FARMTECH

Brand book

Contents

The
brand

Farmtech

The brand
In people's minds

A brand is more than just a logo or a slogan. A brand is a promise with which values, messages, and emotions are conveyed. A brand reflects the entire philosophy of a company, promotes identification, and is highly recognizable. A brand should contribute to a unique, positive experience at each point of contact.

A brand is the palpable soul of a company. A brand is created in the minds of people and a brand becomes what the people feels it is. It is this added value that causes us to love and buy brand products.

Farmtech

Our foundation
Agriculture is the basis of what we do

Over the years, farming has become a professional business. First-class technology and the highest quality have become a must. With Komptech, the leading international supplier of technology for machines and plants for the mechanical and biological treatment of solid waste and biomass, Farmtech has made a global player in development – with such a partner and with innovative ideas it is possible to be a step ahead of competitors.

The brand Farmtech can express this by a professional performance. It is our goal to support farmers, so they can concentrate on their main task: farming.

Farmtech

Our driving force
We know what it takes

Times are getting harder. The competition is getting larger. Products are getting similar. Technical features are a matter of course, for basic usage. And advertisements make less impression. Who can not exactly say for what he stands for in these times and can also prove it, is in great danger to get lost. Our goal is to give merchants and farmers orientation by our brand and to offer them special added value.

On what we want to be measured:

On our practical understanding of farming.

On the technology quality and attention to details.

On trustworthy relationships.

Farmtech

Our development
From Tehnostroj to Farmtech

Farmtech machines have a long tradition. Since 1954 co-workers, who are also passionately dedicated to farming, develop and build farming products.

Solid, practical construction, exceptional durability and the highest productivity are the most important product characteristics, which contribute to the highest quality standards of Farmtech products.

