

Publication guide

November 2021



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About the publication guide

This guide has been designed to assist delivery partners with requirements relating to branding and funding statements for project outputs that have been funded by Hort Innovation.

When should branding and funding acknowledgement be included?

Many Hort Innovation projects involve producing and disseminating material such as:

- Publications (including books, newsletters, e-newsletters, brochures, fact sheets)
- Scientific papers
- Workshop and field day signage
- PowerPoint presentations
- Conferences
- Websites, webinars and videos
- Milestone and final reports
- Media releases
- Social media
- Material associated with levy-funded roles (including role titles, role collateral such as business cards and email signatures).

The material must acknowledge the investment industry and contributions the Australian Government have made through use of the appropriate funding block, or logo and funding statement. The funding acknowledgements must be included in all material from Hort Innovation R&D projects. All milestone and final reports must also be completed according to the relevant Hort Innovation templates.

For levy fund (strategic levy investment) projects, the use of a funding block is an alternative to the use of a separate logo and funding statement, and easy to drop into documents and layouts.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund. Funding blocks are available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

If your layout or requirements mean a funding block is not suitable – or if a funding block is not available for your type of project – the appropriate logo and funding statement must be used in combination instead. Logos can be downloaded from links in this guide and are also available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide. An exception to this is scientific papers only require the appropriate funding statement and do not require a logo or a funding block.

Why are the logo and funding statement required?

As a grower-owned research and development corporation (RDC), Hort Innovation must ensure growers are able to quickly and easily identify how their levies and funds from the Australian Government are spent.

Project-specific websites, social media accounts and project logos

The Hort Innovation Communications team must be consulted prior to the creation of any project-specific logo, website or social media account. Contact communications@horticulture.com.au for advice.

How to use the publication guide

Five steps to branding and acknowledging funding for a project output funded by Hort Innovation:

- 1 Find out the requirements that are relevant to your project**
Go to pages 4 to 10
- 2 Download the resources you need from the delivery partner section of Hort Innovation's website**
Go to page 11
- 3 Apply the disclaimer and legal notices**
Go to page 12
- 4 Submit your project outputs for approval**
Go to page 13

Strategic levy investment

All levy-funded R&D communication outputs and media releases funded by Hort Innovation must at some point include the appropriate funding acknowledgement. There are two options to acknowledge project funding, depending on your project output, layout and preference. The first is a complete 'funding block', which as described below comprises a fund-specific logo and funding statement. The second option is to use the appropriate logo and a separate funding statement, also described below. These methods of acknowledgment recognise the type of funding allocated to the project, where funds from an industry levy are used and Australian Government contributions.

Funding block

The use of a funding block is an option for acknowledging funding. It is an alternative to the use of a separate logo and funding statement for strategic levy investment projects.

A funding block includes the fund-specific logo and appropriate funding statement for a particular levy fund.

Funding blocks are available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

If the levy-funded project uses funds from multiple levy industries, no funding block is available. See page 9 for more information.

For information on positioning the funding block, see page 23.

Logo-lock

When a funding block is not used, a fund-specific logo-lock (see example below) must be included in all project communication outputs.

Fund-specific logo-locks are available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide. For information on the core logos and fund-specific logo-locks, and how to use them correctly, see pages 14 to 23.



Funding statement

When a funding block is not used, the appropriate funding statement must be included at some point in all project communication outputs. The only acceptable funding statement where a single industry levy is used is:

"This project has been funded by Hort Innovation, using the < insert industry > research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

Example: This project has been funded by Hort Innovation, using the banana research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture."

**See next page for: Fund name protocol; Project name and code protocol;
Hort Innovation name protocol**

Strategic levy investment

Fund name protocol

In the first instance, Hort Innovation fund names must be referred to in the full format, for example, Hort Innovation Raspberry and Blackberry Fund.

The fund name may then be shortened to the fund name only, for example, Raspberry and Blackberry Fund.

Project name and code protocol

In addition to the funding block or logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy fund using one of the following formats:

- 1 The strategic levy investment project < insert project name > (< insert project code >) is part of the Hort Innovation < insert fund name > Fund.

