

BRAND GUIDELINES

With our cutting-edge processing plant, we aim to not only redefine the plastics industry but also contribute significantly to the local economy while prioritizing environmental sustainability.

- Brian Southern, Founder



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01.

LOGO

01.

Primary Logo



AgroRenew



Provide at least as much padding around the logo as what we've displayed above. This helps our logo appear clean and uncluttered. There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

Secondary Logo



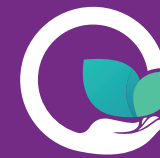
AgroRenew



The secondary logo includes a blurred drop shadow in the color *marigold* found in the brand's color palette.

Use the secondary logo variation when a pop of color would enhance the design.
Only use this logo with a white background.

Color Variations



02.

TYPOGRAPHY

& COLOR



Heading

Brevia Bold Italic

Subheading

Brevia Medium

Paragraph

Montserrat Medium



Aa

Brevia is a rounded, humanist sans-serif typeface designed by Hannes von Dohren and published in 2009 through HVD Fonts. The design features an extremely large x-height with short ascenders and descenders, which, coupled with the rounded corners, gives it a friendly, bubbly feel, especially in the heavier weights. Brevia is available in seven weights with corresponding italics.

Brevia Bold Italic

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9



Aa

Brevia is a rounded, humanist sans-serif typeface designed by Hannes von Dohren and published in 2009 through HVD Fonts. The design features an extremely large x-height with short ascenders and descenders, which, coupled with the rounded corners, gives it a friendly, bubbly feel, especially in the heavier weights. Brevia is available in seven weights with corresponding italics.

Brevia Medium

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9



Aa

A geometric sans-serif typeface designed by Julieta Ulanovsky, an Argentinian type designer, in 2011. It is inspired by the traditional posters and signs of Buenos Aires' Montserrat neighborhood.

Montserrat Medium

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9



There are 2 different style options for headings:

Plain Text Style

Boxed In Style

Examples:

Plain Text Style
Plain Text Style
Plain Text Style

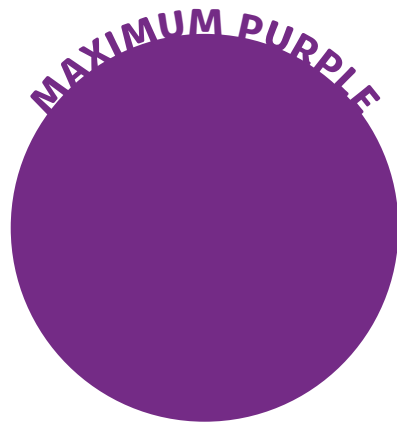
Plain Text Style

Plain Text Style

Plain Text Style

Plain Text Style

Primary Colors



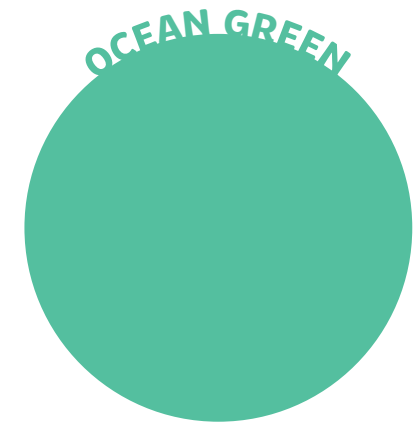
#742B86
RGB 116, 43, 134
CMYK 67, 100, 9, 1
PMS 526



#1FB7B2
RGB 31, 183, 178
CMYK 73, 2, 36, 0
PMS 2398



#F4A526
RGB 244, 165, 38
CMYK 2, 40, 96, 0
PMS 143

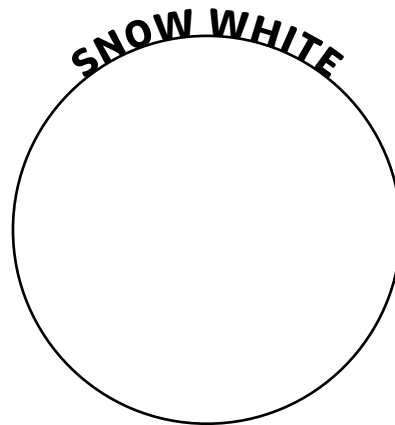


#54BF9F
RGB 84, 191, 159
CMYK 64, 0, 48, 0
PMS 3385

Neutral Colors



#D6D9DE
RGB 214, 217, 222
CMYK 15, 10, 8, 0



#FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



#212529
RGB 33, 37, 41
CMYK 76, 67, 61, 68



#6D6E71
RGB 109, 110, 113
CMYK 0, 0, 0, 70

Color Pairings These compliant color pairings have a contrast rating higher than 4.5