1954   Tehnostroj

1980   tehnostroj

1996   TEHNOSTROJ®

2002   FARMTECH®

2013   FARMTECH

2022   FARMTECH

Farmtech
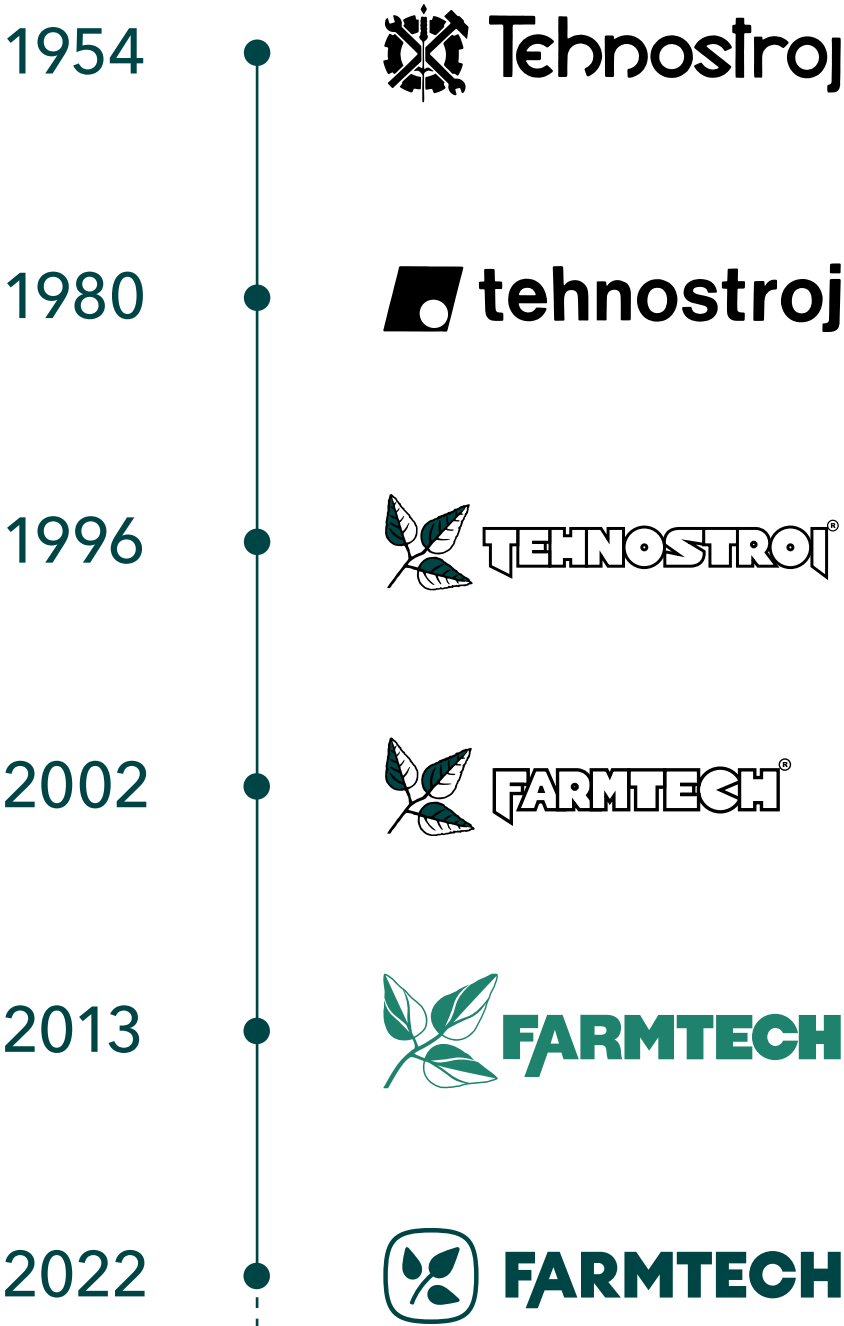
Our vision
Farming for future

We are convinced that now more than ever, against the backdrop of globalization and its consequences, the pandemic, and the climate crisis, the time has come to use every opportunity to make the world a better place. With our vision, we want to encourage others to look beyond the garden fence, to take a step back and look at the big picture, and to keep their eyes open for new opportunities. We want to strongly promote seizing the opportunities for a better future by taking action now, and we want to motivate others to do the same.

Whether in cooperation with our customers or through our daily work, we believe each opportunity could be the one that brings about the necessary change – the one that helps to make the world a little greener and that lets us grow together.

Fresh colors, modern design and strong stories should symbolize our innovative strength in the future. In addition, the graphic development of the logo, the fonts and the color concept should optimize the Farmtech brand especially for digital use in order to make our pioneering role in digitization visible. Ultimately, our new motto 'Farming for future' reflects our approach to sustainability.

