



Essential Brand Guidelines

Brand and logo guidelines

Please follow these guidelines to deliver on-brand designs and keep the visual integrity of our brand.



Essential
Brand Guidelines



Brand Architecture

Our brand architecture takes an umbrella approach to provide structure and consistency when using our logos.

You will discover how and when to use them on the following pages.

Top-level brand



Tier 1



Tier 2



FarmEASY Logo

The full FarmEASY logo is our official top-level brand identity. It should be used in all customer-facing marketing materials from FarmEASY and its partners.

Full Color - Positive



Monochrome - Positive



Monochrome - Negative



FarmEASY Tier 1 Logo

The Africa Iconmark is our official tier 1 brand identity. It is the brand icon, used when the available space cannot fit the top level logo. Should be used a website favicon and app icons.

Full Color - Positive



Monochrome - Positive



Monochrome - Negative



FarmEASY

Tier 2 Logo

The wordmark is our official tier 2 brand identity. It has the lowest level brand usage. Used in footnotes, document footers, and events that requires minimal brand visual presence.

Full Color - Positive

The logo consists of the word "FarmEASY" in a bold, italicized sans-serif font. "Farm" is orange and "EASY" is green. A small white silhouette of the African continent is integrated into the letter "A" of "EASY".

Monochrome - Positive

The logo is the word "FarmEASY" in a bold, italicized sans-serif font, rendered entirely in black. A small white silhouette of the African continent is integrated into the letter "A" of "EASY".

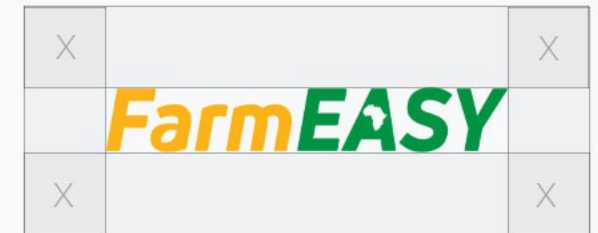
Monochrome - Negative

The logo is the word "FarmEASY" in a bold, italicized sans-serif font, rendered in white against a solid black background. A small white silhouette of the African continent is integrated into the letter "A" of "EASY".

Logo

Clear space

When using any of our logos, surround them with clear space to ensure visibility and impact. No type, graphics, or other elements should appear inside this safe zone.



Logo Don'ts

Our logos are the visible expression of our brand and its products. Using them correctly ensures that FarmEASY is recognised and understood clearly.

While our visual identity has some flexibility, it should never be altered or compromised. Please avoid modifying or recreating our logos in any way.

X



Don't change the position of elements to create new logo versions.

X



Don't use a logo on low-contrast or busy backgrounds.

X



Don't adjust the shape or layout

X



Don't alter the logo's orientation.

X



Don't encroach on the minimum clear space around the logo

X



Don't change the logo color

X



Don't change the order of logo elements.

X



Don't crop, skew, outline, distort, or recreate the logo.

X



Don't combine the logo with your name, marks, or generic terms to create new product logos.

Logo

Primary palette

Our primary palette is at the core of FarmEASY's brand identity and sets us apart in the agro-tech space. We use it for static or one-off brand-focused executions, such as: app icons, and press materials.

Our primary brand color is EASY-Green 44.



EASY-Green 44
#009344



Green
#8CC53F



Golden Yellow
#FFB218



White
#FFFFFF

Typography

Uni Neue

Our brand font is Uni Neue. It combines legibility with modernity to help bring our message of “Farming-made-easy, for small holder farmers with the use of technology” to life.

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

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

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

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

**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**

**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**

**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**

www.FarmEASY.io



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FarmEASY



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