KOLTIVA

Brand Guidelines

MAR 2022 | Jakarta, Indonesia

Version 2.0

KOLTIVA

We're excited to introduce you to the new look, feel, and voice of Koltiva.

This brand book is created to articulate the brand. This helps every single person in our organization, internal and external partners clearly understand and convey the brand.

With your help, we can build a meaningful brand identity for Koltiva to win the hearts and minds of customers. As we build our brand, it is vital that we maintain our message with clarity and consistency across every touch point.

The guidelines are a living document, so please feel free to submit suggestions or ask questions to **marketing@koltiva.com**

KOLTIVA

What is this guide?

A comprehensive manual on how to use and promote Koltiva and its sub-brands.

These guidelines help you navigate Koltiva's requirements for the usage of brand assets including names, logos, colors, typography, icons, and photography.

Why is this important?

Using and adhering to these guidelines helps protect our product integrity. More importantly, it helps our audience to instantly recognise references to Koltiva and its affiliates.

A consistent brand and user experience is a large aspect of building trust with our clients and potential ones. Companies like Tokopedia, Grab, Amazon and Google have their own brand guidelines which are followed thoroughly.

When should I use it?

When creating and reviewing collaterals prior to and during the approval stage. Use this guide whenever you are marketing Koltiva or any of its affiliates.

Follow all guidelines and requirements for using brand assets on website, product development, presentation decks, marketing materials, internal communication, social media and any other brand collateral. Download, save and keep this PDF handy.

"The importance of **brand strategy** and the cost
of **building a brand** should be understood at the highest
levels of an organization and across functional areas —
not just sales and marketing, but in legal, finance,
operations, and human resources as well."

Sally Hudson / Alina Wheeler on 'Designing Brand Identity'

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The new storytelling

KOLTIVA

We are a technology-enabled service company empowering

500,000 producers and business Users across 27 countries.

Since 2013, we support some of the largest multinational companies by digitizing global supply chains. Our focus is to enhance traceability, inclusiveness, and sustainability.

We combine quadruple-tech (agritech, fintech, edutech, and climatech) with "boots on the ground" services to improve producers' outcomes and profitability, while building more sustainable supply chains.

Beyond Traceability

We are digitizing agriculture end-to-end.

From offering digital and financial inclusion to our farmers to delivering performance data verified by humans.

From seed to table.

To be the world's leading tech company in building ethical, transparent and sustainable supply chains.

Our values

KOLTIVA

These principles are the foundation of our company culture.

Live these values as the heart of every decision you take.

You shall always stay true to these, no matter what.

01

Be transparent

Embody an honest, open, and upfront communication. Provide visibility and willingness to share information even when it is uncomfortable to do so.

02

Always innovate

Seek and continuously improve existing tech solutions. Where solutions do not exist, create them.

03

Focus on the user

Think user backwards; consider market needs and requirements. All else will follow.

04

Make an impact

Make better, do better, and be better for our customers, employees, partners, and the world at large.

05

Commit to real results

Develop relationships that make a positive difference in our customers' businesses. Ensure to deliver value.

06

Insist on great standards

Raise the performance bar and deliver high quality processes, products, and services.

Value proposition

We are the **first quadruple-tech** company in the market that offers on-the-ground solutions and improves farmer performance through digital and financial inclusion.

