

# Brand Book



**POMATO**



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## TYPOGRAPHY fonts

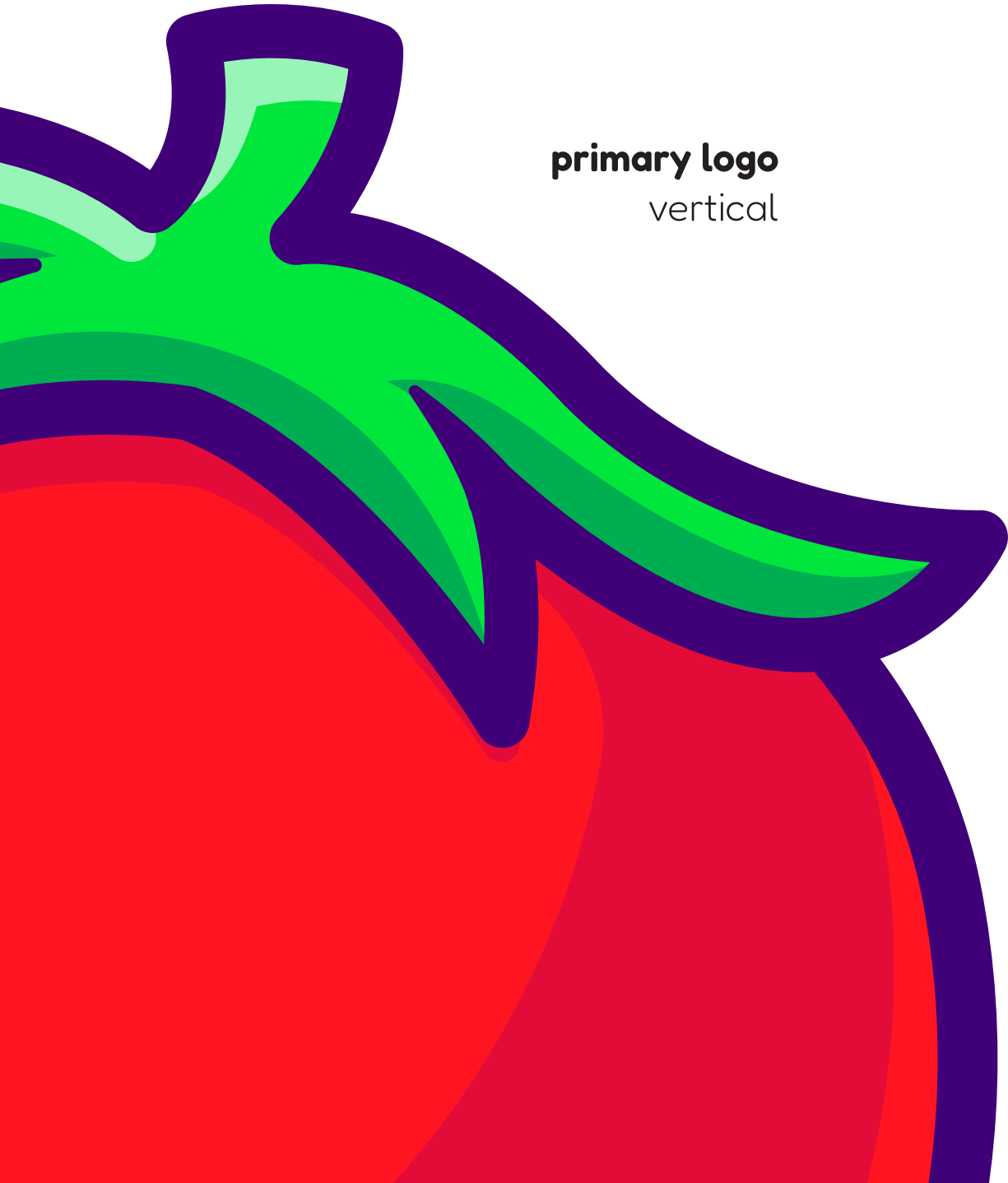
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## APPLICATION

