

# **SANTA GERTRUDIS BREEDERS INTERNATIONAL**

## **DIGITAL MEDIA KIT**



# SGBI BRAND STYLE GUIDE

## What is this and how do I use it?

### What is this?

This brand guide is designed to help SGBI staff, vendors, committees, and partners present a unified image of the Santa Gertrudis breed and organization. Every color, font, logo, and design element used across our print and digital materials represents who we are as an association.

### How do I use it?

Use this guide to ensure consistency across all platforms — from sale catalogs and event flyers to social media posts and newsletters. Consistent visuals and messaging help build trust, strengthen recognition, and reflect the professionalism and pride of our members. Whether you're designing an ad, creating a presentation, or ordering signage, this guide provides the standards and resources to help you do it right.

## BRAND OVERVIEW

### SGBI brand identity

Santa Gertrudis Breeders International (SGBI) represents a legacy of excellence in beef cattle breeding. As the official breed association for Santa Gertrudis cattle, our brand reflects more than a logo—it embodies the people, history, and progress that define our membership. Every visual and written element we use tells part of that story: one rooted in ranching heritage, strengthened by innovation, and carried forward by generations of breeders committed to quality and community.

Our brand identity ensures that whether you're reading an article, viewing a sale catalog, or attending an SGBI event, you instantly recognize the values that make Santa Gertrudis unique—authenticity, consistency, and a shared commitment to the red cow that started it all.

# SGBI LOGOS

## Primary logo

The main SGBI logo should be used whenever possible. It represents the full association and should appear in high-resolution format with no alterations to its proportions, colors, or fonts.



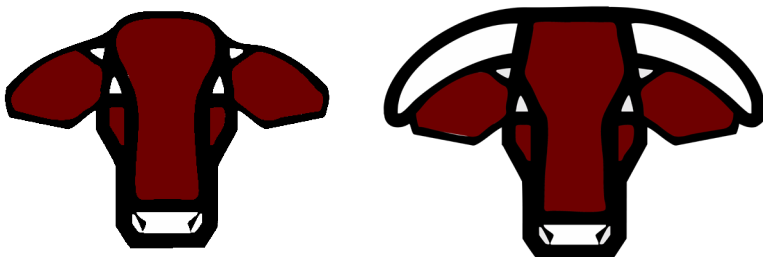
## Secondary logo

The secondary version may be used in spaces where the primary logo will not fit cleanly or where a simplified version is more visually effective (for example, smaller digital placements or merchandise).



## Third logo

The third logo is reserved for specialized or limited-use situations—such as watermarking, promotional merchandise, or when a simplified mark is needed. It should always remain true to brand colors and spacing standards.



# NATIONAL JUNIOR SANTA GERTRUDIS ASSOCIATION

## Logo files and description

### Primary logo

For all formal and external materials.



### Secondary logo

For small spaces or digital applications.



### Third logo

For watermark or icon usage when necessary.

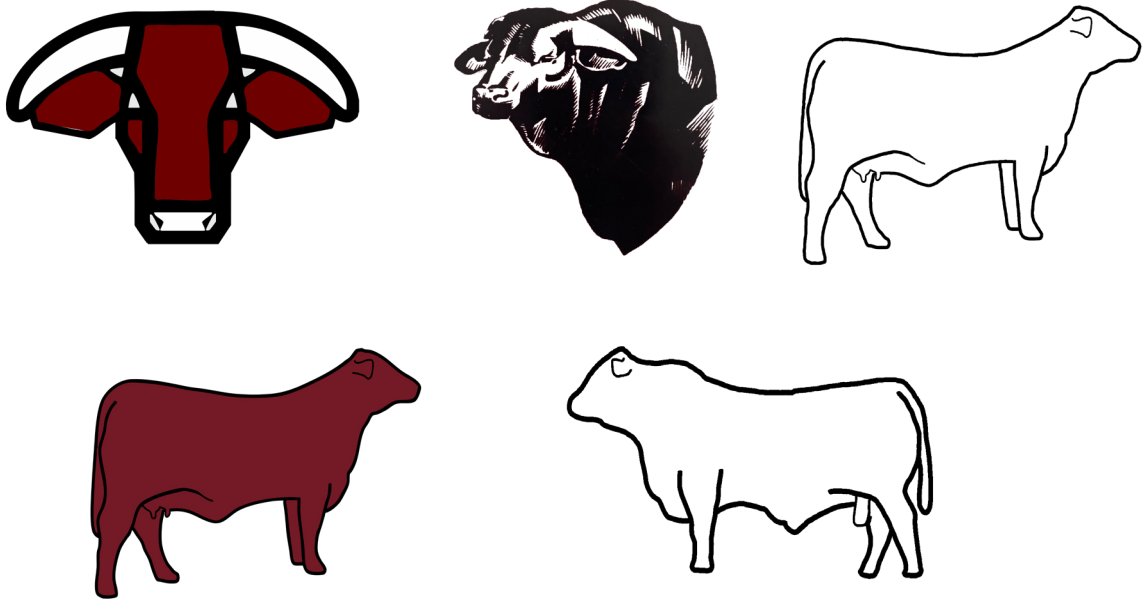


# SUPPORTING GRAPHICS

## Logo files and description

Supporting graphics bring the brand to life while maintaining visual unity across all designs. These include heifer/cow silhouettes, bull silhouettes, vintage bull heads, and ‘Santa Gertrudis’ script marks.

