



FARM

Sustainable Fields, Financial Yields

June 2024

FARM BRAND BOOK

A Comprehensive Guide to our Visual Identity



This Brand Book delves into the essence of FARM’s unique visual identity exploring the core elements that define the FARM brand and help shape global coherence and perception of the programme.

Throughout this book, you will find detailed guidelines and resources designed to ensure consistency in branded communication through a strong visual representation tailored to the specific countries and child projects involved in the FARM. From our logo and colour palette to typography and imagery, each asset plays a role in conveying our brand’s values and personality.

FARM BRAND FOLDER
Access to Brand Assets Drive

FARM BRAND CANVA
Access to Brand Assets Templates.

Table of Contents

1 Brand Identity System	2 Brand Applications
Logo, Variations and Applications 4	Digital Applications
Logo National Versions 8	Mailing Opener 24
Logo Diamond Versions 10	Powerpoint Presentations 25
Logo Lockups 12	Social Media 26
Font Faces & Pairing 14	Events Material
Colour Palette & Usage 18	Poster 28
Image Style 19	Back Screen 30
	Banner 32
	Report 34
	Agenda 38
	Stationery
	A4 Paper 39
	Business Cards 40
	Mail Signatures 40

Brand Identity System

The FARM logo is a custom-made symbol that represents the values and activities of the project, standing as its visual name. It is the lead image of the visual brand identity system, which combines icons, shapes, colours and words.

Logo

The iso-logotype is the brand mark, the main icon representing FARM. The full version for the brand includes icon, the name and tagline "Sustainable fields, Financial Yields". But this is a divisible brand, in which the icon can be used separately to the logos and tagline. This

versatility allows the logo to interact with the other elements of the brand system, while allowing the designer more leeway to create the most effective options in their branded assets.

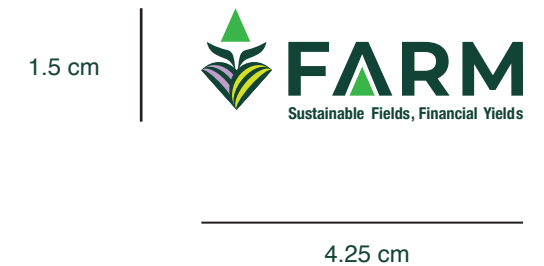


Full colour version of the FARM Logo with tagline

4.25 cm

Safe spaces and margins for the full colour version of the FARM Logo.

The minimum reduction size



The minimum reduction size



The minimum reduction size

The brand icon is symbolic of all the values represented by the FARM brand.

In the icon, the two-coloured fields represent the changes anticipated in use of pesticides, the hands/plants symbolise growth and

nurturing, while the green triangle represents the investment anticipated to incentivise change as well as green growth. The logotype itself is modern and inclusive while the slogan concisely outlines the mantra of the programme.

Logo variations

A dynamic visual system provides flexibility and brings creativity to all logo variations, while maintaining a strong brand recognition.



Iso-logotype



Logotype with tagline



The brand is adaptable to varied outputs, different channels, each one with particular technical and communicational limitations.

Monochrome versions of the logo. One colour version of the logo, or black version of the logo are available.

Logo negative variations



Two colour version of the logo



White version of the logo

A two-colour version of the logo, where the triangles stay green while applying in white over dark green. And a white version of the logo, that can be applied over an appropriate photo

background. Always apply the white version with drop shadow overlaying photography. (Black+Multiply75+Spread2)

Logo National Versions



Full colour version of the FARM logo with tagline and country name.



The minimum reduction size

Safe spaces and margins for the full colour version of the FARM logo customized for each national project.

Logo Variations for the National Projects Versions



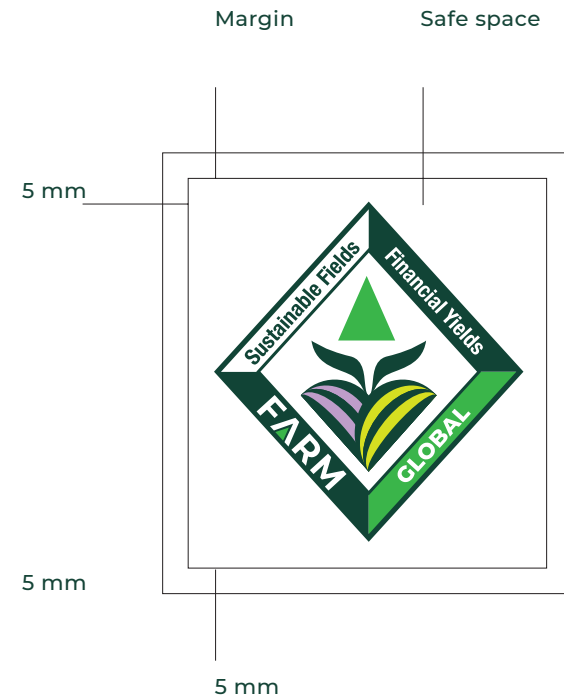
Full colour versions of the FARM national logos showing variations: with and without tagline and one colour version.

Logo Family of National Projects Logos



The logo adapted to each national child project, highlighting the country location at top right.

Logo Diamond Layout Alternative



Safe spaces and margins for the full colour diamond icon version of the FARM Logo customized for each child project.

The minimum reduction size 4 x 4,5 cm



The diamond version of the logo is available for the global project as well for each child project country.

Logos Dont's

To maintain consistency of the brand throughout all the assets, there are certain combinations that do not conform with the brand and should not be used.

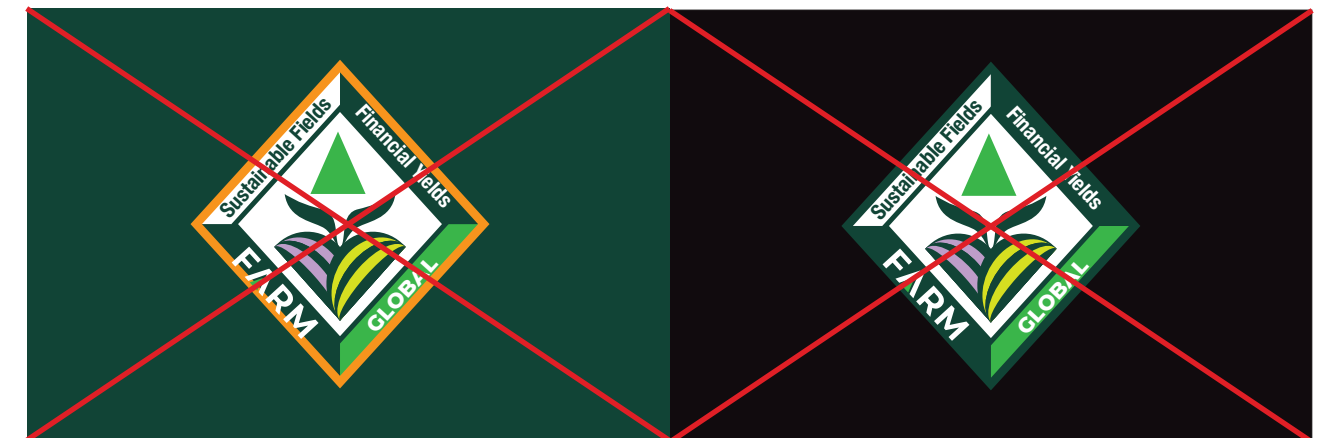


Do not outline the logo shape.

Use two-colour version of the logo over dark green only.



Do not overlay logos over other plain colours.



Do not outline the diamond.

Do not overlay the diamond over other plain colours or black. Only over photography and the primary colour palette.

Logo lockups

Global Logo Lockup Structure



This page illustrates how to position the farm logo together with others and how to layout, title and separate each section or group of logos.

The project logo lockups have been agreed with all child projects and are not changeable.

Group Title Montserrat Regular | Medium | Left Justification

Divider 0.25 black stroke full line



The use of FARM logo lockups with co-finance partners or other organization logos is to be determined by the respective child projects' Implementing Agencies.

Single pair of logos layout samples

Child Project Logo Lockups



Font Faces

The brand fonts work as another core identity element of the system. Presented here are the font faces used to create clear and styled messages in different media and channels, always maintaining the brand style. The primary font is an opentype, Montserrat and

the secondary or pairing font is a Microsoft native system font, Avenir, so every office should have access to work with them in any needed piece of communication on any platform. The brand font style works in a scale of contrast to generate a hierarchy system.

