



*innov8*.ag  
EMPOWERING GROWERS WITH DATA

# BRAND STYLEGUIDE





Brand Guidelines 2020

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## Introduction

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This set of brand guidelines has been created to help guide implementation the Innov8.ag brand across a range of media.

For any questions please do not hesitate to get in touch with us.

Download logos here:

**[innovate.ag/brand](https://innovate.ag/brand)**

### Red Canoe Creative

110 Prairie Lane  
Kalispell, MT 59901

### Online

[mark@redcanoecreativestudio.com](mailto:mark@redcanoecreativestudio.com)

[www.redcanoecreativestudio.com](http://www.redcanoecreativestudio.com)

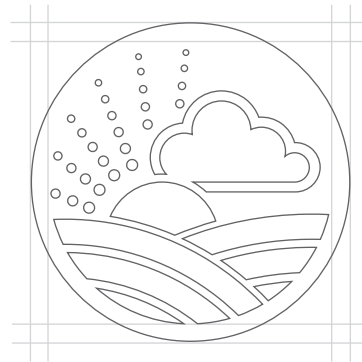
### Phone

1.720.767.7755

## Logo Guidelines

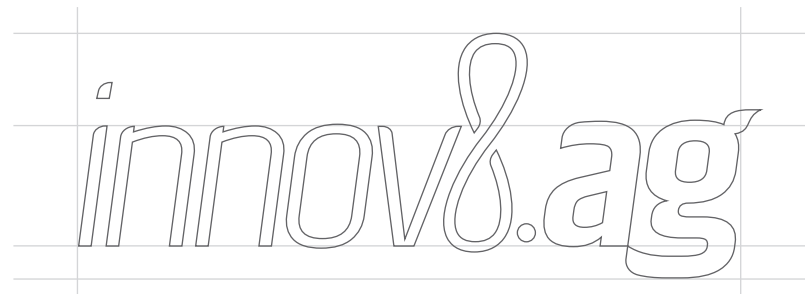
The Innov8.ag logo is made up of a logo mark and a logo face. Both are to be used in conjunction with each other. The following guidelines should help.

Logo Symbol



The logo symbol is a representation of the digital connection between the data gathered to inform wise decisions for those in the farming industry.

Logo Face



The logo face is a custom-drawn face with an infinity symbol stylized to represent the number eight. The letter "g" of "ag" is also stylized with a leaf growing out of the top right corner.

## Logo Versions

There are 2 variations of the logo. The first incorporates the tagline, "Empowering Growers with Data." This is the preferred version of the logo and works best when there is plenty of space.

The second version is without a tagline. It is ideal when space is limited or if the logo is to be filling a small space where the tagline would be hard to read.

The logo symbol may also be used as a separate design element on its own.

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Normal



No Gradient



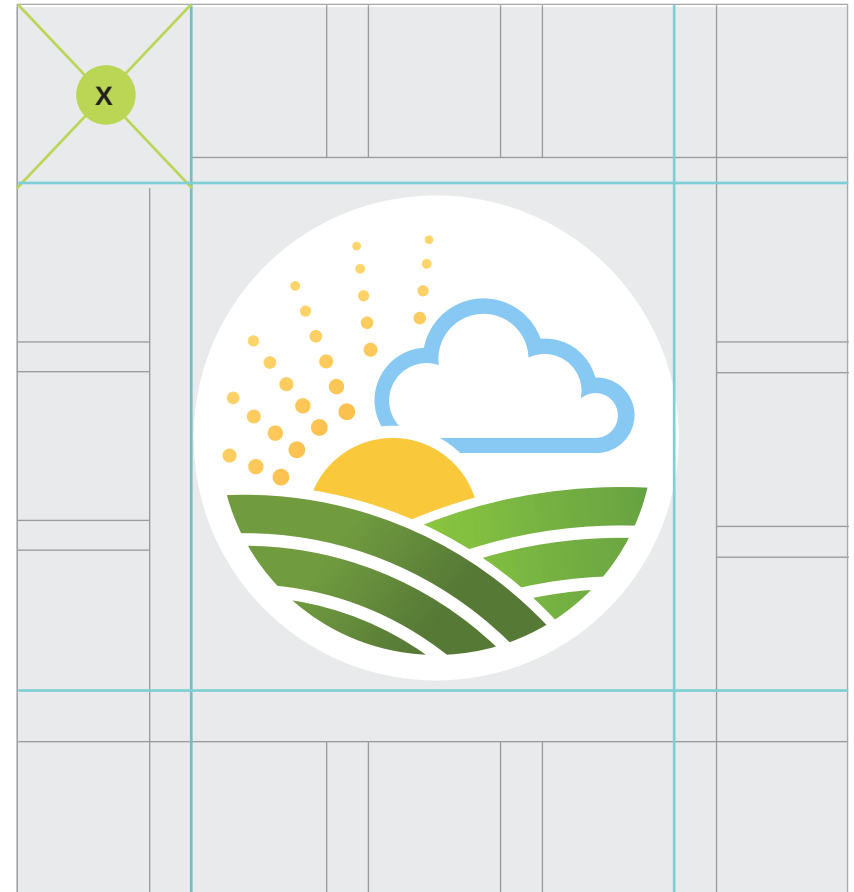
Grayscale

# LOGO

## Clearspace & Size

Be sure to leave a clearspace of 'x' around the logo. This stops the logo feeling crowded.

