BRAND GUIDELINES

Harvest Capture
Brand Guidelines

NMIX Capstone 2026

INTRODUCTION

Welcome to the Harvest Capture Brand Guidelines. This document is your essential resource for understanding and implementing our brand’s visual language.

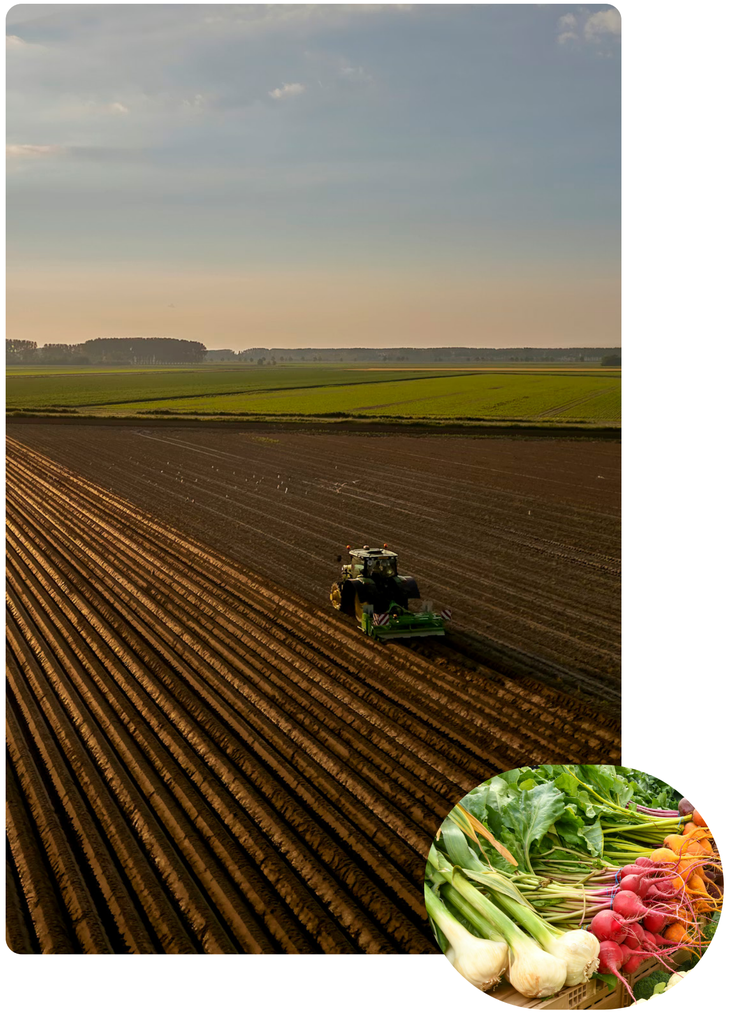
Inside, you’ll find the core elements of our identity—from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

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BRAND OVERVIEW

BRAND POSITIONING



PURPOSE

Harvest Capture hopes to visualize yield variability, optimize production practice, increase financial resilience of fruit/vegetable production, improve environmental sustainability of the farming industry, promote a secure and sustainable food supply, and provide equitable access to healthy and affordable food without sacrificing financial viability of the farms.

VISION

Harvest Capture seeks to utilize current technological advancements and growth operations to scale the grower to crop favorable yield for food production. With a stronger digital presence, their community and sustainability efforts would be supported by their ability to visualize and explain data with original, purposeful technology.

MISSION

Harvest Capture is an innovative solution for agricultural monitoring, production analysis, and field data visualization. Take full control of your operations, track crop performance, and make data-driven decisions to maximize your profitability.

“ Smarter decisions start with better data ”

TAGLINE

TONE OF VOICE

EMPATHETIC.
ADAPTABLE
LISTENERS.

LOCALLY
MINDED.
INCLUSIVE.



ADAPTABLE, NOT SINGULARLY MOTIVATED

Harvest Capture works to integrate their technology into many fields, driven by many purposes. Harvest Capture aims to create the most positive outcomes for any project with any client willing and able to utilize innovative technology.

LISTENERS, NOT SELECTIVELY ENGAGED

Harvest Capture is driven by helping others in the community through best practices. Harvest Capture services partners and clients intentionally, through using customized data and insights to target partner and client demographics and specified needs.

