



# Visual Identity Manual



## GLOSSARY

### **Lettering**

Alphabet letter, number, punctuation mark or any type of symbol which can be introduced in the form of words or text, in a ad.

### **Background**

Part that makes the background of a scene, picture, photo etc.

### **Layout**

Draft or mirror specifying source and body of the characters used, layout, colors and format of any work to be produced.



## PRESENTATION

The visual identity of a company is one of its main assets. It is through it that an institution visually conveys its values and its philosophy, becoming visible and recognized by the public.

This manual aims to establish a set of standards in order to create an uniform and consistent manner of application and use of Agrale visual identity elements.

This document is the result of intensive research and development work, and aims to inform and serve as a basis for the establishment and consolidation of the Agrale brand.

The coherent and systematic use of rules in this manual will help to strengthen the image of the institution. Remember that customers' first impression is formed on the appearance of your premises and on the hospitality they are welcomed with at your company. These aspects are part of Agrale customer satisfaction and help our trademark to keep standing out in the market.

In general, the preferred visual signature is the version shown beside represented high-density. This version should be always reproduced by downloading the files that are on the links available on the website [www.agrale.com.br](http://www.agrale.com.br) in the press/logotype menu. In the cases it is not possible to use this version, it is important to follow the rules and instructions in this manual.

Agrale S.A.  
Sales and Marketing Area

**Always check the latest version of  
Agrale Visual Identity Manual available on the extranet.**

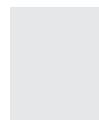
# 1

## BRANDING

The brand is a symbolic representation of a range of information about a product, a service, a group of products/services, or an institution. The symbolic representation of a brand is typically made up of a name (word mark) and images or concepts that distinguish the product, service or the company itself (figurative mark).

Next it will be possible to meet all researches about construction and applications of the trademark. The goal is to provide resources in order that structural elements of the brand can be applied correctly at all levels of information in which the institution, or other interested parties, lend themselves to use it.

It is important that all the rules laid down below are followed correctly so that the visual elements of identity are applied consistently.



## 1.1 Main and Horizontal Versions

This is the version of the main signature (with the “A” above the lettering).

Agrale brand signature is also allowed in the “horizontal version”, that is, the symbol “A” beside Agrale lettering.



*Main Version.*



*Horizontal Version.*

### Maximum Reductions:



15mm width



23mm width

## 1.2 Restricted Application - Flat Version

The manual also provides secondary chromatic treatments to be used when it's not possible to use the digital signature in high-density. The preferred and horizontal signatures can be applied in pure colors (flat version). It is possible to observe that in these situations the red in high-density is being replaced by pure red. This version can be applied, for example, in screen printing, pantone, adhesives, among others.



### Monochrome applications:

*The monochrome application should be used solely and exclusively in cases where we have no interference on the chromatic pattern of the background. The use of these versions must be made by the approval of Agrale Marketing Department.*



## 1.2.1 Restricted Application - Logo Application

The symbol may eventually be used separately from the logo on institutional applications where the goal is to be concise and economical in the design of the part to be applied. It may be used as visual complement in places where there is already complete signaling of Agrale brand.  
Ex.: stands, internal use in dealerships, service shirt, etc. Previous approval of Agrale Marketing Department is required.



## 1.2.2 Restricted Application - Horizontal Versions

These versions only must be used in situations in which vertical versions are not well visualized.  
The use of these versions must be made by the approval of Marketing Department.



### Maximum Reductions:

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**AGRALE**



16mm width

**AGRALE**



16mm width

## 1.3 Integrity Areas

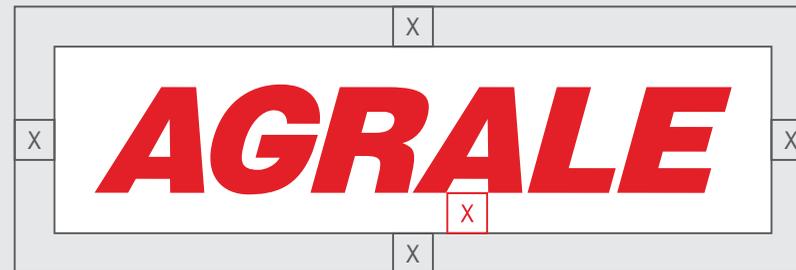
A space around the trademark must be kept free of interference from other graphics to preserve its integrity and legibility. This space is called “integrity area.” The minimum recommended amount of space to the integrity area of Agrale brand equals “X”, that is the internal distance between the letter “A”, as shown below in red.



