



Brand Guide

July 2023

OPTIMIZE YOUR HARVEST

BRAND POSITION

Bushel Plus is THE harvest optimization company, setting the bar for helping farmers maximize their investment in yield, quality, and time.



MISSION STATEMENT

ADD VALUE AND PROFIT
TO EVERY HARVEST
with tools, technology
and information that
optimize efficiency.

**VISION
STATEMENT**

TO INCREASE
global food production
by dramatically reducing harvest loss.

BRAND PILLARS

Continuous
Innovation

Farmer
Success

Technical
Excellence

Quality
Experiences

VALUE PROPOSITION

BUSHEL PLUS HELPS ME
OPTIMIZE MY HARVEST—
enabling me to work
faster, safer, and
more efficiently.

When it comes to timely calculations and driving harvest gains with precision and ease, I trust Bushel Plus to add value and profit to my harvest with their knowledge, expertise, and game-changing harvest optimization products.



PRIMARY CORPORATE LOGO | WITH AND WITHOUT TAG

This is the primary corporate logo that should be used whenever possible. Alternate colours and formats are on the following pages.



Full-colour logo



Full-colour logo, without tag

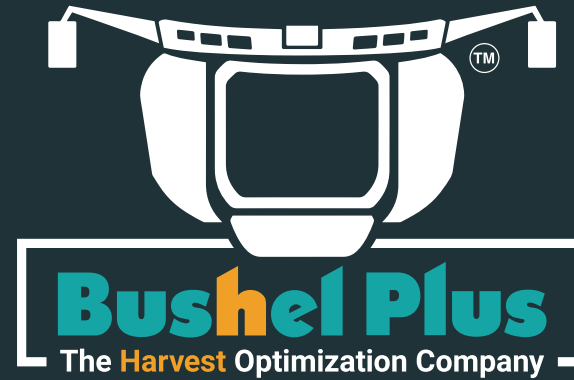
ADDITIONAL COLOURS | WITH TAG



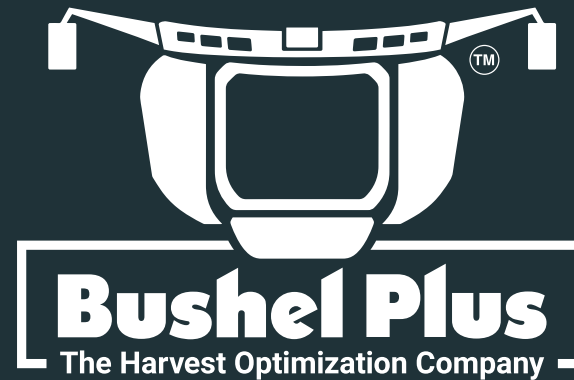
Charcoal logo



Black logo

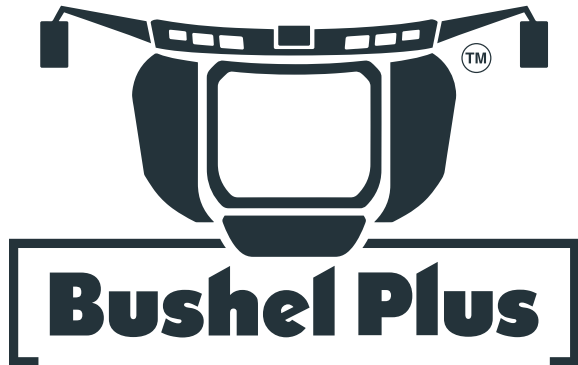


Reverse logo

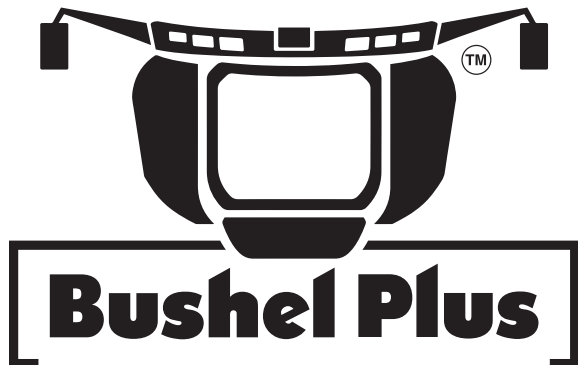


White logo

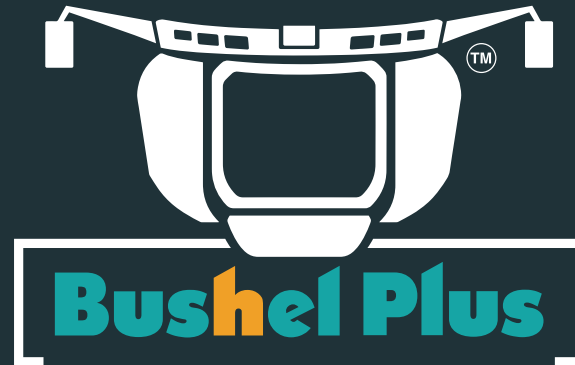
ADDITIONAL COLOURS | WITHOUT TAG



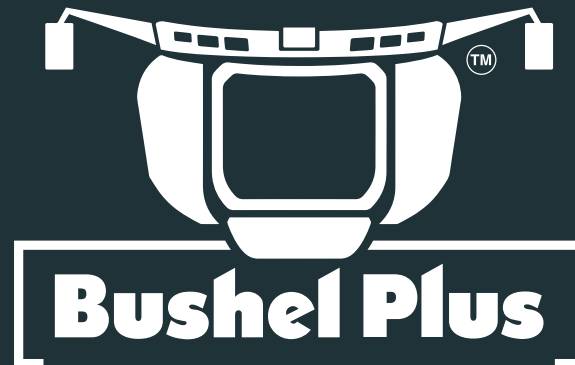
Charcoal logo



Black logo



Reverse logo



White logo

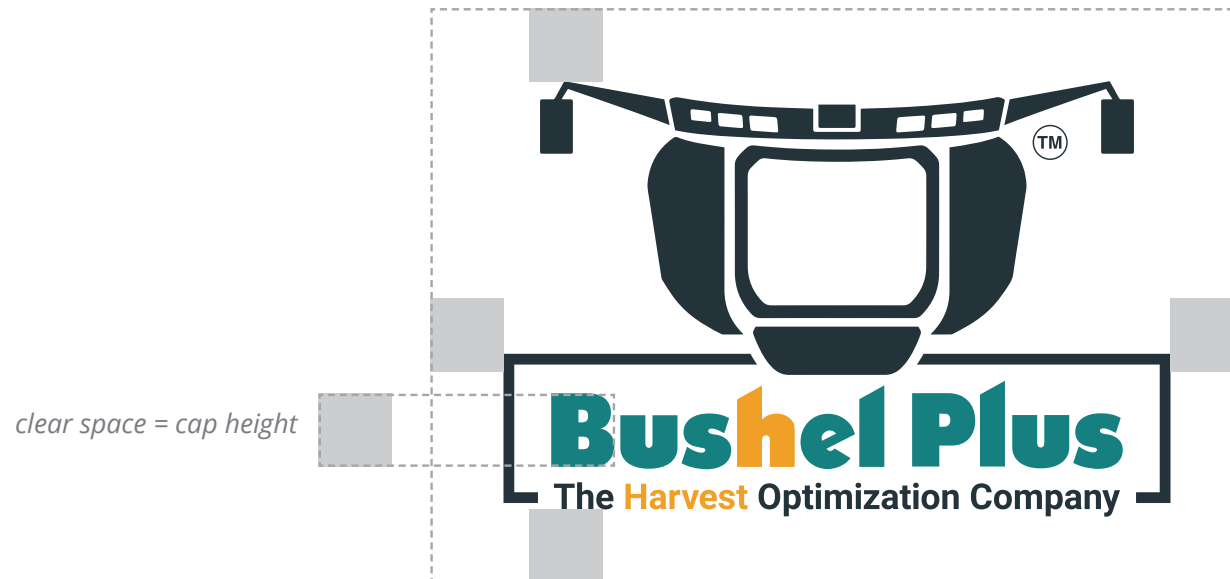
HORIZONTAL FORMAT | WITH AND WITHOUT TAG

To be used only when the stacked version doesn't fit the necessary format.



