



AGRISOLUTIONS

joining brands, sharing knowledge



Visual identity guide
Manual de identidad visual

2. BELLOTA

Our brand values determine our attitude and they influence directly in the market. We are a business group with an extensive range of products for tillage and seeding, with a global recognition.

We believe that confidence is the main key to be a worldwide recognized brand for dealers, OEM and after market.

We work so that our customers get the best solution, the multiple options we can offer are translated into higher added value, and we believe in continuous improvement of our products and services due to our global presence, new products and special product deals.

We are relevant in vision of the group we belong to: "We are a business group founded to be world leaders in seeding and planting sectors." Besides, our optimum performance-price ratio is an example of it.

Los valores de nuestra marca determinan nuestra actitud y su influencia directa en el mercado. Somos un grupo empresarial con una extensa gama de productos para labrado y sembrado, con reconocimiento global.

Creemos que la confianza es la principal clave para ser una marca reconocida mundialmente para distribuidores, OEM (fabricante de equipos originales) y mercado de accesorios.

Trabajamos para que nuestros clientes obtengan la mejor solución, las múltiples opciones que podemos ofrecer se traducen en un mayor valor añadido y creemos en un continuo desarrollo de nuestros productos y servicios debido a nuestra presencia global, nuevos productos y acuerdos con productos especiales.

Somos relevantes en la visión de grupo al que pertenecemos: "Somos un grupo empresarial fundado para ser líderes mundiales en el sector de plantación y sembrado." Además, nuestro óptimo ratio rendimiento-precio es un ejemplo de ello.

2.1 BRAND MARCA

COMMUNICATION OBJECTIVES

1. Reflect a coherent image
2. Transmit Agrisolutions exclusive values
3. Obtain an emphatic and recognizable image
4. Obtain the maximum functionality of the graphic applications

OBJETIVOS DE LA COMUNICACIÓN

1. Reflejar una imagen coherente
2. Transmitir los valores exclusivos de agrisolutions
3. Conseguir una imagen rotunda y reconocible
4. Conseguir máxima funcionalidad en las aplicaciones gráficas

2.2

Logosymbol Logosímbolo



2.2.1 DESCRIPTION DESCRIPCIÓN

SYMBOL

The symbol is composed of two elements: the representation of an acorn and a triangle. In fact, the triangle contains the acorn. None of both elements is to be applied independently.

TYPOGRAPHY

Agrisolutions same font. We maintain the thickness but with less inclination to avoid alienating the logo. We get like that the same consistency and a more suitable adaptation to different formats and sizes required.

SÍMBOLO

El símbolo está compuesto por dos elementos: la representación de una bellota y un triángulo. El triángulo funciona como contenedor de la bellota. En ningún caso estos dos elementos funcionarán de forma independiente.

TIPOGRAFÍA

Misma tipografía que agrisolutions. Reducimos la inclinación para no perder la perspectiva con el símbolo. Mantenemos la consistencia y la capacidad de adaptación a los diferentes formatos requeridos.



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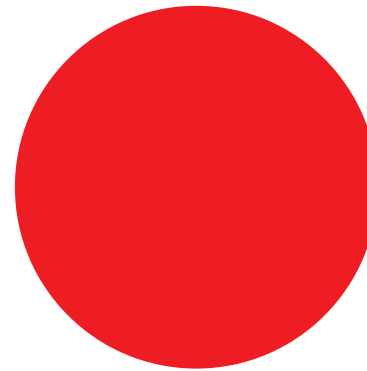


2.2.2 HORIZONTAL AND VERTICAL VERSION VERSIÓN HORIZONTAL Y VERTICAL

The main version will be the horizontal one, although it can be used the vertical version if the composition or the design requires it.

La versión principal será la horizontal, aunque se podrá utilizar la versión vertical siempre que la composición o el diseño lo requiera.

2.3 | Colors Colores



Pantone

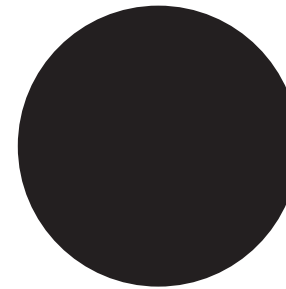
PANTONE RED 032

Cuatricomía

C=0 M=100 Y=100 K=0

RGB

R=217 G=19 B=38



BLACK

Cuatricomía

C=0 M=0 Y=0 K=100

RGB

R=0 G=0 B=0

2.3.1 MAIN COLORS COLORES PRINCIPALES

The color is an essential base of a brand visual identity. It makes it recognizable and provides values.

The corporate colours of Bellota are red (Pantone Red 032) and black. Red is used for the symbol and the claim; black is used for the logo.

El color es un pilar fundamental en la identidad visual de una marca. Lo hace reconocible y le aporta valores.

El color corporativo de Bellota es el rojo (Pantone Red 032) y el negro. El rojo se utiliza para el símbolo y el claim; el negro para el logotipo.

2.4

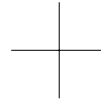
Tipography Tipografía

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.



VERDANA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.

VERDANA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890()i¿!?:,.

2.4.1 TIPOGRAPHY TIPOGRAFÍA

The typography that accompanies the communication of Agrisolutions will be the Verdana family on its different formats.

La tipografía que acompañará la comunicación de Agrisolutions será la familia Verdana en sus distintos formatos.

2.5

Usage rules Normas de uso



2.5.1 POSITIVE & NEGATIVE POSITIVO Y NEGATIVO

On the applications that the logotype goes in one color (clothes, merchandising...) or over a solid color, we would use the versions on positive and negative.

