

BRAND BOOK

Friendly

Advanced

Affordable

Your Vision, Our Mission



Agricultural Revolution: AgroLogic was founded in 1988 to bring about a revolutionary change in agriculture through advanced technologies.

Smart, Efficient, and Sustainable Agriculture: The company aims to make agriculture smarter, more efficient, and sustainable by integrating science, engineering, and care for animals.

Growth and Expansion: Expanding the company's product line, increasing sales, and growing in new markets while maintaining strong relationships with existing customers.



Brand Values

Precise Control:

AgroLogic products, such as climate controllers, feeding systems, and weighing systems, are meticulously designed to ensure optimal conditions for livestock, leading to better health and higher yields.

Customization:

The company offers tailored solutions to meet the specific needs of each farm, whether it is a small or large operation.

Reliability:

AgroLogic products operate continuously, day and night, ensuring that users can rely on them completely.

Global Reach:

The company operates and supplies its products worldwide, is present in diverse markets, and strengthens relationships with customers across a wide range of geographical areas.

Original Logo and Colors



Original Logo and Colors

AgroLogic®

AgroLogic®

New Logo and Colors

AgroLogic®



Changes

Original



New



Original Logo and Colors

AgroLogic®

New Logo and Colors

AgroLogic®

Main goals

1

Launch of two new product lines

Expansion of the company's product range.

2

Increasing sales and market growth

Focusing on new markets in South America and India, and restoring commercial dominance in Indonesia.

3

Developing customer relationships

Strengthening relationships with existing customers and expanding the customer base.

Main Logo

AgroLogic®



Logo Versions



Large Original Logo



monochrome Logo



Small Original Logo



Small monochrome Logo



Large Short Logo & Favicon for website



Large monochrome Short Logo



Small Short Logo & Favicon for website



Small monochrome Short Logo


AgroLogic®


0.5
1
AgroLogic®
1
0.5

Additional Logo Versions





AgroLogic®

FRIENDLY, ADVANCED, AFFORDABLE

AgroLogic®

Friendly, Advanced, Affordable

AgroLogic®

FRIENDLY & ADVANCED

AgroLogic®

Friendly & Advanced

Primary Brand Colors

7546 C
C=88 M=72 Y=50 K=49
R=31 G=49 B=66
HEX: #1F3142

deep, sophisticated, cool, elegant, authoritative, calm, strong, stable, classic, trustworthy, dependable, serene, serious, intellectual, powerful, professional, refined, mysterious, timeless, introspective.

2421 C
C=80 M=20 Y=98 K=5
R=64 G=145 B=67
HEX: #3F9143

natural, fresh, vibrant, eco-friendly, growth, healthy, relaxing, balanced, organic, renewing, earthy, serene, lush, energetic, fertile, rejuvenating, calming, harmonious, alive, abundant.

7548 C
C=7 M=24 Y=87 K=0
R=237 G=191 B=65
HEX: #EDBF41

cheerful, bright, sunny, energetic, optimistic, warm, happy, vibrant, lively, joyful, playful, stimulating, radiant, fun, welcoming, friendly, enthusiastic, hopeful, positive, attention-grabbing.

WHITE
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
HEX: #FFFFFF

pure, clean, innocent, fresh, simple, peaceful, bright, pristine, minimalist, airy, serene, timeless, crisp, neutral, immaculate, light, transparent, delicate, ethereal, new.