Farmtech
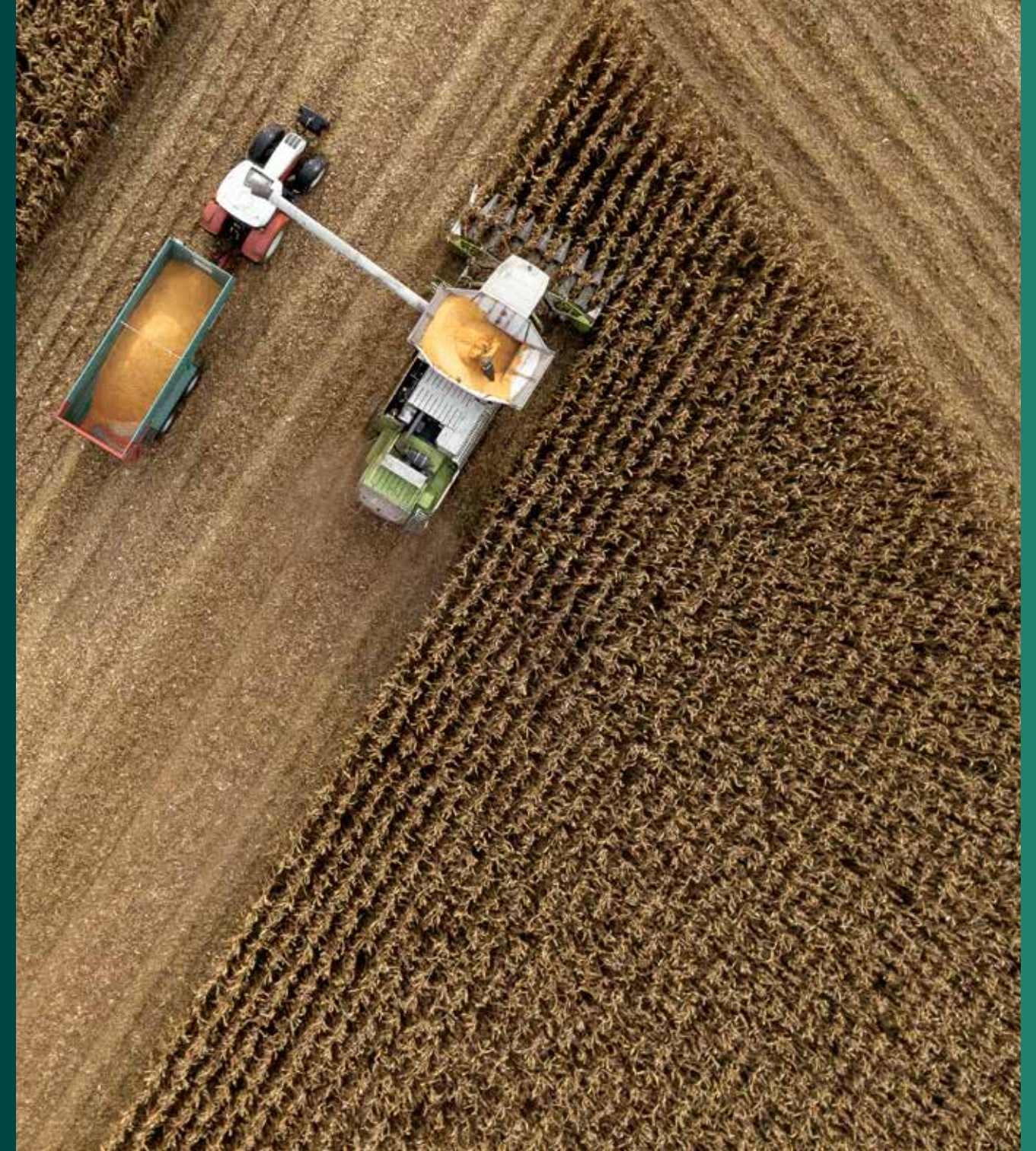
Our promise
How we create value for you

We are very closely connected to farming. Many of us have roots in farming. Therefore we know what growth means, we are familiar with the principle of sowing and harvesting. We know nature gives and takes and how challenging it is to work with it. Therefore one needs great passion.

Machines are means with a purpose for our customers, but not the purpose itself. Our machinery should give the user time to take care of his vocation.

In order to develop farming machinery one has to know customers and their demands – as good as a neighbour or a friend. We are very close to our customers that is why we learn from them each day. The experiences of our customers, their expectations as well as working methods and work rhythm have a big influence on the production of our devices. And one more thing: nature and farming know no bureaucracy. We want to keep it the same. We want to talk ourselves out of things, listen, and trust in the reliability.

Design
Manual

Farmtech

Corperate
Design

The corporate design is the harmonious interplay of design elements to create a uniform visual appearance.
It encompasses the rules of conduct regarding the brand and defines how the graphical elements are to be used.

Consistent application of the corporate design creates brand recognition and continuity across all internal and external communication of Farmtech.

The corporate design is the visual expression of our positioning. All design elements were selected with the goal of representing this positioning externally, both in the details and in the overall look.

This brand book presents the most import design parameters and elements, as well as selected application examples of the corporate design.

The specifications are binding for all Farmtech design applications. By consistently implementing these design guidelines, you help to make Farmtech's positioning strong and uniform. This additionally ensures recognizability of the Farmtech brand across all areas of application.

If you have questions about Farmtech's corporate design, please contact the marketing department.

The
logo

The logo
The elements

The Farmtech brand logo consists of two components: the pictorial mark and the word mark. As a combined unit, with a defined size ratio, it represents the brand. Whenever Farmtech communicates with external parties, the logo introduces the Farmtech message.

Depending on the area of application, various versions of the logo are available. The logo can be left- or right-justified in the layout, the background should be in the brand colors, if possible.

The "leaf" as a design element may be used both with the lettering and on its own, depending on the available space.

The "Farmtech" word mark stands next to the pictorial mark, vertically centered, and may only be used in combination with it. The word mark is only available as a vector graphic, not as a font.

FARMTECH

Farmtech

The logo
Komptech x Farmtech

The logo is intended to commemorate
the partner Komptech and thus point out
Farmtech's technical strengths gained
through the partnership.

