



**SOIL HEALTH**  
— INSTITUTE —

**2021 BRAND GUIDELINES**



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— INSTITUTE —



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## BRAND COLOR PALETTE

The primary SHI brand colors are Forest and Bronze. Secondary brand colors are Lichen and Butter.

A number of other bright accent colors fill out the brand palette. Accent colors are used primarily in graphics, icons, and charts.

 <p><b>FOREST</b> PANTONE 3302 C <b>RGB</b> 0 76 69 <b>HEX</b> 004C45 <b>CMYK</b> 95 12 56 64</p>	 <p><b>RGB</b> 109 81 54 <b>HEX</b> 6D5136 <b>CMYK</b> 40 63 80 33</p>	 <p><b>RGB</b> 199 135 55 <b>HEX</b> C78737 <b>CMYK</b> 9 57 91 1</p>	 <p><b>RGB</b> 206 102 80 <b>HEX</b> CE6650 <b>CMYK</b> 0 74 68 0</p>
 <p><b>RGB</b> 53 137 130 <b>HEX</b> 358982 <b>CMYK</b> 95 12 56 64</p>	 <p><b>BRONZE</b> PANTONE 7407 C <b>RGB</b> 203 160 82 <b>HEX</b> CBA052 <b>CMYK</b> 8 29 71 9</p>	 <p><b>RGB</b> 222 193 174 <b>HEX</b> DEC1AE <b>CMYK</b> 9 28 27 0</p>	 <p><b>RGB</b> 240 227 227 <b>HEX</b> F0E3E3 <b>CMYK</b> 4 13 6 0</p>
 <p><b>RGB</b> 77 172 218 <b>HEX</b> 4DACDA <b>CMYK</b> 90 0 10 0</p>	 <p><b>RGB</b> 214 221 207 <b>HEX</b> D6DDCF <b>CMYK</b> 20 7 20 0</p>	 <p><b>LICHEN</b> PANTONE 9544 C <b>RGB</b> 229 239 218 <b>HEX</b> E5EFDA <b>CMYK</b> 13 2 18 0</p>	 <p><b>RGB</b> 242 236 229 <b>HEX</b> F2ECE5 <b>CMYK</b> 5 7 9 0</p>
 <p><b>RGB</b> 217 226 111 <b>HEX</b> D9E26F <b>CMYK</b> 17 2 73 0</p>	 <p><b>RGB</b> 218 232 206 <b>HEX</b> DAE8CE <b>CMYK</b> 20 0 25 0</p>	 <p><b>RGB</b> 221 232 187 <b>HEX</b> DDE8BB <b>CMYK</b> 18 0 36 0</p>	 <p><b>BUTTER</b> <b>RGB</b> 255 253 237 <b>HEX</b> FFFDED <b>CMYK</b> 0 0 10 0</p>

CALLOUT

**Laccusam que omniscia  
doles ut qua.**

Fic to velessum verum enda de verchil miliandae dolorerum volore,  
nonseque la non cum quatur, sinvendipsum ulpa sum exces maio  
voluptae pro te nihilig enisciis dolor.

EXPLORE

CALLOUT

Gotham Bold, All caps, Tracking 45

HEADLINE

Gotham Bold, Sentence case

BODY COPY

Garamond Premier Regular

CALL TO ACTION

Gotham Light, All caps, Tracking 45

**Gotham Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Garamond Premier Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

CALLOUT

Laccusam que omniscia  
doles ut qua.

Fic to velessum verum enda de verchil miliandae dolore-  
rum volore, nonseque la non cum quatur, sinvendipsum  
ulpa sum exces maio

EXPLORE

CALLOUT

Museo Sans 700, All caps, Tracking 45

HEADLINE

Museo Sans 700, Sentence case

BODY COPY

Lora Regular

CALL TO ACTION

Museo Sans 100, All caps, Tracking 45

Museo Sans 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Museo Sans 100

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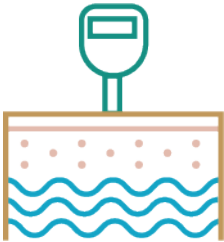
Loraw Regular

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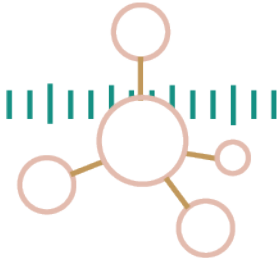
WEB FONTS

Available for free download at [fonts.google.com](https://fonts.google.com)

