



innov8.ag
EMPOWERING GROWERS WITH DATA

BRAND
STYLEGUIDE





Brand Guidelines 2020



Introduction

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.

Red Canoe Creative

110 Prairie Lane
Kalispell, MT 59901

Online

mark@redcanoecreativestudio.com

www.redcanoecreativestudio.com

Phone

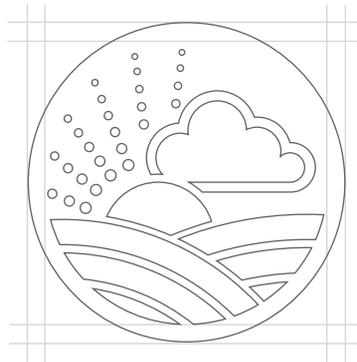
1.720.767.7755



Logo Guidelines

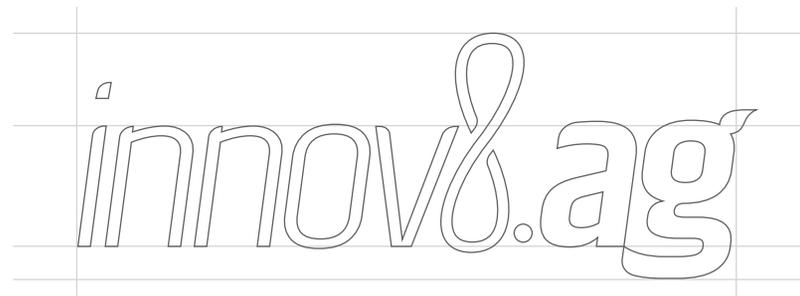
The Innov8.ag logo is made up of a logo mark and a logo face. Both are to be used in conjunction with each other. The following guidelines should help.

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.



