

///Agrovecó

Group

///Agrovecó
Selected Feed

CADEBRO

Servicampo





A little book that hides a great brand

We wanted to make this little guide in the form of a brand book, so that you can help us to continue building it day by day, as we have been doing so far.

Therefore, it is necessary to know what makes it so special.

Because it's not just a name, it's not just a logo - it's much more than that. Together, we've filled this brand with meaning, and we want you to get to know it.

What does the brand book contain?

In this brand book, we bring together all the aspects that help us to understand the meaning of our brand.

Here, you will be able to find out about our origins, what guides us and our reason for existing. We demonstrate our behaviours as a brand, and why it it pays to trust us, whether you are a client, distributor, farmer, partner or employee...

In addition, we bring together tools that will allow us to have a consistent brand and that will make it easier for us to make day-to-day decisions.

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- A photograph of a building facade with the 'Agrovecos Selectos' logo. The logo features the word 'Agrovecos' in a large, dark blue font with a red and green vertical bar to its left, and 'Selectos' in a smaller, lighter blue font below it. The building is set against a clear blue sky. The image is partially overlaid with a green geometric shape on the right side.
- 01 History
 - 02 External Value Proposal
 - 03 Values
 - 04 Brand Architecture
 - 05 Value Proposal
 - 06 Personality
 - 07 Brand Manifesto
 - 08 Decision Filters for Branded Initiatives
 - 09 Style Guide

Our history

Cadebro is founded. This marks our origins.

1964



1967

Inauguration of Warehouse 1. (Our first facility).

Inauguration of the first feed mill, as well as Warehouses 2 and 3.

1971



1995 - 2002

Transformation from mill to factory (20 t/h, Warehouses 4-7, unified trolley...).

Agroveci is formed and clearly committed to distribution.

2003



2011

International feed exports begin.

Inauguration of the corn treatment plant. In the same year, ISO 9001 certification is obtained.

2013



2014

The EFQM (European Foundation Quality Management) Excellence and Quality model is obtained.

Inauguration of the AGROVECO Logistics Centre (La Casaza).

2015



2016

The major Export Award is obtained, granted by the Spanish Chamber of Commerce.

The company is a finalist for the Aragon Business Excellence Award and obtains the Aragon Social Responsibility Seal.

2017



2018

The Business Excellence Seal award is obtained.

Our values

We have a clear purpose, and to achieve it we are guided by our values.

These values mark our path

Producing food with guarantees

We seek to meet the nutritional needs of animals by providing total safety.

Offering the best service

We get to know clients and suppliers and adapt to their needs.

Innovating for growth

We seek opportunities that allow us to better ourselves, and take advantage of them.

Creating real value

For both the people involved in the value chain and the environment around us.



Our personality

We behave in a unique way, in order to be a benchmark brand in the sector.

We are demanding

We always act in a professional manner, seeking excellence.

We are courageous

We think outside the box and create our own path.

We are cooperative

We make it easier to work together and we adapt so that everyone wins.

We are close-knit

We are people who take care of people at every stage of the process.

Value Proposal

Our clients are known for feeding their animals well.

At Agroveco, together with farmers, veterinarians and distributors, we have formed a unique value chain that not only guarantees food safety, but also adds value to each and every one of its members.

A groundbreaking and non-conformist proposal, far from the big circuits. We stick firmly to each territory and its people, showing that there is another way to do things.

Agroveco guarantees the safety and sustainability of this chain, establishing a direct relationship with each of the parties and participating in the different phases.



Brand architecture

As the years go by, we get bigger. In order to satisfy the needs of our audiences, and give clearer answers, we have created different lines of business.



Agrovecos helps many farmers who are looking to get the best out of their farming yields. It is **responsible for converting the raw material into quality animal feed** for both domestic and farm animals.



Cadebro was our initial brand, and we haven't stopped growing. The brand of the cooperative is the **link between farmers** looking for a fair deal **and the feed manufacturer** Agrovecos.



SERVICAMPO is an agricultural cooperative that comprises more than 70 members, all specialised fruit and vegetable manufacturer organisations **working exclusively in the canning industry**.

Our lines of business

With the **Agrovecos** brand we can respond to consumers who seek quality feed for farm animals, regardless of whether they own domestic or large-scale holdings.



Dexter is our commodity brand in the Pet sector. Under it, we market safe feed at the best prices.



With **Rex** we can target people looking to give their dogs and cats food of the very best quality.



With **EquusLine** we guarantee high-quality, safe specialised feed for horses.



Cadebro adds value to the production of its partners, under optimal and fair conditions.



Servicampo markets horticultural products, and manages negotiations in conjunction with the powerful canning industry.



This is how we organise ourselves



We maintain
a firm
commitment to
quality and our
environment

Value proposition to stakeholders

What do we bring to partners?

They are the foundation and main purpose of the cooperative. Nothing makes sense if it's not for and with them. That's why:

- We add value to your effort with our work and strategy.
- We are committed to providing you with the best service.
- We base our relationships on closeness and trust.

What do we bring to society?

Our way of doing things makes sense when we talk about the society in which we believe and which we create. As such:

- We are committed to a homogeneous value chain that guarantees its sustainability.
- We believe in cooperation as a dynamic of growth and coexistence.
- We guarantee the safety of the entire process without losing the courage of innovation.