APPLICATION EXAMPLES - ICONS



SOIL  
HEALTH



MEASURE  
CARBON



RESEARCH



ENVIRONMENTAL  
FACTORS



TRAINING



POLICY



ECONOMICS



MEASUREMENT

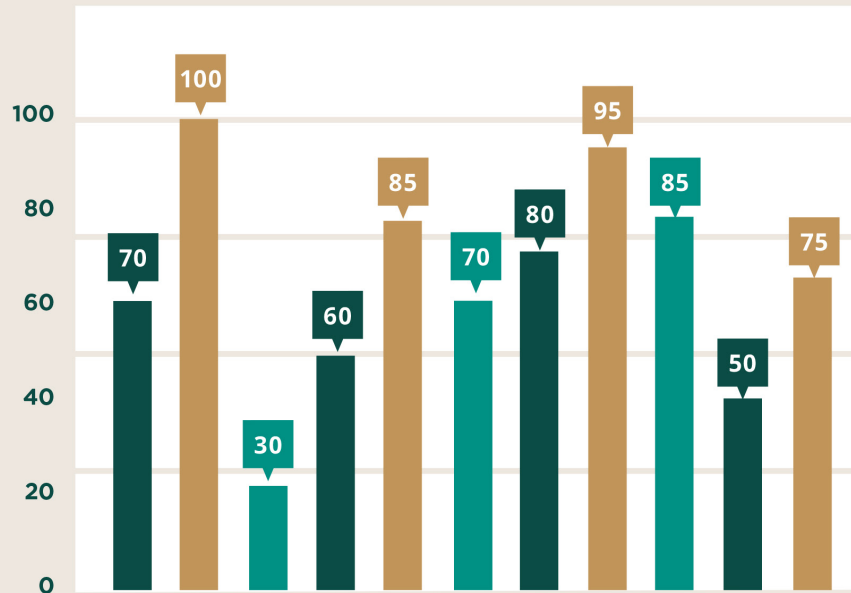


EDUCATION

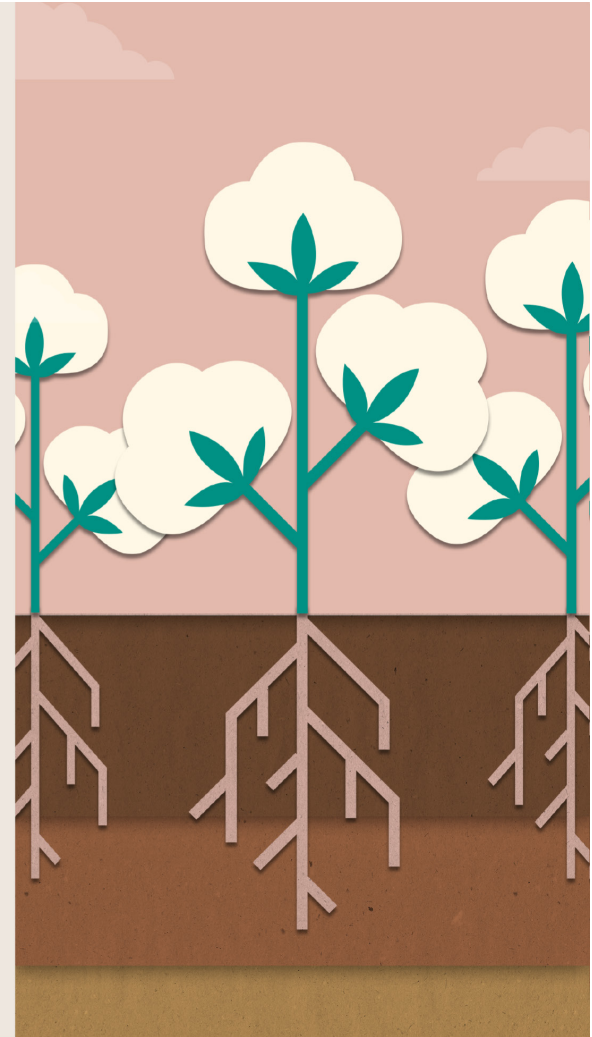




## Laccusam que omniscia dole.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad



WHEN THE SOIL IS GONE, SO IS THE NATION. A NATION CAN NEVER OUTLIVE THE USEFULNESS OF ITS SOIL.

