





Hagie Logo

Our logo is one of the most important tools in conveying our brand name and identity. It should be used consistently across every medium, from brochures and email footers to the decals on our machines.

Clear space: Clear space is the minimum distance around the logo that must be void of any text and/or imagery. For the Hagie logo, this is the height and width of the "H" in the logo. This will protect the logo from any distractions within the layout.



Incorrect usage

To achieve a strong brand, the Hagie logo must be used accurately and consistently. Below are just a few examples of incorrect logo usage. In general, don't redraw or otherwise recreate any elements, colors or spacing within the logo, and **always consider legibility when placing the logo within a layout.**



Do not encroach on clear space.



Do not skew logo dimensions.



Do not make logo illegible.



Hagie **Logo**

Be sure to select the logo version that works best for your situation with the primary full color logo being the preferred first choice.

PRIMARY LOGO Full Color



Hagie_logo_4c_shadow.eps

Logo on white background must be printed with the drop shadow. Drop shadow is not mandatory on backgrounds other than white.



Hagie_logo_4c.eps

PRIMARY LOGO Spot Color



Hagie_logo_1c_red.eps



Hagie_logo_1c_yellow.eps



Hagie_logo_1c_lightgray.eps



Hagie_logo_1c_darkgray.eps



Hagie_logo_1c_black.eps



Hagie_logo_rev.eps



Hagie Tagline

Enter The Field Any Day™

This tagline is concise and confidently states Hagie's differentiator of versatility. We know that it's important for our customers to enter the field every day, which is why this communication is so important.

Our tagline is a very important brand element that helps clarify and communicate our position externally in a creative, easy-todigest way.

Our tagline should appear on marketing opportunities where appropriate. It should never be placed on the machine itself. Uses where the tagline is appropriate could be swag items and apparel, or brochures and literature.

As a general rule, the tagline and logo lockup should only be used if it has proper clear space (see below). For example, shrinking the logo with the tagline so that it fits on a small item like a pen is not advisable.



Do not print the logo with tagline smaller than 1 inch in width.





Hagie Standard H-Dot Spot

Be sure to select the logo version that works best for your situation.



H Dot_Stnd_darkgray_4c.eps



H Dot_Stnd_red_4c.eps



H Dot_Stnd_lightgray_4c.eps



H Dot_Stnd_blk_4c.eps



H Dot_Stnd_rev_4c.eps











Hagie Alternate H-Dot Spot

Be sure to select the logo version that works best for your situation.



H Dot_Alt_darkgray_4c.eps



H Dot_Alt_red_4c.eps



H Dot_Alt_lightgray_4c.eps



H Dot_Alt_blk_4c.eps



H Dot_Alt_rev_4c.eps











Hagie Silhouette Logo



Silhouette Hagie logo 2022 LightBack.ai



Hagie Brand Colors

Our colors have been chosen to reflect our brand image and personality. Please refer to this guide when selecting colors for all internal and external communications pieces.

Primary colors - dominant brand colors in layout

Pantone: 143 C CMYK: 9, 34, 100, 0 RGB: 232, 173, 53 HEX: #e8ad36

Pantone: Cool Gray 10 C CMYK: 60, 49, 48, 16 RGB: 111, 114, 115 HEX: #373435

Pantone: Cool Gray 3 C **CMYK:** 8, 5, 7, 16 **RGB:** 200, 201, 199 **HEX:** #c8c9c7

Secondary colors - neutral colors that support the primary colors

Pantone: 200 C CMYK: 16, 100, 100, 12 RGB: 187, 52, 55 HEX: #bb3437

Tertiary colors - used in small amounts as accents

Pantone: 7737 C CMYK: 60, 0, 98, 7 RGB: 107, 165, 57 HEX: #6ba539

Pantone: 3577 C **CMYK:** 48, 13, 6, 1 **RGB:** 133, 179, 209 **HEX:** #85b3d1



Hagie Fonts

Typefaces are key in communicating the right feel and personality of our brand. Our typefaces give us a professional and stable personality and help us convey a solid, trustworthy and honest image consistently across all of our communications.

Primary Headlines

Kimberley Font Family should be used for headlines in limited amounts. Available for download at **fonts.com**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Headlines

Open Sans Family should be used for subheads, allowing the primary font to be used sparingly. Available for download at **fonts.google.com**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Body Copy/Ancillary Text

Open Sans Family should be used for the majority of the text. Available for download at **fonts.google.com**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



Hagie Visual Photography

Together, the following images provide an overall tone for the imagery that Hagie should utilize. As a general guideline, photography of the machinery should be shot from a low angle with a "grounded" effect to emphasize the height of the boom when appropriate.

When farmers are used in photos, they should be the heroes of the shot.











Hagie **Photo Elements**

The examples below show consistent treatment options when using photos to represent the Hagie brand.

Full color saturated slight HDR effect



Black and white slight HDR effect



Duotone slight HDR effect



It is not recommended to have a red duotone over an entire image. Red duotone can be used as a stripe over a portion of the photo. Do not use the red duotone over a face.





Hagie Graphic Elements

These supporting graphic elements are used to help create a cohesive brand look and feel.

Standard and alternate H-dot spots

This secondary logo mark can be used as a graphic but does not replace the need for logo in a layout.

Standard H-dot spot





Alternate H-dot spot





Graphic angled lines

Inspired by the crop lines in a field, these graphic lines help to create a modern and technical feel to the brand. The lines match the angle of the Hagie logo (.5 pt line at 70°).

Corner element

This color triad should be used consistently on covers and ads. Employing the triad on these elements only means that it is used sparingly, and should not appear on every page of a document. The red color bar is translucent and multiplied over the background image while the gray and yellow remain fully opaque.

Size Ratio: 4:1:14 respectively

Red (4): PMS 200 C

Gray (1): PMS Cool Gray 10 C

Yellow (14): PMS 143 C

