



**FARM**  
**IMPLEMENTS**  
TRACTOR IMPLEMENT SPECIALISTS

A: 12 Tarmac Way Pakenham Victoria Australia 3810  
T: +61 3 9706 5166  
E: sales@farmimplements.com.au  
W: www.farmimplements.com.au

## STYLE GUIDE

# Kanga

### Kanga | 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 height of the text FARM EQUIPMENT (x) as a height and width guide.

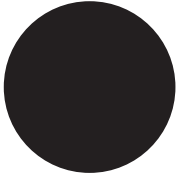
This is the minimum space requirement.

The Clear Space area can be increased but not decreased.



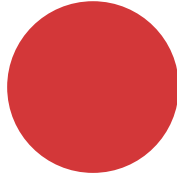
## Colour Palette

### Primary Palette



Black

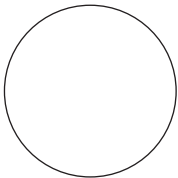
PMS Black  
CMYK 75 | 68 | 67 | 90  
RGB 0 | 0 | 0



Red

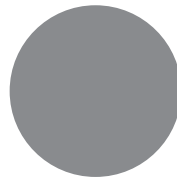
PMS 186 C  
CMYK 10 | 100 | 100 | 0  
RGB 218 | 33 | 40

### Secondary Palette



White

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



Grey

PMS Cool Gray 8 C  
CMYK 0 | 0 | 0 | 55.3  
RGB 137 | 139 | 142

## Typography

Myriad Pro Bold and Regular

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.

### History

Farm Implements was formed by a merger of Kanga Farm Equipment, our manufacturing company, and Caroni Implements, our importing company, and distributes well-known brands; Kanga Farm Equipment, Cosmo Bully and Cosmo.

### Kanga made

Kanga Farm Equipment commenced manufacturing tractor implements in 1983. The design, engineering and manufacturing of our Kanga Farm Equipment implements is controlled in-house, based on invaluable data and feedback from decades operating in the Australian agricultural implement industry.

## Social Media



#kangafarmequipment  
#qualitytractorimplements

Tagline: Kanga Farm Equipment