

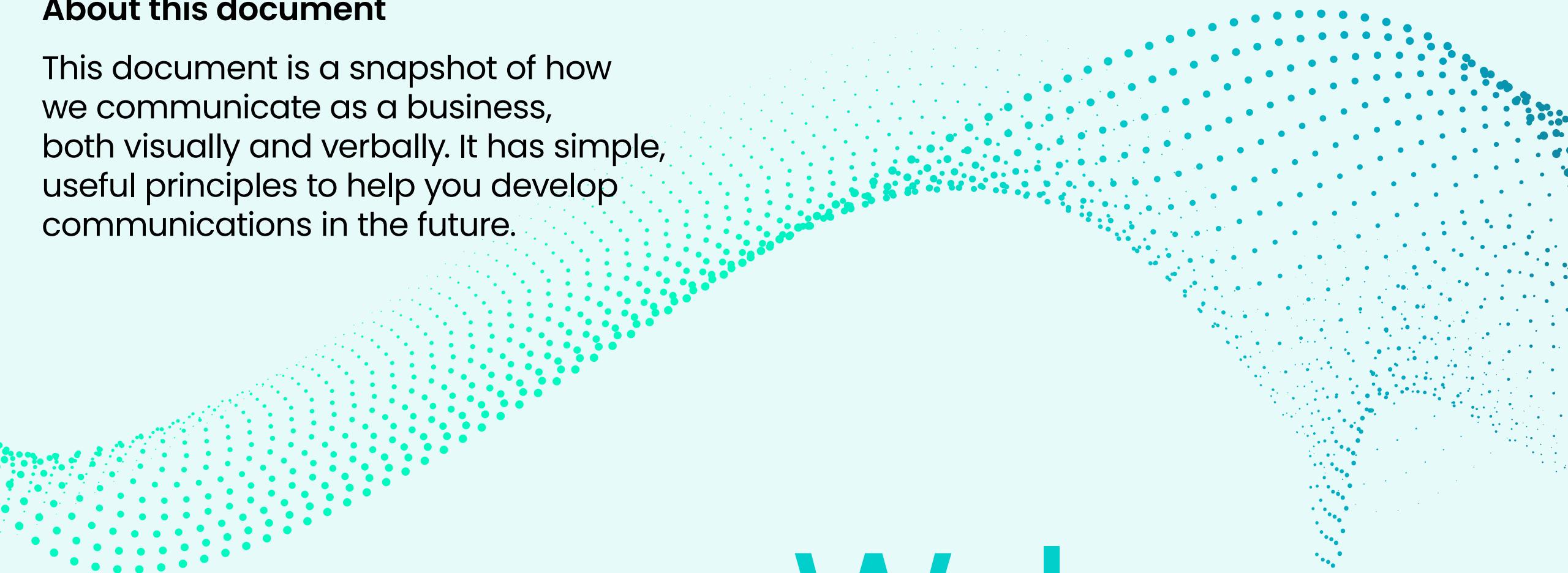


Syngenta Biologicals

A snapshot of our brand

About this document

This document is a snapshot of how we communicate as a business, both visually and verbally. It has simple, useful principles to help you develop communications in the future.



Welcome

Our strategy and messaging



Our core brand idea

Our core idea – sometimes also called the brand platform – encapsulates what our brand's about and sets us apart from our competition. It should underpin everything we do and runs like a red thread through all our comms.

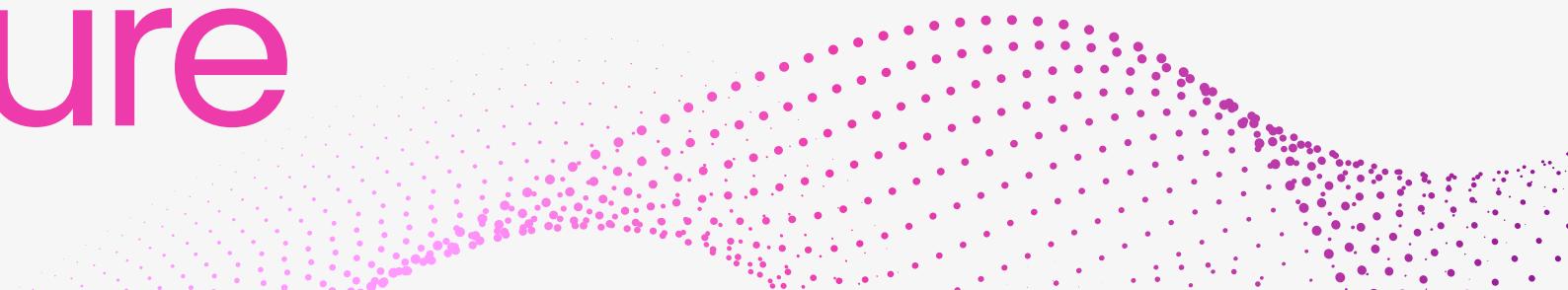
At Syngenta Biologicals, we aim to lead the world into a sustainable future by changing the way we produce our food.