Primary Font

AA

MONTERRAT

Montserrat

Font Family

Styles

THIN Agriculture

EXTRA LIGHT Agriculture

LIGHT Agriculture

REGULAR Agriculture

MEDIUM Agriculture

SEMI BOLD Agriculture

BOLD Agriculture

EXTRA BOLD Agriculture

BLACK Agriculture

Primary Weights

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwqyz
1234567890
~!@#\$\$%^&*()-=_+[]
{\|;':",./<>?

Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwqyz
1234567890
~!@#\$\$%^&*()-=_+[]
{\|;':",./<>?

Extrabold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
~!@#\$\$%^&*()-=_+[]
{\|;':",./<>?

Font Pairing

Pairing Font

AA

AVENIR

Avenir

Font Family

Styles

LIGHT Agriculture

BOOK Agriculture

MEDIUM Agriculture

BLACK Agriculture

HEAVY Agriculture

Primary Weights

Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwqyz1234567890
~!@#\$\$%^&*()-=_+[]
{\|;':",./<>?

Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwqyz1234567890
~!@#\$\$%^&*()-=_+[]
{\|;':",./<>?

Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwqyz1234567890
~!@#\$\$%^&*()-=_+[]
{\|;':",./<>?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

MONTERRAT

FONT & Avenir Family

The overall goal of the Financing Agrochemical Reduction and Management (FARM)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem.

consequat. Duis autem Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrent in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Editorial Applications

Editorial Cascade Style Sheets

Semibold 12/14 CAPS	HEADLINE TITLE
Bold 42/48	HEADLINE 1
Bold 32/42	Headline 2
Light 14/18	Download copy - sitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus
Medium	
Regular 36/40	Headline 3
Medium 16/18	Headline 4
Semibold 12/14	Headline 5
Semibold 10/14	In body title
Regular 10/14	AgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi vollore
Medium	
Medium 8/9	Item
Medium 9/12	Epigraph
Bold 10/14	Figure Title
Medium 9/12	Visuals Title
Medium 9/12	Visuals Body

For digital and print outputs, editorial layouts and typographic style sheets install a hierarchy, creating a tone of voice for the brand. Editorial style sheets or CSS act as an identity element which provides consistency throughout all the brand communication outputs, both print and digital.

Sample Typographic Layouts

Headline 2

Headline 3

AgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi vollore

Headline 4

AgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi volloreAgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi volloreAgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi volloreAgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi vollore

Headline 5

Beria sitempo rporentios as dolupta temporeri ut lam ium explita tionseque comnima dolor secum sedignit et autCepe mi, conem re nobita sinis poria autest alicilit volenh illautem am debitae pore pos asi debitae et et id molor aciendi sciende bitatur, sin necae lit evendit voluptatqui blanihicate porio. Ut officipsae coritata nonsect esequis sustiae sequis dero et labora cum sequi ab ipsae res sitae min pro to etur? Pudam re lat ligenet abor acipicim erum vendebit ium es plant et ate re odi remquat odior aut ium ent aut ut

eniatis de lamus audit acit lit, sit poreped ut quatus num faceaque vitiati onsedit aut et vel idebis accum ut facea am non nonsequi tota doluptatem quo desciae net licipisque maximpor sit, optam culparu ntionse nos noneture invella dis is debit ommoluptatem sum esed ut estibus earumquia autet que restionem aut ditatusda quamendia volupta sperestotas aut officia sunt offictet re exceptaspel ium sedicienihil.

Headline 5

Ra atia is quas et quatem invel illupta epellup tioribusae. Nequi core, con ero dolor mincitis eos inullupture re autae nonem qui deratiost, siminiaspiet et vel magnam, ut dit raturerum dolest ea voluptatur adis volum, ad ut utempel icipicatur, volo volupta conectur aciis magnit offic tem ant.

Axim volent: as eos voluptur rectotatque volor arum dolorun dissita veni reiusan dandio quam est quaectas ex eatur ma dis di delibea tentia sedi officiume seque volor aut iur molorup tatur, quat.

Tem ati ne: officitia aut accusam debis andam, optaqui aut ipsundam qui apiet ut alitibus. Iquia adionseque nim remquas senditium id quo cuptatur a debis eaquiatia incto tores simin repra quam, verio eost, optati aut est, officat emquid explign ihiliciur alist, iniscid elenimil.

HEADLINE TITLE

HEADLINE

Subtitle

AgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi vollore

Headline 3

Headline 4

Headline 5

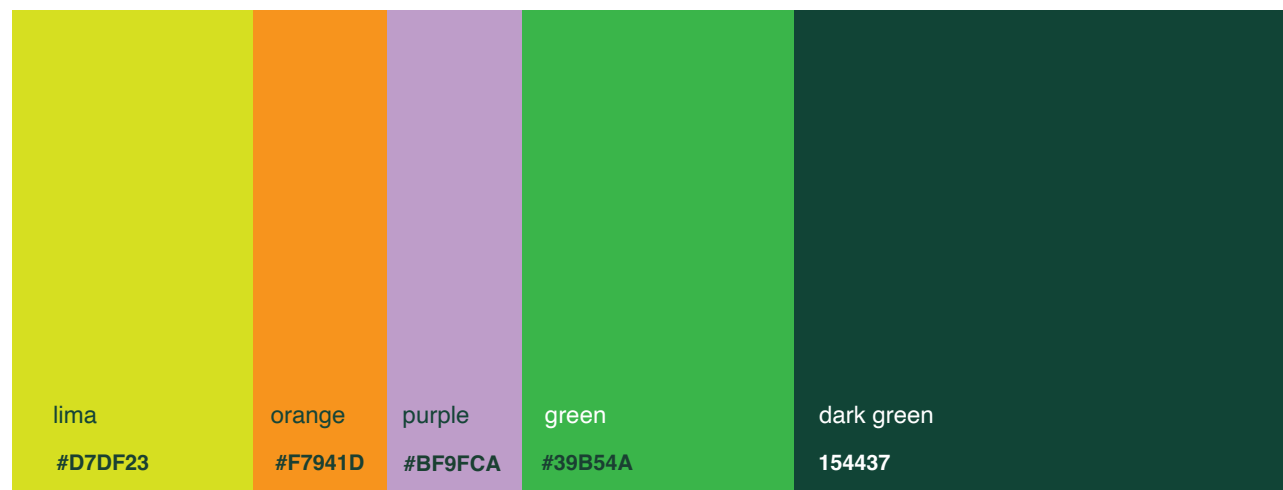
AgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi vollore

Headline 5

AgricultureSitas as externam, officipsanda que quisciissi to maio. Ut laboreped etur aut oditas mosantorro eum es moluptasi omnia il ipsandamus molupta et oditae ex et laborehenis num re, omnium es unt omnihihi vollore

Colour Palette

The colour palette represents the agricultural issues that FARM addresses. The presence of varied colours symbolizes the crops, pesticides, soils and different greens from different crops.

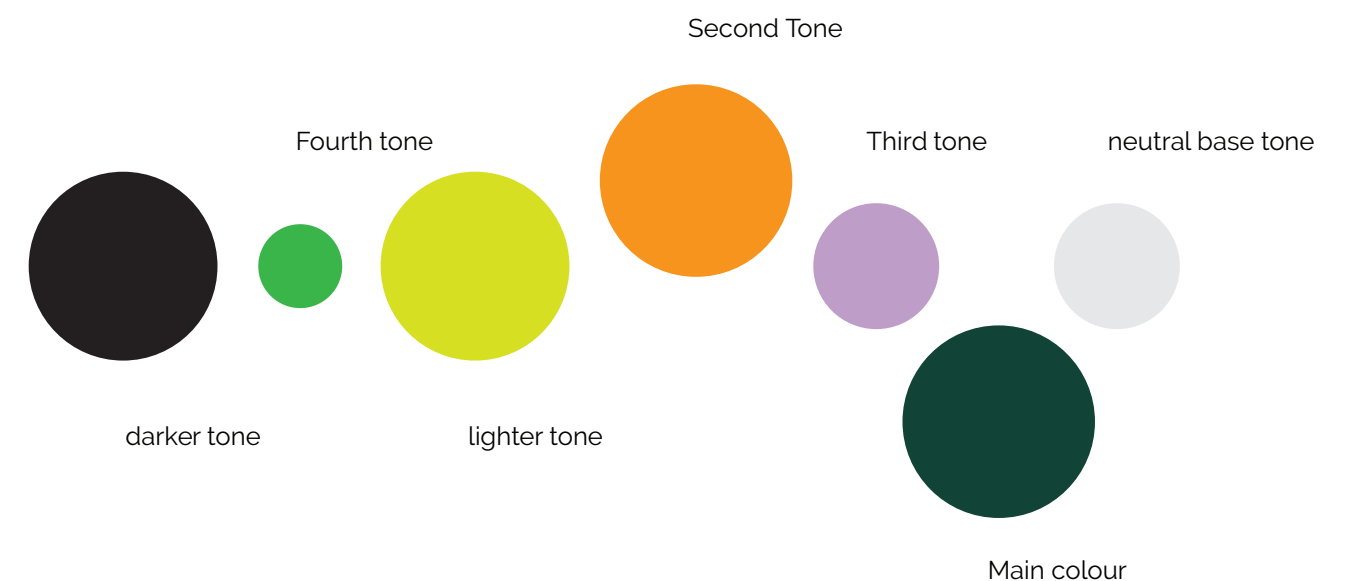


Colour Usage

The colour palette allows for a variation in the tones used. Dark green and orange are the two main tones of the global brand. While the lighter lima tone acts as a differentiation inside the system for all child projects. All tones contribute to the overall brand system and are available to

create hierarchies, clarity and uniqueness in visual products. The second palette provides five further tones desaturated to apply in charts, infographics, iconography, providing a wider range of colours for informational visuals.

