BRAND GUIDELINES · 2026 EDITION

Brand Guidelines

Logo, color, type, photography and document standards for Sigma AgriScience and everyone who presents our brand: distributors, dealers, agencies and partners.

Driven by nature. Backed by science.

Questions and approvals: info@sigma-agri.com

01 · OUR BRAND

Technical. Precise. Built on the science.

Sigma AgriScience makes organic-based fertilizers and biological soil products for golf, sports turf, lawn care, sod, agriculture and private-label partners. Our brand should look like what we are: a serious agronomy and manufacturing company.

How the brand should feel

Technical

Data first: analyses, rates, timing and the science behind them. Clean tables, plain language, no hype.

Confident

Restrained design. One accent color. Generous white space. Every element earns its place.

Grounded

Real turf, real soil, real growers. We show the result in the field, not stock fantasy or sci-fi graphics.

Taglines

Line	Use
Driven by nature. Backed by science.	Corporate signature. Logo lockups, document covers, the website header.
Build your foundation today.	Sigma Foundation Program headline. Always ends with a period, never an exclamation point.
Follow the science.	Closing line for technical content, presentations and social posts.
Built by superintendents. Backed by agronomy.	Turf audiences: how our programs are developed.

Voice

- **Say it plainly.** "Apply 12.5 lb per 1,000 ft² at aerification" beats "supercharge your turf."
- **Show the number.** Rates, analyses, CFU counts and intervals build trust.
- **Speak as a team.** "The Sigma agronomy team." Personal names, cell numbers and personal emails do not appear on branded materials.

02 · LOGO

The Sigma logo

The logo is the dot-pattern S mark with the SIGMA AgriScience wordmark. Always use the original artwork files. Never redraw, retype or rebuild it.

Primary: Sigma red dots, charcoal ring and wordmark, on white or very light backgrounds. The preferred version.

All white on Sigma black, Sigma red or a dark photo area.

All white on Sigma red. Used in document cover bands and footers.



All white on photography, only over a dark, calm part of the image.

The one rule that matters most

> **THE DOTS ARE ALWAYS SIGMA RED**
>
> Since October 2026 the logo is one color: red dots with a charcoal ring and wordmark, or **all white**. Never use orange, yellow or gradient dots, and never mix a red mark with white lettering. The former multicolor logo is retired; existing bags and signs change at their next reprint.

Files

Three versions: **red** (primary), **all white** (dark backgrounds and photos) and **all black** (fax, stamps, single-ink print). PNG files for screen and office use and SVG vector files for print are available from Sigma: info@sigma-agri.com.

Space, size and placement



Clear space

Keep clear space on all sides equal to the height of the SIGMA letters. No text, edges, photos or other logos inside it.

Minimum size

Use	Minimum logo width
Print	1.25 in (32 mm)
Screen	140 px
Embroidery / small items	Use the S mark alone, 0.5 in minimum

Placement

- **Documents:** white logo in the red cover band, top right.
- **Websites:** white logo in the black header band, top left.
- **Partner materials:** Sigma logo at least equal in visual weight to the partner logo, separated by a thin vertical rule.
- **Merchandise:** red logo on white or light colors, all white on dark colors.

Backgrounds

White, Sigma black (#1A2226), Sigma red (#BE1E2D) or a dark, calm photo area. Avoid busy textures, mid-tone grays and saturated colors behind the logo.

Logo misuse

These are the most common ways partner materials damage the brand. Each one below is not allowed.



Don't stretch, squash, rotate or distort.



Don't recolor the dots, mark or wordmark.



Don't put the red logo on gray or color backgrounds.



Don't place it on busy photography.



Don't use the retired multicolor logo.



Don't add shadows, glows, bevels or outlines.



Don't use the white logo on light or bright colors.



Don't crowd it with text, badges or other logos.



Don't retype the name in another font as a logo.

03 · COLOR

Black, red and gray

Sigma red is the only accent color. Everything else is black, charcoal and gray. Turf photography supplies the green, so green is not a design color.

Sigma Red
HEX #BE1E2D
RGB 190 / 30 / 45
CMYK 0 / 84 / 76 / 25
Primary accent. Buttons, bands, headings, footer.

Sigma Red Dark
HEX #9D1824
RGB 157 / 24 / 36
CMYK 0 / 85 / 77 / 38
Hover and pressed states, links.

Sigma Black
HEX #1A2226
RGB 26 / 34 / 38
CMYK 32 / 11 / 0 / 85
Header bands, covers, dark panels.

Ink
HEX #1F2933
RGB 31 / 41 / 51
CMYK 39 / 20 / 0 / 80
Body text and headlines.

Slate
HEX #4A5563
RGB 74 / 85 / 99
CMYK 25 / 14 / 0 / 61
Secondary text.

Steel
HEX #6B7684
RGB 107 / 118 / 132
CMYK 19 / 11 / 0 / 48
Captions and labels.

Mist
HEX #F4F6F6
RGB 244 / 246 / 246
CMYK 1 / 0 / 0 / 4
Section backgrounds.

