

Branded Items

Standard set production



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How to use this document

This standard merchandise set has been designed for global production and may be ordered without additional brand approval when all specifications within this document are followed.

This document does not replace the existing brand guidelines. The guidance provided here is intended to support consistent production of the standard set and should always be used in **conjunction with the branded items general guidelines available in the Brand Hub.**

Local suppliers may adapt production methods and manufacturing processes as required, provided these remain within the defined tolerances and quality standards. Any deviations from the specifications, branding requirements, or approved applications outlined in this document require prior approval to ensure consistency and maintain brand integrity.

For exceptions, clarifications, or approval requests, please contact: brand@agrana.com



General production standards

Brand consistency

Brand identifiers must remain clearly recognizable across all applications. Product quality, finishing, and execution should consistently reflect the quality and values of the brand.

Logo application

Maintain minimum logo sizes, required clear space, and approved logo versions to ensure consistent visibility and legibility across all merchandise applications.

Sustainability

Avoid ordering products that become unusable after a single use. Prioritize responsible materials, encourage local sourcing where appropriate, and use certified materials and production processes whenever possible. Equivalent materials and local production methods are permitted when quality and sustainability standards are maintained.

Color specifications

Use approved brand color values and the closest achievable production equivalents for print, embroidery, coatings, and other production methods. See brand color palette on page 05.

Production flexibility

To support global manufacturing, dimensions provided in this document are indicative and should be adapted according to available print areas, manufacturing requirements, and supplier capabilities. Therefore, only recommended ranges, proportions, and relative placements are specified.

Typography

Apply approved typefaces and minimum type sizes to maintain readability and reinforce a consistent brand expression across all items.

Artwork & file requirements

Use only approved master artwork files and authorized logo versions. Artwork must be supplied as vector files (AI, EPS, SVG, PDF), and logos must never be recreated, modified, or reproduced from raster images.

Graphic elements

Icons, illustrations, patterns, and supporting graphic elements should follow the brand guidelines and be applied consistently to complement, rather than compete with, the core brand identifiers.

Color palettes

Primary palette

Dark Red PMS-C4102 C PMS-U4102 U CMYK-C35/100/60/60 CMYK-U25/100/50/60	AGRANA Red PMS-C2035 C PMS-U2035 U CMYK-C0/100/100/0 CMYK-U0/100/100/0	
Blue 1 PMS-C284 C PMS-U2915 U CMYK-C55/10/0/0 CMYK-U55/6/0/0	Blue 2 PMS-C291 C PMS-U290 U CMYK-C30/0/0/0 CMYK-U25/0/0/0	Blue 3 PMS-C9400 C PMS-U9400 U CMYK-C10/0/0/0 CMYK-U10/0/0/0
Grey 1 PMS-C7529 C 60% PMS-U7529 U 60% CMYK-C0/5/10/20 CMYK-U0/5/10/20	Grey 2 PMS-C7529 C 40% PMS-U7529 U 40% CMYK-C0/5/10/10 CMYK-U0/5/10/10	Grey 3 PMS-C7529 C 20% PMS-U7529 U 20% CMYK-C5/5/5/0 CMYK-U5/5/5/0

Secondary palette

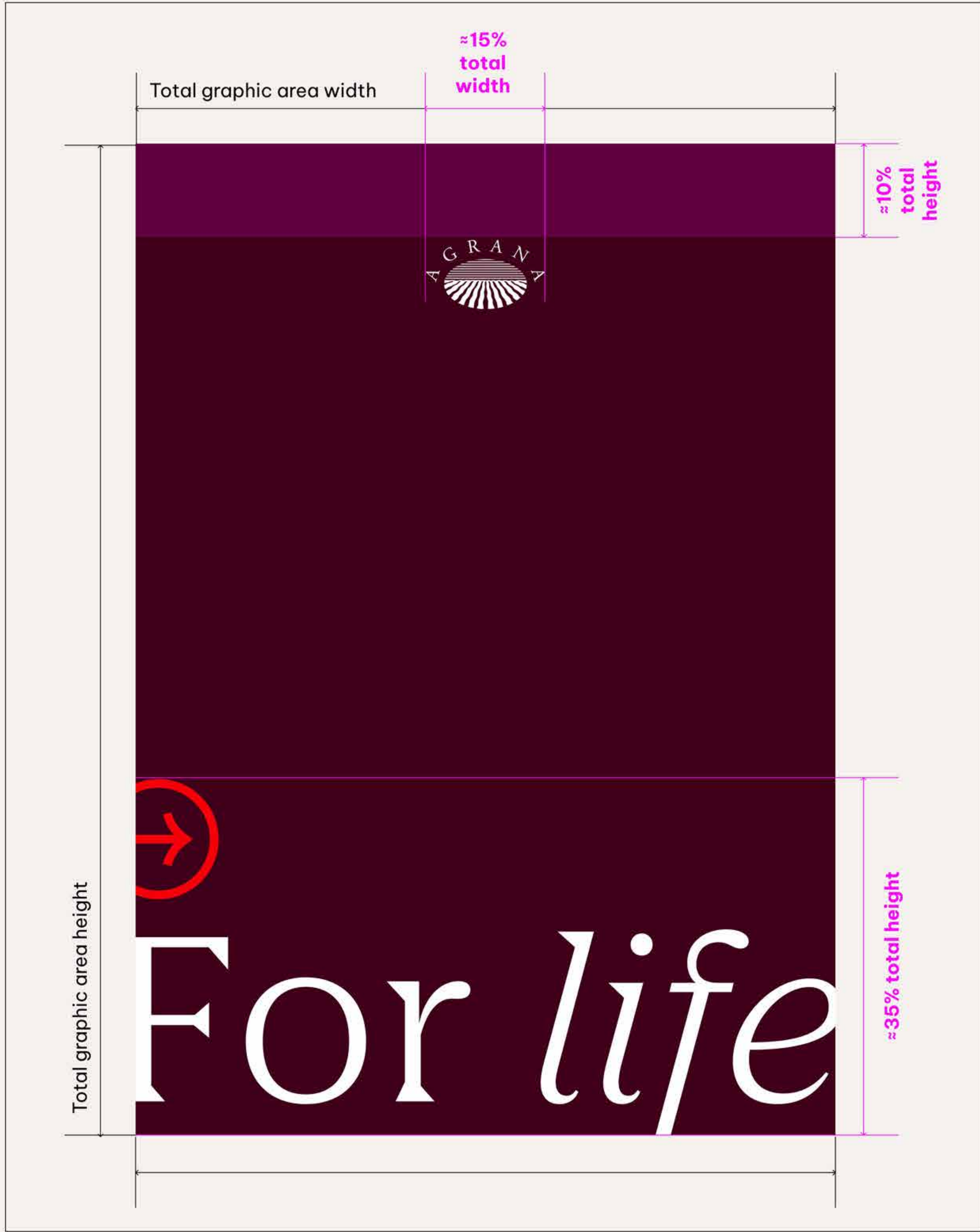
Green 1 PMS-C3308 C PMS-U336 U CMYK-C90/10/65/70 CMYK-U90/30/75/30	Green 2 PMS-C341 C PMS-U2418 U CMYK-C95/0/75/30 CMYK-U95/0/80/20	Green 3 PMS-C2417 C PMS-U2414 U CMYK-C75/0/65/0 CMYK-U75/0/65/0	Green 4 PMS-C346 C PMS-U345 U CMYK-C45/0/40/0 CMYK-U45/0/40/0	Green 5 PMS-C2253 C PMS-U2253 U CMYK-C25/0/25/0 CMYK-U20/0/20/0	Green 6 PMS-C621 C PMS-U9041 U CMYK-C10/0/10/0 CMYK-U10/0/10/0
Purple 1 PMS-C2371 C PMS-U2372 U CMYK-C90/90/0/20 CMYK-U90/90/0/15	Purple 2 PMS-C2725 C PMS-U2736 U CMYK-C70/60/0/0 CMYK-U70/60/0/0	Purple 3 PMS-C2715 C PMS-U2725 U CMYK-C50/40/0/0 CMYK-U45/40/0/0	Purple 4 PMS-C2705 C PMS-U2715 U CMYK-C35/30/0/0 CMYK-U35/30/0/0	Purple 5 PMS-C7444 C PMS-U2705 U CMYK-C20/15/0/0 CMYK-U20/15/0/0	Purple 6 PMS-C7443 C PMS-U7443 U CMYK-C7/9/0/0 CMYK-U7/9/0/0
Yellow 1 PMS-C7623 C PMS-U2350 U CMYK-C15/95/100/45 CMYK-U10/95/100/20	Yellow 2 PMS-C717 C PMS-U717 U CMYK-C0/70/95/10 CMYK-U0/60/100/5	Yellow 3 PMS-C3588 C PMS-U144 U CMYK-C0/50/85/0 CMYK-U0/45/85/0	Yellow 4 PMS-C121 C PMS-U121 U CMYK-C0/15/75/0 CMYK-U0/10/75/0	Yellow 5 PMS-C602 C PMS-U3935 U CMYK-C0/0/55/0 CMYK-U0/0/50/0	Yellow 6 PMS-C9020 C PMS-U9020 U CMYK-C0/0/15/0 CMYK-U0/0/15/0

Notebooks: *soft cover*

The cover design should follow the visual reference provided and is based on standard A5 format dimensions.

Additional details

- The back cover and inner cover have no design and is fully colored in Dark Red.
- Lined pages are preferred for the inner pages; alternatively, dotted or plain layouts may be used. A paper weight of approximately 80–100 g/m² is recommended.
- An elastic closure strap and ribbon bookmark are preferred and should be produced in AGRANA Red.
- Soft-touch cover materials are preferred for soft cover notebooks, and matte finishes are recommended over glossy finishes to achieve a premium appearance. A paper weight of approximately 220–260 g/m² is recommended for the cover.



Logo

Position: Horizontally centred; top edge positioned ≈10% total height from the top of the format.
Size: Logo width ≈15% total width.
Logo version: White logo artwork.

