



AERIAL
SURVEYING



DATA
MAPPING



NUTRIENT
MANAGEMENT

LANDHUB

STYLEGUIDE V1.1

2020

STYLEGUIDE

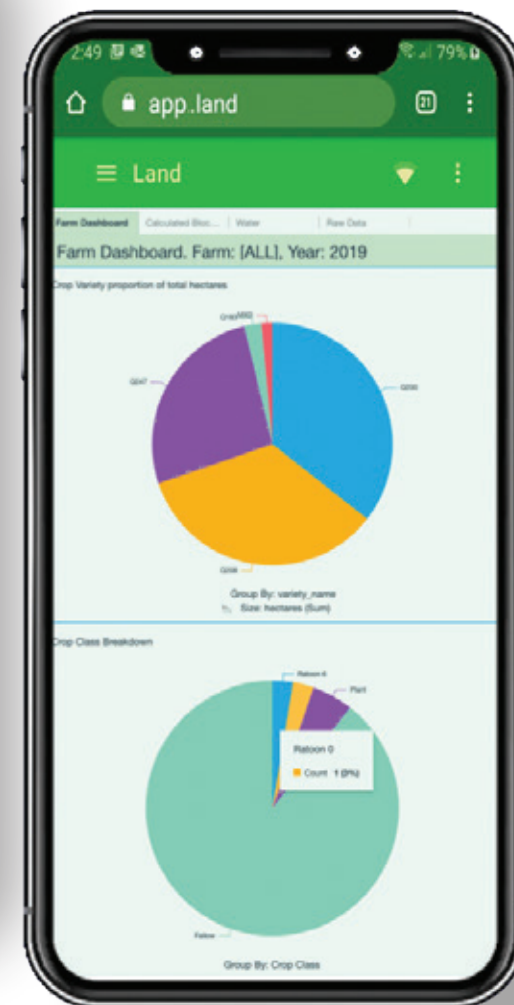
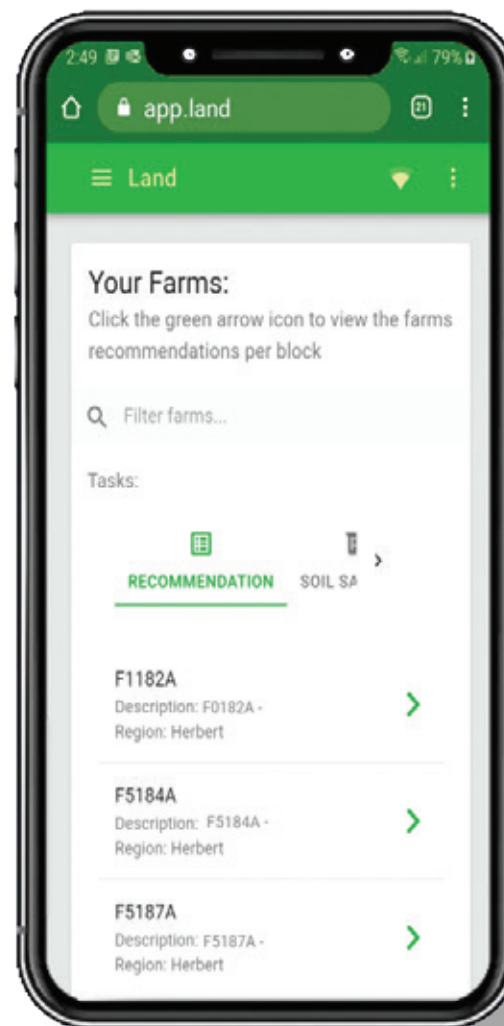
landhub.com.au



FARMING KNOWLEDGE IN YOUR POCKET.

LAND HUB was developed in 2019 in consultation with growers and agronomists across the Queensland sugarcane and horticultural industries to address the need for easier access to key information to support farming decisions for productivity improvement.

LAND HUB is the knowledge bank for your farm information.



MAIN USAGE: LAND_LOGO_FINAL



SECONDARY: LAND_LOGO_FINAL_MONO



SECONDARY: LAND_LOGO_FINAL_REVERSE

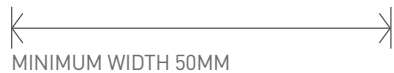


SECONDARY: LAND_LOGO_FINAL_MONO_REVERSE

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LOGO MAIN



LOGO WITH MINIMUM CLEARSPACE = X HEIGHT

✗ INCORRECT LOGO USE



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DO NOT USE LOGO INCOMPLETE



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DO NOT APPEND ANY ADDITIONAL INFORMATION



DO NOT USE COLOUR LOGO ON COLOURED BACKGROUND, IMAGES OR FACES.



DO NOT USE REVERSE COLOUR LOGO ON LIGHT BACKGROUND

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WEB 6CC24A

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PANTONE PROCESS BLUE C
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DARKER BLUE

PANTONE 7690 C
CMYK 95_41_10_0
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LIGHT-MID GREEN

PANTONE 347 C
CMYK 93_0_100_0
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MID GREEN

PANTONE 348C
CMYK 96_2_100_12
WEB 00843D

DARKER GREEN

PANTONE C
CMYK 100_0_100_40
WEB 0

[ONLY USED FOR CONTRAST BEHIND COPY]

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz !@\$\$%&*<>?

DIN 2014 BOLD

Used for headlines in copy, bolded details and names in reports

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz !@\$\$%&*<>?

DIN 2014 REGULAR

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SECONDARY FONTS

Our secondary font is Arial which is intended to be used in templates like In-House reports, Powerpoint presentations, Word based Flyers etc.

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ARIAL BOLD

Used for headlines

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ARIAL LIGHT

Used for all small print info, body copy, sub-headers, details



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