

BEDNAR

Graphic Manual EN v 2.0

INTRODUCTION

Brand is a visual glue which holds the company together

This graphic manual is a guide to maintaining a unified visual identity of the company. It contains basic rules on how to use the BEDNAR FMT brand. In any application – be it a hundred-page-long document, business card or web design.

It sets out the limits of how to use the logotype, company colors, fonts and other compositional elements. This leads to a unified style that is easy to recognize.

CHARACTER

We develop and produce agricultural machinery

BEDNAR FMT specializes in machines designed for tillage, seeding, fertilizing and mulching. Thanks to the close ties with agriculture in practice, the company produces agricultural machines with a high added value for the end-user.

BEDNAR FMT employs approximately 300 employees and exports its products to more than 35 countries in Europe, Asia, Australia, North America and Africa.

The company was established by Mr. Ladislav Bednář in 1997.

LOGOTYPE

The basic variant

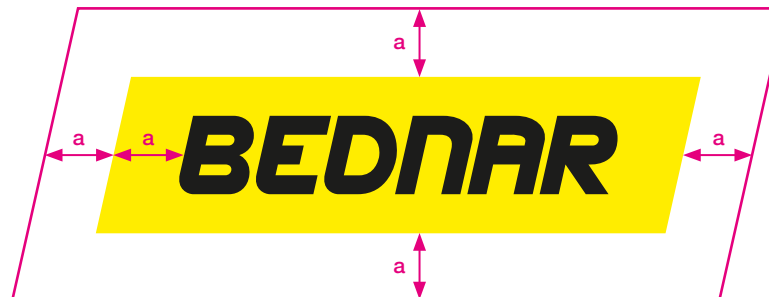
The basic variant is the **BEDNAR** logotype in a yellow skewed field. The skew angle is 12.7° . Logo reproduction is limited to black, white and yellow.



Construction of the logo



Minimum safe zone



LOGOTYPE

Derived variants

BEDNAR

Examples of use



B

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Examples of use



Examples of use

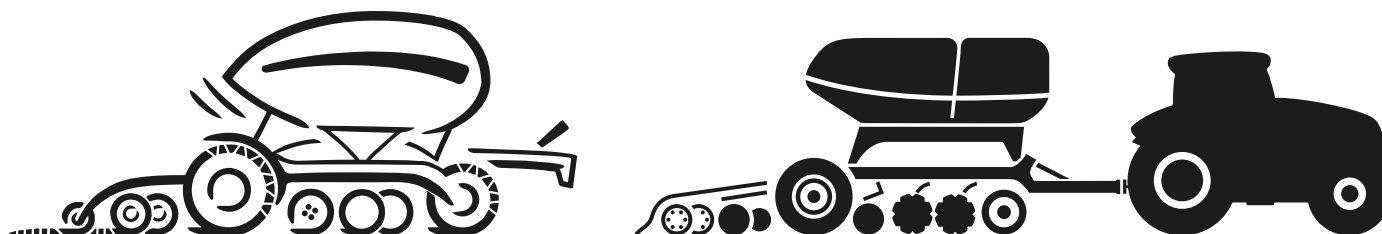


CLAIM & GRAPHIC ELEMENTS

International version

JOY OF FARMING

OMEGA OO_L, OMEGA OO_FL silhouettes



BEDNAR Rubber stamp

The position of the stamp is rotated
18 degrees counterclockwise.



COLOURS

The basic colour is yellow

The principal company color is yellow. It is supplemented with black and neutral grey.

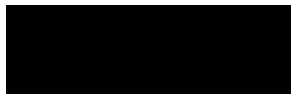
Yellow is a distinctive color which easily captures the viewer's attention. Be moderate, use it only to support the focus of the composition.

A typical application in BEDNAR's designs is to have yellow areas on photographs of machines stand out, while neutral colors prevail for accompanying features.



Yellow

CMYK 0 / 0 / 100 / 0
RGB 255 / 255 / 0
HEX #ffff00
RAL 1021



Black

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000
RAL 9005



White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff



80% Grey

CMYK 0 / 0 / 0 / 80
RGB 34 / 34 / 34
HEX #222222



60% Grey

CMYK 0 / 0 / 0 / 60
RGB 134 / 134 / 134
HEX #868686



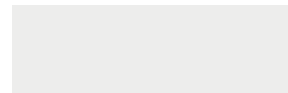
40% Grey

CMYK 0 / 0 / 0 / 40
RGB 117 / 117 / 117
HEX #b0b0b0



20% Grey

CMYK 0 / 0 / 0 / 20
RGB 217 / 217 / 217
HEX #d9d9d9



10% Grey

CMYK 0 / 0 / 0 / 10
RGB 236 / 236 / 236
HEX #ecec

MAIN FONT

The main font is Helvetica Neue

It is recommended that font from the Helvetica Neue LT Pro family is used in all print outputs.