En las aplicaciones en las que el logotipo tenga que ir en un color (ropa, merchandising...) o sobre un color sólido, se utilizarán las versiones en negativo y positivo.



2.5.2 PROTECTION ZONE ZONA DE PROTECCIÓN

It's about the space that goes around the logosymbol and thanks to this one we avoid the invasion of the image with any text or graphic. This makes easier the optimal perception.

Se trata del espacio vacío que rodea el logosímbolo y gracias al cual evitaremos que la imagen sea invadida por cualquier tipo de texto o gráfico. Ello facilitará su óptima percepción.



2.5.3 MINIMUM SIZE TAMAÑO MÍNIMO

On certain occasions it is needed to use a logotype on a very reduced size. We set in 32mm the minimum size we can reach without losing the proportions and its correct legibility on the vertical version with the claim and in 16mm on the vertical version without the claim.

For the horizontal version, the measurements we use with and without the claim are 22 mm and 11 mm, respectively.

En determinadas ocasiones se precisa utilizar un logotipo a un tamaño muy reducido. Fijamos en 32 mm. de longitud el tamaño mínimo al cual puede llegar a reducirse sin perder las proporciones y su correcta legibilidad en la versión vertical con claim y de 16mm en la versión vertical sin claim.

Para la versión horizontal, las medidas con claim y sin claim serían de 22 mm y 11 mm, respectivamente.

Don't use
percents on
monocolor
version

No utilizar
porcentajes
en la versión
monocolor.



Don't change
original colors

No cambiar
los colores
originales



Don't modify
distance between
elements

No modificar
las distancias
entre elementos.



Ground excellence worldwide

Don't encroach
security area

No invadir zona
de seguridad

3f



Ground excellence worldwide

2.5.4 DON'T

We introduce some examples of the most common mistakes in the use of the logotype. We beg avoid them so that the brand won't get damaged.

Presentamos algunos ejemplos de los errores más habituales en la utilización del logotipo. Rogamos evitarlos para que la marca no se vea perjudicada.



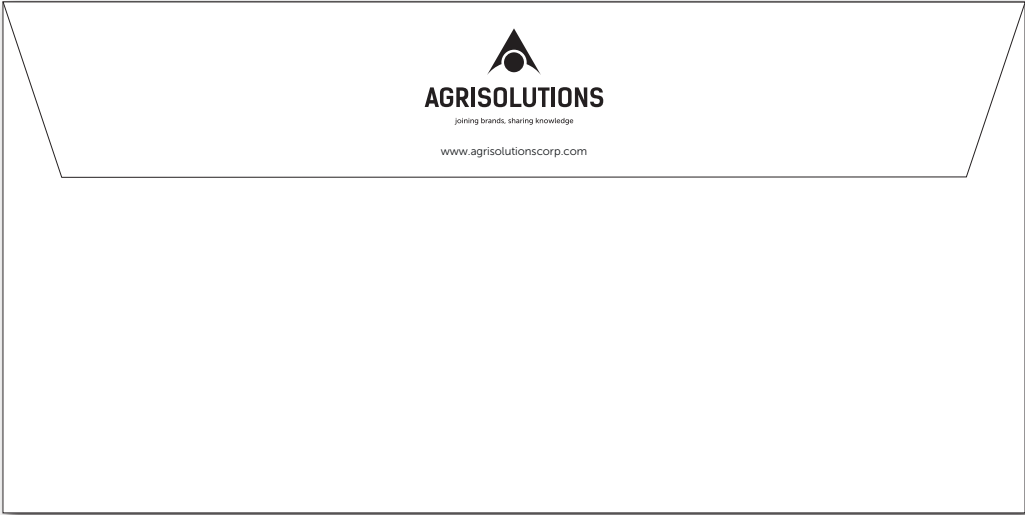
2.5.5 OTHER USES OTROS USOS

Other brand uses.

Otros usos de la marca.

