AgriTech Project

Brand Guidelines

Agri Tech
Growing Smarter, Farming Better

Technology grows where roots run deep, empowering farmers to thrive smartly.

OUR TEAM

Turning point

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Technical Instructor

Eng. Yassien Hassan Galal

introduction

Welcome to Agritech Company, where technology meets agriculture to create a smarter, more efficient, and sustainable future.

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We are excited to have you on this journey with us!

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AGRITECH PROJECT

BRAND GUIDELINES

Agri Tech

Growing Smarter, Farming Better

This guide provides essential insights into Agritech projects, showcasing how technology transforms farming efficiency, sustainability, and productivity. Explore cutting-edge solutions, from precision agriculture to smart irrigation and AI-driven analytics, designed to revolutionize the agricultural sector.

Logo Usage

Welcome to Agritech Company, where technology meets agriculture to create a smarter, more efficient, and sustainable future.

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Primary Logo

Secondary Logo

Clear Space

Clear space is the minimum area surrounding your logo that must remain free of any other visual elements like text, graphics, or edges. It ensures your logo stays visible, impactful, and uncluttered in any setting.

3x   **3x**

3x   **3x**

Color Palette

Brand colors are the colors used in a logo to represent the identity and values of a brand. In the AgriTech logo, the chosen colors effectively convey the fusion of agriculture and technology, with strong visual symbolism

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03

Deep Green

CMYK	(89%, 0%, 32%, 67%)
RGB	(9, 85, 58)
HEX	#09553A

Goldenrod

CMYK	0%, 32%, 86%, 4%
RGB	245, 166, 35
HEX	#F5A623

Cornflower Blue

CMYK	#706B10
RGB	#706B10
HEX	#706B10

Green Apple

CMYK	43%, 0%, 64%, 25%
RGB	109, 190, 69
HEX	#6DBE45

Pattern

A logo pattern is a repeated or structured design created using a brand's logo or elements of its identity. It helps reinforce brand recognition while adding a stylish, cohesive look to various applications.

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Typography

Typography helps express the tone, values, and personality of the AgriTech brand. Our type choices reflect clarity, modernity, and approachability—bridging the gap between innovation and agriculture.

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Primary Typeface

Montserrat

A B C

www.agritech.com

A a

A
Bold

Aa Bb Cc Dd Ee Ff Gg Ii Jj

Kk lL Mm Nn Oo Pp Qq Rr

A
MED

Aa Bb Cc Dd Ee Ff Gg Ii Jj Kk
lL Mm Nn Oo Pp Qq Rr

A
Thin

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

Primary Typeface

Cairo Font

A B C

www.agritech.com

Aa

Bold Font

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

Regular Font

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

Primary Text Headline

The primary headline font sets the tone for the entire AgriTech brand. It›s used for major titles, cover pages, banners, and key messaging where visibility and impact are crucial.

Secondary Text Headline

Secondary headlines support the primary headline by organizing sections and sub-sections within content. They help create hierarchy and flow, guiding the reader through the message without overpowering the main title.

Body Content – Cairo Font

Cairo is a versatile and clean font that supports both Arabic and Latin scripts, (Both set in Cairo Regular, 14 pt) making it ideal for bilingual or regionally inclusive communication. It maintains a friendly, modern look while staying readable across platforms.

Imagery Style

Imagery is a vital extension of the AgriTech brand—it brings your mission to life. The right visuals should capture the harmony between nature and technology, while staying authentic, clear, and purposeful.

Agri Tech
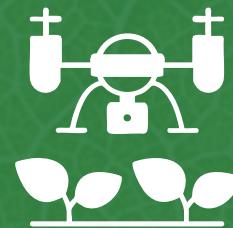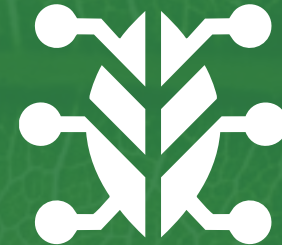Growing Smarter, Farming Better

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Icon Style

Icons in the AgriTech brand system should visually communicate ideas clearly and consistently—combining simplicity, clarity, and relevance to both nature and technology.