DO USE THESE

Approved	Approved	Approved
Approved	Approved	Approved
Approved	Approved	Approved
Approved	Approved	Approved
Approved	Approved	Approved
		Approved

Color Pairings

These non-compliant color pairings have a contrast rating lower than 4.5



DON'T USE THESE

Banned	Banned	Banned	Banned	Banned
Banned	Banned	Banned	Banned	Banned
Banned	Banned	Banned	Banned	Banned
Banned	Banned	Banned	Banned	Banned
Banned	Banned	Banned	Banned	Banned
		Banned	Banned	

Banned	Banned	Banned	Banned
Banned	Banned	Banned	Banned
Banned	Banned	Banned	Banned

03.

CUSTOM

BRANDED

ICONOGRAPHY

AgroRenew Icons

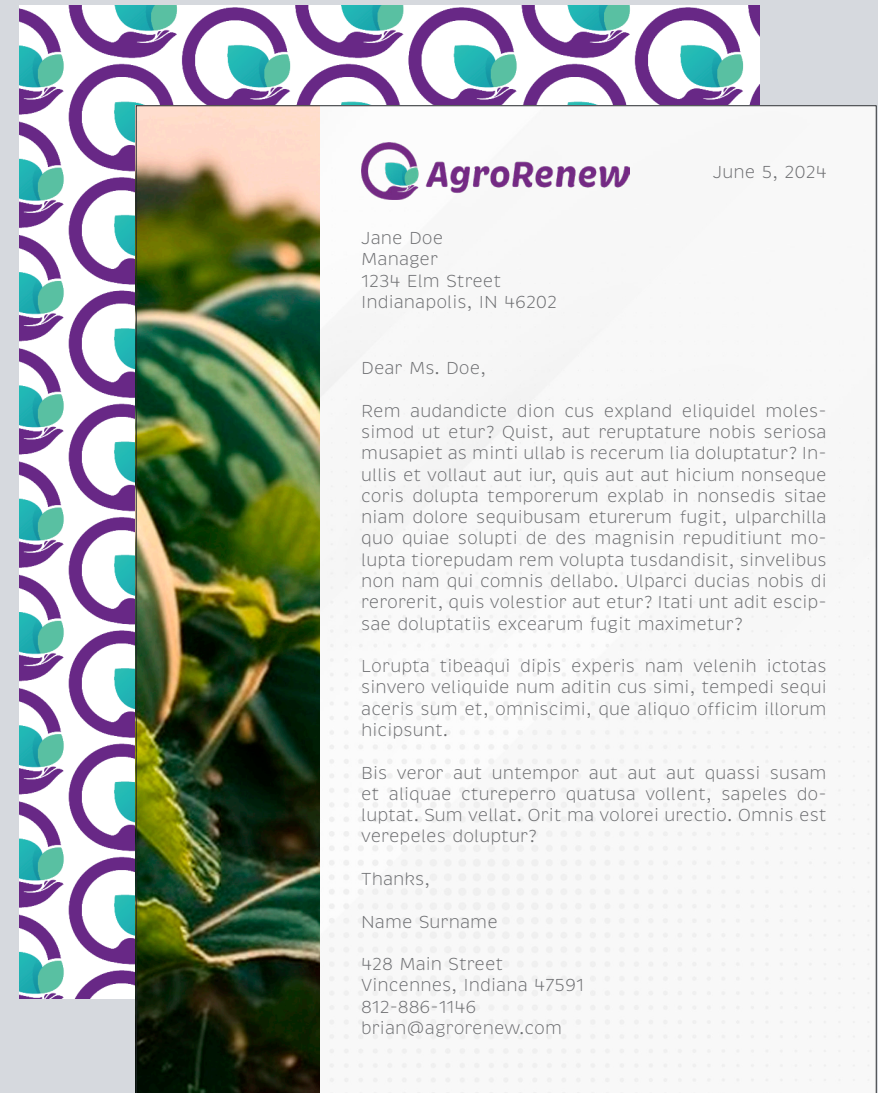


04.

VISUAL

BRANDING ASSETS

AgroRenew Printed Collateral



AgroRenew Printed Collateral



AgroRenew

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**Transforming
food waste into
eco-friendly bioplastics.**

www.agrorenew.org

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Extending the Brand