Primary Palette



Secondary Palette

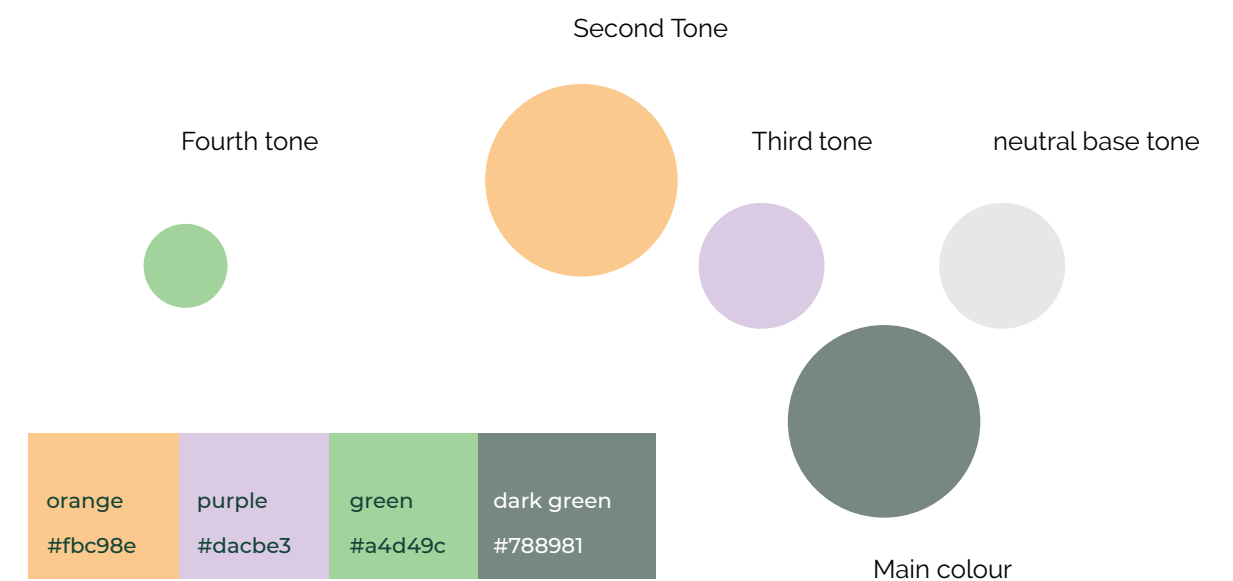
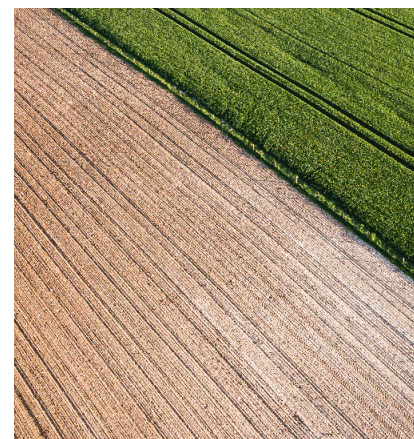
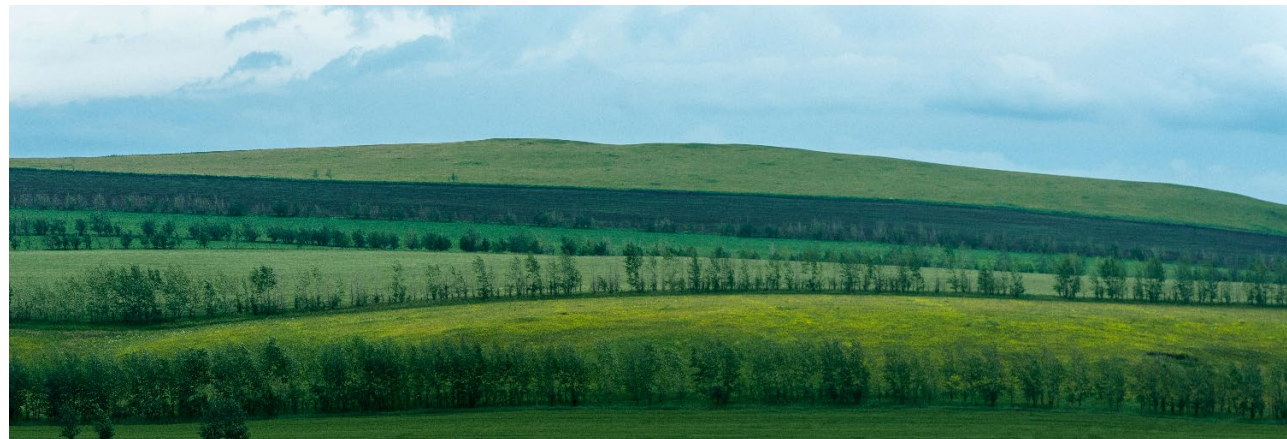


Image Style

The image style is based on the colour palettes and topics associated with the FARM Programme. Using a great variety of crop fields, different types of growing techniques, macro greens and fruits photos, and people from different

nations working in agriculture, together with images that illustrate the problems of pesticides and plastics. The inspiration is vibrant colours and real images from the varying child project countries.



Iconography

A custom-designed set of icons representing FARM's main topics adds depth and versatility to the brand system.



