

Logo Visual Guide



AGRIVI LOGO







AGRIculture + VIta (eng. life)

LOGO Typography

Logo typo is **Sofia Pro** family.

Typography is a key element to communicate a unified **AGRIVI** personality.

It's a sharp, clean & strong typeface that communicates clarity & stability.

In logo construction **Sofia Pro Bold** typography is used.



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

LOGO Element Aspect Ratio



Minimum Clear Space



NOTE: Exception can be made in the web navigation bar.

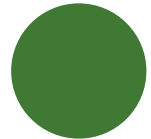
LOGO Primary Color (print/digital)



R:132 G:183 B:83

Hex: 84B753

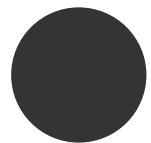
Pantone: 154-4 C/U



R:64 G:121 B:51

Hex: 407933

Pantone: 150-14 C/U



R:52 G:52 B:52

Hex: 343434

Pantone: 179-15 C / 179-16 U



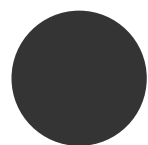
LOGO Gray Color Code



R:205 G:205 B:205
Hex: CDCDCD



R:139 G:140 B:140
Hex: 8B8C8C



R:52 G:52 B:52
Hex: 343434

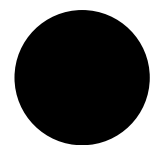


LOGO Full B&W Color Code Application



R:255 G:255 B:255

Hex: ffffff



R:0 G:0 B:0

Hex: 000000



LOGO Application Color + Gray and B&W

Full-color main **AGRIVI** logo is used whenever possible, when there is enough white clean space for its application or when there is an option to create a white background for the logo.

In other cases use b&w or gray logo.

The logo is always used in a straight



*Note: If you are not sure how to apply **AGRIVI** logo correctly please contact us. We will be happy to help.
Contact us: design@agrivi.com*

LOGO Use

AGRIVI logo is designed in a horizontal form.

The letters are the same size as the darker, narrow leaf.



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LOGO on Color Backgrounds

If the background is colored, AGRIVI logo must be applied in its white color mode.

Exceptions are very bright colors where the white logo is no longer visible enough. In that case, use a darker tone of that same background color.



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EXCEPTION
example

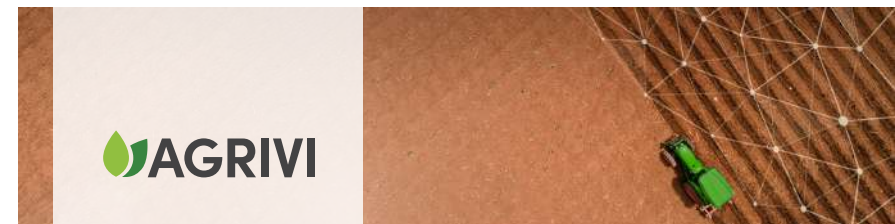


LOGO on Photo Backgrounds

There must be a clean space when applying the logo on a photo background. If there's no white surface, use the white logo variation and make sure there is a dedicated place for it to sit on.

Clean surroundings must be provided, and minimal clear space around the logo must be respected.

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LOGO Application

This is a **bad example** of **AGRIVI** logo application.

Full color logo can be applied only on a white or very light gray, clean surface.

Clean surroundings must be provided and minimal clear space around the logo must be respected.



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LOGO Placement

This is the right way to place **AGRIVI** logo in an environment with other logotypes.

AGRIVI logo must fill maximum space that is allowed.



allowed space



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