



## BRAND COLORS



PMS 301  
cmyk: 97/70/18/4  
rgb: 11/79/138  
#0B4F8A



PMS 3405  
cmyk: 77/0/73/0  
rgb: 28/170/107  
#1CAA6B

## TYPEFACES

**HEADER**  
**NEW SCIENCE BOLD**

body  
Lato Regular

## CHEMICAL CLASSIFICATION COLORS

### PLANT GROWTH REGULATOR



purple  
PMS 2111  
cmyk: 91/81/29/15  
rgb: 53/66/114  
#354272

75% 50%

### INSECT GROWTH REGULATOR



orange  
PMS 1565  
cmyk: 0/52/65/0  
rgb: 255/147/96  
#FF9360

75% 50%

### INSECTICIDE



red  
PMS 7626  
cmyk: 17/98/98/7  
rgb: 193/39/39  
#C12727

75% 50%

### HERBICIDE



green  
PMS 327  
cmyk: 85/27/66/9  
rgb: 11/132/109  
#0B846D

75% 50%

### FUNGICIDE



blue  
PMS 7690  
cmyk:  
80/44/18/11  
rgb: 54/125/168  
#367DA8

75% 50%

### HARVEST AID



yellow  
PMS 2009  
cmyk: 9/31/82/0  
rgb: 232/177/77  
#E8B14D

75% 50%

### SURFACTANT/ ADJUVANT



blue green  
PMS 7713  
cmyk: 86/40/39/8  
rgb: 22/119/135  
#167787

75% 50%

### NUTRITIONAL



olive  
PMS 363  
cmyk: 80/28/100/15  
rgb: 56/124/34  
#387C22

75% 50%