LLOYD NOBLE

QUOTE

NCRS SOIL HEALTH SERIES



FEBRUARY 9, 2021

Agronomic and Economic Considerations for the Business Case of Adopting Soil Health Management Systems



PRESENTED BY ARCHIE FLANDERS, PHD JOHN SHANAHAN, PHD

EVENT

HEALTHY SOILS FOR SUSTAINABLE COTTON FARMER SHOWCASE

PRESENTED BY



SOIL HEALTH INSTITUTE

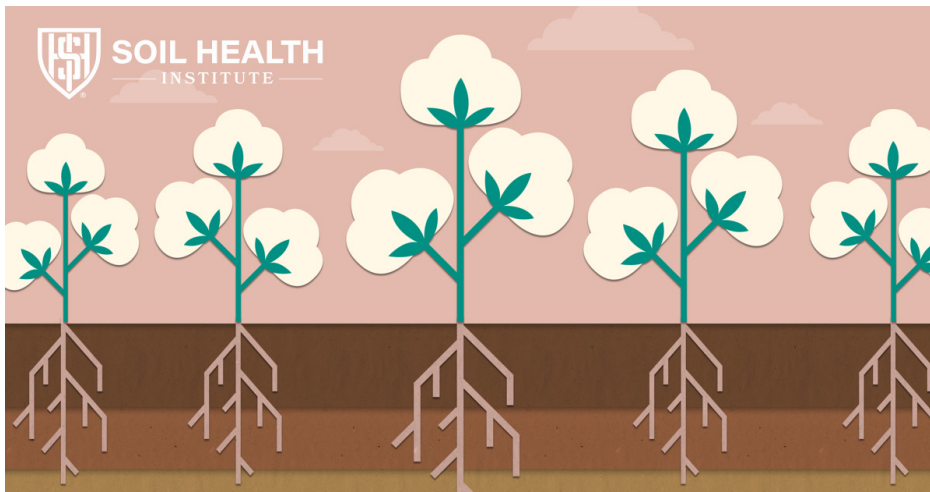
SUPPORTED BY

Wrangler



Walmart.org

SHOWCASE



# APPLICATION EXAMPLES - EMAIL



**SOIL HEALTH INSTITUTE**

## PARTNERING WITH THE SOIL HEALTH INSTITUTE BENEFITS AGRICULTURE AND THE ENVIRONMENT

We champion the agricultural practices and systems that will provide nutritious food for a growing population, arrest climate change, conserve and enhance natural resources, and support the individuals who will achieve these benefits for the rest of us – our world's farmers.

[EXPLORE PARTNERSHIP](#)

**WHAT WE DO**

### Strategic planning and implementation on local to global scales

-  Soil health measurements to establish baselines and achievable soil health targets
-  Soil carbon measurement and interpretation that supports carbon markets
-  Environmental assessments of conservation practices ranging from greenhouse gas emissions to water quality
-  Soil health training for farmers, consultants, government and private field conservationists

[EXPLORE PARTNERSHIP](#)

**WHO WE ARE**

The Soil Health Institute is a global non-profit with a mission to safeguard and enhance the vitality and productivity of soil through scientific research and advancement.

