



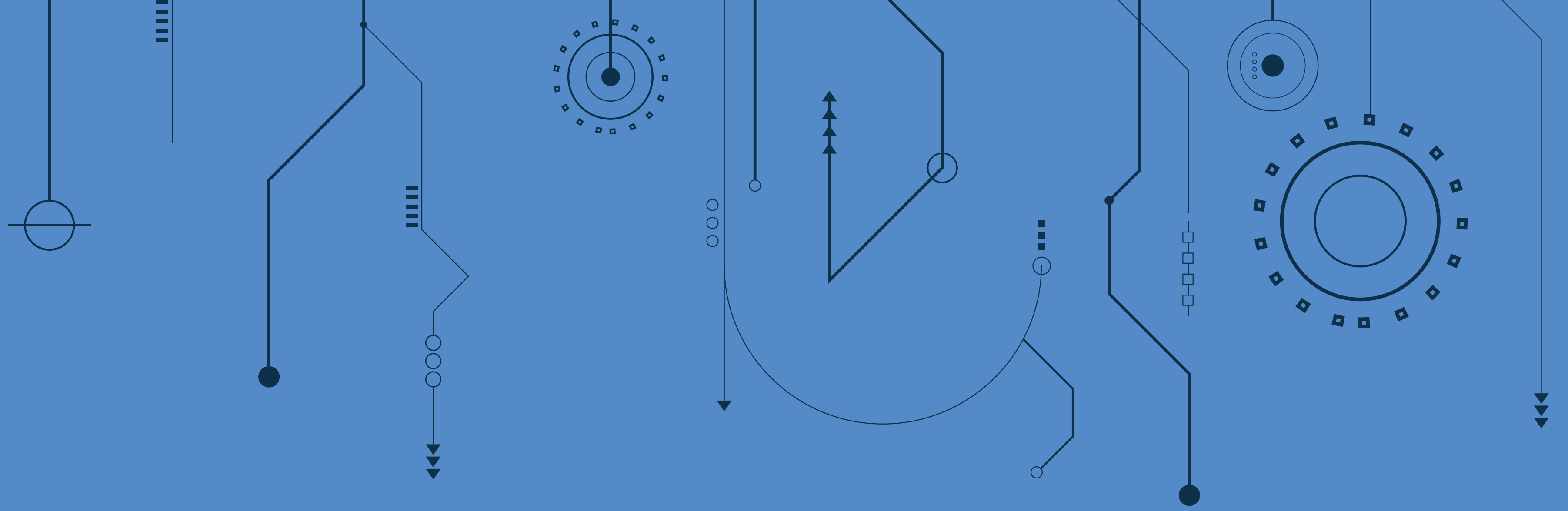
Funded by
the European Union

Project Brand Guidelines

Visual identity

horizon-openagri.eu

OpenAgri



An Overview

These guidelines are crafted to ensure a unified visual style and consistent messaging in all communications. In the following pages, you will discover what our project represents and how to convey it in the most impactful way

About the Project

About: OpenAgri is a Horizon Europe project focused on democratizing digital agriculture by developing accessible, open-source, and energy-efficient solutions for farmers, especially in remote areas. Through innovation and collaboration, OpenAgri empowers sustainable farming practices and fosters trust in agricultural digital technologies.

Mission: Democratizing digital agriculture with cost-effective, energy-efficient, and open-source solutions for small and remote farms.

Vision: Empowering farmers worldwide with accessible, trustworthy, and community-driven digital tools to foster sustainable agriculture.

Values:

Accessibility: Ensuring inclusivity for even the most remote farms.

Transparency: Building trust through open-source innovation.

Sustainability: Prioritizing energy-efficient and environmentally conscious solutions.

