



**AAGI**  
Analytics for  
the Australian  
Grains Industry

# AAGI Logo Guidelines



# The Logo



The Analytics for the Australian Grains Industry (AAGI) gives Australian growers an opportunity to be world leaders in analytics-driven decision making to drive efficiency and precision and support farm enterprise risk management.

AAGI is an investment of the Grains Research and Development Corporation (GRDC) and is led by three strategic partners Curtin University, the University of Adelaide and the University of Queensland. The strategic partners work with several project and associate partner organisations including leading Australian and international universities, federal and state government research agencies, and commercial technology and analytics providers, to expand the sector's analytics capability and tackle the grains industry's biggest challenges.

The new AAGI logo will be used in conjunction with the three strategic partners and GRDC. The wheat sheaf represents the Australian Grains Industry, while the two connector points represent data loading or data sensing points, often used when representing techy, data analytical organisations. The colours were chosen to look modern and techy.

The future is data driven. AAGI is a big investment that addresses the challenges and opportunities to bring Australian agriculture to the future, where it belongs with the rest of the world.

# The Logo Block



- GRDC upfront as the major investment partner, separated with line
- Strategic partners in order of financial contribution
- Comes in two lengths – portrait (above) and landscape (below)



# Logo Variations

The Analytics for the Australian Grains Industry logo is available in the following colour variations:

1. full colour (AI, EPS, SVG, JPEG, PNG)
2. mono (AI, EPS, SVG, JPEG, PNG)
3. reversed (AI, EPS, SVG, PNG)
4. full colour reversed (AI, EPS, SVG, PNG)

1.



2.



3.



4.



# Colour Palette



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**Black 90%**  
CMYK 0 0 0 90  
RGB 65 64 66  
HEX #414042

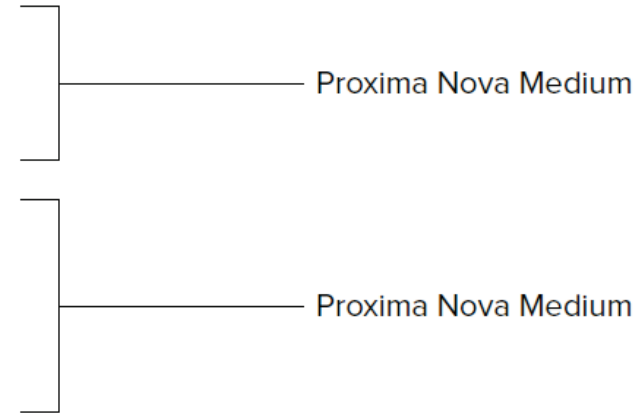
**Pantone 381U**  
CMYK 33 0 97 0  
RGB 183 213 57  
HEX #b6d438

To be used as an accent colour and not recommended for use in large colour blocks.

**Pantone 321U**  
CMYK 95 31 42 5  
RGB 0 128 140  
HEX #00808b

To be used as the main colour for AAGI material.

# Fonts



## TEXT 1

Proxima Nova Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## TEXT 2 (if text 1 is not available)

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

YZ 1234567890

# Minimum Size



Print: 3cm W  
Online: 180px W

The AAGI logo minimum size will ensure legibility when printed or published online. The AAGI logo will frequently be used with the logo block, therefore the minimum size is based on GRDC/strategic partner guidelines.

Minimum size of GRDC and strategic partners in block:



Print: 3cm W  
Online: 180px W



Print: 3cm W  
Online: 180px W



Print: 3cm W  
Online: 180px W



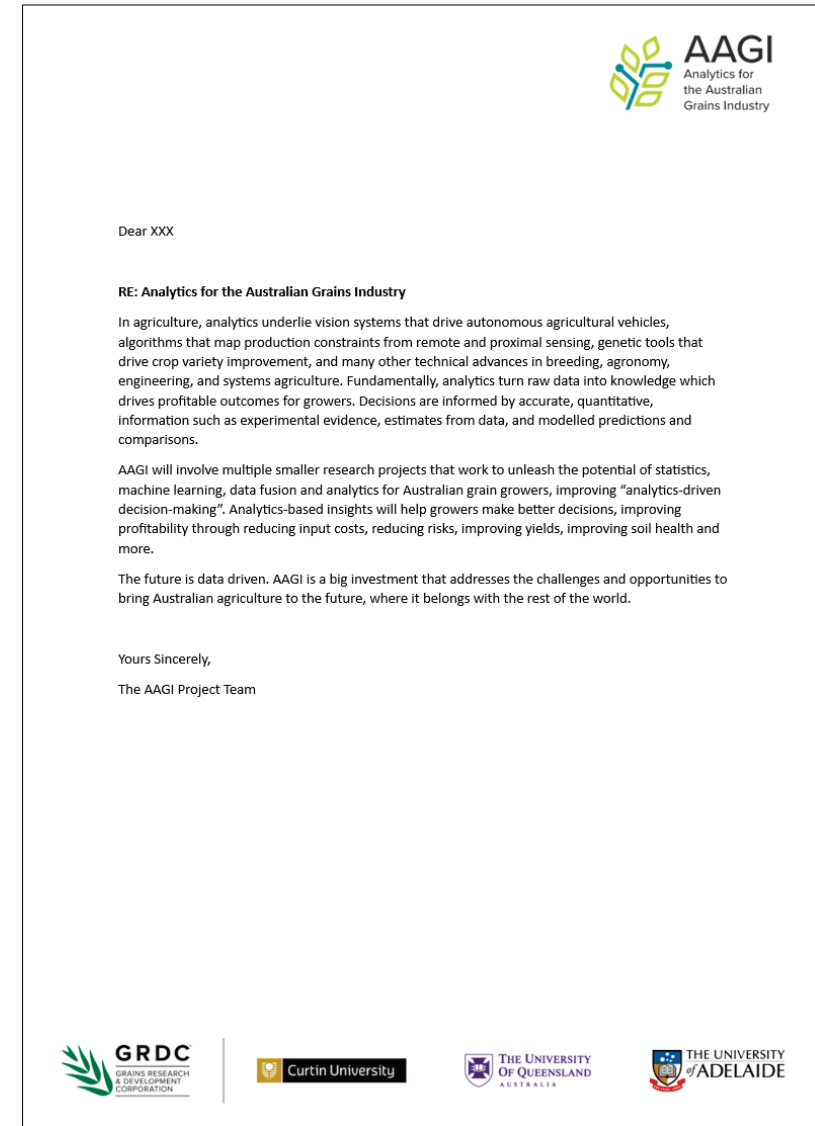
Print: 3cm W  
Online: 180px W

# Placement of AAGI Logo

## Pull up banner



## Letterhead





# Cover Slide template

Presenter name/date



# Slide template and table template

- Slide Text
- Example of a table with AAGI colour:

Table Heading		
Table Sub-Heading		

# Logo do's



Keep AAGI separate from the logo block – up high where it can look like a project, allowing GRDC and strategic partners to look like the ones running it.



On darker backgrounds, use the reversed version



Dear XXX

RE: Analytics for the Australian Grains Industry

In agriculture, analytics underpins vision systems that drive autonomous agricultural vehicles, algorithms that map production constraints from remote and proximal sensing, genetic tools that drive crop variety improvement, and many other technical advances in breeding, agronomy, engineering, and systems agriculture. Fundamentally, analytics turns raw data into knowledge which drives profitable outcomes for growers. Decisions are informed by accurate, quantitative information such as experimental evidence, estimates from data, and modelled predictions and comparisons.

AAGI will involve multiple smaller research projects that work to unleash the potential of statistics, machine learning, data fusion and analytics for Australian grain growers, improving "analytics-driven decision-making". Analytics-based insights will help growers make better decisions, improving profitability through reducing input costs, reducing risks, improving yields, improving soil health and more.

The future is data driven. AAGI is a big investment that addresses the challenges and opportunities to bring Australian Agriculture to the future, where it belongs with the rest of the world.

Yours Sincerely,

The AAGI Project Team

Use the templates provided where possible. Consistency is what strengthens the brand and makes all partners look like a team working together.



PROXIMA NOVA

**Aa**

PROXIMA NOVA BOLD  
1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA SEMIBOLD  
1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA REGULAR  
1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA LIGHT  
1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Use "Proxima Nova" font when writing AAGI material. If not available, use "Arial".



# Logo don'ts



Don't put the AAGI logo near GRDC/strategic partner logo-block – this is confusing! Best to keep logo separate and up high in a corner



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Grains Industry

Never change the logo colours



**AAGI**  
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the Australian  
Grains Industry

Never put AAGI under GRDC/strategic partner logos



**AAGI**

Never alter the logo



# The Logo Block - Incorporating a project partner

- AAGI logo continues to be positioned up high and separate.
- The logo block stays the same, with project partner positioned at the end.
- An example in Portrait:



Strategic partners:



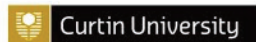
Project partner:



- An example in Landscape:



Strategic Partners:



Project Partner:







If you have any questions about these guidelines, please contact:

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