Example: The strategic levy investment project Managing pests in cherry orchards (CY16001) is part of the Hort Innovation Cherry Fund.

- 2 The project < insert project name > (< insert project code >) is a strategic levy investment under the Hort Innovation < insert fund name > Fund.

Example: The project Managing pests in cherry orchards (CY16001) is a strategic levy investment under the Hort Innovation Cherry Fund.

- 3 A strategic levy investment, the project < insert project name > (< insert project code >) is part of the Hort Innovation < insert fund name > Fund.

Example: A strategic levy investment, the project Managing pests in cherry orchards (CY16001) is part of the Hort Innovation Cherry Fund.

This is with the exception of media releases, which do not require a full project name and code, but do require acknowledgment of the project, being “a strategic levy investment under the Hort Innovation < insert fund name > Fund.”

Hort Innovation name protocol

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

The organisation must not be referred to as HIA, HI, HIAL or any other acronym.

The organisation must not be referred to as Horticulture Innovation Australia or Hort Innovation Australia Limited except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

In formal and legal communication, the only acceptable reference for the organisation in the first instance is Horticulture Innovation Australia Limited. It may then be abbreviated to Hort Innovation.

To obtain the legal notice and disclaimer go to page 12 of this guide.

Hort Frontiers

strategic partnership initiative

The funding statement along with the appropriate branding must be included at some point in all R&D project communication outputs and marketing media releases. The statement recognises the type of funding allocated to the project, where funds from an industry levy are used, co-investment details and any Australian Government contributions.

Logo-lock

The appropriate Hort Frontiers fund logo-lock (see examples below) must be included in all R&D project communication outputs.

The fund logo-locks are available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide. For information on the core logo and fund-specific logo-locks, and how to use them correctly, see pages 14 to 23.



Funding statement

The appropriate funding statement must be included at some point in all R&D project outputs. The only acceptable funding statement is:

"< insert project name > is funded by the Hort Frontiers < insert fund name >, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from < insert list of contributing partners > and contributions from the Australian Government."

Example: Larval diets for high-productivity mass-rearing is funded by the Hort Frontiers Fruit Fly Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from A-Company, B-Company and C-Company and contributions from the Australian Government."

Hort Frontiers name protocol

Hort Frontiers

Hort Frontiers must be referred to as Hort Frontiers. It must not be abbreviated. In the first instance, Hort Frontiers must include the by-line: Hort Frontiers strategic partnership initiative. It can then be shortened to Hort Frontiers.

Hort Frontiers funds

In the first instance, a Hort Frontiers fund name must be referred to in the full format and as part of the initiative: Hort Frontiers < insert fund name >, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation.

Example: Hort Frontiers Green Cities Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation.

The fund name may then be shortened, for example, Green Cities Fund.

See next page for: Project name and code protocol; Hort Innovation name protocol

Hort Frontiers

strategic partnership initiative

Project name and code protocol

In addition to the logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy fund using one of the following formats:

- 1 The strategic partnership initiative project < insert project name > (< insert project code >) is part of the Hort Frontiers < insert fund name >.

Example: The strategic partnership initiative project Larval diets for high-productivity mass-rearing (XX16001) is part of the Hort Frontiers Fruit Fly Fund.

- 2 The project < insert project name > (< insert project code >) is a strategic partnership initiative under the Hort Frontiers < insert fund name >.

Example: The project Larval diets for high-productivity mass-rearing (XX16001) is a strategic partnership initiative under the Hort Frontiers Fruit Fly Fund.

- 3 A strategic partnership initiative, the project < insert project name > (< insert project code >) is part of the Hort Frontiers < insert fund name >.

Example: A strategic partnership initiative, the project Larval diets for high-productivity mass-rearing (XX16001) is part of the Hort Frontiers Fruit Fly Fund.

This is with the exception of media releases, which do not require a full project name and code.

Hort Innovation name protocol

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

The organisation must not be referred to as HIA, HI, HIAL or any other acronym.