COLLABORATIVE, NOT INDEPENDENT

Harvest Capture aims to work closely with clients and partners, in a mutually beneficial and understood relationship, where terms and conditions are explicitly articulated and expectations are not just met, but surpassed. Harvest Capture wants to educate those they work with to leave a lasting impact.

ACCESSIBLE, NOT EXCLUSIVE

Harvest Capture is dedicated to developing and sustaining proper agriculture practices and techniques that ensure quality fruits and vegetables make it to the homes of all local families of all backgrounds, identities, and circumstances.

LOGO

PRIMARY LOGO

The primary logo is an iconic symbol of the brand. Use it as a compact identifier in spaces where the brand is already well-established or when surronding elements gives context to company.

COMMON USES:

- Social media profile images
- Marketing materials (print, etc.)
- Website
- Future Product Packaging
- Powerpoint Decks/ Presentations



WORDMARKS: STACKED & HORIZONTAL

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications. Use when brand recognition is low or when the company name, rather than visual aesthetic, is most important.

STACKED SPECS:
- Akshar font
- Semibold
- 148.79px (Native file)
- 32 Tracking (VA)

HORIZONTAL SPECS:
- Akshar font
- Semibold
- 103.08px (Native file)
- 32 Tracking (VA)

COMMON USES:
- Minimalist Design Collateral
- Office Materials

STACKED

HARVEST
CAPTURE

HORIZONTAL

HARVEST CAPTURE

COMBO LOGO: STACKED

The primary logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

COMMON USES:

- Office Stationary
- Website
- Company Emails (stacked signatures)
- Future Product Packaging
- Powerpoint Decks/ Presentations



HARVEST CAPTURE

COMBO LOGO: HORIZONTAL

The primary logo combines our wordmark and logomark into a single lockup. This is an alternative to the previous, most-used version of the logo. Use in situations where horizontal space is plentiful

COMMON USES:

- Office Stationary
- Website (narrower spaces)
- Company Emails (horizontal signatures)
- Future Product Packaging
- Powerpoint Decks/ Presentations



FAVICON

The favicon is a UX (User Experience) must-have as it represents the website, primarily appearing in browser tabs, bookmark lists, search history, and mobile device home screens.

COMMON USES

- Website browser images
- Future application icons

Logo



MINIMUM SIZE

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here. Adhering to these minimums for print and digital use is essential for brand integrity.



Logomark

Print: 26 mm (≈ 1 x 1 in)
Digital: 100px

HARVEST
CAPTURE

Logotype

Print: 29 mm (≈ 1.14 x 1.14 in)
Digital: 110px



Combo Logo: Stacked

Print: 48mm (≈ 1.89 x 1.89 in)
Digital: 180px



Combo Logo: Horizontal

Print: 50mm
Digital: 150px

COLORS

COLOR PALETTE

Our palette is divided into primary, secondary, tertiary and accent colors:

Primary colors are the foundation of the brand and should be used about 60% of the time. This color anchors large areas of text, are used for backgrounds, and can take up large sections of the website.

Secondary/Tertiary colors are supported by the primary colors and should be used about 30% of the time. Use these colors to organize information on marketing materials, draw attention to key details, on smaller sections of the website, and to add variation on corporate assets.

Accent colors are the bold statements for the brand. These should be used only 10% of the time as they support other colors. Use these for call-to-actions, small graphic elements, image overlays, patterns, and anytime a design needs more personality!

Neutral colors should fade into the background of your design and are used to create active 'white space' (anywhere there is not a graphic element). Use them interchangeably, guiding your color selection by what is most appealing to the eye. Calmer call-to-action buttons, sophisticated fliers, and understated corporate assets are perfect a time for neutral colors to shine.