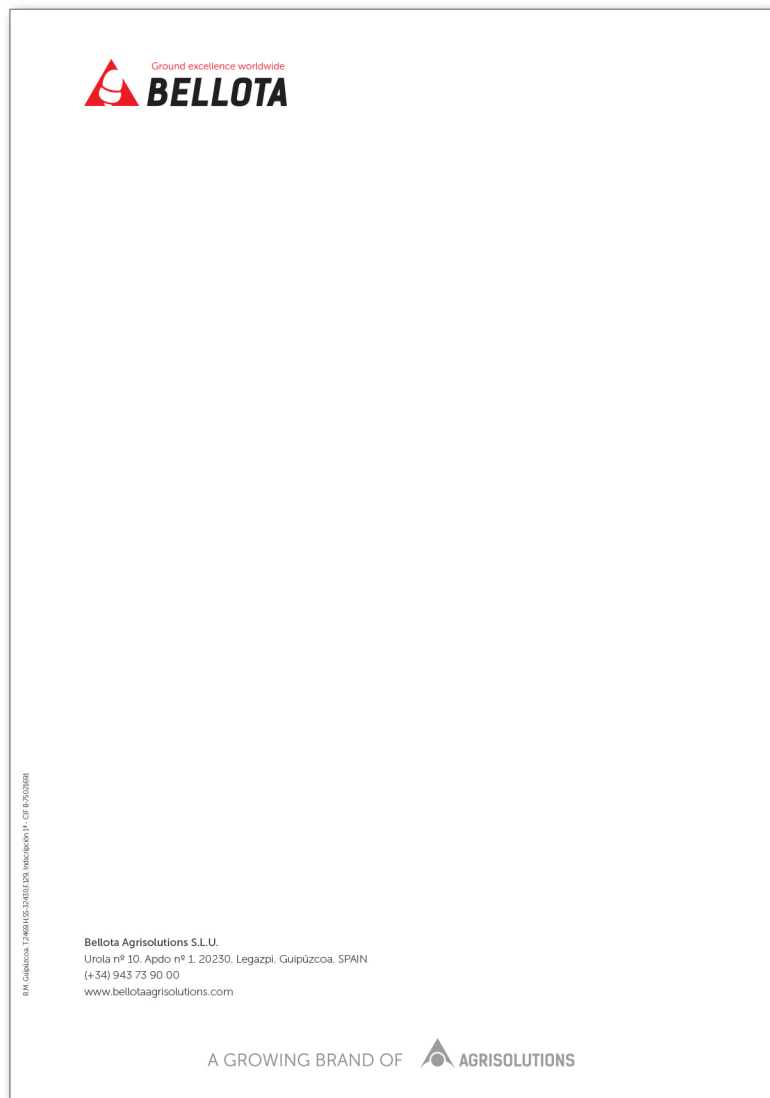
2.6

Applications Aplicaciones

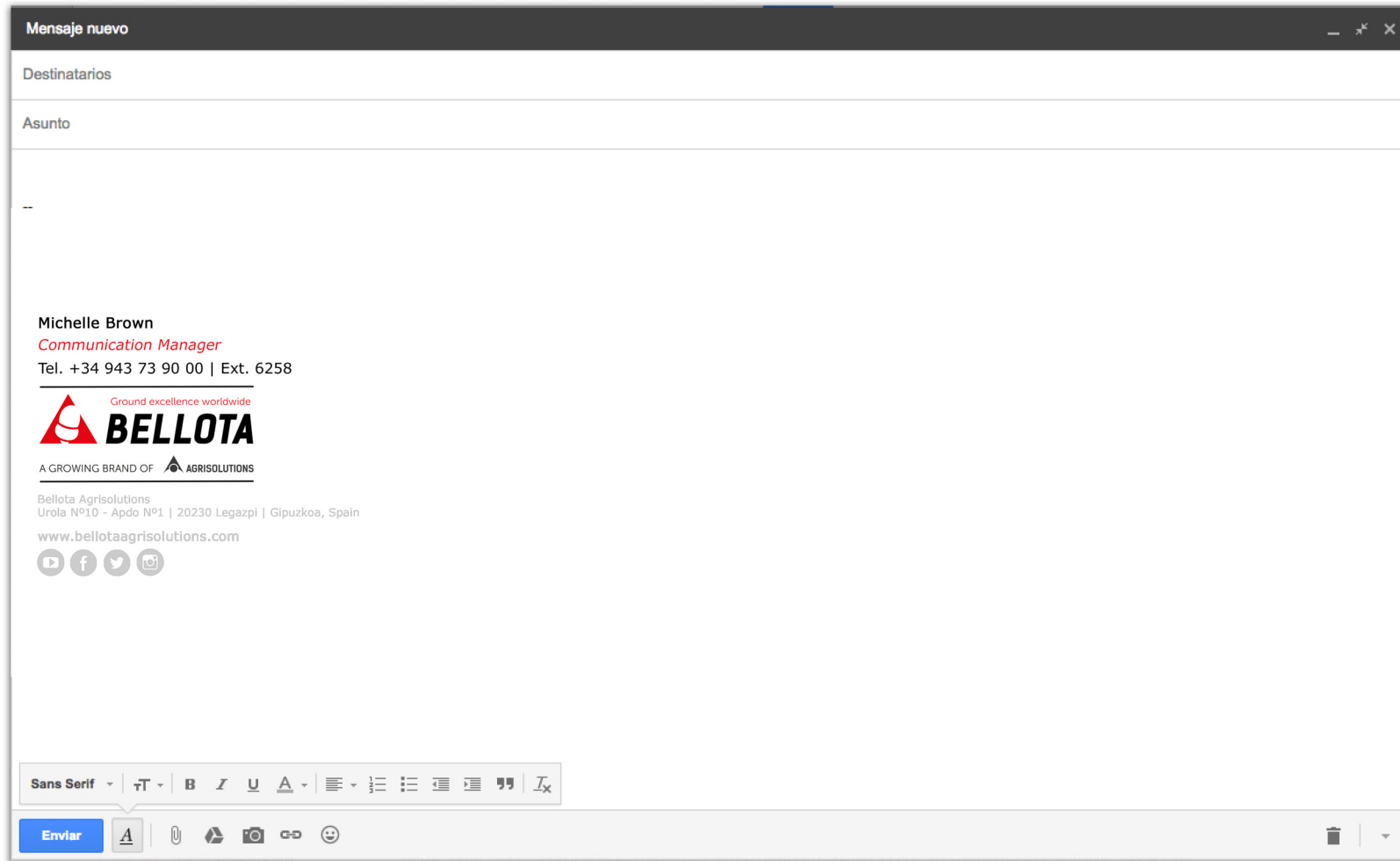


2.6.1 PAPELERY PAPELERÍA

