
Logo & Trademark Usage Guidelines



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Overview

Symbol:

The Harvest symbol encompasses the idea of a timeline with tabs into a recognisable and unique "H".

Lockup:

The Harvest Lock-up consists of the Symbol alongside a bespoke wordmark.

The wordmark itself is crafted based on the same concept of horizontal tabs attaching to vertical lines.

The wordmark may not be used on its own.



Symbol



Lockup

Size & spacing

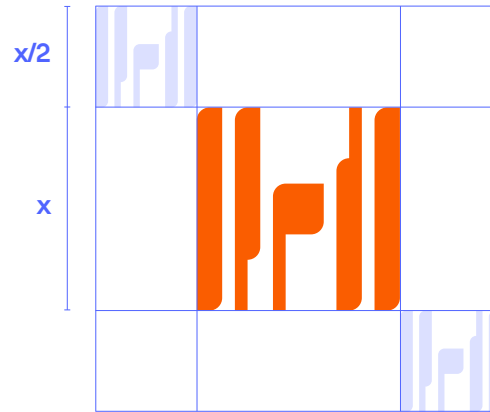
Clear space:

This is the minimum clear area around the logo ensuring no graphics or text get too close to it, and making it stand out on any visual.

Minimum space:

This is the smallest size the logo can be. It is different for print and digital.

Exception: the symbol alone can be used at 16px in special cases such as the favicon.



Symbol clear space



Print min. height: 3 mm
Digital min. height: 32 px

Symbol minimum size



Lockup clear space



SepPrint min. height: 3 mm
Digital min. height: 32 px

Lockup minimum size

Color use

Primary use:

01 Where possible, always use a Harvest Orange logo on a Warm White background, especially on communication materials.

Secondary use:

You may use these combinations on secondary touchpoints, or when the primary use is not acceptable.

02 Warm White on Orange

03 Charcoal on Warm White

04 Warm White on Charcoal

Monochrome use:

05 Only when printing in black and white, the logo can be in black on white or vice versa.

Imagery and complex background:

Please a version of the logo that contrasts the most with your background.

The Harvest logo, consisting of a stylized 'H' icon followed by the word 'harvest' in a lowercase sans-serif font, is displayed in orange on a white background.

01



02



03



04



05

Colors

This is the Harvest color palette.

Use these colors when applying the logo, according to the rules set out on page 5.

Smokey Charcoal

Pantone Black 3 C / U

C 72 M 62 Y 62 K 77

R 29 G 30 B 28

Hex #1D1E1C

Warm White

Pantone 9285 C / U

C 0 M 5 Y 8 K 0

R 255 G 248 B 241

Hex #FFF8F1

Harvest Orange

Pantone Orange 021 C / U

C 0 M 72 Y 94 K 0

R 250 G 93 B 0

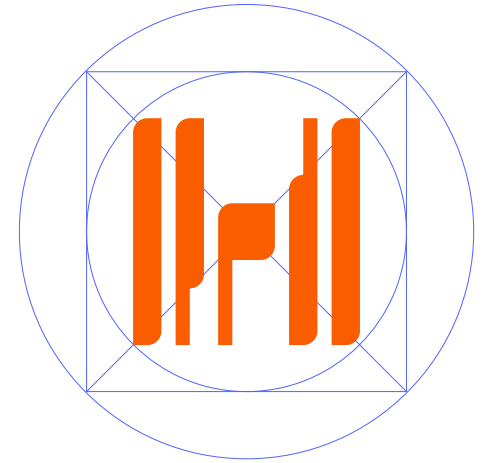
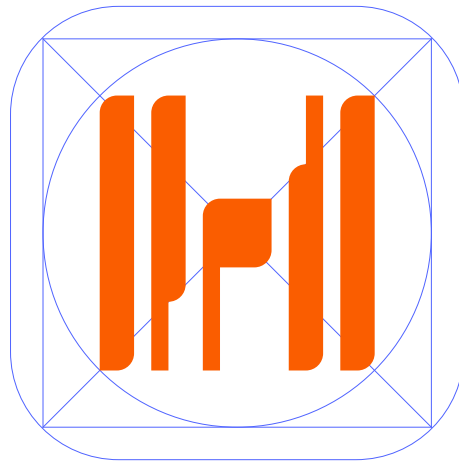
Hex #FA5D00

Icon format

At its most recessive form, the brand is represented by the Symbol on an app icon or social media icon.

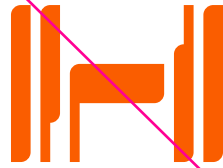
Scaling and aligning the Symbol as shown on this page ensures it is prominent while leaving enough breathing room around it.

The Symbol can be used in Warm White on a Harvest Orange background, or vice versa.