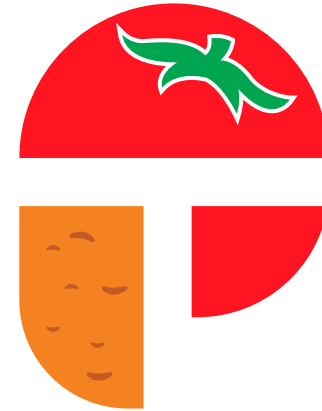
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The background features a series of overlapping, wavy, organic shapes. A light green shape occupies the top-left corner. A large, dark purple shape flows from the top-right and curves around the bottom-left. Within the purple shape, there are horizontal bands of bright green and a darker green. A large, vibrant red shape is positioned in the bottom-right, partially overlapping the purple. A light pink, teardrop-shaped element is situated within the red area.

logo guidelines



**primary logo**  
vertical



**POMATO**



**primary logo**  
horizontal

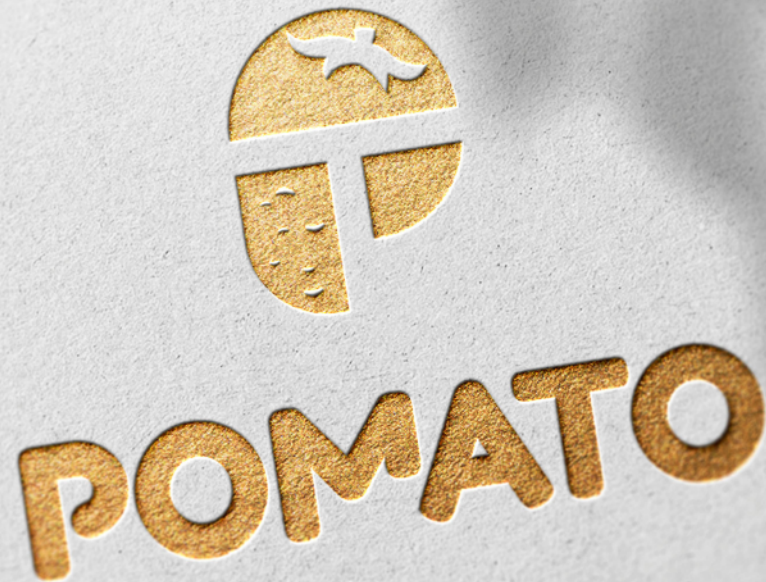


## logo

### one color

When given the choice, the 4-Color treatment is the preferred logo. This logo is the most graphically balanced, providing the greatest attention to visual hierarchy. It should be used whenever possible.

However, due to budget, printing or other restrictions, the 4-Color treatment logo is not always a viable option. If only one color may be used, the Grayscale or 1-Color treatment is appropriate.