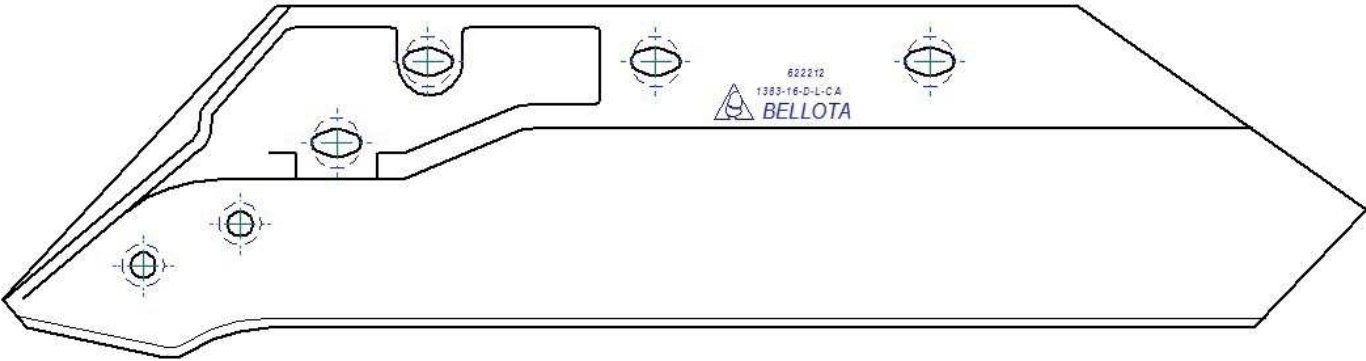
Envelopes. Sobres.



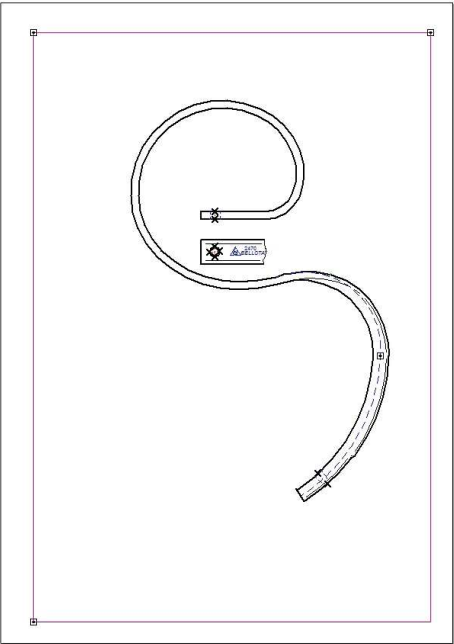
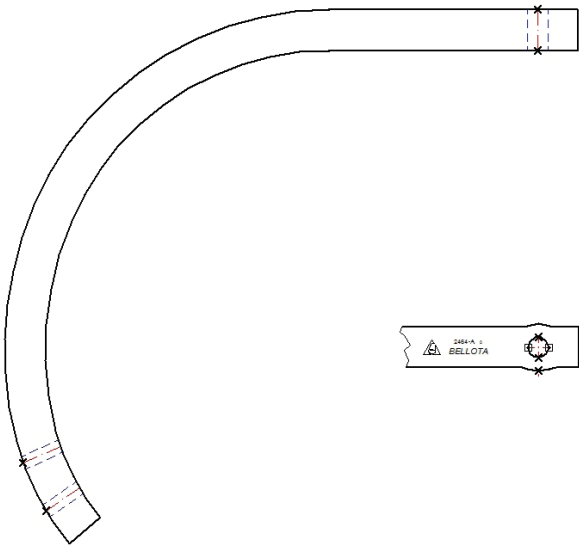
2.6.1 PAPELERY PAPELERÍA