Farmtech

The logo
The clear space

Spacing

Around the Farmtech logo, there is a minimum distance that no other elements are permitted to invade – the so-called clear space.

The base value for the size of the clear space is the width of the logo. All proportions and spacing are derived from this value.

The distance corresponds to the height of the letter H, when it is placed on its side.

Within this area, no other elements are permitted. It also applies as minimum distance between the logo and the edges of the page.

Minimum sizes

LOGO
Length: 30 mm

30 mm

LEAF
Length: 7 mm

7 mm

For each format, there is a correct size.

DIN A3	70 mm	175 %
DIN A4	40 mm	100 %
DIN A5	35 mm	87,5 %
DIN A6	30 mm	75 %
DIN lang	30 mm	75 %

Farmtech

Das Logo
Application

The color of the logo depends on the background on which it is placed. The logo should always be used in such a way that it has a clear and confident presence in the layout.

The green version of the logo is used on bright backgrounds and the white version on dark backgrounds. A depth of shade of approx. 40 percent can be considered to be the threshold.

How the logo is used on backgrounds with other colors also depends on the depth of shade. Additionally, it is permitted to place the logo on pictures, as long as the imagery is not too busy. On pictures, the green or white logo version may be used, depending on the image brightness. In exceptional cases, when the color combination with green is not harmonious, the black logo may also be used on images.

The logo is to be used only in the defined ways and it is not permitted to distort it, use colors other than the defined color combinations, or place it within body text or headlines.

The examples shown illustrate how the logo may be applied.

Special application
In some areas of application, such as promotional items and printed documents of Farmtech, it is necessary to use the logo in black or gray. Here the logo may be used in black on white, or gray on white.

Special application

The
colors

The colors
Application

Future Green   Farmtech Green   Bright White   Light Green

Our colors are as important to us as our logo. It is part of the personality of our brand.

Future Green is the key color of our look.

Farmtech Green is used as an accent color, what also the color of the machines is.

Light Green and White are used mainly for text and as background color.

Farmtech's look utilizes a clear color distribution. Generous use of whitespace is a central element of our look.

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Farmtech

Future
Green

CMYK 100,62,69,33
RGB 0,69,69
HEX #004545
Pantone 3302 C
RAL 6005

Farmtech
Green

CMYK 80,20,60,20
RGB 34,132,104
HEX #228468
Pantone 341 C
RAL 6000

Bright
White

Light
Green

CMYK 50,0,61,0
RGB 100,238,100
HEX #64ee64
Pantone 2268 C

The
typography

Farmtech

The typography
The brand typeface

Euclid Circular A

This typeface is used to communicate Farmtech as a brand. It is important to correctly apply this typeface to achieve a consistent, uniform brand appearance.

Our brand typeface has to communicate the strength, competence, and modern character of the brand. While different size proportions are used to make the title lines the focus of attention and to motivate the reader to continue reading, the text is kept simple to make it easy to read.

Euclid Circular A is a Sans Serif typeface that is pleasant to the eye and ensures maximum readability.

Euclid Circular A is used as brand typeface in all media. The specified typefaces have to be used correctly.

For Office applications and in individual cases where this is not possible, Arial is used as a substitute.

Brand typeface

Ag

Euclid Circular A Light
Euclid Circular A Regular
Euclid Circular A Medium
Euclid Circular A Semibold
Euclid Circular A Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

Substitute typeface - Office applications

Ag

Arial Regular
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!?@

Farmtech

The typography
Application

The typography significantly affects the character of the design. High-contrast typography is typical for Farmtech's look:

Eye-catching large headings are combined with subtle type sizes. Additionally, the bold and fine fonts can be used to create contrast. In the text, the semibold and bold fonts can be used to place special emphasis.

A well-defined type family needs well-defined hierarchies. It is critical to observe these in order to achieve a uniform look in the layout.

The sizes can be adapted depending on the media and format, but the proportions in relation to each other have to be maintained.

Durus

Header text | Euclid Circular Medium | Font size: normal

Farming
for future

Heading | Euclid Circular Light | Contrast color | Font size: eye-catching and balanced

The universal dump tipper Durus is perfect for transporting all agricultural goods, especially for silage, grain, wood chips and other loose bulk materials. The conical bridge ensures a very high elasticity of a rapid and complete emptying. Even heavy material such as sugar-beet, sand, gravel and mud are no hindrance for the Durus.