Today's farmers need to face an ambitious challenge: producing enough food for a growing global population, and at the same time reducing the impact of their activities to meet environmental and social expectations. We stand by them by providing solutions that leverage on science and innovation to answer their unmet needs, offering more choice and flexibility for sustainable crop management.

Biologicals are essential to the future of agriculture, providing an important tool to increase yields, optimize the use of resources, make agriculture more climate-resilient, and improve the health of our soils for future generations.

By innovating boldly, we can transform the future of agriculture.

Innovation
powered
by nature



Our tone of voice principles

While the brand idea and narrative reveal “what” our main message is, the tone of voice tells us “how” to go about expressing it – in both written and spoken word.

Collaborative

A good partnership depends on effective collaboration – and our tone should reflect that.

In practice, this means we never talk down to people or assert our worldview in an authoritative manner. When we talk about what “we” achieved, we always include our partners. If you find it hard to imagine what that sounds like, try to think of someone you know who’s a good team player, encouraging of others and always open to new ideas – and try to express your message like they would.

Genuine

Real experts don't waste time trying to prove themselves. They stay authentic and say it as it is.

Working closely with farmers, distributors, regulators, innovators and startups across the world, we understand their point of view – and we show it by communicating in a way that's relevant to them. Among other things, this means we talk about locally relevant topics and never use jargon when something more casual would do. We state things in plain terms and don't exaggerate.

Inspiring

To be a good leader, you need more than just a vision – you need to know how to get everyone else excited about it.

We do that by sharing our ideas, plans and activities, in an enthusiastic manner. To paint a clear picture of what “innovation powered by nature” looks like and channel our confidence in it we avoid generalising and stay as specific as we possibly can.



Our brand elements

Visual elements at a glance

Here is our visual toolkit at a glance. Over the following slides we have set out some principles to help guide how you use these elements in the future.

Logo



Typeface

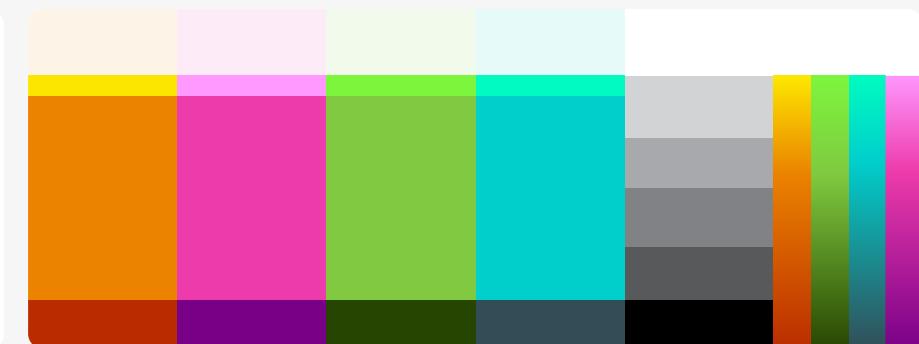
Poppins

Poppins Semi Bold

Poppins Regular

Poppins Light

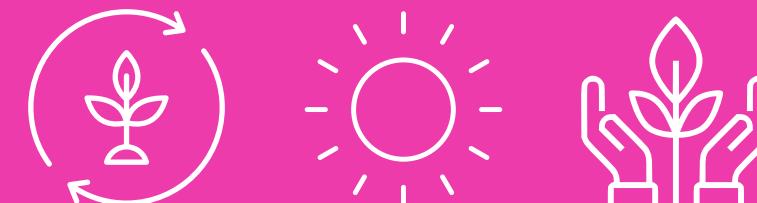
Color palette



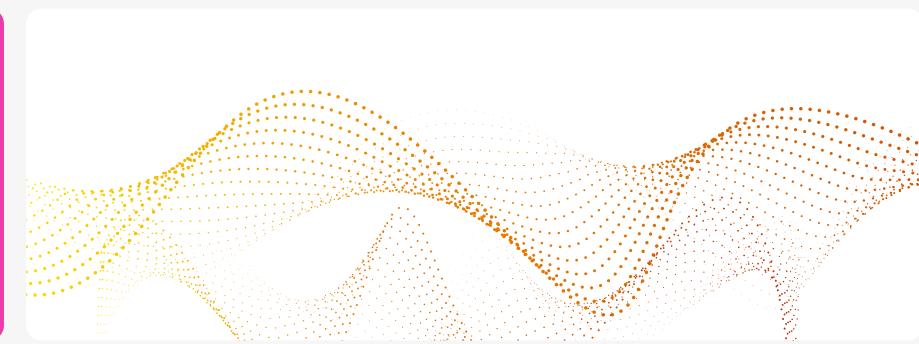
Photography



Iconography



The Power Graphic



Logo

Color and clearspace

Only use the approved artwork files for our logo, that are available on Trinity.