The organisation must not be referred to as Horticulture Innovation Australia or Horticulture Innovation Australia Limited except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

In formal and legal communication, the only acceptable reference for the organisation in the first instance is Horticulture Innovation Australia Limited. It may then be abbreviated to Hort Innovation.

To obtain the legal notice and disclaimer go to page 12 of this guide.

Combined funding

Funding blocks are not available for projects funded with multiple levy funds. The funding statement along with the Hort Innovation logo must be included at some point in all R&D project communication outputs and marketing media releases funded by Hort Innovation. The statement recognises the type of funding allocated to the project, where funds from an industry levy are used, strategic partnership initiative details and any Australian Government contributions.

Logo

For projects funded with multiple levy funds, the Hort Innovation logo must be included at some point in all R&D project outputs. Individual fund-specific logos are not required for projects funded by more than one industry.

The Hort Innovation core logo is available at the delivery partner section of Hort Innovation's website – for more information go to page 11 of this guide.

Funding statement

When a funding block cannot be used, the appropriate funding statement must be included at some point in all project communication outputs. The only acceptable funding statement is:

“This project has been funded by Hort Innovation, using the < insert industries > research and development levies and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.”

Example: This project has been funded by Hort Innovation, using the cherry and raspberry and blackberry research and development levies and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Fund name protocol

With multiple funds, in the first instance, Hort Innovation fund names must be referred to in the full format, for example, Hort Innovation Cherry and Raspberry and Blackberry Funds.

The fund names may then omit 'Hort Innovation', for example, Cherry and Raspberry and Blackberry Funds.

Grant projects

Grant projects have their own requirements for funding acknowledgment. Please contact your Hort Innovation project contact by email to discuss the requirements further.

See next page for: Project name and code protocol; and Hort Innovation name protocol

Combined funding

Project name and code protocol

In addition to the logo and funding statement, it is a requirement to also weave project acknowledgement and naming into your communications narrative.

A project must be referred to by its full name and code, linking to the appropriate Hort Innovation levy funds using one of the following formats:

- 1 The strategic levy investment project < insert project name > (< insert project code >) is part of the Hort Innovation < insert industry and industry > Funds.

Example: The strategic levy investment project Managing pests in cherry orchards (MT16001) is part of the Hort Innovation Cherry and Raspberry and Blackberry Funds.

- 2 The project < insert project name > (< insert project code >) is a strategic levy investment under the Hort Innovation < insert industry and industry > Funds.

Example: The project Managing pests in cherry orchards (MT16001) is a strategic levy investment under the Hort Innovation Cherry and Raspberry and Blackberry Funds.

- 3 A strategic levy investment, the project < insert project name > (< insert project code >) is part of the Hort Innovation < insert industry and industry > Funds.

Example: A strategic levy investment, the project Managing pests in cherry orchards (MT16001) is part of the Hort Innovation Cherry and Raspberry and Blackberry Funds.

This is with the exception of media releases, which do not require a full project name and code.

Hort Innovation name protocol

Casual, project communication and milestone report name use

The organisation must be referred to as Hort Innovation. It must not be abbreviated.

The organisation must not be referred to as HIA, HI, HIAL or any other acronym.

The organisation must not be referred to as Horticulture Innovation Australia or Horticulture Innovation Australia Limited except in relation to legal notices and other formal disclaimers, as below.

Legal notices and other formal disclaimers

In formal and legal communication, the only acceptable reference for the organisation in the first instance is Horticulture Innovation Australia Limited. It may then be abbreviated to Hort Innovation.

To obtain the legal notice and formal disclaimer go to page 12 of this guide.

Media requirements

Traditional media

In all instances, the Hort Innovation Communications team must be advised prior to the development of a media release, a story pitch to a media outlet or as soon as a delivery partner is approached by a journalist for an interview.

Following that, all media responses and media releases need to be approved by the Hort Innovation Communications team via communications@horticulture.com.au.