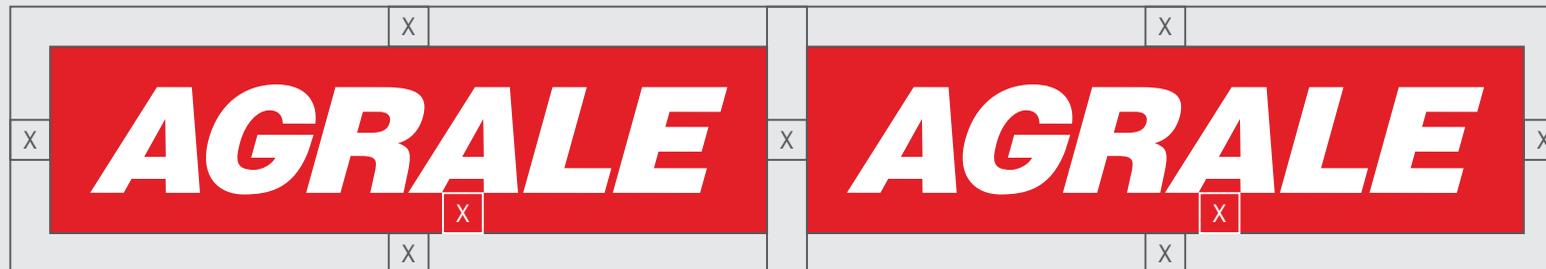
*The unit “X” corresponds to the internal distance of the letter “A”.*

## 1.4 Integrity Areas

The integrity area of “Agrale” lettering equals “X”, according to item 1.4. When applied over a box, this measure also determines the integrity area of the lettering in relation to the box and also of the box relating to external elements.

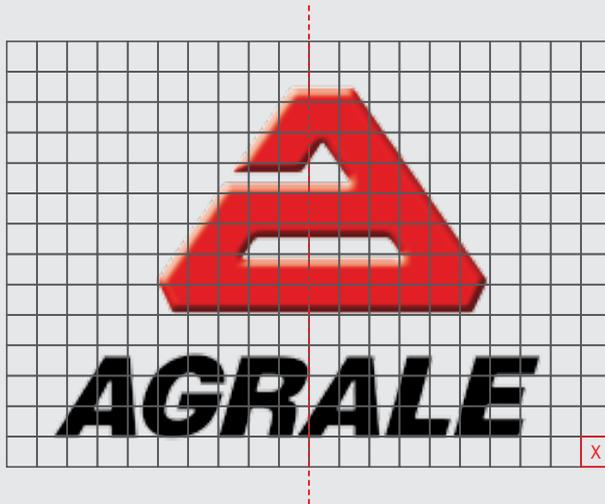


*The unit “X” corresponds to the internal distance of the letter “A”.*

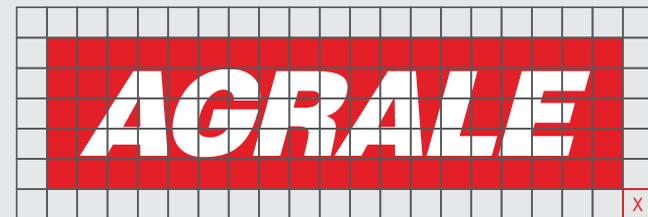
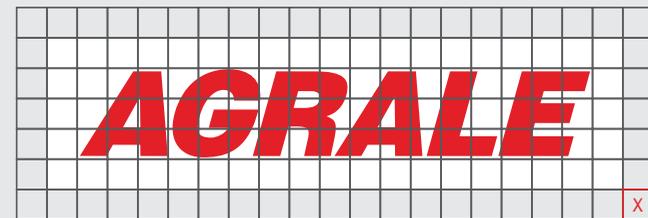


## 1.5 Constructive Mesh Logo

The consolidation of a trademark always requires the correct use of all its elements. To apply the Agrale trademark in any environment, always ask for an electronic file. Do not try to redesign it because you will be risking the quality of the service image. Only in the case of complete inability to use electronic reproduction means it will be possible to use the diagram below, where the grid of square modules guides in the construction of the symbol and logo spacing. The use of this version needs prior approval of the Agrale Department of Marketing.



*The unit "X" corresponds to the internal distance of the letter "A".*



# 1.6 Chromatic Standards

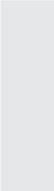
Follow below color patterns for the various applications and correct reproduction of the trademark.



Agrale standard grey, used in adhesives, brochures, ads, walls, etc.

In texts on light background.

