

Brand Guidelines

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

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’

Brand Strategy

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Brand Strategy

The new storytelling

We help **6,500+** enterprises
achieve traceable and resilient
supply chains



We help **1,000,000+**
producers increase their
annual income up to 4x



Our Purpose

For People, Planet, and Prosperity.
 We solve critical challenges in global supply chains, from increasing **producers' livelihoods**, enhancing **environmental protection**, to improving **trade transparency**.



1 NO POVERTY

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

17 PARTNERSHIPS FOR THE GOALS

15 LIFE ON LAND

The need for a holistic solution to improve livelihood.

Achieve gender equality and solve discrimination.

Promote farm productivity, labour market challenges.

Ensure sustainable consumption & production pattern.

Take urgent action to combat climate change and its impact.

Conserve and sustainably use the oceans, seas & marine resources.

Promote inclusive partnerships for equitable and sustainable development.

Protect, restore and promote sustainable use of terrestrial ecosystems.

Our Vision

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

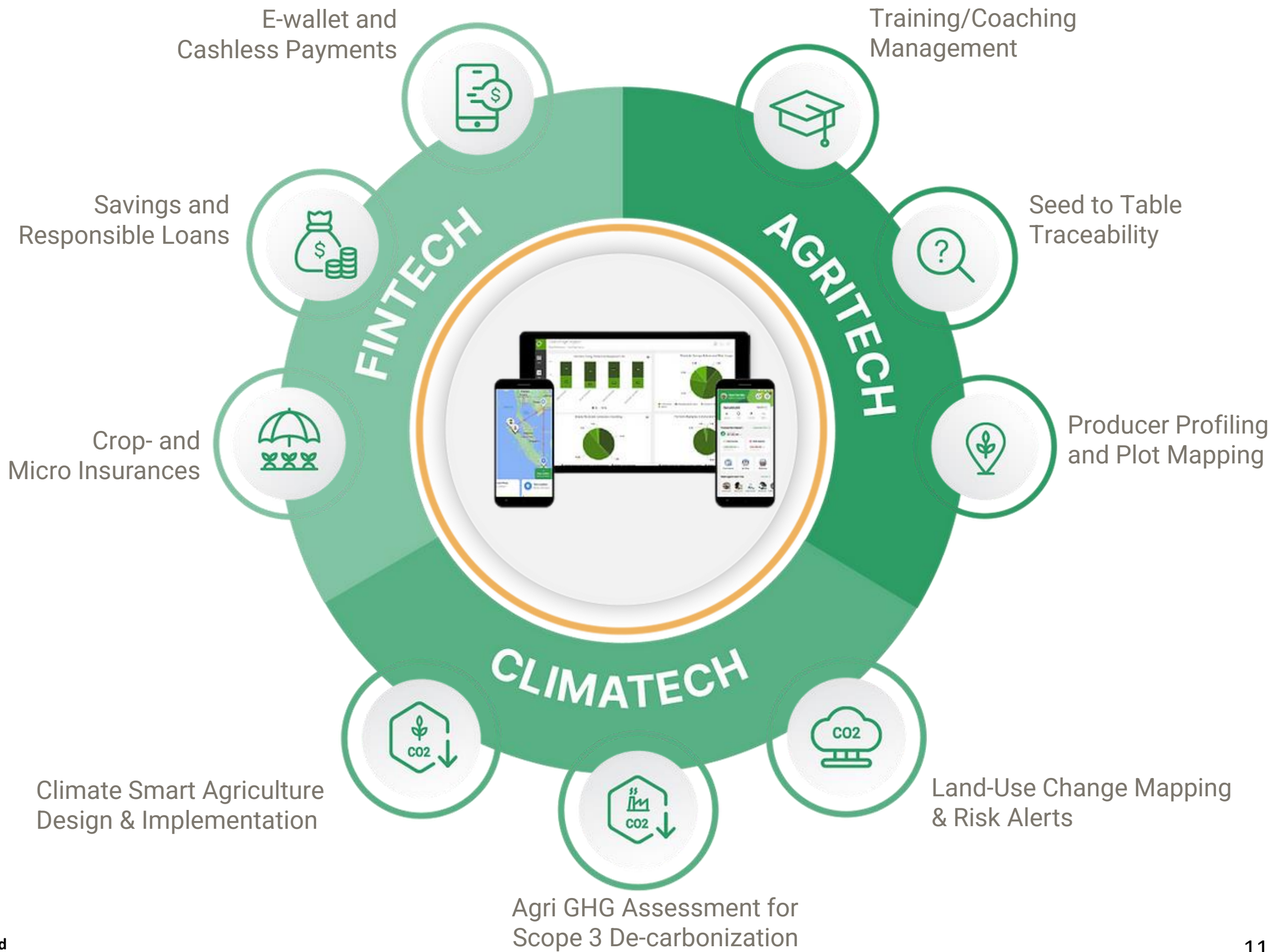


Our Mission

We strive to grow a high-performance organization, **digitizing agribusinesses and producers** to the transition of sustainable production and traceable sourcing

As a **triple-tech company**, we combine **Fintech**, **AgriTech**, and **ClimateTech** with 'boots on the ground' for sustainable global supply chains.

