A company’s *brand* is worth money in the marketplace.

Brand equity describes a brand’s value to those in its marketplace, determined by customer perceptions and experiences with the brand. Recognition of a brand drives customers’ decisions when differentiating between competing companies.

Brand loyalty evolves from this and generates customer loyalty, which leads to repeat customers and increased profits.

It is necessary for a company to speak in one voice; to maintain consistency in its communications with its marketplace. Much of this is accomplished through the use of the company’s logotype, which is a clearly recognizable symbol for the company.

To maintain the integrity of the Washington Tractor logo and brand image, Washington Tractor strictly regulates the usage of our logo.

These brand standards have been developed to meet a wide variety of applications, from print materials to digital use. If you have an application that does not fit these requirements, please contact the Washington Tractor marketing department for assistance and approval.

This book is designed to show how the Washington Tractor logo may be used both by itself and in association with the John Deere logo. Also, color specifications and approved John Deere type fonts are included.

Digital files of approved logos and fonts are available on a USB (“thumb”) drive.
These configurations should handle most needs and must not be modified. The logos shown on this page are for use on a white (recommended) or very light background.

When the Washington Tractor logo is used alone, it is not eligible for John Deere co-op.
This grouping is designed for use on dark backgrounds, whether a solid color or dark area of a photo or illustration.

The “Washington Tractor Works for You” tagline may be used to promote corporate identity. While the Type can be black, gray or white, the “YOU” and “Swoosh” must always be green. Do not use with the John Deere/Washington Tractor logo “lock-ups” that appear later in this booklet as it will make the project ineligible for co-op from John Deere.
To improve brand visibility, the Washington Tractor logo must be isolated from conflicting or competing design or graphic elements. While it can be placed over a neutral element (see example at the top of this page) or a neutral colored background, the exclusion zone should be kept in mind and common sense used.

The exclusion zone can be determined by the height of the “T” (TRACTOR) in the logo, all around the logo.
This example is permissible.

Don’t change the color

Don’t add special effects like 3-D

Don’t add a drop shadow

Don’t distort by adding perspective, etc.

Don’t place over a textured background

Don’t alter with special effects

Don’t squish or elongate
John Deere Colors

For consistency and to meet John Deere co-op requirements, Washington Tractor has adopted John Deere colors, particularly in conjunction with logo usage.

On the following pages are logo “lockups” of the Washington Tractor logo and the John Deere logo.

As in the case of the Washington Tractor logo, these can not be modified and must honor certain “area of exclusion” protocols set forth by John Deere.