



*hello tractor*

# Our Identity & Branding System

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# Brand Positioning

## Tagline

**Drive Change.  
Harvest Growth.**

## Internal

For Nigerian farmers, Hello Tractor will provide machinery to unlock the capacity of smallholders. Hello Tractor is an award-winning venture and the only concept of its kind in the world. Our network of connected tractors promises to revolutionize food and income security for smallholder farmers in Nigeria, using tech to disrupt the outdated system of tools ownership.

## Investors

For investors interested in the sharing economy, Hello Tractor will disrupt the outdated agricultural model across Africa. Developing a network of clients in a massive untapped market, our connected tractors promise to generate network revenues while uplifting smallholder farmers in Nigeria.

## Diaspora

For smallholder farmers in sub-Saharan Africa, Hello Tractor will provide machinery to unlock their capacity for growing food and earning an income. Hello Tractor is an award-winning venture and the only concept of its kind in the world. Our connected tractors promise to generate sustainable profits for both tractor owners and their users.

# Substantiating Evidence

## Leadership

Hello Tractor's founder, Jehiel, is using his experience in international development and investment banking to improve the livelihood of farmers in Nigeria. He permanently relocated from Washington, D.C. to Abuja in January of 2015 to be able to meet with tractor owners, establish partnerships in person and connect with local banks willing to finance tractor purchases.

## The Machines

Our Smart Tractors are small, maneuverable and versatile machines designed for small plots of land. The tractors have eight attachable implements for tilling, threshing, hauling (up to one ton), irrigation and other vital farming needs.

## The Tech

Hello Tractor provides a virtual booking platform where farmers can request and pay for tractor service using SMS and mobile money pre-payment options. As a security measure, our system includes monitoring capabilities, so owners can have visibility of their tractors at all times.

## The Sharing Economy

Sharing assets is today's growing business model. Using communications technology, limited resources can be made more accessible. We are applying this concept to small tractors—a high demand commodity in Nigeria. We alleviate the costs associated with owning a tractor for both tractor owners and farmers who can't afford a tractor. We support the owners through accessible financing, in addition to providing a technology platform for hiring out their tractor services and monitoring their equipment. We make the tractors available to farmers who need the machinery for a low cost per use.

## An Untapped Industry

Nigeria has 84 million hectares of arable land, though only 40% is cultivated. Over half of the population identify as farmers, but most lack the technology to turn their land into a highly productive asset. Currently, only 4% of the country's demand for tractors is being met. Hello Tractor will help meet this demand for tractors and untap the country's immense potential for growth through agriculture.

# Purpose

## Effective Farming

Our Smart Tractors do the heavy lifting on the farm, making it easy for farmers to get the best from their land, producing more and richer crops. The cost of land preparation is reduced by over 60% through our service.

## Effective Business

A Smart Tractor is a valuable asset for the owner. By making the tractor service available to a network of farmers, the tractor pays for itself. The machine is a smart short-term and long-term investment.

## Security Measures

Rest easy. Smart Tractors have remote monitoring features that make them fully visible and accessible to owners at all times.



Break ground.  
Reinvent a market.  
Make an impact.

Hello Tractor is a social enterprise committed to sustainable and scalable business practices.