Social media

Where practical, Hort Innovation should be tagged in social media content related to projects, with the applicable branding used in any articles. Social media handles include:

- Facebook: facebook.com/hortinnovation/
- LinkedIn: linkedin.com/company/hort-innovation/
- Twitter: @Hort_Au
- Instagram: [hortinnovation_au](https://instagram.com/hortinnovation_au)

Marketing-related media

In the body of marketing media releases, the following attributions are acceptable:

- Backed by industry through Hort Innovation
- Supported by industry through Hort Innovation.

The following boilerplate must also be included in media releases:

ABOUT HORT INNOVATION

Hort Innovation is a not-for-profit, grower-owned company that delivers more than \$120 million in research, development and marketing activities on behalf of Australian horticulture each year.

Delivery partner

section of Hort Innovation's website

The delivery partner section of the Hort Innovation website contains:

- Resource material for branding, funding statements and fund blocks that are required for project outputs funded by Hort Innovation
- The current list of current tenders and opportunities.

Website addresses and links

Delivery partner section of Hort Innovation's website

Website address: www.horticulture.com.au/delivery-partners

Levy funds – funding blocks and logo-locks

Resource packages that include the logos and funding blocks for each fund in a range of formats for various publishing mediums are available at the delivery partner section of Hort Innovation's website and by using the links below.

[Almond Fund](#)

[Apple and Pear Fund](#)

[Avocado Fund](#)

[Banana Fund](#)

[Blueberry Fund](#)

[Cherry Fund](#)

[Chestnut Fund](#)

[Citrus Fund](#)

[Custard Apple Fund](#)

[Dried Grape Fund](#)

[Dried Tree Fruit Fund](#)

[Lychee Fund](#)

[Macadamia Fund](#)

[Mango Fund](#)

[Melon Fund](#)

[Mushroom Fund](#)

[Nashi Fund](#)

[Nursery Fund](#)

[Olive Fund](#)

[Onion Fund](#)

[Papaya Fund](#)

[Passionfruit Fund](#)

[Persimmon Fund](#)

[Pineapple Fund](#)

[Pistachio Fund](#)

[Potato – Fresh Fund](#)

[Potato – Processing Fund](#)

[Processing Tomato Fund](#)

[Prune Fund](#)

[Raspberry and Blackberry Fund](#)

[Strawberry Fund](#)

[Summerfruit Fund](#)

[Sweetpotato Fund](#)

[Table Grape Fund](#)

[Turf Fund](#)

[Vegetable Fund](#)

Hort Innovation logos

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available at the delivery partner section of Hort Innovation's website and by using the link below.

Link: [Hort Innovation logo package](#)

Hort Frontiers funds – logo-locks

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available at the delivery partner section of Hort Innovation's website and by using the links below.

[Advanced Production](#)

[Systems Fund](#)

[Fruit Fly Fund](#)

[Green Cities Fund](#)

[Health, Nutrition & Food](#)

[Safety Fund](#)

[International Markets Fund](#)

[Leadership Fund](#)

[Pollination Fund](#)

Legal requirements

Legal documents

Hort Innovation project communication material such as websites, books, posters and information brochures, which provide advice to industry, should be accompanied by a disclaimer and legal notice.

On the project resources page at the delivery partner section of the Hort Innovation website, the following resources can be downloaded for use:

- Disclaimer
- Legal notice
- Privacy collection notice
- Privacy policy
- Talent release form
- Crowd notice
- Website terms of use and cookie policy.

Link: [Project resources page](#)

Legal requirements for websites

Hort Innovation has specific requirements in relation to websites developed during our projects which are proprietary to Hort Innovation. This includes, amongst other things, the inclusion of the Hort Innovation privacy policy, website terms of use, and cookies policy, and depending on the functionality of the website, a privacy collection notice.

These documents can be found in the delivery partner section of the Hort Innovation website.

These documents may require revision depending on the website functionality. Before registering a domain or developing a website please reach to Hort Innovation's Communications team by email at communications@horticulture.com.au to ascertain the full requirements by Hort Innovation.

Approval procedure

All project communication material funded by Hort Innovation R&D must be submitted to Hort Innovation for review and approval prior to distribution.

