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VERSION 1.2 / 2015

# Brand Guidelines

A brand's success is dependent on not only its initial design, but in its implementation. The following guidelines will assist you in the proper use of this brand, to ensure that it is at all times consistent, communicative and attractive, thereby serving its intended purpose as a visual representation of AGT.





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For ease of use, these guidelines have been arranged into clearly defined sections as per the table of contents below. If this is your first time reading these guidelines, it is recommended that you peruse the entire document to familiarise yourself with any style recommendations that may coincide with your specific query.

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The AGT brand identity is a visual representation of the organisation's creation process. The sixty-four small seeds represent the multitude of seeds that are collected and tested by AGT, their gradual increase in size show the gradual, methodical improvements made to the seeds through cross-pollination. These many seeds, the sum of their work, come together to form one large seed: their final product.

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## LOGO

The AGT logo forms the foundation of the organisation's brand identity and must be used prominently across all touch-points.



There are in total three versions of the AGT logo, which can be employed at your own discretion dependent on the context of its application. All recommendations relating to the use of this logo apply to all three of its versions.

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#### VERSION ONE

Consisting of the pictorial form without the wordmark, version one is ideal for contexts in which it is self-evident that AGT is being branded.



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#### VERSION TWO

The primary version of the logo, version two, has been crafted for spaces wider than they are tall.



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#### VERSION THREE

Conversely, version three, has been crafted for spaces taller than they are wide.



For contexts in which the AGT logo can not be printed on a white background, or in its intended colours, the logo has also been provided as a single-colour design. Below you will find some examples of how this can be implemented.

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#### BLACK AND WHITE

The black and white logo must be used as shown. Do not reproduce the primary logo replacing colours with stipples of black.



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#### REVERSE

The single-colour reverse logo may be set against any of the primary brand colours (section 2.0) or an appropriate image which does not render it illegible.



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#### SINGLE-COLOUR

The single-colour logo may be reproduced using the primary colours (section 2.0) only.



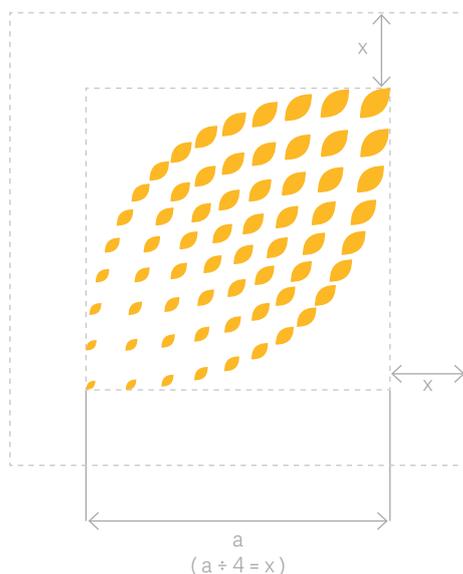
For coherence and legibility, the AGT logo must be used in its specified proportions and its size must only be increased or decreased in accordance with these proportions.

### CLEAR SPACE

Clear space refers to an invisible area surrounding the logo which must remain clear of individual visual elements such as type or the edge of a page.

Demonstrated here is the formula for calculating the minimum clear space required. It is calculated by dividing the logo's total width by four.

Where possible, allow more clear space around the logo than the minimum specified.



### MINIMUM SIZE

To avoid any reproduction issues, a recommended minimum width of 10mm (proportionally scaled) for the logo has been specified.



For coherence and legibility, the AGT logo must be used in its specified proportions and its size must only be increased or decreased in accordance with these proportions.

### CLEAR SPACE

Clear space refers to an invisible area surrounding the logo which must remain clear of individual visual elements such as type or the edge of a page.

Demonstrated here is the formula for calculating the minimum clear space required. It is calculated by dividing the logo's height by four.

Where possible, allow more clear space around the logo than the minimum specified.



### MINIMUM SIZE

To avoid any reproduction issues, a recommended minimum height of 10mm (proportionally scaled) for the logo has been specified.



For coherence and legibility, the AGT logo must be used in its specified proportions and its size must only be increased or decreased in accordance with these proportions.