Continuous text | Euclid Circular Regular | Black or white | Font size: normal

A conical hollow provides complete emptying

Low weight despite robust construction

High quality and safety

Highlighted information | Euclid Circular Regular | Contrast color | Font size: eye-catching

● Sturdy frame made from steel square tube for maximum durability

● Excellent driving characteristics

● Conic dumper structure

Bullet points | Euclid Circular Regular | Contrast color | Font size adapted to continuous text

The typography
The product designations

All product models, names, and designations belong to the Farmtech brand.

On all products, the logo is to be placed in a position where it is well visible. In brochures, advertisements, and other print media, the brand or company name always has to be used as a vector graphic.

For additional product names, model designations, or service designations, Euclid Circular A medium has to be used.

The product designation on the machines has to be in Euclid Circular A regular.

The product name has to be written in uppercase letters and the defined spacing has to be observed.

Logo und Type

100% = 1.200 mm

POLYCIS 1800

90 mm

Type:
DURUS / GRAVIS / FORTIS / ULTRAFEX / MEGAFEX / ULTRACIS / POLYCIS

90% = 1.080 mm

SUPERFEX 700

90 mm

Type:
EDK / ZDK / DDK / TDK / MINIFEX / SUPERFEX / VARIOFEX / SUPERCIS

60% = 720 mm

DPW 1800

90 mm

Type:
DPW

Size table

Logo (length)		Type (height)
100%	1.200 mm	90 mm
90%	1.080 mm	90 mm
60%	720 mm	90 mm

55

The
layout

The layout
Application

The layout system governs the interplay between the graphical elements within the layout area. It enables a flexible design that can be individually adapted to the medium, yet simultaneously ensures that all Farmtech media have a similar look.

The subdivision into elements that get increasingly smaller is one of the key characteristics of our look.
The sizes of the text and images are based on the specified heights of the respective format. It is used in all Farmtech layouts and can be utilized to draw attention to important messages and functions.

The layouts have a clear structure, are never overcrowded, and have a clear visual hierarchy. The most important information or functions are always the center of attention.

Regardless of whether the subdivisions are vertical or horizontal: All sections have to be rectangular, with straight-lined edges, and are filled up to the edge.
The subdivisions get increasingly smaller from top to bottom or from left to right. Each section has a function that has to be clearly recognizable.

