



GUIDELINE SHEET

Primary logo



Logo mark



Word mark



Fonts guide

Aa Avenir LT Pro 65 Medium
Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Avenir LT Pro 45 book
Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color palette



Laomy Soil
4B3829



Sandy Soil
EBCB92



Silty Soil
604937



Peaty Soil
322D29



Clay Soil
#A5472E



Chalky Soil
#908983

Imagery



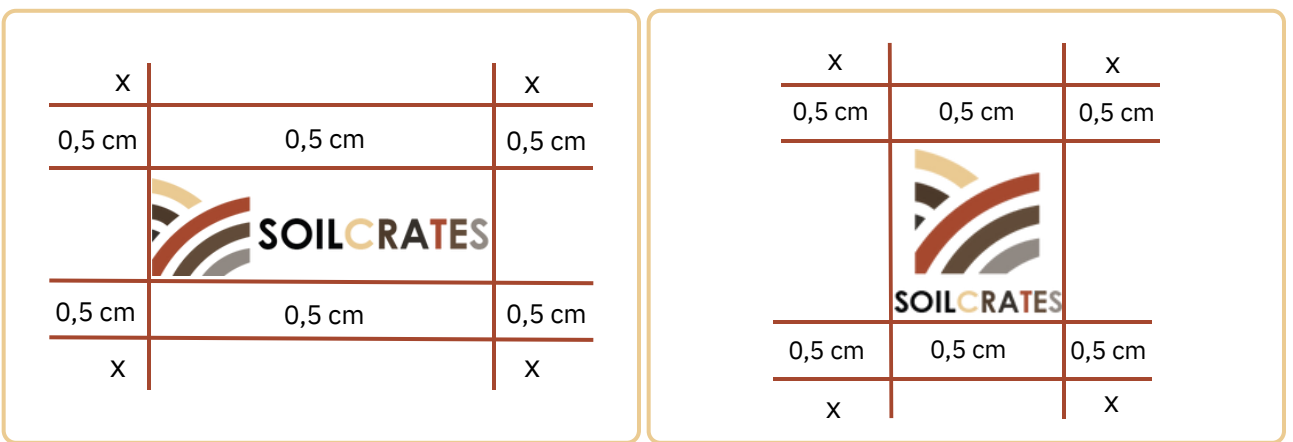
Logo variation

Versions of the SOILCRATES logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.



Logo system

The protection area must remain free of texts, logos, images or any other visual element that could compromise its correct legibility.



Iconography

