

A close-up photograph of a person's hands holding a small green seedling with soil. The hands are cupped together, and the soil is dark and rich. The seedling has three leaves. The background is blurred, showing more green plants. The overall tone is natural and earthy.

KOLTIVA

The Story Behind Our Logo



KOLTIVA

The term "**Koltiva**" is derived from medieval Latin in the late 16th century, 'Cultivat' meaning 'Prepared for Crops', from the verb 'Cultivare' and 'Cultiva', which both refer to the arable land. This word thrives in English, namely 'Cultivate', which means **to prepare and use (land) for crops or gardening.**



Beyond Traceability is our brand tagline.

It refers to the concept of taking the tracking and monitoring of products in a supply chain to a deeper level than just being able to trace the origin and movement of a product. It includes a **comprehensive understanding of the entire supply chain process**, including the product's social, environmental, and economic impacts. It also goes beyond just tracking products and encompasses the evaluation of the entire supply chain to **ensure that it is sustainable and ethical in all aspects.**



The Deep-Seated Philosophy Embodied in the Koltiva Logo

Koltiva was founded with the strong purpose **to solve critical challenges in global supply chains**, including increasing producers' livelihood, enhancing environmental protection, and improving trade transparency. Our vision is **to be the world's leading tech company in building ethical, transparent, and sustainable supply chains.**



Our logo is designed to reflect **our philosophy of sustainability**, which encompasses our purpose of balancing the needs of people, the environment, and economic growth. It symbolizes our commitment to the three pillars of sustainability, people, planet, and prosperity.

The prominent brown color in our logo represents the Earth and serves as a symbol of the environmental aspect of sustainability which our brand focuses on. The brown color represents the Earth, our planet, and the foundation of our logo, focusing on preserving natural resources and systems that support life on Earth, which is **the essence of our commitment to the planet. For Planet.**

The elongated shape of Koltiva name in the logo shows that we are continuously growing to support people, the social aspect of sustainability. This refers to all actors in global supply chains, including farmers/producers, traders, Agri input shops, and agribusinesses. It represents our commitment to addressing issues such as poverty, inequality, and human rights, by **ensuring that all people have access to the resources and opportunities they need to live fulfilling lives. For People**

The green leaves in our logo represent prosperity, the economic aspect of sustainability, including issues such as poverty and economic growth. It symbolizes our focus on creating a strong and sustainable economy that benefits all actors in the supply chain. These leaves are placed at the top of the logo as a reminder of our commitment to supporting businesses in **achieving traceable and resilient supply chains and enhancing producers' livelihood by increasing their annual income. For Prosperity.**