The preferred minimum print size of the logo is .5" in height as shown in the diagram



## Error Usages



Do not rotate the logo



Do not flip or mirror the logo



Do not stretch or compress the logo to fit



Do not change the background color of the logo from white.



# COLORS

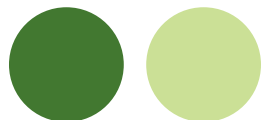
## Reversed Logos

When using the logo reversed to white, ensure that the background is dark enough to allow contrast and readability.





## Colour Palette



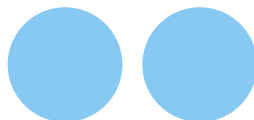
Web # 427730  
RGB 66 20 148  
CMYK 75% 30% 100% 18%

GREEN



Web # 96c12d  
RGB 125 080 179  
CMYK 50% 05% 100% 00%

AVOCADO



Web # 86c9f2  
RGB 134 201 2242  
CMYK 45% 08% 00% 00%

BLUE



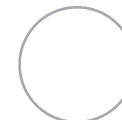
Web # fbb03b  
RGB 251 176 59  
CMYK 00% 35% 90% 00%

ORANGE



Web # 000000  
RGB 000 000 000  
CMYK 100% 100% 100% 100%

GREYS



Web # ffffff  
RGB 255 255 255  
CMYK 0% 0% 0% 0%

WHITE

# TYPE

A modern rounded typeface combining humanist elements with a strong geometric grid.

Liberation Sans, Liberation Sans Narrow and Liberation Serif closely match the metrics of Monotype Corporation fonts Arial, Arial Narrow and Times New Roman, respectively.

The Bender font family was created in Russia specially for graphic designers.

Planer.ttf

[www.dafont.com/planer.font](http://www.dafont.com/planer.font)

# PLANER

Liberation Sans.ttf

[www.fontsquirrel.com/fonts/Liberation-Sans](http://www.fontsquirrel.com/fonts/Liberation-Sans)

# Liberation

Khand.ttf

<https://www.fontsquirrel.com/fonts/khand>

# Khand

## Fonts in Use

# DESIGN HISTORY

## ANTOINE DE SAINT-EXUPERY

A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.

Nullupta temperorem  
velitaq uassunt iisquas  
ad molesto dis rerum  
ut quatquis re resitem  
Abor emquas event.

Sus im es et hit  
doluptiis et es quistem  
porpore rrovid quo  
ea consenimaio  
minus Musciducimus  
Soluptatem quae  
miligendi ipsantem.  
Ut la qui berum aut  
volupit offic tem abor  
autenim usandestrum.

Pet hit doluptiis et es  
quistem porpore rrovid  
quo ea consenimaio  
minus Musciducimus  
Soluptatem quae  
miligendi ipsantem.  
Ut la qui berum aut  
volupit offic tem abor  
autenim usandestrum  
imporec estiois nam.  
Quiam iunt fugiat  
imil inum suntiae.  
At explige nihillaut  
eumquamet officabore  
con pe debitia nimpor  
aut quunt acepeli tiant.

### CAPTION

Aquistem porpore rrovid quo  
ea consenimaio minus  
[www.graphicriver.net](http://www.graphicriver.net)

### CAPTION

Aquistem porpore rrovid quo  
ea consenimaio minus  
[www.graphicriver.net](http://www.graphicriver.net)

## Headline Typography

TYPE

I AM PLANNER,  
A GEOMETRIC  
& SIMPLE  
TYPEFACE

## Promotional Items

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## Additional Usage Options

### FAX SYMBOL

For black & white applications

### GLOSS ICON

The Icon will help differentiate the app on the home screen

### MOBILE APP

Mobile app front page should be logo over single color or photograph.

Fax Logo Symbol



Gloss Icon



## Web Usage

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### ONLINE

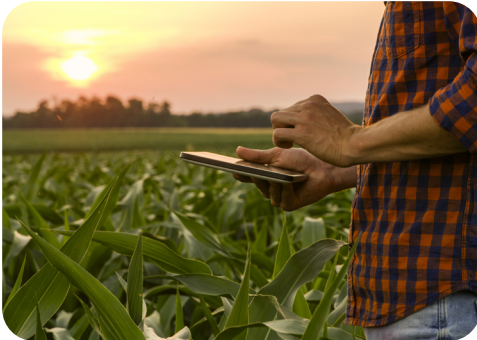
The website will build on the color pallet and clean, invitive imagery.



## Stationery



## Visual Language



## Iconography



# CONTACT

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## WALLA WALLA

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