LIGHT SEA GREEN
C=71 M=0 Y=39 K=0
R=44 G=188 B=175
HEX: #2CBCAF

Secondary Brand Colors

5477 C
C=84 M=44 Y=54 K=22
R=41 G=101 B=102
HEX: #296566

P 179-2 C
C=0 M=0 Y=0 K=11
R=228 G=229 B=230
HEX: #E4E5E6

Aa

Univia Pro

Our vast knowledge helps the grower regulate every aspect of production with greater ease. AgroLogic is known for its reliability, dependability and User friendly interface.

https://fonts.adobe.com/fonts/univia-pro

Medium	**Main title**	Tracking: 0
Bold	**Second title**	Tracking: 0
Black	**Subtitle**	Tracking: 40
Bold	**Bold title**	Tracking: 20

Light

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Typography

Aa

Muli

Our vast knowledge helps the grower regulate every aspect of production with greater ease. AgroLogic is known for its reliability, dependability and User friendly interface.

https://fonts.adobe.com/fonts/muli

Light — Content text

Regular — Content text

Bold — **content text**

Black — **Black content text**

Light

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black

0 1 2 3 4 5 6 7 8 9
! ? @ # % ^ & * _ + - = ' " ; : , . ( ) [ ] { } / | \ < > « » ~ ` $ € № • –
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Slogan

Yellow lines with rounded corners

New style

Your Vision,
Our Mission

+



=

Your Vision,
Our Mission

Typography Usage Guidelines



Main title will always be in Univia Pro font.
Font weight: Medium, Bold or Black.

Space between the lines will always be calculated according to [font size]*1.1.

Letter spacing will be 0.

Subtitle will always be in Univia Pro font.
Font weight: Bold.

Space between the lines will always be calculated according to [font size]*1.2.

Letter spacing will be 20-30.

Body text will always be in Muli font.

Space between the lines will always be calculated according to [font size]*1.4.

Letter spacing will be 0-20.