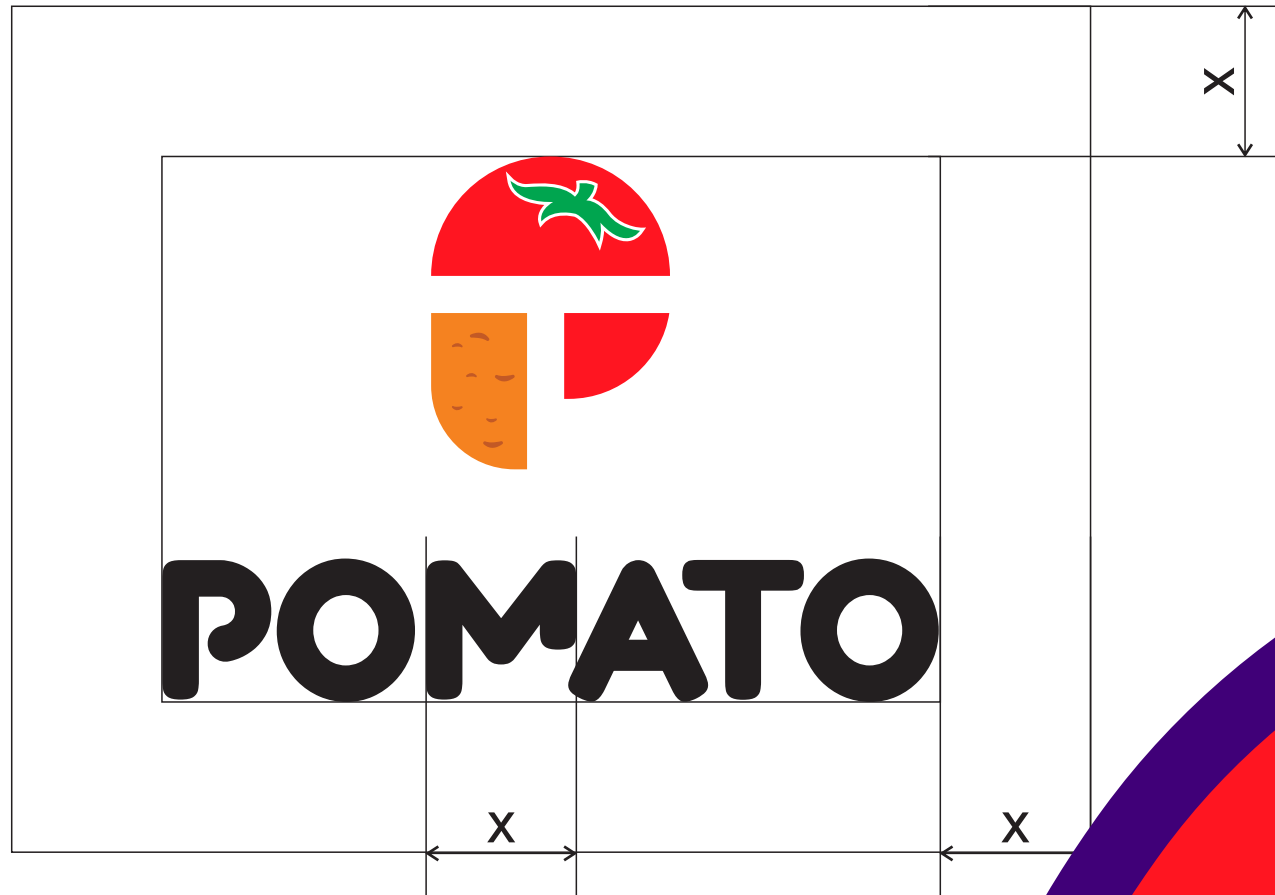
logo  
negative



POMATO



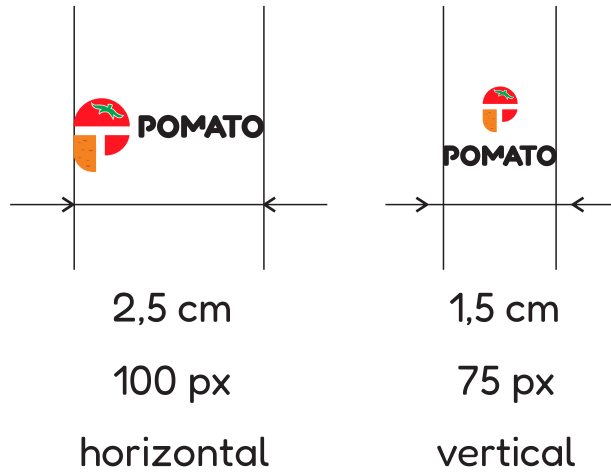
## clear space



In order to maintain the integrity of the logo, it needs its own space. The space surrounding the logo allows it to be clearly read in a layout and gives it due respect in the visual hierarchy. Therefore, each logo must be cushioned with empty space. Use the X-height as a measured length for the empty space required on all four sides of logo.



## smallest size use



The logo should never be smaller than the dimensions listed here. If the logo, either vertical or horizontal, becomes smaller than these dimensions, the elements of the logo can become lost or unreadable and the integrity of the logo compromised. Therefore, it should always be at or larger than the listed dimensions.

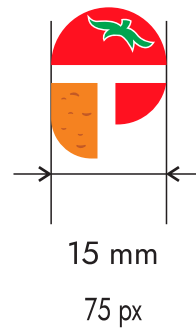


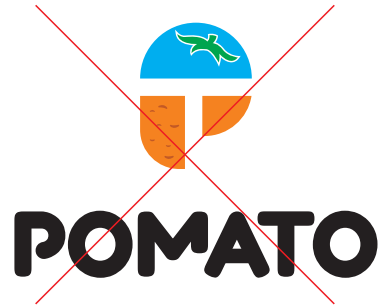


## icon

The icon can be used alone without the text. If the preferred full color version is not possible because of complex or competing backgrounds, use the simplified all white or all gray version.

The icon should never be smaller than the dimensions listed. If the icon becomes smaller than these dimensions, the icon can become unreadable and the integrity of the icon compromised. Therefore, it should always be at or larger than the listed dimensions.