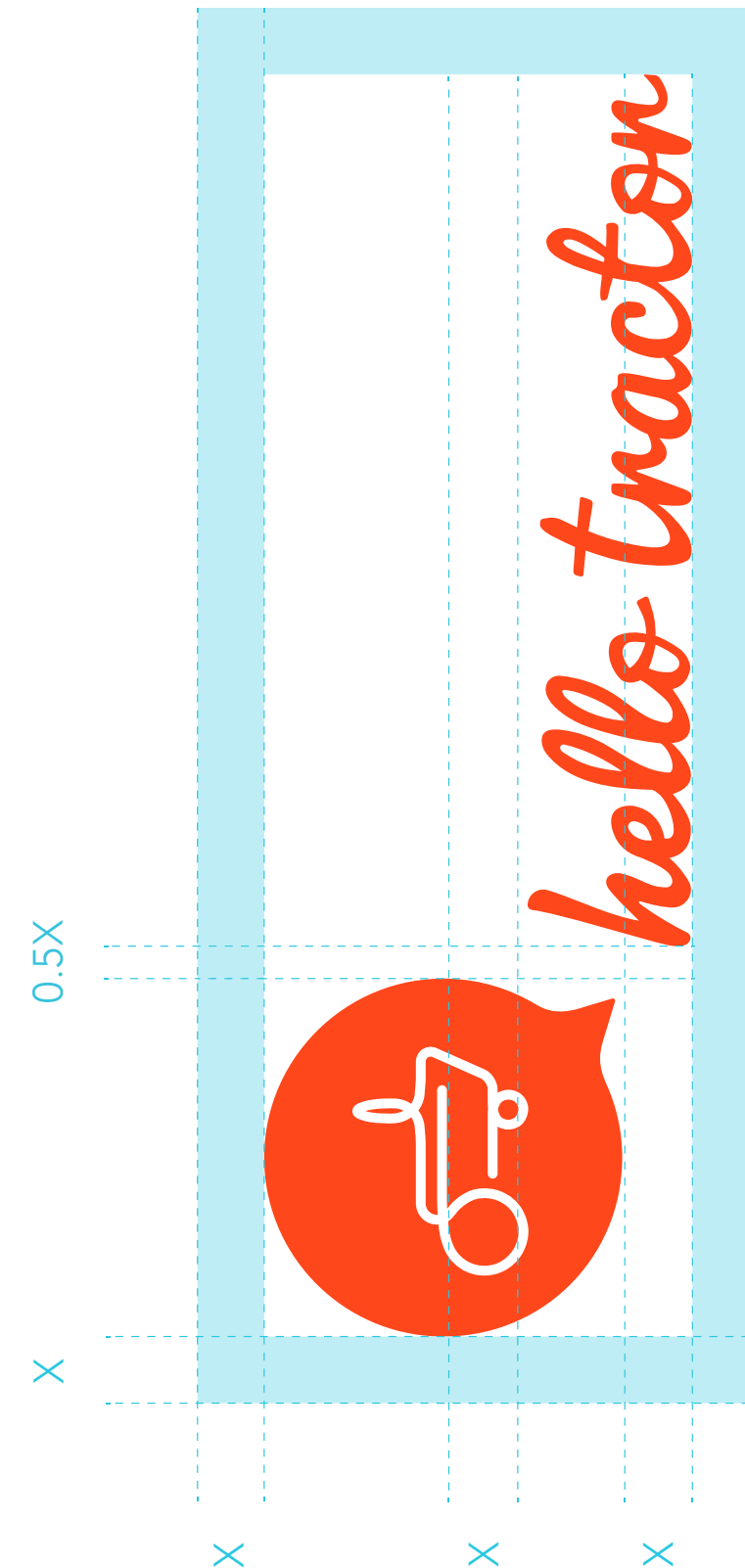
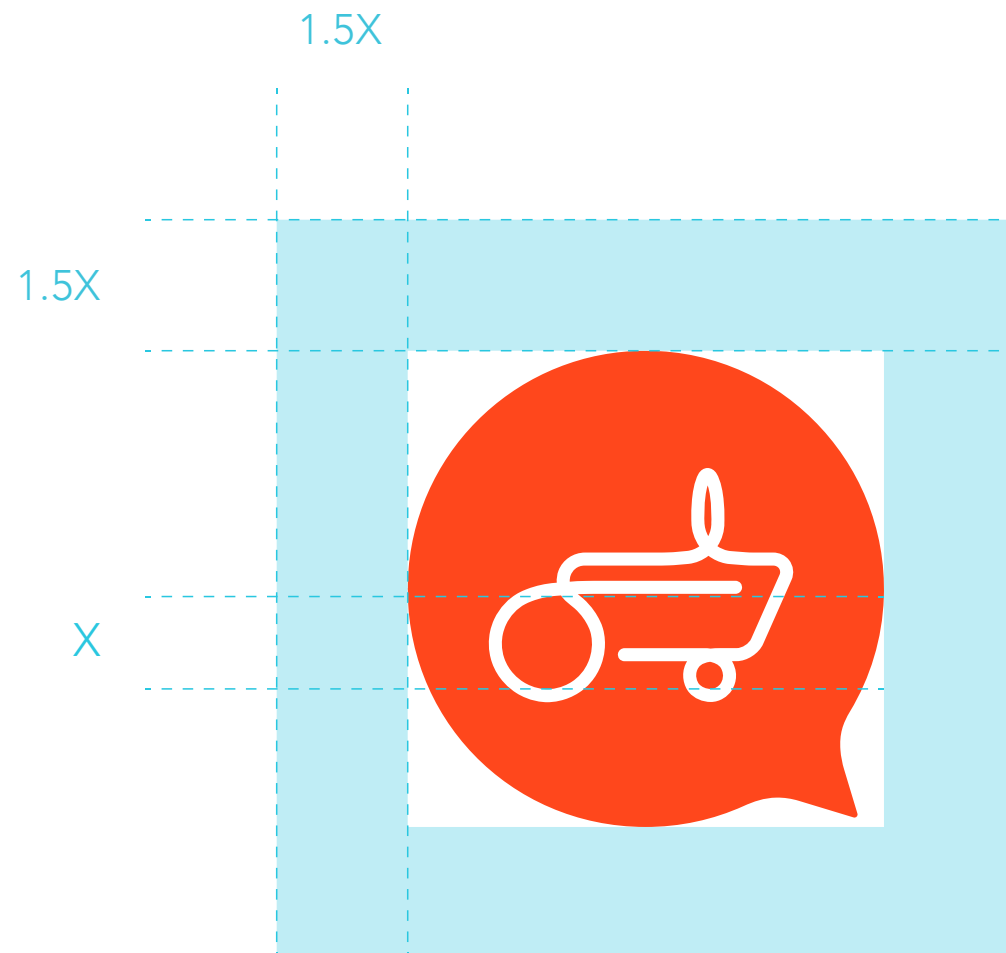
# Wordmark