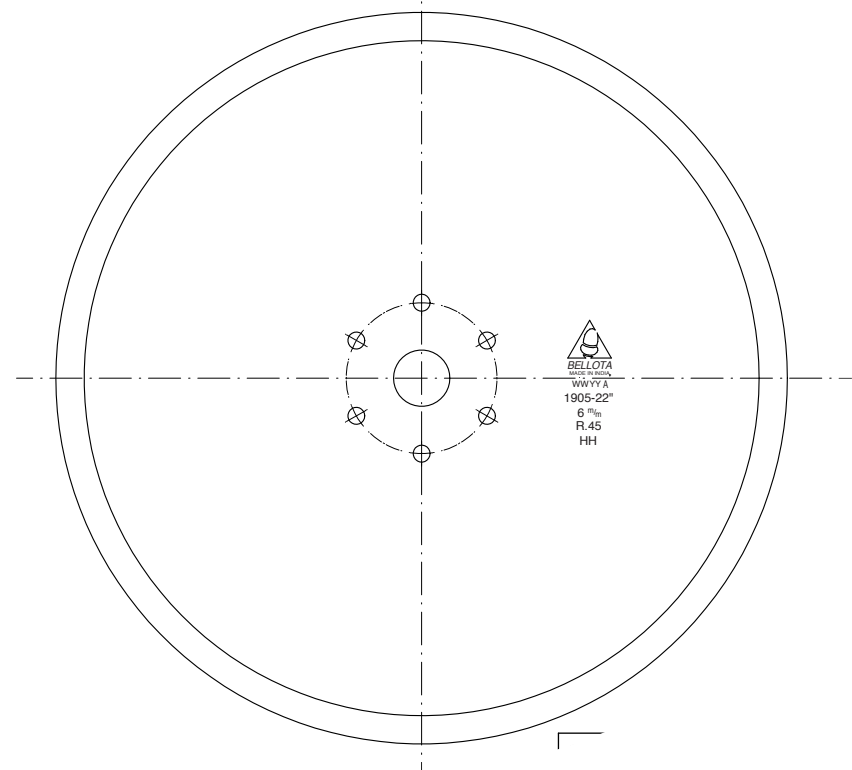
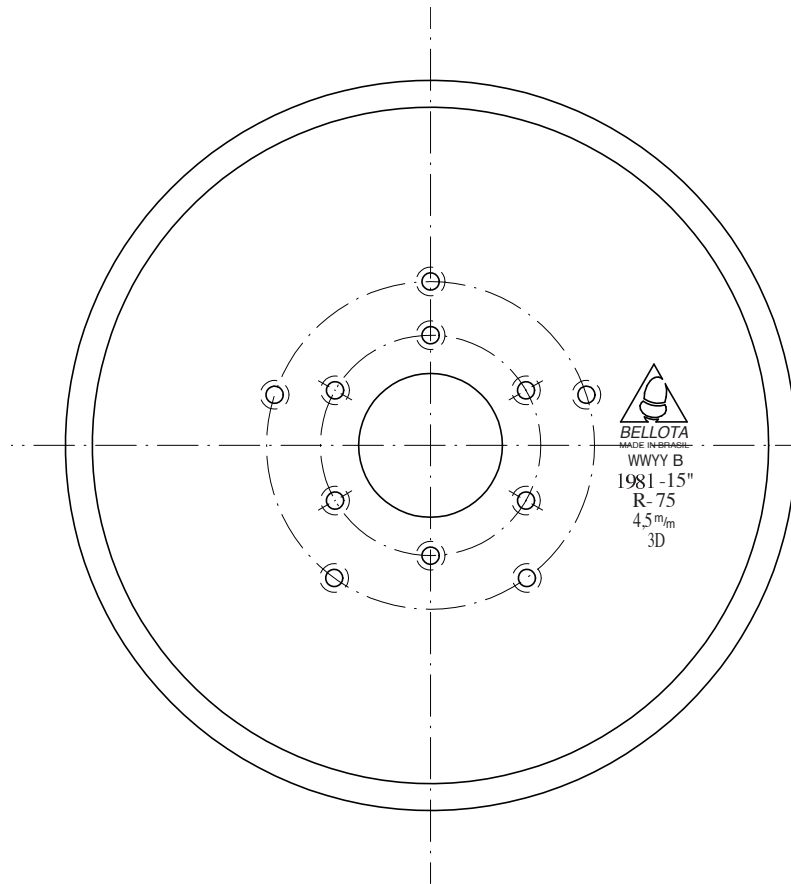
2.6.2 MAIL SIGNATURE FIRMA DE CORREO ELECTRÓNICO



