

# Agritech Unleashed — Brand Summary

January 2025

## Logos

### Master logo



### Single colour - Mono

Only to be used if mono printing required.



## Brand colours

### Agritech Green - our main brand colour



Pantone - 2292C CMYK - 50, 0, 100, 0  
RGB - 148, 200, 44 Hex - #94c82c



Pantone - Black C CMYK - 0, 0, 0, 100  
RGB - 0, 0, 0 Hex - #000000



## Clear space

Use the capital U from the word-mark to determine the clear space around the logo.



The minimum height of the logo is 8mm



## Brand typography

### Corporate Display Font

Used for headlines. Uppercase.

## OPEN SANS

Open Sans Bold

### Our corporate font

Open Sans - modern and easy to read, with an even and symmetrical structure that works well in print or online.

### Open Sans Regular

Used as body text, typically 9pt over 12pt. Italic for emphasising copy and legals.

### Open Sans Light

Used for sub headings, typically 12pt over 15pt.

### Open Sans Bold

Used for headlines.

### OPEN SANS EXTRABOLD

Used for cover titles only, in uppercase.

### Further options

If further options are required please contact:  
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