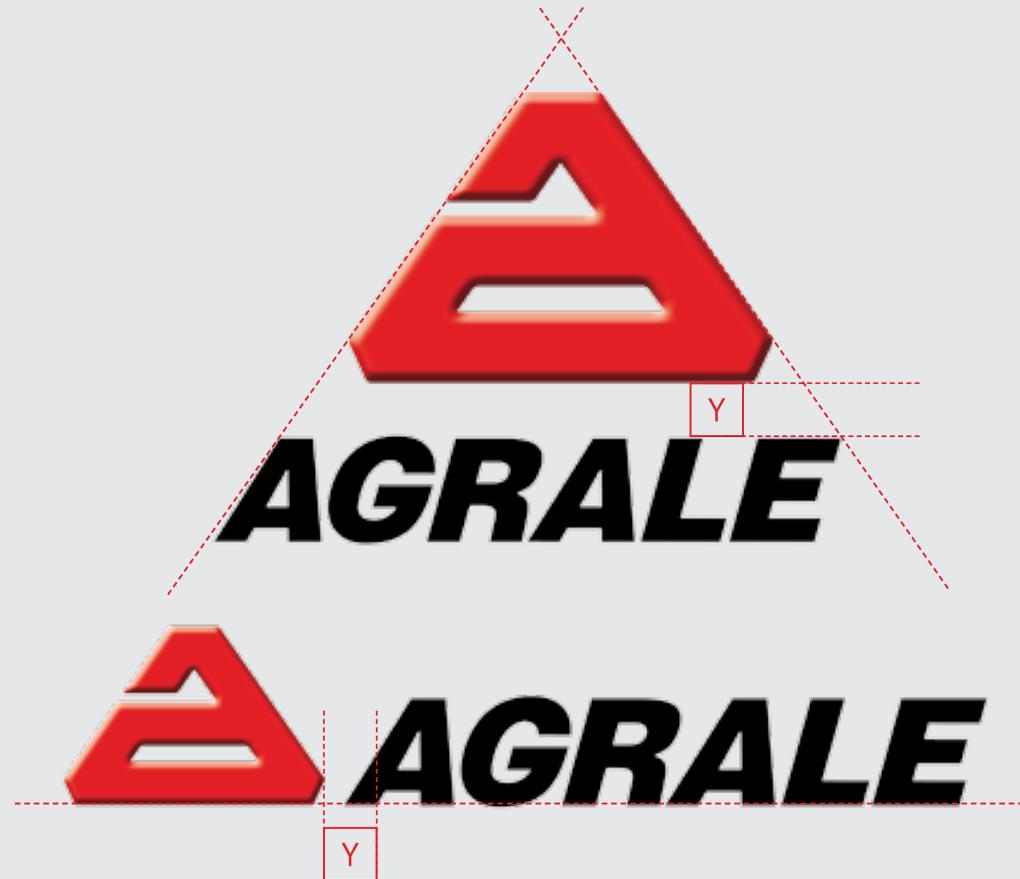
In light backgrounds.

	CMYK	RGB	Pantone C	Mansory	Automotive
	5% Cyan 100% Magenta 100% Yellow	R205 G32 B44	1795 C	Coral Dulux 16YR 16/594 Toureiro --- Sherwin Willians SW 6869 Stop	PPG RAL 3020 Verkehrsrot --- Sherwin Willians Vermelho MB 3325 Lazzuril 5021
	100% Black	R30 G30 B30	Process Black C	Coral Dulux Segredo Negro 00NN 05/000 --- Sherwin Willians SW 6258 Tricorn Black	PPG RAL 9005 Tiefschwarz --- Sherwin Willians Preto Ninja 95 VW Lazzuril 1576
	40% Black	R154 G155 B156	Cool Gray 7 C	Coral Dulux Cinza Arame 30BG 31/022 --- Sherwin Willians SW 7067 Cityscape	PPG RAL 7045 Telegrau 1 --- Sherwin Willians Cinza Lobo 69 VW Lazzuril 1009
	80% Black	R97 G99 B101	Cool Gray 10 C	-	-
	10% Black	R209 G212 B211	427 C	-	-

## 1.7 Visual Branding Composition

See below the visual signature composition along with the measurement to be respected between the symbol and the lettering.

*In the preferential signature, the alignment of the two objects must be respected as shown in the sketch. Align the symbol to the lettering by means of a diagonal line to the left.*



*In the horizontal signature, the alignment of the two objects must be respected as shown in the sketch. Align the symbol to the lettering by means of a horizontal line on the base of the visual signature.*



*The "Y" unit corresponds to the distance between the symbol and the lettering, which is equal to the height from the first to the last "leg" of the letter "E".*

## 1.8 Box Alignment

It is important to be careful not to apply the Agrale trademark in backgrounds which impair its reading. The colored trademark should preferably be applied on white background. The trademark can be applied directly on images, since its readability is preserved. When the background does not allow good read, use an area or a white box following the guidelines below.



The "Y" unit corresponds to the distance between the symbol and the lettering, which is equal to the height from the first to the last "leg" of the letter "E".