Image Style







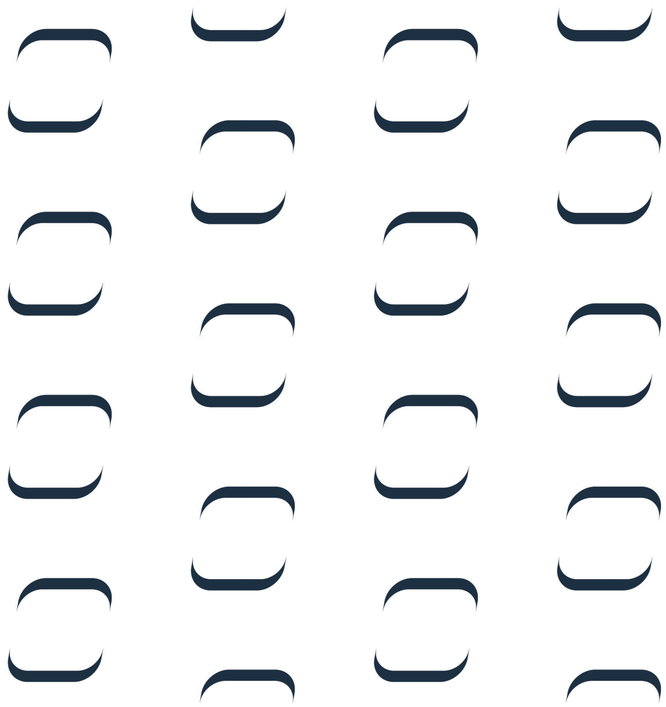


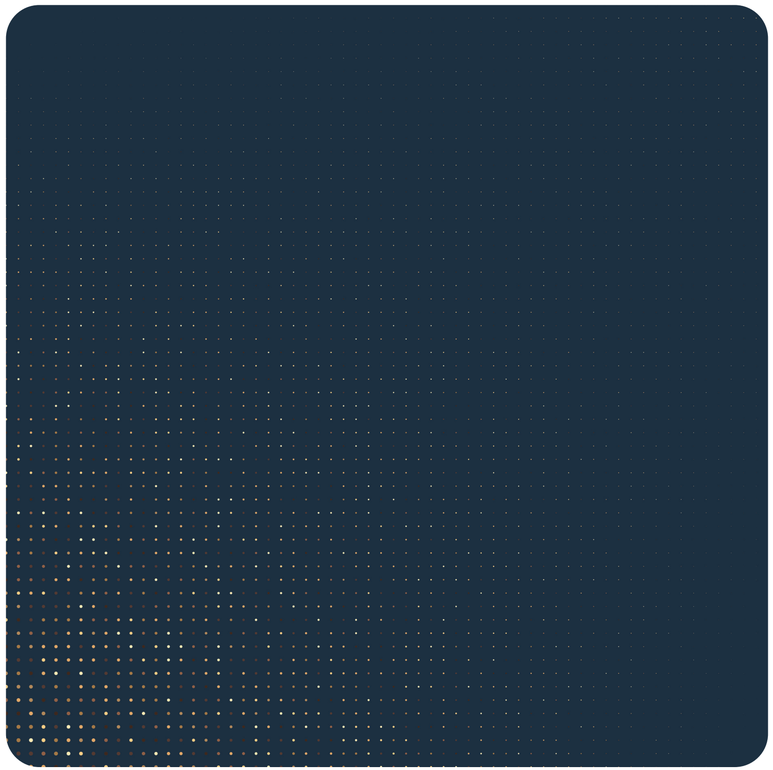






Illustration Style







Business Card Design





Business Card Design





Letterhead


+972-9-8626089
www.agrologic.com
AgroLogic
AgroLogic ® LTD was founded in 1988 and leads in design and development of electronic control units for the poultry and pig raising. AgroLogic's comprehensive product line and advanced controllers currently serve thousands of farming facilities worldwide. Our vast knowledge helps the grower regulate every aspect of production with greater ease. AgroLogic is known for its reliability, dependability and User friendly interface.
AgroLogic has its own development department and in-house production to fulfill all our clients' needs.
Climate control
Our modern climate control computers have been developed for the modern poultry and pig houses and include static pressure control, automatic temperature curves and a minimum ventilation curve.
Bird weighing
Our live bird weighing system supplies the grower with the average weight, uniformity and standard deviation, using up to 8 weighing plates for one controller.
Feed weighing
We have a complete line of dual silo weighing for feed consumption and where needed restricted feeding. Batch weighing for restrictive feeding.
Layer house control and egg counting
Complete climate control for layer houses operation of feeders, egg collectors and lighting programs according to multi-stage internal timers are all included in one user-friendly control unit. Our egg-counting units can be installed either on each row or on a central egg conveyor connected to the controller.
Kobi Ben Ami
Your Vision, Our Mission

Envelopes


AgroLogic®
Your Vision, Our Mission
Expert Farming Solutions for Big Thinkers
+972-9-862-6089
www.agrologic.com
+972-9-862-6087
info@agrologic.com


