as possible, employing a full range of light and shadow. Where possible, shoot in natural light during the morning or late afternoon “golden hour.”

2. Dynamic in Composition

Dynamism can be achieved using dramatic camera angles (high or low), employing shallow or deep depth of field and magnification or expansiveness to express the dramatic ability of the ADM brand.

3. Saturated in Color

Color grading should be rich and vibrant, yet always true to nature—never appearing artificially enhanced or dependent on post-production effects. Showcase a full range of colors, using natural contrast to create an authentic and vivid representation of life.

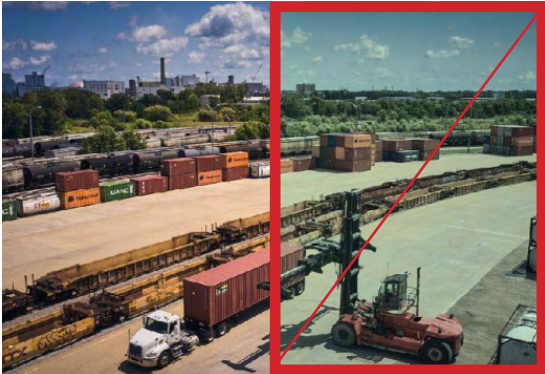
4. Diverse in Humanity

The employees of ADM have a powerful and positive impact on the lives of people all over the world. It’s important to photographically express the rich variety of people, places and cultures we serve.

Photography Principles | Things to Consider

The goal is to create select photography that’s on brand, free of distracting elements that get in the way of what we’re trying to communicate.

GET THE LATEST GUIDANCE ON AI IN IMAGERY HERE



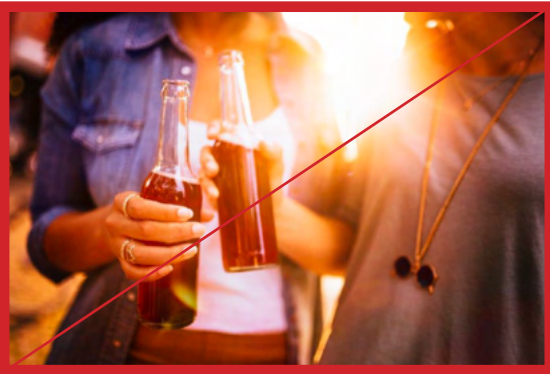
Don’t use obvious filters, moody exposures or discordant white balancing.



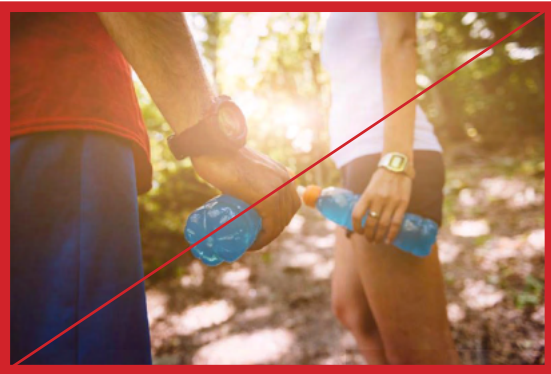
Avoid washed-out or overly sanitized backgrounds.



Avoid overwhelming compositions with lens flares and blown-out highlights that can occur when shooting directly into the sun.



Don’t use packaging obviously stripped of labels.



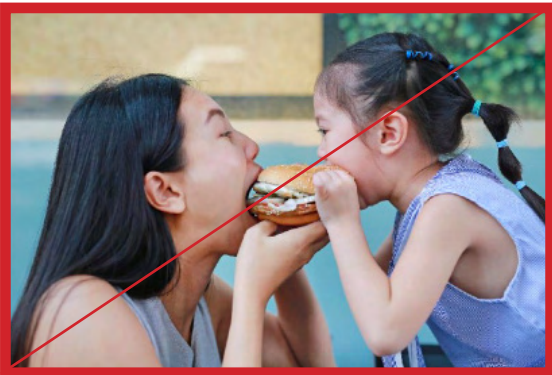
Avoid showing labels or packaging forms (a Gatorade® bottle) that are trademarked to a single brand.