Logo color

- Our primary is blue and green and should be used on simple, light backgrounds
- We also use the white version on dark backgrounds
- We also use a black (mono) logo when color is not available.

Logo clearspace

- Please follow the guidance opposite to ensure our logo is protected.

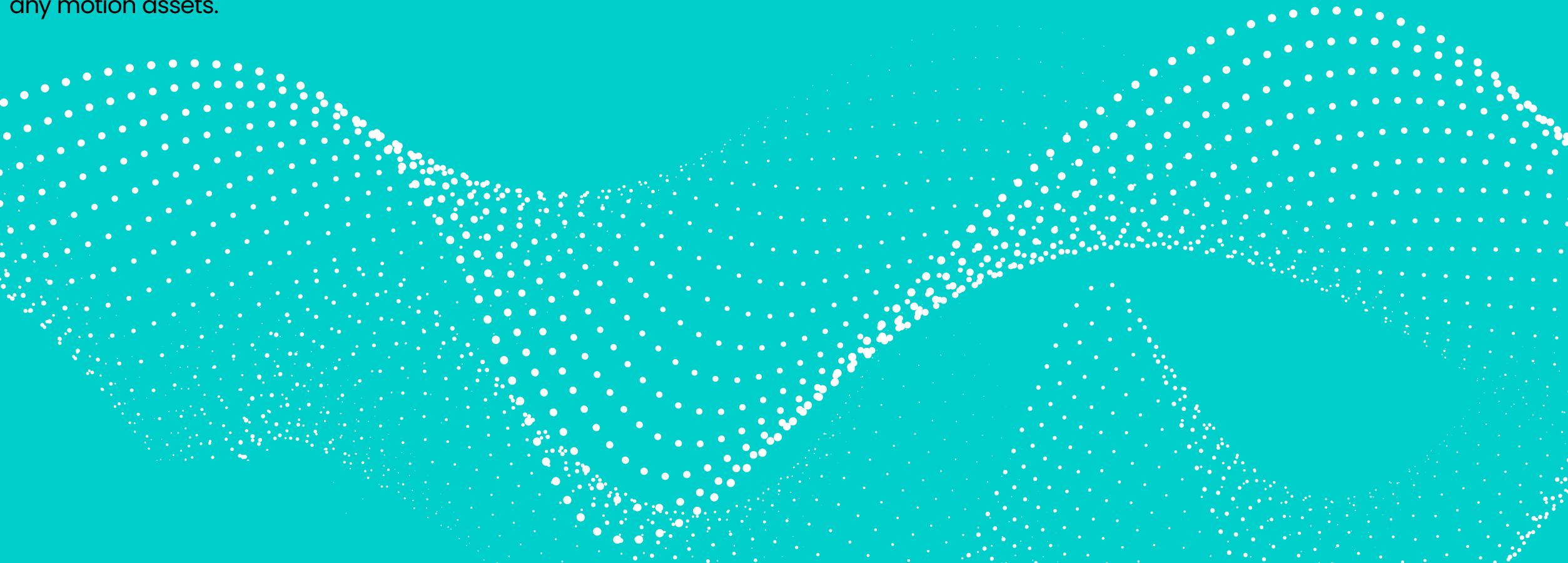
 [Download logo set on Trinity](#)



The Power Graphic

We've created a supergraphic that incorporates the Valagro wave and draws from the visual reference of nature's murmuration.

It can be used as a strong graphic device on its own or can interact with imagery. It can also move in the same way as a murmuration for any motion assets.



The Power Graphic

Crop

In order to remain consistent across our brand, one ‘supergraphic’ of The Power Graphic is used.

Cropping The Power Graphic

Use crops of the supergraphic to frame the logo, text or images.

Where needed, The Power Graphic can also be pivoted in order to frame content.

