



# Lingis Agrilife

Branding Manual  
2020

DESIGNED BY

IDEA**SEVEN**

### **The design guidelines**

This document specifies the identity of Lingis Agrilife by describing the verbal and visual characteristics. These elements can be the name or the logo based on its color, typography and visuals.

Reading this manual, will grand you an insight of the construction of the logo, the thoughts behind its creation while providing you the grid system and its application in light or dark backgrounds.

The documentation demonstrates the professionalism and seriousness of our work to achieve the best outcome for our clients.

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# 01. Expression



## Introduction

Logo is very important because it helps building the identity of the company. There is an icon that complements the whole agriculture field.

## Logo

The green part of the logo symbolizes a plant while the blue part of the logo the sky. The shape of the logo makes it more related to agriculture equipment since it brings a serious emotion.

## Brand Personality

- Modern
- Simple
- Professional
- Serious



Sky

+



Plant

## 02. Characteristics

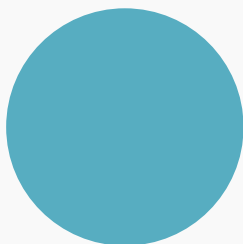
### Typography

The font used is called "Trebuchet MS". It is more harsh than the other two fonts used. Although, it is suitable for the design due to its cleanness.

### Trebuchet MS

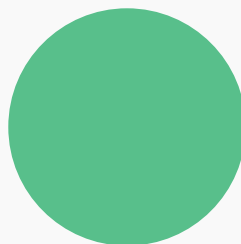
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

### Colors



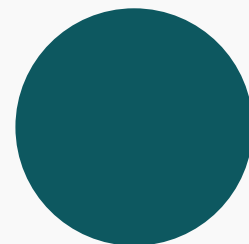
#57ADC1

Nature  
Trust  
Reliability



# 58BF8B

Nature  
Environment  
Growth



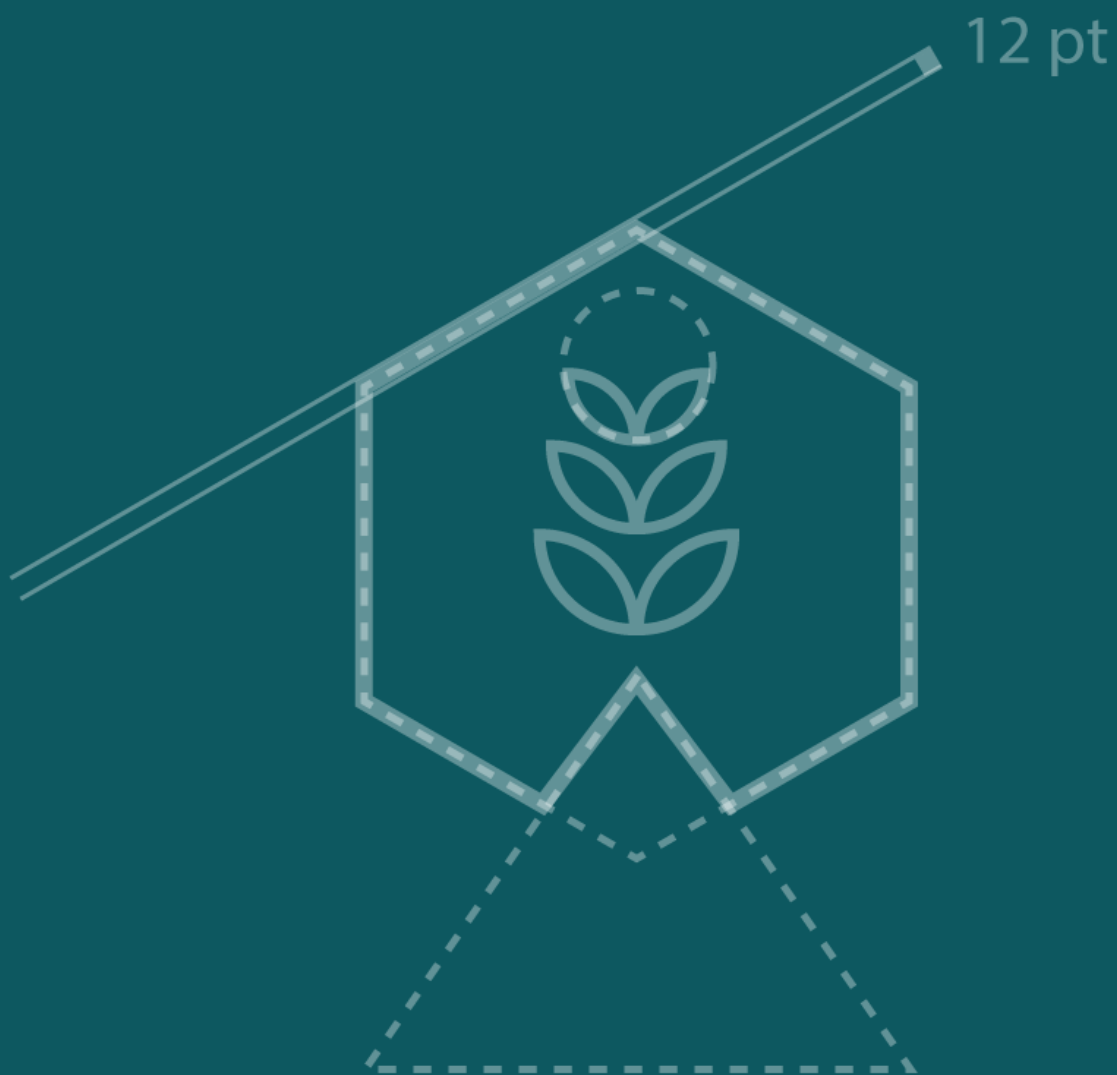
#0D5860

Can be used as a  
dark background  
color.

## 03. Construction

### Guides

The logo was created through different shapes.



## 04. Versions

### Logo Variations

The logo has two variations for both dark and light versions.



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Thank you.