Brand Colors

ACCENTS & NEUTRALS

PRIMARY COLOR

VERDANT
EMERALD

Hex: #316626
RGB: {49, 102, 38}
CYMK: {52, 00, 63, 60}

SECONDARY COLOR

SPROUTING
BASIL

Hex: #83BC34
RGB: {131, 188, 52}
CYMK: {30, 00, 72, 26}

TERTIARY COLOR

MIDNIGHT
BLUEBERRY

Hex: #286897
RGB: {40, 104, 151}
CYMK: {74, 31, 00, 41}

SHOVEL METAL: NEUTRAL

Hex: {#000000}
RGB: {0, 0, 0}
CYMK: {75, 68, 67, 90}

FARMHOUSE: NEUTRAL

Hex: #E4DFD0
RGB: {228, 223, 208}
CYMK: {10, 8, 17, 00}

RICE: NEUTRAL

Hex: {#ffffff}
RGB: {255, 255, 255}
CYMK: {0, 0, 0, 0}

FRESH SOIL: ACCENT

Hex: #844C21
RGB: {132, 76, 33}
CYMK: {00, 42, 75, 48}

RIPE TOMATO: ACCENT

Hex: #D43333
RGB: {212, 51, 51}
CYMK: {00, 76, 76, 17}

SWEET CORN: ACCENT

Hex: #F6CF82
RGB: {246, 207, 130}
CYMK: {0, 16, 47, 4}

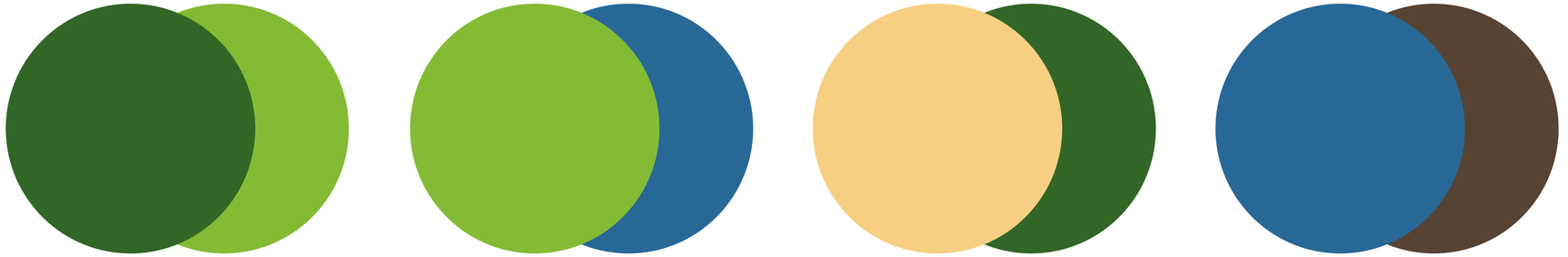
MATURED UMBER: NEUTRAL

Hex: #574334
RGB: {87, 67, 52}
CYMK: {0, 23, 40, 66}

SOFT WHITE WHEAT: ACCENT

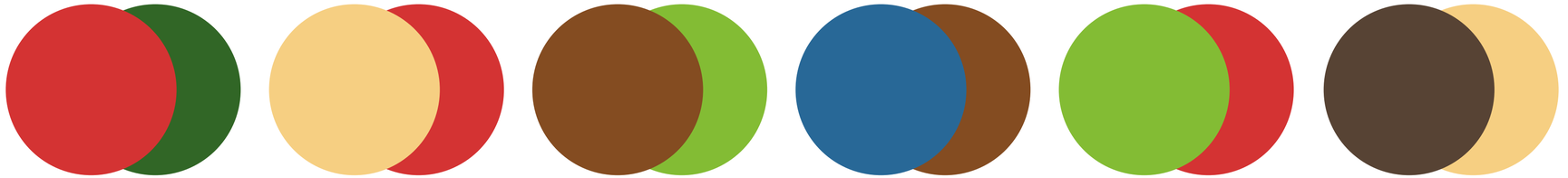
Hex: #F4E4C6
RGB: {244, 228, 198}
CYMK: {0, 7, 19, 4}

COLOR COMBINATIONS



PRIMARY COLOR PAIRINGS

Brand-defining, grounded combinations used about 60-70% of the time.

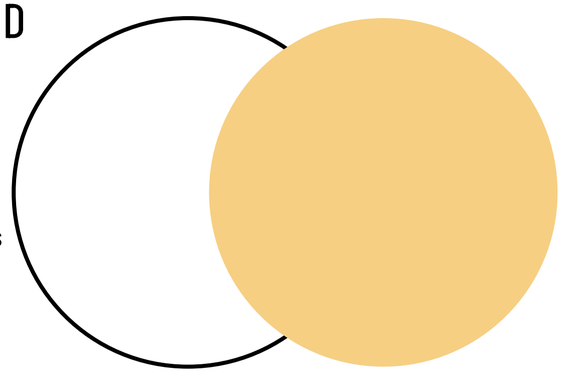


SECONDARY COLOR PAIRINGS

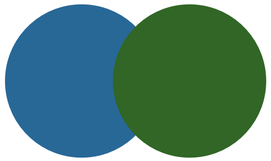
Personality, moody combinations used about 40-30% of the time.

