

Corporate Identity Guidelines

Update iM FARMING, July 2020

13. iM FARMING – Visual Guideline

13.1 Introduction

Since the late 90s, Kverneland Group has been strongly investing in the **development of smart/precision farming technology for implements**, all aimed to make the practice of farming more easy, accurate and controlled when it comes to growing crops and raising livestock.



Our key basis component is the ISOBUS technology on the implements and IsoMatch terminals to make use of information technology such as GPS guidance, control systems, sensors, variable rate technology, automated hardware, telematics, and software.

This smart/precision farming offering can be identified by iMFARMING, our communication concept, explaining the solutions in terms of efficiency, cost saving and comfort of use.

Smart, Efficient, Easy

iM FARMING is Kverneland Group's commercial marketing communication about our offering of electronic solutions and ISOBUS implements, commercially explained from a Customer/Farmer usage and benefits point of view.

It is communicated in easy to understand language, clearly showing the benefits of the combination of products and systems as the right solution to the customer/farmer. The iM FARMING avatar logo can also be used to relate to the above described offering.

iM FARMING communication cannot be branded towards Vicon and Kverneland, using their visual design and expressions.

iM FARMING MATERIAL:

[CLICK HERE](#)

13.2 Logo, Text and Slogan

When to use the logo

The iM FARMING logo should appear in all marketing material where Smart/Precision farming, IsoMatch products or electronics systems are mentioned or displayed.

Logo

The iM FARMING logo should either be used with Moss green on a light background or in white on a dark/colorful background.



You can also use the larger version of the logo



Logo in Writing

iM FARMING should always be written with a small i and the rest in CAPITAL letters.

Slogan

smart, efficient, easy are the 3 key pillars of the communication concept.

We use these pillars to build up the argumentation in our offering. To avoid mixing up with competitor slogans, it is important that we use these 3 elements for our communication.

The slogan should always be written in small letters like in the logo above.

You can download the logo's from the Kverneland Group
Download Centre:

[CLICK HERE](#)

Clearance area

The iM FARMING logo is seen to best effect when surrounded by an area of clear space. This ensures a high degree of visibility and legibility, and preserves the integrity of the logo.



Logo for Social Media



The corporate iM FARMING channel covers both terminals and ISOBUS offering and promotes both product brands Kverneland and Vicon.

 https://twitter.com/im_farming

 <https://www.facebook.com/iMFarming/>

Product Brand Communication



Kverneland

When included into Kverneland communication material the iM FARMING logo must be in the Kverneland Green or white if this created better visibility of the logo.



Vicon

When included into Vicon communication material the iM FARMING logo must be in the Vicon steel blue or white if this created better visibility of the logo.

Please note: iM FARMING brand guidelines are different for Kverneland and Vicon.

[To download the Kverneland brand manual](#)
CLICK HERE

[To download the Vicon brand manual](#)
CLICK HERE

Correct Logo Usage

The logo is an important part of the Kverneland Group brand identity. It must not be added to or modified.

That means that the logo must not be distorted, sloped or compressed. Neither may it be created in any other colours.



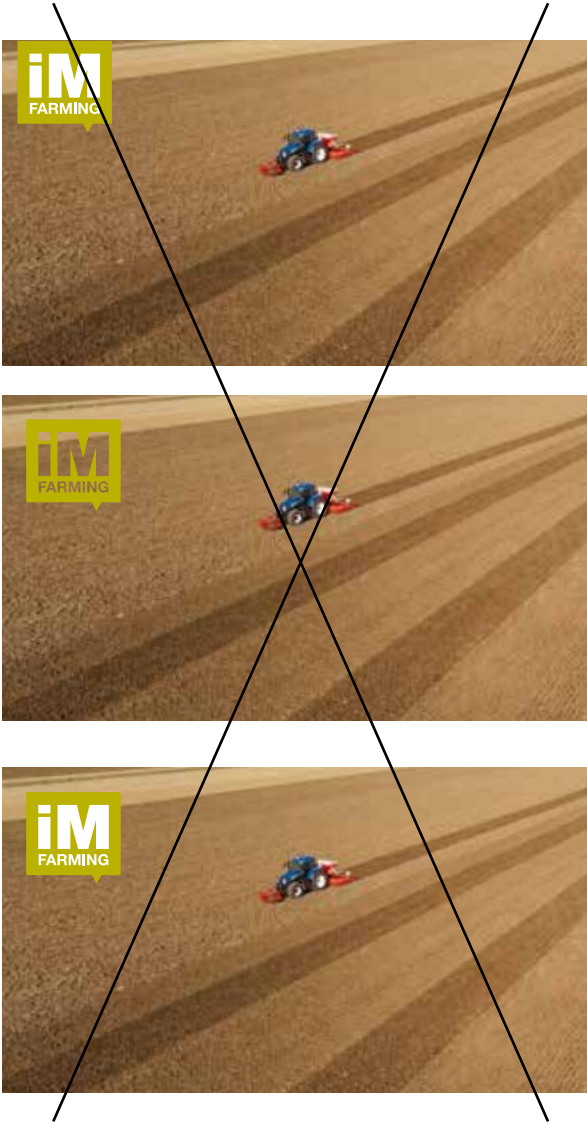
Incorrect Logo Usage



Our precision farming offering is essential in managing your farming business with success. Applying electronics, software, satellite-technology, online tools and Big Data enables you to use your farming equipment more effectively and reach higher profitability of your crops.



Incorrect Logo Usage



13.3 Main Communication Colours

The iM FARMING concept applies the communication colours of the Kverneland Group identity.

Please turn to page 17 for full specifications.

- Dark Green, Pantone 343
- Moss Green, Pantone 391
- Light Green, Pantone 376
- White

13.4 Typography

The font for iM FARMING communication is Arial. If your Printer or Service Bureau does not accept Arial, you can use the PostScript version of Helvetica instead. These fonts are almost identical and will not affect the corporate design.

13.5 iM FARMING Icons

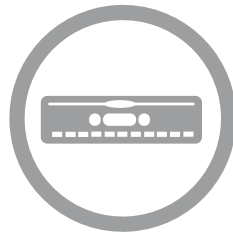
Below you can find a set of icons that can be used to describe a functionality without text. We have defined brand-dedicated icons. It is important that these are not mixed or replaced.



IsoMatch Tellus Pro



IsoMatch Tellus GO



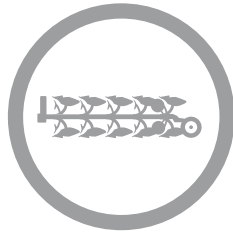
IsoMatch InLine



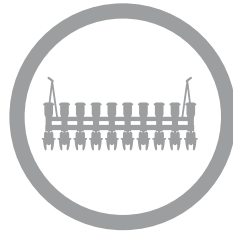
IsoMatch Grip



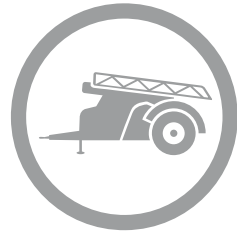
Tractor



Plough



Seeding Machine



Sprayer



Mower



Baler



Spreader



Cloud



Lock



Satellite



Wireless



My Kverneland / My Vicon



IsoMatch Farmcenter



My Data Plant

You can download the icons on the Kverneland Group Download Centre:

[**CLICK HERE**](#)



www.kvernelandgroup.com

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