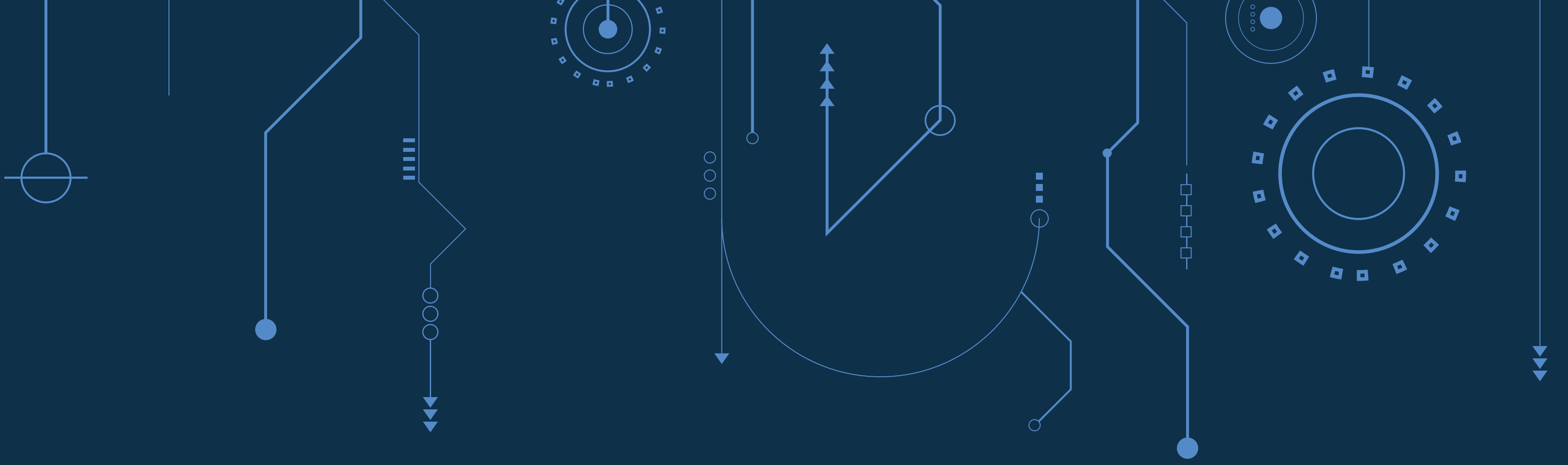
Collaboration: Engaging communities for co-creation and impact.

The logo



Logo Explained

The OpenAgri logo represents the core values of the project: openness, collaboration, and sustainability. Its design elements reflect the interconnectedness of technology and agriculture, symbolizing the project's mission to provide inclusive, open-source solutions that empower farmers and foster sustainable agricultural practices globally.



Placement

Maintain a clear area around the logo for prominence and legibility.

Use approved versions of the logo: full color, grayscale, or white.

Avoid alterations such as resizing, rotating, or applying effects.

Colour variations



OpenAgri

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Brand Colours



#0E3049



#356590



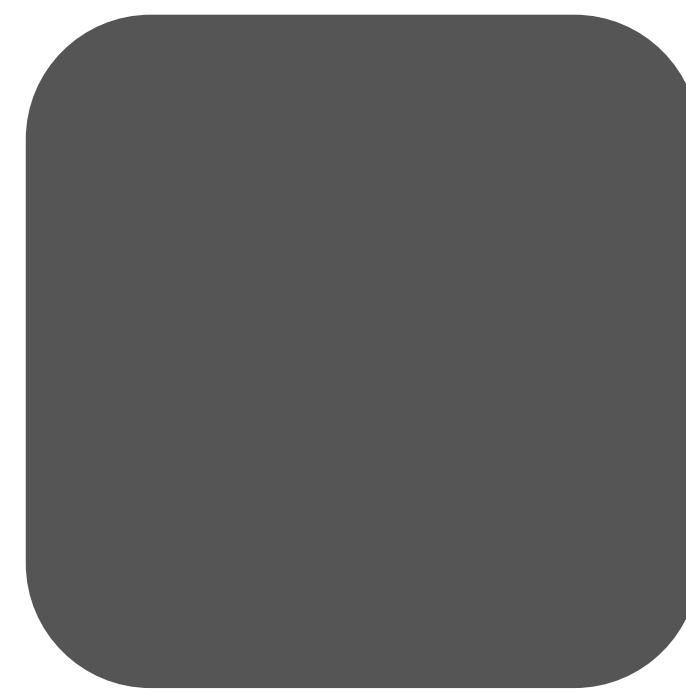
#558BC9



#C7CC2D



#71A040



#6B6B6B

Typography

PRIMARY TYPEFACE- LATO

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

1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20

SECONDARY TYPEFACE - ROBOTO

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

1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20

Logo Modeling



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