For Earth, For Life
Kubota

SYNC VISUAL
GUIDELINES | VERSION 12/06.2024

01

Introduction

The Visual

When to use the visual

The Sync visual should appear in all marketing material where Telematics and Digital Solutions are mentioned. It should also be incorporated into the communication for gateway-connected implements.

Composition

The Sync visual is made up of various graphic elements, see the detailed descriptions on the right-hand side.
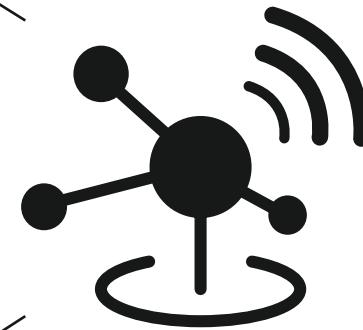
The Wi-Fi signal symbol represents the connectivity

The molecules represent intelligent solutions and research

The geolocation pin represents mapping applications and precision

DOWNLOAD

⊕ Sync Visual file (png, black)

⊕ Sync Visual file (png, white)

⊕ Sync Visual file (eps, black and white)

⊕ Sync Visual file (pdf, black)
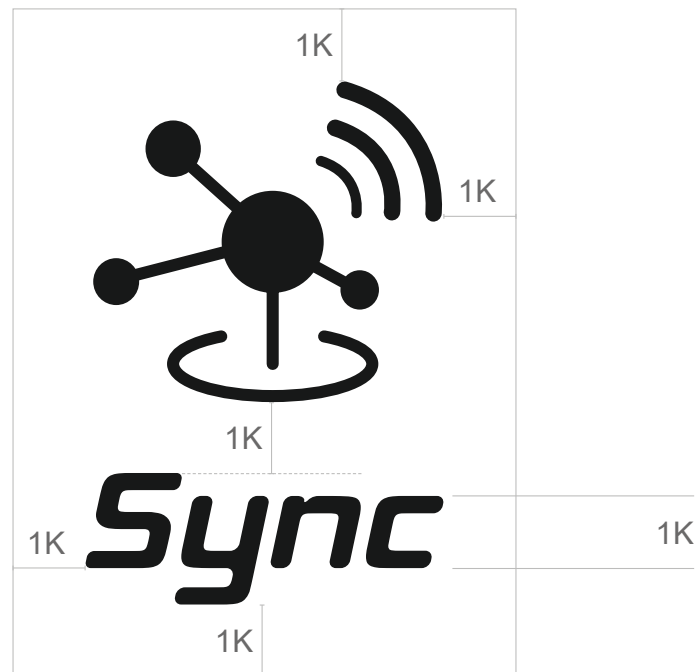
⊕ Sync Visual file (pdf, white)

Basics

02

Color

The Sync visual should either be used in black or in white on a dark/colorful background.

Clearance area

The Sync visual 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.

Minimum visual size

The Sync visual has to be in a size of 10 x 14,5 mm or bigger, both for print and digital.

03
Typography

Correct and incorrect usage

Typography

In addition, for marketing communications such as online content and brochures, we have the opportunity to include the brand, but this must be done in writing.

For example: "… the Kubota spreader is equipped with Kubota Sync, enabling full connectivity between … etc. …"
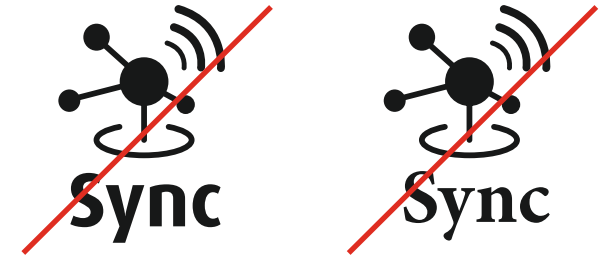
Allowed is the full visual consisting of the typography and the image combined:

Also **allowed** is the use of the brands in a text:

Kverneland Sync
Vicon Sync
Kubota Sync

Not allowed is to change the typography in the visual like this:

Always use the full visual with the typography and the image combined.

Usage

04

Correct Usage

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

Use the white visual on photographs,
respecting the clearance area

Incorrect Usage

The visual must not be distorted, sloped or compressed. Neither may it be created in any other colours. It always has to be in full combo, not just the lettering or just the logo.
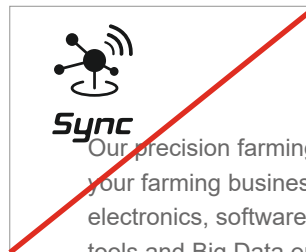
Always respect the clearence area
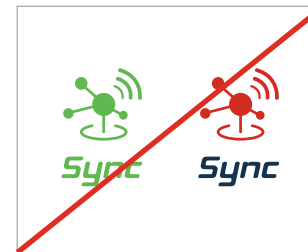
Don't create the logo in any other colors

Don't use the visual without the Sync lettering or the other way round. It always has the be the full combo.

