

BRAND GUIDELINES · VERSION 1 · OCTOBER 2026

How AgriForce looks and sounds

For anyone making the app, slides, brochures, stickers, ads or the website. The tokens here are the ones the live product uses, so what you design matches what customers see.

ESSENCE

The AI growth operating system for agriculture

One live system from the ad a farmer sees to the seed leaving the plant.

- ✓ **Management** of seed and agri-input companies want proof it works on top of SAP and Salesforce and does not add work.
- ✓ **Field teams** in villages, plants and warehouses want big buttons, their own language and nothing to learn.
- ✓ **Farmers and dealers** , reached through QR codes, WhatsApp and calls, want to be understood and helped fast.

Personality: plain, confident, concrete. Built by people who have run agri campaigns, not a software vendor talking in abstractions.

LOGO

A seedling on a green tile

The wordmark sets AGRI in ink, FORCE in the second green, and OS small in ink-2. Never redraw it, recolour it or stretch it. Download the files below.



Wordmark, light

SVG



Wordmark, on dark

SVG



Mark, app icon

SVG



Mark, on green

SVG

x



AGRIFORCEos

Clear space and size

Keep clear space equal to the height of the tile's seedling (x) on every side. Minimum size: wordmark 120px wide on screen, 30mm in print; mark alone 24px. On co-branded material the client's logo sits beside ours, separated by a thin rule or an "x", never inside our tile.

Do

Use the reversed wordmark on deep green or on a photo with a dark scrim.

Don't

Change the green, add effects, outline it, or set it on a busy photo without a scrim.

Product name

Write "AgriForce OS" in copy. "AgriForce" alone is fine after first mention. Never "Agri Force" or "AFOS".

COLOUR

Two greens and warm neutrals

The brand green is for anything you press and for the active state. Everything else is warm neutral: straw off-white, green-black ink, and a deep forest instead of black.

Brand

brand

#1A5C2A

Primary green: buttons, eyebrows, active nav, the FORCE in the wordmark. Text on it is on-brand.

Contrast with ink 2.1:1 · with off-white 7.6:1

brand-2

#2D8A4E

Lighter green for hover, wordmark accent, bar fills. Not for body text on light.

Contrast with ink 4.0:1 · with off-white 4.1:1

brand-tint

#9FD9AE

Eyebrows, numbers and highlights on bg-deep. 4.5:1 on bg-deep.

Contrast with ink 10.7:1 · with off-white 1.5:1

brand-soft

#E3F0E6

Icon tiles, selected rows, soft badges. Contrast with ink 14.7:1 · with off-white 1.1:1

bg-deep

#0C2414

Dark hero bands, cover slides, phone frames, dispatch sticker frames.

Contrast with ink 1.1:1 · with off-white 15.6:1

Neutrals

bg

#F3F0E8

Page background behind glass panes. Warm off-white, never pure white.

Contrast with ink 15.2:1 · with off-white 1.1:1

surface-2

#FBF9F3

Cards on a light page, slide cards, brochure cards.

Contrast with ink 16.4:1 · with off-white 1.0:1

surface-3

#F1EDE2

Alternate section background on slides and web pages.

Contrast with ink 14.8:1 · with off-white 1.1:1

line

#E2DCCB

Card borders and dividers. In the app: rgba ink at 9% and 17%.

Contrast with ink 12.6:1 · with off-white 1.3:1

ink

#0A1F11

Headings and body text on bg, surface-2, surface-3.

Contrast with ink 1.0:1 · with off-white 16.4:1

ink-2

#3E5745

Secondary text, captions, statement lines under headings.

Contrast with ink 2.2:1 · with off-white 7.5:1

ink-3

#6F8475

Labels, footers, placeholder text. Minimum size 12px.

Contrast with ink 4.3:1 · with off-white 3.8:1

on-deep-2

#C9DCCD

Body text on bg-deep.

Contrast with ink 12.0:1 · with off-white 1.4:1

Status and data

Always paired with a word (“Delayed 3 h”, “Credit blocked”). Regions keep the same colour on every map and bar: South good, West info, North amber, Central and East violet.

good

#1D7F45

On time, delivered, approved, genuine. Always with the word beside it.

Contrast with ink 3.4:1 · with off-white 4.8:1

warn

#A46200

Near limit, delayed, busy.

Contrast with ink 3.6:1 · with off-white 4.6:1

bad

#C42F25

Overdue, credit blocked, past SLA, alert zones.

Contrast with ink 3.1:1 · with off-white 5.3:1

info

#0B62C9

Distributors on maps, loading, Salesforce and Meta references.

Contrast with ink 3.0:1 · with off-white 5.5:1

violet

#6B3FCF

Events and chaupals, the Central and East region, SMS.

Contrast with ink 2.7:1 · with off-white 6.2:1

teal

#0B7B80

Voice AI and WhatsApp activity.

Contrast with ink 3.4:1 · with off-white 4.8:1

amber

#C47B00

The North region, cash out, packaging.