Scaling The Power Graphic

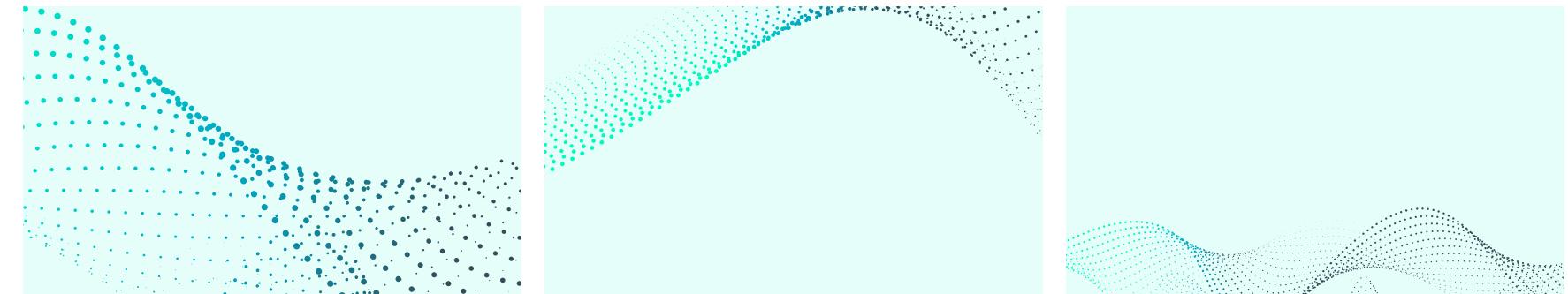
Different sections of the supergraphic can be used at different sizes and scales, depending on how detailed or simple The Power Graphic needs to be.

 [Download The Power Graphic on Trinity](#)

Cropping The Power Graphic



Scaling The Power Graphic



Zoomed in ←

→ Zoomed out

The Power Graphic

Color usage

The Power Graphic can be used either as a gradient or in white.

The Power Graphic as a gradient

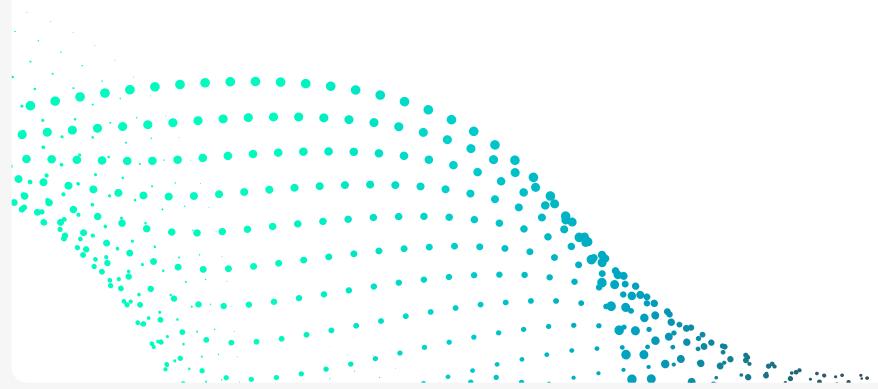
Gradients can be used for The Power Graphic however should only ever be used on light or dark backgrounds.

The Power Graphic in white

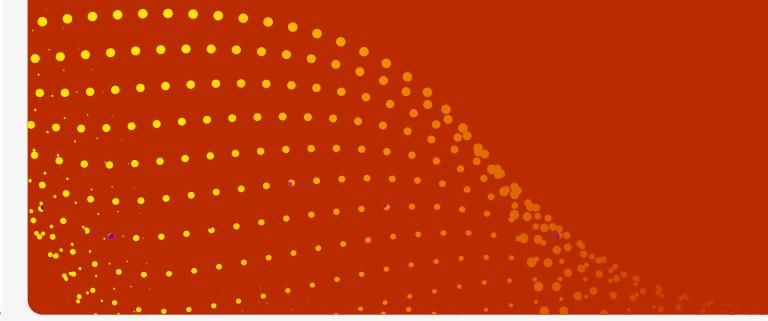
A white version of The Power Graphic should be used when placed on colored backgrounds or photography.

 [Download The Power Graphic on Trinity](#)

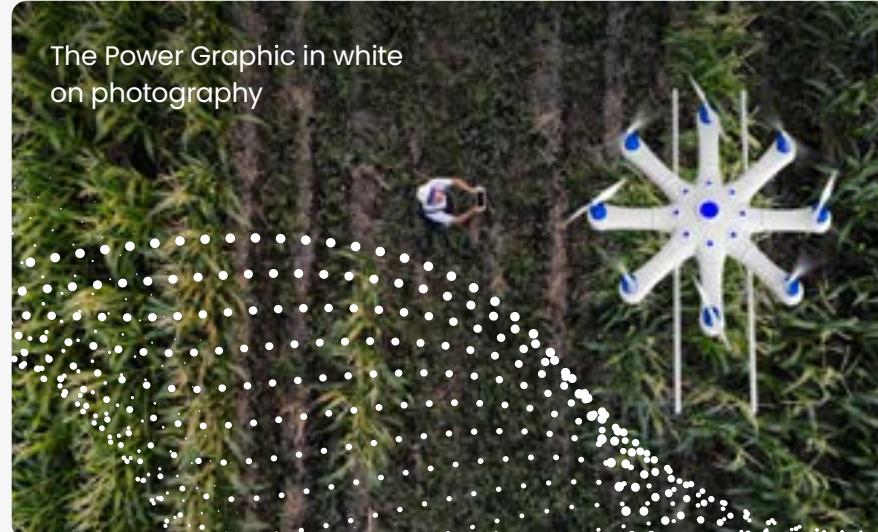
The Power Graphic as a gradient on a light background