Normal

No Gradient

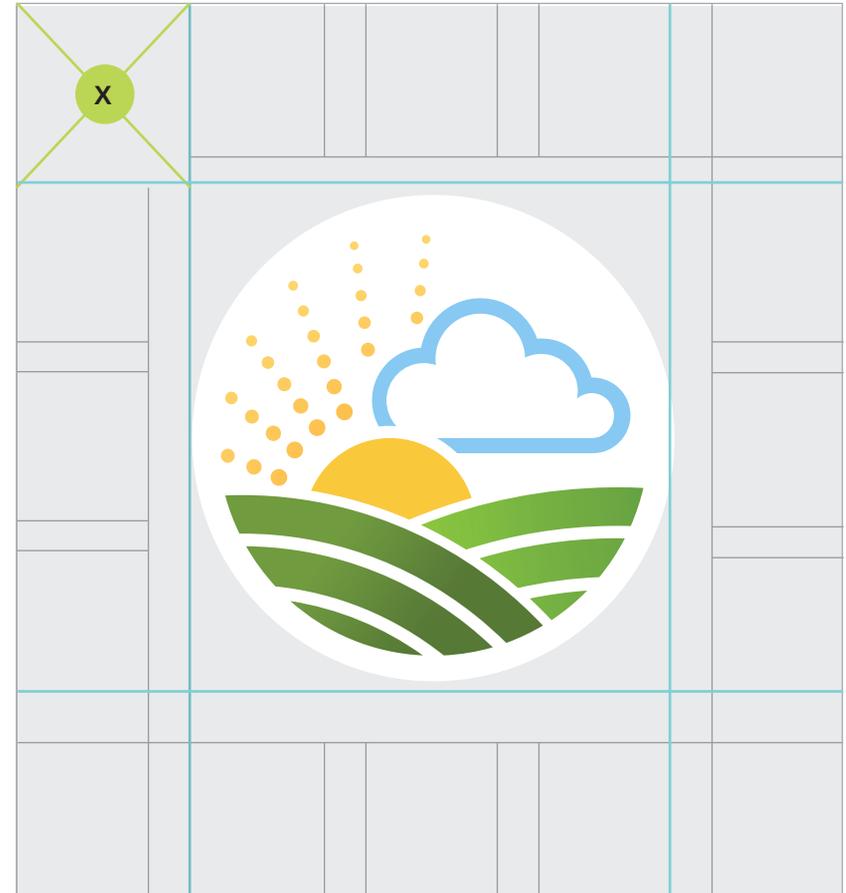
Grayscale

LOGO

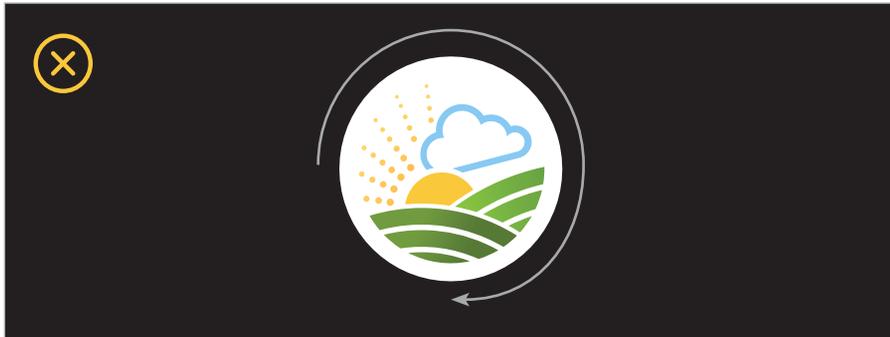
Clearspace & Size

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

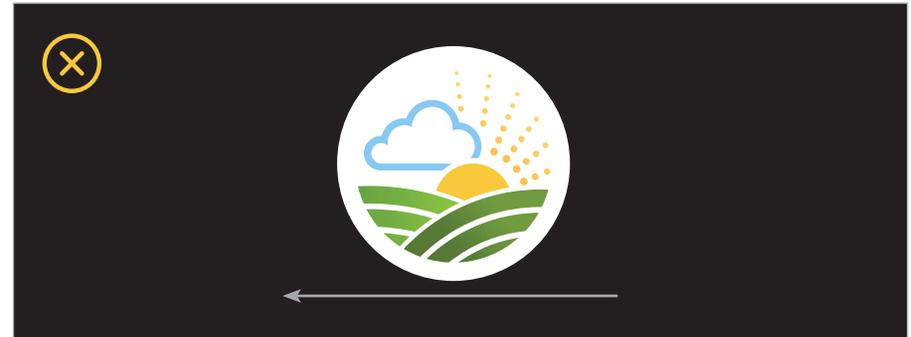
The preferred minimum print size of the logo is .5" in height as shown in the diagram



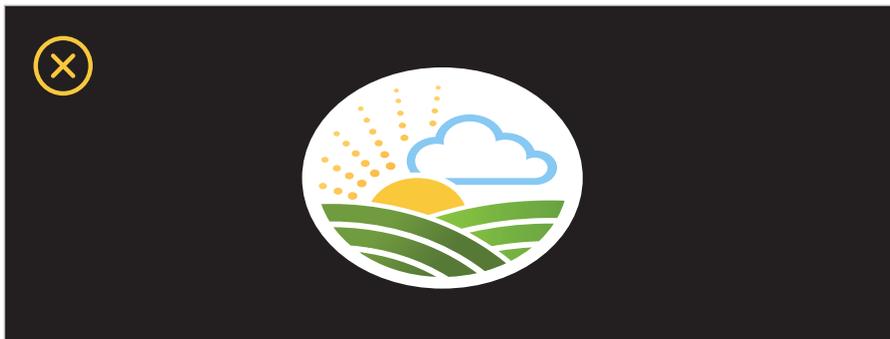
Error Usages



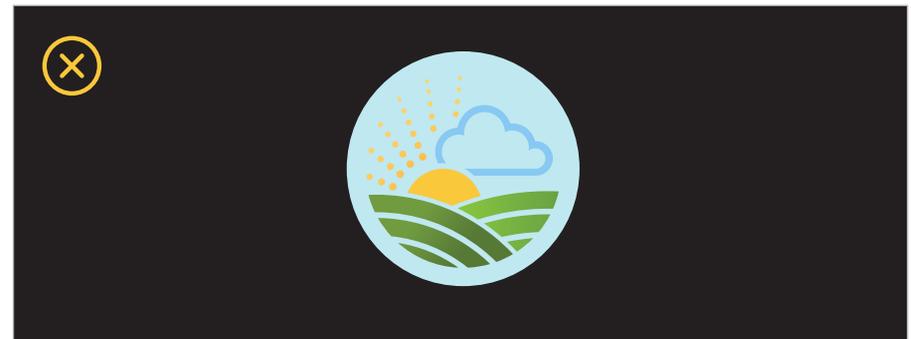
Do not rotate the logo



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.



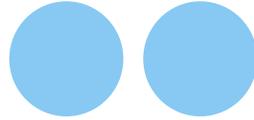
Colour Palette



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



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



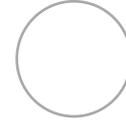
Web # 86c9f2
RGB 134 201 2242
CMYK 45% 08% 00% 00%



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



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



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

GREEN

AVOCADO

BLUE

ORANGE

GREYS

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

PLANER

Liberation Sans.ttf

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 temperrorem velitaq uassunt iisquas ad molesto dis rerum ut quatquis re ressittem 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 estiostis 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

CAPTION

Aquistem porpore rrovid quo ea consenimaio minus www.graphicriver.net

Headline Typography

TYPE

I AM PLANER,
A GEOMETRIC
& SIMPLE
TYPEFACE

A Closer Look

ABCDEFGFG

0123

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£\$%^&*

YOURBRAND

Additional Usage Options

MEDIA

For black & white applications



Fax Logo Symbol

Gloss app provides alternative to flat app.

Gloss Icon



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



Web Usage



