

# FIREFLY AUTOMATIX

## BRAND STYLE GUIDE

### OUR BRAND STORY

#### Our Core Purpose

We improve people's lives by solving problems through creative disciplined engineering, operational excellence, and epic teamwork.

FireFly Automatrix brings the best and newest technologies to agriculture. We listen to farmers and relentlessly advance improvements. We are the industry leader; Firefly makes sophisticated operations simple to use. Our designs lower maintenance and ownership costs with modular replacements and quality components. We deliver high efficiency for the end-users' profitability and to be better stewards of the Earth. Firefly delivers service that values the urgency of our customers' operations. We value families and strive to enable more quality family time.

#### How we got our name

The origin of the FireFly Automatrix name is two-fold. The FireFly name was adopted for the unique qualities of the firefly in nature. Some firefly species actually synchronize their flashes, and the light produced by fireflies is the most efficient light ever made--nearly 100% of the energy in the chemical reaction is emitted as light. The icon in FireFly's logo represents a firefly with its light and slipstream behind it. It was designed to visually mimic the conveyor of a harvester and to evoke an image of leading out and lighting the way. The second *f* in "FireFly" is capitalized (i.e., FireFly) to emphasize the two words "Fire"--denoting energy and change--and "Fly"--to imply smooth and swift movement that propels forward and upward.

We created the word Automatrix to emphasize the innovative automation in our machines. This replaced the word "equipment" in FireFly's name to more accurately describe our high-tech products. And we think it's pretty cool that we made up our own word.



# COLORS

## Primary FireFly Colors

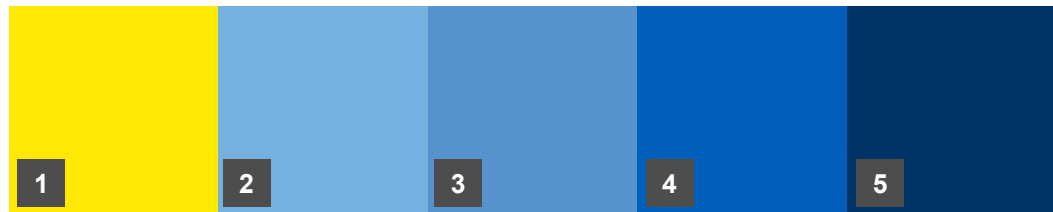
The main FireFly color (4) is a bold and clear blue, best produced as Pantone 300 C, with an accent color of FireFly Yellow (1). Blue 4 should be prominent in all publications. Some of our customers even refer to our machines as “Big Blue.”

The yellow accent color is used for text over a dark blue background (4 or 5) and graphic elements, such as the lightning bug icon in our logo or lines and small blocks of color. Text should be used sparingly over yellow elements, but text should be darker blues (4 or 5) in those cases.



## Color Palette

Blues 2, 3, and 5 can be used for color blocks or contrasting text when used as secondary colors to Blue 4.

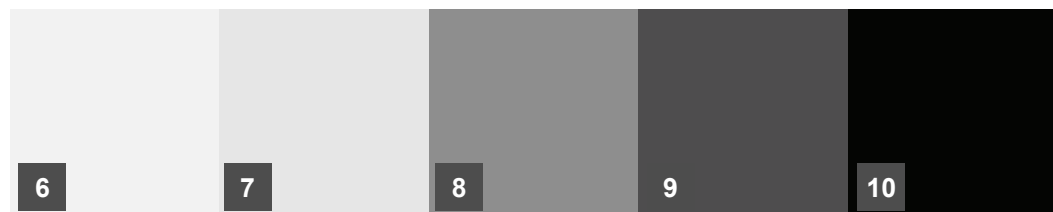


Hex Code	#ffe803	#77afdf	#339bff	#2668ab	#003466
RGB	255 232 3	120 176 223	86 147 206	38 104 171	0 52 102
CMYK	0 4 96 0	51 19 0 0	66 33 0 0	100 58 4 0	100 86 33 23

\*Note: The blue branding colors are not an exact match of the powdercoat paint used on FireFly machines and parts. Our blue paint color is RAL 5015, with a close match of Pantone 2383 C. This Pantone color should only be used outside of our production for machine decals that need to match the paint. Our yellow paint color is RAL 1018 and is a close match to the branding FireFly Yellow (1). Its closest PMS color is Pantone Yellow U.

## Neutrals

White backgrounds should be used liberally, broken up by blocks of colors from the palette and shades of gray. All neutrals and palette colors can be used for text, provided there is adequate contrast to the background. White text can be used over backgrounds of dark colors (4, 5, 8, 9, 10). Neutral text should not be used over a yellow background.





Hex Code	#f2f2f2	#e6e6e6	#8e8e8e	#4d4d4d	#000000
RGB	242 242 243	230 230 230	142 142 142	77 77 77	0 0 0
CMYK	4 2 2 0	8 6 7 0	47 39 39 3	65 58 57 37	75 68 67 90

# LOGOS

## Main Logos

When used on a white background, use the blue/yellow logo or the white/yellow logo in a blue box. When placed on a dark background, use the white and yellow logo. The icon should always be part of the logo. The registered trademark symbol should be included, except in embroidery and machine decals.

White or Light Background	FireFly Blue or Dark Background
	

Minimum size 125 x 63 px

For black and white use:

Space requirements:



For apparel:

Exceptions to the logo guidelines for apparel are that the blue/yellow logo can be used on a black background, and the word "Automatrix" can be omitted from the logo on some apparel, for hats or for a small insignia. The icon can also be used by itself on apparel.



### Other Logos: Data Services and Machine Names

Data services logos have light and dark background options. Machine name logos are only to be used on a blue or dark background. When referring to machine names in text body, regular fonts should be used.

White or Light Background	FireFly Blue or Dark Background
	
	
<p>Do not use machine name logos over a light background or in copy text, except AMP in black. Note that there is a dash in the AMP model names.</p> <p>ProSlab 155C          ProSlab 160          R300          M220          M220-AV          AMP-L100          AMP-X100</p> 	     

### WEBSITE

The main FireFly website is [fireflyautomatix.com](https://fireflyautomatix.com). If someone goes to [www.fireflyautomatix.com](http://www.fireflyautomatix.com), it will redirect to our site, but links should not contain the “www.”

# ICONS

The FireFly icon should always point to the right or front of vehicle, unless it is used within the entire logo. It is referred to as “the FireFly icon” or “the lightning bug.”



The top line of the slipstream is horizontal.



Icon is rotated to match angle of conveyor or head boom. On mowers and non-machine applications, the angle is 17° as shown.



The icon can be used in a circle without the slipstream piece for small applications, such as an icon for a user interface.