### CLEAR SPACE

Clear space refers to an invisible area surrounding the logo which must remain clear of individual visual elements such as type or the edge of a page.

Demonstrated here is the formula for calculating the minimum clear space required. It is calculated by dividing the logo's width by four.

Where possible, allow more clear space around the logo than the minimum specified.



### MINIMUM SIZE

To avoid any reproduction issues, a recommended minimum width of 12mm (proportionally scaled) for the logo has been specified.



Repetition and consistency are key to branding. It is important that the individual uses of the AGT logo are part of one coherent whole. The logo should not be modified or added to, and should only ever be reproduced from the artwork provided.

Some of the more common misuses are demonstrated below.

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#### DISTORTION

Do not distort or skew the logo. The logo must keep its proportions (as provided) at all times.



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#### OUTLINE

Do not add an outline, glow or shadow the logo.



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#### COLOURS

Do not change the primary colours of the logo.



The AGT logo must be reproduced using the Pantone Matching System (PMS) where possible for print and RGB/HTML for screen. For instances where PMS colours cannot be used, the equivalent process (CMYK) colours are specified below.

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Pantone® 1235 C  
Pantone® 122 U  
C=0 M=30 Y=95 K=0  
R=255 G=182 B=18  
HTML FFB612



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Pantone® 540 C  
Pantone® 540 U  
C=100 M=57 Y=12 K=61  
R=0 G=51 B=89  
HTML 003359



There are in total three versions of the AGT logo, which can be employed at your own discretion dependent on the context of its application. All recommendations relating to the use of this logo apply to all three of its versions.

---

**VERSION ONE**

Consisting of the pictorial form without the wordmark, version one is ideal for contexts in which it is self-evident that AGT is being branded.



---

**VERSION TWO**

The primary version of the logo, version two, has been crafted for spaces wider than they are tall.



---

**VERSION THREE**

The primary version of the logo, version two, has been crafted for spaces wider than they are tall.



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**VERSION FOUR**

The primary version of the logo, version two, has been crafted for spaces wider than they are tall.



AGT's primary typeface, Adelle Sans, is friendly, progressive and easily read. This is intended to be used by AGT's marketing team and external agencies for primary marketing communications.

ADELLE SANS  
LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?-+</>[]{}.,

ADELLE SANS  
LIGHT ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?-+</>[]{}.,

ADELLE SANS  
REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?-+</>[]{}.,

ADELLE SANS  
REGULAR ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?-+</>[]{}.,

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ADELLE SANS  
SEMI BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+</>[]{}.,

---

ADELLE SANS  
SEMI BOLD ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+</>[]{}.,

---

ADELLE SANS  
BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+</>[]{}.,

---

ADELLE SANS  
BOLD ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+</>[]{}.,

The secondary typeface for AGT is Din Next Pro. Recommended for sparing use, for higher emphasis in contexts such as titles, headlines and featured body text.

DIN NEXT PRO  
LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?-+="/<>[]{}.,

DIN NEXT PRO  
LIGHT ITALIC

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()?-+="/<>[]{}.,*

DIN NEXT PRO  
REGULAR

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()?-+="/<>[]{}.,**

DIN NEXT PRO  
REGULAR ITALIC

Aa

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890!@#\$%^&\*()?-+="/<>[]{}.,***

DIN NEXT PRO  
MEDIUM

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+</>[]{}.,

DIN NEXT PRO  
MEDIUM ITALIC

***Aa***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()?-+</>[]{}.,***

DIN NEXT PRO  
BOLD

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()?-+</>[]{}.,**

DIN NEXT PRO  
BOLD ITALIC

***Aa***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()?-+</>[]{}.,***

The internal typeface for AGT is Arial. Where the primary typeface isn't available, substitute this in its place.

ARIAL  
REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+="/<>[]{}.,

ARIAL  
REGULAR ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+="/<>[]{}.,

ARIAL  
BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+="/<>[]{}.,

ARIAL  
BOLD ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?-+="/<>[]{}.,

If you have any queries about these brand guidelines, or if you require digital versions of the logo, feel free to contact our marketing team or visit [www.agtbreeding.com.au/brand](http://www.agtbreeding.com.au/brand)

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**AGT  
MARKETING**

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MARKETING**

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