These elements are used to complement, not replace, official logos. Each represents the breed’s strength, history, and style. Use approved versions only and avoid recreating or modifying these graphics.



**Santa Gertrudis**  
An American Original



*Santa Gertrudis*  
Est 1940 • Kingsville, Texas

# VOICE AND TONE

## Guidelines for voice and tone

SGBI's voice should sound confident, professional, and rooted in agriculture. We speak from experience, honor tradition, and highlight innovation within the breed. Our tone varies slightly by audience but always remains welcoming, informative, and authentic.

### Voice Characteristics:

Knowledgeable – We communicate with authority and accuracy about the breed, association, and industry.  
Approachable – We're inclusive and community-oriented, speaking as peers to our members.  
Authentic – We use language that reflects real people and real ranching—never overly corporate or detached.  
Proud but humble – We celebrate member success without exaggeration or arrogance.

### Tone Examples:

Formal communication (press releases, official statements): Clear, direct, and professional.  
Member and youth communications: Friendly, supportive, and encouraging.  
Social media and marketing materials: Conversational, upbeat, and story-driven.

### Writing Style Tips:

Always capitalize Santa Gertrudis when referring to the breed.  
Use SGBI only after first mention in full.  
Avoid slang or regional jargon unless it enhances authenticity.  
Keep sentences concise and purposeful.  
Prioritize clarity and accuracy over filler language.



# **SOCIAL MEDIA**

## **Guidelines for social media use**

Social media is one of the most visible representations of the SGBI brand. Every post, graphic, and caption should reflect the association's professional image and community values.

### **Logo and Color Use:**

Always use approved SGBI logos and colors in social graphics.

Avoid altering the logo's proportions, colors, or orientation.

When using photos, apply light and natural filters that preserve the integrity of livestock and ranching scenes

### **Voice and Tone on Social Platforms**

Keep captions informative but conversational.

Celebrate members and events with positivity and professionalism.

Use language that encourages engagement and connection.

Avoid inside jokes or polarizing topics.

### **Photography and Content:**

Feature real SGBI members, cattle, and events whenever possible.

Highlight achievements, upcoming sales, junior involvement, and educational content.

Maintain a balance between promotional and community-building posts.

### **Consistency Matters:**

- Use SGBI-approved Canva templates or design guidelines for all official graphics.
- Post using consistent fonts, colors, and layouts to maintain visual unity across all platforms.

# SGBI FONTS

## November and December 2025

### Adobe fonts

Headings:

Azo Sans Bold

Azo Sans Medium

Subheadings:

Azo Sans Italic

Other font choices:

Nexa Rust Script R Shadow 2

Meta Serif Pro

### Canva fonts

Headings:

League Gothic

Barlow SemiCondensed

Subheadings:

Helvetica



# SGBI COLORS

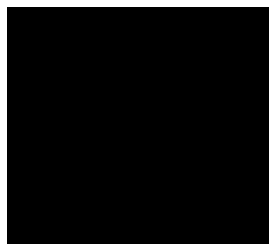
## Color



Hex code:  
890000

RGB  
R- 137  
G- 0  
B- 0

CMYK  
C- 27.32%  
M- 100%  
Y- 100%  
K- 32.97%



Hex code: 000000

RGB  
R- 0  
G- 0  
B- 0

CMYK  
C- 100%  
M- 100%  
Y- 100%  
K-100%



Hex code: FFFFFFFF

RGB  
R- 255  
G- 255  
B- 255

CMYK  
C-0  
M- 0  
Y- 0  
K- 0



Hex code: b99c80

RGB  
R- 186  
G- 157  
B- 129

CMYK  
C- 16%  
M- 29%  
Y- 43%  
K- 15%

# ARTIFICIAL INTELLIGENCE USAGE

## Acceptable Use Policy

### Purpose

Santa Gertrudis Breeders International (SGBI) and the National Junior Santa Gertrudis Association (NJSGA) recognize artificial intelligence (AI) as a tool to improve efficiency—not replace professional judgment, creativity or industry expertise. All official SGBI and NJSGA content should remain accurate, authentic and representative of our organizations.