BACKGROUND COLORS

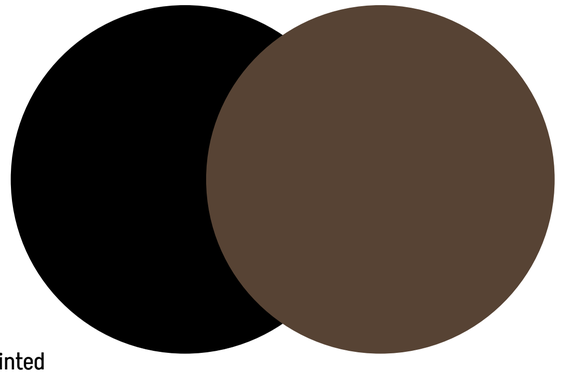
Most common backgrounds on presentations and marketing materials



SECONDARY BACKGROUND COLORS



Used to bring boldness to document. Be mindful of ink costs for printed material—leverage these colors on digital.



TEXT COLORS

Other than white on dark background, these are the primary text colors to be used most often— the defaults.

COLOR COMBINATIONS: ACCESIBILITY



WCAG GUIDELINES

"The Web Content Accessibility Guidelines (WCAG) are international technical standards for ensuring digital content is accessible to people with disabilities, organized under four main principles (POUR): Perceivable, Operable, Understandable, and Robust."

THE DETAILS: THREE LEVELS

WCAG outlines the following levels:

1. **Level A:** The minimum level of accessibility, addressing the most basic web accessibility features.
2. **Level AA:** The widely accepted industry standard and legal benchmark, covering the most common and important barriers
3. **Level AAA:** The highest and most comprehensive level of accessibility.

WHAT THIS MEANS FOR HARVEST CAPTURE

Harvest Capture will strive to mainatin Level AA or above at least 80% of the time in crucial business documents, including but not limited to pamplets/printed hand-outs, digital posters (text portions), large website sections, future packaging designs, etc.

RESOURCES & APPLICATIONS

- WCAG Site: "Your central source for information and resources on digital accessibility and WCAG conformance"
- Pika App: A $2.99 open source color picker that informs the user of the WCAG Level for the foreground and background colors selected.

TYPOGRAPHY

TYPEFACE

Our brand typeface is Akshar. Its clean, modern, and highly legible letterforms reflect our brand's personality: relatable, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Resource:

1.Importing a downloaded font into Microsoft Powerpoint

2. Embedding a font into Microsoft Powerpoint

AKSHAR

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&*()_+=;'<>,./?

TYPE HIERARCHY

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

We rarely use Akshar “bold” or “light” weights as they’re less forgiving in various sizes. Exceptions to this are for visual constrast such as callouts/quotes or data points.

Header: Akshar Semi Bold

MAKE IT SHORT AND CATCHY

Sub-Header: Akshar Mediun

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonum-my nibh.

