

## 9.22 trademarks

ESN® SMART NITROGEN®; and  
A SMARTER SOURCE OF NITROGEN. A SMARTER WAY TO GROW.®

### Logo Usage

The ESN SMART NITROGEN logo is intended for use in literature and printed materials and is available in one-color and two-color versions. The ESN logo without the descriptor (SMART NITROGEN) is intended for wearable materials, etc. where fine type may be illegible and is available in two and one-color versions. The ESN SMART NITROGEN logo is intended for use on product packaging and is available in two and one-color versions.

The “ES” trademark and shadow of the “N” of the logo print in 100% Black. The “N” of the logo prints in 100% PMS 361 Green. When “SMART NITROGEN” appears under the ESN logo, the word “SMART” is printed in 100% Black and the word “NITROGEN” prints in 100% PMS 361 Green.

The reversed-out ESN and ESN SMART NITROGEN logos should be used on any dark-colored background. 100% white can be substituted for 100% black during one-color use in reversed-out situations.

The ESN logo may also appear with the tag line “A SMARTER SOURCE OF NITROGEN. A SMARTER WAY TO GROW.” In this instance the ESN logo will print as indicated above, and the tag line will appear with the words in 100% PMS Black with the exception of “SMARTER” which will appear in 100% PMS 361 Green. When the tagline is used alone without the ESN logo, then it should be used in all upper case with 100% PMS black.

### ESN with and without SMART NITROGEN

#### Full Color

PMS Green 361

PMS Black



SmartNitrogen

### ESN with and without SMART NITROGEN

#### One Color

Black

PMS Black



SmartNitrogen

### ESN with and without SMART NITROGEN

#### Reversed Full Color; Dark Background

PMS Green 361

White



SmartNitrogen

### ESN with and without SMART NITROGEN

#### Reversed One Color; Dark Background

White



SmartNitrogen

### ESN with A SMARTER SOURCE OF NITROGEN. A SMARTER WAY TO GROW.

#### Full Color

PMS Green 361

PMS Black



A smarter source of nitrogen. A smarter way to grow.®

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### Product Packaging Usage

In order to use the ESN trademark, products must contain 40% or more controlled release of Nitrogen from ESN fertilizer(s).

- For example, any Formulator Product containing 22% Nitrogen with 11 units or more of the Nitrogen coming from ESN Controlled-Release Fertilizers may use approved ESN logos on the packaging.
- Products containing less than 40% controlled release of any of the total Nitrogen, the ESN fertilizer(s) MAY NOT use the ESN trademarks.
- If used on packaging, the trademark ESN SMART NITROGEN must appear on the top half of the bag with a print size of not less than 30% of the largest type or product trademark on the bag.
- The gusset or side of the bag is not considered to meet the requirements of being printed on the front of the bag. However, the trademark SMART NITROGEN may be used on the gusset or side of the bag in addition to being used on the front of the bag provided that the printing size and other requirements for print on the front of the bag are met.