Preferred typefaces

Basic Font.....45 Light

Highlighted Text.....65 Medium

Titles.....75 Bold

Helvetica Neue LT Pro — 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

Helvetica Neue LT Pro — 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

Helvetica Neue LT Pro — 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

ALTERNATIVE FONTS

The alternative fonts are PT Sans and Arial

The alternative font **PT Sans** is used for online (web sites, microsites, online portals, configurators)

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

PT Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

The alternative font **Arial** is used for PowerPoint presentations.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789

~~**Comic Sans Ms**~~

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ / 012456789~~

Serif typeface or scripts are not suitable. Preferred text alignment to the left flag.

PHOTOGRAPHS

The best advantages of the machines

The main object of photographs is represented by agricultural machines and their work in the fields. Tractors are sidelined.

When setting the logotype and text above a photograph, ensure sufficient contrast so that the text is easy to read.

A color tint in yellow areas is undesirable. When using photographs, abide by the rules of composition - Rule of thirds / Golden ratio



EXAMPLE

Less is more

BEDNAR communicate the message with a minimum of graphical tools.

The company strategy is to strictly follow the visual hierarchy.

The key message is easy to read and see.

Using graphic elements, the text is reduced to a necessary minimum.



BEDNAR

**VERSATILE SEED DRILL
OMEGA OO_FL**

Possibility of fertilizer application into the inter-row between the seed or together with the seed.

Comfortable calibration and emptying of the hopper in the rear of the seed drill.

Further informations at:
www.bednar.com

f y i

① attractive product photograph ② clear, brief and easy-to-read title ③ detailed text ④ links

POWERPOINT PRESENTATION 1/6

Clean, easy-to-understand layout

BEDNAR FMT COMPANY PRESENTATION



BEDNAR

JOY OF FARMING
www.bednar.com

POWERPOINT PRESENTATION 2/6

Clean, easy-to-understand layout

BEDNAR - WHO ARE WE

BEDNAR

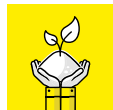
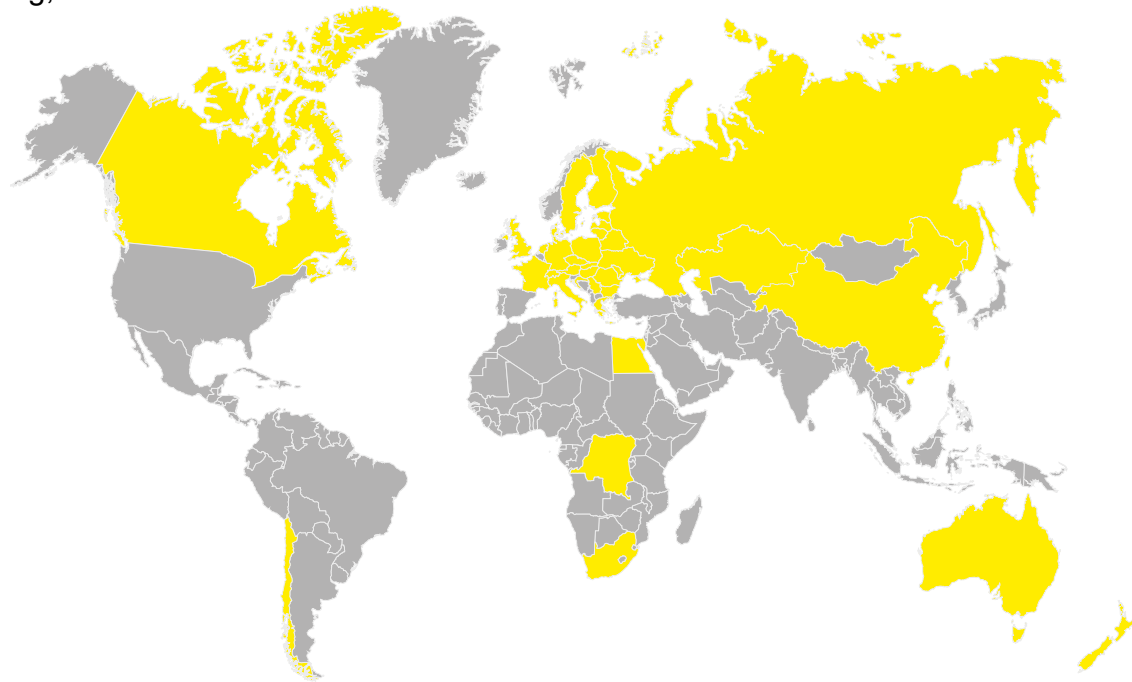
BEDNAR FMT is a progressive manufacturer of agricultural machinery with specialization on the production of machines for tillage, seeding, fertilizing and slashing.