Graphic area

Position: Bottom-aligned within the format.
Size: Height ≈35% of total format height.
Design: Artwork extends to full bleed as shown and Icon cut-out. Text set in AGRANA Serif Pro – “For” (Regular), “life” (Italic). Default typesetting rules apply.

Color specifications

Dark Red		AGRANA Red	
PMS-C	4102 C	PMS-C	2035 C
PMS-U	4102 U	PMS-U	2035 U
CMYK-C	35/100/60/60	CMYK-C	0/100/100/0
CMYK-U	25/100/50/60	CMYK-U	0/100/100/0

Dark Red: base color.
AGRANA Red: Icon, elastic closure strap and ribbon bookmark.

Preview final design

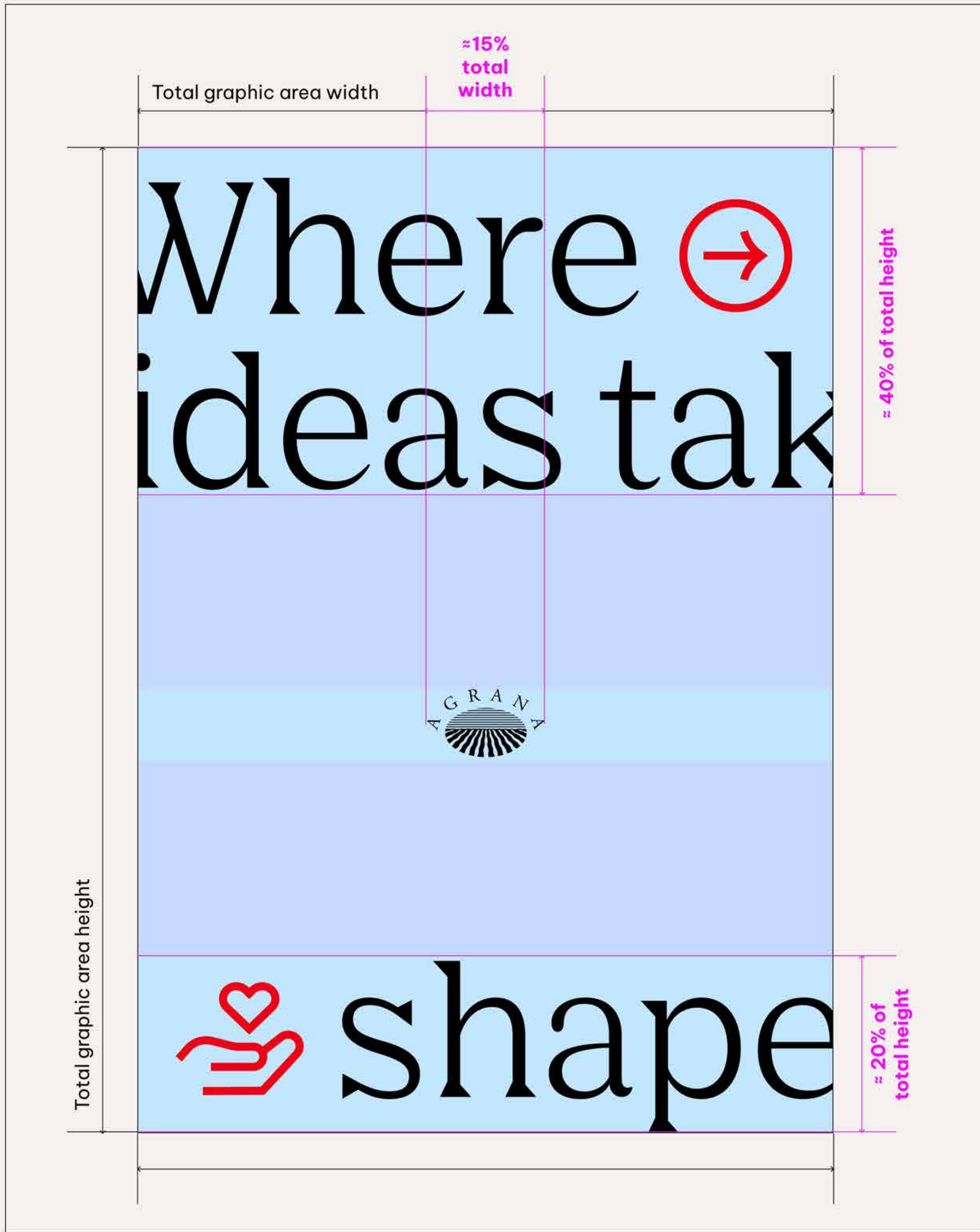


Notebooks: *hard cover*

The cover design should follow the visual reference provided and is based on standard A5 format dimensions.

Additional details

- The back cover has no design and is fully colored in Blue 2. Inner cover has no design and is fully colored in Blue 1.
- Lined pages are preferred for the inner pages; alternatively, dotted or plain layouts may be used. A paper weight of approximately 80–100 g/m² is recommended.
- An elastic closure strap and ribbon bookmark are preferred and should be produced in AGRANA Red.
- For hard cover notebooks, matte finishes are recommended over glossy finishes to ensure a premium and durable appearance. The cover should be finished with a high-quality wrap material; material and thickness may vary depending on the manufacturer.



Logo

Position: Horizontally centred; vertically centred in between both graphic areas.
Size: Logo width $\approx 15\%$ of total width.
Logo version: Black logo artwork.

Graphic areas

Position: Upper area top-aligned within the format; lower area bottom-aligned within the format.
Size: Upper area height $\approx 40\%$ of total format height, lower area height $\approx 20\%$ mm of total format height.
Design: Text set in AGRANA Serif Pro Regular. Artwork extends to full bleed as shown. Default typesetting rules apply.

Color specifications

Blue 1		AGRANA Red	
PMS-C	284 C	PMS-C	2035 C
PMS-U	2915 U	PMS-U	2035 U
CMYK-C	55/10/0/0	CMYK-C	0/100/100/0
CMYK-U	55/6/0/0	CMYK-U	0/100/100/0
Blue 2			
PMS-C	291 C		
PMS-U	290 U		
CMYK-C	30/0/0/0		
CMYK-U	25/0/0/0		

Blue 2: base color.
Blue 1: Inner cover
AGRANA Red: Icon, elastic closure strap and ribbon bookmark.

Preview final design



Pens

The pen body may be produced in Blue 2, either plastic or aluminium, depending on production tier and supplier capabilities.

The pocket clip is to be produced in AGRANA Red, plastic or aluminium.

All materials should be lightweight, robust, and suitable for everyday use.

Dimensions provided are indicative and should be adapted according to available print areas, manufacturing requirements, and supplier capabilities. Therefore, only relative ranges and proportions are specified.



Graphic area

For pens, we don't include our logo as space is limited. Instead, we insert "agrana.com" text set in AGRANA Serif Pro Regular.

Height is as big as possible depending on the available space, as long as a minimum 1x-height as space around it is ensured, as shown.

Color specifications

Blue 2		AGRANA Red	
PMS-C	291 C	PMS-C	2035 C
PMS-U	290 U	PMS-U	2035 U
CMYK-C	30/0/0/0	CMYK-C	0/100/100/0
CMYK-U	25/0/0/0	CMYK-U	0/100/100/0

Blue 2: base color.
AGRANA Red: Pocket clip

Preview final design



Umbrellas

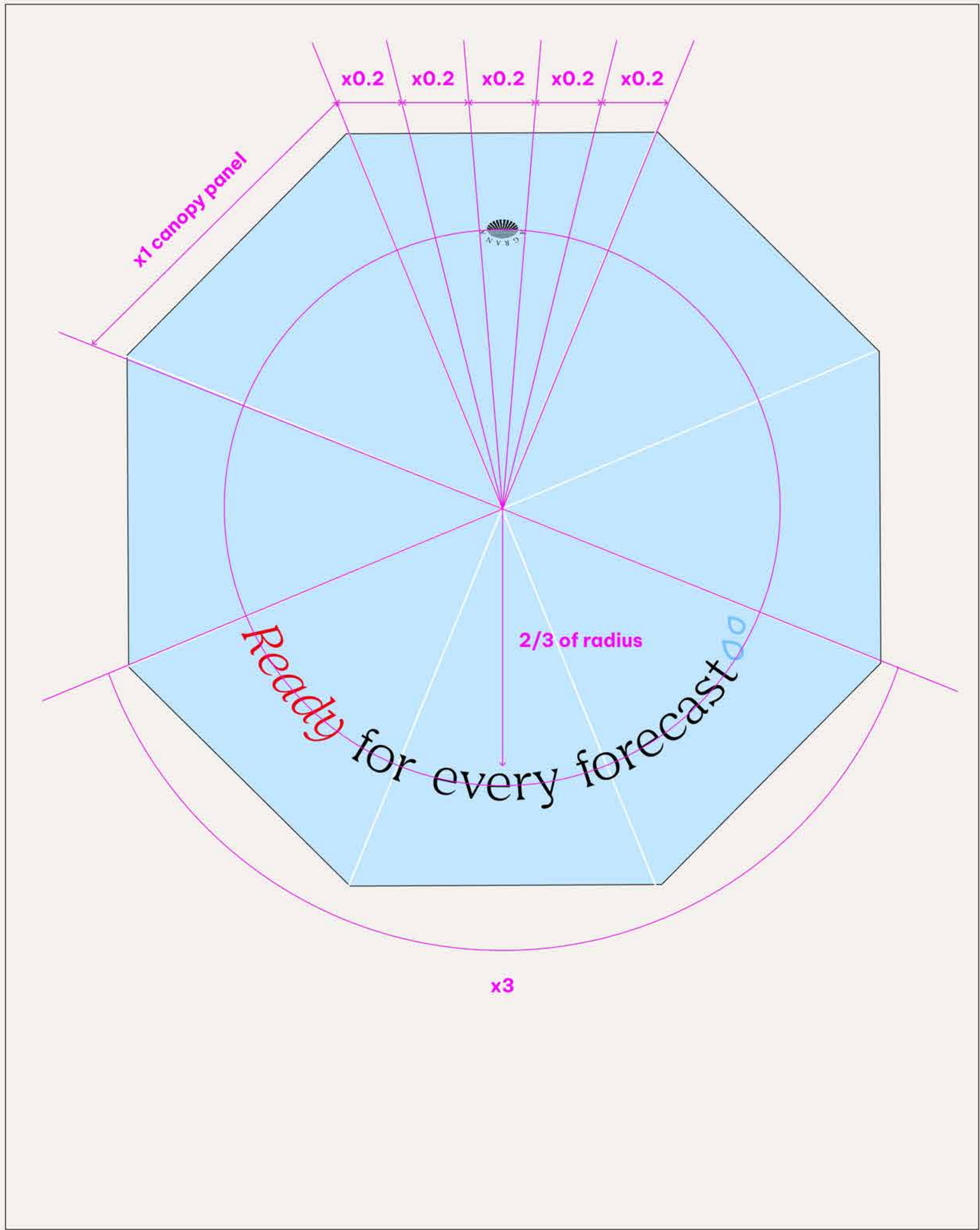
open

Specifications are based on a standard 8-panel canopy structure. Design applications may be adapted as required to accommodate manufacturing capabilities across suppliers.