Professional Services, **Beyond Traceability**



Our Core Values

F

Focus on Users

Put users first. Understand their needs and requirements. Satisfy consumers through early and continuous delivery of valuable & quality products & services.

A

Agile Growth

Embrace change. Together we can adapt quickly, learn fast, respond effectively, and operate efficiently in a rapidly evolving business landscape

R

Refined Innovation

Think outside the box. Foster innovation, encouraging new, improved, or unique ideas that can disrupt our users' current business norms and overcome global challenges.

M

Meaningful Impact

Make a difference. We aim to deliver substantial positive impact on our industry, communities, and the world at large - from Seed to Table.

E

Environmental Accountability

Guard our planet. We are committed to reducing our own environmental footprint and promoting sustainable business operations through our products and services.

R

Responsible Leadership

Take initiative. We instill empowerment by enabling each staff member at all levels to assume ownership of their work. Integrity, diversity, and accountability is deeply ingrained within us.

Communication Guideline

How to use the new logos, fonts and colors

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.

MONOTONE



VERTICAL



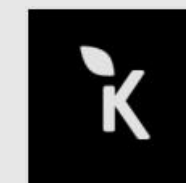
COLOR BG



FAVICON



FAVICON BG



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).

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 never be your first choice logos.

PRIMARY



PRIMARY BG



SIGN-OFF



ALTERNATIVE SIGN-OFF



SIGN-OFF BG



Sub-brand Lockups

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

These should never be your first choice logos.

PRIMARY	A product by 	BEYOND TRACEABILITY	A product by 	BEYOND TRACEABILITY
VERTICAL	A product by 	A product by 	A product by 	A product by
'POWERED'	Powered by 	BEYOND TRACEABILITY	Powered by 	BEYOND TRACEABILITY
'POWERED' VERTICAL	Powered by 	Powered by 	Powered by 	A product by

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



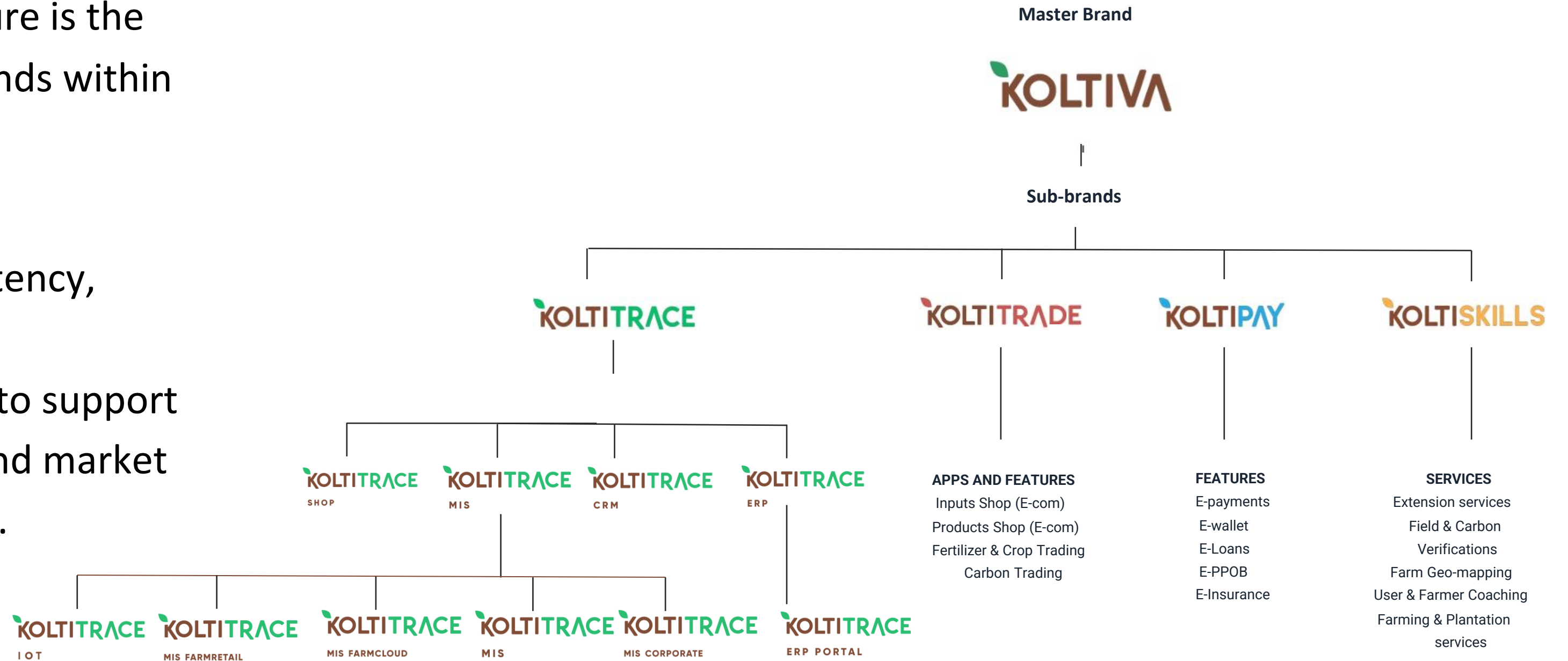
Do not place on a low contrast background or on unapproved colors



