Grazova

Brand guidelines

Soft Arc edition

Version 1.0

November 2026

grazova.com



BRAND LINE

Keep tabs on the herd.

Grazova helps ranch crews find the last reported location of grazing livestock and pass that information to the next person on the job.



Who it serves

Ranch owners and crews managing cattle, sheep or other grazing livestock across pastures.

How to describe it

Livestock and equipment tracking for ranch crews. Lead with livestock when introducing the brand.

How to name it

Write Grazova in a sentence and grazova.com for the address. Use the crew's own herd, flock and pasture names.

The Soft Arc

Two field shapes frame a curved lane. Use the two-color logo on Canvas and the Canvas logo on dark surfaces.



Horizontal logo

Use it for a first introduction, a website header or a printed sign.



Stacked logo

Use it in a square or narrow space where the name needs to travel with the symbol.



Symbol

Use the symbol for the app, an avatar or a device already identified as Grazova.

Grazova

Wordmark

Use the outlined lettering alone when the symbol already appears nearby.

Give the lane room

Measure the margin from the visible artwork. Let the surface beneath the logo show through the curved lane.

Minimum clear space



The spacing unit

One unit (x) is one quarter of the visible symbol height. Keep at least x free on all four sides and between the symbol and name in both arrangements.

Use flat fills and preserve the angle and the open lane. Set the logo on a solid panel over busy photography.

MINIMUM VISIBLE WIDTHS

Horizontal	Stacked	Wordmark	Symbol
144 px / 38 mm	96 px / 25 mm	80 px / 20 mm	24 px / 9 mm

Check small print and etched marks on the actual material. The app tile has its own small-size artwork on page 8.

The Grazova palette

Range Green identifies the brand. Graphite carries the details. Canvas gives both room to read.

Range Green

#087A49

Brand mark, app tile and actions

RGB 8 / 122 / 73

CMYK 85 / 15 / 84 / 19

Graphite

#15221D

Text, labels and dark surfaces

RGB 21 / 34 / 29

CMYK 80 / 60 / 69 / 67

Canvas

#F6F3E7

Page surfaces and reversed marks

RGB 246 / 243 / 231

CMYK 3 / 3 / 7 / 0

TEXT CONTRAST

Graphite on Canvas
14.78:1

Canvas on Range Green
4.86:1

Use at least 4.5:1 for ordinary text. Green on Graphite is 3.04:1. Reserve that pairing for large graphic elements.

PRINT PRODUCTION

CMYK percentages are starting mixes for Apple Generic CMYK. Proof Range Green on the final stock and agree the production mix with the printer.

WCAG 2.2 guidance on minimum text contrast

Type for field work

Avenir Next carries the name from a pasture sign to a short tracking record.

Avenir Next

Aa

North pasture

Tag 041 / 7:42 am

DIGITAL TYPE SCALE	SIZE / LINE	WEIGHT
Display	48 / 52	Bold
Section	28 / 34	Demi
Body	16 / 24	Regular
Data	14 / 20	Medium
Label	12 / 16	Demi

Set ordinary copy in sentence case.

Keep the crew's capitalization for pasture names. Use Medium for animal IDs, counts and times.

Use the digital scale in CSS pixels.

Fallback order is Avenir, Helvetica Neue, Arial, then the device sans serif. Logo files use outlined lettering.

Write like a crew handoff

Name the animal or group, the pasture and the time. Give the next person one clear place to start.

VOICE

Plainspoken.

Use the words a ranch crew uses at a gate or over the radio.

Specific.

Give a tag, flock or pasture name. Use a date with an older report.

Measured.

Describe when the last report came in. Reserve a present-tense location for a confirmed observation.

WEBSITE INTRODUCTION

Keep tabs on the herd.

Livestock and equipment tracking for ranch crews.

FIELD RECORD

Tag 041 · North pasture

Last reported today at 7:42 am.

CREW HANDOFF

Check West meadow first.

Creek flock was last reported there on Nov 27 at 4:10 pm.

Example copy. Field records use illustrative names and times.

An icon built for small sizes

Use the Canvas symbol on a solid Range Green square. The app tile carries the symbol alone.



Square master

The 1024 px PNG is opaque. The source square carries its own green margin.

PLATFORM MASKS



Rounded square



Circle

Apply the platform's mask to the square. Keep the original scale under each mask.

SMALL-SIZE EXPORTS



64 px



32 px



16 px

Use the supplied 16 and 32 px PNGs or the multi-size ICO for browser tabs.

Keep the field cut open.

