



Farmfront Group Brand toolkit

VERSION 1.0 — DECEMBER 2023

Welcome

Our brand is our foundation.

It defines and guides us, keeping
our efforts on track and on point.

These fundamentals influence
our company culture, the way we
communicate and the experience we
create for everyone we partner with.

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Capturing Farmfront's unique role and value.



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Brand Positioning

Capturing Farmfront's unique role and value.

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Our Purpose

Why we exist. Our driving force and measure of success.

In today’s world, improvements in irrigation efficiency are critical to supporting farmers worldwide in addressing the challenges posed by climate change and water scarcity.

Farmfront exists to drive this improvement.

Integrating market leading technologies and deep agricultural expertise, Farmfront ensures that farmers have access to the irrigation solutions they need to improve their water efficiency and grow more profitably and sustainably.

Our ultimate goal is to help farmers build stronger farms through better irrigation.

Note: our purpose as our tagline.

Better Irrigation • Stronger Farms

Smart
Adaptable
Fit for farm
and future

Sustainable
Profitable
Ready and
resilient

Our Positioning

Who we are, what we do and the unique value we deliver.

Use when introducing Farmfront, to explain our role in the irrigation market and the range of solutions and services we provide.

We are the world's leading irrigation platform.
Changing how we farm in a changing world.

Farmfront brings together world leading irrigation providers to deliver better irrigation on a global scale.

Integrating market leading technologies and deep agricultural expertise, we provide farmers with the complete solutions they need to face the challenges of the future and grow more profitably, efficiently and sustainably.

Our Name

Our name says it all.

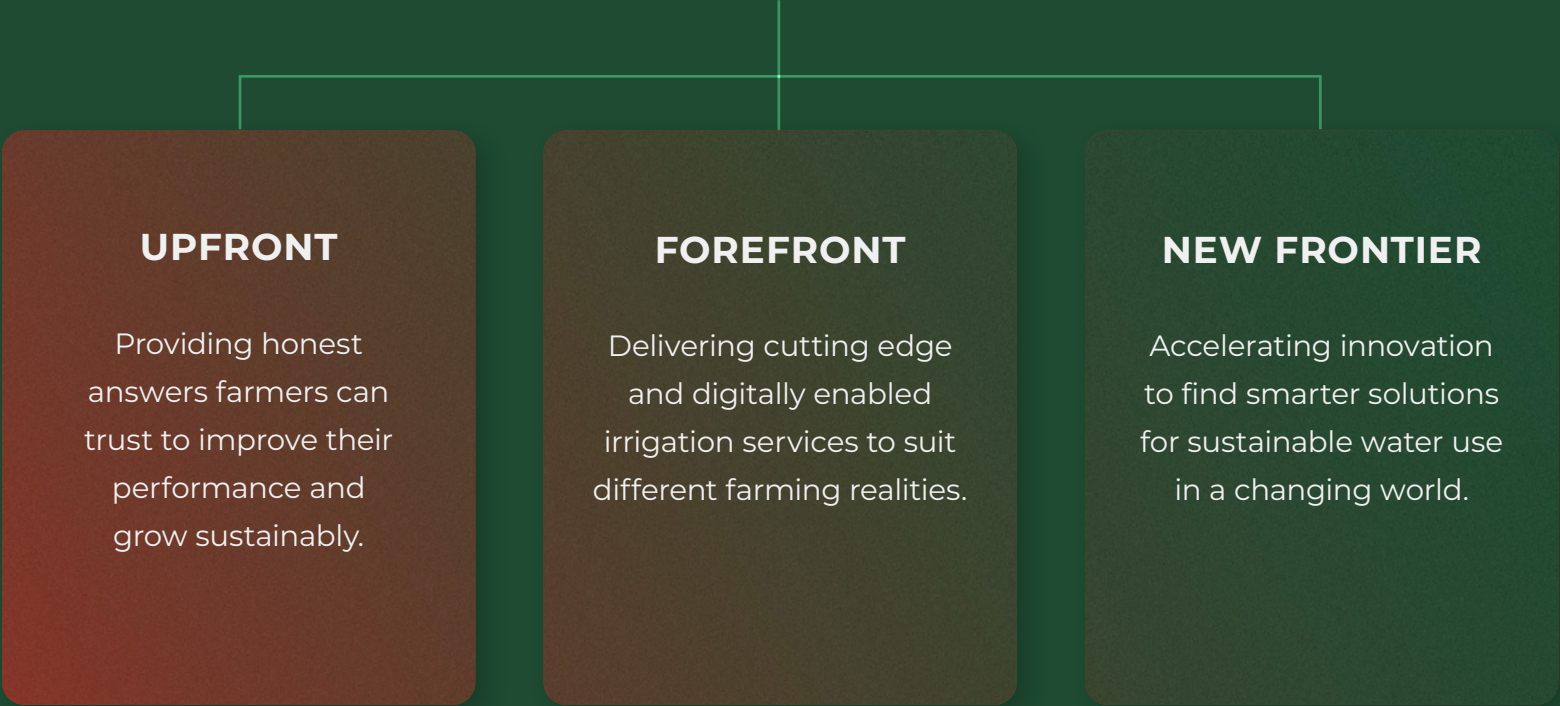
We **partner** at the Farmfront of irrigation.

We **work** at the Farmfront of irrigation.

We **innovate** at the Farmfront of irrigation.

It keeps us grounded and focused on exactly where we need to be and intend to go.

It is also an invitation to everyone to join us at the Farmfront.



Our Story

Our core narrative.

- Highlighting the challenges we exist to tackle and solve.
- Emphasising our unique position in the irrigation market.
- Summarising the range of irrigation solutions and services we offer.
- Reinforcing our strong sense of purpose – to build stronger farms through better irrigation.

Farmers have always been vulnerable to unforeseen forces, forces beyond their control.

Communities are finding it hard to rely on traditions they could always count on.

Resources are at risk.
Weather is extreme.
Rain is unreliable.
The data sets are new.

At the same time, government targets and consumer preferences demand agriculture grows smarter to supply growing populations more sustainably.

Improving and innovating irrigation at a global scale is how we meet these challenges. Helping farmers become more responsive and resilient, strengthening each farm’s ability to thrive in a more dynamic world. Building stronger farms through better irrigation.

- Better irrigation raises the level of what our fields can produce, while using less water and fewer chemicals.
- Better irrigation responds in real time to circumstances that are always evolving, leveraging technical expertise and digital insight.

That’s why we’ve created an international irrigation group to change how we farm in a changing world. To unite complementary technologies, accelerate the development of new solutions, advocate for vital support and higher standards, and advise farms in a holistic way on their irrigation problems, from the simple to the most complex.

Providing honest answers farmers can trust to prosper today, tomorrow, and always.

Join us at the Farmfront of irrigation.

Our Values

Shared beliefs that shape our decisions and guide our actions – collectively and individually.

These values complement individual company values and raise the bar – distinguishing Farmfront companies from others in the market.

GUIDES OUR APPROACH

OBJECTIVE
Fair & Factual

ATTENTIVE
Close & Collaborative

ADAPTIVE
Ready & Responsive

INVENTIVE
Experimental & Effective

GUIDES OUR ACTIONS

Our Farmfront Family

Farmfront is the largest player in mechanical irrigation in Europe, serving a global market.

The group brings together leading irrigation firms, including Ocmis, Irrimec, Otech, and RKD, into a coordinated platform.*

Farmfront Group companies are independently operated and managed, additionally benefiting from the scale and resilience of Farmfront's network and resources.



*CORRECT NOVEMBER 2023

Brand in Action

Visual examples of Farmfront presence and impact.

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Discover more
Farmfront.com

The world's leading irrigation platform. Changing how we farm in a changing world. Farmfront brings together world leading irrigation providers to deliver better irrigation on a global scale.



Farmfront
BETTER IRRIGATION • STRONGER FARMS

Visit us at EIMA 2024 – PAD 33 • STAND A3

Working Together at the Farmfront of Irrigation

ESPERIENZA **GLOBALE**
GLOBAL EXPERIENCE



Esposizione Internazionale di Macchine
per l'Agricoltura e il Giardinaggio

6-10 Novembre/November 2024



eima
 international
 TWENTY - TWO



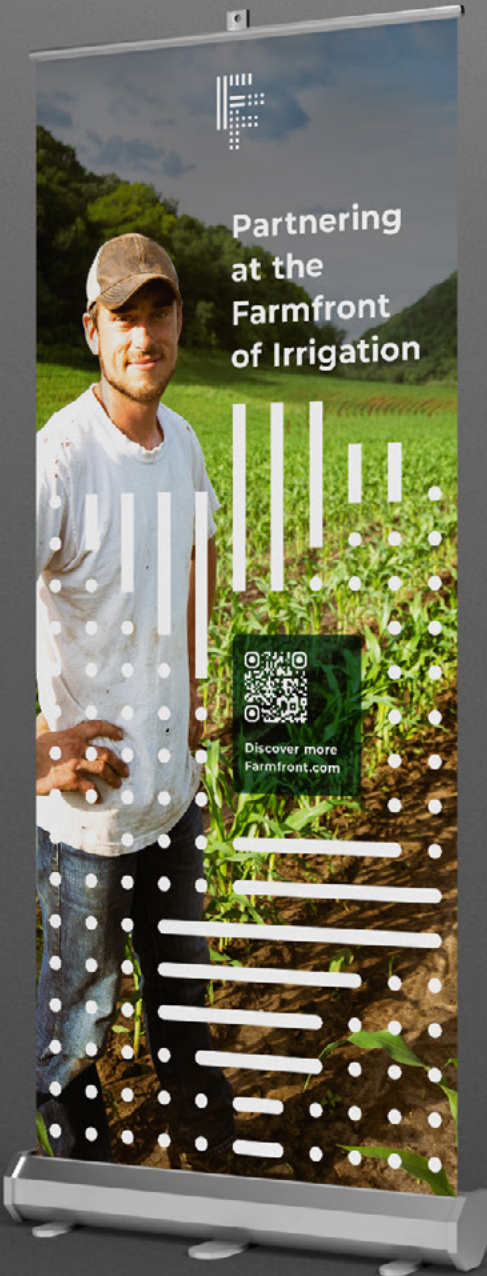
Farmfront
BETTER IRRIGATION • STRONGER FARMS

Large Scale





Banners



Exterior Signage



Tote Bag



Business Card

Physical business cards remain a key communication tool, e.g. at industry events, to quickly share key contact details, example employee here.



Hoodie



Polo Shirts



Umbrella



Water Bottles



Note Book



Logo Cap



Emblem Cap



Pens



Enamel Badge



Debossed Logo



Brand Elements

Farmfront's distinctive brand identity principles.

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Our Logo

The Farmfront Logo is made up of two elements – the Emblem and the word Farmfront.

The Emblem is used as a shorthand in some situations, e.g. Favicon, social media profiles etc.

These appear together in a fixed relationship, the word Farmfront must not be used on its own or distorted in any way.



Our Logo – In a fixed relationship

Our Logo

— Variants

The primary version uses a colour gradient across ‘Farmfront’ with the first F in the Emblem in Earth Red and the other in Crop Green.

On all dark coloured backgrounds or suitable imagery, we use a white version of the Logo. A black Logo is used for reproduction purposes, e.g. etching into a material.

We always write Farmfront in ‘Sentence case’, and as one word – Farmfront – and there is no vertical version.

Master artwork for the Farmfront Logo is supplied in various formats, e.g. SVG and PNG. Please refer to artwork folder for the correct Logo for your application — screen use or printed materials.

The Logo has been specially created, so always use the artwork supplied and never create your own Logo or alter the provided artwork. ‘Don’t do this’ examples [here >](#)

PRIMARY LOGO — FOR USE ON DARK BACKGROUNDS/ IMAGERY (LIGHT GREY)



PRIMARY LOGO — SINGLE COLOUR VERSION (DARK GREY)



LIMITED USE LOGO — WHITE AND BLACK VERSIONS



Our Logo

— Clear Space

Clear space

To ensure that the Logo stands out, it is important to position it within an adequate area of clear space.

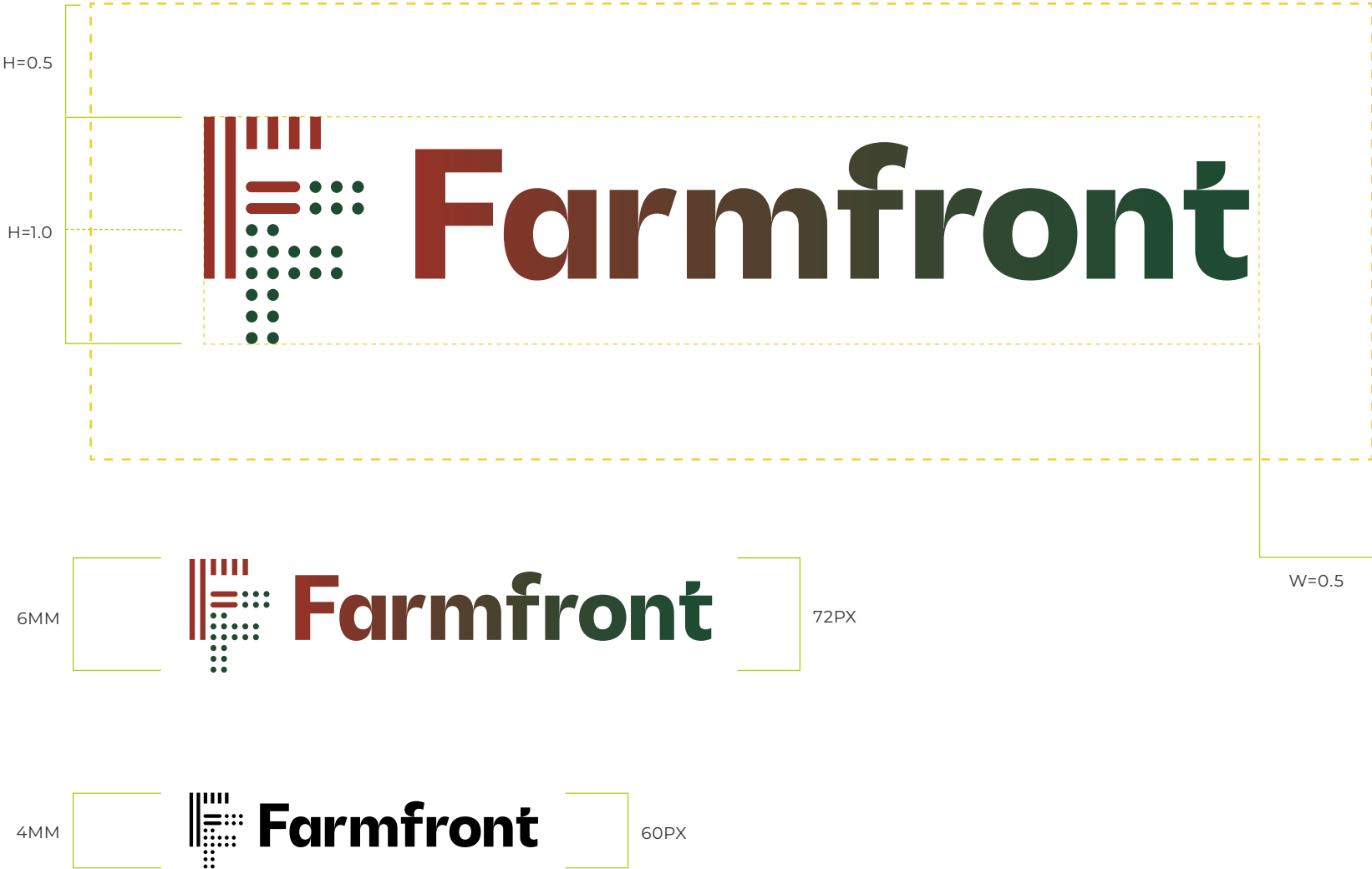
The recommended minimum clear space is shown here by the dashed lines – this is half (50%) the height of the Emblem in the Logo on all sides.