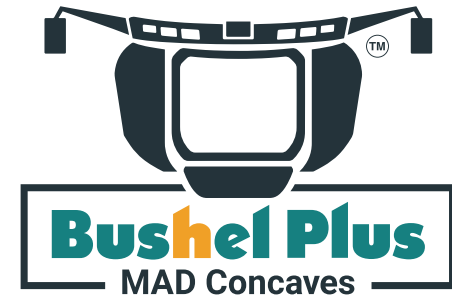
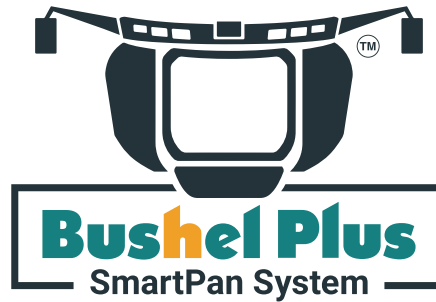
CLEAR SPACE

Required clear space applies to all Bushel Plus corporate, product, and other logos. Clear space must be maintained between the logo and any adjacent text or graphic elements and is equivalent to the cap height of “Bushel” as diagramed below.



PRODUCT AND OTHER LOGOS

Like the corporate logo, the stacked, full-colour version is the primary format for all logos.



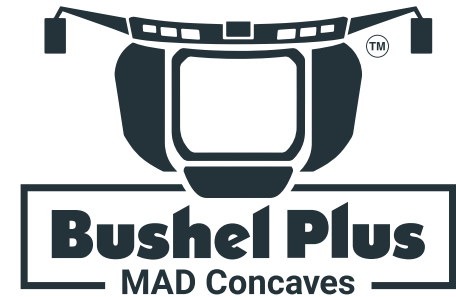
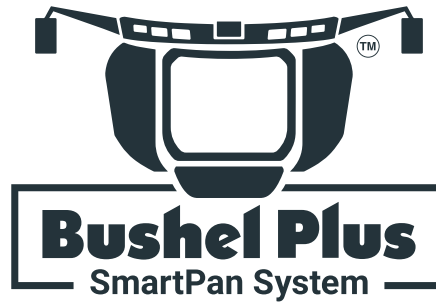
PRODUCT AND OTHER LOGOS | HORIZONTAL FORMAT

To be used only when the stacked version doesn't fit the necessary format.



PRODUCT AND OTHER LOGOS

Charcoal colour



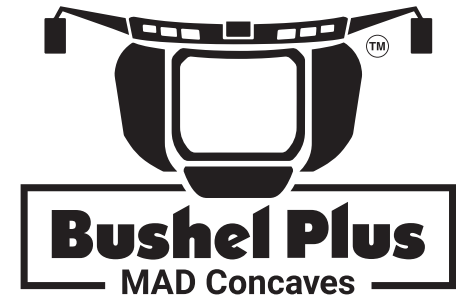
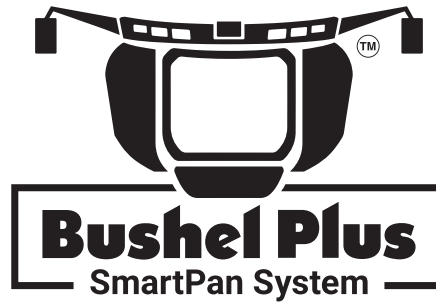
PRODUCT AND OTHER LOGOS | HORIZONTAL FORMAT

Charcoal colour



PRODUCT AND OTHER LOGOS

Black colour



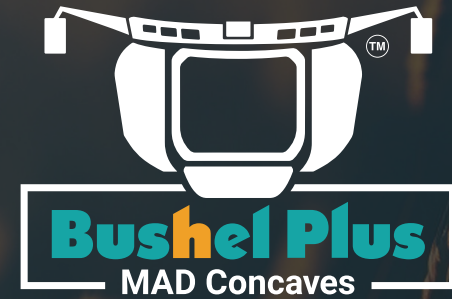
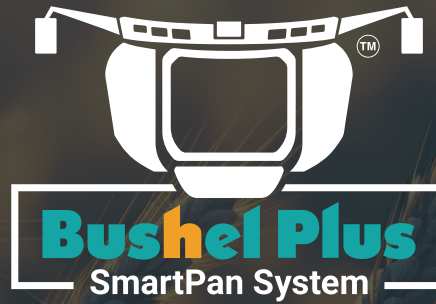
PRODUCT AND OTHER LOGOS | HORIZONTAL FORMAT

Black colour



PRODUCT AND OTHER LOGOS

Reverse with colour. Use only when background allows clear legibility. Otherwise use solid white.