Contrast with ink 5.1:1 · with off-white 3.2:1

TYPOGRAPHY

Outfit for headlines, Manrope for everything else

Both from Google Fonts. Outfit always at 800 or 900 with tight tracking. Manrope 500 for body, 700 for emphasis. Minimum 12px for anything a person reads in the app; 24px on slides.

Display hero

Outfit 800 · 56–72px · tracking –2%

One live system

Display title

Outfit 800 · 32–50px

Every team gets its own screen

KPI number

Outfit 800 · 28–48px · tabular

₹48.6 Cr · 412 of 468

Eyebrow

Manrope 800 · 11–13px · caps · tracking 14%

TWO ENGINES NO CRM OR ERP HAS

Body

Manrope 500 · 15–17px · line height 1.55

Calls every new lead within minutes in the farmer's language, confirms they farm, and books a dealer or rep visit.

Label

Manrope 700 · 12–13px

From SAP billing

Hindi / Telugu

Noto Sans Devanagari / system

Telugu

पैकेट स्कैन करें, पॉइंट कमाएँ · పిచ్చె కట్ నె కన్

IMAGERY

Real fields, real people, real screens

Field photography of cotton, mustard, paddy, dealers, farmers and plant floors.
When text sits on a photo, add the deep-green scrim at 80 to 95 percent from the text side.



Text on photography always
sits on the scrim

SCRIM EXAMPLE

Screenshots

Product screens sit in a deep-green frame (8 to 12px padding, 22 to 24px corner radius, the frame shadow). Phones keep their true 9 by 19.5 ratio and are scaled, never squashed. Never mock up fake UI; capture the live demo.

LAYOUT AND SURFACES

Glass in the app, solid cards everywhere else

Web app

Panes are glass: white at 64% over the field photo with a 22px blur and a 1px highlight. Corners 6px so it reads as custom software. Every screen opens with a photo banner.

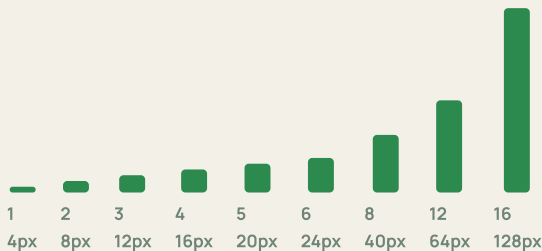
Slides, print and web

Solid cards on #FBF9F3 with a #E2DCCB line and 22 to 24px radius. Alternate section backgrounds #F3F0E8 and #F1EDE2, one deep-green statement band per section.

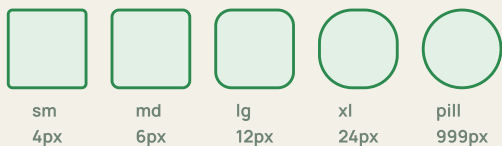
Field and farmer apps

Six big buttons, 48px minimum targets, one job per tap, local language first, offline bar in amber when disconnected.

Spacing scale



Corner radius



COMPONENTS

The building blocks

BUTTONS

Primary action

Secondary

On dark

Ghost

One primary per view. Pill on web and slides, 6px radius in the app.

STATUS TAGS

On time

Delayed 3 h

Credit blocked

Loading

Tinted background, full-colour text, always a word.

KPI TILE

Sales this month

₹48.6 Cr

+14% vs Oct 2025

SAP BILLING

Label, number in Outfit, change, and the source of the number.

VOICE

Plain, confident, concrete

Describe what the system does in the words a sales head or a plant manager would use, and show the screen rather than describe it.

PRINCIPLE	WRITE	AVOID
Say what happens	“Calls every lead within minutes”	“AI-powered engagement”
Name the source	“Sales this month, from SAP billing”	A number with no source
Never oversell	“Reported by AgriForce customers”	“Guaranteed 3x growth”
Short and plain	One idea per sentence. A full stop, not a dash.	Long sentences joined with em dashes
Farmer’s language first	Hindi or Telugu copy written for the farmer	English idioms translated word for word
Market number formats	₹4.2 Cr in India; \$5.5M, €2.1M elsewhere	Lakh and crore on a UK screen

Tagline

The AI growth operating system for agriculture.

Secondary line

One live system from the ad a farmer sees to the seed leaving the plant.

Punctuation

Curly apostrophes and quotes. No em dashes in product copy; use a full stop or a comma.

DO AND DON’T

Quick checks before anything goes out

Show real screens

Do

Use product screenshots in a dark frame.

Don’t

Abstract dashboards and stock UI art.

Keep the warm off-white

Do

Pages on #F3F0E8, cards on #FBF9F3.

Don’t

Pure white pages or pure black text.

Use the glass in the app

Do

Glass panes over the field photo.

Don’t

Flat white cards replacing the glass.

Real field photography

- Do

Cotton, mustard, paddy, dealers, plant floors.
- Don't

Handshakes, illustrations of farmers.

Status with words

- Do

"Delayed 3 h" beside the amber tag.
- Don't

Colour alone to mean good or bad.

Line icons, 2px

- Do

Round caps on a 24px grid.
- Don't

Filled, two-tone or emoji icons.

Questions about the brand: sales@newwayservices.in · Newway Agri