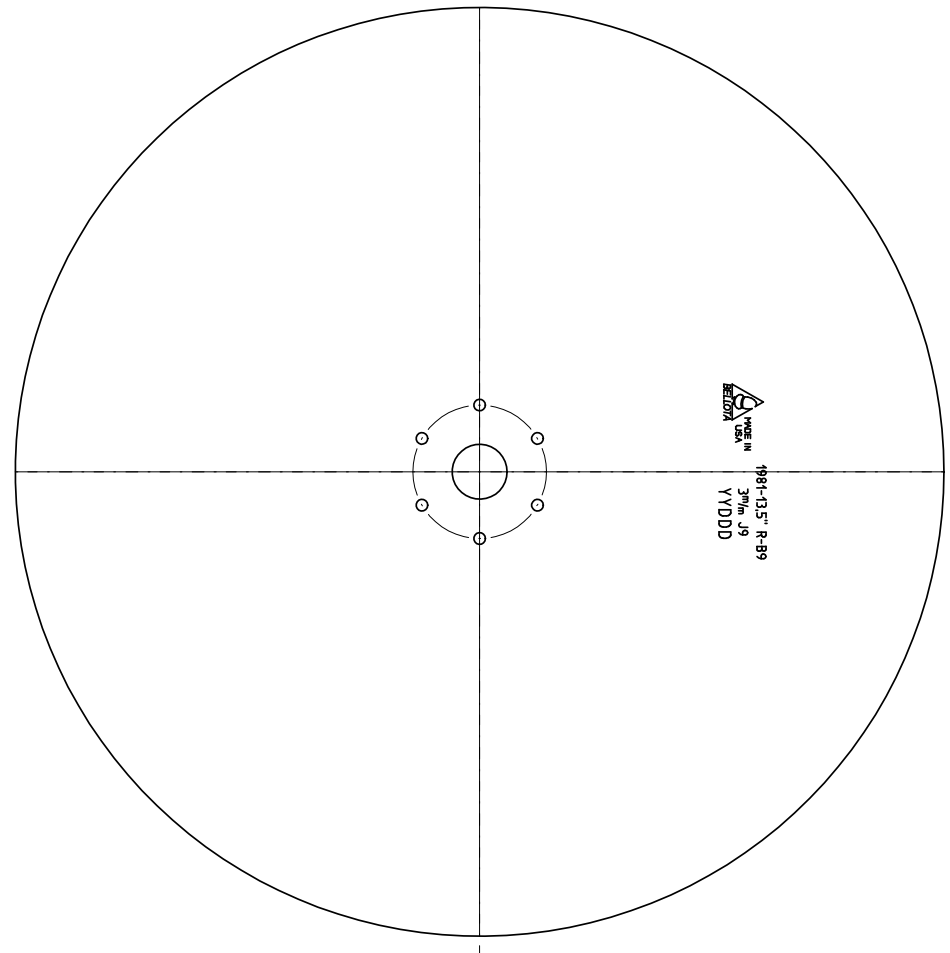
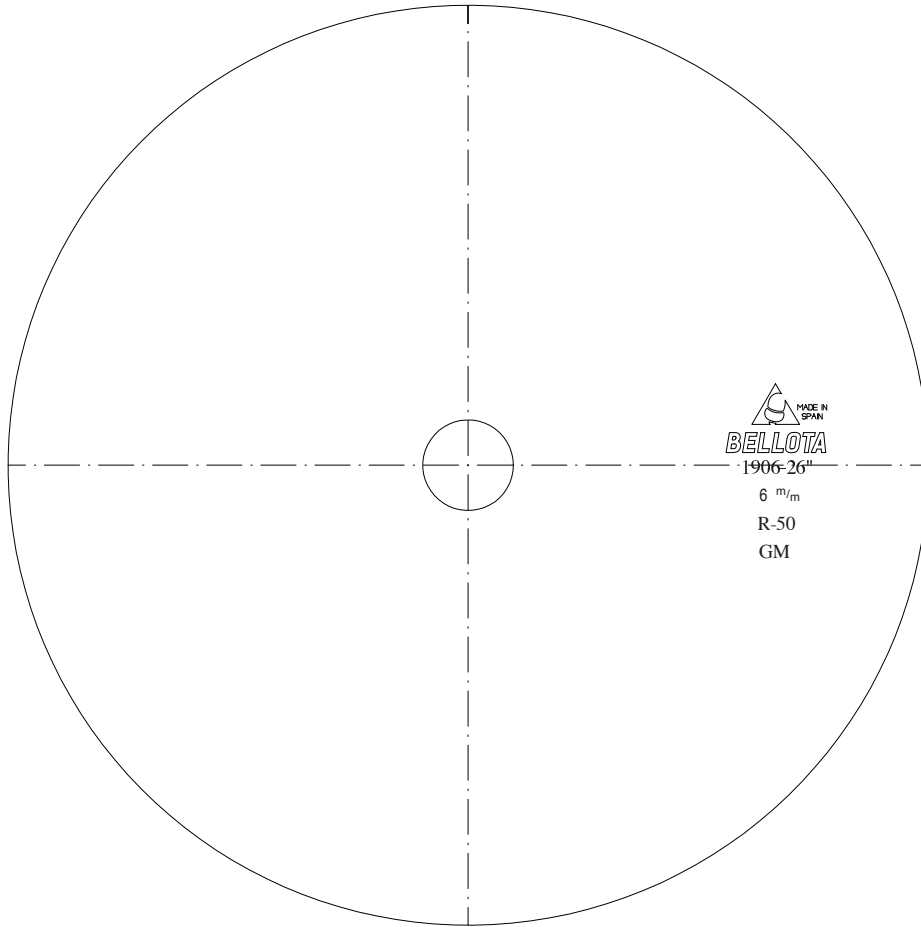
2.6.3 STAMP MARCAJE