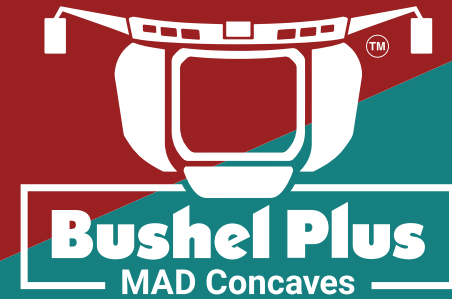
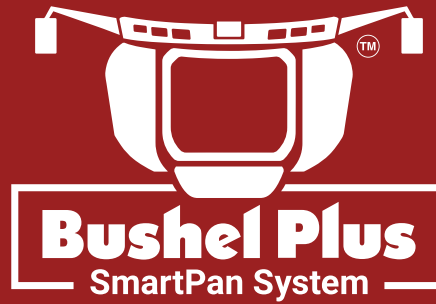
PRODUCT AND OTHER LOGOS | HORIZONTAL FORMAT

Reverse with colour. Use only when background allows clear legibility. Otherwise use solid white.



PRODUCT AND OTHER LOGOS

White only



PRODUCT AND OTHER LOGOS | HORIZONTAL FORMAT

White only



DON'T

These guidelines apply to all corporate, product, and other logos in all formats.



Don't reposition or resize the elements



Don't alter the colours



Don't stretch or condense the proportions



Don't place the logo on a background that hinders legibility



Don't place a border or text within the clear space



Don't rotate

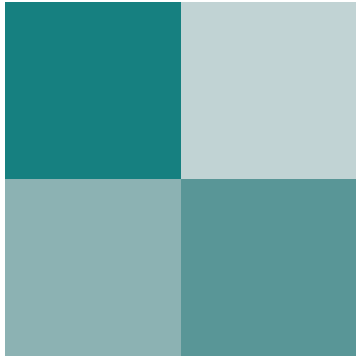


Don't add a drop shadow



Don't use the JPG format over coloured backgrounds as it will leave a white box. Use the AI (print) or PNG (digital) format instead.

COLOURS AND TYPOGRAPHY

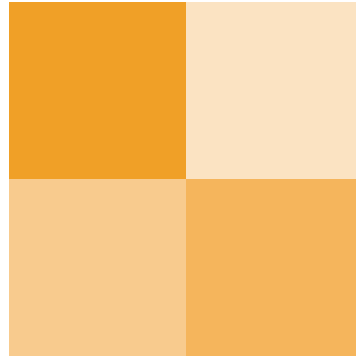


TEAL

CMYK: 83/26/46/15

RGB: 14/128/128

HEX: 0e8080

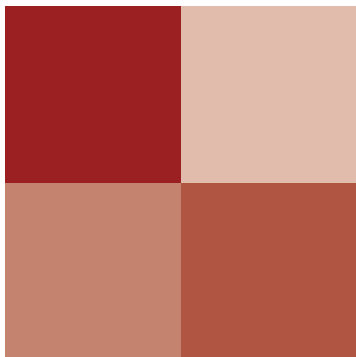


GOLD

CMYK: 4/42/97/0

RGB: 239/160/38

HEX: efa026



RED

CMYK: 25/98/98/22

RGB: 155/34/33

HEX: 9b2221



CUSTOM BLACK

CMYK: 80/64/57/55

RGB: 38/52/58

HEX: 26343a

OPEN SANS CONDENSED BOLD

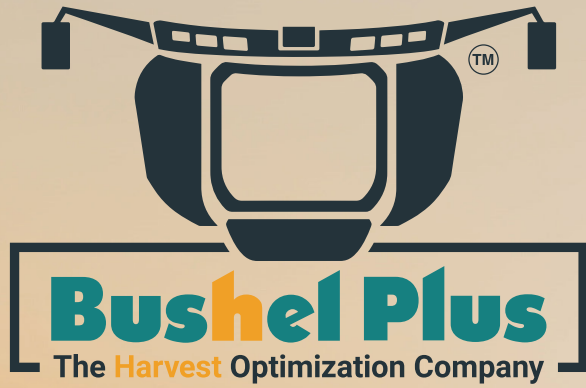
Open Sans Regular

Open Sans Semibold

Open Sans Bold

Open Sans Extra Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat zzril delenit augue dui dolore te feugait nulla facilisi.



OPTIMIZE YOUR HARVEST