Nothing should intrude into this area, e.g. type or graphic shapes.

Please note: At all times please ensure the readability and legibility of the Logo – the Logo can be larger than the minimum size.

Recommended minimum sizes

Please do not use the Logo under 60px in height for screen use (to be reviewed and updated as required) or 4mm in height for print use — there may be exceptions. Always check that the Logo is legible at 100% in real life use.



Our Logo

— Animation

Logo reveal version

Animations have been created using the Farmfront Logo in 16:9 ratio. In this version the Logo is revealed and then holds on-screen, as shown here.

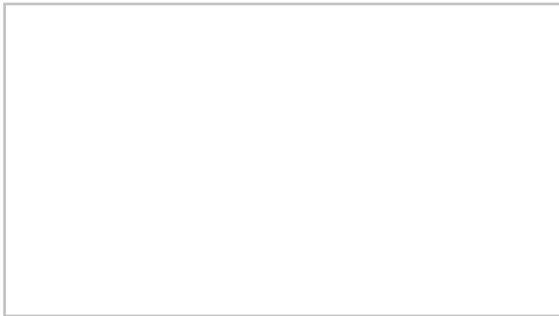
The file names for these are:

Farmfront_Logo on White-16x9.mp4

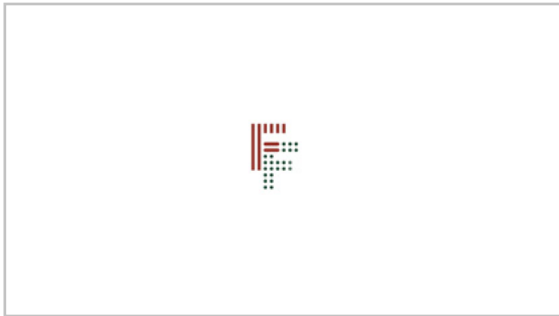
Farmfront_Logo on Gradient-16x9.mp4

There are two versions of this animation – a White and textured Gradient background version.

The After Effects Project (.aep) folder is available for use on future videos, animations and alterations, as required.



000 — START SCREEN



001 — EMBLEM REVEALED FIRST



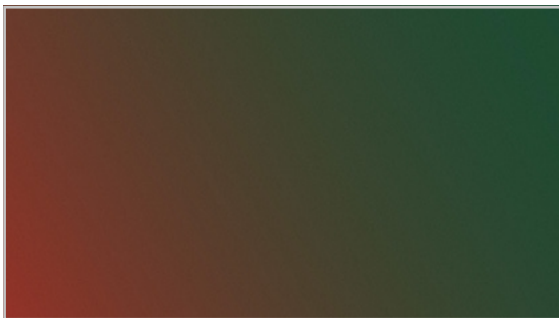
002



003



004 — END SCREEN



GRADIENT VERSION — 000 — START SCREEN



004 — END SCREEN

Our Logo

— 1:1 Animations

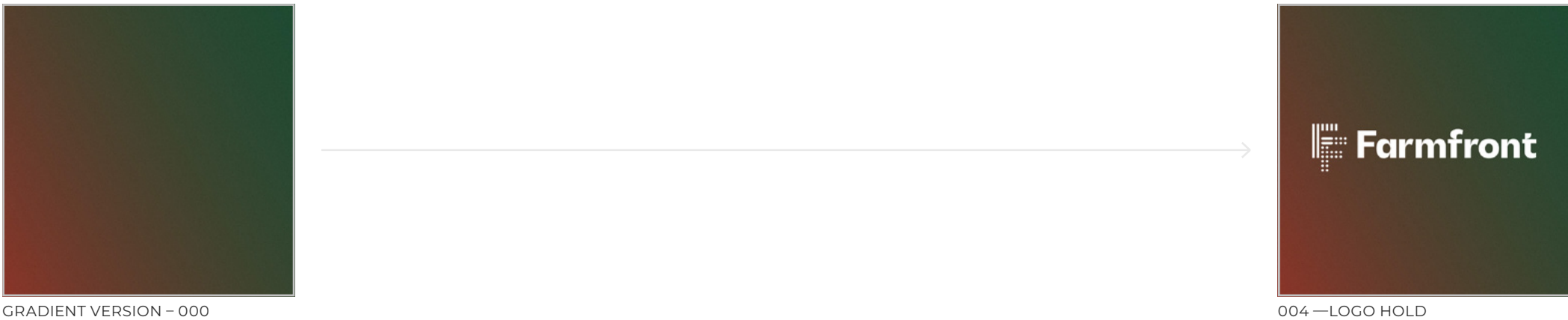
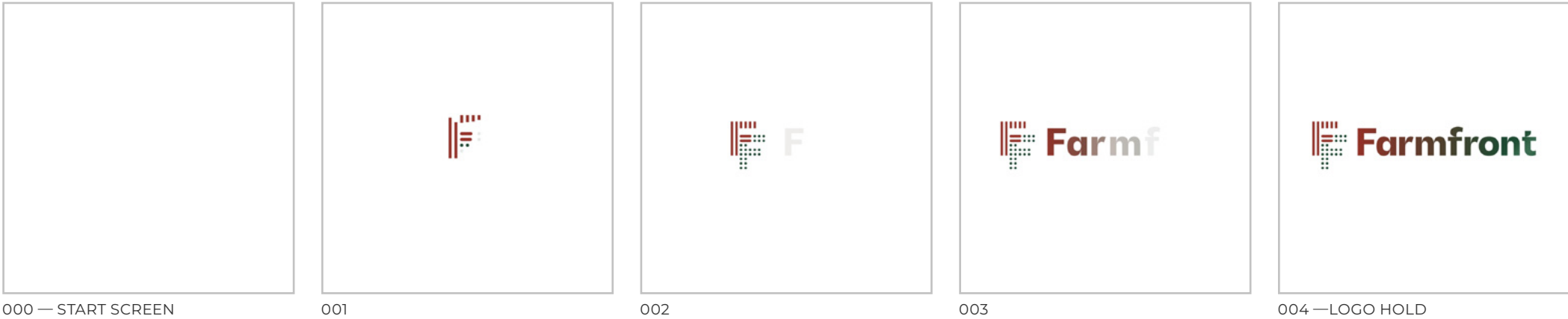
Square format: Logo hold version

In addition to the 16:9 (HD) format versions we have the animations in a square (1080px) format:

Farmfront_Logo on White-1x1.mp4

Farmfront_Logo on Gradient-1x1.mp4

The After Effects Project (.aep) folder is available for use on future videos, animations and alterations, as required.



GRADIENT VERSION -

Our Tagline Logo

The Farmfront Logo with tagline uses three elements – the Emblem and the word Farmfront plus the line “Better Irrigation. Stronger Farms.”

The Emblem is used as a shorthand in some situations, e.g. Favicon, social media profiles etc.

The Logo is a fixed relationship and must not be distorted in any way.



Tagline – In a fixed size and position

Our Logo with tagline – In a fixed relationship

Our Tagline Logo

— Variants

The primary version uses a colour gradient across ‘Farmfront’ with the first F in the Emblem in Earth Red and the other in Crop Green. The line “Better Irrigation. Stronger Farms.” is in Crop Green as shown here.

On all dark coloured backgrounds or suitable imagery, we use a white version of the Logo. A black Logo is used for reproduction purposes, e.g. etching into a material.

Master artwork for the Farmfront Logo is supplied in various formats, e.g. SVG and PNG.

The Logo has been specially created, so always use the artwork supplied and never create your own Logo or alter the provided artwork. ‘Don’t do this’ examples [here >](#)

PRIMARY LOGO — FOR USE ON DARK BACKGROUNDS/ IMAGERY (LIGHT GREY)



PRIMARY LOGO — SINGLE COLOUR VERSION (DARK GREY)



LIMITED USE LOGO — WHITE AND BLACK VERSIONS



Our Tagline Logo

— Clear Space

Clear space

To ensure that the Logo stands out it is important to position it within an adequate area of clear space.

The recommended minimum clear space is shown here by the dashed lines – this is half (50%) the height of the Emblem in the Logo on all sides.

Nothing should intrude into this area, e.g. type or graphic shapes.

Please note: At all times please ensure the readability and legibility of the Logo – the Logo can be larger than the minimum size.

Recommended minimum sizes

Please do not use the Logo under 66px in height for screen use (to be reviewed and updated as required) or 4.4mm in height for print use — there may be exceptions. Always check that the Logo is legible at 100% in real life use.



Our Tagline Logo

— Animation

Logo with tagline reveal version

Animations have been created using the Farmfront Logo in 16:9 ratio. In this version the Logo is revealed and then holds on-screen, as shown here.

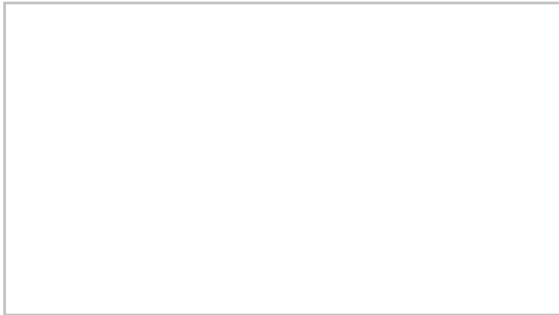
The file names for these are:

Farmfront_Logo-BI-SF on Gradient-16x9.mp4

Farmfront Logo_Mark-Loop_HD_Light.mp4

There are two versions of this animation – a White and textured Gradient background version.

The After Effects Project (aep) folder is available for use on future videos, animations and alterations, as required.



000 — START SCREEN



001



002



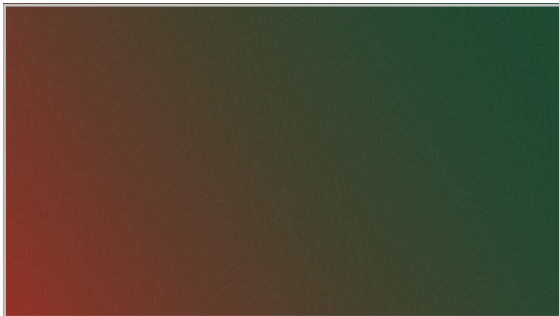
003



004



005 — END SCREEN (HOLD)



GRADIENT VERSION – 000 — START SCREEN



002



005 — END SCREEN (HOLD)

Our Tagline Logo

—1:1 Animations

Square format: Logo hold version

In addition to the 16:9 (HD) format versions, we have the animations in a square (1080px) format:

Farmfront_Logo-BI-SF on White-1x1.mp4

Farmfront_Logo-BI-SF on Gradient-1x1.mp4

The After Effects Project (.aep) folder is available for use on future videos, animations and alterations, as required.



GRADIENT VERSION —

Logo Animation with the Pattern

Logo reveal and hold version

An animation has been created using the pattern in 16:9 ratio only.

In this version the Logo is revealed and Emblem transforms into a full screen pattern which shows the line “Better Irrigation. Stronger Farms.” A shown here (key frames):

Farmfront_Logo-FF-Pattern-BI-SF-FF on White-16x9.mp4

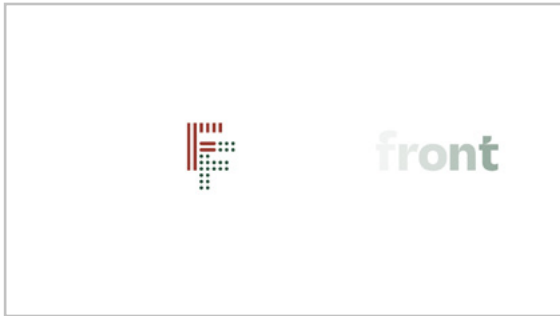
The After Effects Project (.aep) folder is available for use on future videos, animations and alterations, as required.