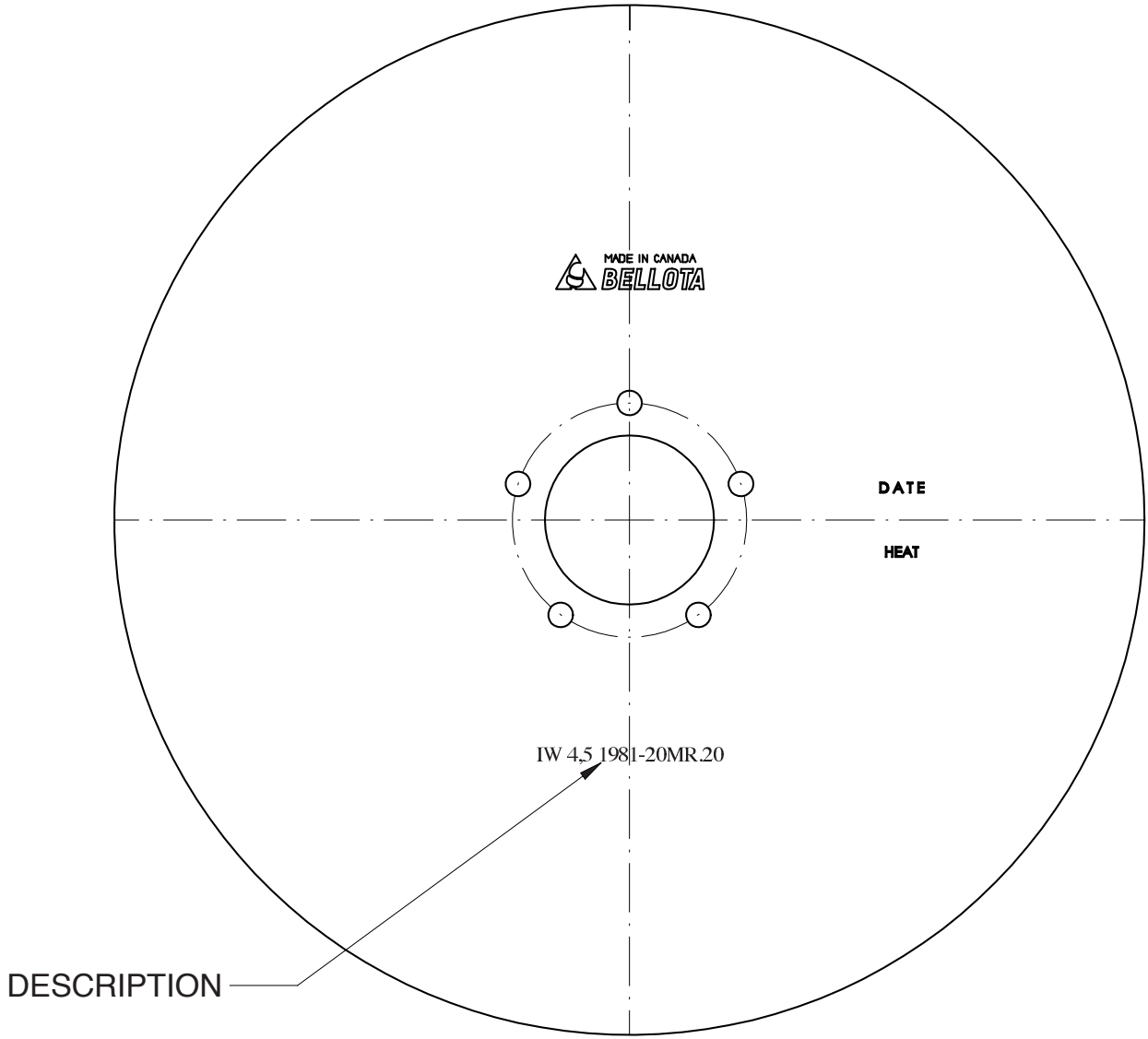


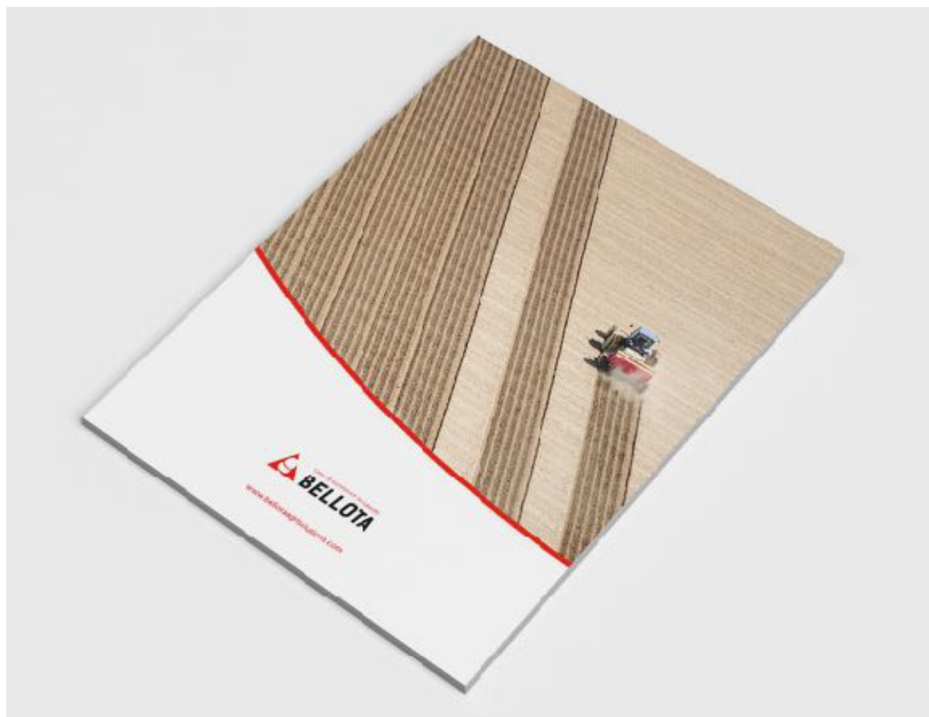
2.6.3 STAMP MARCAJE



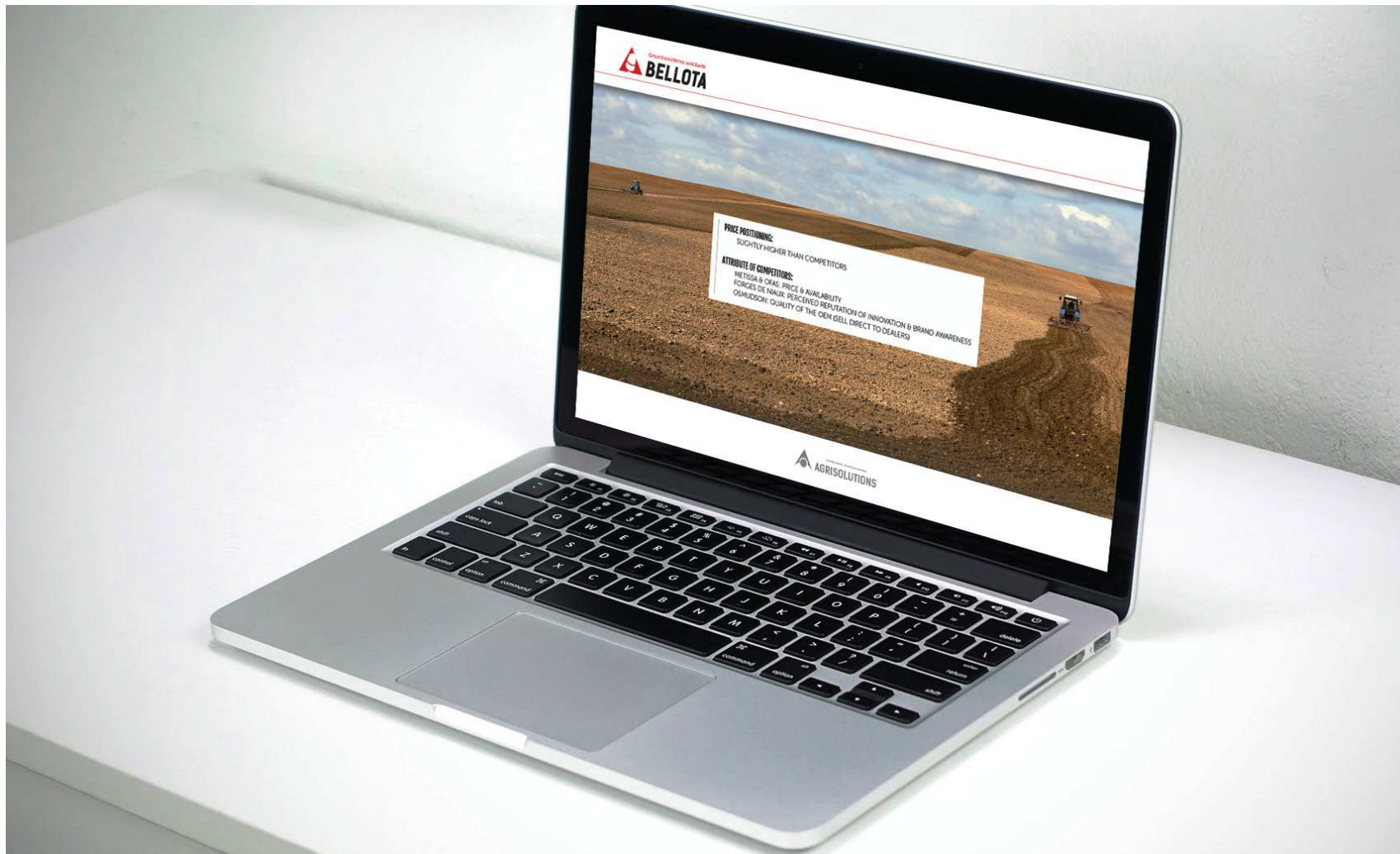
2.6.3 STAMP MARCAJE







2.6.4 CATALOGUE CATÁLOGO



2.6.5 PRESENTATION PRESENTACIÓN



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UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.



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Sit Consectetur

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Lorem Ipsum

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2.6.7 CLOTHES ROPA



2.6.8 BOX CAJA



2.6.9 MERCHANDISING



BELLOTA WORLDWIDE

Languages

PRODUCTS

FARMERS AREA

PRESS ROOM

BELLOTA AGRISOLUTIONS

f

t

g+

y

in

EXCELLENCE

Longest life without breaks

> Planters and seed drill

> Curved Subsoiler

> Cultivator

> Disc Harrow

> Plough

> Sugar cane

Advanced search of products

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Bellota Agrisolutions

Your best help

With five production plants: 2 in Spain, and one each in the United States, India and Brazil, Bellota Agrisolutions is a benchmark for the most important manufacturers and distributors of

agricultural machinery on the five continents. The company employs approximately 500 people all over the world, and is specialized in developing new ideas made-to-measure for every separate market, for every customer and every agricultural tool. With more than 106 years of experience in manufacturing spare parts for agricultural ploughing and tilling machinery as well as seed drills and