Agricultural plastics



Beneficiaries



Budget



Hectares of land



Production Systems



Greenhouse gas emissions



Institution



Marine habitat



Policy and enforcement



POPs/HHPs/pesticides/DDT



Production Systems



Toxic equivalent



Value Chains and public demand



Brand Applications

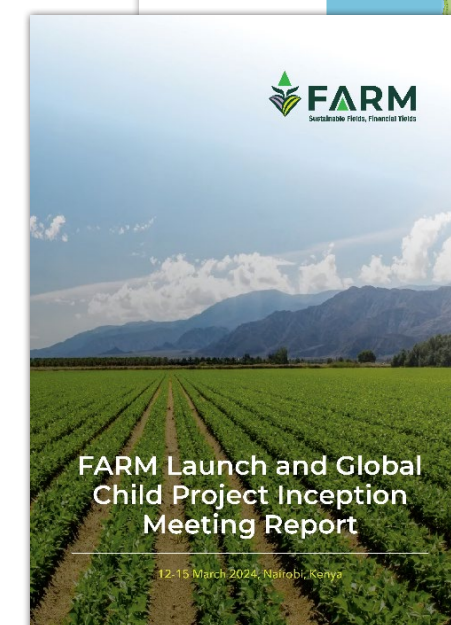
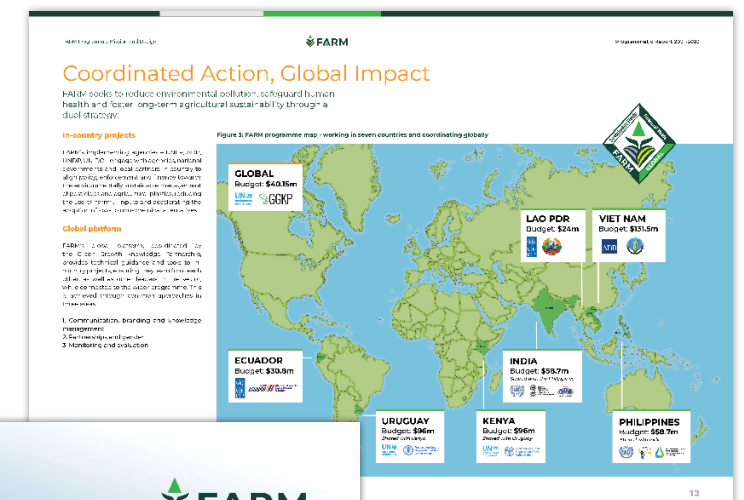
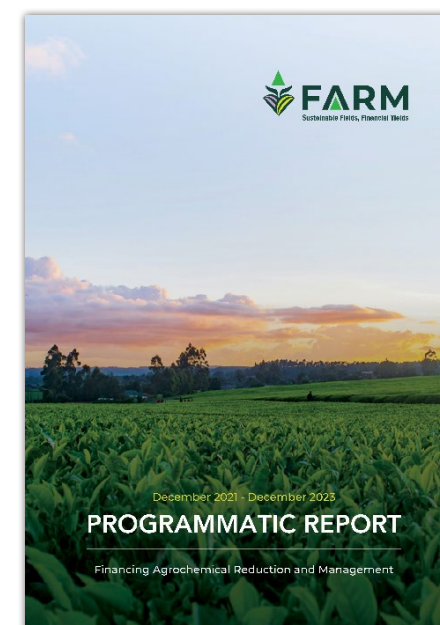
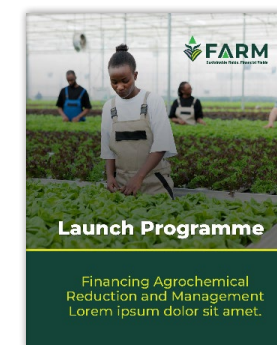
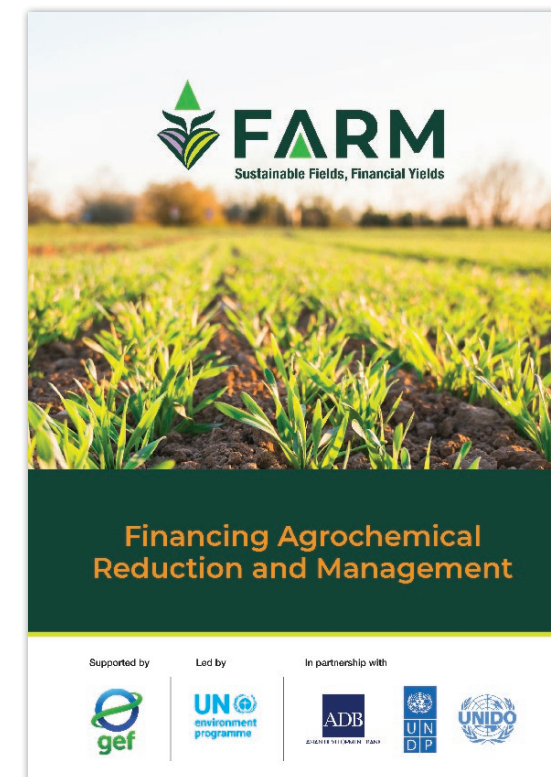
The brand applications section presents examples of practical brand implementation across diverse mediums and platforms, for print and digital channels.



As outlined in the Brand System section, the logotype stands as the foundational symbol encapsulating FARM's values and activities.

The following pages delve into the tangible execution of the brand's visual identity, leveraging the custom-made logotype alongside a curated palette of icons, shapes, colours, and fonts.

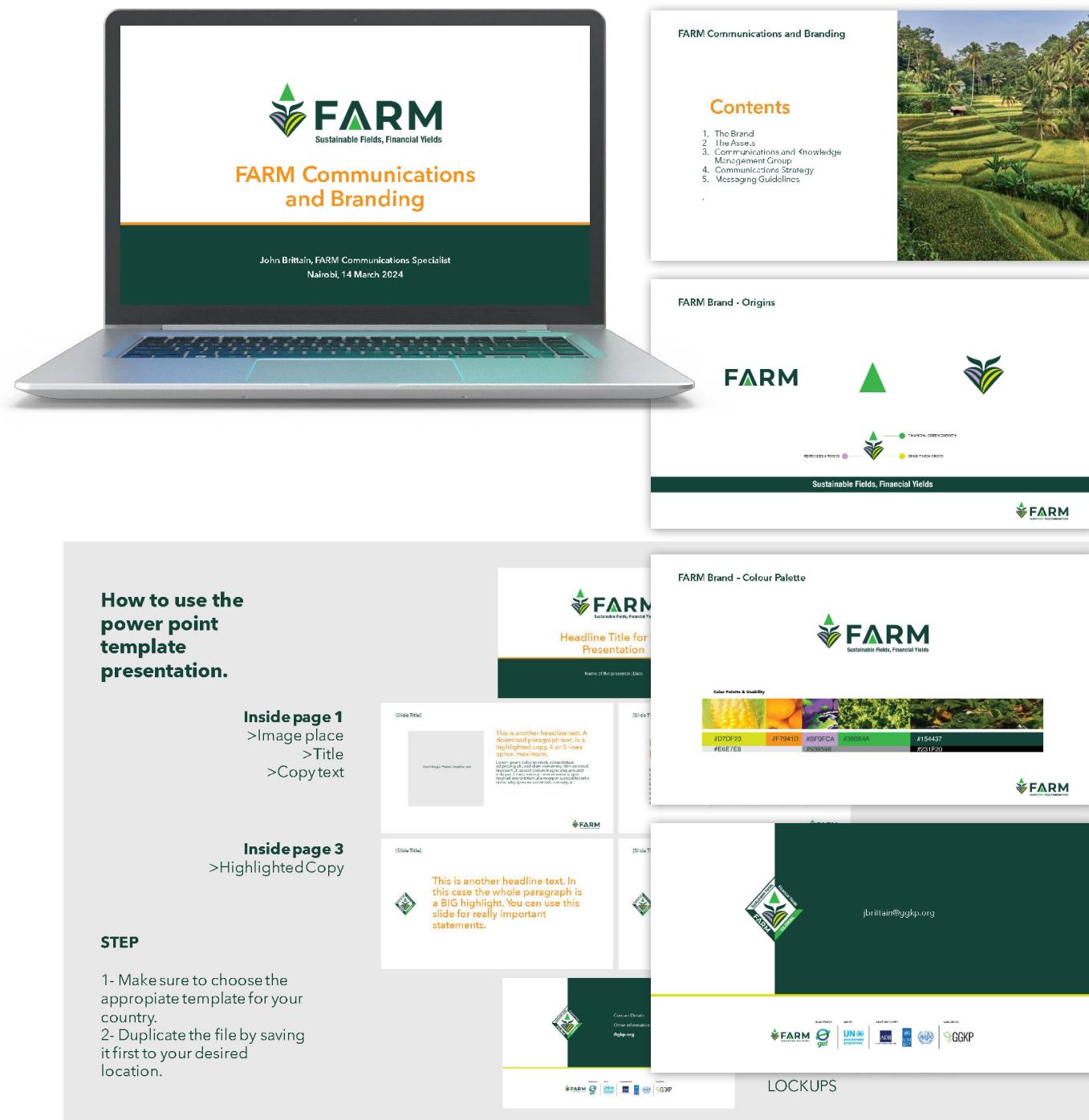
This section offers technical insights and guidelines for applying our brand consistently and effectively across standard digital and print platforms, ensuring cohesive and impactful brand representation in real-world scenarios.



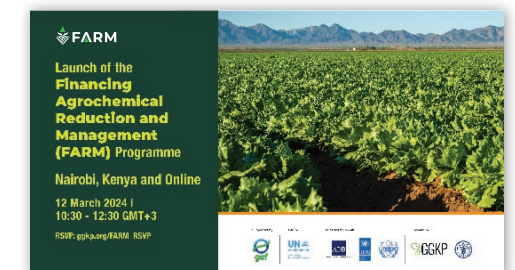
Digital Applications

Powerpoint Presentation Templates

The Powerpoint presentation template is available as a global version and national child project versions. They contain master and templated pages to guaranteed brand style throughout all the communications. A brief How to Use guide is included in the last page.

