



# 2020 BRAND STYLE GUIDE

Center for Farm Financial Management  
University of Minnesota

# ABOUT / HISTORY

AgTransitions is a free and confidential web app created by farm management educators and experts. AgTransitions was designed to help you effectively create a plan to transition your business to the next generation.

The planning of AgTransitions began in 2008 and the web app soon followed with the launch of AgTransitions.org in 2010. Since that time, over 1,500 transitions plans have been created to help farmers & ranchers manage the transition the agricultural businesses.

## LOGOS / MARKS



LONG



STACK

## COLORS



SKY BLUE

RGB 30, 144, 255  
HEX #1E90FF



SUNSET ORANGE

RGB 255, 69, 0  
HEX #FF4500

## TYPOGRAPHY

Roboto (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&\*()?

**Roboto (Bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%&\*()?**

# DO



DO USE 1-COLOR & APPROVED  
VERSIONS OF THE LOGO

# DO NOT



DO NOT ADJUST THE SCALE  
OR LAYOUT OF THE LOGO



DO NOT USE UNAPPROVED COLORS



DO NOT USE UNAPPROVED  
TYPOGRAPHY



AgTransitions

AgTransitions.umn.edu



UNIVERSITY OF MINNESOTA

AgTransitions was created by the Center for Farm Financial Management  
at the University of Minnesota.

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