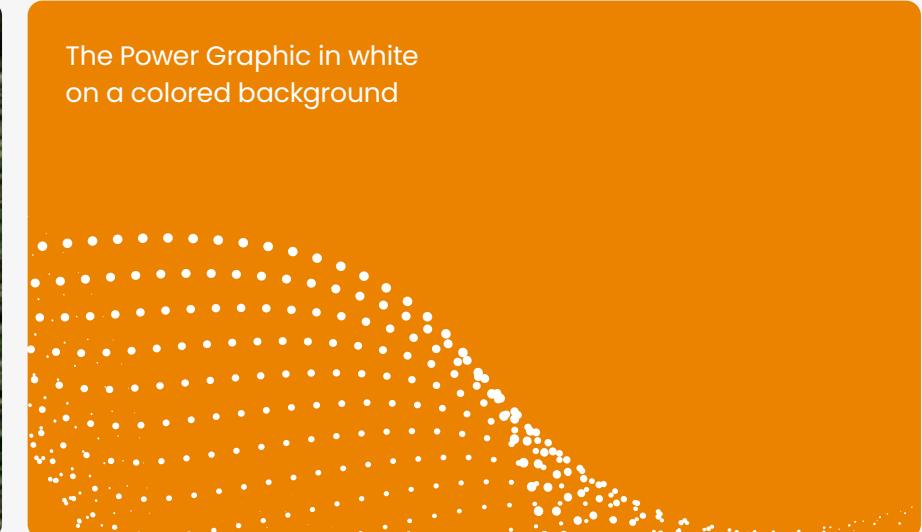
The Power Graphic as a gradient on a dark background



The Power Graphic in white on photography



The Power Graphic in white on a colored background



Photography Overview

Syngenta Biologicals photography builds on the Syngenta corporate brand's suite of photography, taking further inspiration from innovation and nature.

Innovation

Innovative photography features modern farming techniques and experiments both on and off the field.

Nature

Photography of nature features row crops at various stages of growth, on their own or with growers.

Innovation



Nature



Color Overview

We use the Syngenta corporate palette. For specific guidance on usage please refer to the Syngenta corporate guidelines.

Use the ratio shown on this page as a guide for which colors should be most used.

 [Download Syngenta Biologicals colors on Trinity](#)



Color

Values and usage

Our brand colors are used to help create a distinctive and recognizable brand identity.

Color usage

Our core colors are the brand's primary colors. They are used to create bright and vibrant designs across all our communications.

Use a range of the core colors when creating 'content heavy' collateral.

Core and Dark colors, as well as Black and White, can be used for text.

Green and Blue tints can be used as an alternative to white for backgrounds.

Use our Bright colors sparingly as an accent or within The Power Graphic.

For digital usage, white or light tints of text or iconography must not be used on the either of our Bright colors, and vice versa.