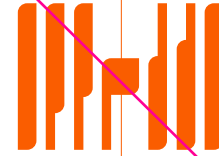


Things to avoid

- 01 Do not change the scale of elements in the symbol or lockup.
- 02 Do not add elements.
- 03 Do not use the wordmark separately from the symbol.
- 04 Do not color elements individually.
- 05 Do not change the font.
- 06 Do not modify the scale, alignment or spacing of the wordmark in relation to the symbol.
- 07 Do not rotate, stretch or skew.
- 08 Do not use unspecified colors.
- 09 Do not use an outline or effects.



01



02

harvest

03

harvest

04

harvest

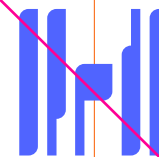
05

harvest

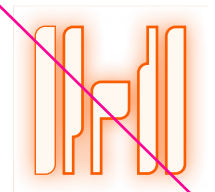
06

harvest

07



08



09

Trademark Usage Guidelines

SUMMARY

Harvest recognizes and appreciates that there is a developing ecosystem of partners and vendors whose businesses are intertwined with the Harvest brand. Harvest provides these usage guidelines to ensure that all such partners and vendors understand permissible uses of the Harvest Trademarks.

When you reference Harvest, your reference must clearly and accurately indicate your relationship to Harvest. Do not use the Harvest brand in a way that suggests or implies sponsorship or endorsement by Harvest, or any affiliation with Harvest, including but not limited to making the Harvest brand asset larger or more prominently placed than your own house brand or trademark.

Your use of the Harvest Trademarks must be consistent with these guidelines. Harvest monitors the use of its trademarks and reserves the right to request that third parties modify or terminate any use that violates these guidelines, creates a likelihood of confusion, or dilutes Harvest's trademarks.

DETAILS

Iridesco, LLC (hereinafter "Harvest") uses a number of terms and logos as trademarks in branding its products and services (collectively, the "Harvest Trademarks"), including those identified below:

Word Mark

Stylized Logo

Glyph

Harvest

harvest



Forecast

forecast

Harvest has registered or applied to register these trademarks in the United States and other countries around the world. We have done this to protect and preserve our marks so that consumers can recognize when a product is from Harvest. Although several of Harvest's trademarks are illustrated above for convenience, the Harvest Trademarks are not limited to these marks or to the specific stylization of the marks depicted above.



Acceptable Trademark Uses

You may use the Harvest Trademarks in plain text to accurately reference Harvest and its products or services, so long as your use does not risk confusion about Harvest's involvement or lack thereof. The following guidelines must be followed:

- When using the Harvest Trademarks in connection with your own related product, you must use referential language to accurately explain the use of the Harvest Trademarks. For example, if your product or service is named "Acme," "Acme for Harvest" and "Acme integrates with Harvest" would be acceptable referential phrases when such statements are true.
- Your use of the Harvest Trademarks must not risk creating an impression of endorsement, sponsorship, or false association with Harvest or any of its products or services.
- On any materials in which you use a Harvest Trademark, you must use the appropriate trademark symbol (TM, SM, or ®) the first time the trademark appears in the text.
- On any materials in which you use a Harvest Trademark, a trademark attribution notice must be included within the credit/end section of the materials, providing adequate notice of Harvest's ownership of its trademarks. An acceptable attribution statement includes the following: "Harvest is a registered trademark of Iridesco, LLC."
- Harvest Trademarks must be presented using the correct spelling and format as they appear on Harvest's websites when written in plain text. Even if a Harvest Trademark is depicted in lowercase in its stylized form or logo, it should start with a capital letter when written in plain text.

Prohibited Trademark Uses

In addition to the Acceptable Usage Guidelines, the following rules must be followed:

- **Company, Product, Service, or Website Name:** You may not incorporate any of the Harvest Trademarks, or any recognizable portion of any Harvest Trademark, into your company name, trademark, product name, service name, domain name, social media handle, tagline, or any other source-identifying materials.
- **Stylized Marks and Logo:** You may not use Harvest's stylized marks or logo or any other Harvest-owned graphical symbol, logo, or icon. You may only use the Harvest Trademarks in plain text, as described above under Acceptable Uses.
- **Ad Words or Keywords:** You may not purchase any Harvest Trademark as an ad word or keyword from any search engine, social media forum, or other online platform.
- **Alteration or Modification of Marks:** You may not alter or modify any Harvest Trademark in any way.
- **Use of Confusingly Similar Marks & Translations:** You may not use any trademark or word that is likely to be confused with any of the Harvest Trademarks in your company name, product or service name, domain name, social media handle, or other source-identifying material or otherwise give the impression of affiliation with or endorsement by Harvest. You may not use abbreviations or translations of any Harvest Trademark.
- **Disparaging Uses:** You may not use any of the Harvest Trademarks in a way that is defamatory, libelous, obscene, unlawful, or otherwise disparaging or in any way that would dilute, tarnish, or otherwise conflict with Harvest's ability to use and/or enforce its rights in its trademarks.



If you have any questions about brand usage, contact
brand@getharvest.com

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