This includes publications such as fact sheets, scientific papers, signage and other publishing materials. Information on approvals for media releases on page 10 and websites on page 12.

This is a contractual obligation to ensure:

1. Collaboration
2. Appropriate recognition of funding
3. Hort Innovation is aware of media and other activity being generated about its funded projects
4. All available communications channels are being utilised.

Material should be submitted to your Hort Innovation project manager by email or Hort Innovation's Communications team at communications@horticulture.com.au for review and approval prior to distribution.

Hort Innovation will aim to provide a response within two working days.

Once approved, Hort Innovation should be provided with a final copy of the material for reference and, where appropriate, circulation.

Logos

Requirements regarding the colour and placement of the various logos are outlined on the following pages. The Australian Government Coat of Arms should not be featured unless it is a project funded through the Australian Government Rural Research and Development for Profit program. If this is the case, please contact the Hort Innovation Communications team at communications@horticulture.com.au for more details.

Any item carrying a core logo or logo-lock must be approved by Hort Innovation prior to release and distribution. For approval please contact the Hort Innovation Communications team by email at communications@horticulture.com.au.

A range of logo formats are available for various publishing mediums. They are supplied in a logo package that is available at the delivery partner section of Hort Innovation's website and by using the link below.

Website address: www.horticulture.com.au/delivery-partners

Link: [Hort Innovation logo package](#)

Logos

Pantone / CMYK / RGB

Logos

Mono black



How to use the logos

Minimum sizes

Hort Innovation core logo

The 'optimum' minimum size recommended for reproduction of the logo before legibility is compromised is 7mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 5mm high.

Minimum size (optimum)

7mm high

**Minimum size (absolute)**

Mono only; 5mm high



Hort Innovation fund-specific logo-locks

The 'optimum' minimum size recommended for reproduction of the logo-lock before legibility is compromised is 12mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 8mm high.

Minimum size (optimum)

12mm high

**Minimum size (absolute)**

Mono only; 8mm high



How to use the logos

Minimum sizes

Hort Frontiers fund-specific logo-locks

The 'optimum' minimum size recommended for reproduction of the logo-lock before legibility is compromised is 12mm high.

In situations where the size required is less than the 'optimum' minimum size, only the mono black version can be used and the 'absolute' minimum size is 10mm high.

Minimum size (optimum)

12mm high



Minimum size (absolute)

Mono only; 10mm high



How to use the logos

Clear space

Clear space must exist on all sides of the logo to ensure strong and consistent placement of the logo across all applications. This clear space must be free of any other elements such as type, graphic elements or imagery.

Hort Innovation core logo and fund-specific logo-locks

The clear space must be equal to, or greater than 'H', which is the height of the capital H in Hort.

Minimum clear space

'H' equals the height of the capital H in Hort



How to use the logos

Clear space

Hort Frontiers fund-specific logo-locks

The clear space must be equal to, or greater than 'h', which is the height of the h in hort.

Minimum clear space

'h' equals the height of the h in hort



How to use the logos

Non-white and imagery backgrounds

When it is necessary to reproduce a logo or logo-lock on a coloured background or a background that is an image, the logo **MUST** be reproduced in white, as shown below 'absolute' minimum sizes.

Hort Innovation core logo

Colour backgrounds

White core logo only
Absolute minimum size is 9mm high



Black is preferable



Corporate teal
is also preferable



Other corporate colours are
acceptable

Hort Innovation fund-specific logo-locks

Colour backgrounds

White logo-lock only
Absolute minimum size is 12mm high



Black is preferable



Corporate teal
is also preferable



Other corporate
colours are acceptable

How to use the logos

Non-white and imagery backgrounds

When it is necessary to reproduce a logo or logo-lock on a coloured background or a background that is an image, the logo MUST be reproduced in white, as shown below 'absolute' minimum sizes.