KOLTIVA
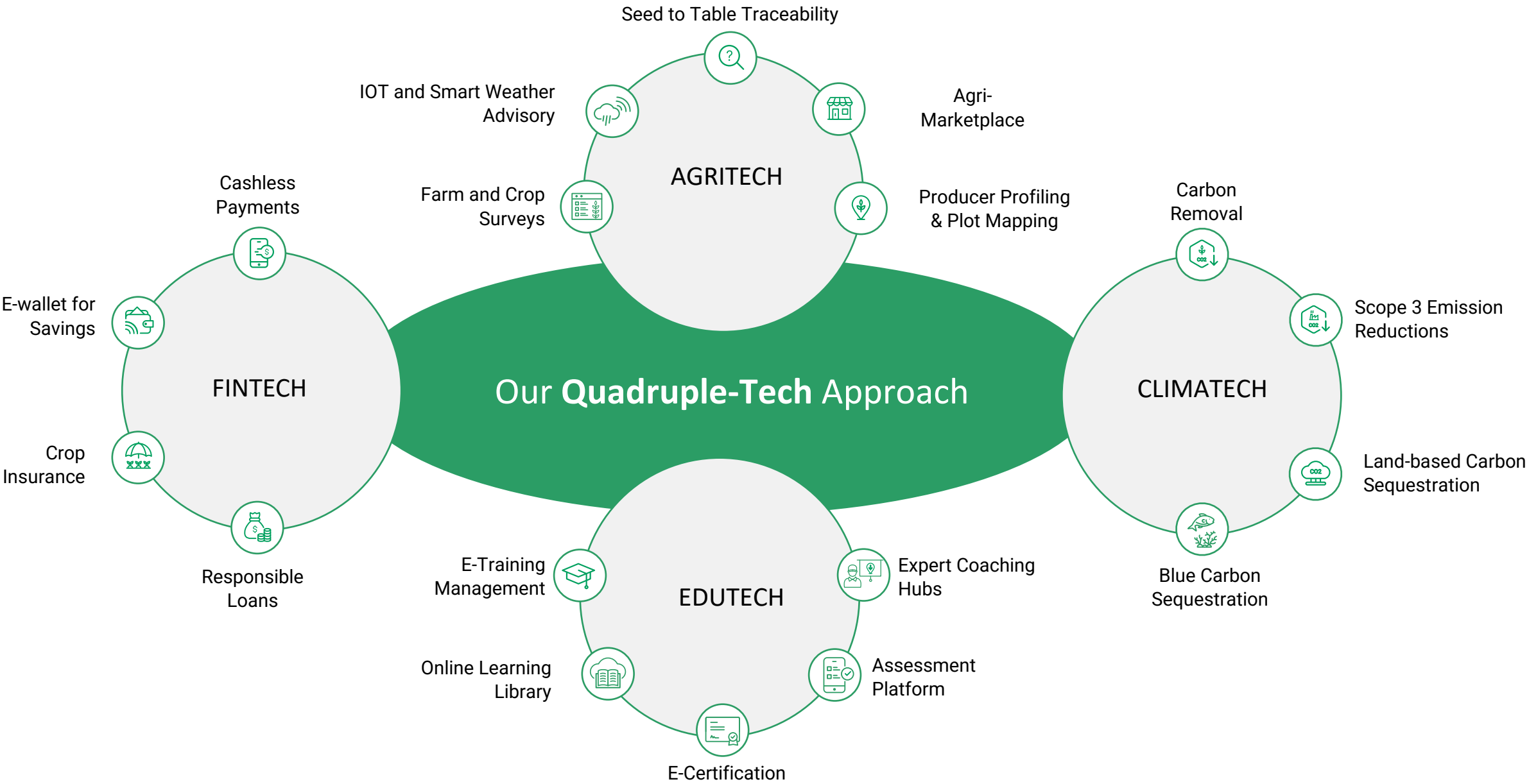
The brand voice is a reflection of our personality and core values.

This is how we talk to people. It's the interplay of personality, tone, and style.

We have the same voice all the time, but our tone will be adapted to fit the context and the client's state of mind.

01   Personality

We are competent: reliable, intelligent, leader, confident, honest, transparent and realistic.

Our communications shall convey our personality, both in visuals and written content.

02   Language

Primary audience: English US
Secondary audience: Bahasa Indonesia

We talk with simple wording in 1st person. Keep sentences and paragraphs short. Use universal language that the largest possible audience can understand.

03   Tone

We communicate in an authentic and direct tone across our touchpoints.

04   Purpose

We want to motivate and persuade. Our purpose is to make clients want to change their business practices for the better.

Core Identity Elements

How to use the new logos, fonts and colors

This is our most valuable identity element.

