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STYLE GUIDE

Cosmo

Cosmo | Brand Identity Overview

The Logo

Primary



Secondary



Clear Space

Clear Space is the area that should be left blank around the logo.

To apply the Clear Space, use the half height of the text COSMO (x) as a height and width guide.

This is the minimum space requirement.

The Clear Space area can be increased but not decreased.



Minimum logo size

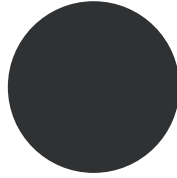


Colour Palette

Primary Palette

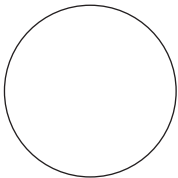


Red
PMS 186 C
CMYK 0 | 91 | 76 | 6
RGB 219 | 0 | 46



Grey
PMS 426 C
CMYK 76 | 64 | 57 | 72
RGB 36 | 39 | 42

Secondary Palette



White
PMS White
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255

Typography

Montserrat

AaBbCc
DdEeFf
012345
6789+;

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!\$%/,,:;-*)

About us

Farm Implements

Farm Implements is a second-generation, family-owned and operated company. We pride ourselves on supplying high quality, reliable tractor implements designed for Australian conditions and Australian farmers. Farm Implements has been the Australian distributors of Cosmo since it was formed back in 1986.

History

Cosmo was established in 1986 and initially it manufactured a wide variety of farm equipment. In 1992 the decision was made to narrow the focus and specialise on fertilizer and salt spreaders. Focusing on spreaders allowed Cosmo to produce products at globally competitive prices and is the reason Cosmo is the largest spreader manufacturer in the world, exporting to more than 50 countries worldwide with a production of more than 25,000 units annually.

Social Media



#ArgriCosmo

#Cosmosrl

Tagline: Italian factory of excellence

Claim: Mother Nature Creates. Cosmo helps.