Connected from Seed to Sale

Brand Guide
Table of contents

Section 1: Defining our brand
- Who we are (Brand Statement)
- Mission & Vision
- Brand values
- Personality
- Culture

Section 2: Design elements
- Our logo
- Usage and backgrounds
- Colour palette
- Typography

Section 3: Style guide
- Style of imagery
- Questions? Say hello
Section 1 | Defining our brand

For this section we describe our foundations of the KisanHub brand, what we believe, support and what makes us unique in the world.
Connecting supply chains with technology, from seed to sale
Who we are

The KisanHub platform is where supply chain management happens.

KisanHub is a multi-award-winning software solution for the agri-food industry, from grower to integrated producer.

Our experienced agricultural team understands the care and attention it takes to both grow and deliver food to consumer plates.

The KisanHub platform improves how you manage and communicate complex data, to strengthen collaboration with your suppliers, monitor crops and deliver high-quality produce, year after year.

Ultimately KisanHub simplifies how information moves through our food system.
Our Mission

We are part of a global community of technology innovators serving the food supply chain.

Our shared mission is to build solutions to support one of the world’s most meaningful challenges, how to feed a population of 9 billion by 2050.
Our Vision

We believe the world's food supply must become sustainable.

We believe sustainability encompasses both efficient use of natural resources and financial strength and fairness of the system.

We believe data and technology provides access to information giving people the power to achieve sustainability goals.
Brand values

Customers at our core
- Growth is a journey
- Providing global support
- Constantly listening

Solutions-orientated
- We welcome challenges
- Together we innovate
- Creative minds

Experts in both industries
- Trusted agriculture and software
- Adapt quicker & better
- Innovators & achievers in AgriTech
Personality

Authentic
We are genuine in everything we do and true to what we believe in; connecting supply chains, people and data.

Astute
We are a team of savvy, switched on, clever people dedicated to our shared mission.

Imaginative
We are creative, resourceful and thoughtful. Producing ideal creations or concepts consistent with reality.

Friendly
We are open, kind and helpful, like a friend inclined to support you.

Devoted
We are focused and concentrate on particular pursuits, purpose or cause.
KisanHub prides itself on having a team atmosphere, canine companions are also welcome! Everyone is equal and everyone’s views are actively encouraged to be shared.

Developing ideas collectively is the norm. We have openness and flexibility in our veins, we are born from inspiration and a need to innovate, and we deliver that at every point of our culture.

We believe in enjoying a healthy outdoor and active lifestyle and together we achieve this. Your family is our family and uniting the two provides a thriving work life balance for everyone. We are the KisanHub family!
Section 2 | Design elements

In this section we show useful examples and outline best practices for the KisanHub brand assets.
Our logo

Ground rules

- Always capital K and H when writing KisanHub
- Please pronounce as ‘Kis-an-Hub’
- KisanHub icon on left of KisanHub text
Useage and backgrounds

Examples of how *not* to use the KisanHub logo:

- Different colour to text
- Small ‘h’ for Hub
- Use white version on dark or green backgrounds
Ground rules

- Select option depending on background colour
- Follow the measurement guidelines
Colour palette | Primary brand colours

Primary colours

- **CMYK**: 28 0 100 0
- **HEX**: #BACF00
- **RGB**: 177 214 0

- **CMYK**: 97 19 14 48
- **HEX**: #005A6E
- **RGB**: 0 90 111
Colour palette | Secondary brand colours

- **CMYK:** 28 1 44 0  
  **HEX:** #AFD297  
  **RGB:** 183 206 149

- **CMYK:** 42 63 28 24  
  **HEX:** #7A506A  
  **RGB:** 124 87 106

- **CMYK:** 0 67 89 2  
  **HEX:** #D36135  
  **RGB:** 219 107 48

- **CMYK:** 57 24 34 12  
  **HEX:** #678E85  
  **RGB:** 106 142 137

- **CMYK:** 0 3 58 0  
  **HEX:** #F8DE7E  
  **RGB:** 249 226 125

- **CMYK:** 51 43 60 40  
  **HEX:** #605A49  
  **RGB:** 91 92 74

- **CMYK:** 5 6 0 0  
  **HEX:** #F0F0F0  
  **RGB:** 229 225 230

- **CMYK:** 55 54 38 28  
  **HEX:** #605E5E  
  **RGB:** 100 91 100
Typography

Primary text | Nunito Sans
Weight for titles: Semi-bold or Bold
Weight for text: Regular / Normal

History & details of font
San Serif fonts are clean modern and engaging. They are used by brands to demonstrate straightforward, simple and no-nonsense attitude. Sans Serif indicates a sense of honesty and sensibility.

Secondary text | Lato
Weight for titles: Bold
Weight for text: Normal

History & details of font
It is part of Google fonts and is a more standardised font than Nunito Sans.
Section 3 | Style guide

In this section we describe the style of imagery in our visuals.
Description for visuals

Ground rules

- Dynamic in colour because we are vibrant in appearance and nature!
- We display colourful images in our logo, as seen left. These are close-ups of fresh or activities in our supply chain
- When showcasing our product, we blur the background slightly
- We play with unusual perspective shots, for example using drone photography to mirror the fresh point of view we bring to the industry.
- Some examples are shown in the next slides:
Questions? Say hello

There are many ways to contact our team:

Book a demo

www.kisanhub.com
hello@kisanhub.com
@KisanHub

Connecting the agri-food industry with technology, from seed to sale