It should be your **first choice** for all marketing needs.

Logo variations

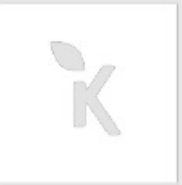These are examples of how to use our logo in different situations, besides Black & White.

The favicon is the smallest rendition. Can be used when space is limited or when it fits certain format, better than the master logo (e.g. social media avatars, site favicon).

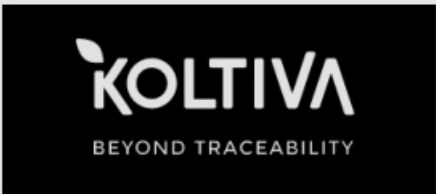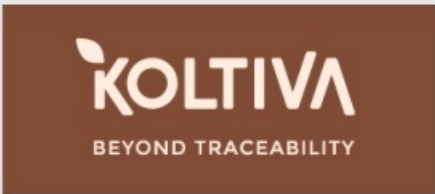|				
MONOTONE	KOLTIVA	KOLTIVA		
VERTICAL	K KOLTIVA	K KOLTIVA	K KOLTIVA	
COLOR BG	KOLTIVA	KOLTIVA	KOLTIVA	KOLTIVA
FAVICON	K	K	K	
FAVICON BG	K	K	K	K

Tagline Lockups

The tagline lockup shall be used to end communications **exclusively** (e.g. footers). Sign-off lockup is used for horizontal layouts.

These should <u>never</u> be your first choice logos.

PRIMARY	KOLTIVA BEYOND TRACEABILITY	KOLTIVA BEYOND TRACEABILITY	KOLTIVA BEYOND TRACEABILITY	
PRIMARY BG	KOLTIVA BEYOND TRACEABILITY	KOLTIVA BEYOND TRACEABILITY	KOLTIVA BEYOND TRACEABILITY	KOLTIVA BEYOND TRACEABILITY
SIGN-OFF	KOLTIVA | BEYOND TRACEABILITY	KOLTIVA | BEYOND TRACEABILITY	KOLTIVA | BEYOND TRACEABILITY	
ALTERNATIVE SIGN-OFF	KOLTIVA | BEYOND TRACEABILITY			
SIGN-OFF BG	KOLTIVA | BEYOND TRACEABILITY	KOLTIVA | BEYOND TRACEABILITY	KOLTIVA | BEYOND TRACEABILITY	KOLTIVA | BEYOND TRACEABILITY

Sub-brand Lockups

These lockups shall be used on footers for sub-brands **exclusively** . Sign-off lockup is used for horizontal layouts.

These should <u>never</u> be your first choice logos.

PRIMARY	A product by **KOLTIVA** | BEYOND TRACEABILITY	A product by **KOLTIVA** | BEYOND TRACEABILITY		
VERTICAL	A product by **KOLTIVA**	A product by **KOLTIVA**	A product by **KOLTIVA** BEYOND TRACEABILITY	A product by **KOLTIVA** BEYOND TRACEABILITY
'POWERED'	Powered by **KOLTIVA** | BEYOND TRACEABILITY	Powered by **KOLTIVA** | BEYOND TRACEABILITY		
'POWERED' VERTICAL	Powered by **KOLTIVA**	Powered by **KOLTIVA**	Powered by **KOLTIVA** BEYOND TRACEABILITY	A product by **KOLTIVA** BEYOND TRACEABILITY

Clear space is the area around the logo that should remain **free** of any other logos, graphics, text, or borders.

The minimum safe area can be measured by the x-height.

Incorrect logo usages

These are examples
of modifications to the
logos that are **not** allowed.

Do not alter, edit or modify
any of the brand kit
elements.

Do not place new logos on
old designs.

Do not use
gradients

Do not use
unapproved colors

Do not add
stroke

Do not move
the leaf

Do not stretch or
skew the logo

Do not change
the type

Do not use drop
shadows or other
effects

Do not place on a low
contrast background
or on unapproved
colors

Do not reposition the
logo components

KOLTIVA

Brand architecture is the hierarchy of brands within the company.