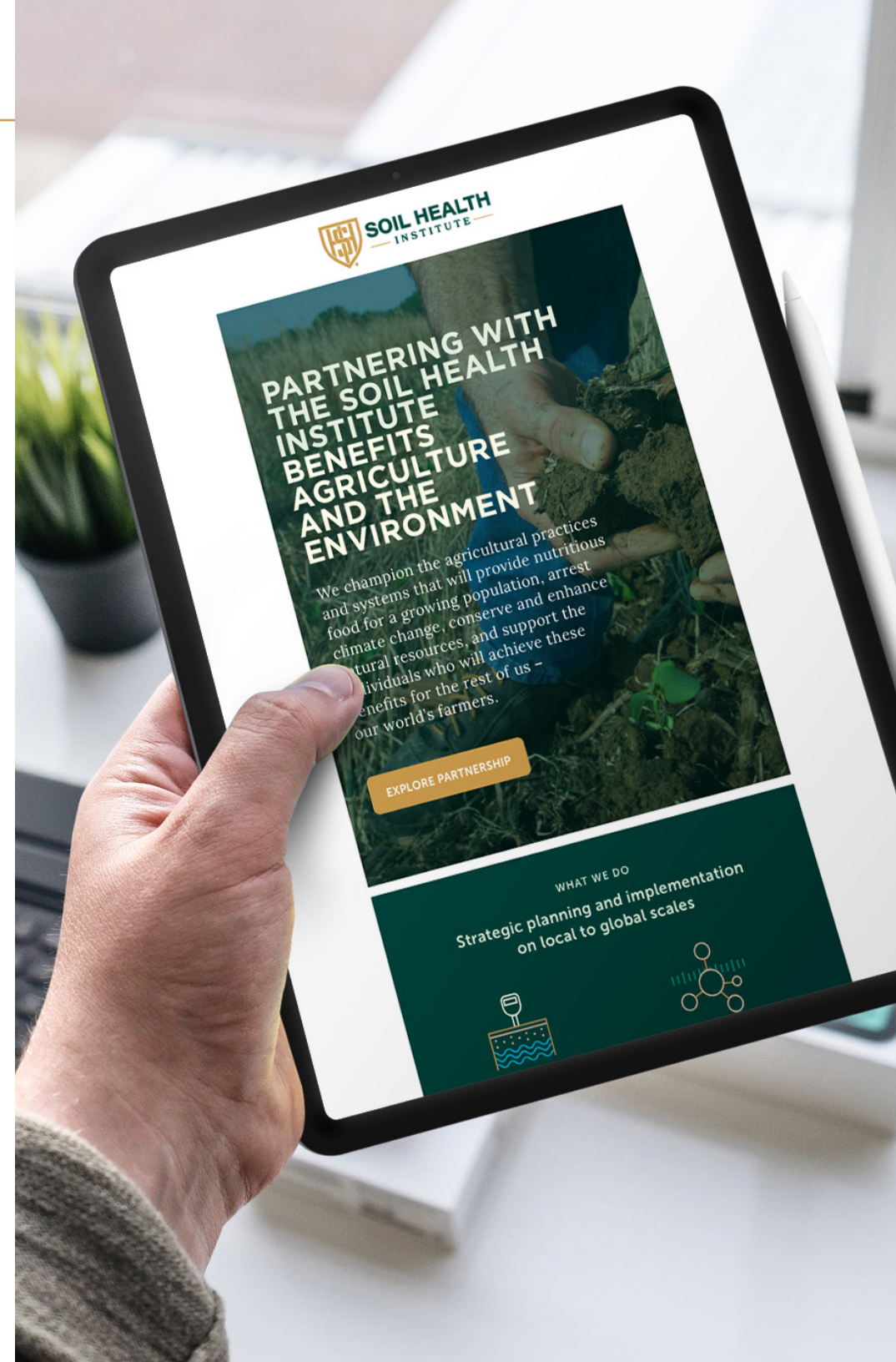
We bring together leaders in soil health science and the industry to help farmers, ranchers and landowners adopt soil health systems. Healthy soils are the foundation for restoring our land. Together, we can create a secure future for all, mitigate the effects of climate change, and help farmers and organizations meet production and environmental goals at scale.

[ABOUT US](#)

**UNIFY RESTORE PROTECT**

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# APPLICATION EXAMPLES - WEB

**SOIL HEALTH INSTITUTE**  
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Soil Health Business Case

## ECONOMICS OF SOIL HEALTH SYSTEMS

**ABOUT THE RESEARCH**  
Farmers and ranchers are business men and women, and the questions that often present the most significant barrier to adoption of soil health management systems pertain to the business case. The Soil Health Institute interviewed 100 farmers in 9 states who have adopted soil health systems and used partial budget analysis to evaluate their economics and answer the following question:

**DO SOIL HEALTH PRACTICES INCREASE OR REDUCE PROFITABILITY?**

The most desirable and robust information on how soil health affects profitability comes from real world, on farm data. However, a challenge to that every farm is different, making it difficult to know how representative results are from one farm to another. Insights can be representative results are an issue of farm soils, climate zones, and production systems can be obtained with regional research plans, recognizing that research plans are very different from farms.

Consequently, the Institute is using a new program approach for [assessing profitability of soil health systems](#) where the results experienced by farmers is supplemented by results from nearby research sites. In each case, the Institute uses partial budget analysis as the tool for comparing expenses and returns to soil health management practices compared to a conventional management system.

A description of the partial budget analysis approach used by the Soil Health Institute can be found [here](#).

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**HIGHLIGHTS OF THE SOIL HEALTH INSTITUTE'S STATE ECONOMIC ANALYSIS OF ADOPTING SOIL HEALTH MANAGEMENT SYSTEMS (2016)**

**100** Farms assessed in states where 75% of cropland, 47% of the pasture and grassland, and 10% of the U.S.

**BACKGROUND AND SUMMARY OF FINDINGS ACROSS ALL 100 FARMS**

- 97%** reported increased crop revenues to someone on farm
- 85%** had income increased for 100% of farmers, 80% of farmers growing soybeans
- 67%** reported a higher yield than their conventional system

- \$24** Reduced the average cost to growers by \$400 and reducing \$15/acre
- \$52** Increased net farm income by an average of \$20/acre for corn and \$45/acre for soybeans