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Stationery

Stationery reflects the tangible face of the AgriTech brand. Whether it›s a letterhead, business card, envelope, or report cover—every piece should reinforce the brand's values of innovation, sustainability, and professionalism.

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Letterhead

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Date : / / 2025

YOUR TEXT HERE

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer 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 hendrerit 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 duis dolore te feugait nulla facilisi.

Signature

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Business Card

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www.agritech.com

Envelope

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Flyer

AgriTech Company

Who We Are?

At AgriTech, we provide innovative solutions that integrate modern technology into agriculture, helping farmers increase productivity, reduce costs, and protect the environment.

Our Vision

Leading the smart agriculture revolution through innovation and sustainability.

Our Mission

Delivering advanced agricultural technologies to help farmers achieve maximum yield with minimal effort.

Our Services:

Smart Farming
AI-powered irrigation and fertilization systems.

Agricultural Data Analytics
Advanced monitoring of crops and soil health.

Drone Technology
Efficient field surveillance and pesticide spraying.

Smart Greenhouses & Vertical Farming
Sustainable solutions for maximizing production in limited

Why Choose AgriTech?

☐ Increased productivity & reduced waste.
☐ Sustainable technologies for a greener future.
☐ Continuous support for farmers and agribusiness investors.

Get in Touch:

📍 1231 Main Street, Giza   ✉ agritec@gmail.com   📞 0101010101

Social Media

Social media design is more than just making things look good — it›s a key tool for capturing attention, telling your brand›s story, and engaging with your audience in seconds. Great design makes your content stand out and drives real impact.

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Facebook page

The AgriTech Facebook page blends nature and technology with a modern design, bilingual content, and engaging visuals. It promotes smart farming solutions while connecting with over 100K followers.
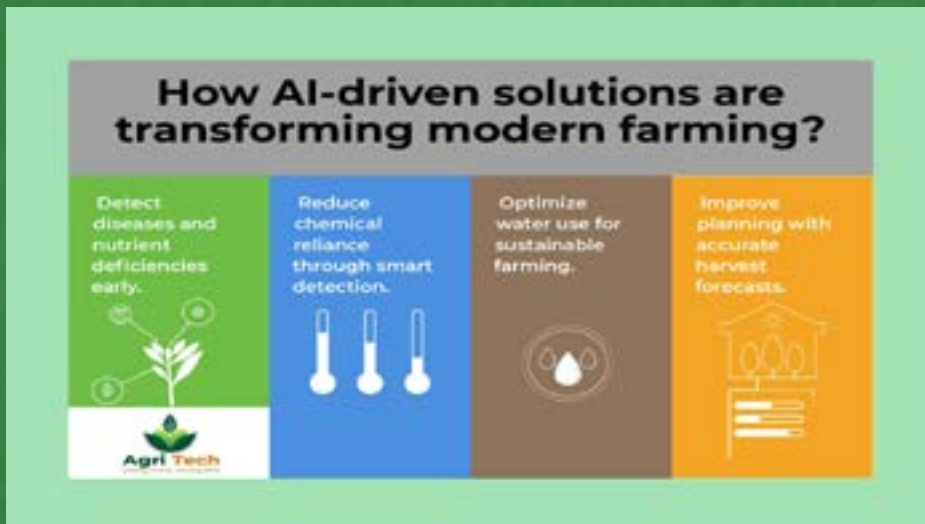
Poster

Infographic

Infographic design is all about turning complex information into clear, engaging visuals. By combining data, icons, and layout in a smart way, infographics help people understand and remember information quickly. They're perfect for storytelling, education, marketing, and making content more shareable.

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How AI-driven solutions are transforming modern farming?

Detect diseases and nutrient deficiencies early.

Reduce chemical reliance through smart detection.

Optimize water use for sustainable farming.

Improve planning with accurate harvest forecasts.

The Impact of AI in Agriculture

Lower costs

Reduction in water consumption

50% faster

Book Design

Book design is the process of arranging a book's visual elements—like layout, typography, and images—to create an engaging and readable experience. It ensures the book is both functional and visually appealing, whether in print or digital form.

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For more information and to browse the booklet, you can scan the QR code.

https://online.flippingbook.com/view/963320860/

Contact Us

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Turning point

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