Balancing a technological tone with playful approachability, we've crafted a symbol that represents the fundamental value of the brand. The speech bubble is designed to work as a standalone piece and in conjunction with the handwritten wordmark. Over time, it will become instantly recognisable and a calling card for our business.



# Exclusion Area

To protect the clarity and visual integrity of our identity, an exclusion area (marked in blue) has been illustrated. Design elements should never encroach on this space. The exclusion area serves as a guide—it is not visible or printed.



# Colour

## Single Colour Palette

A single palette has been chosen to complement the logotype and add tone to the identity. The vermilion colour is intense, playful and spirited. Used on its own, vermilion captures the innovative, unexpected and forward-thinking nature of Hello Tractor.

## Screen

These colours have been optimised for screen, so the associated hex numbers are for websites, social media, presentations or any other applications viewed on screen.

## Print

These colours have been modified to achieve optimum results in print, regardless of the press. Please ensure the specifications are matched exactly for both process (CMYK) and spot colour (PMS) print files.

<p>Screen</p> <p>Vermilion # FF481D R: 255 G: 70 B: 30</p>	<p># FC275F R: 252 G: 40 B: 95 C: 0% M: 95% Y: 45% K: 0%</p>	<p># 444 R: 68 G: 68 B: 68 C: 65% M: 60% Y: 60% K: 45%</p>
<p>Print</p> <p>Vermilion Pantone 172C C: 0% M: 85% Y: 95% K: 0%</p>	<p># BF2850 R: 190 G: 40 B: 80 C: 25% M: 95% Y: 60% K: 0%</p>	<p># 888 R: 136 G: 136 B: 136 C: 50% M: 40% Y: 40% K: 0%</p>
<p>Print—Uncoated</p> <p>Vermilion Pantone 172U C: 0% M: 85% Y: 95% K: 0%</p>	<p># 602660 R: 96 G: 38 B: 96 C: 70% M: 100% Y: 30% K: 20%</p>	<p># F0F0F0 R: 240 G: 240 B: 240 C: 5% M: 5% Y: 5% K: 0%</p>



# T Type

A suite of fonts have been chosen to embody our brand voice. These fonts were selected for their aesthetic value and fluidity in the visual identity as well as their legibility. Used as specified, they provide a hierarchy of messaging and guide the reader through our language.

All fonts are available for usage in print and on screen.

# Type

## Primary Typeface

Selected for its approachability and human-feeling composition, Rooney is our primary typeface. It is used for all headers and subheaders as well as call-to-action areas.

# Rooney

## Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# Type

## Accent Typeface

Avenir has been chosen as the secondary typeface for Hello Tractor's visual identity. This sans serif font helps legibility and gives a harmonious and sensible appearance for both digital and print applications.

# Avenir

## Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Graphic Device



## **The Speech Bubble**

To capture the participatory nature of Hello Tractor, we've designed a pattern that suggests multiple individuals coming together to create something greater.

Used as a background or accent, overlapping speech bubbles can give any communication a polished, playful tone without becoming distracting.

# Icons

Icons are quick identifiers for actions and information that form part of our visual identity. The icons shown here are the initial set. All future icons must maintain the same weight and feel: simplicity over complexity, organic instead of structured.