Hort Frontiers fund-specific logo-locks

Colour backgrounds

White logo-lock only

Absolute minimum size is 12mm high



Black is preferable



Corporate lime
is also preferable



Other corporate
colours are acceptable

How to use the logos

Imagery backgrounds

The following specifications apply to the Hort Innovation core logo, Hort Innovation fund-specific logo-locks and Hort Frontiers fund-specific logo-locks. The Hort Innovation core logo has been used for demonstration purposes.

White core logos and logo-locks only

Absolute minimum sizes apply



Plain area on image is preferable



Dark area on image is preferable



Detailed area on image is not acceptable



Light area on image is not acceptable

How to use the logos

Logo positioning

Logo or logo-lock with a funding statement

If you are using a core logo or logo-lock with a funding statement, the following recommendations on position apply:

Multi-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or Hort Frontiers projects, or the core logo for projects with combined funding), it is ideal to have the logo on the front cover, plus the logo and funding statement on inside front cover.

Two-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or Hort Frontiers projects, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock on the front cover plus the fund-specific logo-lock and funding statement on the reverse page. Where this is not feasible, the correct positioning is on the reverse page.

One-page documents

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or Hort Frontiers projects, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the page.

Videos

The correct position for the logo or logo-lock is on the opening slide of the video, with the funding statement to be included on the closing slide.

Newsletters and emails

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or Hort Frontiers projects, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the email.

Posters

When using the logo relevant to your project (a logo-lock for single-industry strategic levy investment or Hort Frontiers projects, or the core logo for projects with combined funding), it is ideal to have the fund-specific logo-lock and funding statement at the bottom of the page.

Podcasts

For podcasts or other audio outputs, the funding statement should be verbally stated at the beginning of the recording.

How to use the logos

Funding blocks

If you are using a funding block (available only for single-industry strategic levy investment projects), the block should be positioned at the bottom of one-page documents, on the reverse page of two-page documents, or on the inside front cover of multi-page publications. With booklet-style outputs that have a front cover, it is ideal to also include the fund-specific logo on the front cover, as above.

Funding blocks are provided in colour and mono formats for various publishing mediums. They should be used at a size of 100 per cent, being the size they are provided. They must never be disproportionately resized (stretched in either direction).

Fonts

Consistent use of fonts and typography styles helps create a unified corporate style. As part of its corporate style, Hort Innovation uses a number of fonts.

For professional designers, the font is 'Proxima Nova', which has been used to create the logo. It must be used for all material that will be reproduced in print-based mediums. Note, this does not include Microsoft Office documents that will be printed on a laser copier.

The secondary font is 'Calibri'. This has been used in all Hort Innovation corporate templates and email styles and is acceptable for communication material such as project reporting.

Primary font

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colours

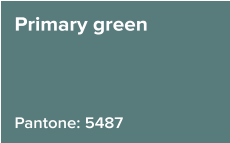
The Hort Innovation brand identity uses four colour palettes.

In the primary colour palette, the green and red are both used in the Hort Innovation core logo. The teal and lime are used in most of our published materials.




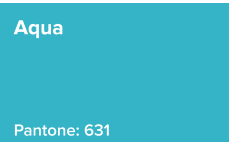

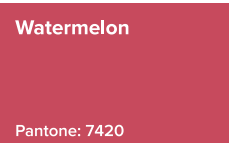
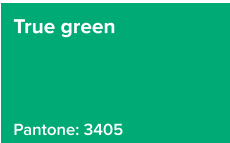
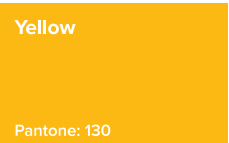
The secondary, tertiary and neutral colour palettes can be used in publications and other material as demonstrated in this document.

The colours can be available in several different colour formats, depending on their intended use. The Pantone and CMYK versions are used for offset and digital printing. The RGB versions are used for digital mediums such as online platforms or websites, television, videos, PowerPoint presentations, and projected displays.