The mark fills about 69% of the tile width. Preserve both field shapes, their curved gap and their placement when exporting.

Let the location lead

Keep the animal ID, pasture name and report time readable together, including on a small screen.



TRACKING RECORD

Tag 041

North pasture

Last reported at 7:42 am

View last location

ILLUSTRATIVE TRACKING VIEW

Field Mist (#D5E2D1) gives the map a quiet base. Mark the selected animal with a double ring and its tag number.

Use shape and words as well as color for selection and status. Show the time attached to the reported position.

WCAG 2.2 guidance on use of color

Show the land at work

Pair a view that explains the pasture with a closer view of the people and animals using it.



From above

Look for the bend in a lane, a fence line or a change in grazing height. Leave enough of the field in frame to explain where the animals are.



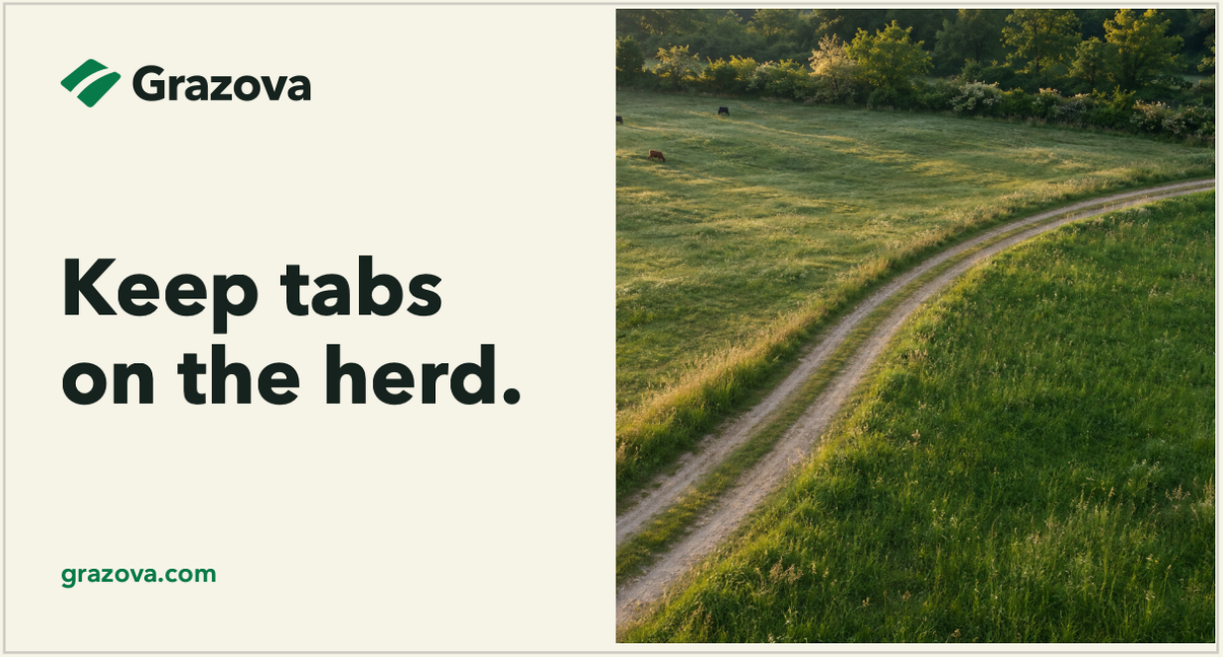
At ground level

Show a job in progress. Include the gate, animal or tool that gives the scene meaning. Use natural light and keep pasture greens believable.

Illustrative photography. Both images are ImageGen studies for art direction.

Grazova in use

Two editable templates show how the same mark works at the scale of a shared link and a piece of equipment.



Social cover

1200 × 630 px. Keep the logo and headline together on Canvas. Crop the photograph so the lane remains recognizable in a link preview.



Equipment label

80 × 40 mm. Use the black logo for a single-ink label. Replace the tracker ID and print the PDF at actual size.

Use the brand kit

The master artwork, ready-to-use exports and working templates travel together.

Logos	Vector SVGs and transparent PNGs in four arrangements.
App icons	The square master, nine PNG sizes and a multi-size favicon.
Design tokens	CSS and JSON for brand colors, font stacks and type sizes.
Templates	An editable social cover and a one-ink equipment label.
Photography	Two illustrative images and their production prompts.



PRODUCTION DEFAULTS

Start with the horizontal SVG. Leave one quarter of the symbol height around it. Choose an opaque square PNG for an app tile or the supplied one-ink art for print.