Avoid using overly short or fisheye lenses that may exaggerate perspective



Avoid overly-propped compositions (strawberries next to strawberry jam) and obvious staging.



Avoid ridiculous or unlikely scenarios.



Avoid obviously staged attempts at diversity or tokenism.



Avoid images in which subjects are making direct eye contact with the camera. *Employee portraits are an exception.*

Add interest to insets and key information.

Circles are a flexible design asset, offering versatility and impact. They can be used to hold text, imagery, or graphic content, adding focus and an alternative to rectangular elements in layouts.





Purpose & Strategy

Our commitment to growth and change goes beyond our products and services. At ADM, sustainable practices and a focus on environmental responsibility are not separate from our primary business: they are integral to the work we do every day to serve customers and create value for shareholders.

We are committed to being a force for change in developing innovative, sustainable solutions spanning food, feed, fuel and consumer and industrial products while pursuing ways to continually improve our efforts in both protecting the environment and enhancing environmental and social sustainability.

That is why our current strategic plan is called "Sustainable Growth."

Our purpose is to unlock the power of nature to enrich the quality of life.

Pro Tip: Break some boundaries.

The circular asset provides lots of layout flexibility. Consider placing circle across layout boundaries to add depth and directional momentum to compositions.

Protein Percentages

How meats and plants compare nutritionally



25%

Beef

15%

Fish

10%

Pork

20%

Plants



Create What Pet Parents Are Looking For

Modern pet parents aren’t just shopping for high- quality, responsibly produced foods for themselves, they’re doing so for their entire family.

ADM works to assess and address the environmental impacts of our products, from sourcing to production to packaging.





42%

of pet owners say they want to purchase pet food with sustainably sourced ingredients.

Source: FMCG Gurus, Pet Care Health in 2022



Carbon Reduction and Climate Innovation

ADM continues to monitor the evolving landscape of GHG accounting best practices as we await the finalization of the GHG Protocol’s Land Sector and Removals Guidance, expected to be released in late 2024, and potential subsequent updates to SBTi’s Forest, Land, and Agriculture (FLAG) Science-based Target-Setting Guidance. We continue to calculate our FLAG-related emissions, including those associated with land use change, in alignment with current draft guidance and have submitted two Scope 3-related targets for review and approval to SBTi.

In addition to our combined Scope 1 + 2 target, our submission to SBTi in Q1 2024 included a separate FLAG target (covering FLAG-related emissions from Category 1: Purchased Goods and Services and Category 15: Investments) and a non-FLAG Scope 3 target. As a result of our proposed science-based targets, we expect to expand our current Scope 3 inventory reporting to meet the SBTi’s target-setting criteria to include disclosing additional categories not previously reported by ADM. Please refer to our 2024 CDP Climate submission, to be submitted by September 2024, for additional information and data on our Scope 3 inventory.

Currently, our Scope 3 inventory includes Categories 1-5 and 10: Purchased Goods and Services, Capital Goods, Fuel-and-energy-related Activities, Upstream Transportation and Distribution, Waste from Operations, and Processing of Sold Products. Category 1: Purchased Goods and Services represents the largest share of our overall Scope 3 inventory with the majority of those emissions associated with our procurement of agricultural commodities. This includes the emissions from fuel, fertilizer and land use change, among other direct emission sources at the farm level.

Operational Water Efficiency & Reduction

- Our water use reduction efforts are focused on 41 of our largest sites, which collectively account for more than 95% of our global water usage.
- Our Tianjin, China, facility upgraded its reverse osmosis backwash water reuse system, which should reduce annual water usage by around 54,000 m³.
 - At our Cedar Rapids, Iowa, corn facility, an automation system that will save around 165,000 m³ annually.
 - At our Adana, Turkey, facility, installation of vacuum pumps to improve cooling water circulation is expected to save more than 150,000 m³ of water annually.