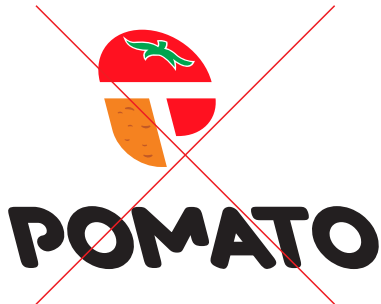
**DO NOT**  
CHANGE COLORS

The logo utilizes the brand's primary colors; therefore, it could be confusing or misleading to change or alter the colors used in the logo. It also makes the logo less identifiable.



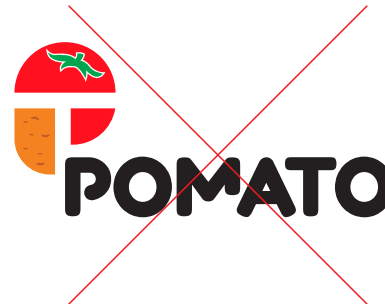
**DO NOT**  
RESIZE ELEMENTS

Do not make one element of the logo larger or smaller in relation to its intended proportions, to do so alters the visual weight and hierarchy of the logo.



**DO NOT**  
SKEW OR TILT THE LOGO

Skewing or tilting the logo warps or disfigures its proportions and makes the logo less identifiable and consistent.



**DO NOT**  
REARRANGE LOCK-UP

Only use the approved logos provided. Do not rearrange the elements, as this makes the logo less identifiable.

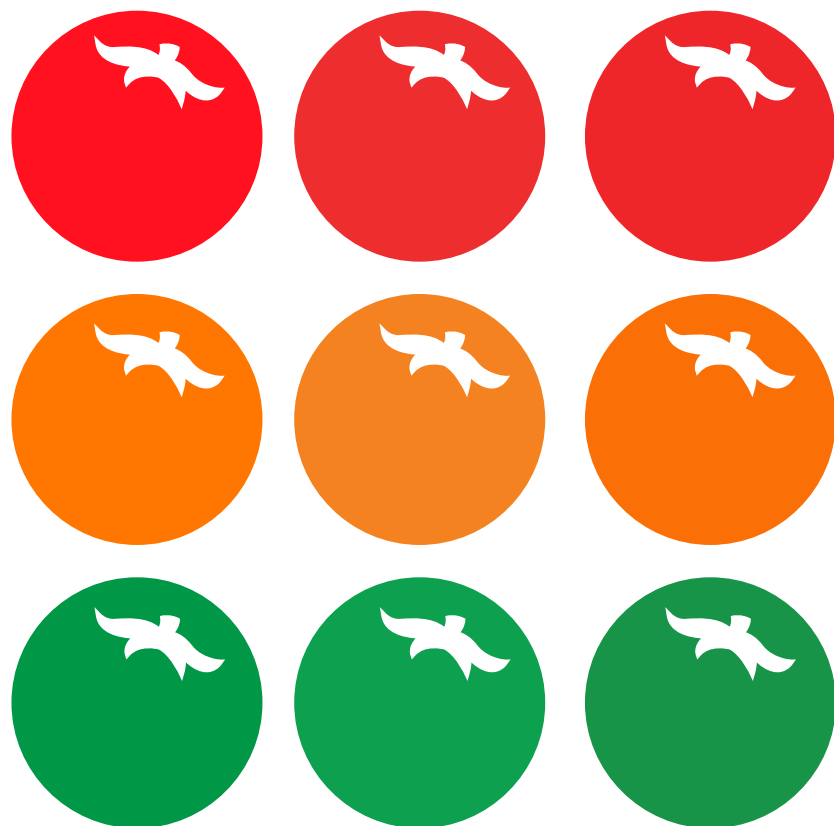
## Misuse of logo

Since the logo is a critical and identifiable part of the brand, it should always be used and treated consistently. It should not be placed or altered in any way that could compromise the logo's integrity. Only the logos provided in the Brand Book should be used and scaled.



# color guidelines





Pantone 1788 C  
CMYK - C0 M95 Y90 K0  
RGB - R255 G17 B32  
HEX #Ff1120

Pantone 1585 C  
CMYK - C0 M60 Y100 K0  
RGB - R255 G119 B0  
HEX #Ff7700

Pantone 355 C  
CMYK - C100 M0 Y100 K0  
RGB - R0 G152 B71  
HEX #009847

## Primary Colour Palette

The colors may be used in varying tints.