001 — LOGO ANIMATES IN FROM A WHITE SCREEN



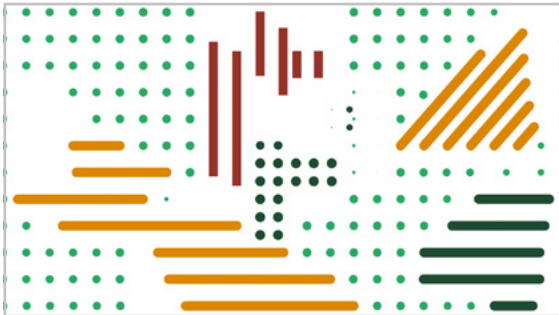
002



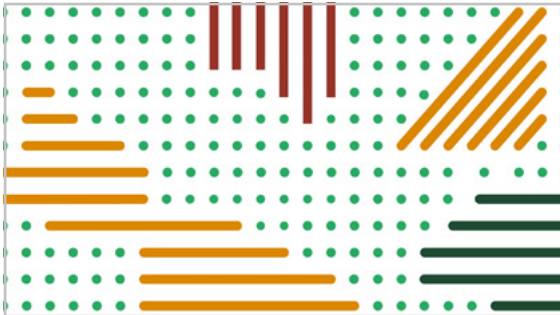
003 — ANIMATES TO LEAVE FF EMBLEM



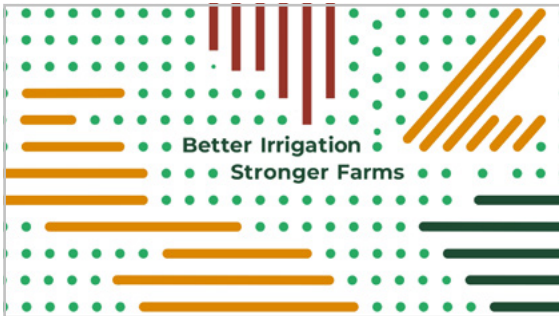
004— EMBLEM CREATES THE PATTERN



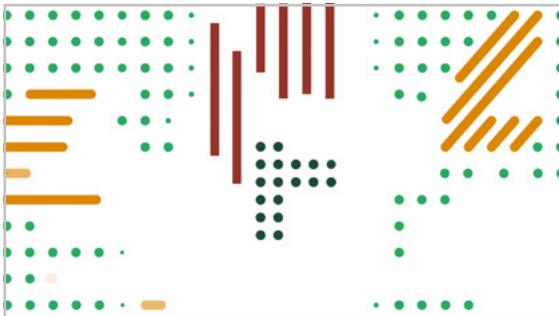
005



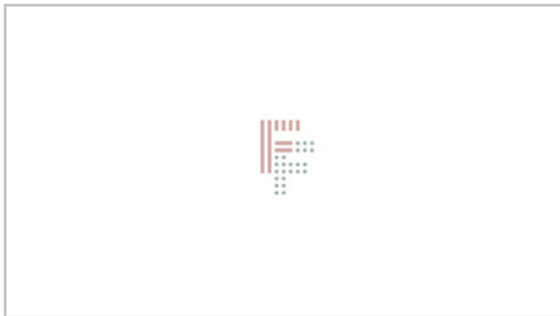
006 – FULL SCREEN PATTERN



007 — REVEALS THE LINE



008 — PATTERN RETURNS TO FF EMBLEM



009 — FF EMBLEM FADES TO WHITE

Business Card

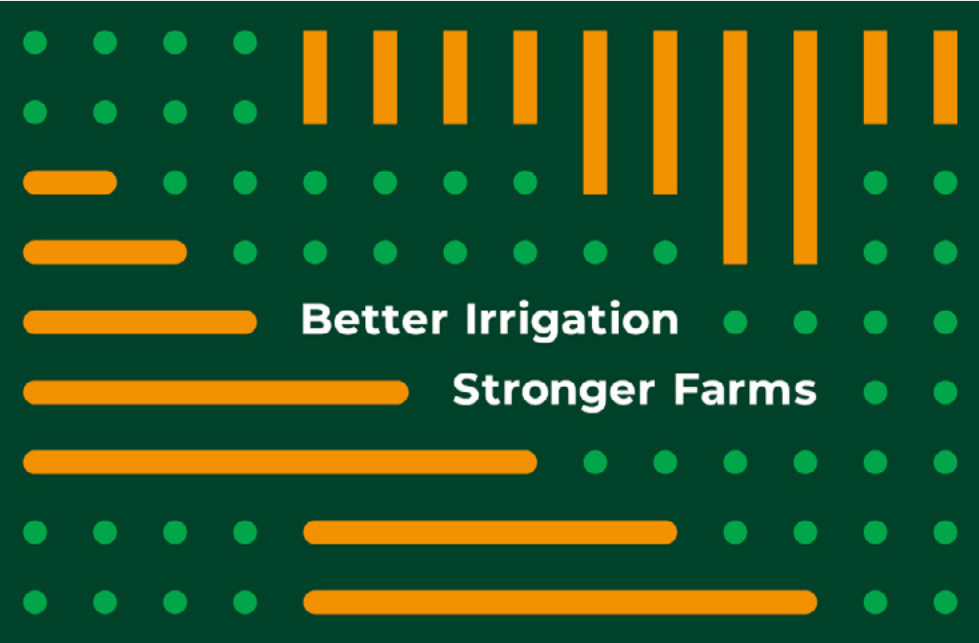
— Design Overview

The Farmfront business card has one ‘front’ design, as shown here, for personal details. We only use the key information; phone number and email and the role or title. We don’t include an address or other details.

The ‘back’ of the card has a pattern design with ‘Better Irrigation. Stronger Farms.’ in English. The following page shows the base template for creating new employee cards.



FRONT — PERSONAL DETAILS (EXAMPLE EMPLOYEE)



Business Card

— Template

We use a European standard size business card – 84mm x 55mm.

The card should be a quality white, coated paper, not gloss.

The Farmfront logo is 9mm in height in the Template file for reference.

The name uses Montserrat Bold in Crop Green, the point size can be adjusted for longer names, if required, the maximum is shown here.

File name: *Farmfront_Business Card TEMPLATE_84x55mm_cmyk.ai*



Email Signature

Our email signature includes all relevant personal information and additional information if required, e.g. specialist support contact details for the region.

We use the font Calibri for email, if this is unavailable select a Sans Serif option.

Email systems are different so the point sizes may require adjustment if these are too small or too large.

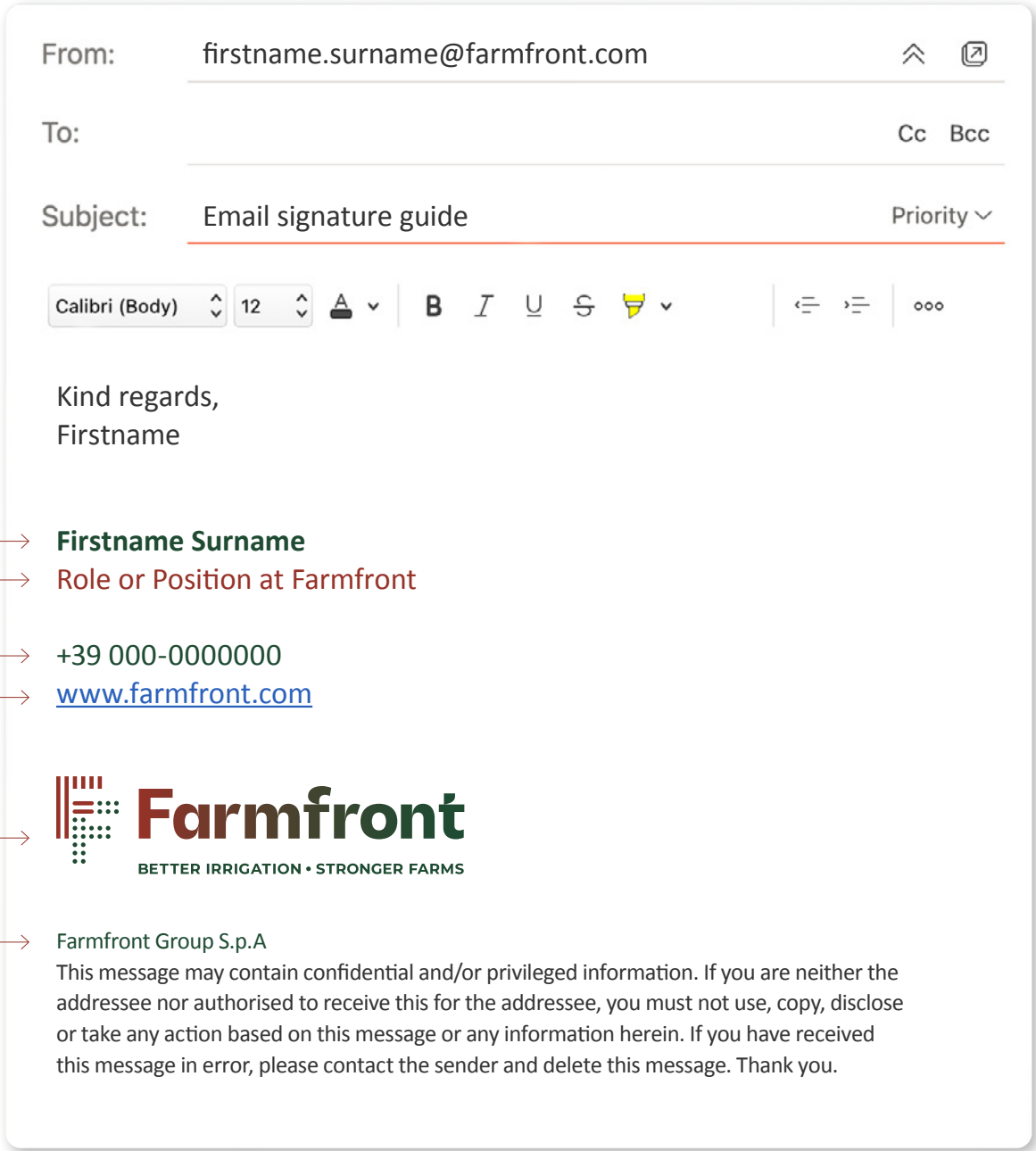
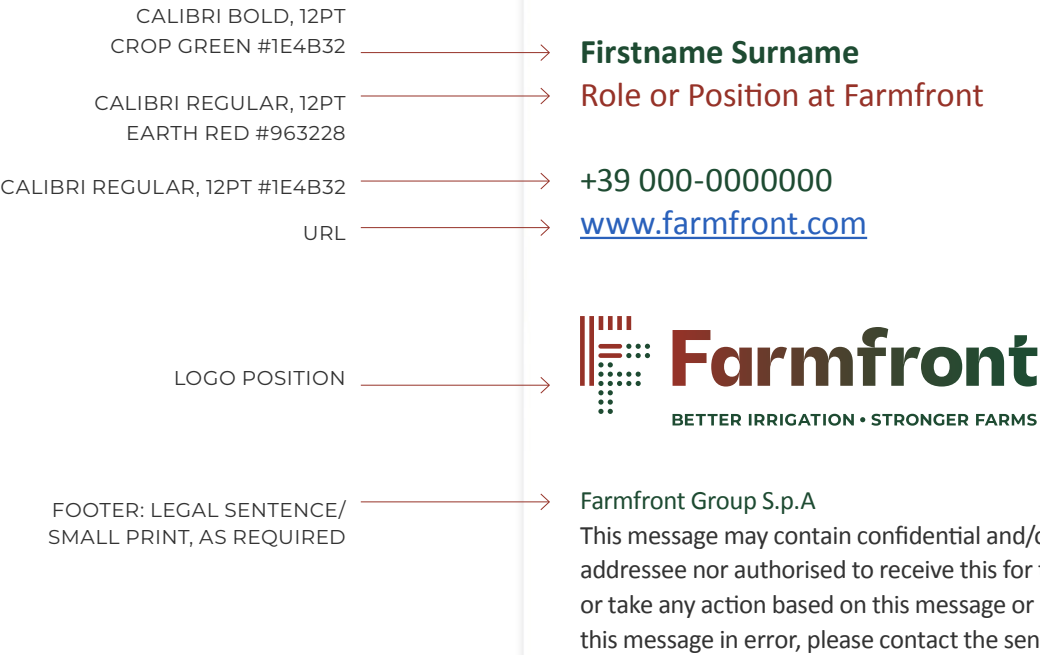
Name:
Calibri Bold 12pt, Crop Green (r30 g75 b50)

Position:
Calibri Bold 12pt, Earth Red (r150 g50 b40)

All other information:
Calibri Regular 12pt, Dark Grey (r51 g51 b51)

Legal footer:
Calibri Regular 10pt, Dark Grey (r51 g51 b51)

Please contact the IT Team to set the email signature up.

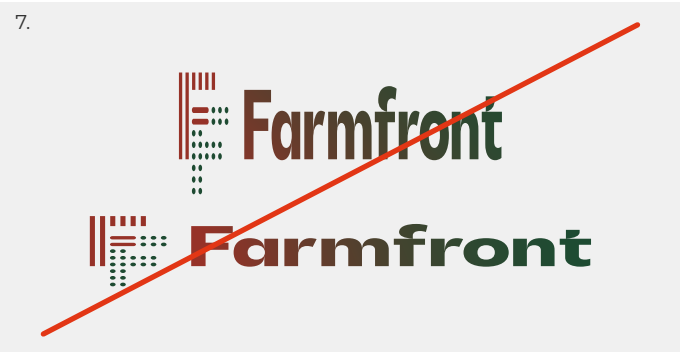


Our Logo

— Don't Do This!

Please do not change, alter or do any of the following to the Farmfront Logo:

- 1. Don't remove the Emblem
- 2. Don't alter the Logo to create a different arrangement or spacing
- 3. Don't change the approved Logo colours (or change the gradient)
- 4. Don't create a new Logo, by changing the font, capital letters or colour
- 5. Don't use background colours that restrict the legibility of the Logo
- 6. Don't use images that make it difficult to read the Logo
- 7. Don't stretch or squish the Logo
- 8. Don't use effects or "get creative" with Filters in applications, e.g. Slides
- 9. Don't rotate the Logotype at unusual angles, e.g. 60°, 30°



The Emblem

The Farmfront emblem is made up of two F elements – the Red Earth line F and the Crop Green dot F. These appear together in a fixed relationship and must not be distorted in any way.

The primary version uses a colour for the Emblem in Earth Red and other in Crop Green, as shown here.

On all dark coloured backgrounds or suitable imagery, we use a white version of the Emblem. A Dark Grey or black Logo is used for reproduction purposes, e.g. etching into a material.

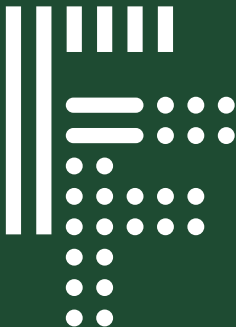
The Emblem is used as a shorthand for Farmfront in some situations, e.g. favicon, social media profiles etc.