We refer to these sites as our Major Water Users Group (MWUG), and we measure water usage at these sites using a combination of flow meters and utility bills. We exclude once-through cooling water from our withdrawal numbers because we return the water to its original location with only a change in temperature. Although we reuse and recycle water through various processes such as cooling tower recirculating, for calculation purposes we only include reuse water that has been processed in our onsite wastewater treatment facility. To reduce the use of fresh water, we practice the three Rs: reduce, reuse and reclaim. Our sites have adopted best management practices for minimizing water use and maximizing its reuse before disposal.



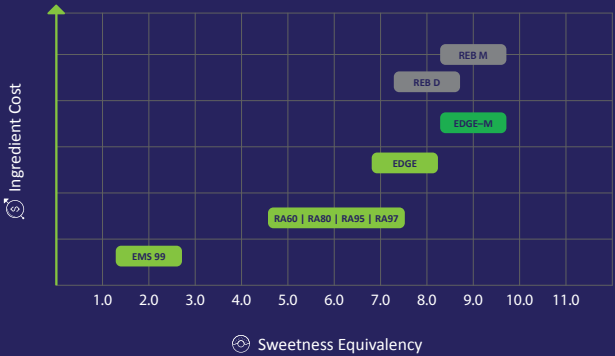
Clarify the complex.

Effective information design ensures complex data is communicated clearly. It helps audiences quickly grasp key insights and understand the impact behind the numbers.

Use strong contrast and vibrant colors to draw attention to critical points. Incorporate iconography to make information easily scannable, and emphasize key statistics with bold type. Apply combinations of thick lines for impact and thin linework for precision, creating a design that is both engaging and informative.

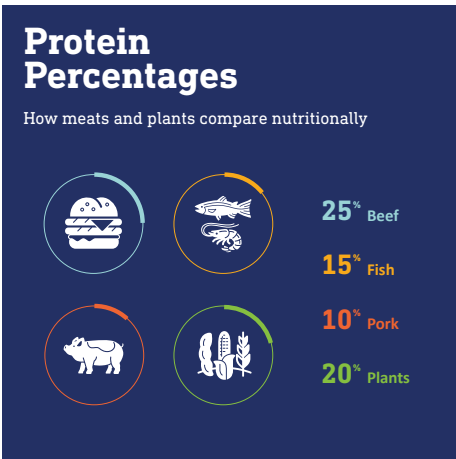
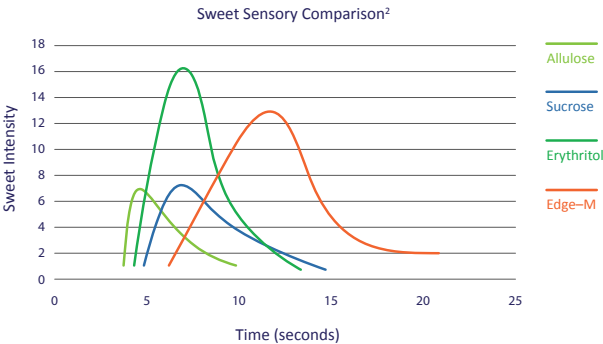
Value and Performance²

SweetRight Stevia Edge—M is designed to function like more expensive stevia leaf extracts and offer cost savings compared to unique glycosides like Reb M and Reb D.



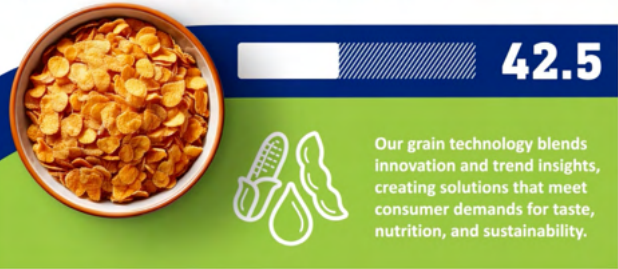
Using Edge-M in Conjunction with Other High Potency Sweeteners

To mimic the full sensory profile of sucrose, low/no-calorie sweeteners are used in combination to increase upfront sweetness and chieve higher overall intensity than what stevia can traditionally achieve on its own.