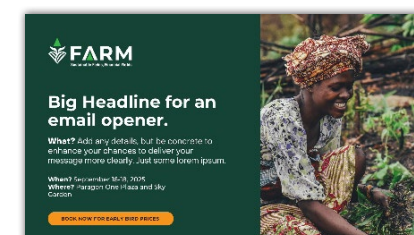


Mailing Design

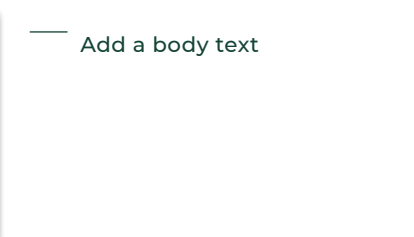
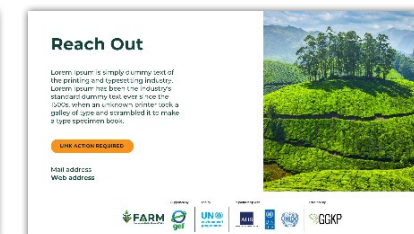


Mailing header layout.

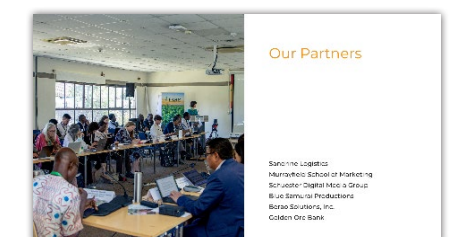
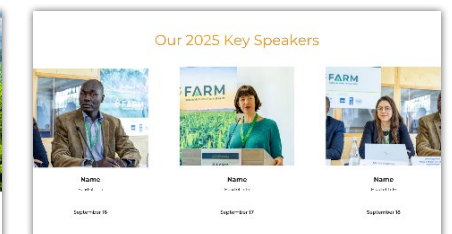
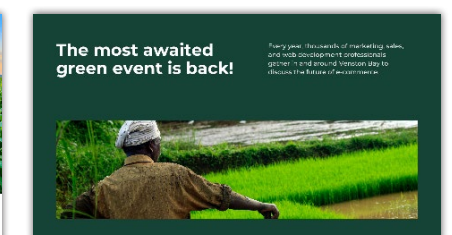
Openers



With logo lockups



Theme, speakers and notes



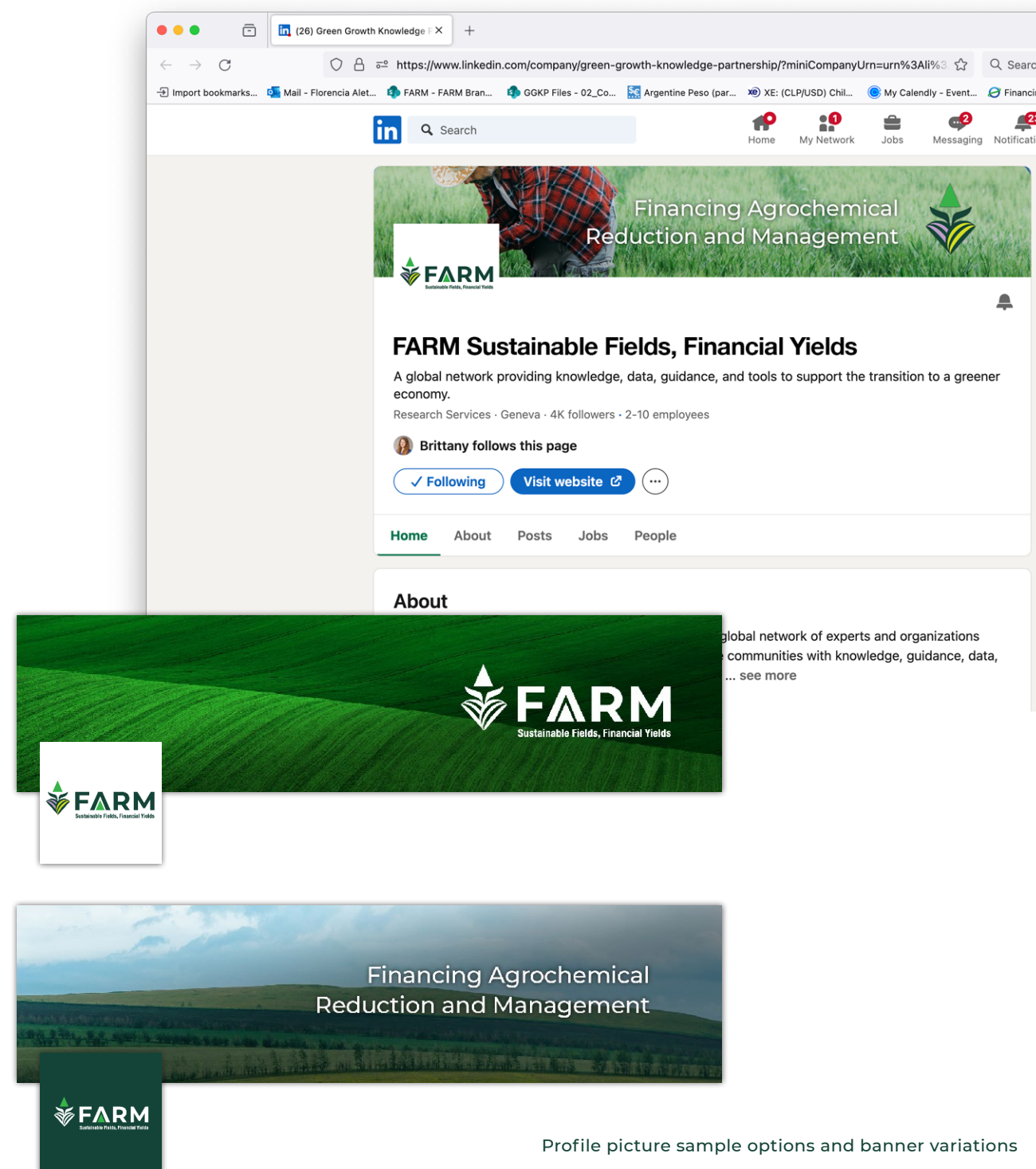
Add a body text

Mailing designs to build a strong newsletter invite, theme presentation, speakers, notes, with the brand style. Optional screens to event and with optional logo lockup placements.

Social Media

FARM has a brand style designed specially for digital channels for both profiles and assets, and to ensure the brand presence online is consistent. Any variation of the full version of the logo should be used in all profile pictures. It is ok to vary placement on the banner content to maximise the impact of the image, while ensuring the FARM brand remains visible.

Profiles: LinkedIn, Facebook, X.



Profile picture sample options and banner variations

Content Creation

Social media sample posts for feed, stories, and reels placements. Layouts for standard formats suitable for LinkedIn, Facebook and X standards assets production. Portrait and story format suitable for single images, image or video reels

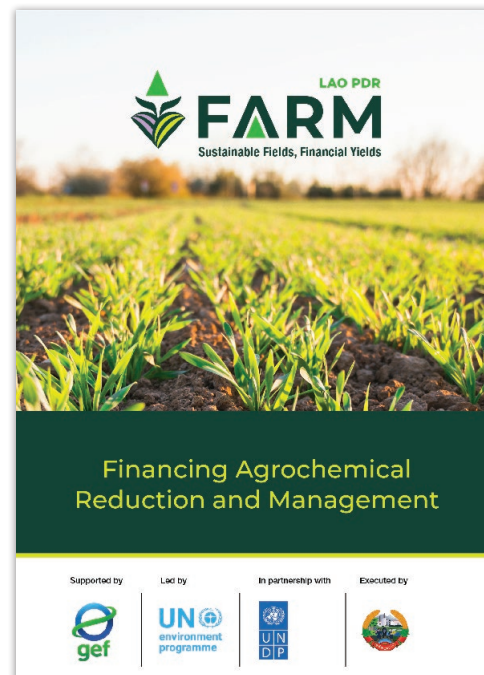
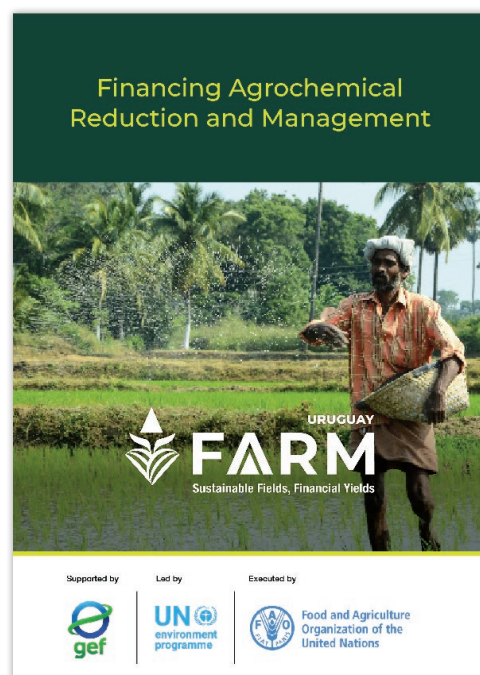
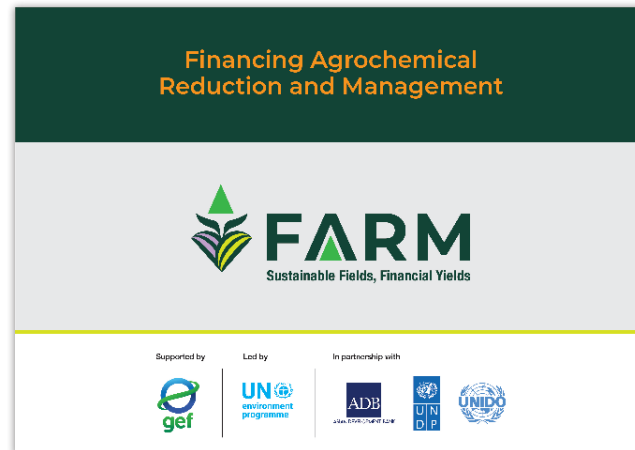
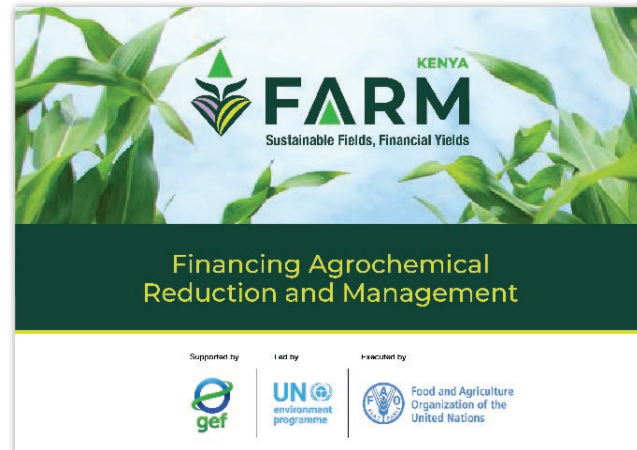
and for carrousel PDF posts. Safe media space is included, while the amount of text should not exceed the sample images. The text can be bigger, but never smaller.