The layout system enables a wide range of design and illustration options, from typography only to photographs, cutouts, or 3D models.
Like the title pages, inner pages and other print media use the elements of the corporate design. The contents can be placed within the layout flexibly, depending on the requirements.
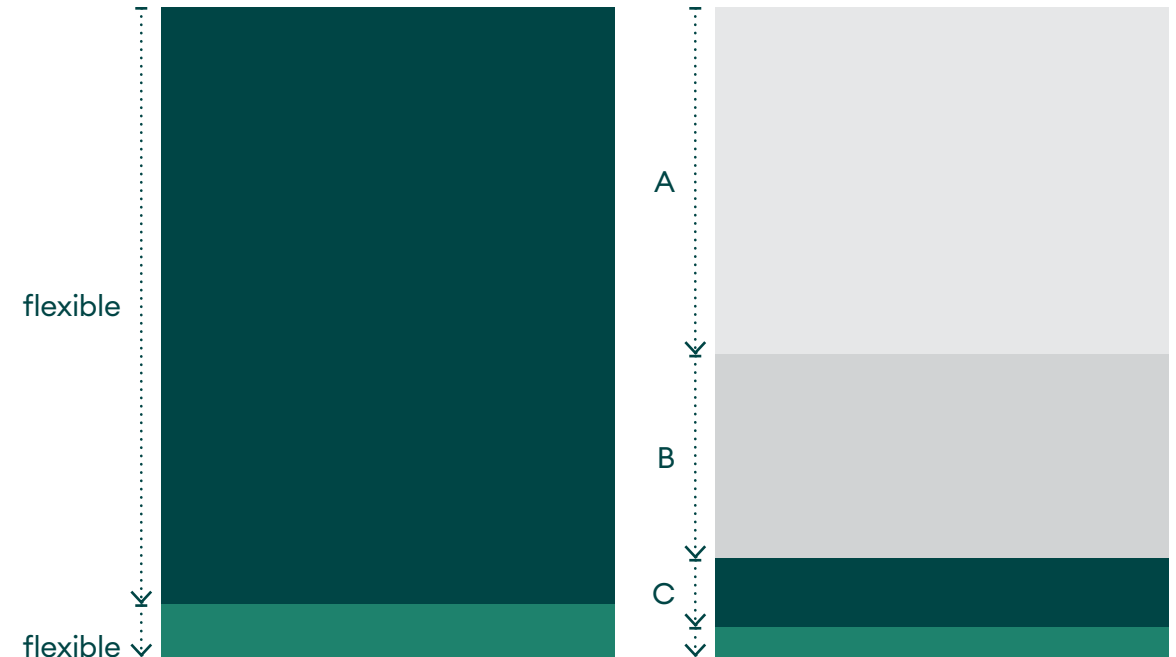
The size of the individual subdivisions can be flexibly adapted depending on the format – A > B > C > D: The sections get increasingly smaller from the top to bottom or from left to right
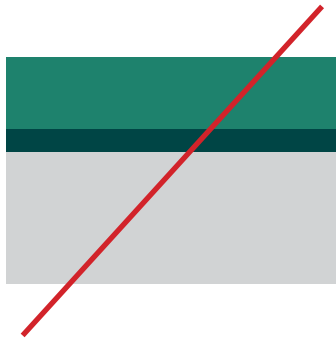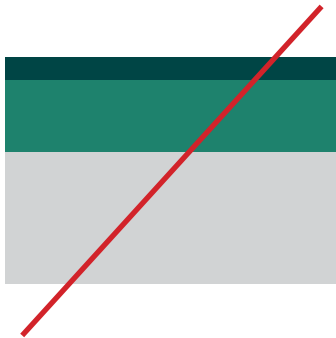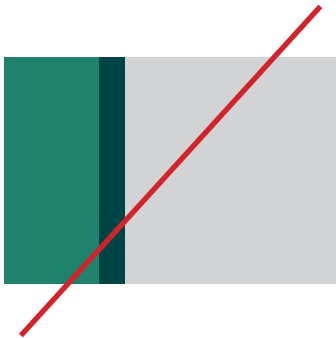
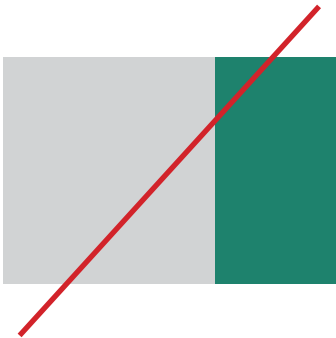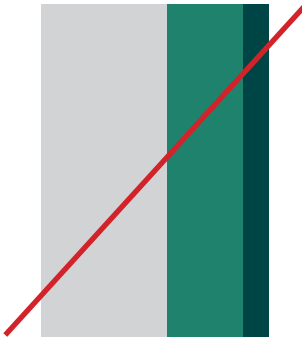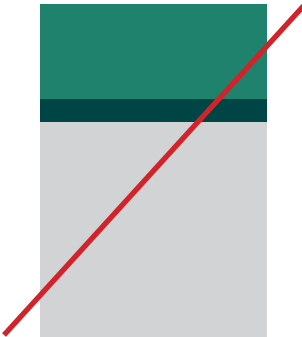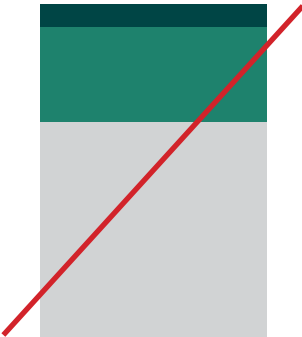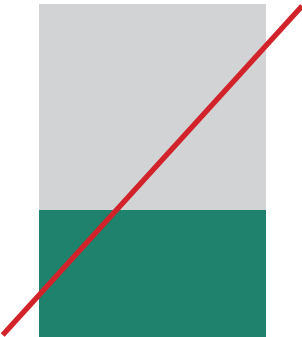# Layout variants

