

**BRAND GUIDELINES**  
UPDATED 2024



# CONTENT

## 1. INTRODUCTION

### 1.1 About AGRIYUG

## 2. BRAND IDENTITY

### 2.1 Logo

### 2.3 Backgrounds

### 2.5 Typography

### 2.2 Colour Usage

### 2.4 Incorrect Usage

### 2.6 Colour Palette

## 3. BRAND APPLICATIONS

### 3.1 Stationery

### 3.4 Caps

### 3.2 ID Cards

### 3.5 Packaging

### 3.3 Merchandise

## 4. Vehicle Mockups

### 4.1 Mini Truck

### 4.2 Container



# 1 • INTRODUCTION



# Welcome to AgriYug,

Your Globally Trusted Partner in Agricultural Trade.

We export diversified products: Ethanol, Sesame Seeds, Rice, Soya Beans, Liquor, Sugar, Chemicals, Commodities, Personal Care, and Cosmetics, Construction Chemicals, Flavor, and Fragrances, various types of food ingredients. Having a robust presence in the international markets with a motto of quality and reliability, AgriYug strives hard to meet our customers' requirements all across the globe.

The background of the slide is a dark, textured image of stacked bamboo poles. The poles are arranged vertically, showing their natural grain and some reddish-brown staining or markings. The lighting is dim, creating a moody and rustic atmosphere.

# 2. BRAND IDENTITY







Creative Combination of A and Y represents crops.  
A sugarcane branch adding more related meaning to Agriyug Name.  
2 color shades of Green bringing logo's liveliness to upfront.



# AGRIYUG

# COLOR USAGE

Logo option A should preferably used everywhere because of the black background.  
Option B and C are used for stationary purposes.





# BACKGROUNDS



# INCORRECT USAGE



1. Do not change, distort or skew the logo's shape, orientation or direction.



2. Do not use the logo as part of any other symbol or enclosed in a shape.



3. Do not change the logotype colours.

# TYPOGRAPHY

## PRIMARY (For Headings)

**Cormorant** (SemiBold)

Aa Bb Cc Dd Ee Ff Gg Hh Ii jJ Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SECONDARY (For Headings)

**Helvetica** (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii jJ Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# COLOR PALETTE

## MAIN COLORS

Color 1			Color 2		
CMYK	RGB	HEX	CMYK	RGB	HEX
C 74%	R 56	#41a377	C 88%	R 16	#10553a
M 13%	G 163		M 40%	G 85	
Y 69%	B 119		Y 82%	B 58	
K 1%			K 39%		



# 3 • BRAND APPLICATIONS





To the Former Stockholders of Confirma, Inc:

We welcome you as shareholders of Merge Healthcare. We are pleased to inform you that on September 1, 2014, Merge Healthcare Inc. merged with a subsidiary of Merge Healthcare Incorporated. As a result of the merger, each share of Confirma preferred stock that was converted into and represents the right to receive one share of Merge Healthcare common stock, as defined in the Agreement of Merger, in lieu of any fractional shares of Merge Healthcare common stock.

Please read and follow carefully the enclosed instructions regarding the Merge Healthcare stock certificate and cash payment. Please complete, sign, date and return the enclosed Letter of Transmittal with your Confirma stock certificate(s) in accordance with the instructions and the enclosed instructions. Each person listed on the stock certificate as a registered holder must sign the Letter of Transmittal. Please send a separate Letter of Transmittal for each certificate received. Photocopies of the Letter of Transmittal may be used. For more information, contact the exchange agent, American Stock Transfer & Trust Company, at (877) 248-6417 or at (718) 921-8317.

Please note that the method of delivery is at your option. If you send documents by mail, we strongly recommend that you use registered mail, insured, with return receipt requested.

Following receipt of your Confirma certificate(s) and the Letter of Transmittal, the exchange agent will mail your Merge Healthcare stock certificate and cash payment, if any, for your shares to the address shown for you in the "Account Registration" section unless you provide a different address in accordance with the special delivery instructions in the Letter of Transmittal.

We are pleased to have you as a stockholder of Merge Healthcare and look forward to enjoying your continued support of the combined company.

Sincerely yours,

MERGE HEALTHCARE INCORPORATED

To, \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Tilak Road, Pune - 411030  
agriyug@gmail.com 123 456 7890



# Stationery





# ID Cards

# Merchandise



# Caps







# Packaging



# Packaging





# 4 • VEHICLE MOCKUPS





**AGRIYUG**  
LEADING THE ERA OF AGRICULTURE AND ENERGY

**AGRIYUG**  
LEADING THE ERA OF AGRICULTURE AND ENERGY

**AGRIYUG**



CARRIER

 **AGRIYUG**  
LEADING THE ERA OF AGRICULTURE AND ENERGY  
[www.agriyug.com](http://www.agriyug.com)







Designed By **AJ CUSTOMS®**