The design consists of a curved typographic message applied to the front of the canopy and the logo positioned on the opposite side of the circumference.

Additional details

- To ensure maximum visibility when the umbrella is open and in use, the artwork should be positioned in the **lower section of the canopy, approximately two-thirds of the distance from the top centre of the umbrella**, avoiding the upper canopy area.
- The outer canopy material should be produced in Blue 2, while the inner canopy material should be produced in Blue 1, if possible. A handle strap is preferred and should be produced in AGRANA Red.



Logo

Position: horizontally centred within a single canopy panel.

Size: Width should correspond to approximately one fifth ($\approx 20\%$) of a single panel width.

Logo version: Black logo artwork.

Graphic area

The typographic message may span up to 3 canopy panels ($\approx 37\%$ of the full umbrella circumference). Text is set in AGRANA Serif Pro – “Ready” italics and AGRANA Red, “for every forecast” in Regular and Black. Drops icon positioned next to message as shown in Blue 1.

Color specifications

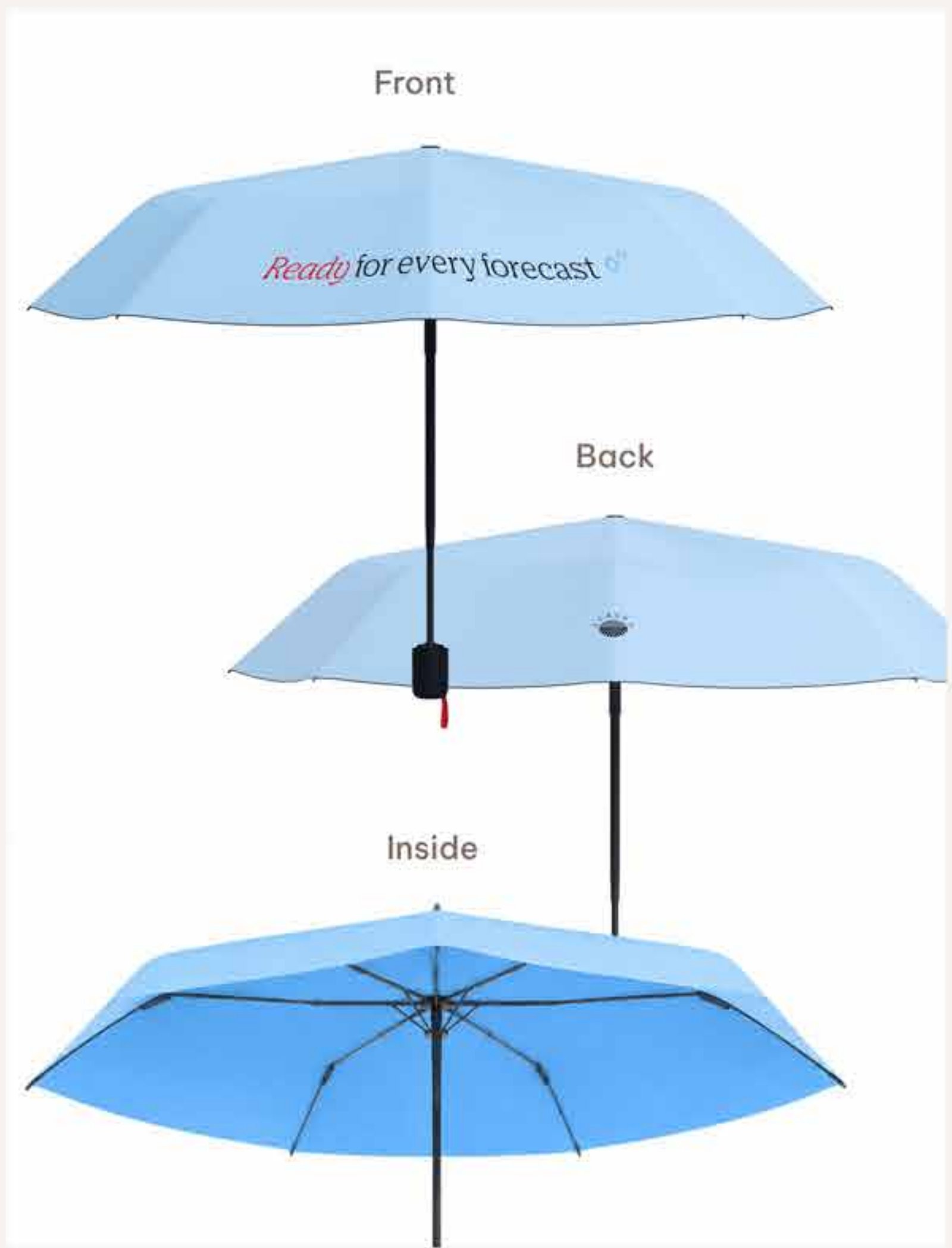
Blue 1		AGRANA Red	
PMS-C	284 C	PMS-C	2035 C
PMS-U	2915 U	PMS-U	2035 U
CMYK-C	55/10/0/0	CMYK-C	0/100/100/0
CMYK-U	55/6/0/0	CMYK-U	0/100/100/0
Blue 2			
PMS-C	291 C		
PMS-U	290 U		
CMYK-C	30/0/0/0		
CMYK-U	25/0/0/0		

Blue 2: base color.

Blue 1: Icon

AGRANA Red: “Ready” text, handle strap

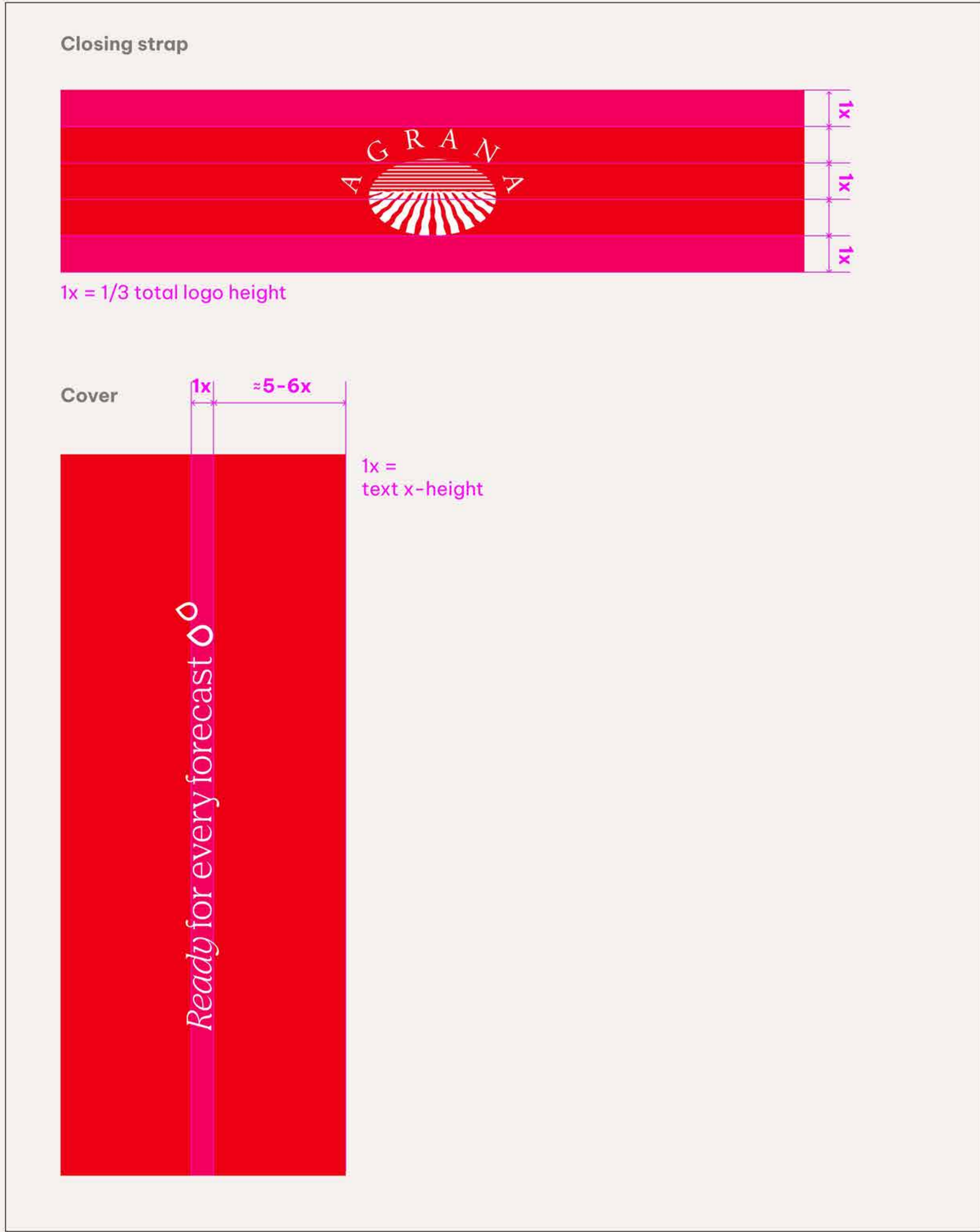
Preview final design



Umbrellas *closed*

Where applicable, the umbrella design may incorporate additional branded elements, such as a closing strap featuring the logo and a protective cover featuring the typographic message.