Portrait
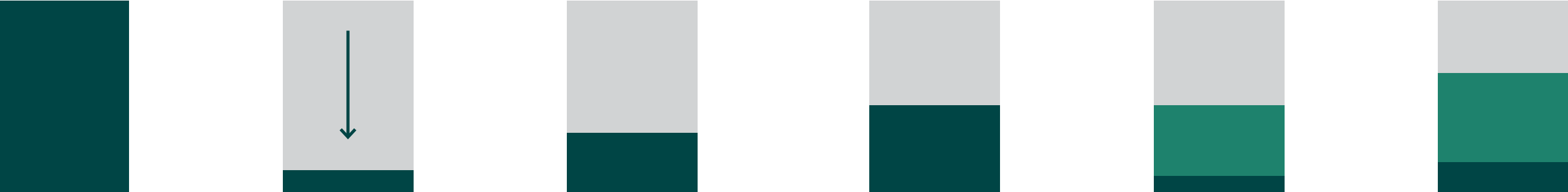
Square

Landscape

Layout restrictions
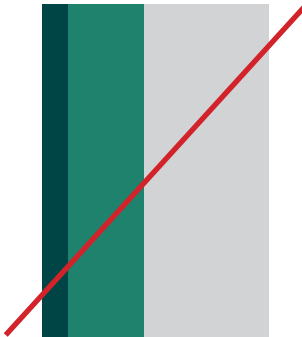
Layout renderings

The
visual language

Farmtech

The visual language
Application

Our visual language is modern and clear, and embodies our personality, expertise, and vision. The style of our imagery is characterized by intensive, saturated colors. The relationship with nature is expressed with our strong green brand color.

Farmtech's visual language is divided into four categories: Bigger pictures, close-ups, products and people.

Bigger Pictures
With bigger pictures, we want to symbolize the major benefits provided by Farmtech, because implementing Farmtech machines not only enables efficient working, but also makes a positive contribution to the environment.

Close-ups
Detail views of materials are used to place the focus on the core element, in other words our expertise.

Products
These images show our products and applications in the direct context of their area of application and our customers. They are used to ensure quick recognition and identification with the topic. Alternatively, rendered images of the machines are used to convey technical information.

People
For us, not only the machine is in the foreground, but also the people behind the machine.

The
voice

Farmtech
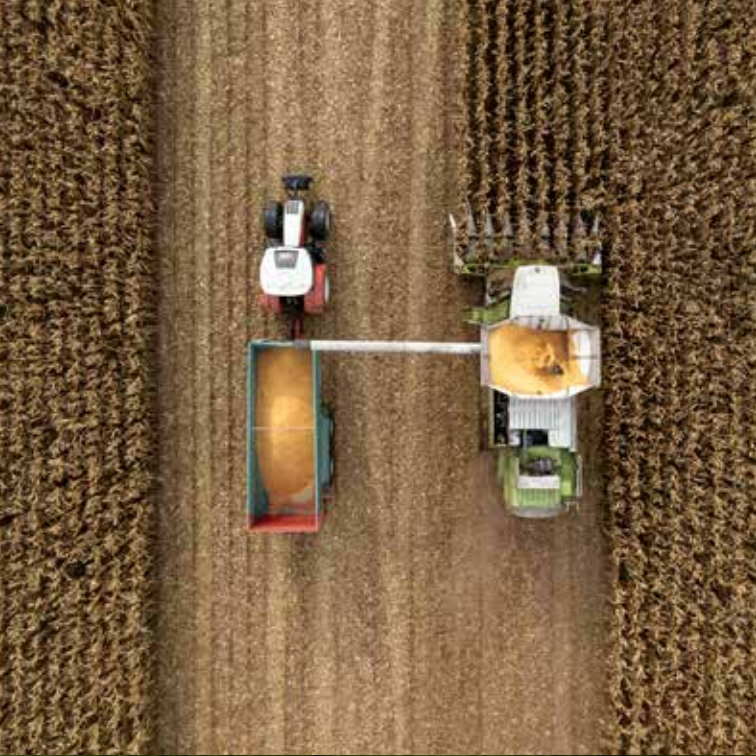
The voice
Tone of voice

The tone of voice of a brand is a way of conveying the consistent message of the brand to the public. It is part of the brand expression, which, together with more concrete images, define the brand identity.