 Download Syngenta Biologicals colors on Trinity

Sun Orange Bright PMS: 108C CMYK: 0 5 98 0 RGB: 252 229 0	Energy Pink Bright PMS: PMS 244C CMYK: 6 29 0 0 RGB: 255 153 255	Plant Green Bright PMS: 2290C CMYK: 48 0 92 0 RGB: 124 246 60	Air Blue Bright PMS: 3533C CMYK: 57 0 36 0 RGB: 0 250 192	White
Sun Orange Core 10% tint PMS: 144C CMYK: 0 60 100 0 RGB: 235 130 0	Energy Pink Core 10% tint PMS: 232C CMYK: 0 88 0 0 RGB: 236 58 170	Plant Green Core 10% tint PMS: 360C CMYK: 59 0 90 0 RGB: 127 202 63	Air Blue Core 10% tint PMS: 326C CMYK: 81 0 38 0 RGB: 0 207 205	Black 20% tint
Sun Orange Mid PMS: 144C CMYK: 0 60 100 0 RGB: 235 130 0	Energy Pink Core PMS: 232C CMYK: 0 88 0 0 RGB: 236 58 170	Plant Green Core PMS: 360C CMYK: 59 0 90 0 RGB: 127 202 63	Air Blue Core PMS: 326C CMYK: 81 0 38 0 RGB: 0 207 205	Black 40% tint
Sun Orange Mid PMS: 144C CMYK: 0 60 100 0 RGB: 235 130 0	Energy Pink Core PMS: 232C CMYK: 0 88 0 0 RGB: 236 58 170	Plant Green Core PMS: 360C CMYK: 59 0 90 0 RGB: 127 202 63	Air Blue Core PMS: 326C CMYK: 81 0 38 0 RGB: 0 207 205	Black 60% tint
Sun Orange Dark PMS: 2349C CMYK: 0 82 100 10 RGB: 186 44 0	Energy Pink Dark PMS: 2355C CMYK: 60 100 0 0 RGB: 120 0 135	Plant Green Dark PMS: 350C CMYK: 74 18 81 62 RGB: 38 70 0	Air Blue Dark PMS: 2181C CMYK: 89 42 29 50 RGB: 51 76 86	Black 80% tint
Sun Orange Dark PMS: 2349C CMYK: 0 82 100 10 RGB: 186 44 0	Energy Pink Dark PMS: 2355C CMYK: 60 100 0 0 RGB: 120 0 135	Plant Green Dark PMS: 350C CMYK: 74 18 81 62 RGB: 38 70 0	Air Blue Dark PMS: 2181C CMYK: 89 42 29 50 RGB: 51 76 86	Black

Typeface

The primary font is Poppins. When Poppins is unavailable, including within the Microsoft Office suite, we use Arial. For our website estate and for digital marketing we use Noto Sans Display.