Dimensions provided are indicative and should be adapted according to available print areas, manufacturing requirements, and supplier capabilities. Therefore, only relative ranges and proportions are specified.



Logo

Position: if applicable, logo may be positioned centred on the closing strap.
Size: height is as big as possible depending on the available space, ensuring a minimum size of 20mm and a safe space of 1/3 of the total height of the logo.

Logo version: White logo artwork.

Color specifications

Blue 2		AGRANA Red	
PMS-C	291 C	PMS-C	2035 C
PMS-U	290 U	PMS-U	2035 U
CMYK-C	30/0/0/0	CMYK-C	0/100/100/0
CMYK-U	25/0/0/0	CMYK-U	0/100/100/0

Blue 2: base color.

AGRANA Red: Closing strap, protective cover base color, handle strap.

Graphic area

If applicable, the same typographic message printed on the umbrella surface may be also printed on the cover. Text is white and set in AGRANA Serif Pro – “Ready” italics “for every forecast” in Regular. Drops icon positioned next to message as shown.

Its position is centred and the empty space around it is generous, between 5-6 measures of text x-height.

Preview final design



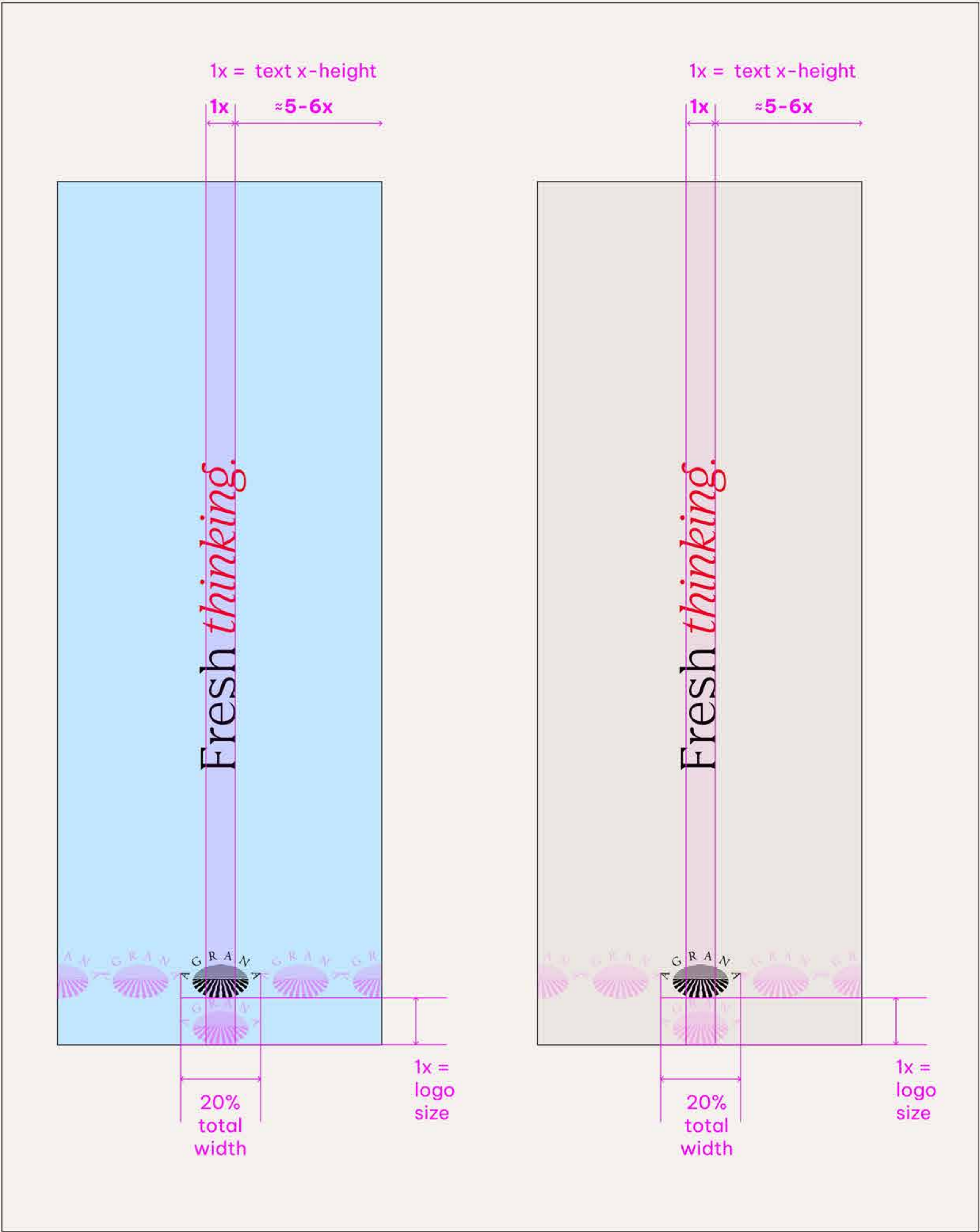
Bottles *primary*

The bottle design consists of a full-colour body featuring a typographic message as the primary graphic element, complemented by a subtle logo application.

Aluminium is the preferred material due to its durability, lightweight properties, and premium appearance.

Additional details

- Where possible, an additional coloured handle, carrying strap, or lid detail should be incorporated in AGRANA Red to reinforce brand recognition and provide a distinctive accent element.



Logo

Position: Horizontally centred, vertically bottom-aligned, leaving x1 logo size as safe space below.
Size: width ≈20% of the total format width.
Logo version: Black logo artwork only.

Graphic area

Text is set in AGRANA Serif Pro – “Fresh” regular and Black, “*thinking.*” in italics and AGRANA Red. Default typesetting rules apply.

Color specifications

Blue 2		Grey 2	
PMS-C	291 C	PMS-C	7529 C 40%
PMS-U	290 U	PMS-U	7529 U 40%
CMYK-C	30/0/0/0	CMYK-C	0/5/10/10
CMYK-U	25/0/0/0	CMYK-U	0/5/10/10
AGRANA Red			
PMS-C	2035 C		
PMS-U	2035 U		
CMYK-C	0/100/100/0		
CMYK-U	0/100/100/0		

Blue 2 & Grey 2: base colors.
AGRANA Red: “*thinking.*”, lid details, carrying strap.

Preview final design



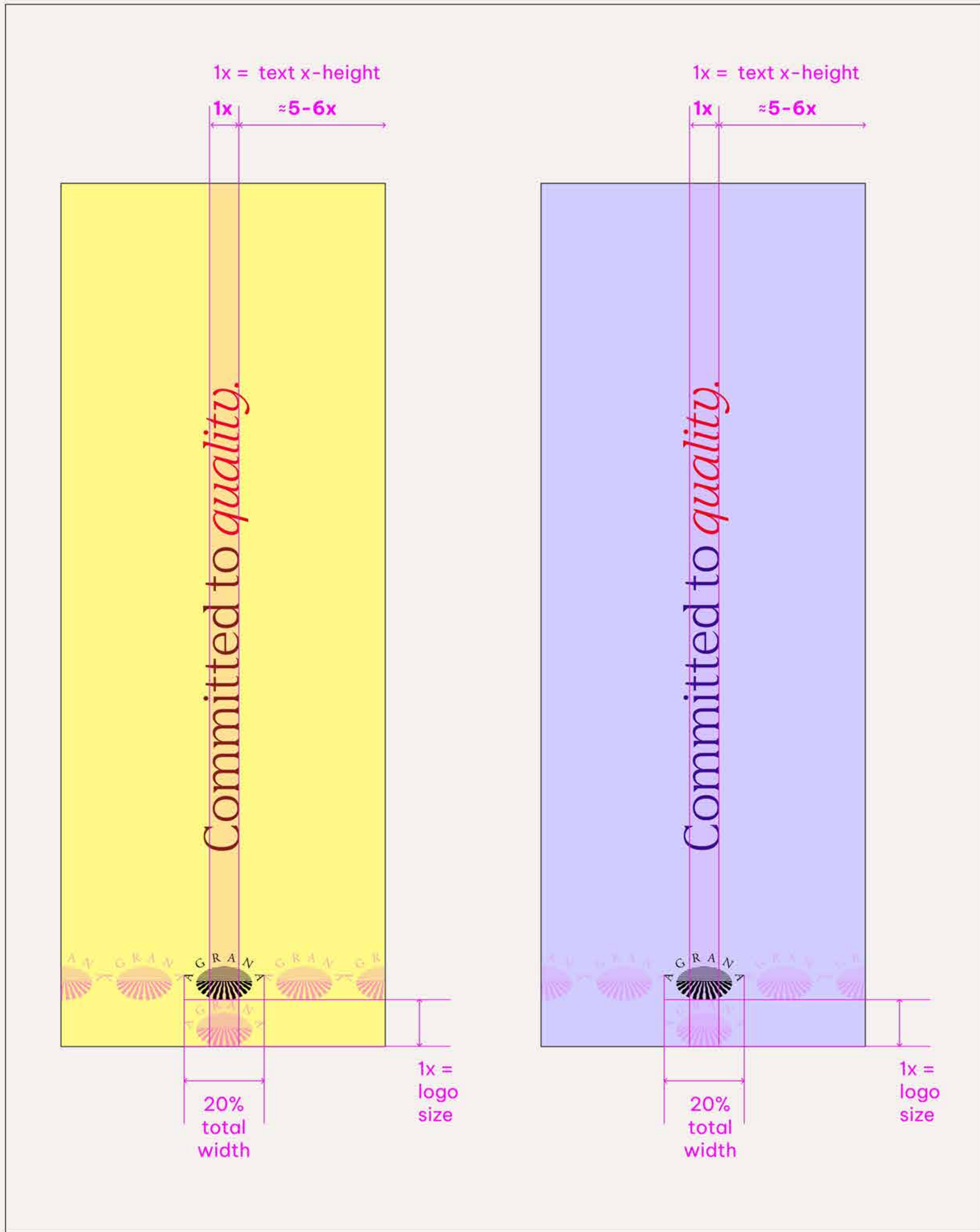
Bottles *secondary*

The bottle design consists of a full-colour body featuring a typographic message as the primary graphic element, complemented by a subtle logo application.