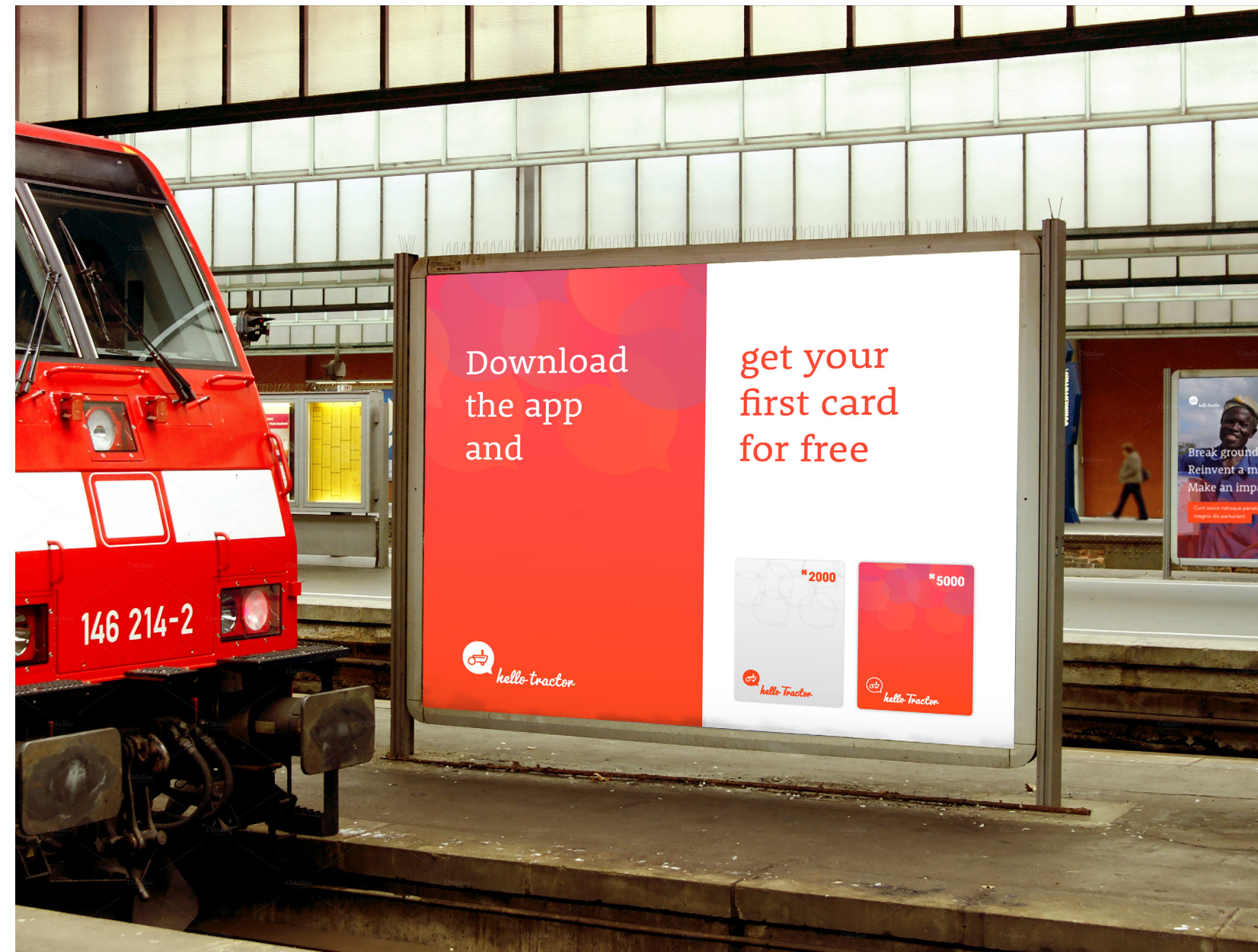
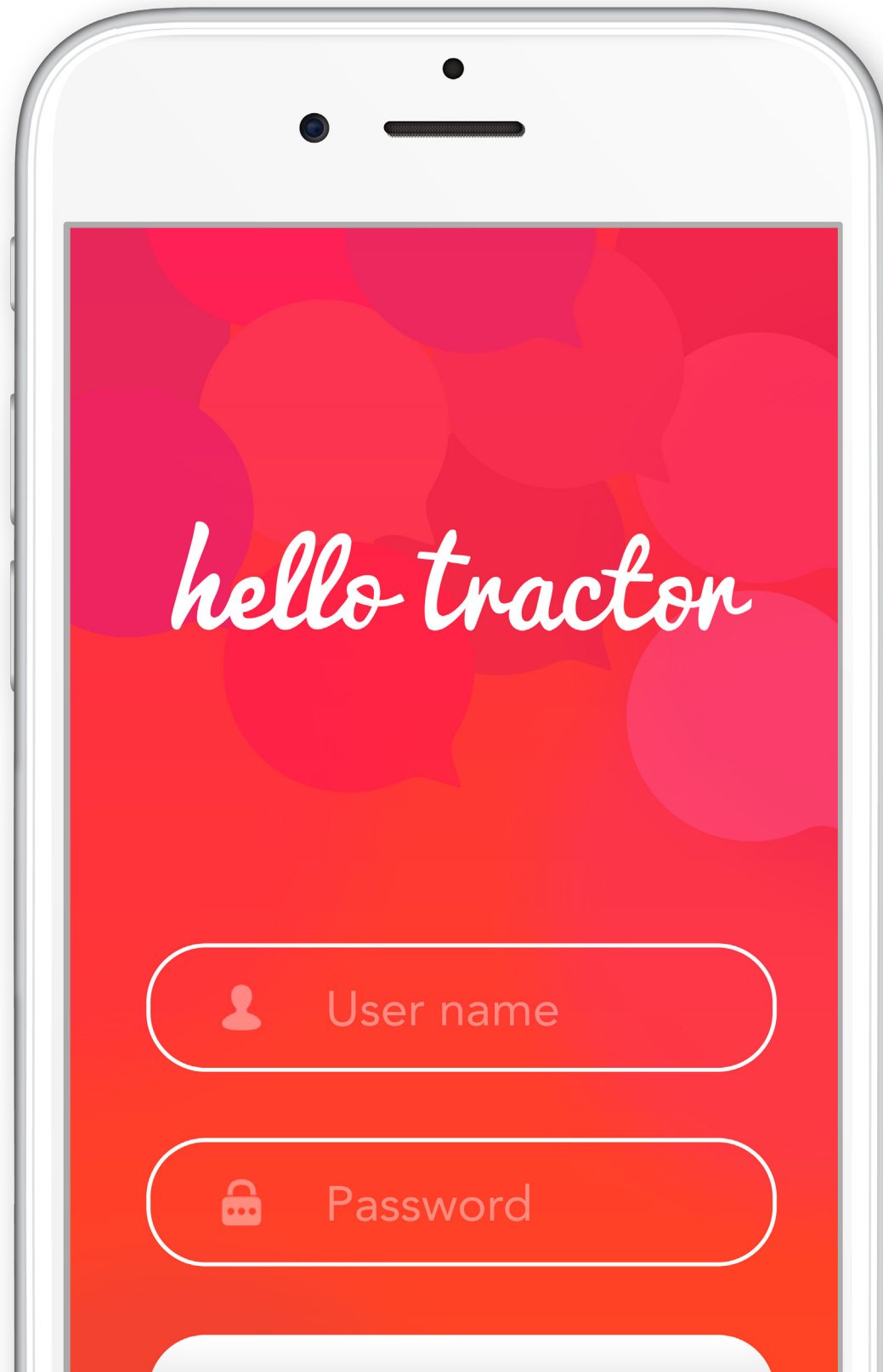
# Applications

