



BRAND GUIDELINES

January 2023



COLOUR PRIMARY PALETTE

Follow the specification on this page for accurate breakdowns of these colours across all applications.



Eco Green
Pantone 2292 C
CMYK 50, 0, 100, 0
RGB 148, 200, 44
#94c82c



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



Blue
Pantone 2985 C
CMYK 68, 18, 0, 0
RGB 59, 167, 222
#36a7de

OVERVIEW

AgriTechNZ communicates across many different touch points. It's important that there is a consistent, yet flexible, visual identity system.

Example of how branding elements can be used:

1. Full bleed image featuring real agriculture.
2. Black base & AgriTechNZ logo lock up
3. AgriTechNZ logo
4. Transparency = 70%



TYPOGRAPHY

Only use the typefaces detailed here:

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.