HM●CLAUSE

BRANDBOOK
2024

Table of contents

Why read
this document

The brand is a distinctive sign that allows us to recognize
the products, services and content created by a company.

It also embodies the personality of the company,
reflecting its values, image and DNA.

Through the codes it adopts and develops, it shapes the imagination
of customers. The more distinctive and consistent its guidelines are,
the more lasting the relationship it builds with its customers.

It is therefore essential that its identity remains in line with its
audience and its needs to maintain its relevance.

Thus, the Brand Guidelines guide us in all branding activities,
ensuring that each tool is aligned with the brand's values and image.

HM●CLAUSE

Essence of the
Cultivating *Collaboration*

As a farmer owned company, HM.CLAUSE understands the reality of growing and farming
and brings together the expertise of HARRIS MORAN and CLAUSE, whose roots in seeds and farming date back to 1785.

At HM.CLAUSE we understand that farming entails many uncertainties, and farmers manage
them all with passion and knowledge and commitment. With our positioning of «Cultivating Collaboration», we put collaboration,
co-creation and trials at the heart of the work.

With this, we help customers succeed by ensuring to get them the right seed every time around the globe.

When we say Cultivating Collaboration we mean it - it's our pledge.
It's not just a promise to our customers, it's a promise to ourselves

Every seed we sell is a reflection of our passion for being the global choice to help growers
cultivate healthy vegetables in over 57 countries.

Why
Cultivating *Collaboration* ?

"As a grower/ farmer, I have specific needs, growing conditions and challenges."

"As a retailer/distributor,I need to answer complex and evolving customer demands"

To succeed in seeds growing and farming, growers, farmers, retailers and distributors need a partner
with a pragmatic approach and grassroot expertise, who gets it and can truly work with us.

At HM CLAUSE, we put co-creation and trials at the heart of our work to help customers succeed.
We like to roll up our sleeves, get out there and work with them to help them succeed, whatever challenges may come their way.
We make growing successful through 'hands on' collaboration.

-

For our customers, this means...

Deep understanding of their needs and situation: we get it
Long term commitment
Tested and tried solutions best suited to your needs

How we are living
Cultivating *Collaboration*
at HM.CLAUSE?

• We bring together the expertise of HARRIS MORAN and CLAUSE, with seeds expertise and farming roots dating back to 1785.

• We are farmers owned, we understand the reality of growing and farming.

• Every year we run 100's of field days for our customers and 100's of trials in growers fields.

• Every year, we share thousands of seeds samples with our customers to help them assess performance in the field and share their feedback.

• We work directly with growers to deliver faster the solutions to industry issues that are life critical for them (disease).

• Co-creation is becoming our way of working, with more than 12% of our products being the results of customer co-creation.

• Customer-centric services for problem solving in supply chain

• With our home farms, research stations and operations in 30 countries, we are never far and ready to collaborate.

(1)

BRAND CORE ASSETS

HM●CLAUSE

COMMERCIAL LOGO

HM●CLAUSE

CORPORATE LOGO

Logotype

The commercial logo is a key element of our new identity. Designed as a symbol of unity and collaboration between the two brands of the group, it visually unites HARRIS MORAN and CLAUSE under one banner. It already embodies the cooperation we foster, both internally and externally at HM.CLAUSE.

The corporate logo, primarily used internally, reflects our unified communication.

Whether in its corporate or commercial version, the logo defines the essential codes of the brand (colors, graphic shape, etc.).

It represents the very essence of our identity.

Cultivating *Collaboration*

Baseline

The baseline is the voice of our brand. Positioned alongside the logo, it enhances its visibility and provides it with a space for expression.

It is a key vector of our brand positioning.

Composed of two typographies - one dynamic with italics, and the other more stable and assertive - it solidifies our positioning. It alone expresses the dynamism and strength of our identity.

We never touch the structure or the words of the baseline.

Yellow Dots

The yellow circle symbolizes unity. Its shape evokes harmony and the unification of our brands. Its color recalls the sun, a central element for farmers, while also reflecting our business and products: seeds. Seeds, which hold the promise of life, sustenance, and much more.

This yellow circle is a recurring element of our new identity. More than just a decorative feature, it was designed to become a true «seal,» marking our communications.