Aluminium is the preferred material due to its durability, lightweight properties, and premium appearance.

Additional details

- Where possible, an additional coloured handle, carrying strap, or lid detail should be incorporated in AGRANA Red to reinforce brand recognition and provide a distinctive accent element.



Logo

Position: Horizontally centred, vertically bottom-aligned, leaving x1 logo size as safe space below.

Size: width ≈20% of the total format width.

Logo version: Black logo artwork only.

Graphic area

Text is set in AGRANA Serif Pro – “Committed to” regular and Yellow 1 / Purple 1, “*quality.*” in italics and AGRANA Red. Default typesetting rules apply.

Color specifications

Yellow 5	Yellow 1
PMS-C 602 C	PMS-C 7623 C
PMS-U 3935 U	PMS-U 2350 U
CMYK-C 0/0/55/0	CMYK-C 15/95/100/45
CMYK-U 0/0/50/0	CMYK-U 10/95/100/20
Purple 5	Purple 1
PMS-C 7444 C	PMS-C 2371 C
PMS-U 2705 U	PMS-U 2372 U
CMYK-C 20/15/0/0	CMYK-C 90/90/0/20
CMYK-U 20/15/0/0	CMYK-U 90/90/0/15
AGRANA Red	
PMS-C 2035 C	
PMS-U 2035 U	
CMYK-C 0/100/100/0	
CMYK-U 0/100/100/0	

Yellow 5 & Purple 5: base colors.
Yellow 1 & Purple 1: “Committed to” text.
AGRANA Red: “*quality.*”, lid details, carrying strap.

Preview final design



Lanyards

The design consists of a full AGRANA Red lanyard combined with a Grey 2 attachment clip. A minimal logo application and website reference are incorporated to create a subtle and functional brand presence.



Logo

Position: Left-aligned towards the hang system clip, maintaining a clear space equal to one logo width from the edge.

Size: height is as big as possible depending on the available space, ensuring a minimum size of 20mm and a safe space of 1/3 of the total height of the logo.

Logo version: White logo artwork.

Graphic area

On the opposite side, the text “agrana.com” is applied in AGRANA Serif Pro Regular. The text should be aligned consistently with the logo position, maintaining the same left alignment.

Size: height should be as big as possible, ensuring a minimum clear space equivalent to 2 x-height around it.

Color specifications

AGRANA Red		Grey 2	
PMS-C	2035 C	PMS-C	7529 C 40%
PMS-U	2035 U	PMS-U	7529 U 40%
CMYK-C	0/100/100/0	CMYK-C	0/5/10/10
CMYK-U	0/100/100/0	CMYK-U	0/5/10/10

AGRANA Red: base color.

Grey 2: Attachment clip.

Preview final design



Bags

cotton bag

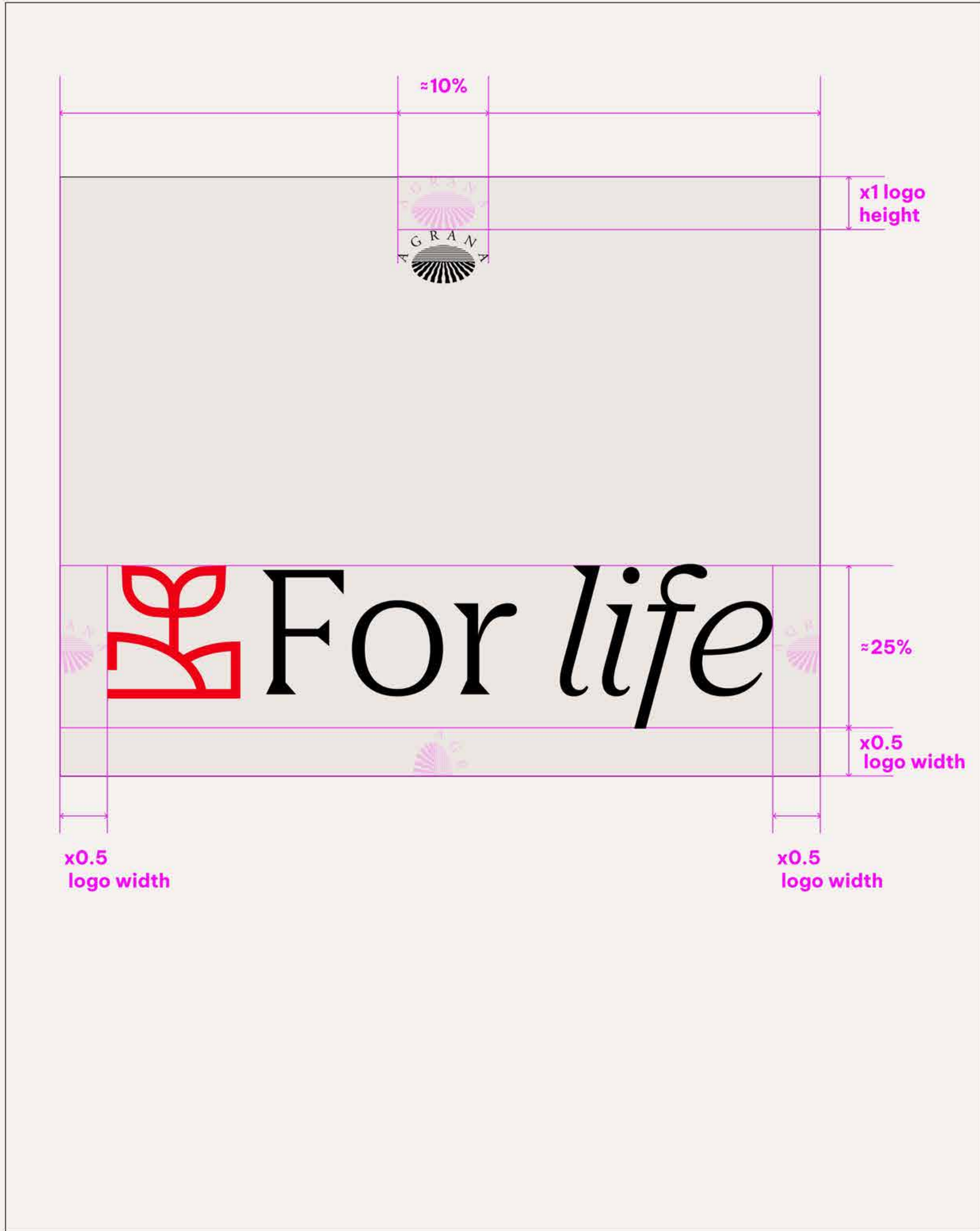
The design consists of a typographic message combined with a supporting icon as the primary graphic element, while the logo is applied subtly to reinforce the overall composition.

The bag body should be produced in a colour as close as possible to Grey 2.

Cotton is the preferred material due to its durability, reusability, and reduced environmental impact. A material weight of approximately 220–300 g/m² is recommended.

Additional details

- The back side is plain and has no design.
- The handles should be produced in AGRANA Red to introduce a distinctive brand accent and strengthen visual recognition. Where possible, preference should be given to bag models that allow this feature to be incorporated.



Logo

Position: Horizontally centred, vertically top-aligned, maintaining a clear space equal to x1 logo height from the top edge.

Size: Width $\approx 10\%$ of the total width.

Logo version: Black logo artwork.

Graphic area

Position: Horizontally centred, vertically bottom-aligned within the format.

Size: $\approx 25\%$ of total format height.

Design: AGRANA Red icon equals text size. Text is set in AGRANA Serif Pro – “For” (Regular), “life” (Italic). Default typesetting rules apply.

Color specifications

AGRANA Red		Grey 2	
PMS-C	2035 C	PMS-C	7529 C 40%
PMS-U	2035 U	PMS-U	7529 U 40%
CMYK-C	0/100/100/0	CMYK-C	0/5/10/10
CMYK-U	0/100/100/0	CMYK-U	0/5/10/10

Grey 2: base color.

AGRANA Red: Icon, handles.