Master artwork for the Emblem is supplied in various formats, e.g. SVG and PNG. The Emblem has been specially created, so always use the artwork supplied and never create your own or alter the provided artwork.

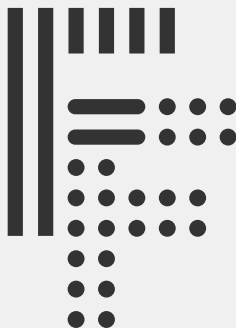
PRIMARY EMBLEM — FOR USE ON LIGHT BACKGROUNDS/ IMAGERY



EMBLEM FOR USE ON DARK BACKGROUNDS/ IMAGERY



LIMITED USE EMBLEM — SINGLE COLOUR VERSION (DARK GREY)



EMBLEM FOR USE ON THE TEXTURED GRADIENT



The Emblem

— Social Media Use

The Emblem is used for our social media profiles. The FF is positioned centrally in a square, as shown here.

Note: All profiles use a square as the main image and then ‘mask’ to a different shape – rounded corners or circular if not square.

We have two options for use - the Emblem in colour on white or white on the textured gradient, .e.g. LinkedIn.



512 PX VERSION ON WHITE

512 PX GRADIENT VERSION (BELOW)



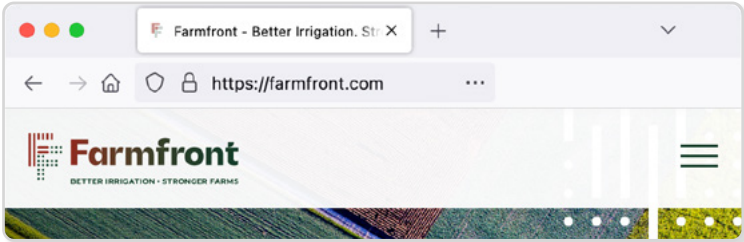
300 PX
E.G. LINKEDIN



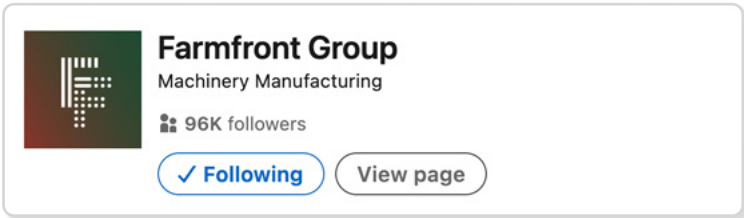
170 PX



32 PX
FAVICON VERSION



WEBSITE/ FAVICON EXAMPLE



LINKEDIN EXAMPLE

From land to crop

Red from the Earth

Green from the Crops*

*One of many colours!

Our Colour Palette

— Primary Colours

Our primary colours – those most used across our communications – are Earth Red and Crop Green.

These are used to create the hero gradient, shown [here >](#)

Colour reproduction

The RGB/ HEX colours shown for our core colours have been specifically selected for use across our digital channels, to offer the best colour.

Please note: colours can, and do, differ when shown on different screens depending on, age, projector or digital device – please do not alter, add or adjust the colour breakdowns.

Earth Red

SCREEN

963228

R 150

G 50

B 40

PRINT

PMS 174

C 0

M 80

Y 100

K 40

CONTRAST RATIO: 7.54:1

Crop Green

SCREEN

1E4B32

R 30

G 75

B 50

PRINT

PMS 3435

C 85

M 15

Y 75

K 70

CR: 9.96:1

Hero Gradient



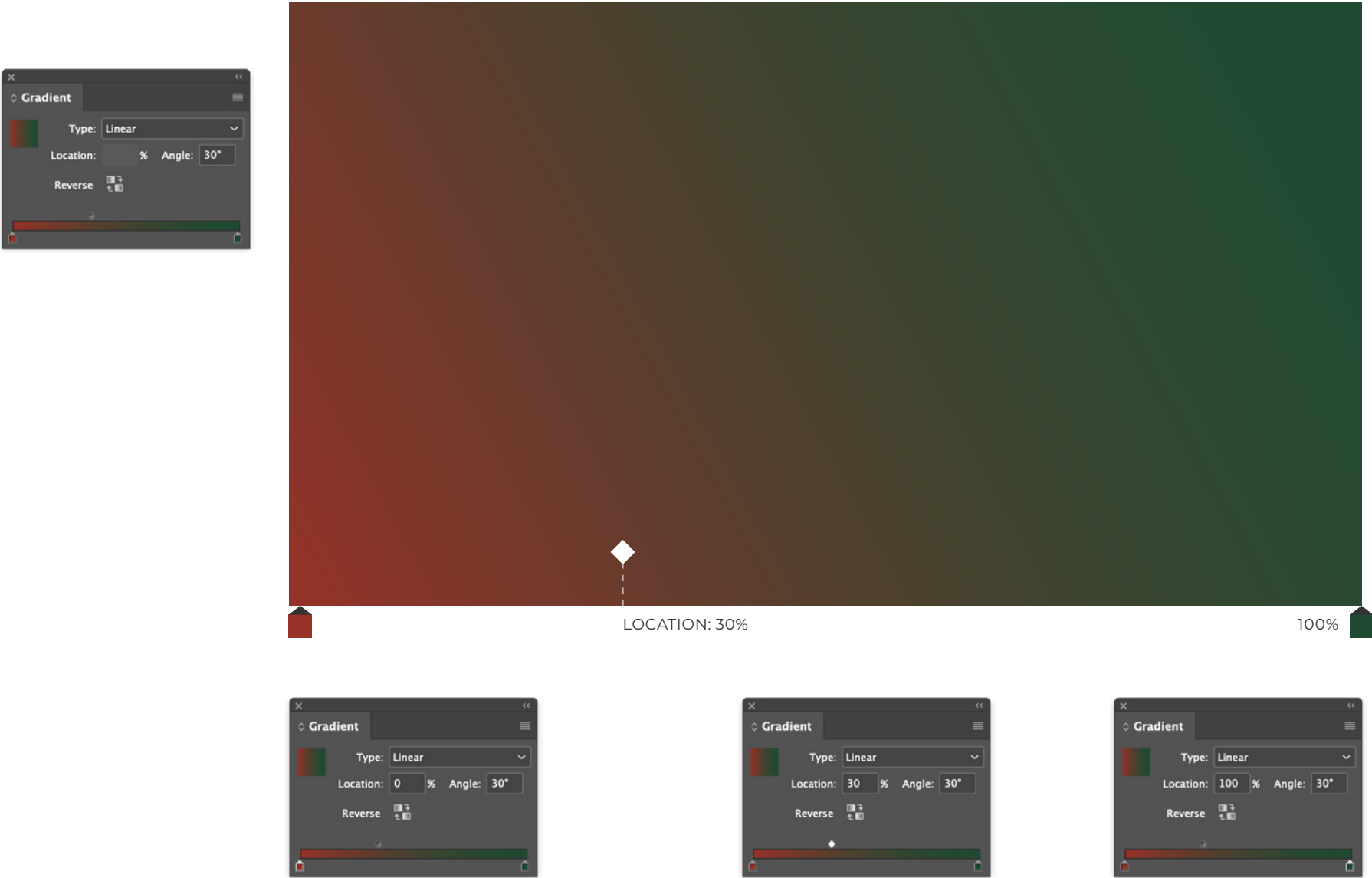
Our Colour Palette

— Our gradient (basic)

We have two gradients – a basic flat colour version and a textured gradient. All gradients are Linear.

The basic gradient, shown here, uses the Earth Red colour at 0% (entire width is 100%), with a blend point at 30% — with the Crop Green colour at 100%. We use an Angle of 30°.

The textured version is preferred for general use. Please use the artwork PNG files for the textured version.



Our Colour Palette

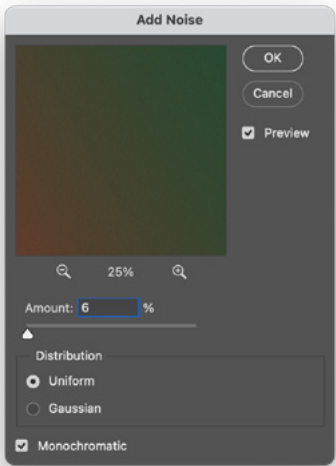
— Textured gradient

The textured gradient has more of a natural feel, not too perfect or flat, reflecting the land.

Please use the artwork image files, PNG or WebP in these dimensions:

- 1920 x 1080px (Landscape)
- 1080 x 1080px (Square)
- 1080 x 1920px (Portrait)
- A3 (297 x 420mm) Landscape
- A3 (420 x 297mm) Portrait

Available at 72dpi and 144dpi.



BASIC TO TEXTURED
USES 'NOISE' EFFECT
IN PHOTOSHOP



Our Colour Palette

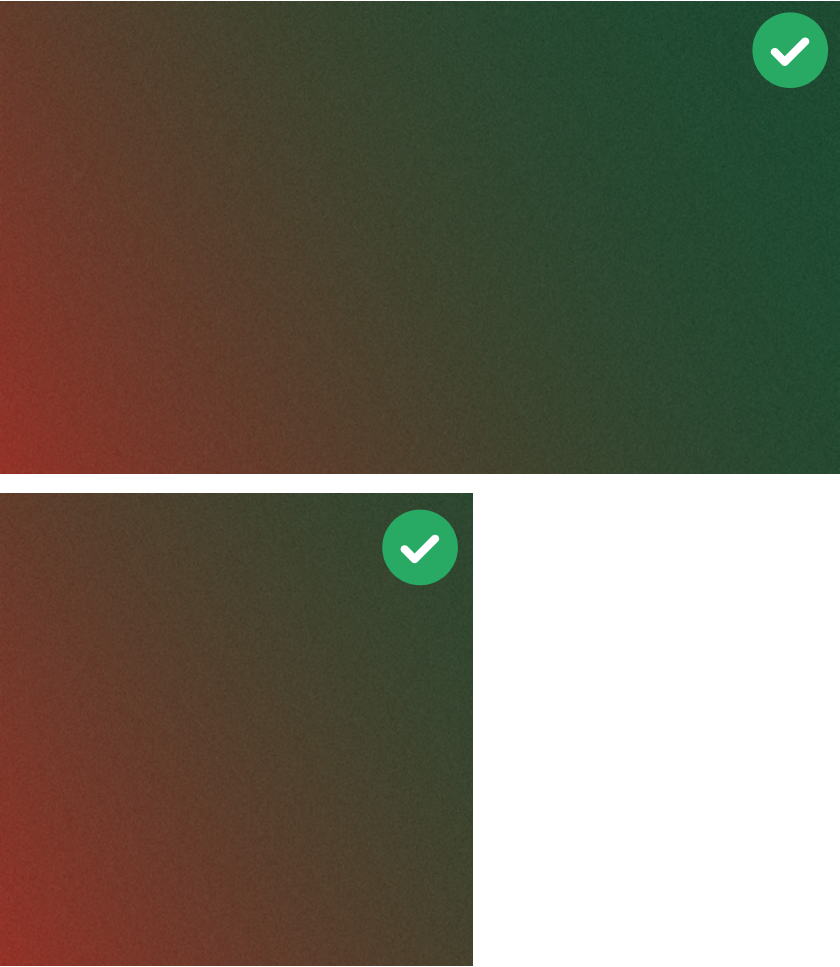
— Gradient Use

The gradient can be used for different ratios and shapes, e.g. Rectangles.

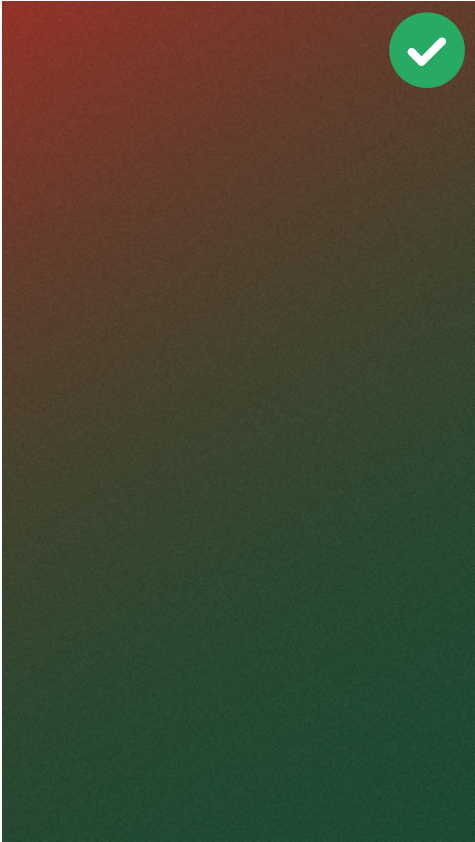
When applying the gradient to a shape, please follow these principles:

- Always a Linear gradient
- For horizontal and square shape uses, the gradient is used left-to-right – how European’s traditionally read
- For vertical shapes and uses, the gradient is applied top-to-bottom – how we read/ view a website
- The gradient starts with Earth Red, for the land, blending to Crop Green.
- Use a 30° Angle when possible

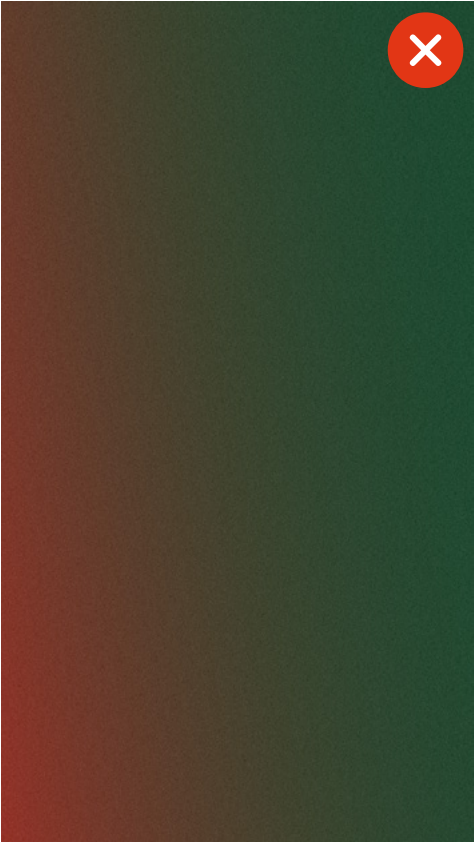
Horizontal and square ratio



Vertical ratio



CORRECT
TOP TO BOTTOM GRADIENT
(DIRECTION OF READING)



INCORRECT
GRADIENT DOES NOT GO LEFT
TO RIGHT WHEN VERTICAL

Our Colour Palette

— Supporting Colours

Our supporting colours, Golden Yellow, Green Growth, Dark Blue and Bright Blue, are mainly used as highlight colours, e.g. used within the patterns, and may be used with careful consideration in other situations.