Body Text: Ahshar Regular

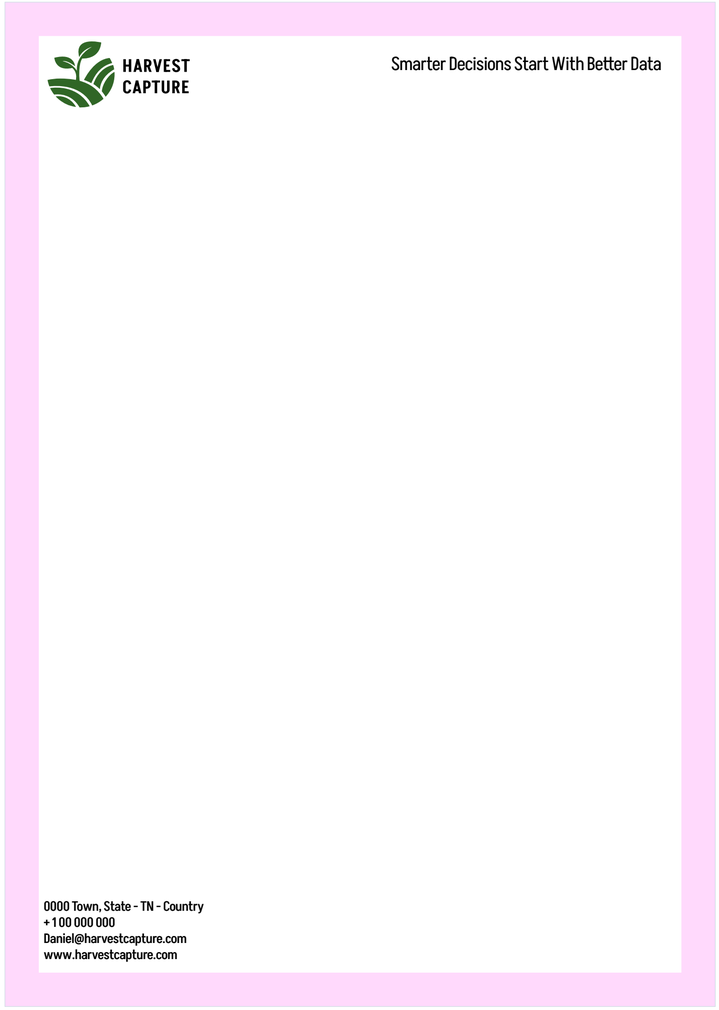
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

CORPORATE ASSETS

LETTERHEAD

Use the official templates for all letterheads and document covers. This ensures professional communications are consistent and always on-brand.