Do not reposition the logo components

Brand architecture is the hierarchy of brands within the company.

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



 KOLTIVA

 KOLTI TRACE

 KOLTI SKILLS

 KOLTI PAY

 KOLTI TRADE

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

- #FFFFFF
- #FFEEEE
- #E3CFBC
- #7B766E
- #212225
- #2D9D65
- #814C36
- #2BBE72
- #F0B35E
- #54A7DC
- #DB4D4E



HERO COLOR

#2D9D65



SECONDARY COLOR

#814C36



SUB-BRANDS HERO COLORS

KOLTITRACE

KOLTISKILLS

KOLTIPAY

KOLTITRADE

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.

CMYK

Exclusively for print

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

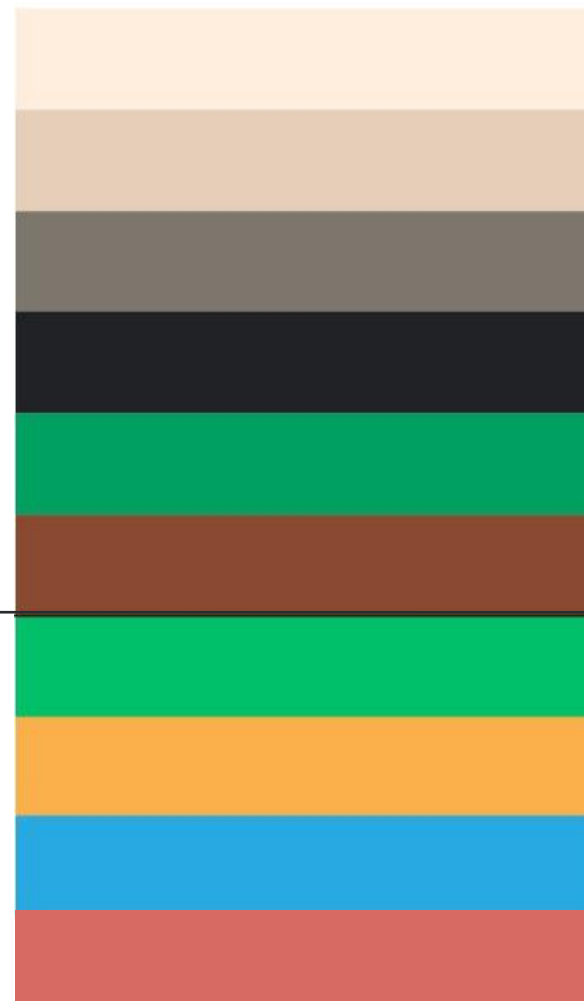
C30 M 70 Y 80 K 30

C70 M 00 Y 90 K 00

C00 M 35 Y 85 K 00

C70 M 15 Y 00 K 00

C10 M 85 Y 70 K 00



HERO COLOR

C90 M 10 Y 85 K 00



SECONDARY COLOR

C30 M 70 Y 80 K 30



SUB-BRANDS HERO COLORS

KOLTITRACE

KOLTISKILLS

KOLTIPAY

KOLTITRADE

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

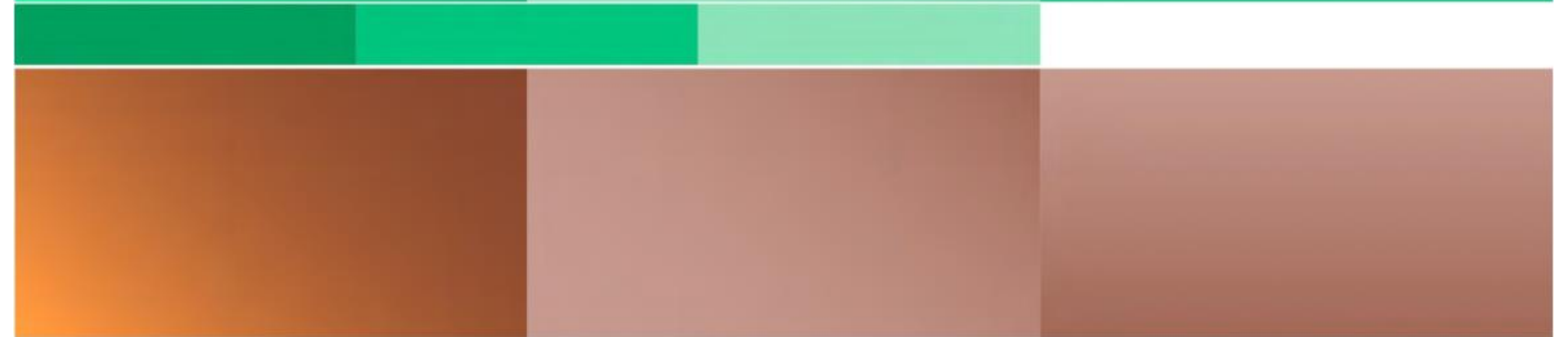