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Business Folders





Brochures and Flyers

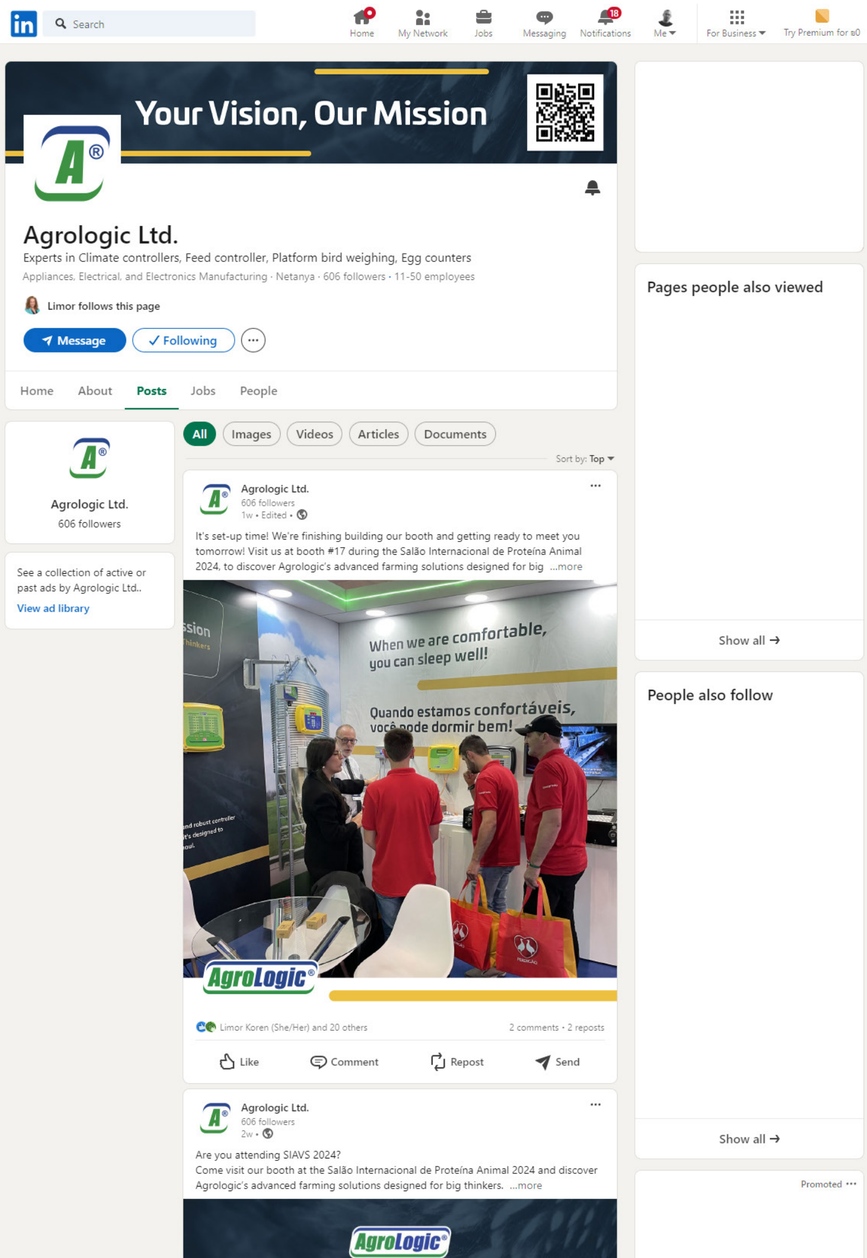


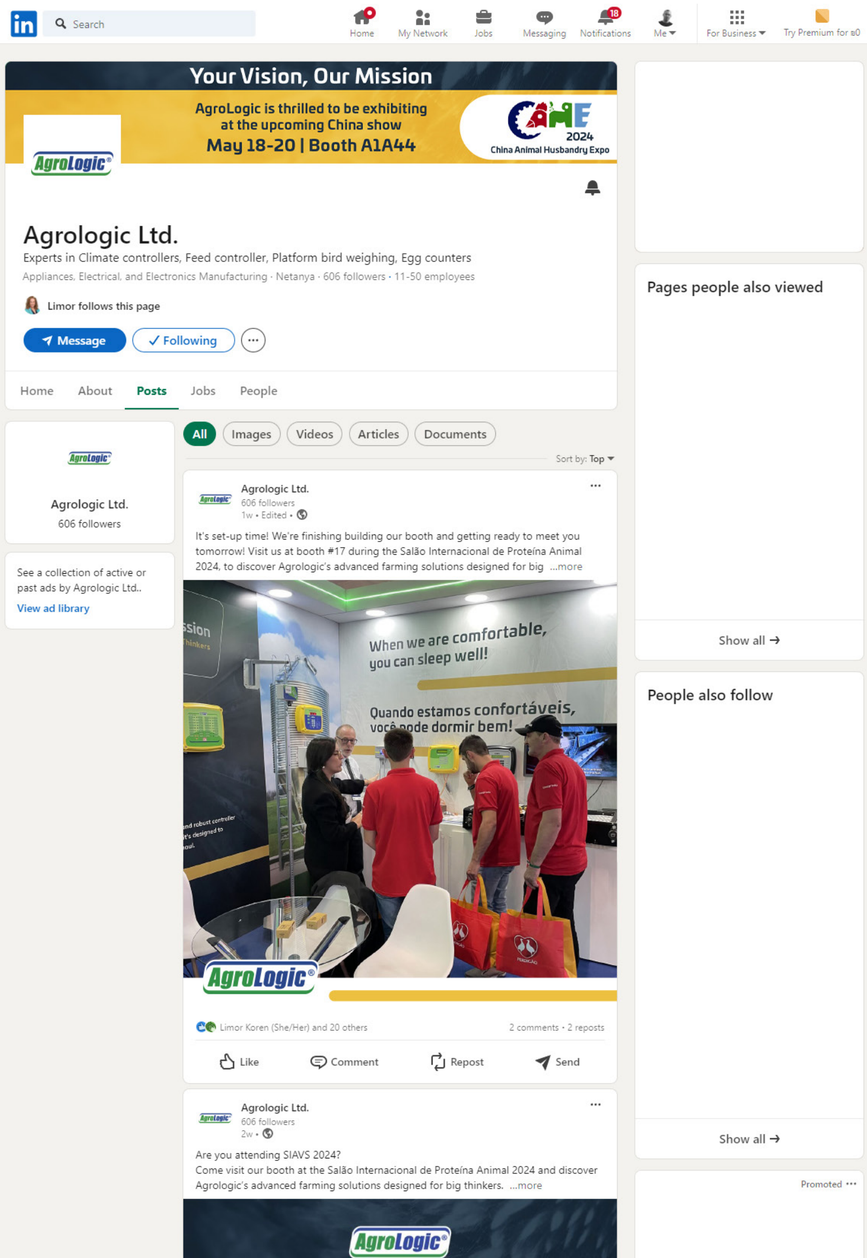






Social Media Page

















Social Media Design

TT8 & TT10: A New Breed of Climate Controllers

Easy Setup, High Reliability, Lower Cost

The new TT series includes the TT8 and TT10 climate controllers for poultry houses, ideal for broilers, breeders and layers

TT8

8 stage tailor-made climate controller.

8 built-in relays.

All the capabilities of Temptron 607 at a lower price.



TT10

10 stage tailor-made climate controller.

10 built-in relays.

All the capabilities of Temptron 610 at a lower price.



Image III

The all-in-one Image III is the most flexible and robust controller



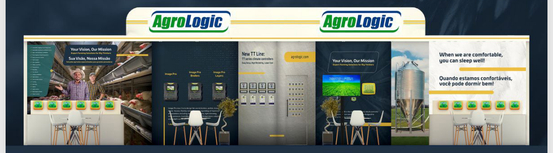
Image III engineered to give you peace of mind, with simple remote control via PC, Web, SMS, Smartphone or Tablet.



AgroLogic®

Your Vision, Our Mission

Expert Farming Solutions for Big Thinkers



Meet us at SIAVS, São Paulo, Brazil

August 6th to 8th, 2024

Booth #17

Image III

The all-in-one most flexible and robust controller!





