



BRAND GUIDELINES

MAY 2022

THE LOGO.

FAMILY OF LOGOS.

Our logo is constructed using a 'badge' element. The text 'AGEYE' uses our primary and secondary colors. The different arrangement of these elements leads to 3 versions of the logo i.e. stacked, badge and horizontal.



STACKED

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



BADGE

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



HORIZONTAL

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

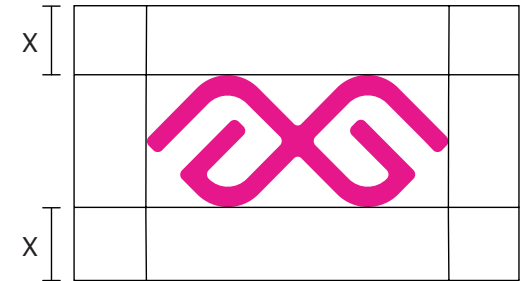






THINGS TO CONSIDER.

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.



MINIMUM EXCLUSION ZONE

INCORRECT WAYS OF USE.

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



NO SPACE AROUND THE LOGO

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



STRETCHING/SQUEEZING

Do not stretch or squeeze the logo to fill in the empty spaces or adjust the logo to fit into lesser space. Use the appropriate logo and size for any such cases.



COLORS ARE CHANGED

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

INCORRECT WAYS OF USE.

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



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.



ADDITIONAL EFFECTS

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



CHANGING ORIENTATION

Do not alter the orientation of the logo by reordering the elements.

THINGS TO CONSIDER.

The following are general guidelines for the use of company name :

- **Correct** way to use the company name,

✓ AGEYE

The company name should always be written in capital letters. Any other way is incorrect.

- Examples of **incorrect** way to use the company name,

✗ ageye AgEye
Ageye Ag Eye

- 'AGEYE Technologies' can only be used while stating copyright in digital/printed marketing collaterals and legal documents.

THINGS TO CONSIDER.

'Grow More. Worry Less.®' and 'Truly Intelligent Farming®' are registered trademarks of the company. If these are used without the AGEYE logo they should always be accompanied with the '®' symbol. These can be used in the following ways:

**GROW MORE.
WORRY LESS.®**

Grow More. Worry Less.®

TRULY INTELLIGENT FARMING.®	Truly Intelligent Farming.®
--------------------------------------------	--------------------------------------------

Truly Intelligent Farming.®

BRAND COLORS.

PRIMARY & SECONDARY.

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 colors 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**



CONTRAST.

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



**grow more,
worry less.**



**grow more,
worry less.**



**grow more,
worry less.**



**grow more,
worry less.**



**grow more,
worry less.**



**grow more,
worry less.**



TYPOGRAPHY.

TYPOGRAPHY STYLE.

Our corporate typeface style is Sans Serif; with **Poppins** and **Circular Std** as our primary fonts. These typefaces are available in a range of weights to suit our print/digital requirements.

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

Aa

Poppins Bold

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

Aa

Poppins Medium

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

Aa

Circular Std Bold

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

Aa

Circular Std Book

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

STYLE GUIDE.

BRAND DESIGN STYLE.

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

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

Textual hierarchy should be considered while structuring 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.



LEVEL 1
LEVEL 2
LEVEL 3

LAYOUT WITH
TEXTUAL HIERARCHY



LEVEL 1
LEVEL 2
LEVEL 3

LAYOUT WITHOUT
TEXTUAL HIERARCHY

PHOTOGRAPHY STYLE.

All photographs must be of the highest quality with the horizontal 'AGEYE' logo on the top right corner and copyright with the current year mentioned on the bottom left corner (e.g. '© 2022 AGEYE Technologies'), as the watermarks.

Additional effects such as blur, overlay and gradient, etc. should be used only when necessary. Refer to the example below while watermarking the photo.



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.

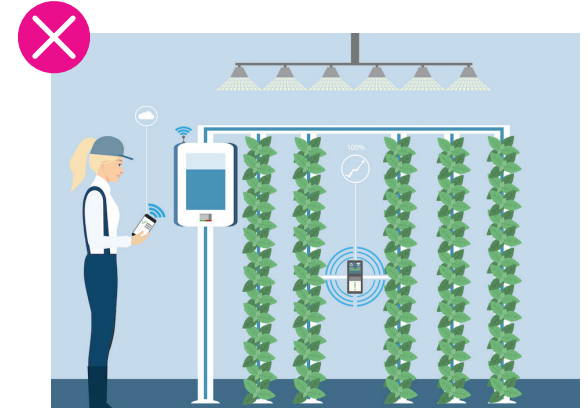


Illustration is not consistent

SECONDARY GRAPHICS: ICONS, PRIMITIVE ELEMENTS

Only icons from AGEYE's 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 icons library.



Illustration style is inconsistent



Informal and unprofessional



Truly Intelligent Farming.