Don't use just the Sync lettering alone. It always has the be the full combo.

05 Examples

Official Sync flyers to promote our new Sync technology

Front page

Back page

DOWNLOAD

⬇ Kverneland Sync Visual Flyer – A4

Examples

05

Front page

Back page

Front page

Vicon
HTTP://IEN.VICON.EU
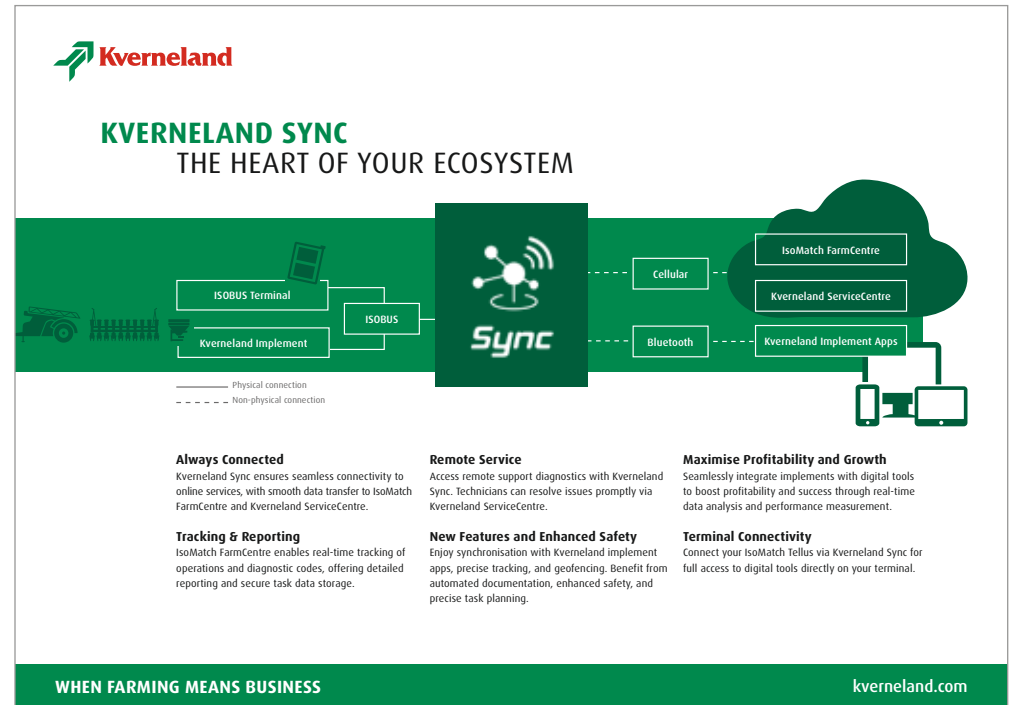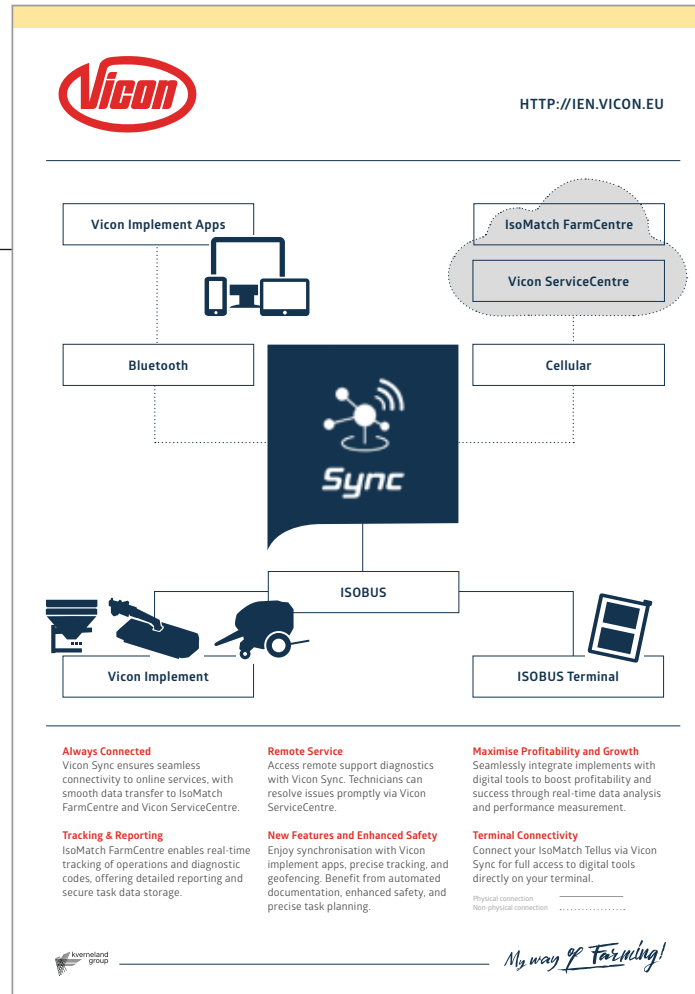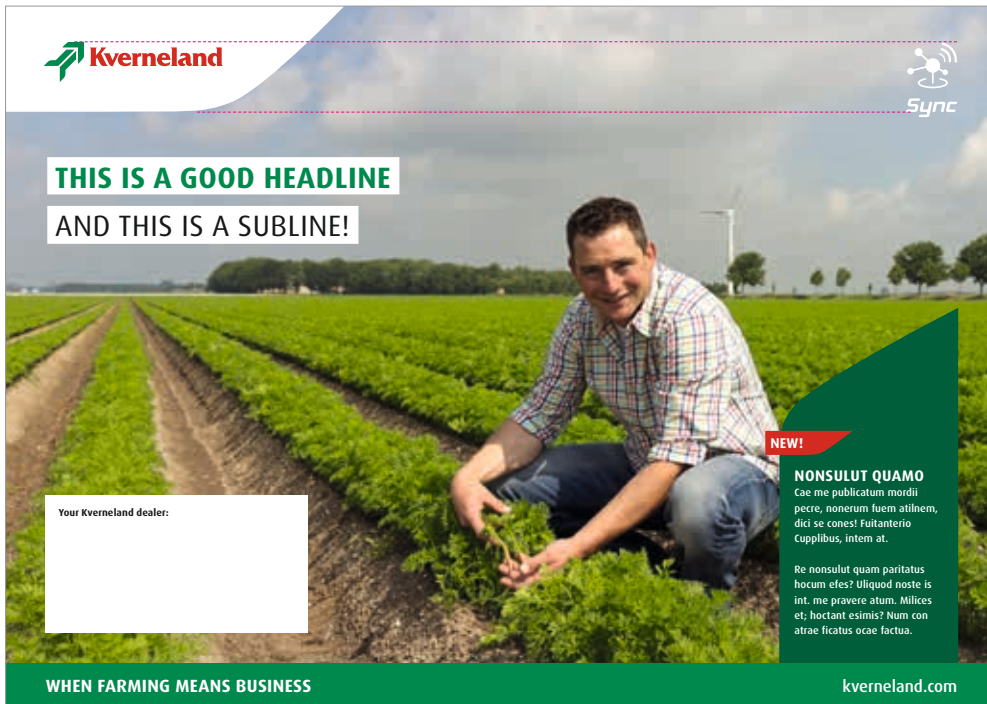
" **New! Vicon Sync**
allways connected "