The blue colours are used less often and if required for print uses, please test for the best visual match to the screen version, converting RGB to CMYK will not always achieve this.

Golden Yellow

SCREEN		PRINT	
#	DC8700	PMS 138	
R	220	C	0
G	135	M	50
B	0	Y	100
		K	0
CR: 2.79:1			

Dark Blue

SCREEN		PRINT	
#	003778	N/A	
R	0		
G	55		
B	120		
CR: 11.55:1			

Green Growth

SCREEN		PRINT	
#	28AA64	PMS 2257	
R	40	C	80
G	170	M	0
B	100	Y	90
		K	0
CR: 2.98:1			

Bright Blue

SCREEN		PRINT	
#	0064BE	N/A	
R	100		
G	190		
B	0		
CR: 5.88:1			

Our Colour Palette

— Supporting Colours

The supporting colours, Neon Yellow and Neon Green, are used as highlight colours, e.g. chart data or to highlight key data when used on a darker colour.

Dark Grey is used for text, this replaces the general use of black — although always ensure legibility in your communication, e.g. Dark Grey may not be suitable for small text on screen or in print.

Neon Yellow – Limited use

SCREEN		PRINT
#	F5CD32	N/A
R	245	
G	205	
B	50	
CR: 1.53:1		

Dark Grey

SCREEN		PRINT	
#	333333	PMS COOL GRAY 11	
R	53	C	45
G	53	M	35
B	53	Y	25
		K	75
CR: 12.63:1			

Neon Green – Limited use

SCREEN		PRINT
#	AFCD14	N/A
R	175	
G	205	
B	20	
CR: 1.81:1		

Light Grey

SCREEN		PRINT	
#	F0F0F0	PMS COOL GRAY 1	
R	240	C	0
G	240	M	0
B	240	Y	0
		K	6
CR: 1.13:1			

Our Typeface

We use the Montserrat typeface (font family) for the majority of our communications. Although, for Office 365, email and external applications, we use a Sans Serif option.

This is a 'free' to use typeface available to download from Google Fonts.

[Download Montserrat here —>](#)

The download provides all weights and the following page shows which ones we use.

Montserrat —
One typeface,
accessible for all.
A confident and
modern voice.

Our Typeface — Weights to Use

We primarily use two weights – Regular and **Bold** and we use their *Italic*.

For certain types of design use we can use the Light and **Medium** weights when required, e.g. when the Bold is too aggressive at large sizes.

Our PowerPoint template uses Montserrat so please ensure you have downloaded and installed the typeface before opening the file.

[Download Montserrat here —>](#)

This typeface is also a Variable font.

Montserrat —
Regular⁽⁴⁰⁰⁾ *& Italic*
Bold⁽⁷⁰⁰⁾ *& Italic*
+ **Light**⁽³⁰⁰⁾ *& Italic*
+ **Medium**⁽⁵⁰⁰⁾ *& Italic*

Our Typeface
— Everyday Use

When Montserrat isn't an option, e.g. for Office 365, email and external applications we use a Sans Serif option.

Calibri – available on the majority of computers is the first option to select. If Calibri isn't available please select a Sans Serif option. Don't use a Serif font.

Calibri —
Regular⁽⁵⁰⁰⁾ & *Italic*
Bold⁽⁷⁰⁰⁾ & *Italic*

Our Typeface

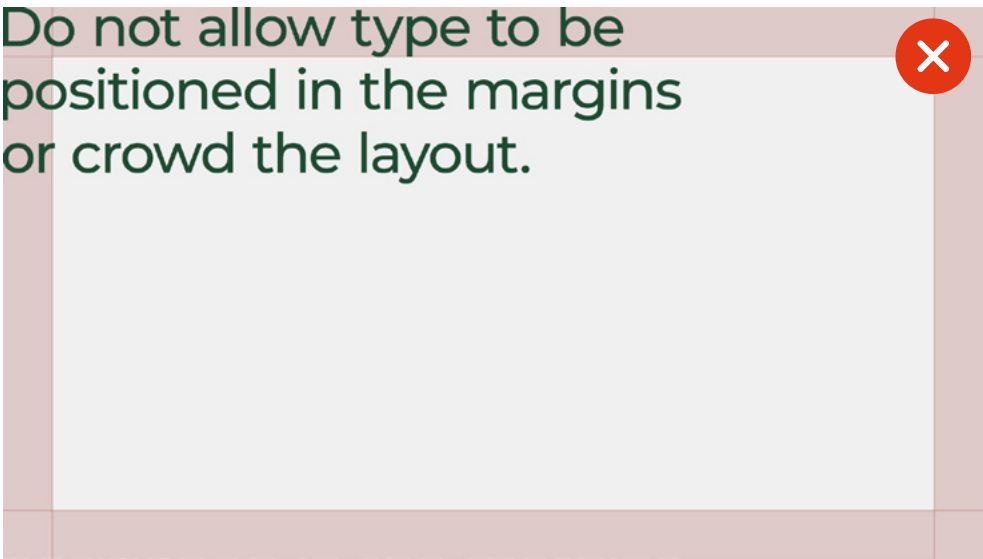
— Basic Principles

This is a guide for general alignment principles. Use them as a reference for design and communication layouts.

Using a grid is always useful, an example grid is shown in here – the guide lines are visible for reference.

Always ensure any type or message is ‘inside’ the edge of the communication. We don’t want anything cut off.

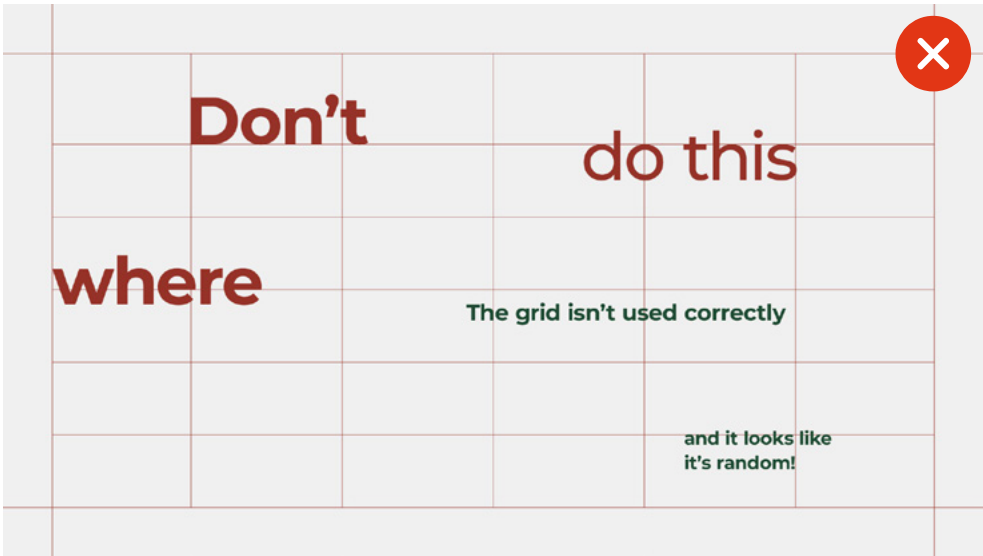
When possible, always align to a grid, whether it’s a simple two-column grid or a more structured version – it helps with how information is understood.



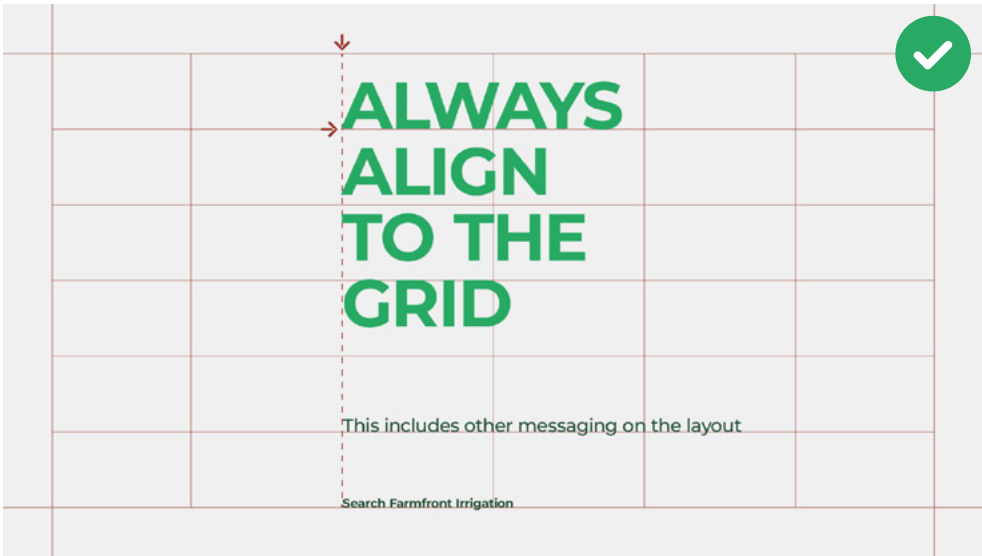
DON'T PLACE TYPE TO THE EDGE OF THE FORMAT



USE A MARGIN TO ENSURE CONTENT WILL BE SEEN



DON'T RANDOMLY PLACE TEXT AROUND A DESIGN



IDEALLY ALIGN MESSAGE TO A GRID – IT HELPS GUIDE THE READER

Our Typeface

— Basic Principles

This is a guide for general alignment principles. We generally use left aligned type in our designs.

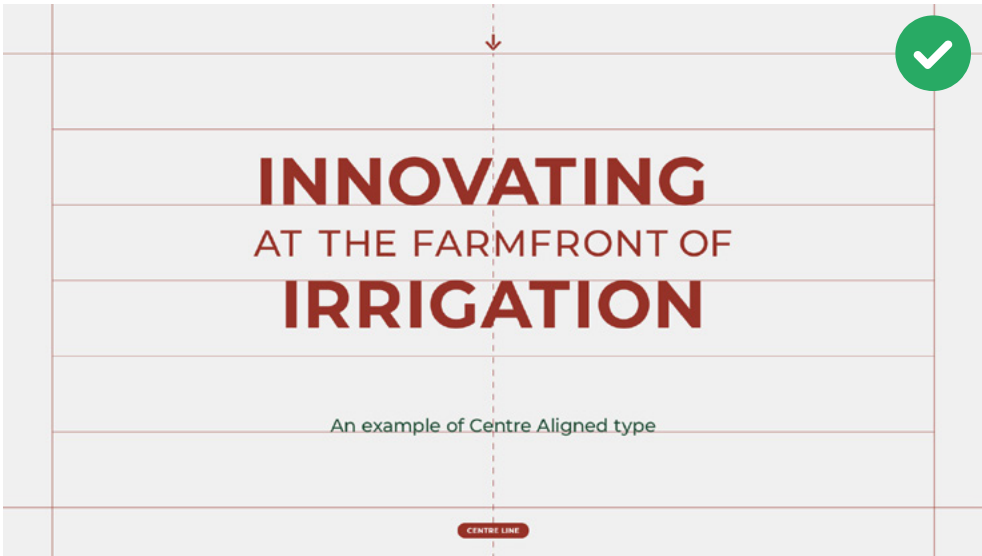
The use of centred messaging is useful in certain communications.

Don't align to the right, so the left side is ragged.

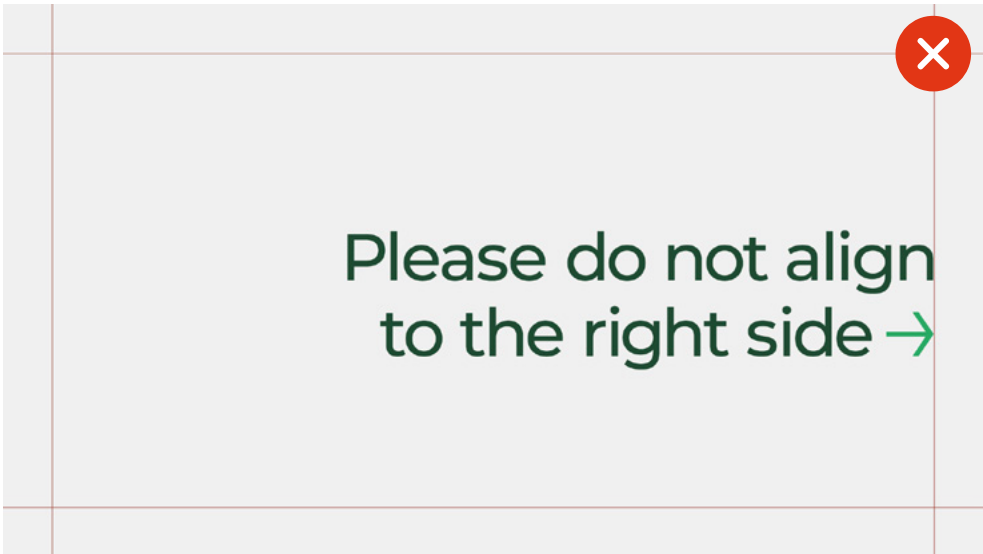
We use both ALL CAPS and Upper & lowercase styles. Depending on the message length and content. Generally only use ALL CAPS for short messages.



