

Primary colours

To use in priority. These colours should be dominant
Shades are allowed if necessary.

Main colour to be used

#fdc41f

C: 0% | M: 25% | Y: 90% | K: 0%

R: 253 | G: 196 | B: 31

#ffe054

C: 0% | M: 10% | Y: 75% | K: 0%

R: 255 | G: 224 | B: 84

#D39D02

R: 211 | G: 157 | B: 2

#0f5569

C: 90% | M: 50% | Y: 40% | K: 30%

R: 15 | G: 85 | B: 105

#4aa0af

C: 70% | M: 20% | Y: 30% | K: 0%

R: 74 | G: 160 | B: 175

#0B404F

R: 11 | G: 64 | B: 79

Secondary colours

To use in ppt, catalog / leaflet, motion design etc. when you need more colors. The crop colour should also be used for the crop leaflet or technical sheet referring to it

SORGHUM		#b71e3f C: 30% M: 100% Y: 70% K: 0% R: 183 G: 30 B: 63
CORN		#ea5b1b C: 0% M: 75% Y: 95% K: 0% R: 234 G: 91 B: 27
SUNFLOWER		#f39200 C: 0% M: 50% Y: 100% K: 0% R: 243 G: 146 B: 0
OILSEED RAPE		#f2e61a C: 10% M: 0% Y: 90% K: 0% R: 242 G: 230 B: 26
PROTEIN CROPS		#dc5e79 C: 10% M: 75% Y: 35% K: 0% R: 220 G: 94 B: 121
CEREALS		#76b82a C: 60% M: 0% Y: 100% K: 0% R: 118 G: 184 B: 42
COVER CROPS		#a85d16 C: 25% M: 65% Y: 100% K: 20% R: 168 G: 93 B: 22
FORAGE		#0e8a58 C: 85% M: 25% Y: 80% K: 0% R: 14 G: 138 B: 88
SUGAR BEET		#26a2b1 C: 75% M: 15% Y: 30% K: 0% R: 38 G: 162 B: 177

PICTOGRAMS

Corn



Forage



Sunflower



Cereals



Oilseed rape



Sorghum



Cover crops



Protein crops



Sugarbeet



PICTOGRAMS



Examples with oilseed rape:



Yellow pictogram



Blue pictogram



Blue pictogram with yellow background



Yellow pictogram with blue background



Same pictogram colour and background colour as the bag (page 33)



Species colour (see page 18 for colours codes by species)

Species filtered colour (lightened by 20%) or darker



White pictogram with a coloured background from the charter



White pictogram with yellow background

Do not change the proportions of the pictogram



Do not apply colours which are not part of the graphic charter



Use only the yellow, blue, white and the species colour with the different shades. Do not use the colour of another species.