Create What Consumers Are Looking For

We blend trend insights, flavor innovation, and sustainability to craft what consumers crave. From bold tastes to functional ingredients, we deliver tailored solutions that exceed expectations and drive growth. Let's create products that captivate your audience and build lasting loyalty—together.



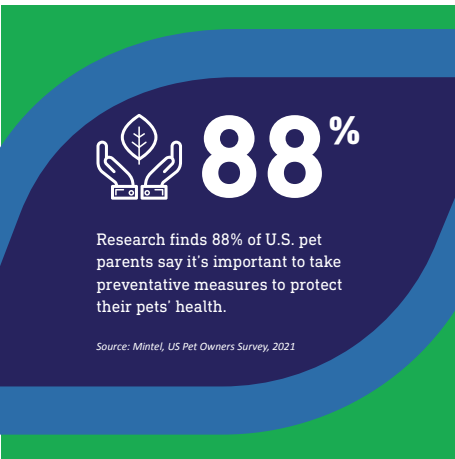
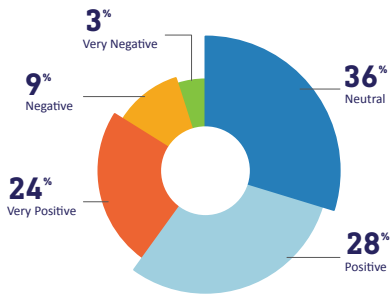
The Rise of Individualized Pet Care

Pet parents are seeking out tailored solutions to fit their individual pet's needs.



Source: FMCG Gurus, Pet Care Health in 2022

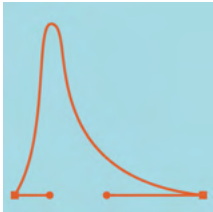
When thinking about foods and beverages, what is your reaction when Sugar is included in your food and beverages



Breathe life into brand ideas.

The majority of ADM’s brand presence is conveyed through digital channels. Motion design is an indispensable tool for effectively communicating significant concepts, clarifying intricate topics, or simply enhancing the engagement of ordinary communication.

The principles outlined below will ensure that ADM’s motion expression aligns with the brand’s sensibilities and serves the purpose of brand communication rather than becoming a distraction.



Confident

Grounded and thoughtful, each action is as intentional as the design itself.

Moves with intention—steady, clear, and direct, without hesitation.

Progressive

Builds connection through scale, position, and flow from one frame to another.

Movement evolves naturally, letting each scene transform the next.

Purposeful

Motion is never gratuitous or distracting; it aligns with and advances the narrative.

Grabs attention with focus, always working toward the bigger picture.

Thoughtful and deliberate, movement exists only to enhance clarity.

Subtle

Motion supports the story, never overshadowing it, creating balance and clarity.

Graceful and understated, motion flows naturally without drawing undue attention.

Coherent

Unified design, where every element lands as an ADM-compliant visual layout.

Shapes evolve and interact within a consistent, brand-driven system.

[VIEW ADM MOTION EXAMPLES HERE](#)

Brand Expressions in the Real World

In physical spaces, the brand has the opportunity to inspire, connect, and energize. These unique expressions may push the boundaries of our guidelines, yet they must always be executed by professional designers and reviewed by the Brand Design team to ensure they remain true to our identity.

Set the tone.

Our facilities are often the first true look a person has into our company. It’s like visiting a friend’s home for the first time. ADM facilities should reinforce the visitor’s perceptions of our products, communications and personal relationships.

For design support and further guidance, visit the brand portal to submit a request.



Wear it well.

Branded merchandise is an opportunity to be expressive with design and a great way to provide a sense of pride and community for ADM colleagues.

See the brand portal for more on approved vendors.





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ADM Global Communications must approve third-party use of ADM's trademark. Global Communications approves most business partners' requests, if the relevant ADM business supports the request. Third parties can request permission to use ADM's trademark at www.adm.com/logo.

For further information regarding the ADM brand identity program, please contact brand@adm.com.

A copy of this may be found at www.adm.com/brand.