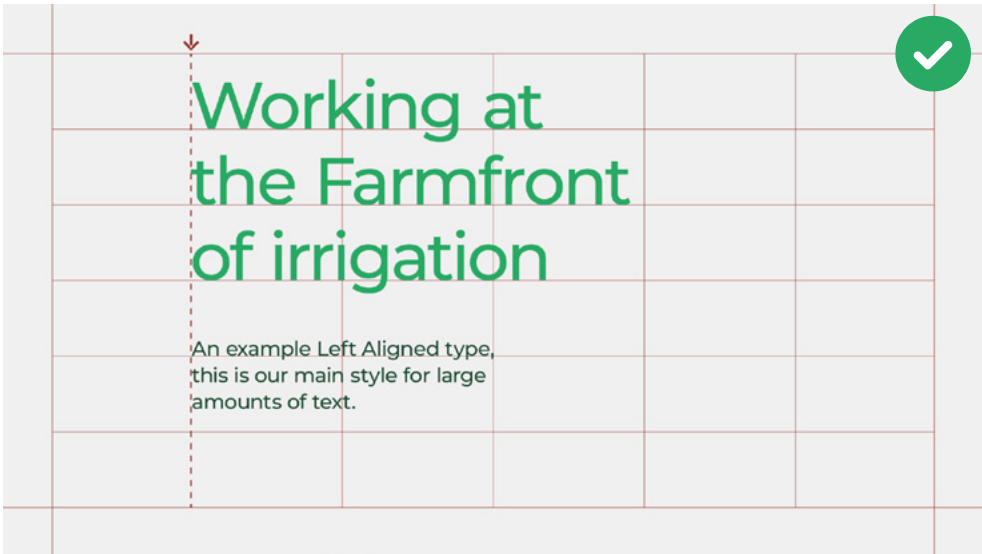
SCALE CAN ADD EMPHASIS TO KEY WORDS OR MESSAGES



CENTRED DESIGN EXAMPLE – THE MAXIMUM FOR ALL CAPS



NOTES



THE MORE USUAL LEFT ALIGNED LAYOUT

The Pattern
— Overview

We use the patterns in some designs to provide a hint/ flavour of Farmfront’s solutions for farmers, the lines from the land and soil with the dots as the crop.

Our patterns should never create visual clutter or distract from the content and message in the communication.

Please note: In this toolkit we show the various line patterns available – we do not recommend using more than one pattern on a screen, slide or page.



The Pattern

— From the Emblem

Our patterns are inspired by the Emblem [FF] in our Logo, as shown here. The straight lines and dots animate and change to create new landscapes similar to the real world where farm land is irregular shapes.

We have created a set of patterns for quick use in designs and communications and these patterns can be adapted to fit the design and message as required. Shown on the following pages.



The Pattern

— Ways to Use

Our patterns are used in three ways depending on the content and design requirement, as shown in here.

Full pattern use

The pattern fills the entire format, e.g. 16x9 slide here, and can be in colour or white with key messages.

Short edge – Right side use

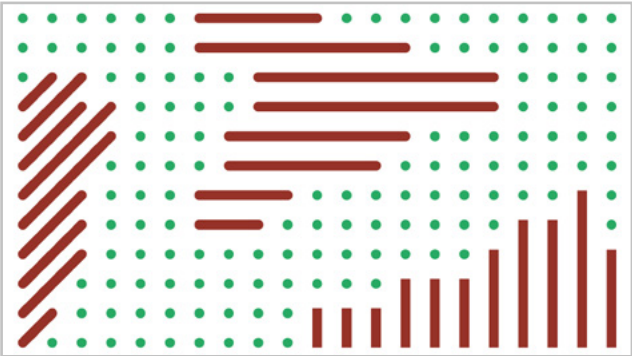
A section of a pattern is used on the short edge, right side, as used in our PowerPoint presentations.

Long edge – Lower half

A section of a pattern is used on the long edge, lower half is recommended,

Please be mindful when putting together presentations that you're not repeating the same style of slides back to back. Try to add variety by using different patterns.

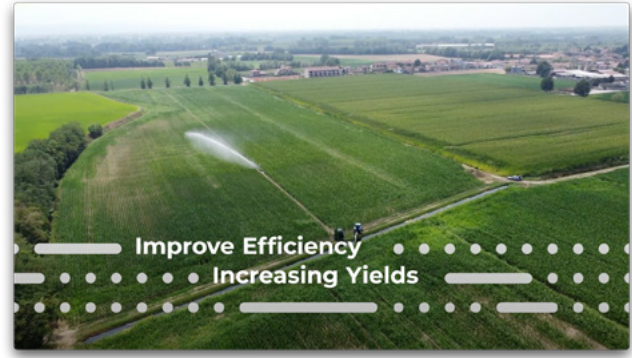
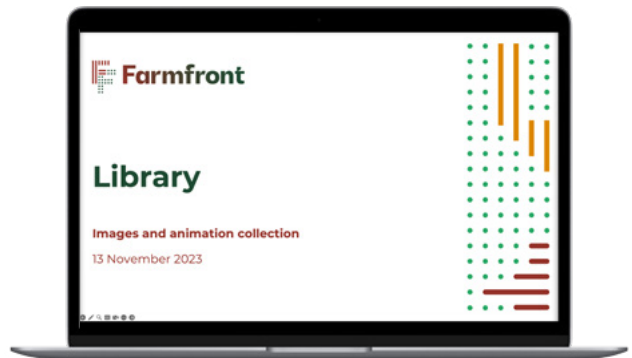
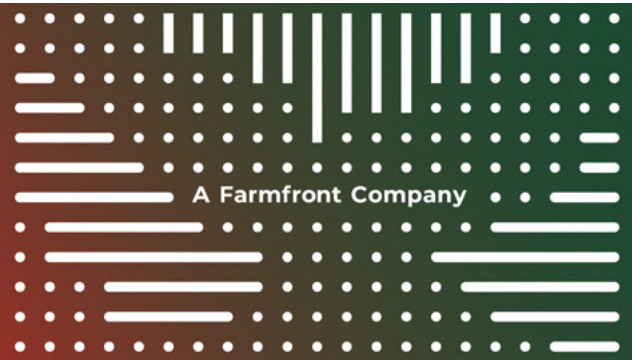
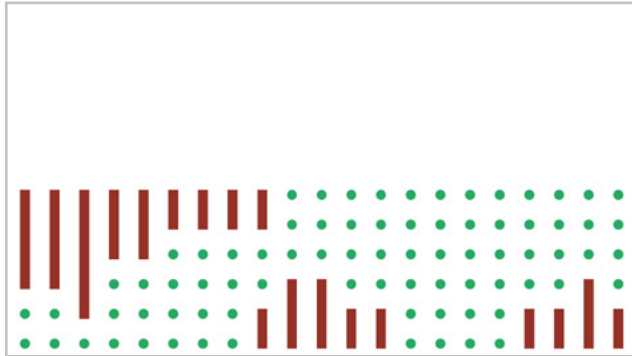
Full pattern



Short edge — Right



Long edge — Lower

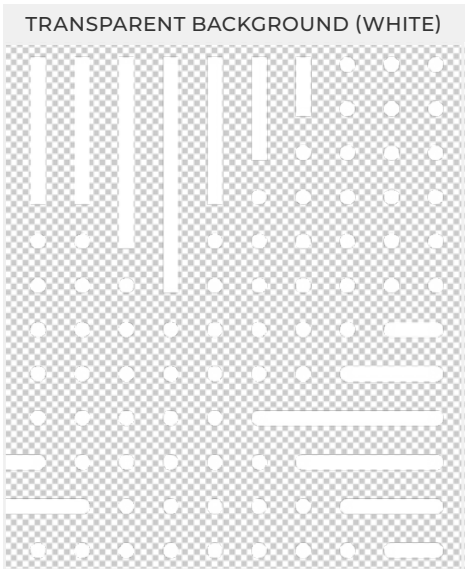
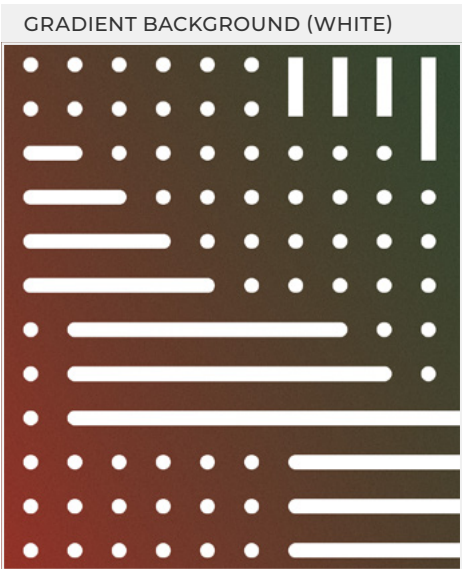
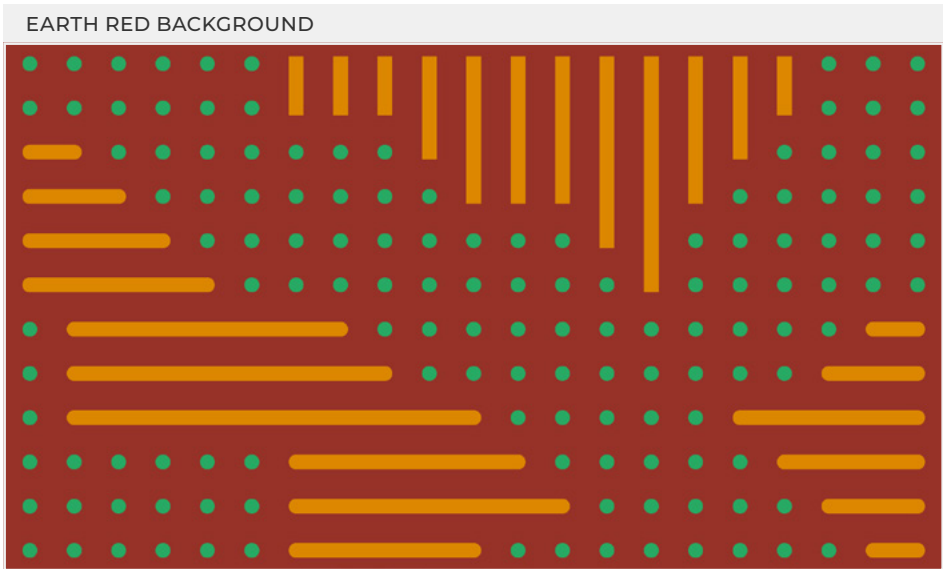
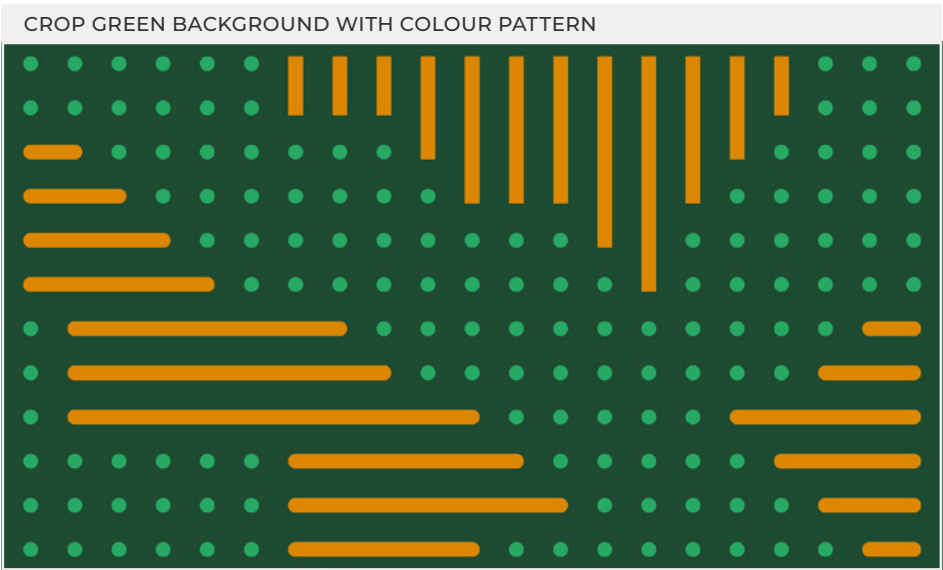
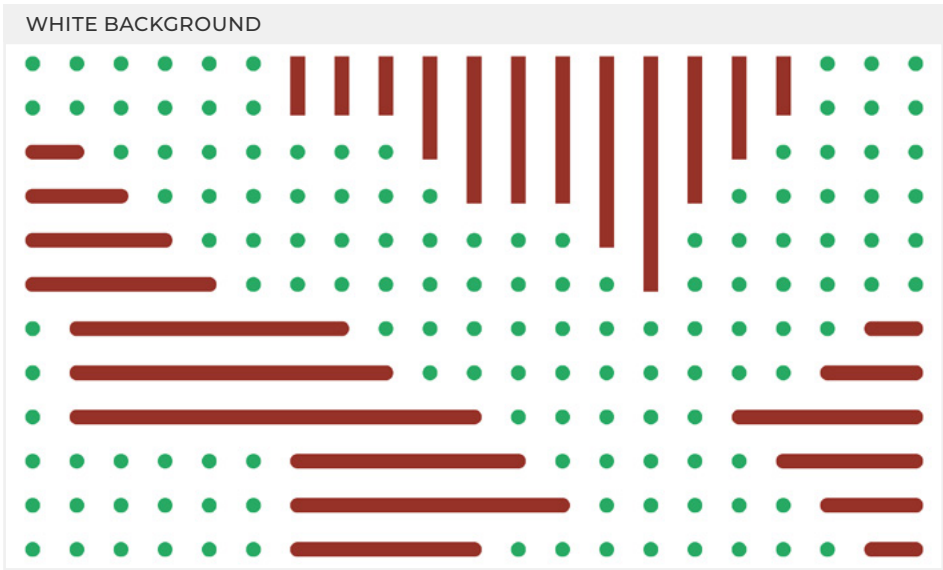


The Pattern

— Colour Use

We have five colour ways for pattern usage. A selection of pre-made patterns are available in various formats and these colours:

- White background with coloured lines and dots pattern, example filename:
FF-Pattern-Full-A-White_rgb
- Crop Green background with coloured lines and dots:
FF-Pattern-Full-B-Green_rgb
- Earth Red background with coloured lines and dots:
FF-Pattern-Full-C-Red_rgb
- Texture gradient background with white lines and dots:
FF-Pattern-Full-D-Gradient_rgb
- Transparent background (to use over imagery) with white lines and dots:
FF-Pattern-Full-A-Transparent_rgb



The Pattern

— Full Pattern with Messages

We have created three key message patterns – these have the following messages:

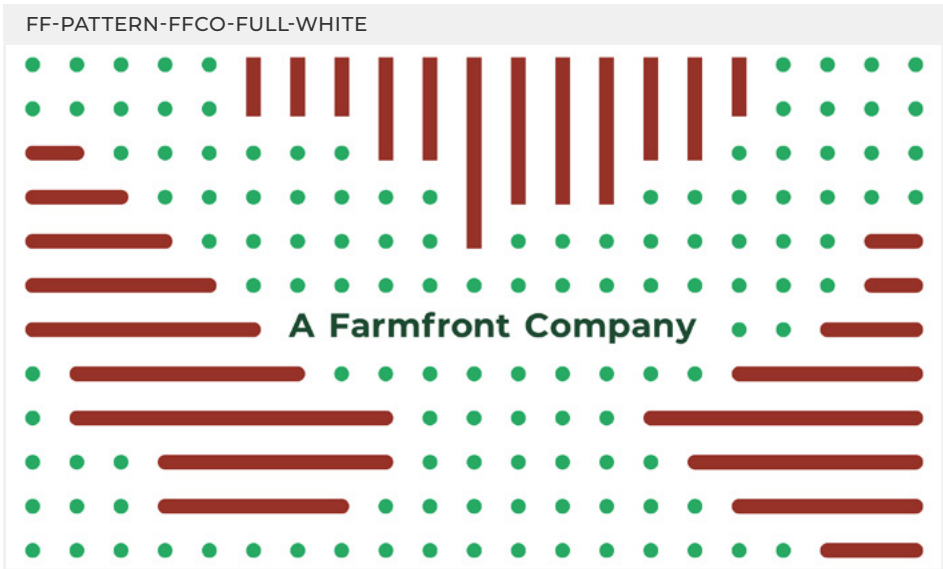
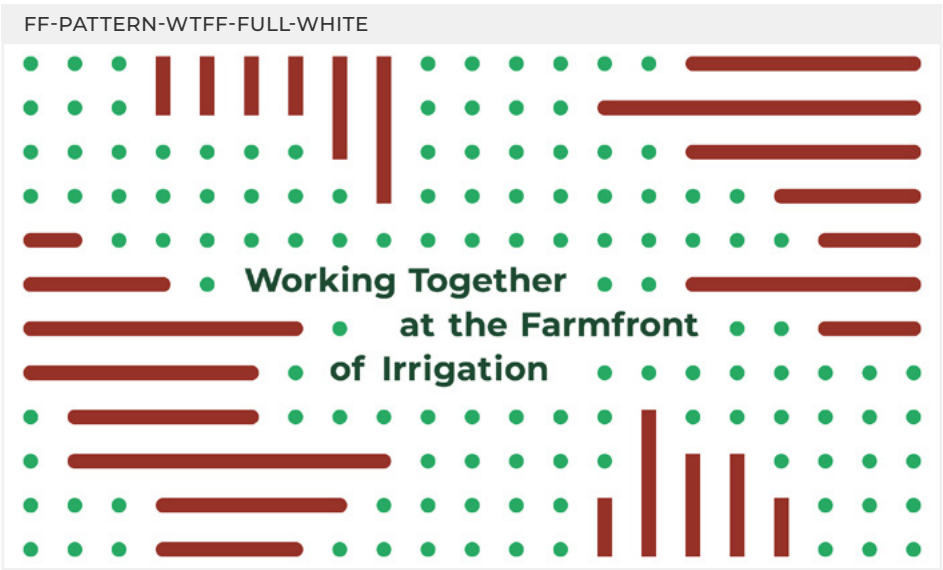
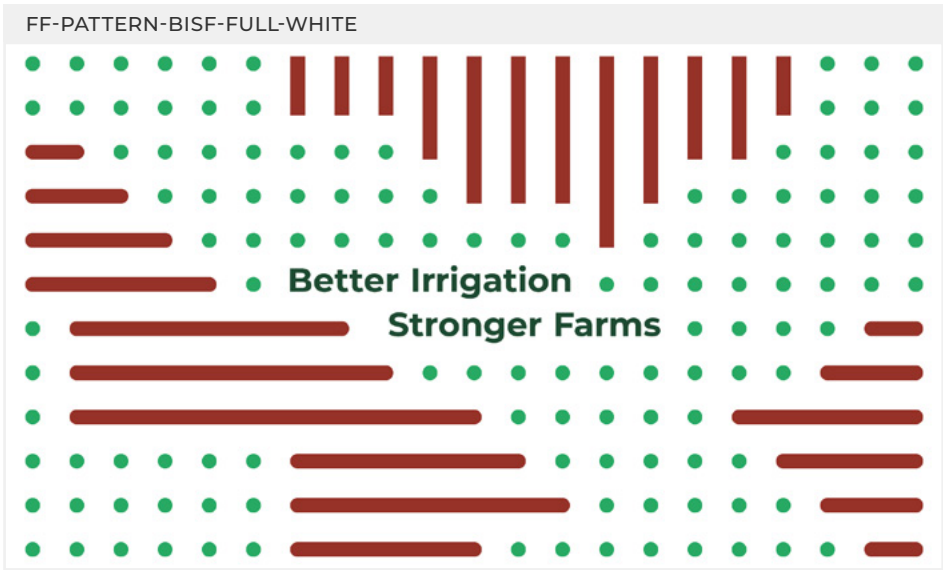
Better Irrigation. Stronger Farms.
– Named BISF in the files

Working Together at the Farmfront of Irrigation – named WTFF in the files

A Farmfront Company – named FFCO

These are all 1920 x 1080px master files ready for screen use as PNGs, SVGs etc.

All five colour ways have been created as artwork, here we show the white background versions.



The Pattern

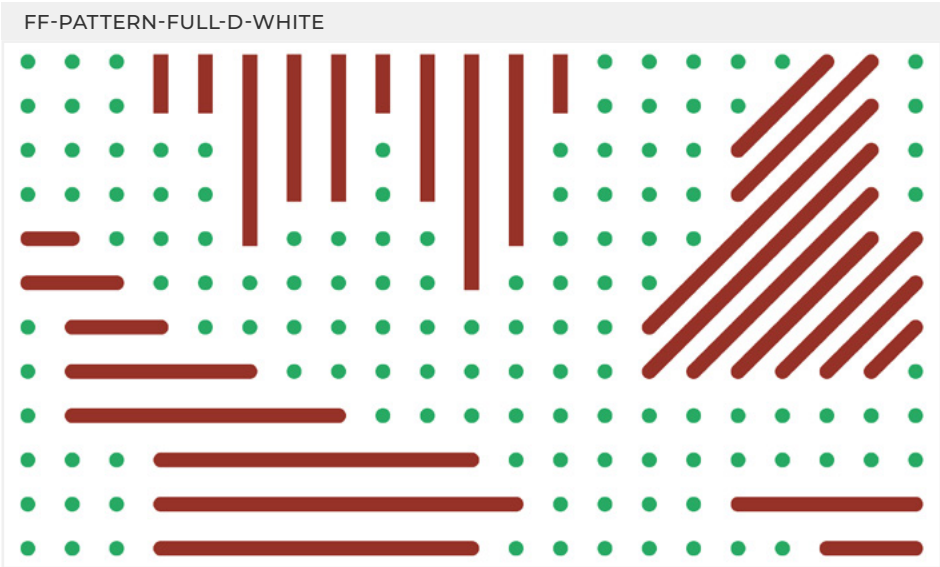
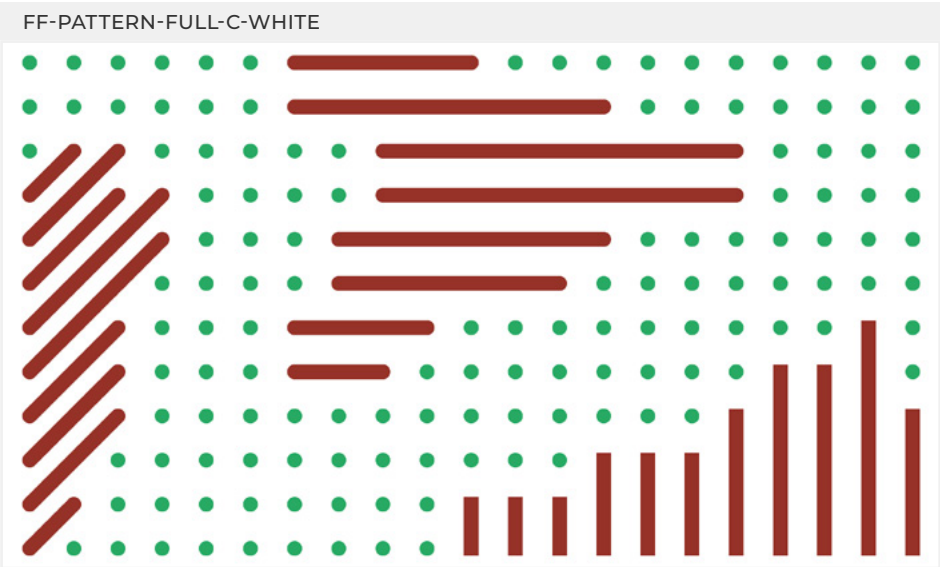
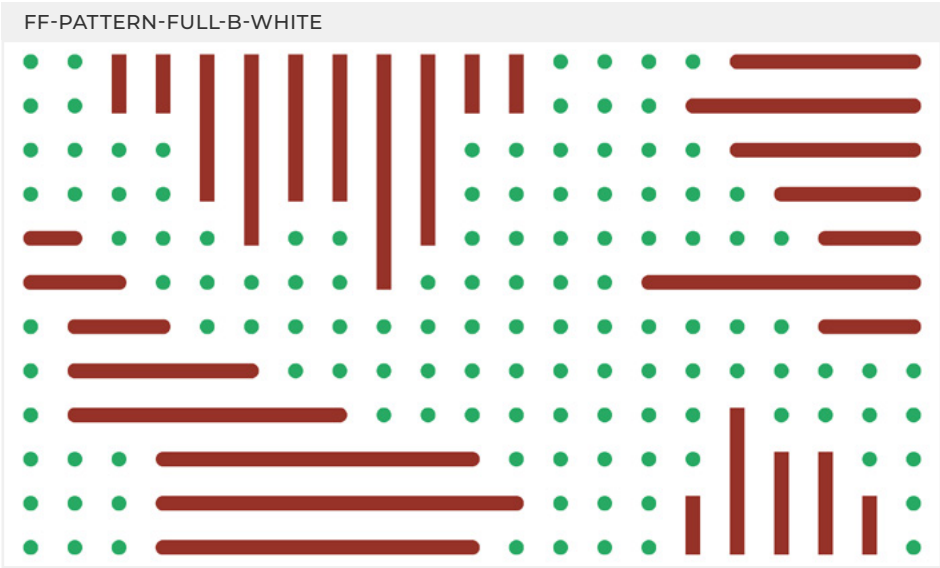
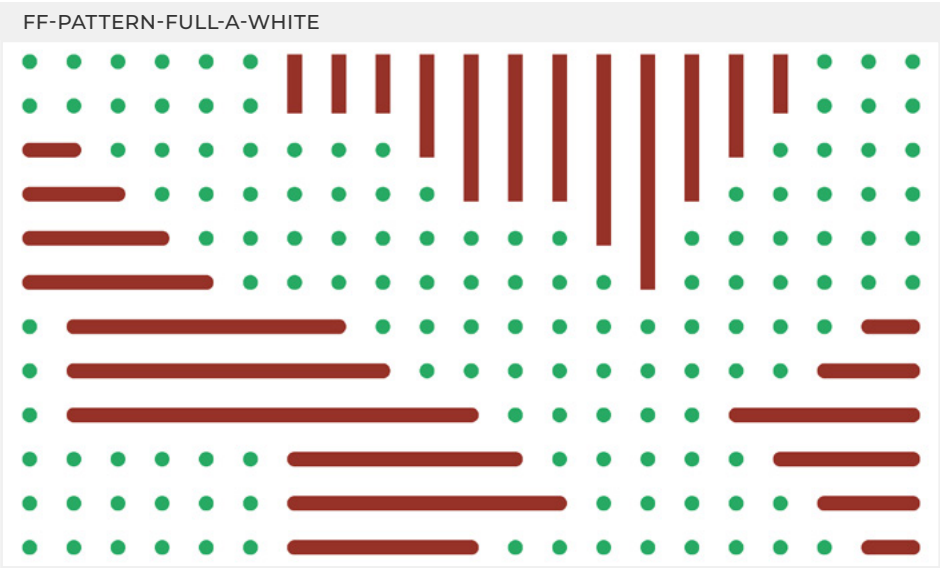
— Full Patterns

We have created four full patterns:

- Style A
- Style B
- Style C
- Style D

These are all 1920 x 1080px master files ready for screen use as PNGs, SVGs etc.

All five colour ways have been created as artwork, here we show the white background versions.