## Secondary Colour palette

The secondary colors are supportive hues to compliment the primary color palette. Use them to complement the main color palette when there are large blocks of body.

The colors may be used in varying tints.

Pantone 344 C

CMYK - C45 M0 Y45 K0

RGB - R156 G206 B165

HEX #9CCEA5

Pantone 134 C

CMYK - C0 M20 Y65 K0

RGB - R254 G211 B111

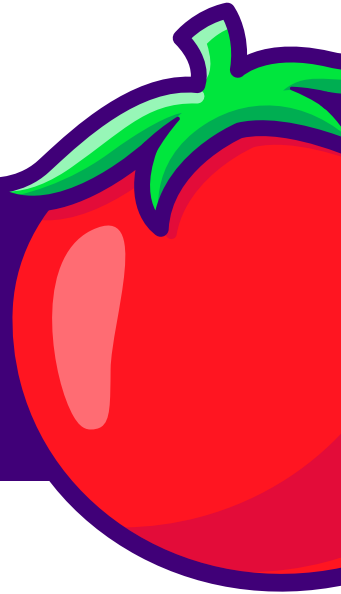
HEX #FED36F

Pantone 2745 C

CMYK - C95 M100 Y20 K20

RGB - R64 G0 B120

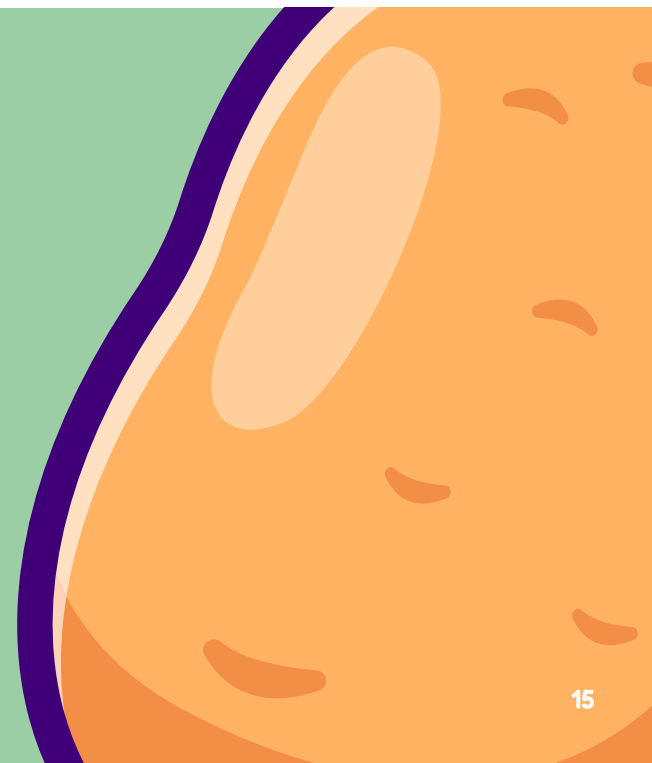
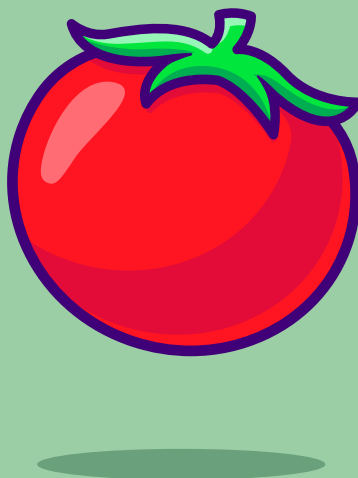
HEX #400078





## **Additional** graphic elements

For use on various promotional materials, images, videos and social networks, it is possible to use additional graphic elements that support the brand



A large, stylized graphic on the left side of the image. It features a thick, curved orange shape with a dark purple outline, resembling a stylized letter 'C' or a partial circle. Several smaller, curved orange shapes are scattered around it.

