BRAND BASICS

Using the OneAgrix name and logo





Logo files

- **Horizontal** for most uses, **stacked** where space is square, **mark** only where the name already appears nearby.
- **Full colour** on white or light backgrounds, **full colour reversed** or **white** on dark backgrounds or photos, **navy** or **black** for one-colour print.
- Use SVG wherever possible; PNG files are transparent.
- Set the tagline "Trade Infrastructure for the Faith-Based Economy" under the logo, left-aligned with it, in Jost.
- Keep clear space around the logo at least the height of the mark's top curve. Do not stretch, recolour, outline, rotate or add effects.

Colours

Midnight	Navy	Verified Teal	Gold (mark only)
#0A1C2E	#04507F	#14A38B	#B8892B

Type

Headings in **Jost** (weight 500). Body text in **Inter**. Both are free from Google Fonts.

Writing about us

- OneAgrix, one word. Not "One Agrix".
- Halal, Kosher and Vegan, in that order.
- OneAgrix does not certify. Say "checks", "maps" or "traces", never "certifies" or "approves".
- Describe the whole service: product compliance, market mapping, traceability and trade.