The Pattern

— Right Edge Patterns

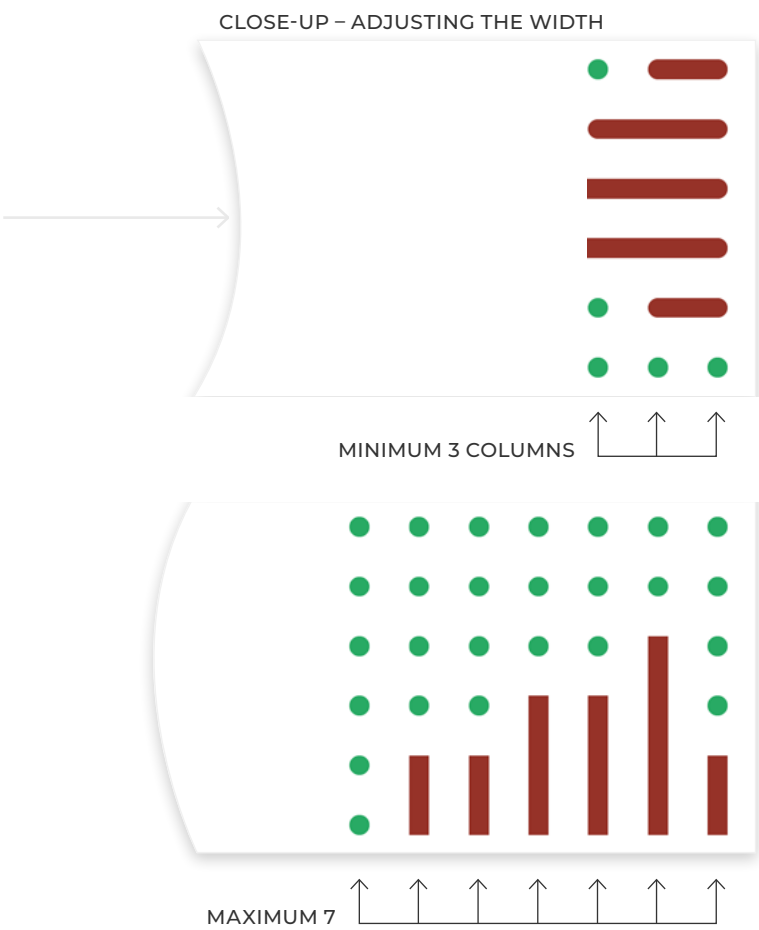
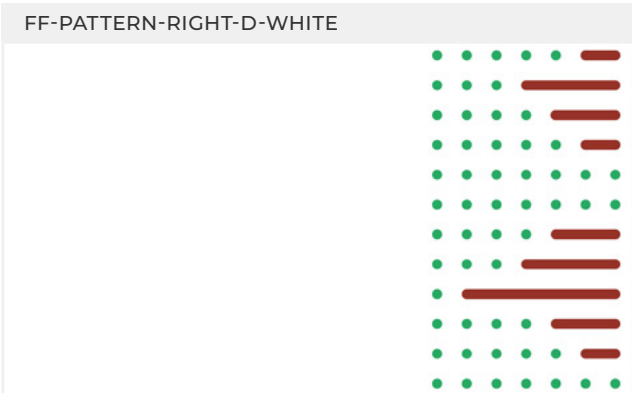
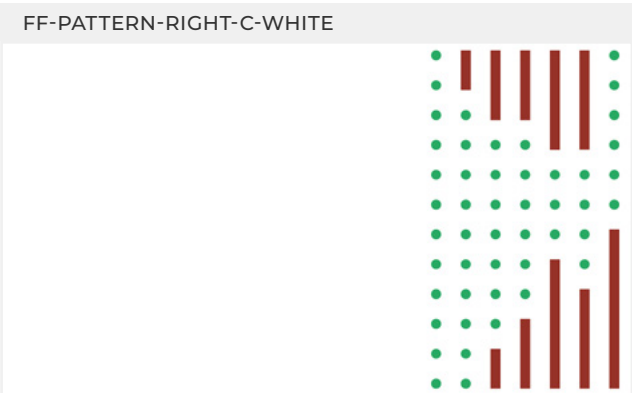
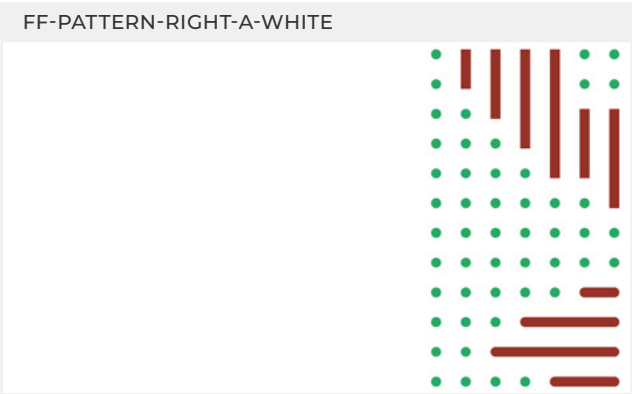
We have created four right sided patterns that can be used:

- Right side Style A
- Right side Style B
- Right side Style C
- Right side Style D

These patterns have seven (7) columns – this is the maximum number/ width with the minimum of three (3) that should be used in communications.

These are all 1920 x 1080px master files ready for screen use as PNGs, SVGs etc.

All five colour ways have been created as artwork, here we show the white background versions.



The Pattern

— Lower Edge

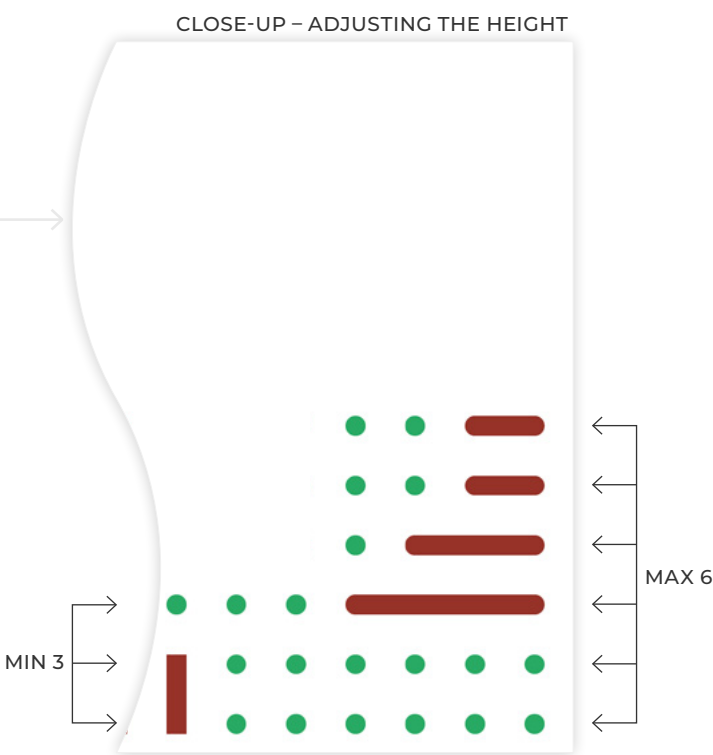
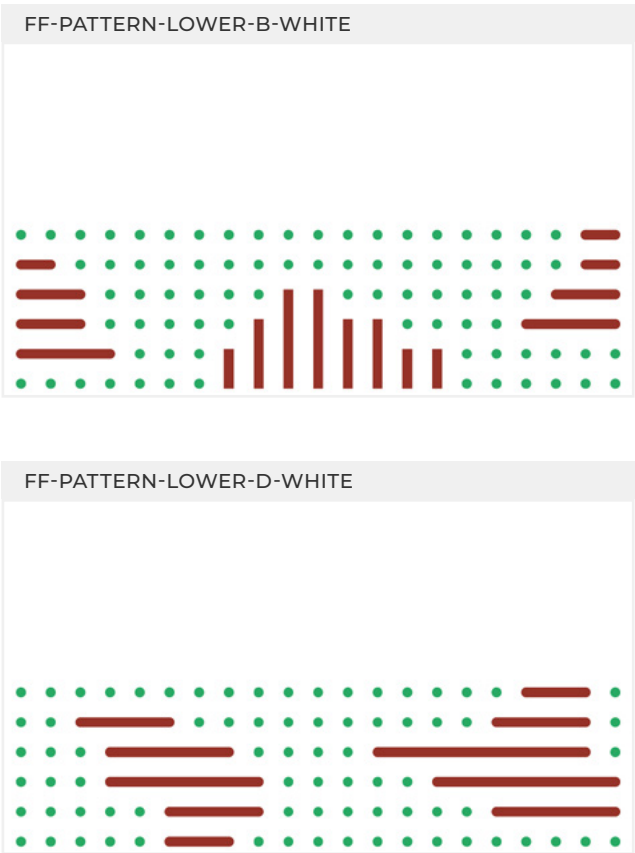
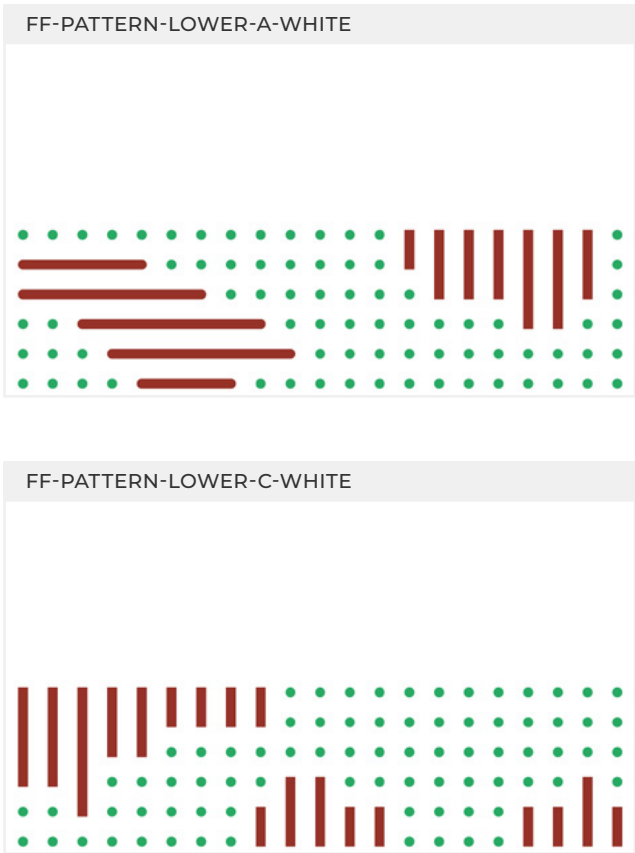
We have created four lower edge use patterns that can be used:

- Lower edge Style A
- Lower edge Style B
- Lower edge Style C
- Lower edge Style D

These patterns have seven (7) rows – this is the maximum number/ height with the minimum of three (3) that should be used in communications.

These are all 1920 x 1080px master files ready for screen use as PNGs, SVGs etc.

All five colour ways have been created as artwork, here we show the white background versions.



Our Imagery Matrix

Imagery falls into three categories.

People – These images focus on our clients, e.g. farmers and dealers, and our employees.

From portraits to capturing people at work, e.g. a farmer on the land.

Place – These images focus on where our products and services are used.

We show the land itself and also the location/ environment, e.g. rolling hills. The result of better irrigation can be shown with crops growing and the harvested results, e.g. wheat.

Products & Services – These images show the range of solutions we offer –pivot, hose reel and drip plus the technology and support.

Our range of products can be shown in action, at work on the land, or in more detail, e.g. for use in a manual.

This matrix is designed to help guide the selection of images.



Our Imagery

— People: Portrait

Image Examples

Here we show a range of portraits using different lighting – natural and studio, more relaxed with people in their natural environment and more traditional in an office or studio setting.

Images can be head shots to full length, when using full length images consider the background setting, is it relevant to the person, e.g. the land they own/ farm?



CAPTURING THE EXPERIENCE, WARM, NATURAL LIGHT



STUDIO SET-UP



OFFICE BASED PORTRAIT, CONFIDENT, LOOKING INTO CAMERA



PORTRAIT IN CONTEXT

Our Imagery

— Place: Farm

Image Examples

These examples show the farm/ land/ crops and their location, e.g. parcels of land within a diverse landscape.

These can help show the challenges faced by farmers and where our products can be used.



IRREGULAR SHAPES OF LAND



THE CHALLENGES OF IRRIGATION



CROPS IN A VALLEY



LOCATION CONTEXT

Our Imagery

— Place: Crop Growing

Image Examples

These images show crops growing, from early growth to harvest ready. This helps showcase that different crops and locations require different irrigation solutions.



THE BRIGHT GREEN OF YOUNG CROP GROWTH



PRECISE IRRIGATION SOLUTION



HEALTHY, STRONG GROWTH



CROP NEARING HARVEST

Our Imagery
— Place: Crop Harvest
Image Examples

Showing the result of well irrigated crops completes the cycle.

When sharing the harvest, select images that have rich, true, colours – from vibrant tomatoes to aubergines on a grill – celebrate the crop.



CARROTS READ FOR A STEW



A PLUMP CABBAGE



GRILLED AUBERGINES



TOMATOES READY FOR A SALAD

Our Imagery

— Product: At Work

Image Examples

Here we show different examples of our products. Whichever company or product is shown, always look for engaging images and highlight any specific features, e.g. range or flexibility.



AERIAL VIEW OF IRRIGATION IN ACTION



HOSE REEL IN ACTION



LARGE SCALE PIVOT SOLUTIONS



A PIVOT SYSTEM

Our Imagery

— Product: Detail Image Examples

There will always be a requirement for product detail images, focussing on key attributes. These will range from in situ images to close-ups, or specific parts and features.



A FOCUS ON SPRINKLER HEADS



HOSE REEL FLEXIBILITY



DIFFERENT SOLUTIONS



DRIP TECHNOLOGY CLOSE-UP

Our Imagery

— Abstract Examples

Abstract images from any category can be used for subtle backgrounds or ‘textures’ in communications.

Select images that have an overall balance, no single focal point (as this will distract). These could be crops growing or harvested, to buildings or detail from a product, etc.



PRODUCT CLOSE-UP



FIELD OF CABBAGES



DIFFERENT CROP GROWTH STAGES



LAND READY FOR IRRIGATION

Image libraries

Image Libraries are where many images are sourced for different prices and uses. Here are some of the more popular and better-quality options. Please be mindful and refer to the imagery matrix when selecting images from libraries.

Most image libraries also offer video, useful for social posts.

Free libraries – Such as Unsplash, Pexels and Freepik. These are useful to see the less ‘obvious’ and overused images compared to Getty or Shutterstock.

Royalty-Free libraries – Such as Shutterstock, Adobe Stock, EyeEm and iStock. The best prices for images and generally good quality imagery.

Rights Managed libraries – Such as Getty Images, will be the most expensive option.

Note: Always check the image rights and licences before use.



Our Imagery

— Don't Do This!

Please do not do the following with photography for Farmfront:

- 1. Don't use overly complicated images, e.g. a patchwork of small fields/ crops.
- 2. Don't add effects, such as lens flares.
- 3. Don't change colour values or alter images so they aren't natural or real!
- 4. Don't use back of head images or grandiose/ extravagant poses.
- 5. Don't use AI generated or obviously staged/ fake images – example of an AI image shown here.
- 6. Don't use black & white imagery.
- 7. Never use imagery that is not in our style, or in a very different visual style or trend.
- 8. Don't use images that are too dark.
- 9. Don't use clichéd or staged images, typically available in image libraries.





Thank you.
Start creating.

FARMFONT.COM