Silo Weigher SW365

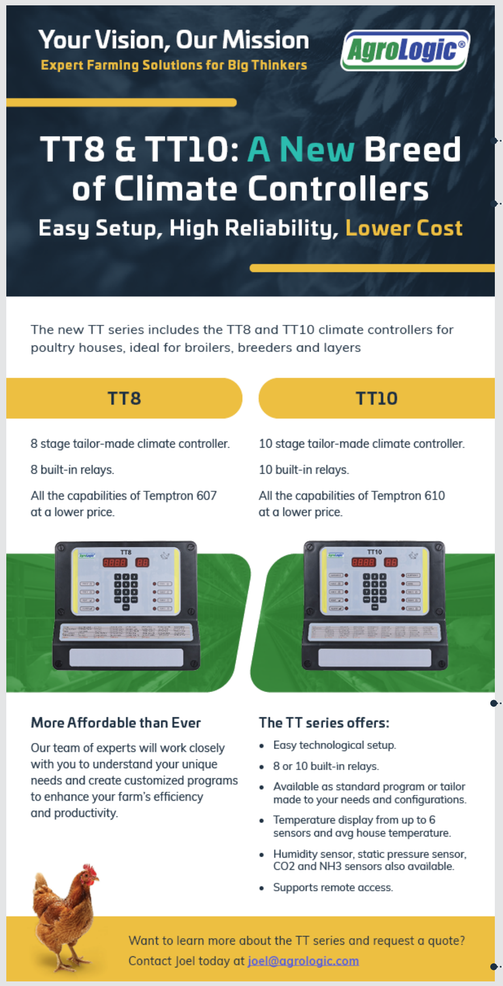
Precision, reliability, and peace of mind in every load!

AgroLogic®

Client Story.

Client Name

Newsletter Design



The width of a newsletter will be a maximum width of 600 pixels and an unlimited height.
Try to keep the newsletter clean, elegant and emphasize only important areas.

Background color: #e4e5e6.

This size of newsletter was 600x1200 pixel: 600 width. 1200 height.

Header

Header with:
- Logo
- Main title
- Subtitle
- Campaign slogan

Main title will always be in Univia Pro font.
Font weight: Medium, Bold or Black.

Space between the lines will always be calculated according to [font size]*1.1.

Letter spacing will be 0.

Subtitle will always be in Univia Pro font.
Font weight: Bold.

Space between the lines will always be calculated according to [font size]*1.2.

Letter spacing will be 20-30.

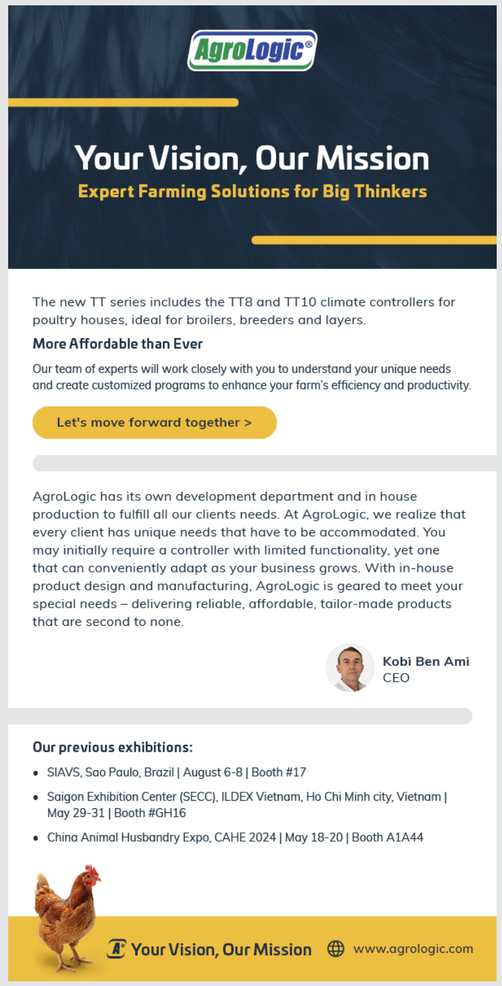
Content & Footer

Body text will always be in Muli font.

Space between the lines will always be calculated according to [font size]*1.4.

Letter spacing will be 0-20.

Background content area: #ffffff.
Background footer area: #edbf41.



Brand Usage in Printed Advertising Materials





Brand Usage in Printed Advertising Materials





Brand Usage in Printed Advertising Materials





Brand Usage in Printed Advertising Materials





Thank you.