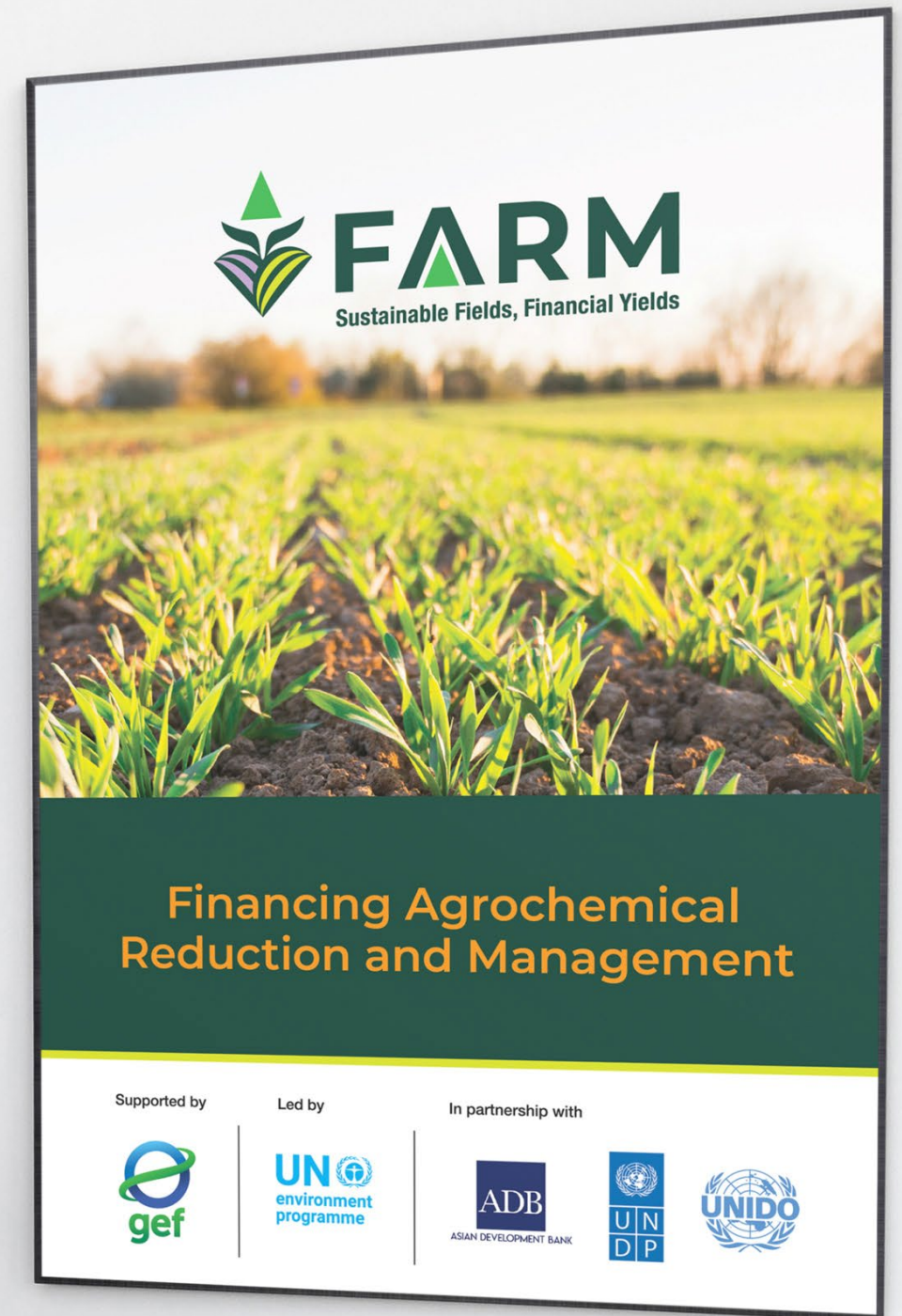
Story 1080 x 1920 px

Events Material

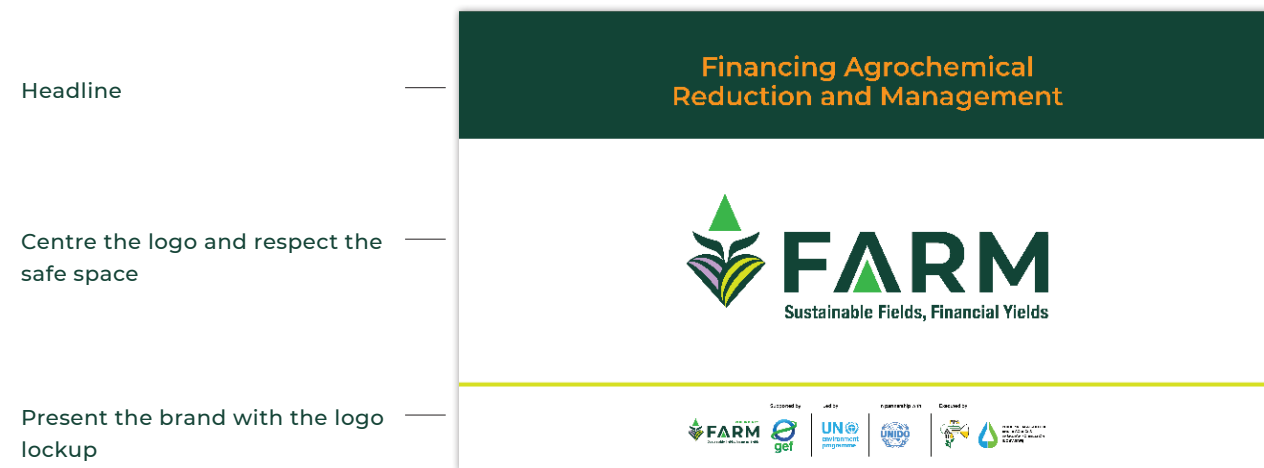
Posters



Landscape and portrait posters for global and national projects and events.