Preview final design



Bags

A5 paper bag

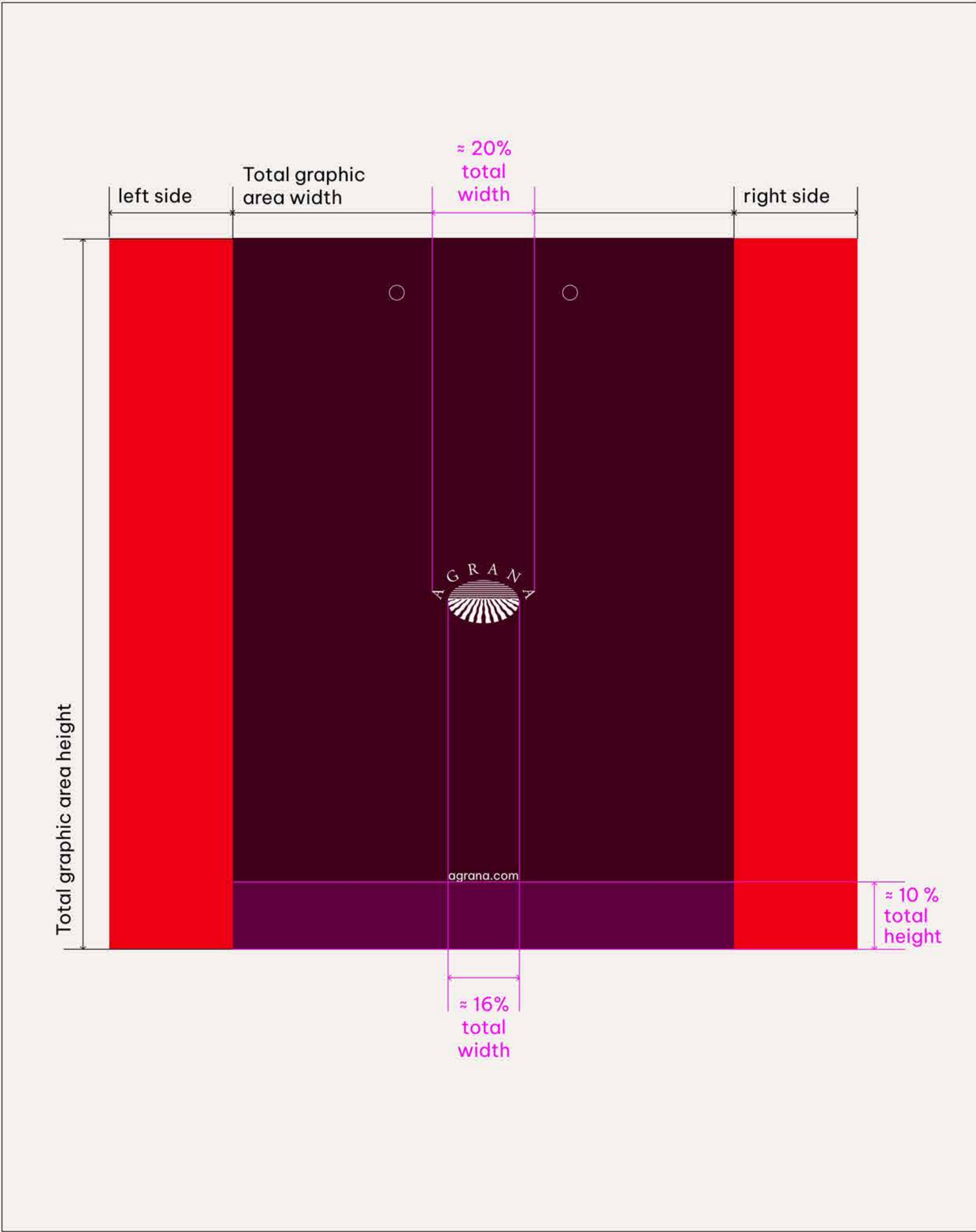
The A5 paper bag is designed as a premium and minimal application intended for high-value items and gift presentations.

The design emphasizes simplicity and refined brand presence. The front and back panels should be fully produced in Dark Red, while the sides and gussets should be produced in AGRANA Red. The design is applied exclusively to the front panel and consists of a minimal logo application combined with the website reference.

High-quality paper stock with a premium finish is preferred to ensure durability and an elevated appearance. A paper weight of approximately 200–250 g/m² is recommended.

Additional details

- The handle should feature a premium rope material or an equivalent high-quality finish and should be produced in AGRANA Red.



Logo

Position: Horizontally and vertically centred.
Size: ≈ 20% total width
Logo version: White logo artwork.

Graphic area

Position: Horizontally centred, vertically bottom-aligned within the format leaving ≈ 10% of total height as safe space below.
Size: ≈ 16% of total width, corresponding to the logo symbol width.
Design: Text is set in Be Vietnam Pro regular. Default typesetting rules apply.

Color specifications

Dark Red		AGRANA Red	
PMS-C	4102 C	PMS-C	2035 C
PMS-U	4102 U	PMS-U	2035 U
CMYK-C	35/100/60/60	CMYK-C	0/100/100/0
CMYK-U	25/100/50/60	CMYK-U	0/100/100/0

Dark Red: base color.
AGRANA Red: Sides, handles.

Preview final design



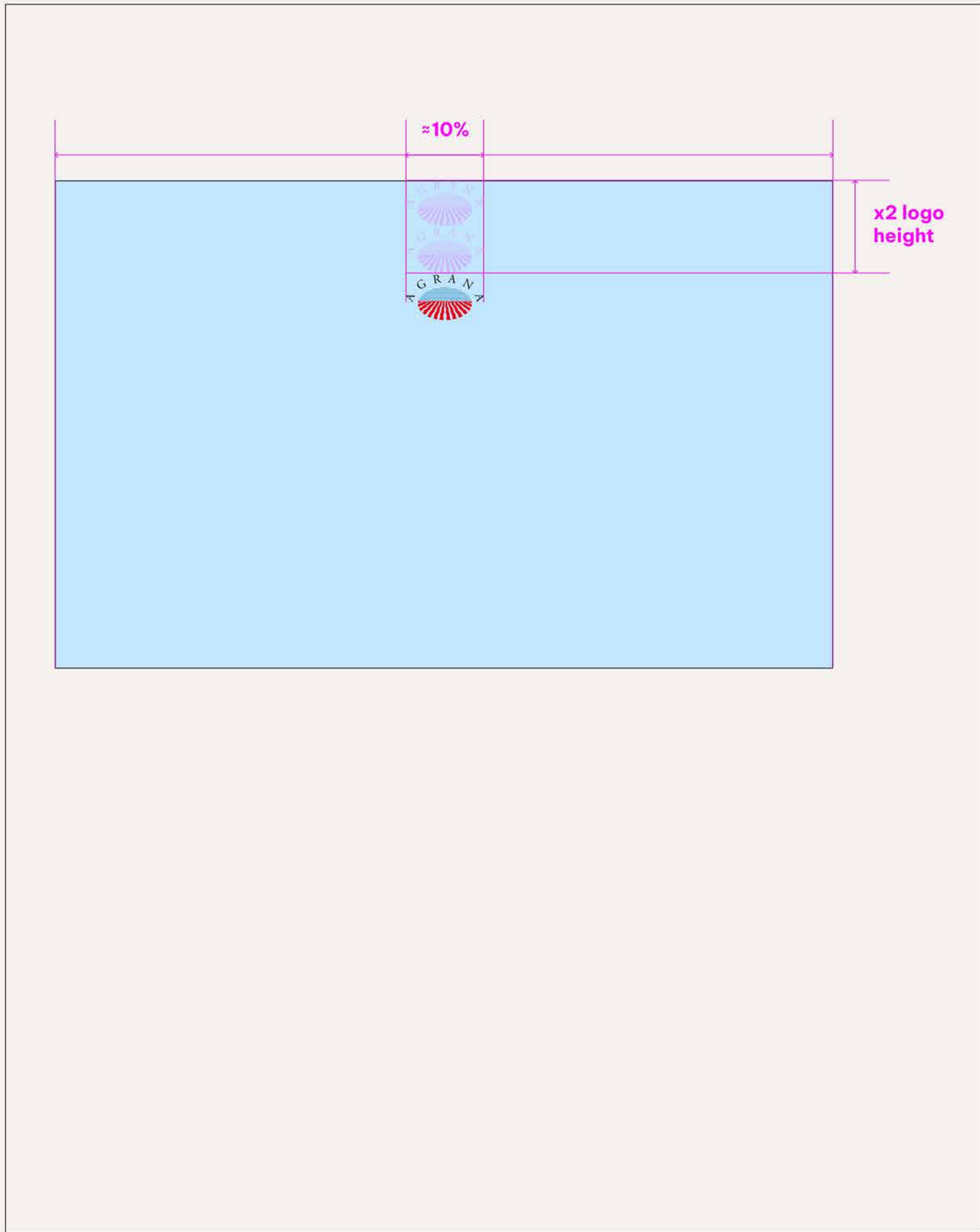
Bags *shopper*

The large shopper bag is designed as a durable and functional carry-all intended for everyday use, shopping, and transporting larger items.

Durable woven synthetic fabric is the preferred material due to its resistance and lightweight properties. Equivalent recycled or highly durable materials may be used where locally available.

Additional details

- Handles should be produced in AGRANA Red. Where possible, preference should be given to bag models that support coloured handles.
- External labels, woven tags, or sewn brand labels are encouraged and should be produced in AGRANA Red.



Logo

Position: horizontally centred, vertically top-aligned, maintaining a clear space equal to x2 logo height from the top edge.
Size: width $\approx$ 10% of the total width.
Logo version: Multicolor logo artwork.

Color specifications

Blue 2		AGRANA Red	
PMS-C	291 C	PMS-C	2035 C
PMS-U	290 U	PMS-U	2035 U
CMYK-C	30/0/0/0	CMYK-C	0/100/100/0
CMYK-U	25/0/0/0	CMYK-U	0/100/100/0

Blue 2: base color.
AGRANA Red: handles, labels.

Preview final design



Beanies

The beanie design follows a minimal approach and is available in Dark Red and Blue 1 colorways. No additional graphics are applied to the item.

Branding is limited to a small external or sewn logo label. Models that support this type of discreet branding are preferred. The label may be positioned freely, with side placements recommended, as long as it remains subtle and does not become a dominant design element.



Logo

Position: horizontally and vertically centred.
Size: width is as big as possible depending on the available space, ensuring a minimum size of 20mm and a safe space of 1/4 of the total width of the logo.
Logo version: black logo artwork.

Color specifications

Blue 1		Dark Red	
PMS-C	284 C	PMS-C	4102 C
PMS-U	2915 U	PMS-U	4102 U
CMYK-C	55/10/0/0	CMYK-C	35/100/60/60
CMYK-U	55/6/0/0	CMYK-U	25/100/50/60

Blue 2 & Dark Red: base colors.