*The alignment of preferred signature within the box has to be done by the center of the lettering, not by the center of the symbol.*



The unit "X" corresponds to the internal distance of the letter "A".



## 1.9 Application Examples

The use of visual signature Agrale shall be made, preferably, on light backgrounds, limiting this application to gray with 40% of black grid. Whenever it is necessary to apply it on a red, black or other background which is detrimental in any way to its reading, use a box or white stripe in order to preserve the reading.



*Background 10% black*



*Background 40% black*



*Background 80% black*



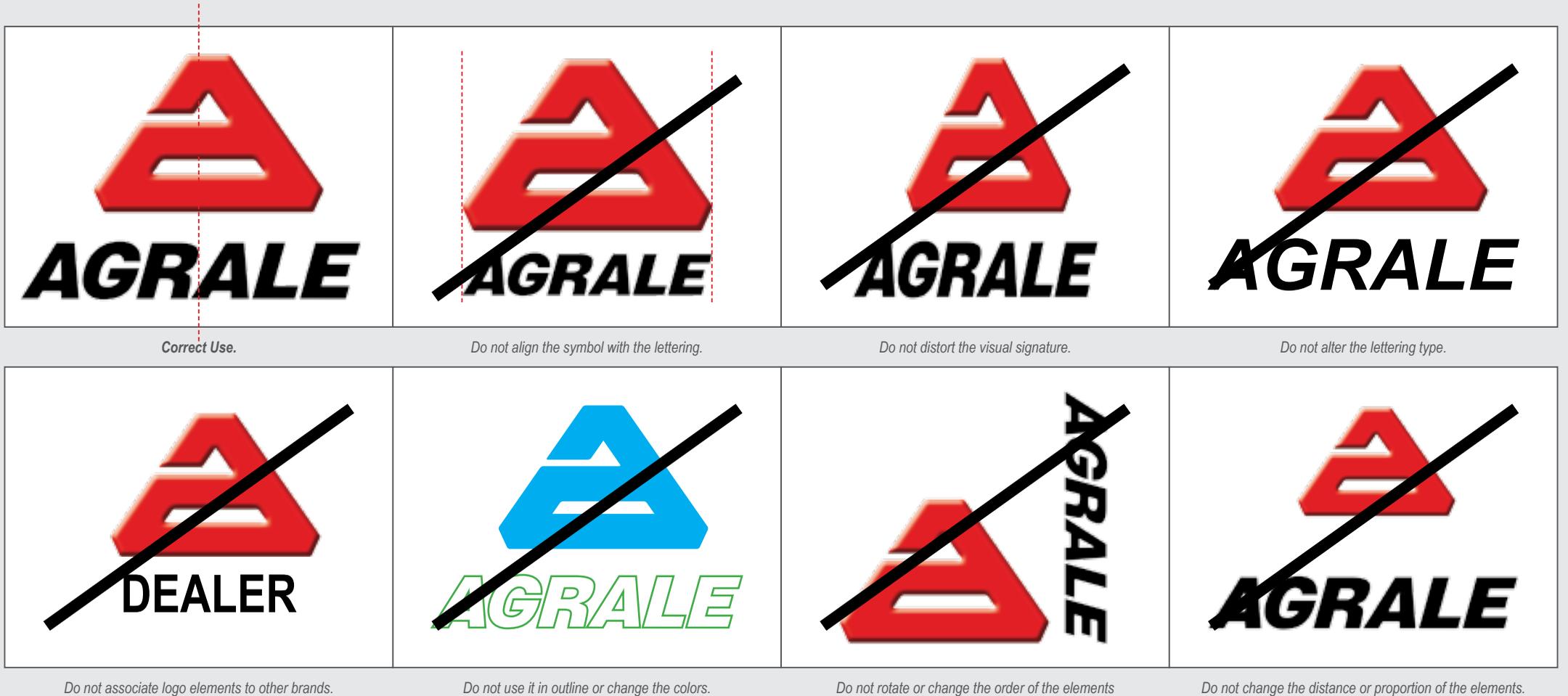
*Background Agrale Red*



*Background 100% black*

## 1.10 Unacceptable Usages

The Agrale logo is a trademark, so it cannot be modified or associated to other brands. It should never be changed, either in its colors, layout or proportions. Below are listed some errors that may occur. Comparing it to the original trademark, check the incorrect uses and ensure that it is never altered.



## 1.11 Application with Other Brands

When applied to other brands, the Agrale logo should always be positioned to the right, respecting its integrity and aligning it from the center of the others. Horizontal logos must be 20% smaller in width in relation to Agrale logo, according to example 1, while vertical logos must be 20% lower in height in relation to Agrale logo. Letterings must be 20% smaller than the letter “A” of Agrale logo, according to example 2.

Example 1



Example 2