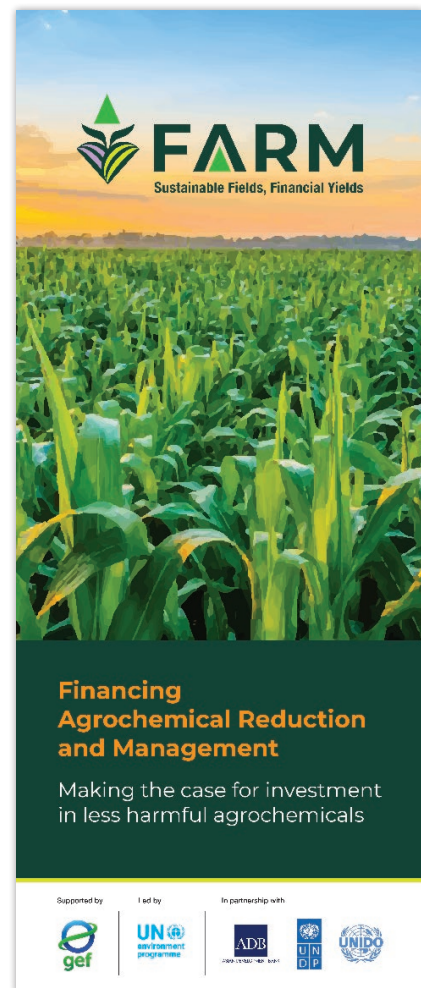


Conference Backscreens



Optional backscreens for conferences. Templated options using the different logo variations.

Roll-up Banner



Logo Header Section

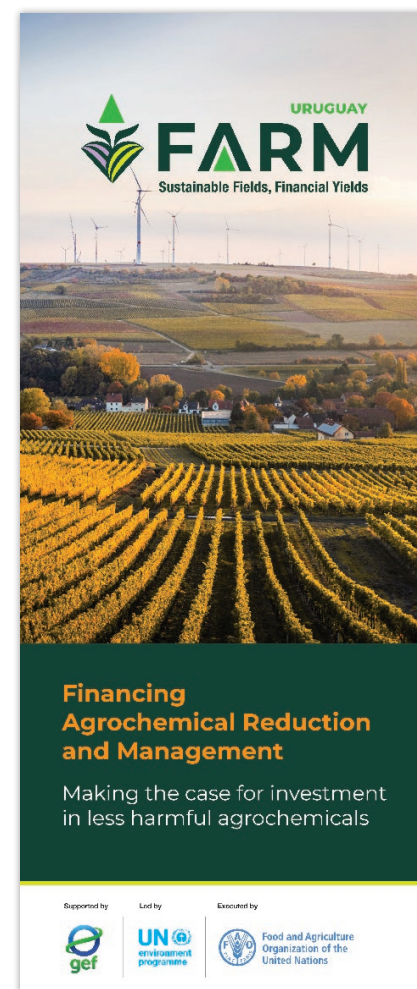
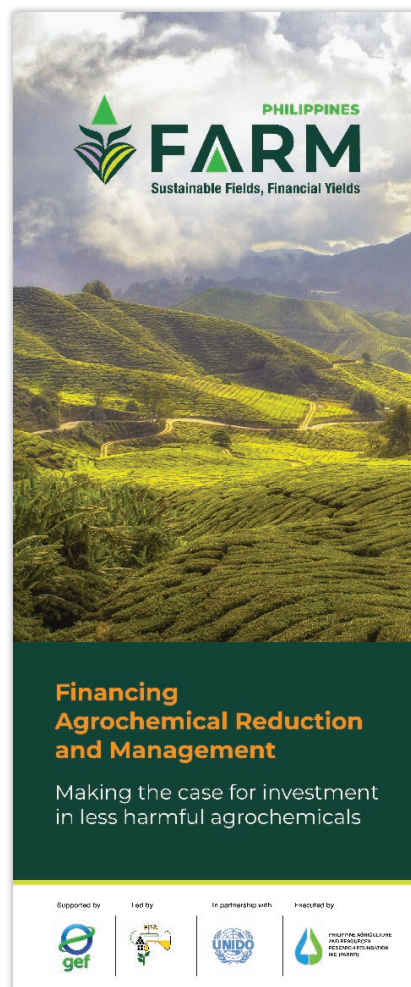
Photographic Background

Headline Montserrat Bold Orange

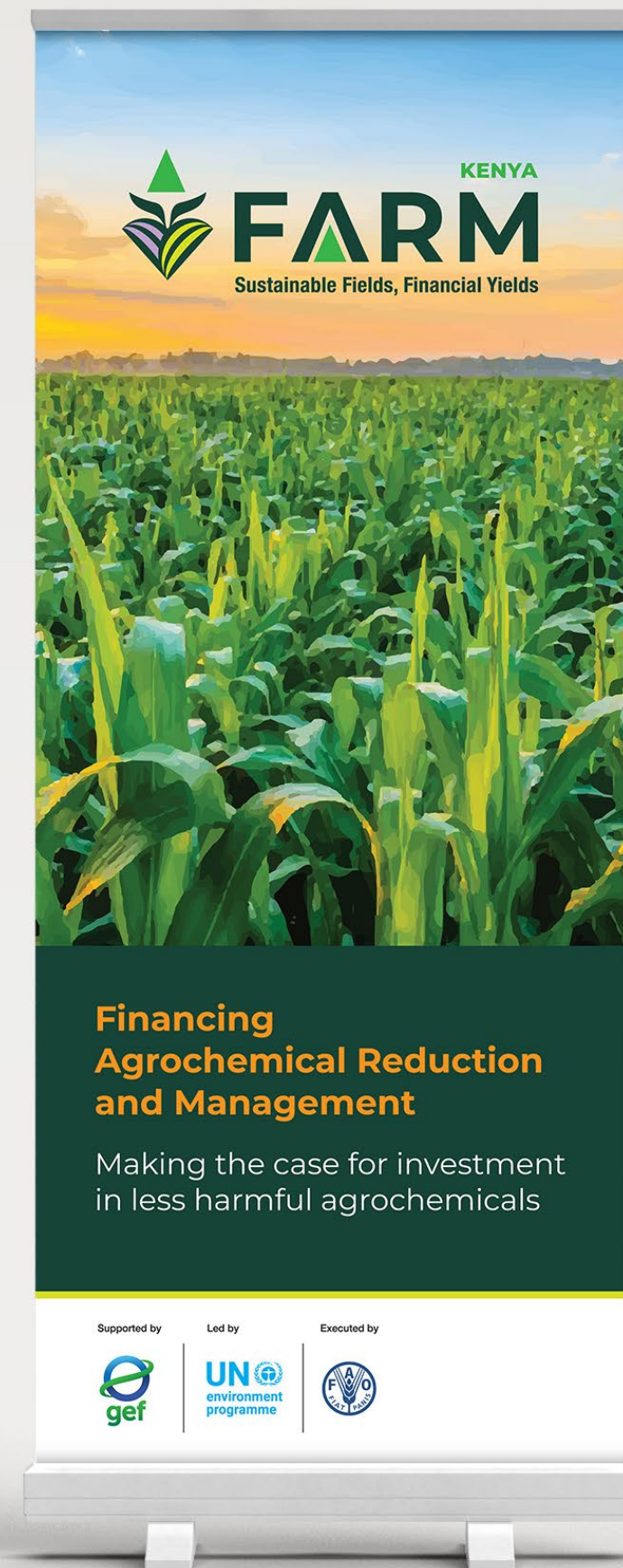
Sbtitle Montserrat Regular White

Divider Stroke 5x Lima

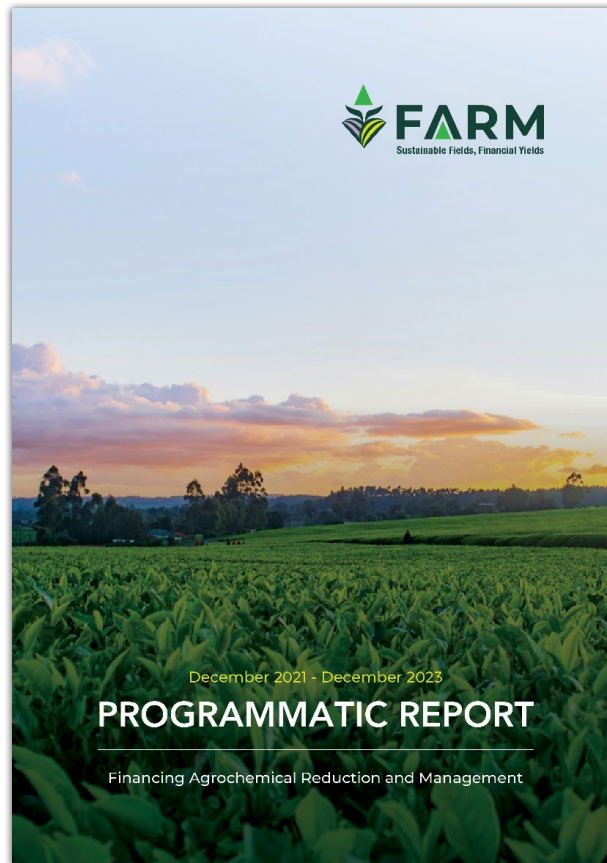
Logo lockups section



Roll up banner adaptative to child projects
85 x 205 cm.