sugar cane harvesters, it provides the widest range of products on the market for the sector. Its range of products includes spare parts for such agricultural machinery as seed drills, disc harrows, cultivators, chisels, ploughs, soil decompactors and others.

> Bellota Agrisolutions today

News

Selected news

> Bellota

> Agriculture

> Social Networks

> Social responsibility

> All the news

29 April 2016

Bellota earns recognition as a John Deere "Hall of Fame" Supplier

Bellota Agrisolutions has earned recognition as a Partner-level supplier for 2015 which has inducted into the Supplier Hall of Fame in the John Deere Achieving Excellence Program.

> See more

4 March 2016

Best supplier to JUMIL during 2015

Within the quality assurance programme that it established for supplier evaluation, Jumil has classified Bellota as an Optimum Supplier gaining 99.5 points out of a possible 100, taking quality and delivery punctuality into account.

> See more

New VT-Rex disc

> Know more

Did you know?

Did you know that the working depth for a disc harrow is slightly shallower than a third of the diameter of the disc?

> Know more

Farmers Partners

Ask us!

2.6.10 WEB BANNER

59



2.6.11 ADVERTISING PUBLICIDAD



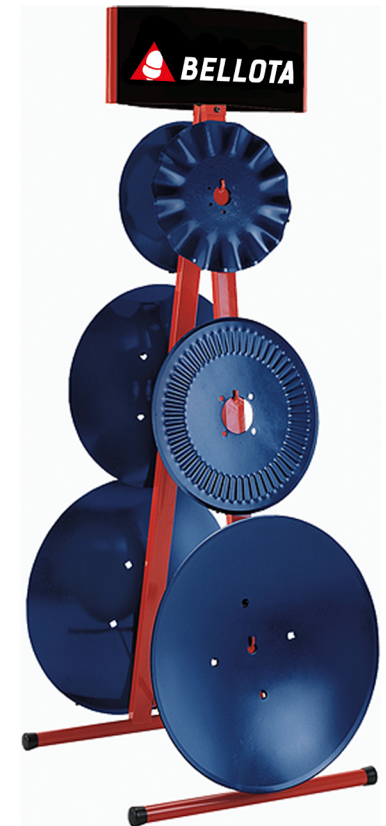
ROLL-UP



FLAG



PLOUGH AND
CULTIVATOR DISPLAY



DISK DISPLAY

2.6.12 DISPLAYS EXPOSITORES



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