We bring consistency, simplicity and standardisation to support future growth and market more effectively.

Master Brand

KOLTIVA

Sub-brands

KOLTITRACE   **KOLTITRADE**   **KOLTIPAY**   **KOLTISKILLS**

PLATFORMS

MIS	**ECOMMERCE**	**CRM**	**ERP**	**IOT**
Business Web	Agri-Inputs Shop Mobile	Web	Web	Weighing Scales
Business Mobile	Products Shop Web	Mobile	Mobile	Soil Testers
Producers Mobile				Weather Stations

APPS AND FEATURES
Inputs Shop (E-com)
Products Shop (E-com)
Fertilizer & Crop Trading
Carbon Trading

FEATURES
E-payments
E-wallet
E-Loans
E-PPOB
E-Insurance

SERVICES
Extension services
Field & Carbon
Verifications
Farm Geo-mapping
User & Farmer Coaching
Farming & Plantation
services

Brand colors

The following color palette is a scheme of 14 solid colors for Koltiva and sub-brands.

Patterns and other color combinations shall not be used in any brand expression.

RGB

Exclusively for screen

#FFFFF

#FFEEE0

#E3CFBC

#7B766E

#212225

#2D9D65

#814C36

#2BBE72

#F0B35E

#54A7DC

#DB4D4E

HERO COLOR

#2D9D65

SECONDARY COLOR

#814C36

SUB-BRANDS HERO COLORS

KOLTITRACE

KOLTISKILLS

KOLTIPAY

KOLTITRADE

CMYK

The following color palette is a scheme of 14 solid colors for Koltiva and sub-brands.

Patterns and other color combinations shall not be used in any brand expression.

Exclusively for print

CMYK		
C00 M 00 Y 00 K 00		
C00 M 00 Y 7 K 10		
C10 M 20 Y 25 K 00		
C50 M 45 Y 50 K 10		
C75 M70 Y 60 K 70		
C90 M 10 Y 85 K 00		
C30 M 70 Y 80 K 30		
C70 M 00 Y 90 K 00		KOLTITRACE
C00 M 35 Y 85 K 00		KOLTISKILLS
C70 M 15 Y 00 K 00		KOLTIPAY
C10 M 85 Y 70 K 00		KOLTITRADE