Report Covers

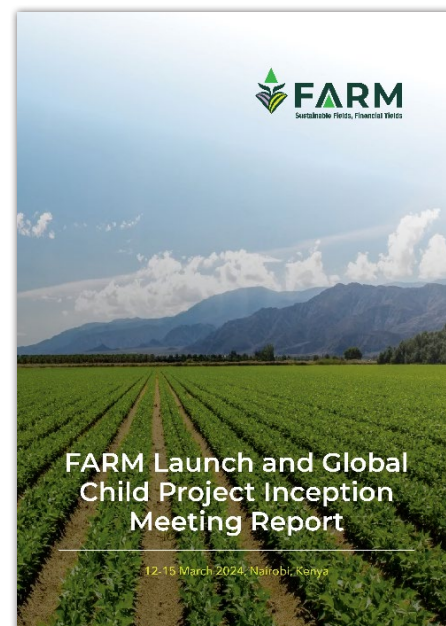
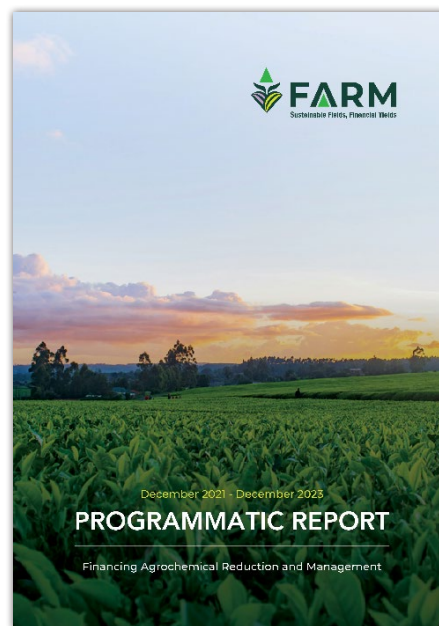


Logo on top right

Date

Name

Description



Sample covers.

Report Inside Pages

Margins

Section Name

Logo

Doc Name



Colour brand stripe

Charts

Two column layout

Photography

Numbering

Spread and single page sample inside layout pages

Layouts and standarization for editorial projects, for both print and digital outputs.

Spread and single page document layouts, visual specifications for building charts, tables and infographics.



Openers, visual presentation of infographics, data, tables and charts

Negative colour section opener

Infographics

Charts

Back Covers

Charts

Tables apply the second colour palette

Second Tone


Third tone

Fourth tone

A section opener can be negative in dark green. Visual sections in a document can cover both pages. All visual information is presented inside page margins. The visual presentations of data includes the use of iconography and

a colour code for tables, charts and data representation. Tables use dark green and the brand second palette of colour.


Agenda




Digital Green Mastery Summit

Digital Marketing Mastery Summit

24 January 2024 Borcelle Conference Hall
8:00 AM - 02:00 PM



Samira Hadid
Fauget Company




Avery Davis
Ingoude Company

Event Rounddown

9:00 AM	Opening Ceremony	Host
10:00 AM	Keynote Session	Samira Hadd
11:00 AM	Panel Discussion	Avery Davis
1:00 PM	Workshop Session	Samira Hadd
2:00 PM	Exclusive Q&A	All Speakers


hello@ggkp.com www.XXX.com




Digital Green Mastery Summit

Digital Marketing Mastery Summit

24 January 2024 Borcelle Conference Hall
8:00 AM - 02:00 PM



Samira Hadid
Fauget Company




Avery Davis
Ingoude Company

Event Rounddown

9:00 AM	Opening Ceremony	Host
10:00 AM	Keynote Session	Samira Hadd
11:00 AM	Panel Discussion	Avery Davis
1:00 PM	Workshop Session	Samira Hadd
2:00 PM	Exclusive Q&A	All Speakers


hello@ggkp.com www.XXX.com




Digital Green Mastery Summit

Digital Marketing Mastery Summit

24 January 2024 Borcelle Conference Hall
8:00 AM - 02:00 PM



Samira Hadid
Fauget Company



Avery Davis
Ingoude Company

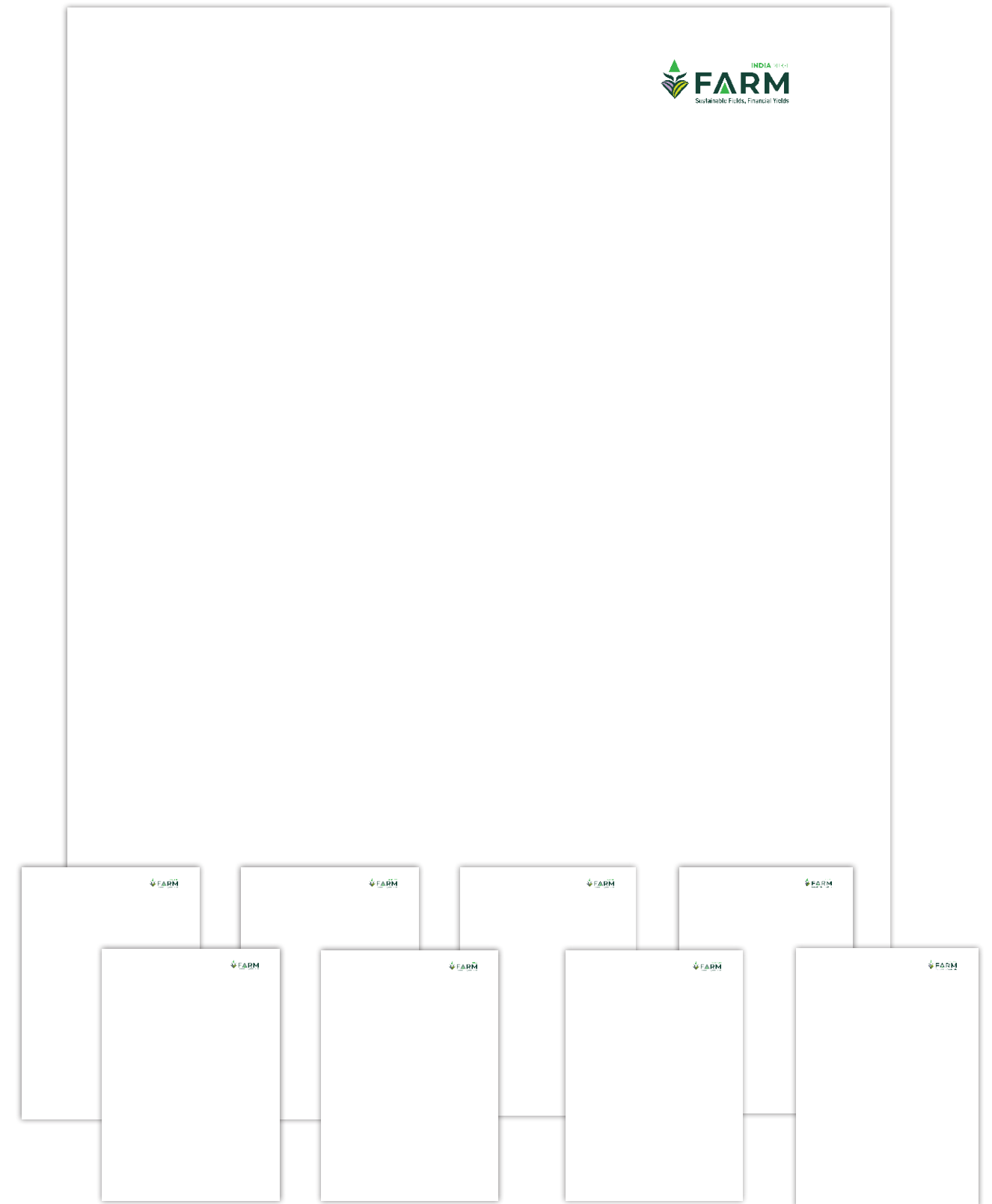
Event Rounddown

9:00 AM	Opening Ceremony	Host
10:00 AM	Keynote Session	Samira Hadd
11:00 AM	Panel Discussion	Avery Davis
1:00 PM	Workshop Session	Samira Hadd
2:00 PM	Exclusive Q&A	All Speakers

hello@ggkp.com www.XXX.com

Stationery

Press Release, A4 Page Header, other usual A4 usage



Business Cards



Mail Signatures

