



2023

Style & Branding Guide - External

Table of Contents

1. The Sentinel Story
2. Logos
3. Colors
4. Typography
5. Slogans
6. Sentinel Brands

Sentinel at a glance

Founded: Sept. 2021

Located: Lincoln, Nebraska

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1. The Sentinel Story

Farmers face a major challenge every day: grow more food with fewer resources. That includes using the right amount of nitrogen, an essential nutrient for healthy crops. But determining optimal applications is complicated. This dilemma is what drew Jackson Stansell to the University of Nebraska–Lincoln as a graduate student in 2019. His goal? Help create a better nitrogen management solution.

With support from the Nebraska Corn Board and the Daugherty Water for Food Global Institute, Jackson and a team of researchers studied how field imagery could be utilized to inform better nitrogen scheduling decisions. They put their ideas and analytics to the test through on-farm trials conducted over several years. Research showed that Nitrogen Use Efficiency improved and yield remained strong or increased. Jackson didn't want the technology they'd developed to remain in the academic domain. So, in 2021, he founded Sentinel Fertigation to put the tech into the hands of farmers.

Sentinel is equipping farmers with its N-Time® solution, an advanced version of what Jackson initially created at UNL. N-Time utilizes high-quality satellite imagery to analyze crop nitrogen status and provide fertigation recommendations. The results continue to impress. Growers have been improving crop production while applying nitrogen more efficiently, increasing profits and enhancing their environmental stewardship.

Sentinel is continuously improving N-Time while pushing the boundaries of what the technology can accomplish – recommendations for a variety of crops, multiple macro and micronutrients, and insights that integrate even more seamlessly with your operation.



2. Logos

Primary

Sentinel's primary logos (horizontal, vertical) should be used in most cases when a logo is necessary or applicable. The primary horizontal and vertical logos should be displayed against a light-colored background, preferably white or light gray. The logo can be used over a photo if the photos colors are not distracting and preferably with a subtle white glow. The primary logo should not be displayed against a dark colored background, especially not a navy, teal or green background. There are inverse options of each logo that can be used when a blue or teal background is in place.

Horizontal - for use when there is adequate horizontal space

Primary Horizontal



Inverse Horizontal - Navy/White



Inverse Horizontal - Teal/White



Vertical - for use when horizontal space is limited

Primary Vertical



Inverse Vertical - Navy/White



Inverse Vertical - Teal/White



2. Logos Cont.

Shield

The Sentinel shield logo can be used by itself. It is often used when a primary logo isn't present. The shield should not be used against a blue, teal or green background. Like the primary logo, it should be used against a light-colored background, preferably white or light gray. A watermark version of the shield can be used on social media and marketing designs, preferably in the corner of visuals.






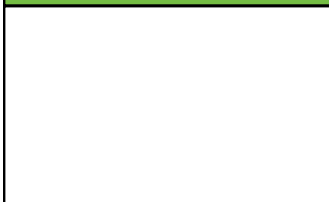
Shield



Watermark shield

3. Colors

Sentinel's four primary colors – Navy, teal, green and white – each representing a different aspect of fertigation and plant growth. Navy is the water that plants need, pumped to their roots through an irrigation system. Teal is the fertilizer accompanying water during the fertigation process, nurturing plants to full growth. Green is the plants, sprouting from the ground in spring and growing healthy in the summer. White is the sunlight that naturally feeds crops throughout the growing season.

	Color	Red (R)	Green (G)	Blue (B)	Hex
	Navy	9	66	106	#09426A
	Teal	0	142	169	#008EA9
	Green	116	189	67	#74BD43
	White	255	255	255	#FFFFFF

4. Typography

HEISMAN

Heisman is Sentinel's primary font. However, Heisman should only be used for titles, headings and short phrases. It should not be used for complete sentences or long thoughts.

Roboto

Roboto is Sentinel's secondary font. Roboto can be used for titles, headings, body text, etc.

Verdana

Verdana is Sentinel's third font and should be used to diversify a design. It can be used for titles, headings, body text, etc.

H/h

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R/r

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G/g

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V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! " § \$ \$ %
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5. Slogans

"Image-based agronomic intelligence for optimal nutrient management"

N-Time uses satellite imagery and agronomic intelligence to deliver fertigation scheduling recommendations and insights that help farmers anticipate the nitrogen needs of their crops.

By ensuring farmers only apply nitrogen when their crops need it, our software helps producers avoid over-applying nitrogen. Not only does this save them money on inputs, but it prevents excess nitrogen from leeching into water resources and causing environmental harm – protecting the planet for future generations.

We provide a win-win solution to nutrient management that helps farmers and farm communities.

6. Sentinel Brands

N-Time®

Sentinel's core product is N-Time. The software system pairs imagery with agronomic intelligence to help growers achieve optimal nutrient use. N-Time is registered trademark and an ® symbol should accompany N-Time on first reference. The ® symbol is not necessary on second reference.

N-Time® Logo

The N-Time logo should be used when specifically referencing N-Time. The logo should be displayed against a light-colored background, preferably white or light gray. The logo should not be displayed against a dark colored background, especially not a navy, teal or green background. There is a vertical and horizontal version of the N-Time logo. The vertical logo should be used if horizontal space is limited.

Horizontal N-Time Logo



Vertical N-Time Logo