Corporate Asssets

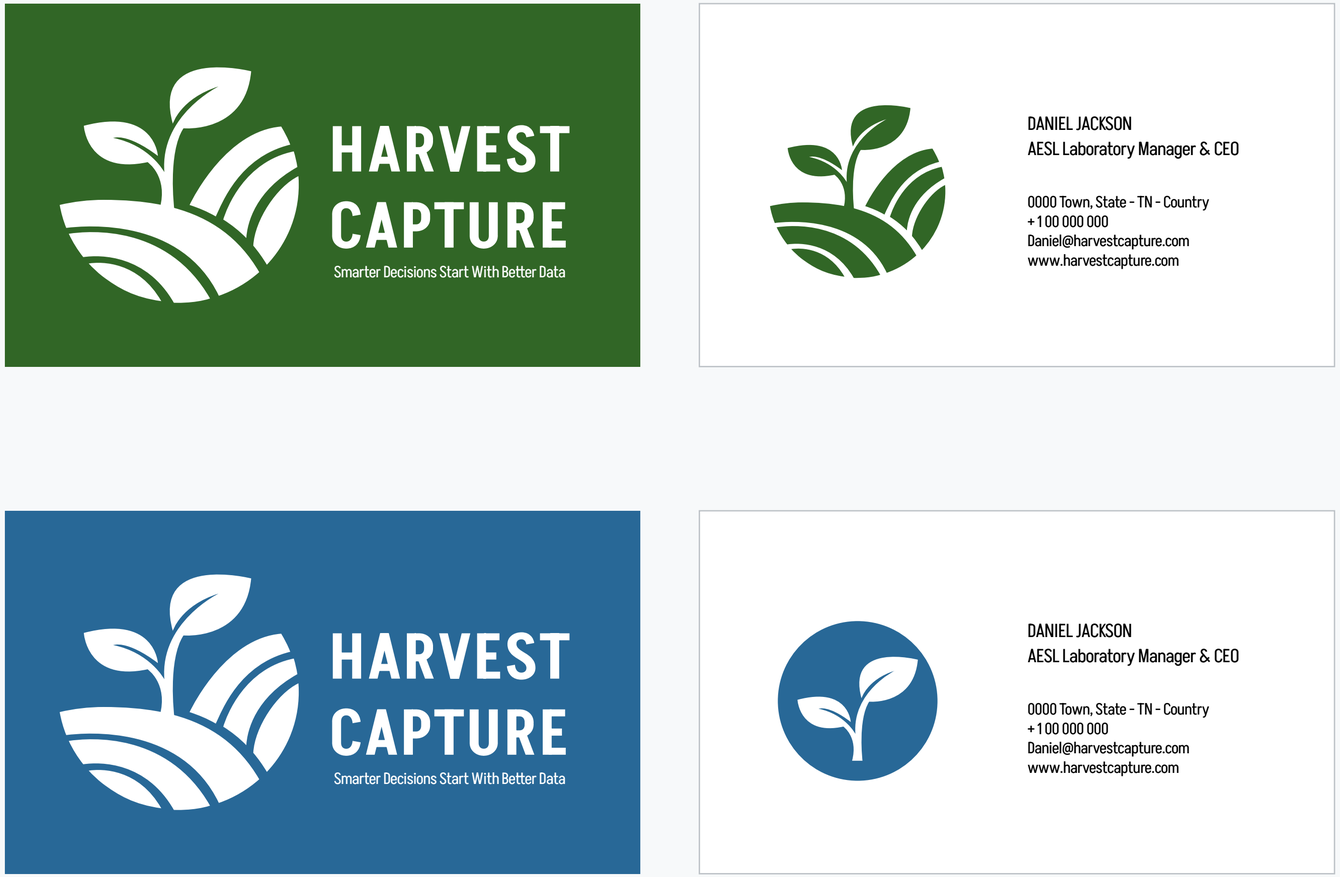




BUSINESS CARD

Our business card is a key brand touchpoint. The design uses a clean layout and our core brand elements to make a professional and memorable impression.

The various logos give freedom in combination from color choice to logo orientation



SQUARESPACE: BEST PRATICES

COMPRESSING IIMAGES

“Compressing images for Squarespace is essential to reduce file sizes (ideally below 500KB), which directly improves website loading speeds, boosts SEO rankings, and prevents high bounce rates from slow-loading pages”

Resources: Tiny PNG, Adobe Express,

Tutorials: Compressing with Tiny PNG,

OTHER RESOURCES

Explore these sites/chat chains for various Squarespace and web design tips, tricks, and platform information:

1. Squarespace Help Center: Central library of common website issues or features, always check here first.
2. Squarestyliston Youtube: Detailed tutorial videos from simple image imports and page structure to custom code designs.
3. Squarespace Help on Reddit: Still confused? See casual, niche fixes to issues from the development community
4. Designing the Row: Squarespace Design & Tutorials: Squarespace Expert and Authorized Trainer- backed tutorials.





VIEWING HIDDEN PAGES

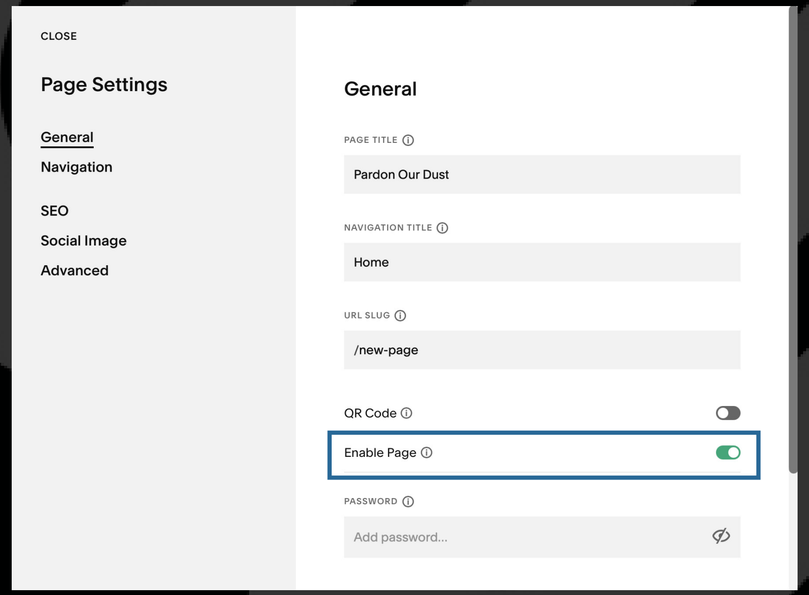
1. Locate the page you are interested in hiding or revealing on the lefthand side of the browser (make sure you are on the editor's view).

2. Next, click that page's settings icon and you will find a toggle that says "enable page"

3. Select that button to toggle it "on" (it will turn green when switched).This will allow your page to be visible to the public. When off, it is hidden.

4. **Note that if this is a page intended to hide another, the URL slugs must match. In this, case they are post "/homepage".





THANK YOU!