



Plant Nutrition Newsletter

Minerals • Science • Chelates

An Albion Plant Nutrition Publication helping put Metalosate® to work for you.

March 21, 2008

Volume 9, No. 2

ALBION IMPLEMENTS NEW LOGO AND NEW BRANDING *by Keith Guetschow*

In the weeks to come, Albion will have a new face. This newsletter is the first of many new and exciting changes to come. Albion has unveiled a new logo comprised of three distinct components; the logotype—Albion Plant Nutrition; a symbol—a stylized version of a chelated molecule structure; and a tagline—*Minerals, Science, Chelates*—specifically what Albion does and what we are passionate about.

The look and feel of Albion's new logo was developed in accordance with recent research studies and reflects the direction for the Albion's long-term branding strategy. We are seeking to appeal to an increasingly sophisticated and knowledgeable buyer who wants not only to buy quality products but products proven by leading-edge science. The new logo with its tagline has zeroed in on exactly why customers turn to Albion for their mineral preference.

used for marketing, communications, sales, advertising and promotions, this is the first step in a larger re-branding of the products that will take place with the roll-out of the long-range marketing strategy.

Not only do we now have a new corporate logo but also designations for the Albion Divisions. This designation is made apparent through color.



Minerals • Science • Chelates

**NEW ALBION®
CORPORATE LOGO**

The new logo was created by a Salt Lake City design firm, Modern8, and utilizes scientific concepts to create an image that is truly distinctive. As a result, the new logo provides Albion with a unique and recognizable visual style reinforcing the strengths of its products. The logo will immediately start to appear in all materials



**NEW ALBION®
PLANT DIVISION LOGO**

Please visit our website at www.AlbionMinerals.com