What do we bring to clients and distributors?

All our work would be in vain without a solid network reaching every corner of Spain and the wider world. That's why:

- We create real value throughout the network, ensuring the profitability of all parties.
- We provide security and peace of mind thanks to the quality of our products and the service provided.
- We face each situation alongside you, sharing in your joys and cares.

What do we bring to the employee?

None of this is possible without a team to make it reality. We at the Agroveco Group strive day after day to better ourselves, to which end:

- We are people who take care of people, inside and outside the workplace.
- We encourage teamwork and trust as basic criteria in everyday relationships.
- We are committed to training and professional development as a way to achieve personal and team goals.



Brand decision filters

To ensure that all brand Initiatives are aligned, we have the “Brand Filter” tool at our disposal. With it we can carry out any action, helping us to continue building this great concept and adding to its value.

1st Level decision filter:

Is it aligned with our purpose?

* Minimum 3

- Does it help us to guarantee our customers optimal feeding for their animals?** We help to cover the nutritional needs of the animals with total safety.
- Can it help us offer a better service?** It adapts to the needs of the people it is aimed at.
- Will it help us be better?** It's an opportunity to become the best version of ourselves.
- Can it help us create real value?** It brings benefits, monetary or otherwise, to people in the value chain and/or to the environment.

2nd level decision filter:

Is it aligned with who we are?

* Minimum 3

- Is it demanding?** It reflects our professionalism and seeks excellence.
- Is it daring?** It's different, and it breaks with convention for the sector.
- Is it cooperative?** It involves people, inviting them to work as a team, and adds value to all parties.
- Is it close-knit?** It is attentive to people, no matter what stage of the process they may be in.

Visual Style Guide

Next, we'll bring together the most characteristic aspects of our visual and verbal identity.

We use 'visual style' to mean the specific and personal characteristics of an entity, which give it a perceptible and memorable form and differentiate it from others.

Each entity is a unique world with particular characteristics, so its style must be consistent with the values of the organisation. This identity must have a clear positioning and, above all, it must stand out from the competition and make itself unique.

Logos

The logos of the Agroveco Group and Agroveco Selected Feeds have characteristics in common, but their identities have small differences that we must take into account and that are explained throughout the following pages.

The logo for Agroveco Group features a stylized 'A' composed of three slanted parallel lines. To the right of the 'A' is the word 'Agroveco' in a sans-serif font, with the word 'Group' in a smaller font size positioned directly below it.

The logo for Agroveco Selected Feed features a stylized 'A' composed of three slanted parallel lines. To the right of the 'A' is the word 'Agroveco' in a sans-serif font, with the words 'Selected Feed' in a smaller font size positioned directly below it.

Trademark Hierarchy

When we need to use the logos of all the brands belonging to the group, we will place them under the logo of the Agrovenco Group, adhering to the following proportions.

National version

//Agrovenco
Grupo



The distance between the group's logo and the brands may vary, provided that the minimum distance indicated is respected.



Typography

Whenever the format allows it, we will use the **Dax Pro** typeface in its two variants, Light and Bold. The first form will be used for long texts and the second for headlines and short texts.

For applications in which we cannot use it, such as emails, we use the secondary typeface Lucida in its two variants: Regular and Bold.

DaxProLight

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPS
TUVWXYZ 0123456789

LucidaRegular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPS
TUVWXYZ 0123456789

International version

//Agrovenco
Group



DaxProBold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPS
TUVWXYZ 0123456789

LucidaBold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPS
TUVWXYZ 0123456789

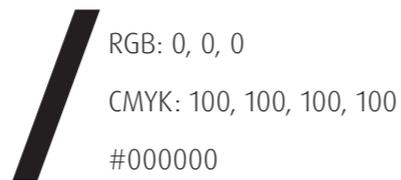
Colour scheme

Colours are a fundamental part of the brand, helping to identify it and forming part of that identity.

For the Agroveco Group identity we only use black, while for Agroveco Selected Feed we also use the colours that make up its logo: green and red.

Green will be the predominant colour in the identity of the brand, in such a way that it becomes the colour that identifies it and differentiates it from the other brands, both in the sector and in the Group.

The colour red has an exclusive use in the logo, both in the diagonal line that forms it and in its full form, as we will see below in the single-colour logo variants.



Logo variants

In order to have greater flexibility in the use of the Agroveco Selected Feed logo, we use different variants in their identity colours: black, green and red.

If you stack the logo on a solid coloured background, you must use the logo in white on a green or black background only. When placing it on the background of the image, we should use a green layer with a dark fusion mode.



Margin space

In order to increase the visibility and recognition of the logo in all spaces in which it is present, we must maintain a margin space within which no other element may be included.

The established protection area must be equivalent to the height of the letter “O” of the word “Agrovecó”, as specified below.



Incorrect uses

The logo is a fundamental part of the image identity of a brand, therefore it must be used in a way that does not alter its shape, composition, colour scheme, etc.

Below are some incorrect uses of both the Agrovecó Group logo and the Agrovecó Pienso Selectos logo



The composition and location of elements must not be altered.



The rules and colour scheme of each of the logos must be respected.



The proportion of the logos must be maintained.

Corporate applications



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