Preview final design

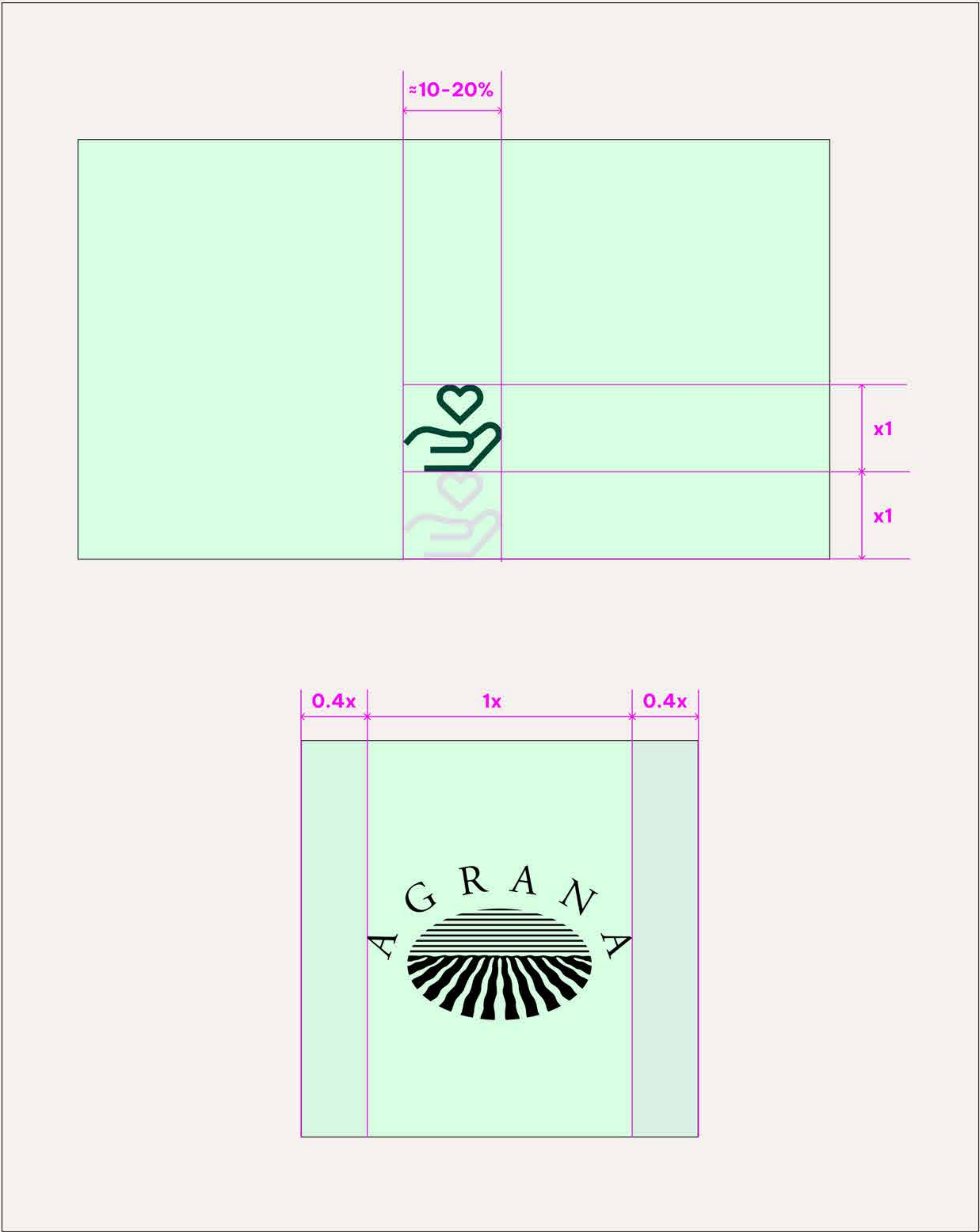


Caps

Specifications are based on a standard 2-frontal panel cap design. Design applications are relative and may be adapted as required to accommodate manufacturing capabilities across suppliers.

Branding is intentionally subtle, featuring an embroidered icon on the front as the primary graphic element and a small logo application on the back.

Alternatively, the logo may be applied on a small sewn brand label positioned on the back of the cap, provided it remains discreet and does not become a dominant design element.



Logo

Position: back of the cap. Horizontally and vertically centred on the embroidery area.

Size: width is as small as possible depending on the available space, ensuring a minimum size of 20mm and a safe space of 1/4 of the total width of the logo.

Logo version: black logo artwork.

Graphic area

Position: Horizontally centred, vertically bottom-aligned within the format leaving x1 icon size as safe space below.

Size: width $\approx 10-20\%$ of total format width.

Design: Embroidery icon produced in Green 1.

Color specifications

Green 6		Green 1	
PMS-C	621 C	PMS-C	3308 C
PMS-U	9041 U	PMS-U	336 U
CMYK-C	10/0/10/0	CMYK-C	90/10/65/70
CMYK-U	10/0/10/0	CMYK-U	90/30/75/30

Green 6: base color.

Green 1: icon

Preview final design



Socks

The sock collection includes both a minimal and a more expressive design approach. Their specific design specification follows in the next pages. Both designs can be combined on 3-set or as single pair as shown.

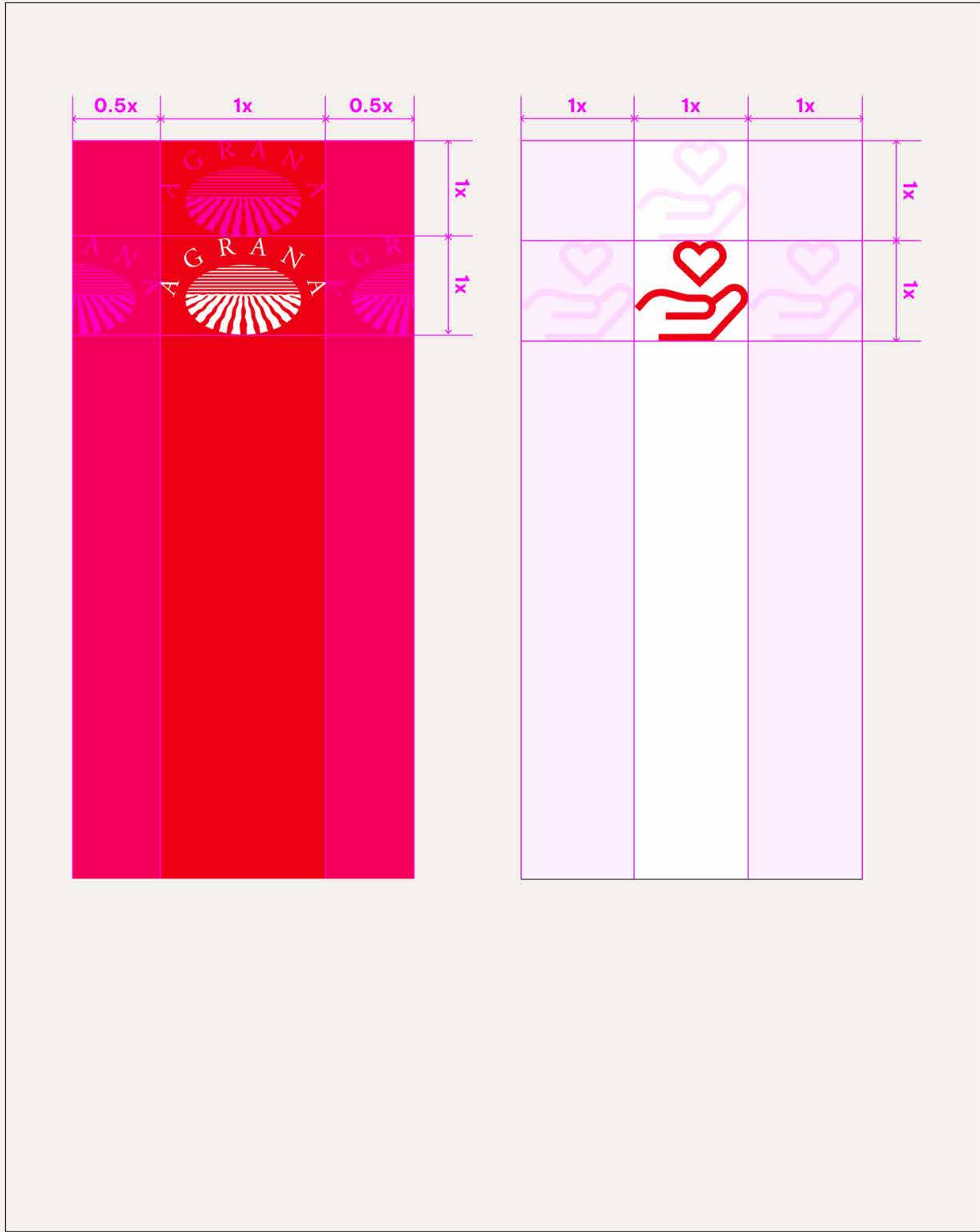
The logo is not applied directly to the socks (except for the logo-specific design) but appears on the packaging label which should be customised when possible.

Long sock models are preferred to accommodate the design application. Cotton-rich fabrics are recommended.



Socks *minimal*

The minimal options consist of a white sock featuring a small embroidered AGRANA Red icon and a AGRANA Red sock with a subtle white logo application positioned on the upper section of the sock.



Logo

Position: horizontally centred, vertically top-aligned, maintaining a clear space equal to x1 logo height from the top.
Size: width is as small as possible depending on the available space, ensuring a minimum size of 20mm and a safe space of 1/2 of the logo width.
Logo version: white logo artwork.

