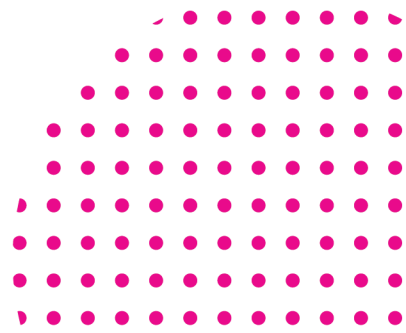




BRAND GUIDELINES

Version 1.3

Consists logo, brand colors, typeface, style guide
for AgEye Technologies



LOGO:

Our logo is the foundation of our brand's Identity

Family of Logos

Our logo is constructed using a 'badge' element and the text "AgEye Technologies" using our primary and secondary colors. Different arrangement of these elements lead to 3 versions of the logo i.e stacked, badge and horizontal.

The stacked layout of the logo is the primary version and is preferred for all digital and printed marketing colaterals including publications, advertising, billboards, posters, flyers and product packaging.

The horizontal layout of the logo is used when the space allocated is not sufficient. For example banners, website's footer, etc.

The 'badge' logo is also know as the 'Icon' logo; Its primary function is to be used as the Icon for mobile apps, browser tabs.

Any other orientation/layout of the logo apart from these 3 can not be used for any digital or printed use or any marketing collateral.



a. Stacked version



b. Horizontal version



c. Badge version



Fig. 2 [Construction of the app Icon using 'badge' logo]

LOGO:

Our logo is the foundation of our brand's Identity

Things to Consider

The logo requires some breathing room and therefore, It is necessary to allocate some 'minimum exclusion zone' to ensure that the logo is not cluttered and gets enough attention.

The minimum exclusion zone is based on the size of the characters in the word "AgEye" in the stacked version of the logo.

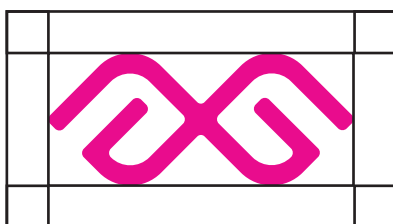
The logo can be used in black and white versions as well. This is done by using the opposite color of the background as the single color of the logo itself.



White on black background



Black on white background



Minimum exclusion zone

LOGO:

Our logo is the foundation of our brand's Identity

Incorrect Ways to Use the Logo

Please ensure that the following effects/edits are not being practiced on our logo on any digital or print medium:

1. No space around the logo

Please ensure that the logo has some breathing room by using the minimum exclusion area [1].



1



2

2. Colors are changed

Make sure that the logo is used only in the color variants demonstrated earlier [2].



3



4

3. Stretching/Squeezing

Do not stretch or squeeze the logo to fill in empty space or to adjust in the logo in less space. Use the appropriate logo and size for such cases [3].

4. Low contrast

Do not use the logo on a background similar to that of our primary colors as this will lead to low contrast and poor readability [4].



5



6

5. Additional effects

Do not use additional effects on the logo for example drop shadow, gradient and masking layers, etc. [5].

6. Changing orientation

Do not alter the orientation of the logo by reordering the elements [6].

BRAND COLORS:

Capturing the essence of our brand using colors; as they differentiate us from the rest...

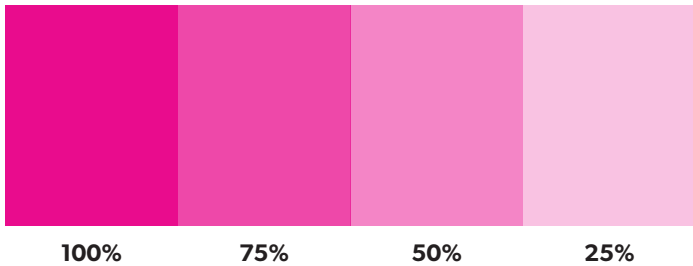
Primary and Secondary Colors

Our brand colors are derived from the lights in a vertical farm; and they help us to differentiate us from the competition. It is important to have these colors in text and graphics to ensure consistency and a strengthened brand image.

These colours can be used in low opacity while creating watermark, footer and other primitive elements. It is recommended to not use any other shade of the color apart from the ones mentioned.