HERO COLOR

C90 M 10 Y 85 K 00

SECONDARY COLOR

C30 M 70 Y 80 K 30

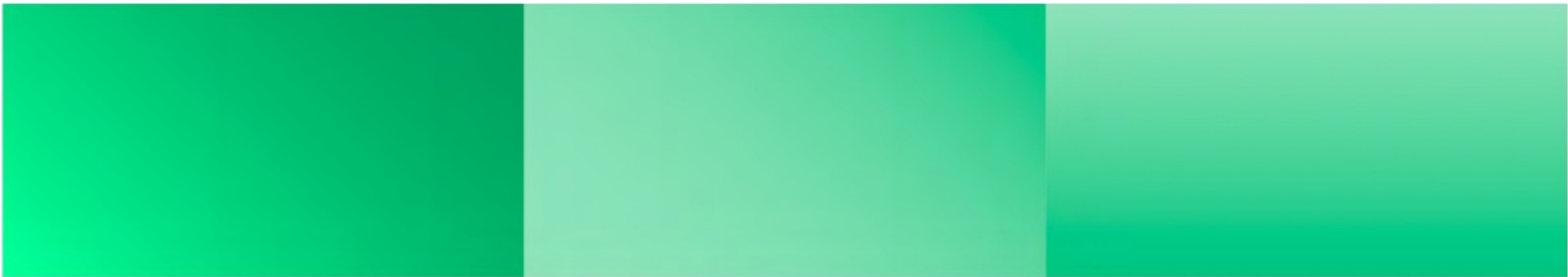**SUB-BRANDS HERO COLORS**

Color Gradients

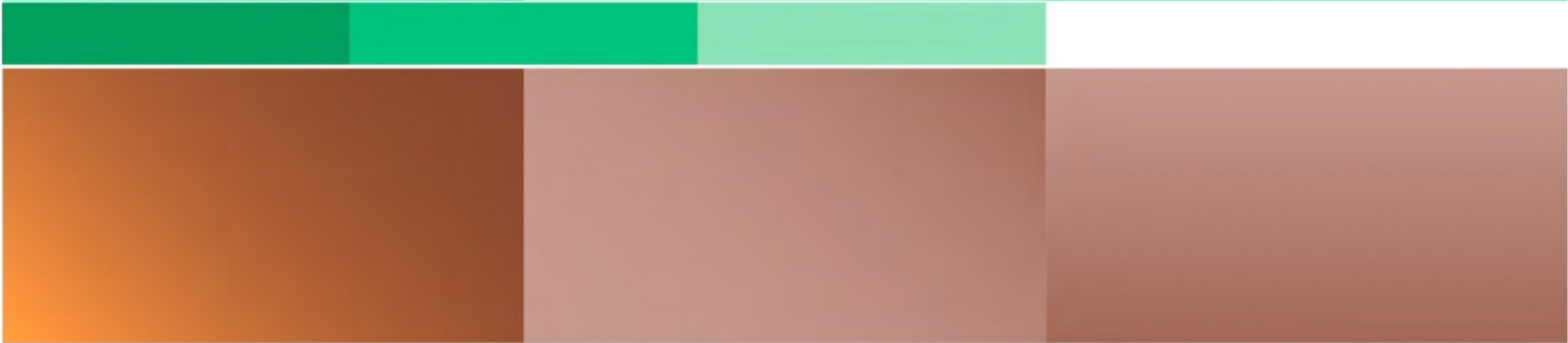This scheme is for backgrounds on screen (RGB) exclusively.

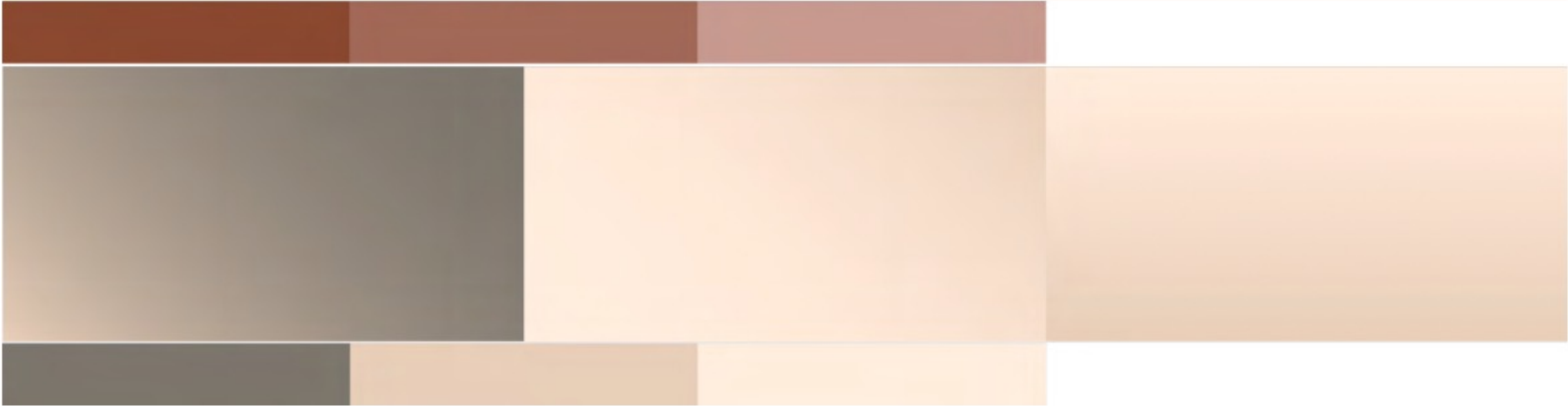Gradients shall <u>not</u> be implemented in any print collateral.