### Scope

This policy applies to anyone creating content for official SGBI or NJSGA branded platforms, including staff, board members, committee members, volunteers, contractors and other approved contributors.

### AI May Be Used For

- Brainstorming ideas
- Outlining content
- Proofreading and grammar
- Rewording existing content
- Summarizing information
- Research assistance (with fact-checking)
- Website coding and technical support

### AI May Not Be Used For

- Creating graphics, logos, advertisements or other visual designs for official SGBI or NJSGA platforms.
- Creating AI-generated images of cattle, members, events or ranches that could be mistaken for authentic photographs.
- Publishing AI-generated writing without human review and editing.
- Entering confidential or non-public SGBI, NJSGA or member information into public AI platforms.

# ARTIFICIAL INTELLIGENCE USAGE

## Acceptable Use Policy

### Responsibility

Anyone contributing to official SGBI or NJSGA content is responsible for ensuring that published materials are:

Accurate

Fact-checked

Consistent with SGBI/NJSGA branding

Original where appropriate

Compliant with copyright laws

The use of AI does not remove personal responsibility for published content.

### Guiding Principle

AI should improve efficiency while preserving the authenticity, professionalism and credibility of SGBI, the NJSGA and the Santa Gertrudis breed.

# WEBSITE CHECKLIST

## Website checklist for breeders

### Homepage Essentials

Every Santa Gertrudis breeder website should clearly answer:

Who you are

Where you are located

What you sell (bulls, females, semen, genetics, commercial cattle)

How to contact you

Best Practice:

Include a strong ranch photo

Include 1–2 sentences referencing Santa Gertrudis genetics

Add a visible “Contact Us” button

### About Page

Ranch history

Mission or breeding philosophy

Involvement with SGBI

Family or team photo

### Sale Cattle/Genetics Page

Each animal listing should include:

Registered name

Registration number

Pedigree

EPDs

High-quality photos

Contact for pricing

If applicable:

Video links

Show record

Performance data

### Contact Page

Contact pages should include:

Name

Phone number

Email

Location

of who to contact with interest in cattle for sale.

# WEBSITE CHECKLIST

## Website checklist for breeders

### Branding Consistency

Encourage members to:

Use official SGBI logo properly (no stretching, recoloring, distortion)

Use consistent red tones

Keep fonts professional and readable

Avoid cluttered layouts

### SEO Basics

Members should:

Include “Santa Gertrudis cattle in [State]” on homepage

Add keywords like:

Santa Gertrudis bulls for sale

Santa Gertrudis females

Commercial crossbreeding cattle

Fill out meta descriptions

Add alt text to images

### Technical Essentials

Mobile responsive

Fast loading

Secure (SSL certificate)

Updated contact information

Clear call-to-action

# **SOCIAL MEDIA IDEA LIST**

## **For your ranch**

### **Cattle-Focused Posts**

Bull of the Week spotlight  
Featured donor female  
Replacement heifer highlight  
Calf crop update  
Weaning weights / performance data  
Pedigree breakdown post  
“Why we chose this mating” explanation  
Sale lot preview  
AI / embryo flush update  
Herd sire introduction

### **Educational Posts**

What is hybrid vigor?  
Why Santa Gertrudis for crossbreeding  
Adaptability across climates  
Longevity in commercial cows  
Heat tolerance advantages  
Maternal strengths of SG females  
EPD explanation (one trait at a time)  
How to evaluate a herd bull

### **Sales and Marketing Posts**

Private treaty availability  
Sale countdown  
Open house announcement  
“Bulls ready for turnout”  
Customer testimonial  
Sale recap  
Thank you buyers post

# FILE ACCESS

## How to access files and contact

### File Access

All official logos, color palettes, and brand templates are available on the official SGBI website on the Marketing Resources page. This page includes downloadable assets for print, digital, and promotional use.

For questions about brand usage or access to files, contact the Director of Communications & Youth Activities at [taylor@santagertrudis.com](mailto:taylor@santagertrudis.com).

# FINAL NOTES AND BRAND STEWARDSHIP

The Santa Gertrudis Breeders International brand is more than a visual identity—it's the voice and face of our membership. Every time we use the logo, post on social media, or publish a flyer, we're representing generations of breeders who have built this association through integrity, dedication, and innovation.

Brand consistency is a collective responsibility. Whether you're a staff member, committee representative, vendor, or junior leader, following these guidelines ensures that every piece of communication reflects the quality and professionalism that define the Santa Gertrudis name.

By maintaining a unified look and tone, we reinforce who we are: a strong, forward-thinking breed association built on family, progress, and pride in our cattle.

Thank you for helping protect and promote the SGBI identity. Together, we continue the legacy—and build the future—of the Santa Gertrudis breed.