Gradients shall not be implemented in any print collateral.

Exclusively for screen

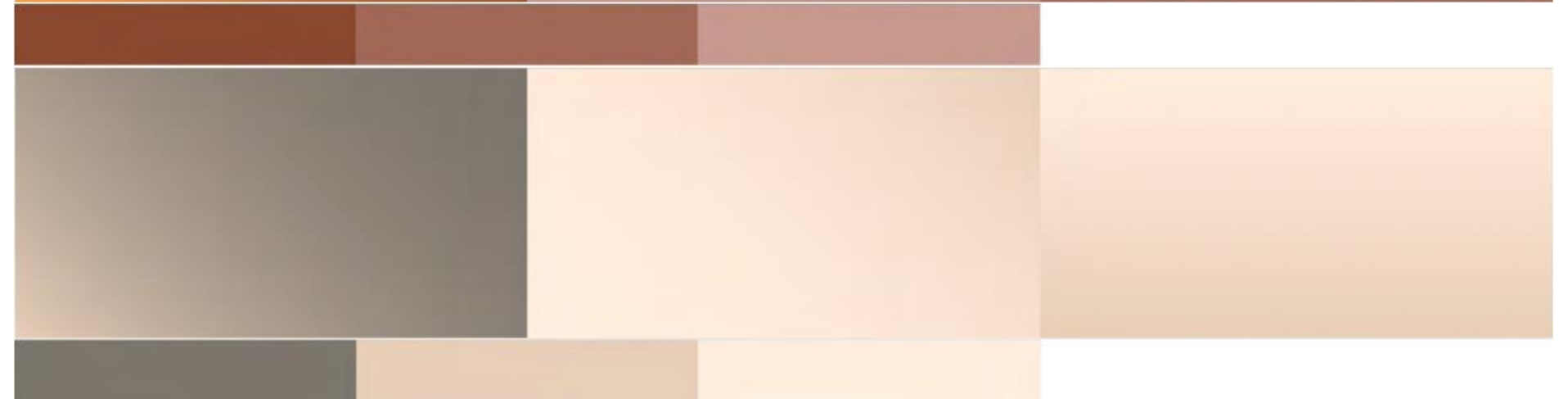
GREEN
#2D9D65
#4DC184
#A0E0BD



BROWN
#814C36
#996C5B
#BF9B91



SAND
#7B766E
#E3CFBC
#FFEEE0



Font for headlines.

Gilroy Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

@ # ? ! & % \ * / . : ; , [] { } () 1 2 3 4 5 6 7 8 9 0

Where to use it?

Website & Microsites

Social media

Mail newsletters

Print collaterals (brochures, leaflets,
posters, banners, etc.)

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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.)

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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.

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](https://unsplash.com) 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

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

Thank You.

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

Marketing Department

Marketing@koltiva.com

koltiva.com

[LinkedIn](#)

[YouTube](#)



BEYOND
TRACEABILITY