 Download Poppins from Google

 Download Noto Sans Display from Google

Poppins

Our corporate font

Poppins Light
Poppins Regular
Poppins Semibold

Our font for online communications

Noto Sans Display Regular
Noto Sans Display Medium
Noto Sans Display Bold

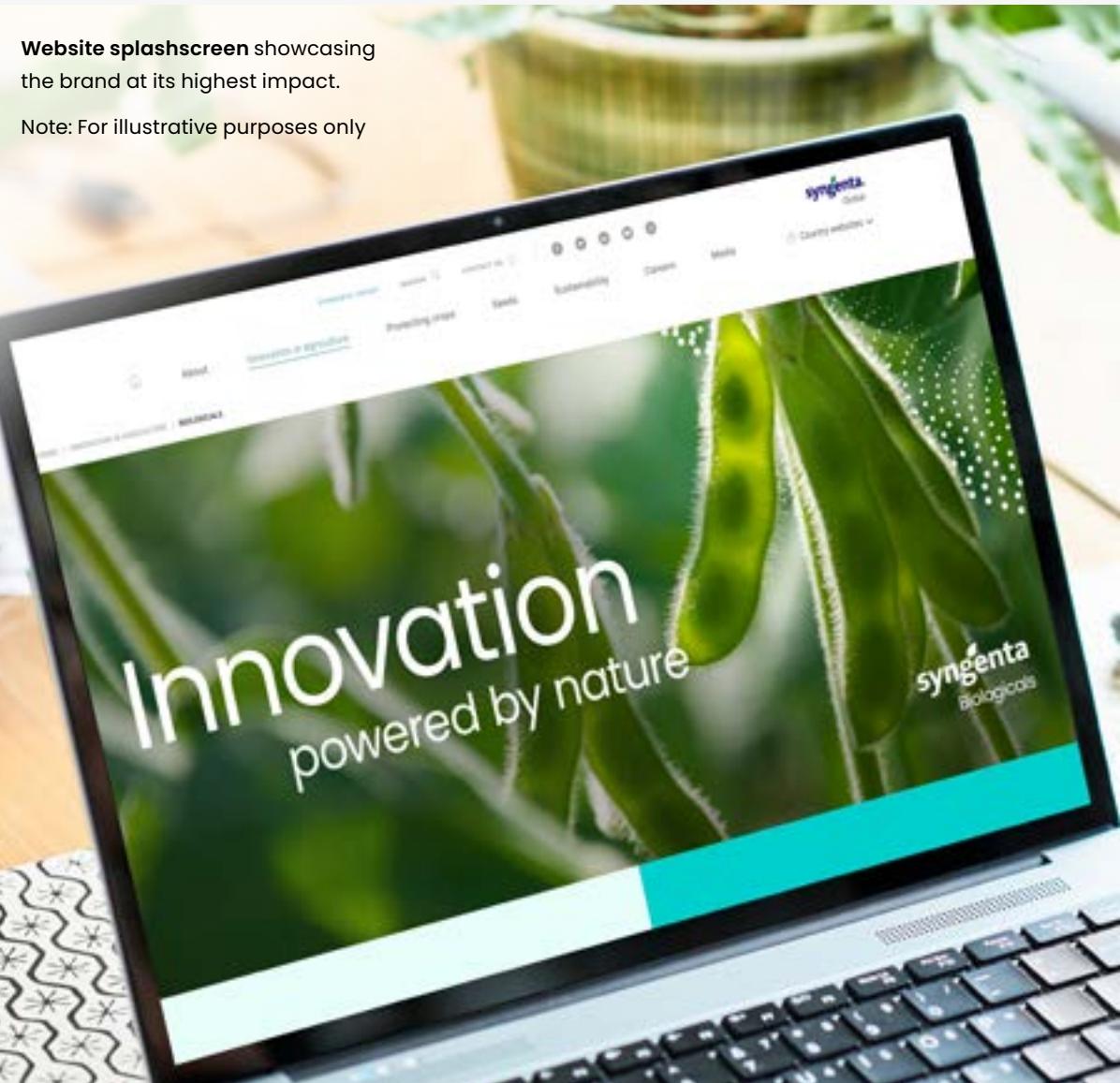
Our default font

Arial Regular
Arial Bold

Our brand in action



Our brand in action



Website splashscreen showcasing the brand at its highest impact.

Note: For illustrative purposes only

Name Surname
Job Title

Innovation
powered by nature

syngenta
Biologicals

Send

Email signature capturing the brand at its most concise. [Download Email signature from Trinity](#)

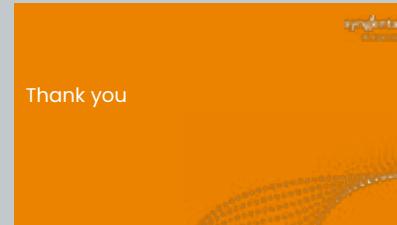
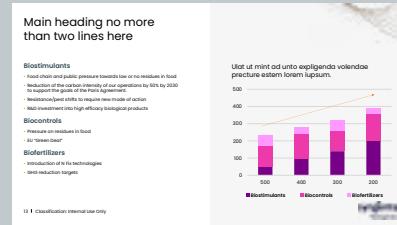
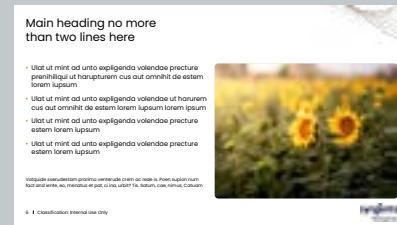
Zoom conference call background offering a dynamic but simple backdrop to calls.

[Download Zoom Conference call backgrounds from Trinity](#)

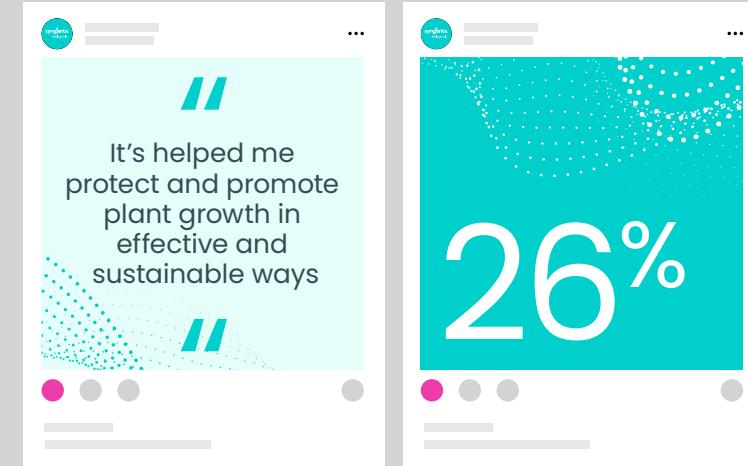
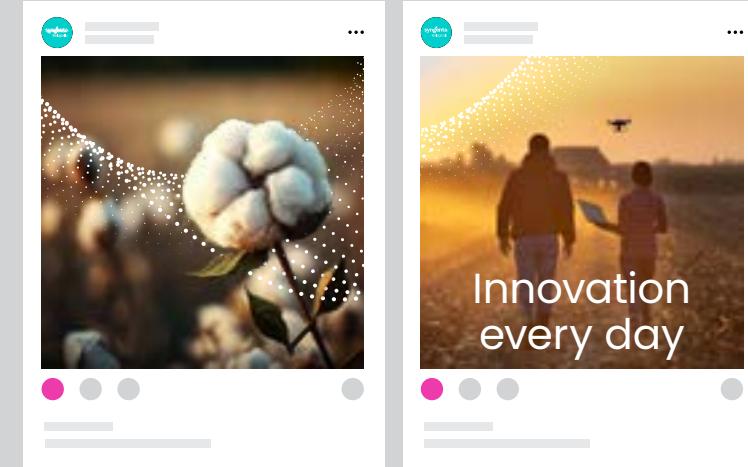
Our brand in action

Powerpoint template providing a variety of functional, accessible layout options.