COMPANY PROFILE

BEDNAR FMT s.r.o. was founded in 1997 by Ladislav Bednář. The company is currently employing more than 250 people.

BEDNAR WORLDWIDE

BEDNAR exports its products to **38** countries around the Europe, Asia, Australia, North and South America and Africa.



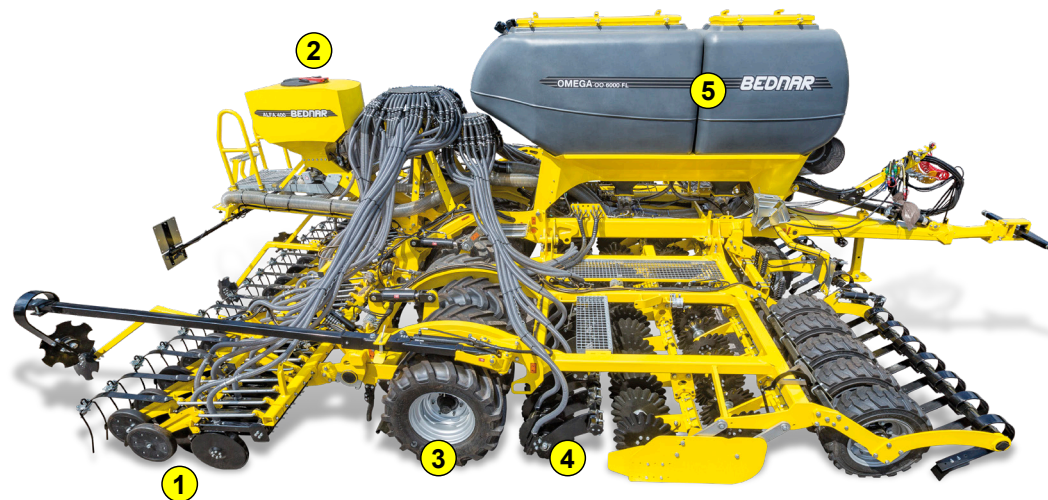
POWERPOINT PRESENTATION 3/6

Clean, easy-to-understand layout

OMEGA OO_FL

Versatile seed drill of a light concept with disc soil preparation.

BEDNAR



APPLICATION

seeding of various types of crops in the traditional technology of soil processing, in minimising systems, directly into stubble with additional fertilising.



SEED DRILL - CONCEPT

- ① Drill coulters mounted on a parallelogram (PSP system)
- ② ALFA DRILL 400 for additional seeding, ISOBUS control
- ③ Offset tyre packer (425/55 – R17)
- ④ Inter-row fertiliser application by disc coulters
- ⑤ Pressurised plastic two-chamber hopper

POWERPOINT PRESENTATION 4/6

Clean, easy-to-understand layout

OMEGA OO_FL

Versatile seed drill of a light concept with disc soil preparation.

BEDNAR



SEED DRILL

- ✓ Possibility of fertiliser application into the inter-row between the seed or together with the seed.
- ✓ Placement of disc sections in an X.
- ✓ Quality seeding into dry soils thanks to high downforce on the seeding coulter (up to 130 kg).
- ✓ Pressurized hoppers.



POWERPOINT PRESENTATION 5/6

Clean, easy-to-understand layout



EXPERIENCE - OMEGA OO_L

"When we were purchasing a new seed drill, we decided to go for a mounted seed drill with disc soil cultivation and a double-disc drill coulter. After looking at several offers from various manufacturers, we saw that the BEDNAR option was the best for us, both with regard to the purchase price and the quality of accessories."

BEDNAR



EXPERIENCE - OMEGA OO_FL

"Since last year, we have seeded 1 200 hectares of wheat, oilseed rape, phacelia, grass to a series of catch crop and peas without any difficulties. We are satisfied with the seed drill, both with the quality of seeding and the delivery of spare parts that are available by the following day"



DID YOU KNOW...?

to assemble versatile seed drill **OMEGA OO_FL**

12 814 pieces

are required?



POWERPOINT PRESENTATION 6/6

Clean, easy-to-understand layout

THANK YOU FOR YOUR ATTENTION

If you have any questions concerning BEDNAR company, please feel free to contact us.

BEDNAR



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