The brand values describe the personality traits of Farmtech as a brand. The terms affect the tonality of texts, as well as the design and conduct of the brand.

For us, the topic of "farming" takes center stage. We concentrate mainly on the bigger picture by always having a visionary outlook of the future. Our brand voice can be defined as positive and supportive.

Farming
for future.
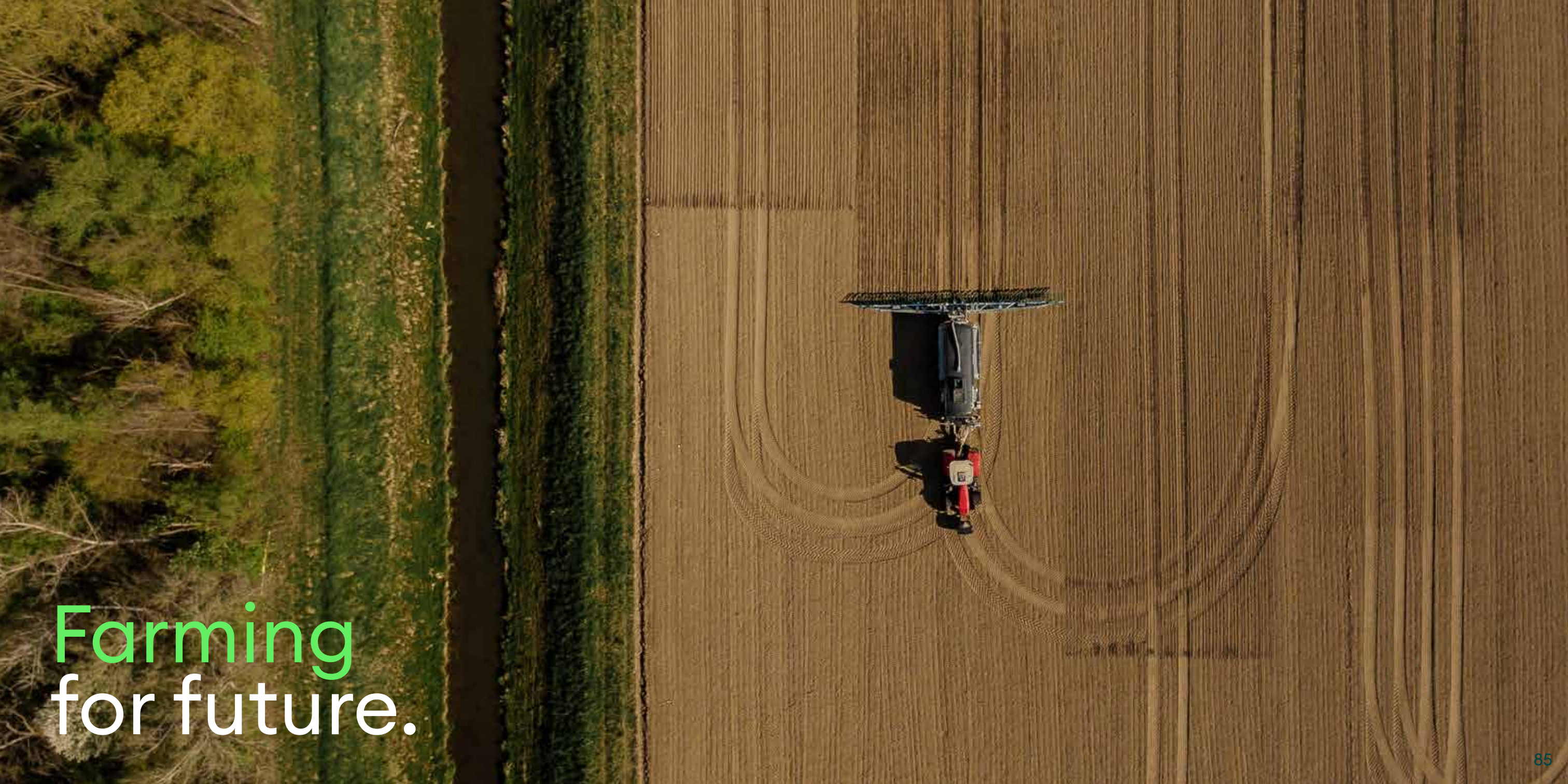
Farming
for future.

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