A couple of application examples have been chosen to illustrate how Hello Tractor's visual identity can be applied to branded media.

When creating future applications, please pay attention to:

- » Relationship between graphic devices
- » Hierarchy of information
- » Image and iconography usage
- » Viewing distance
- » White space





Facebook page for HelloTractor. The header includes the Facebook logo, the name 'HelloTractor', and navigation links for Home, Find Friends, and a menu. The profile picture shows four people, and the cover photo features the HelloTractor logo and the text 'HelloTractor Farming/Agriculture'. The page has 472 likes and a 4.9 star rating. A recent post from December 23, 2014, is titled 'Points of Light Civic Accelerator Invests \$50,000 Each in Two Startups in 5th Class | 3BL Media'. The 'ABOUT' section lists the address: 1231 Good Hope Rd, Washington, District of Columbia. The 'PHOTOS' section shows a photo of a group of people.

Twitter profile for Hello Tractor (@HelloTractor). The header shows the Twitter logo, navigation links for Home, Notifications, and Messages, and a search bar. The profile picture is the HelloTractor logo. The bio states: 'We are Hello Tractor and we are reinventing agriculture in Africa through our award winning Smart Tractor and co-sharing platform.' The page shows 548 tweets, 415 following, 625 followers, 728 favorites, and 1 list. A tweet from August 6 is highlighted, discussing the game for African farmers. The 'Who to follow' section lists users like Sabrina Franco, A Book Apart, and Creative Review. The 'Worldwide Trends' section lists various hashtags and topics.



# On Lasting Impact

Few analogies can describe the effect Hello Tractor had on Skyrocket: intangible but real, felt throughout the organization. Felt in the knowledge, of tractors, of agriculture, of how two passionate people can transform the lives of thousands. Truly indebted for the insights gained, we are forever thankful for the opportunity to contribute.

Thank you, Jehiel and Van, for we evolved synchronously.