Primary colour palette

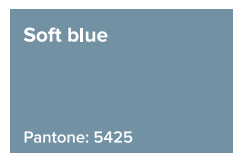
 <p>Primary green</p> <p>Pantone: 5487</p> <p>RGB: 94/119/115 CMYK: 65/40/50/15</p>	 <p>Primary red</p> <p>Pantone: 194</p> <p>RGB: 171/9/47 CMYK: 20/100/85/15</p>	 <p>Teal</p> <p>Pantone: 328</p> <p>RGB: 0/121/123 CMYK: 90/35/50/10</p>	 <p>Lime</p> <p>Pantone: 376</p> <p>RGB: 142/190/63 CMYK: 50/5/100/0</p>
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Secondary colour palette

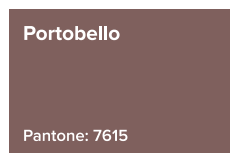
 <p>Clear blue</p> <p>Pantone: 287</p> <p>RGB: 14/78/150 CMYK: 100/80/10/0</p>	 <p>Orange</p> <p>Pantone: Bright Orange</p> <p>RGB: 241/91/34 CMYK: 0/80/100/0</p>	 <p>Violet</p> <p>Pantone: Violet</p> <p>RGB: 71/47/146 CMYK: 90/100/0/0</p>	 <p>Aqua</p> <p>Pantone: 631</p> <p>RGB: 0/172/196 CMYK: 75/10/20/0</p>
 <p>Muted blue</p> <p>Pantone: 548</p> <p>RGB: 6/65/102 CMYK: 100/75/35/25</p>	 <p>Watermelon</p> <p>Pantone: 7420</p> <p>RGB: 202/77/96 CMYK: 0/85/55/0</p>	 <p>True green</p> <p>Pantone: 3405</p> <p>RGB: 0/167/110 CMYK: 100/0/80/0</p>	 <p>Yellow</p> <p>Pantone: 130</p> <p>RGB: 251/185/0 CMYK: 0/30/100/0</p>

Colours

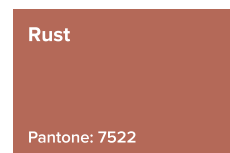
Tertiary colour palette



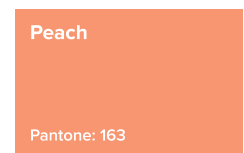
RGB: 125/150/170
CMYK: 55/35/25/0



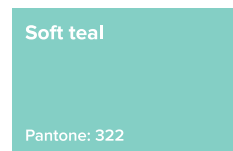
RGB: 136/104/96
CMYK: 40/55/55/20



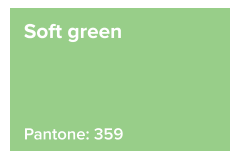
RGB: 185/106/81
CMYK: 20/65/70/10



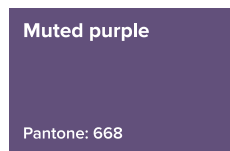
RGB: 248/159/109
CMYK: 0/45/60/0



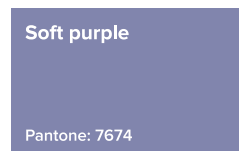
RGB: 151/213/201
CMYK: 40/0/25/0



RGB: 160/208/130
CMYK: 40/0/65/0

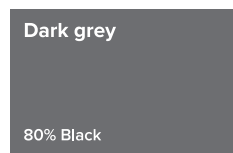


RGB: 112/71/113
CMYK: 100/0/80/0

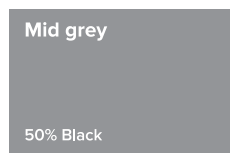


RGB: 137/137/180
CMYK: 50/45/10/0

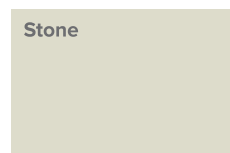
Neutral colour palette



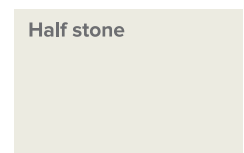
RGB: 109/110/113
CMYK: 0/0/0/70



RGB: 147/149/152
CMYK: 0/0/0/50



RGB: 22/220/203
CMYK: 0/0/10/15



RGB: 236/235/225
CMYK: 0/0/5/8

Contact us

**If you have any further questions, please contact
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