Graphic

Position: horizontally centred, vertically top-aligned, maintaining a clear space equal to x1 icon height from the top.
Size: width is as small as possible depending on the available space, ensuring a safe space of x1 icon width.
Design: AGRANA Red

Color specifications

AGRANA Red	
PMS-C	2035 C
PMS-U	2035 U
CMYK-C	0/100/100/0
CMYK-U	0/100/100/0

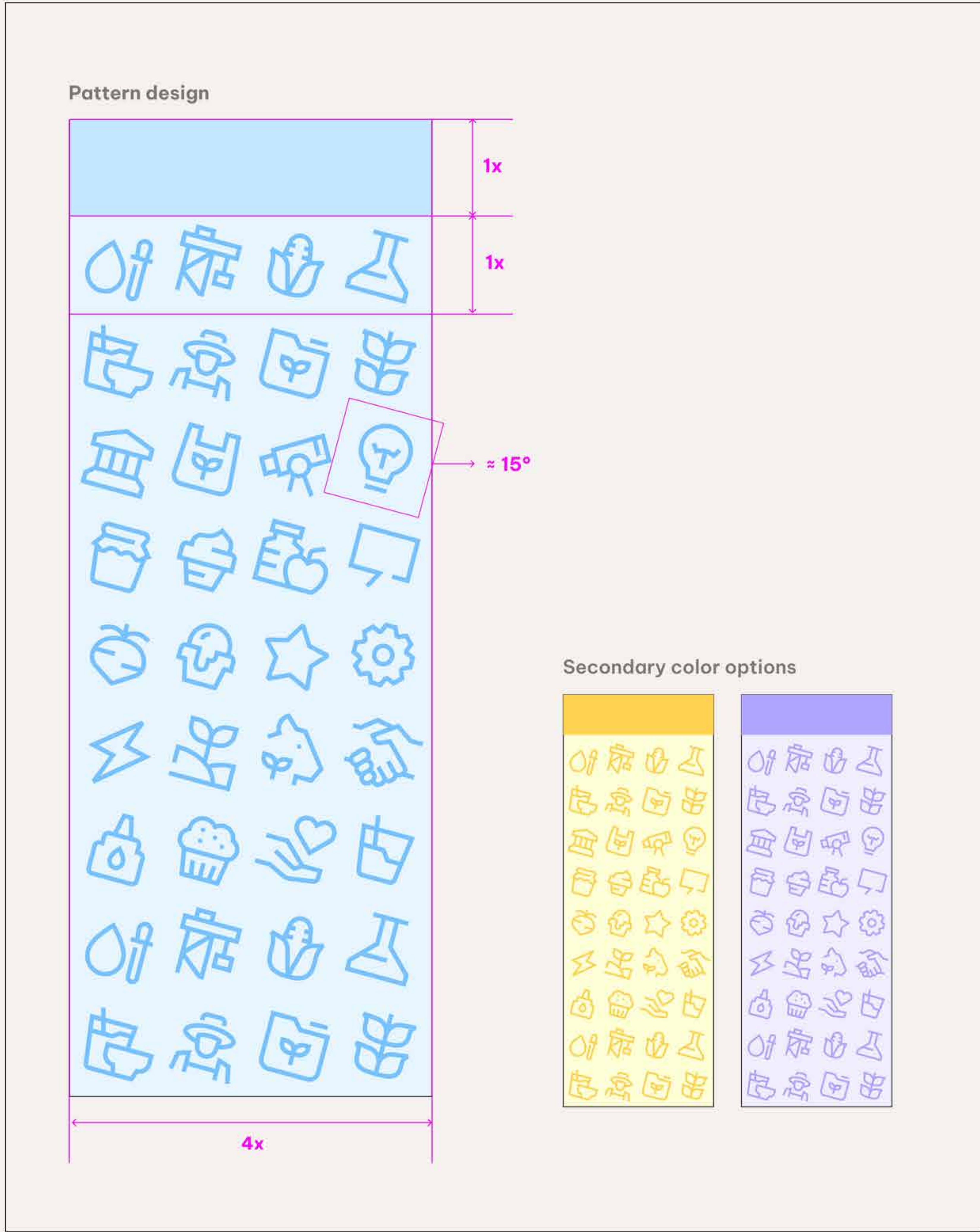
AGRANA Red: base color and icon.

Preview final design



Socks *expressive*

The expressive option incorporates an all-over icon pattern, additional colour combinations, and a coloured stripe detail on the upper cuff, creating a more playful and dynamic brand expression.



Logo

The logo is not applied directly to the sock in this case but instead appears on the packaging label, when possible.

Graphic area

The design pattern may include any of the approved brand icons. These should be spaced evenly both horizontally and vertically, and rotated by $\approx 15^\circ$.

The pattern size should ensure that at least 4 icons fit across the width of each side of the sock, creating balanced appearance. The pattern includes a coloured upper stripe with a height equal to one row of icons.

Color specifications

Blue 1: upper stripe
Blue 2: icon pattern
Blue 3: base color

Yellow 4: upper stripe + pattern
Yellow 6: base color

Purple 4: upper stripe + pattern
Purple 6: base color

*see color values on page 05.

Preview final design

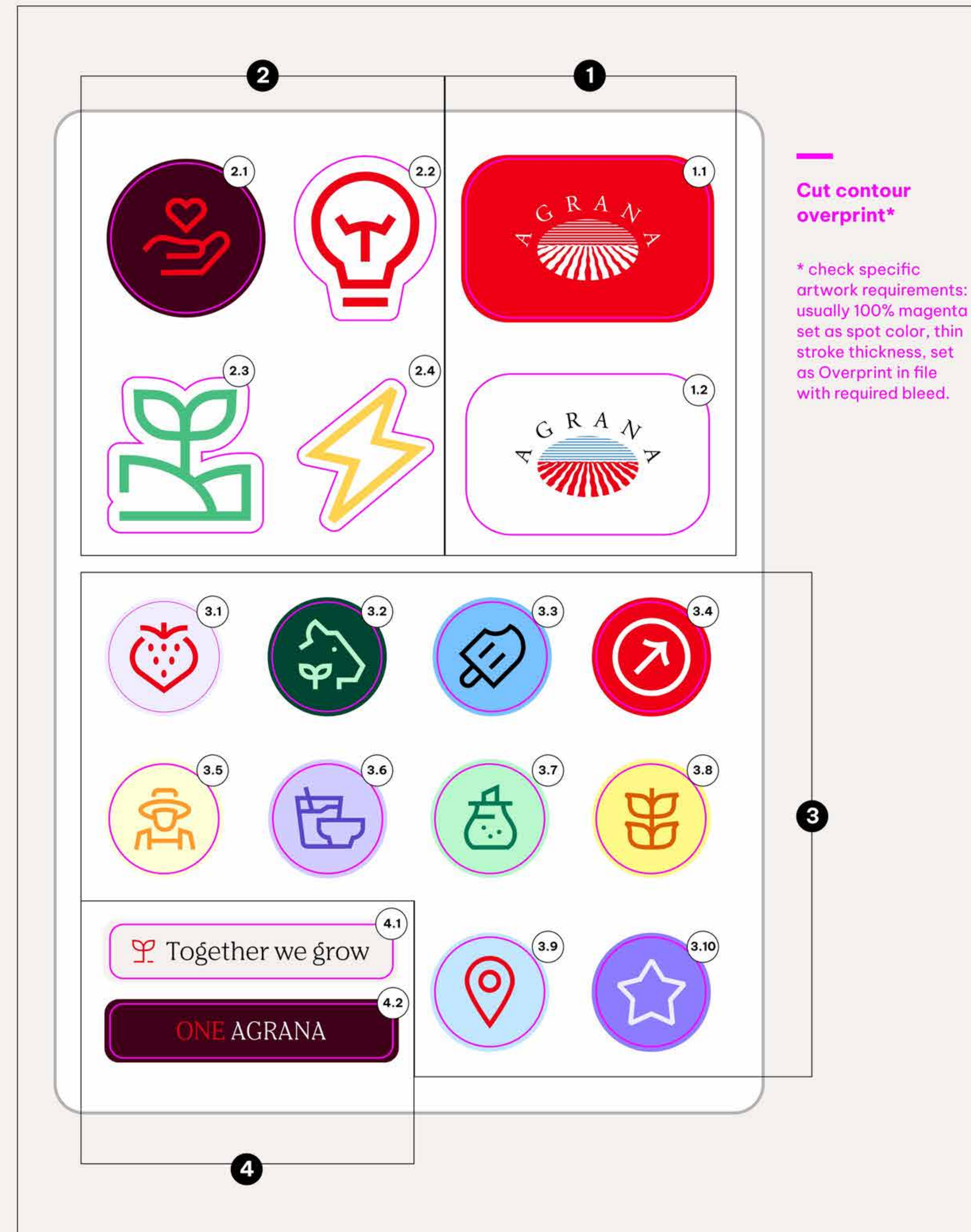


Sticker set

The sticker set consists of an A5 sheet containing a selection of approved brand assets, including logos, icons, typographic messages, and graphic elements.

Sticker sizes, shapes, and colours may vary depending on production capabilities and requirements.

A matte finish is preferred to achieve a premium appearance and improve durability. Kiss-cut production on an A5 backing sheet is recommended to facilitate application and handling.



Graphic area

The sticker sheet includes four sticker categories:

- 1 x2 rounded rectangular:** featuring two color combinations of the logo.
- 2 x4 large:** including x1 circular sticker and x3 kiss-cut stickers following the shape of the icons.
- 3 10 small circular:** featuring various icons in different colour combinations.
- 4 2 slim rectangular:** featuring the messages “Together we grow” accompanied by an icon, and “ONE AGRANA”, both set in AGRANA Serif Pro.

Preview final design



Color specifications

*see color values on page 05.

- | | |
|--|--|
| <p>1 1.1: AGRANA Red base color
1.2: white base color</p> <p>2 2.1: Dark Red + AGRANA Red
2.2: white + AGRANA Red
2.3: white + Green 3
2.4: white + Yellow 4</p> <p>4 4.1: Grey 3 + AGRANA Red + black
4.2: Dark Red + AGRANA Red + white</p> | <p>3 3.1: Purple 6 + AGRANA Red
3.2: Green 1 + Green 6
3.3: Blue 1 + black
3.4: AGRANA Red + white
3.5: Yellow 6 + Yellow 5
3.6: Purple 2 + Purple 5
3.7: Green 2 + Green 5
3.8: Yellow 2 + Yellow 5
3.9: Blue 2 + AGRANA Red
3.10: Purple 5 + Purple 6</p> |
|--|--|



Thank you