Exclusively for screen

GREEN
#2D9D65
#4DC184
#A0E0BD

BROWN
#814C36
#996C5B
#BF9B91

SAND
#7B766E
#E3CFBC
#FFEEE0

KOLTIVA

Font for headlines.

Gilroy Extra Bold

Aa

Where to use it?
Website & Microsites
Social media
Mail newsletters
Print collaterals (brochures, leaflets,
posters, banners, etc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % \ */ . : ; , [ ] { } ( ) 1234567890

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Typeface for text.

Inter

Inter Regular

Inter Italic

Inter Light

Inter Medium

Inter Medium Italic

Inter SemiBold

Inter SemiBold Italic

Inter Bold

Inter Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % \ */ . : ; , [ ] { } ( ) 1234567890

Where to use it?
Website & Microsites
Social media
Mail newsletters
Print collaterals (brochures, leaflets, posters, banners, etc.)

Typography

Typeface for **presentation decks** exclusively.

Where to use it?
Digital presentations
Web & Mobile Apps

 Roboto

Roboto Regular

Roboto Italic

Roboto Light

Roboto Light Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

RobotoBoldItalic

Roboto Black

Roboto Black Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % */ . : ; , [ ] { } ( ) 1234567890

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Our icons are clean flat vectors in outline stroke.

If you need any additional, please follow this graphic style to ensure consistency.

Deck Repository here   SVG/PNGs here

Note : This icon set is licensed under the Noun Project Terms of Use . You can use them freely in your products & projects - print or digital, commercial or otherwise. However, you can't sell the icons on their own. This isn't legal advice, please consider consulting a lawyer and see the full license for all details.

KOLTIVA

Our images convey that we are competent, professional, reliable and transparent, with special focus on fields and farms.

The imagery blends farming spaces, multiple crops, and Indonesian farmers and agents collaborating at work. The model shots are natural, approachable and candid to reinforce our mission and values. All framed set-ups shall be decluttered to give good legibility in case of text overlays.

Note : Images downloaded from Unsplash are free for commercial use. However, photographer shall always be credited.

Copy-paste the example and follow the guide to format the text.

Same formatting ensures consistency. If you feel lost, ask for help to the Marcom Team.

EMAIL BODY TEXT
Calibri, Regular, 11pt, Black, Spacing 6pt

DIVIDER LINE
One dash, Arial, Regular, 10pt, Black

YOUR NAME
Arial, Bold, 10pt, Black, Spacing 6pt

ROLE
Arial, Regular, 9pt, Black, Spacing 6pt

COMPANY
KOLTIVA: Arial, Regular, CAPS, 9pt, Black

Double space + Vertical bar + Double space
Tagline: Arial, Regular, Title Case, 9pt, Black, Spacing 12pt

COUNTRY & PHONE
Arial, Regular, 9pt, Black, Spacing 2pt

WEBSITE & SOCIAL
Arial, Regular, 9pt, Black, Hyperlinked, Spacing 2pt

Double space
Website LinkedIn YouTube

Examples

New Email

-

Manfred Borer

Chief Executive Officer

KOLTIVA | Beyond Traceability

Indonesia: +62 81 2699 2700

Switzerland: +41 76 2966 999

Website LinkedIn YouTube

Reply (shorter)

-

Manfred Borer

Chief Executive Officer

KOLTIVA | Beyond Traceability

KOLTIVA

All brand and marketing collaterals for Koltiva and sub-brands must be pre-approved by the Marcom Team.

Please plan for at minimum a 2-business day review SLA. To ensure a timely approval, please include the following:

PROJECT DESCRIPTION

Brief description of your project, location, and start/ end dates.

BUSINESS APPROVAL

Please cc the person who you have worked with on Koltiva's business team.

CONTENT APPROVAL

Submit your content for review via mail to **marketing@koltiva.com** , cc **roy@koltiva.com**

Thank You.

If you have any branding related questions,
please drop us a line.

Roy Prasetyo
COMMS & DESIGN MANAGER
roy.prasetyo@koltiva.com

koltiva.com   LinkedIn   YouTube

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