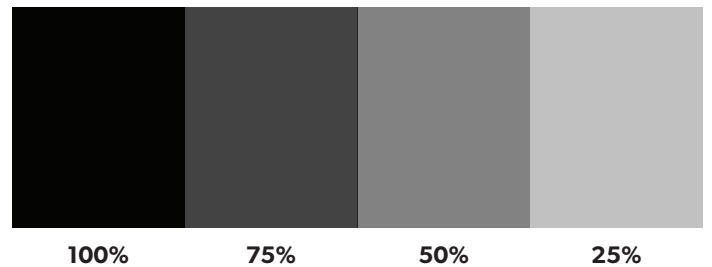
Primary Color 1

#E8118C



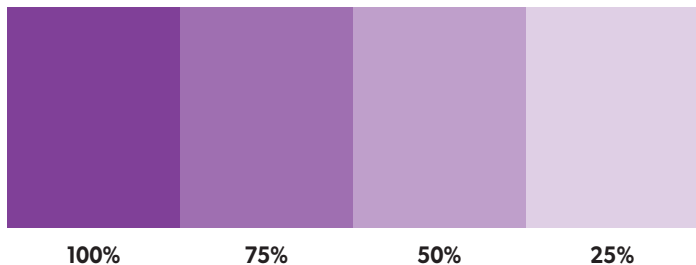
Primary Color 2

#000000



Secondary Color 1

#804099



BRAND COLORS:

Capturing the essence of our brand using colors; as they differentiate us from the rest...

Contrast

It is critical to ensure high contrast for the images/text with the background. Use the following sets of colours to ensure everything is legible.



**GROW MORE
WORRY LESS**



**GROW MORE
WORRY LESS**



**GROW MORE
WORRY LESS**



**GROW MORE
WORRY LESS**



TYPOGRAPHY:

Typefaces and rules to abide by to ensure readable text for print, digital medium...

Typography Style

Our corporate typeface style is sans serif; with Poppins and Product sans as our primary fonts.

These typefaces are available in a range of weights to suit our print, digital

Consideration

It should be ensured that while working in digital platforms, the size of the font should not be less that 10pt. to ensure readability.

Aa
Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*)0123456789

Aa
Circular Std Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*)0123456789

Aa
Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*)0123456789

Aa
Circular Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*)0123456789

STYLE GUIDE:

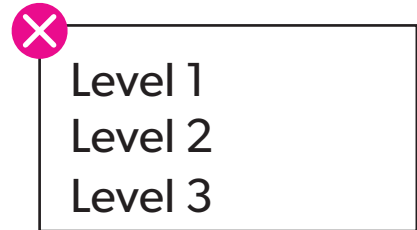
Structuring text, choosing the correct images and creating a consistent brand image...

Brand Design Style

Our aim is to make our online and offline media legible and accesible to users across the world without any compromise on aesthetics.

This should be done by using sans serif typefaces and our primary colours on a white background to ensure maximum contrast. Secondly, grid-based structure and appropriate white-sapce is crucial to esnure clean and uncluttered layout.

Textual hierarchy should be considered while structureing any online or offline media. Limiting color use to aforementioned primary, secondary color palette would allow our brand's identity to be distinctive and memorable.



Incorrect: Layout without textual hierarchy



Correct: Layout with textual hierarchy

Photographic style

All photographs must be of the highest quality with an 'AgEye Technologies' watermark wherever necessary. Additional effects such as blur, overlay and gradient, etc. could be used only when necessary.

STYLE GUIDE:

Structuring text, choosing the correct images and creating a consistent brand image...

Brand Illustrations

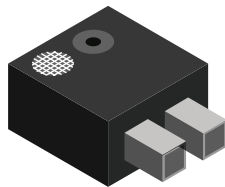
Isometric Illustrations

Isometric Illustrations are faux 3D illustrations. Each of these Illustrations are true to the form and feature of the product they are depicting.

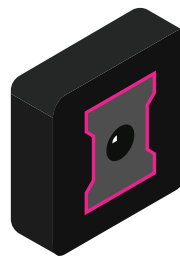
Use these in an Isometric grid to ensure appropriate geometry.



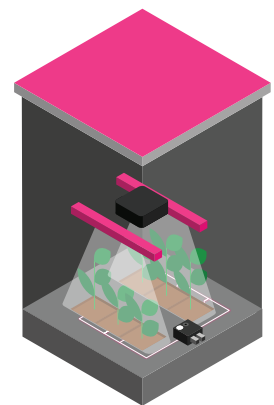
AgEye Edge Hub



Smart Sensa



Smart Lens



Vertical farm pod

STYLE GUIDE:

Structuring text, choosing the correct images and creating a consistent brand image...

Support Graphics

Third party Illustrations

Third party Illustrations should not be used in any media as they would not be consistent with the existing graphics. Ensure that the graphics are not Informal or unprofessional.



a. Illustration is not consistent with existing graphics

Secondary Graphics: Icons, Primitive elements

Icons from our Icons' library should be used unless the required icon doesn't exist; In that case, ensure that the outsourced icon is aesthetically consistent with the existing icon's library.

Primitive elements such as arrows, lines & footer, etc. are to be designed in a minimalist manner i.e. with solid colours, without additional effects [shadow, gradient, patterns, etc.]



b. Informal and unprofessional illustration