 Download Powerpoint template from Trinity



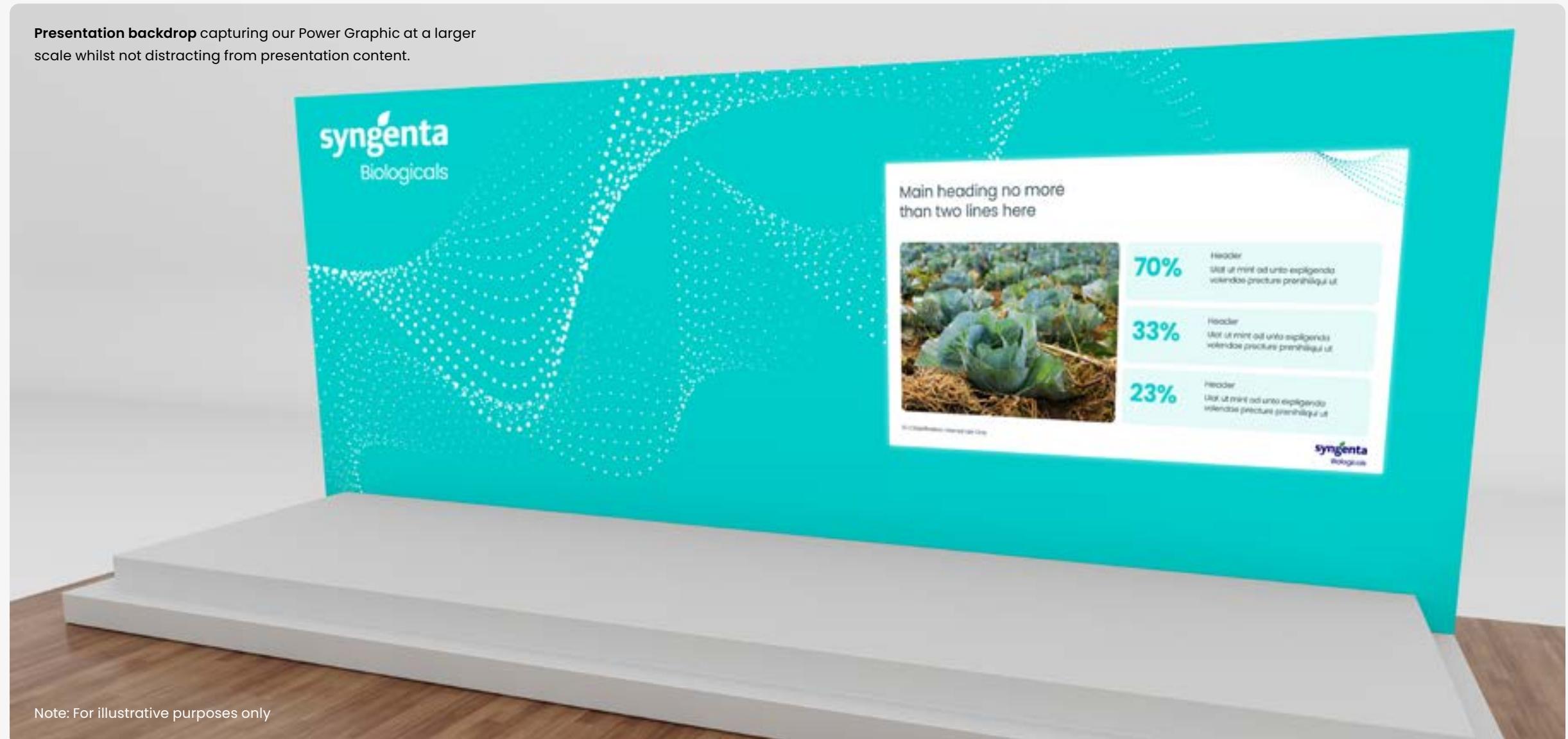
Social posts showing how our brand elements can help create ownable stories online.



Note: For illustrative purposes only

Our brand in action

Presentation backdrop capturing our Power Graphic at a larger scale whilst not distracting from presentation content.



Note: For illustrative purposes only

Contacts

For any further information
on Syngenta Biologicals,
please get in touch with us:

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Thank you