Line
HEX #E3E7EA
RGB 227 / 231 / 234
CMYK 3 / 1 / 0 / 8
Rules and borders.

Balance



About 60% white, 25% black and charcoal, 10% gray, 5% red. Red is for emphasis: one band, one button, one heading color. Not whole pages.

Logo colors

The 2026 logo uses only two colors, both from the palette above. The former red-to-gold dot gradient is retired.

Dots · Sigma red
#BE1E2D

Ring and wordmark · Ink
#1F2933

CMYK values are conversions for guidance. For press work, match to a Sigma-approved proof.

Type

Role	Typeface	Use	Office fallback
Document headlines	**Montserrat** Bold / ExtraBold	PDF titles, section heads, covers	Arial Bold
Document text	**Inter** Regular / SemiBold	PDF body, tables, captions	Arial
Website	**Source Sans 3** Regular / SemiBold / Bold	All website text	Segoe UI / Arial
Data and dates	`IBM Plex Mono`	Week numbers, dates, phone numbers on the web	Consolas

All four are free Google Fonts and licensed for print, web and partner use.

Hierarchy

EYEBROW LABEL

Headline in Montserrat

Subhead in Montserrat Bold

Body text in Inter at 9.5–10.5 pt with generous line spacing. Keep lines under about 75 characters.

Rules

- Sentence case for headlines. Uppercase only for short eyebrow labels, with wide letter-spacing.
- Headlines in Ink or Sigma red. Never more than one red headline per page.
- No script, novelty or condensed display fonts.
- No outlined, shadowed or gradient-filled type.
- Write units the Sigma way: lb / 1,000 ft², oz / acre, SGN 110 and 250.

Show the work in the field



Wide landscapes. Fairways, fields and farms in natural light.



Roots and soil. Cores, profiles and hands-on agronomy.



Production. Sod fields, crops and operations at scale.

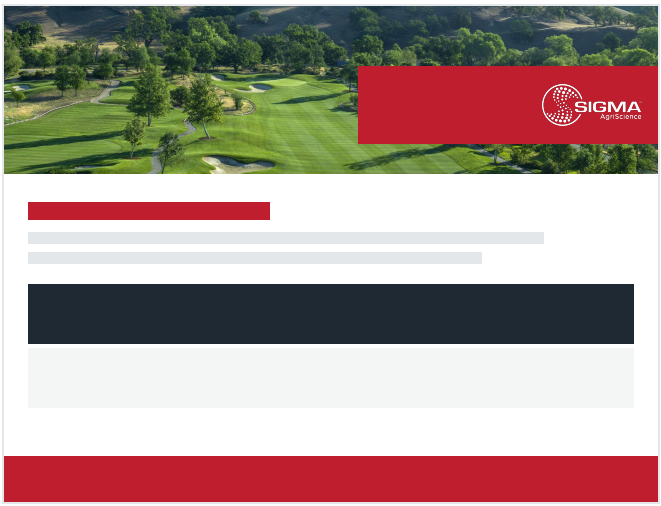
DO

- Use real, sharp, well-exposed photos of turf, soil and growers.
- Leave a calm, dark area for headlines and the logo.
- Crop out other companies' and teams' logos.

DON'T

- Use product bag or jug cut-outs as hero images.
- Use sci-fi graphics, neon effects or heavy filters.
- Show identifiable people without their permission.

Document anatomy



- **Cover:** full-bleed photo, red band with the white logo and signature line, top right.
- **Body:** white page, Montserrat headings, Inter text, tables with a black header row.
- **Footer:** red band on every page with company name, address, phone, info@sigma-agri.com and page numbers.
- **Format:** US Letter 8.5 × 11 in. Print-shop files include 0.125 in bleed and crop marks.

Presenting Sigma with your brand

We want our partners to sell Sigma well. Use these rules for co-branded flyers, websites, catalogs, social posts and trade-show materials.

Start from Sigma's files

- Use the official Sigma data sheets, SDSs, program guides and photos. They are kept current and labels, analyses and rates are verified.
- Don't retype analyses, rates or claims. Link to or attach the Sigma PDF.
- Request files, logos and current documents at info@sigma-agri.com.

Co-branding

- Partner logo and Sigma logo side by side, separated by a thin rule, with clear space around each.
- Keep Sigma product names exactly as written: "Sigma 4-4-4 Bio", "Sigma Bio", "Sigma Liquid Foundation Program".
- Use our colors for Sigma content. Don't recolor Sigma pages into your palette.

Claims and compliance

- Sigma products are fertilizers, biostimulants and soil amendments. Don't describe them as controlling disease, insects or weeds.
- Position the Liquid Foundation Program as a companion in the same tank as the customer's existing spray program.
- Rates and directions must match the product label. "Always read and follow the label" appears on every piece.
- Don't compare Sigma to named competitor products.

Approval

Send it before it prints

Email drafts of any material using the Sigma name or logo to **info@sigma-agri.com**. Sigma reviews co-branded pieces before they are released.

Sigma AgriScience · 580 Maxim Dr., Boling, TX 77420
(281) 706-8171 · info@sigma-agri.com · SigmaAgriScience.com

Follow the science.