**GET THE STATE-BY-STATE REPORTS**  
Register below for one or more webinars and receive the corresponding fact sheets.

**REGISTRATION IS FREE BUT REQUIRED**

- Iowa** | 3/18/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Nebraska** | 3/25/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Tennessee** | 4/1/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Illinois** | 4/8/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Indiana** | 4/15/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- South Dakota** | 4/22/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Minnesota** | 4/29/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Ohio** | 5/6/21 | 1pm CT/2pm ET [REGISTER NOW](#)
- Michigan** | 5/13/21 | 1pm CT/2pm ET [REGISTER NOW](#)

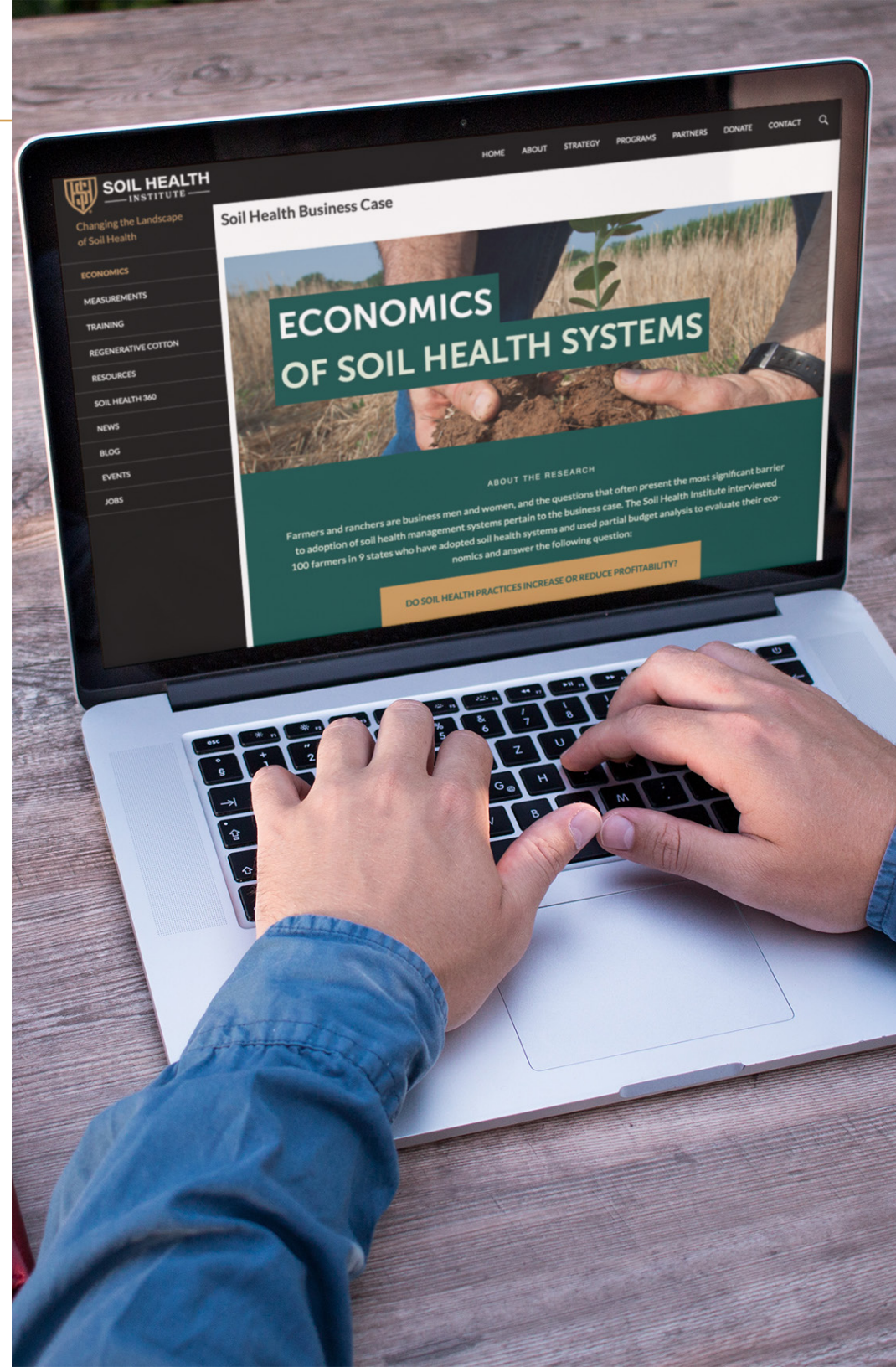
**Cargill**  
Economics of Soil Health Systems on 100 Farms is supported through the generosity of Cargill.

**ECONOMICS**  
**MEASUREMENTS**  
TRAINING  
REGENERATIVE COTTON  
RESOURCES  
SOIL HEALTH 360  
NEWS  
BLOG  
EVENTS  
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