typography  
Fonts

body typeface

# Fredoka

Regular

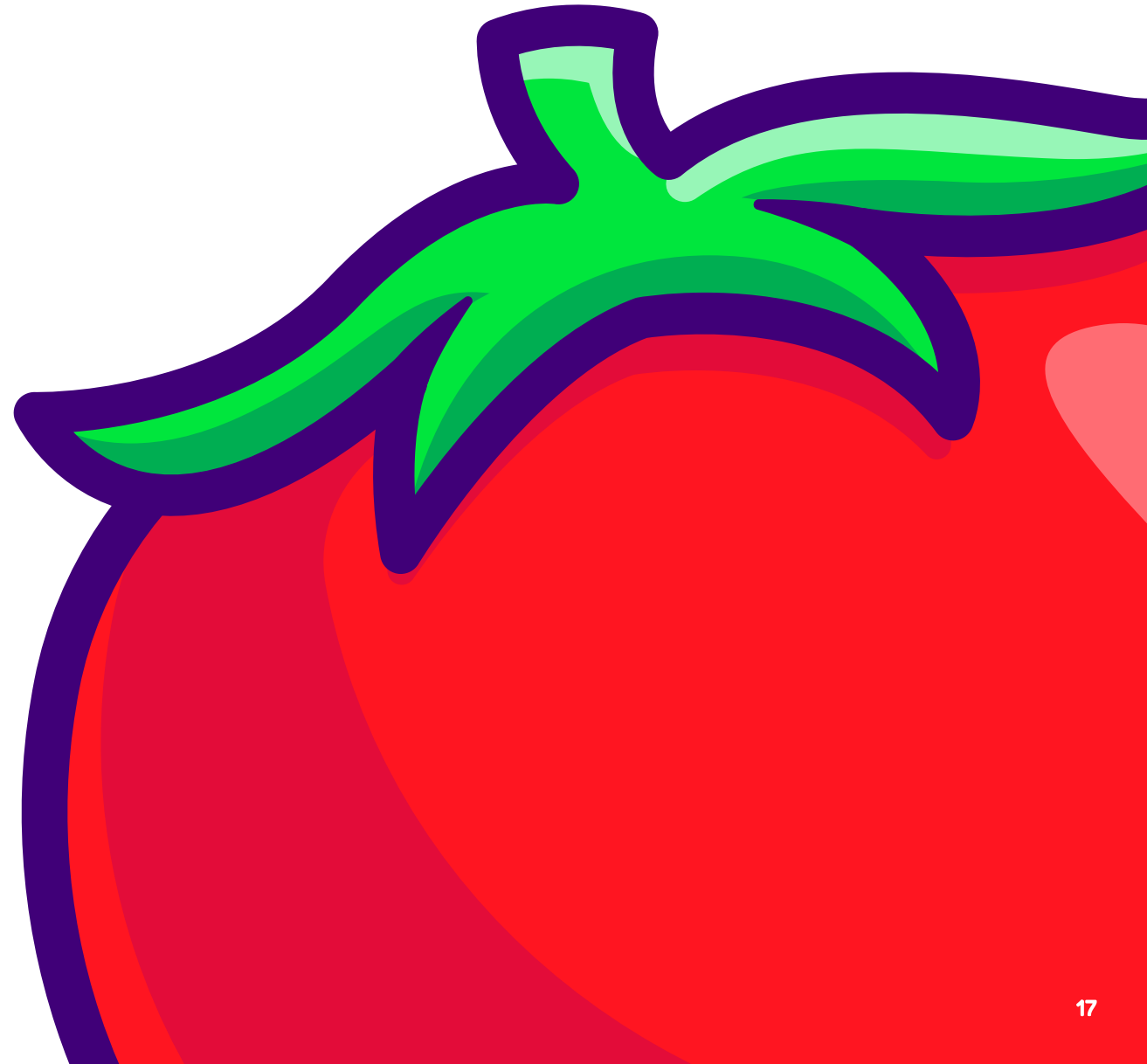
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*

SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&\***



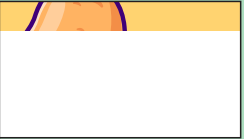
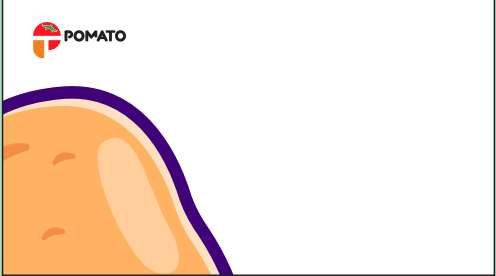
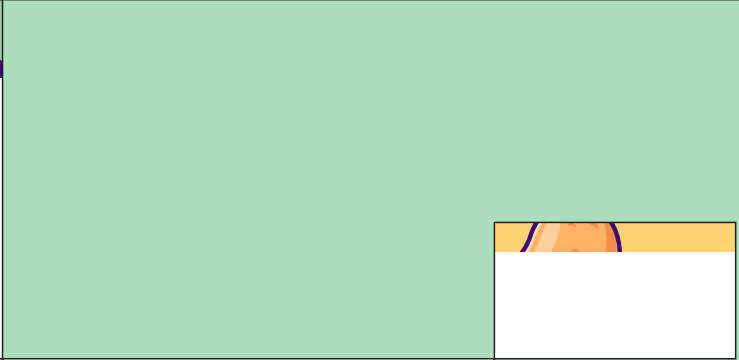
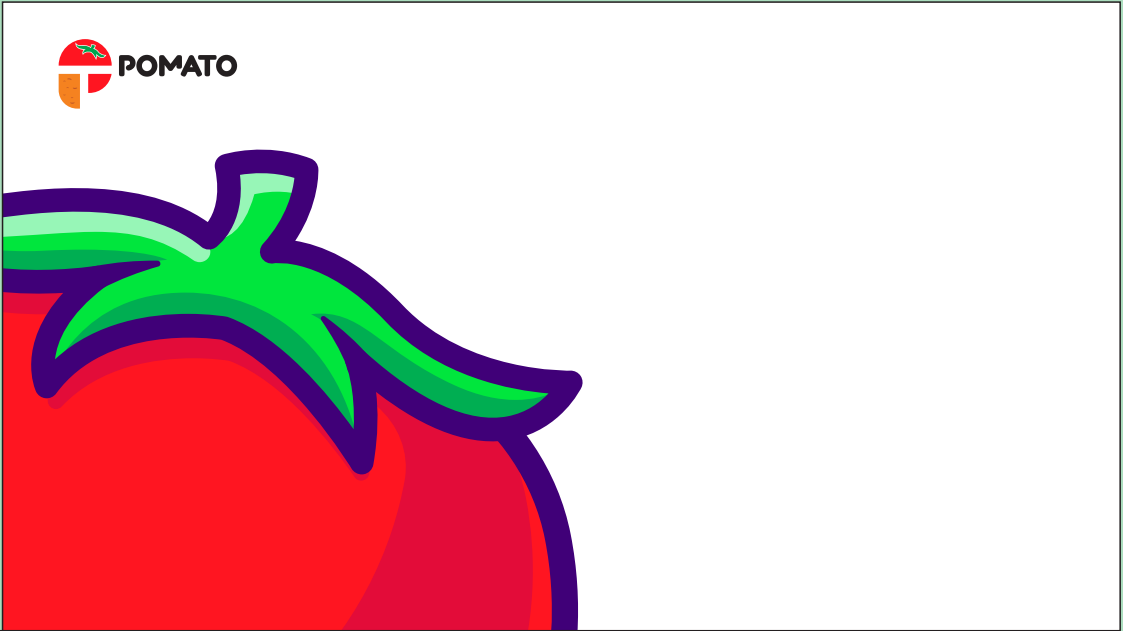
The background features a series of thick, flowing, organic shapes in shades of green, purple, and red. These shapes overlap and curve across the frame, creating a sense of movement and depth. The colors transition from bright green and red on the left to a more muted purple and green on the right.

applications

first page slide

**PPT**

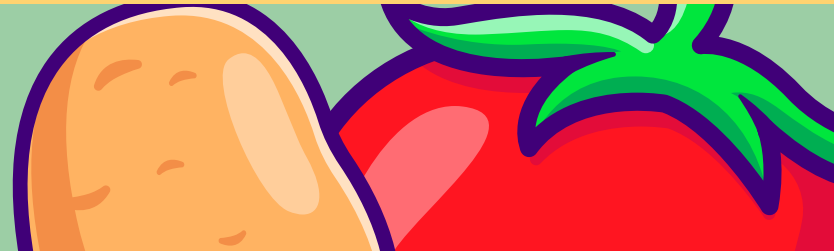






end of slideshow


PPT




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## word template




Effective management strategies to tackle  
*Clavibacter sepedonicus* and *Ralstonia solanacearum*  
outbreaks on POTato and toMATO crops




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
















Effective management strategies to tackle  
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project **images**