Vicon Sync ensures smooth connectivity and farming data flow between your ISOBUS implements and digital tools.

Sync

My way of Farming!

Back page

Vicon
HTTP://IEN.VICON.EU

Vicon Implement Apps

IsoMatch FarmCentre

Vicon ServiceCentre

Bluetooth

Cellular

Sync

ISOBUS

Vicon Implement

ISOBUS Terminal

Always Connected
Vicon Sync ensures seamless connectivity to online services, with smooth data transfer to IsoMatch FarmCentre and Vicon ServiceCentre.

Tracking & Reporting
IsoMatch FarmCentre enables real-time tracking of operations and diagnostic codes, offering detailed reporting and secure task data storage.

Remote Service
Access remote support diagnostics with Vicon Sync. Technicians can resolve issues promptly via Vicon ServiceCentre.

New Features and Enhanced Safety
Enjoy synchronisation with Vicon implement apps, precise tracking, and geofencing. Benefit from automated documentation, enhanced safety, and precise task planning.

Maximise Profitability and Growth
Seamlessly integrate implements with digital tools to boost profitability and success through real-time data analysis and performance measurement.

Terminal Connectivity
Connect your IsoMatch Tellus via Vicon Sync for full access to digital tools directly on your terminal.

Physical connection
Non physical connection

kverneland group

My way of Farming!

DOWNLOAD

⬇ Vicon Sync Visual Flyer – A4

05

Examples

Examples how to use the Sync Visual

Integration in Kverneland flyer – A4
In this example the Sync visual is placed in white in the upper right corner. It is therefore in combination with the Kverneland logo, see the magenta colored lines for orientation.

Integration in Vicon flyer – A4
In this example the Sync visual is placed in white in a design element. The clearance area is respected.

Examples

Bigger placement
To promote Sync it is also possible to place it bigger on a photograph.

06.2024

Kverneland Group - Marketing
https://ien.kvernelandgroup.com/
www.kubota-eu.com