The primary expression of this symbol is represented by two yellow circles, once again signifying the alliance and unity of our brands. Positioned one above the other, they suggest progress, evolution, and the idea of a company in motion.
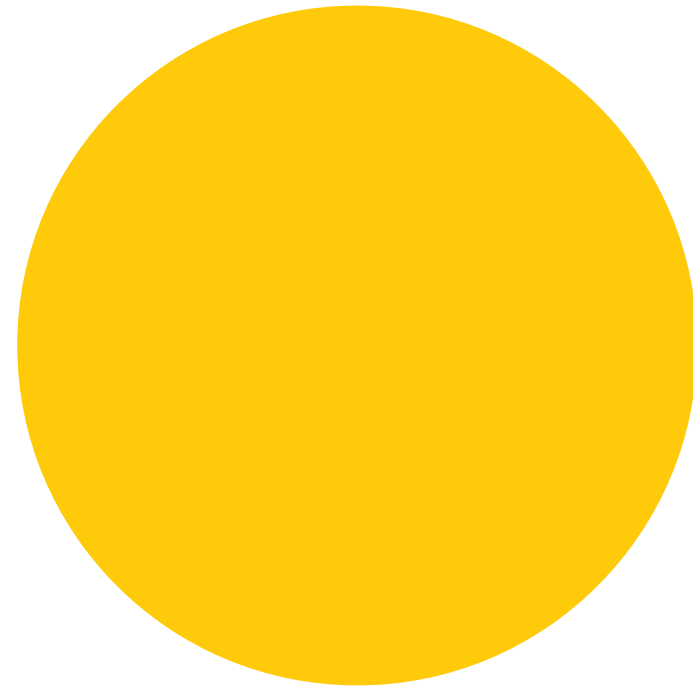
BRAND BANNER

Example-brand-banner-2024.indd

In order to preserve the consistency of the brand on its communication tools and more particularly on its commercial tools, a protected brand space including the brand core assets of the brand has been created: the brand banner.

MINIMUM SIZE:

Below A5, do not use the banner, the elements would be too small.

MARGINS (*a*)

The margins are the same on the left and right, and are used to position the cultivating collaboration and yellow dots.
They are adapted to suit the document. Here are the main ones you'll find in the templates:

A5, A4: 12mm
50 × 70cm: 30mm
80 × 200cm, 80 × 180cm: 8cm
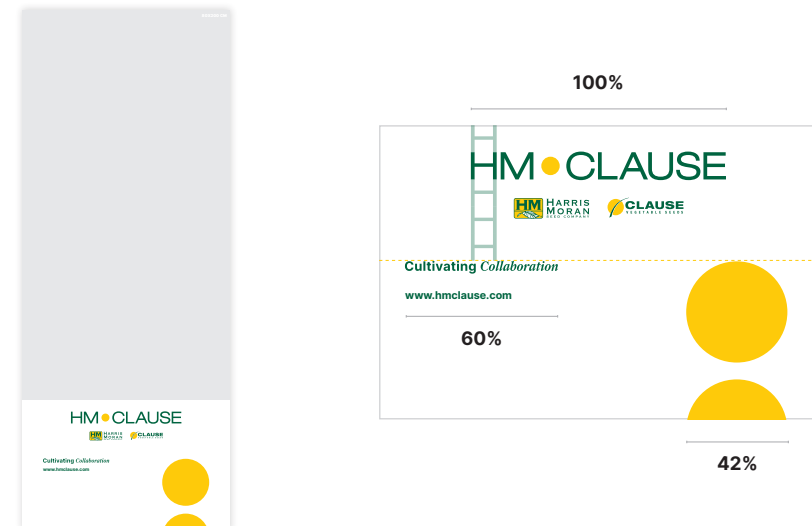**240×230mm:** 12cm
8 × 3 m: 40cm
4 × 3: 20cm

RATIOS TO BE RESPECTED

MINIMUM HEIGHT FOR THE WHITE BANNER: 3 CM.

a

Cultivating *Collaboration*

www.hmclause.com

HM●CLAUSE

HM HARRIS MORAN SEED COMPANY ●CLAUSE VEGETABLE SEEDS

a

75%   **100%**   **50%**

SPECIAL ORGANIZATION:
PULL UP BANNER

100%

HM●CLAUSE

HM HARRIS MORAN ●CLAUSE VEGETABLE SEEDS

Cultivating *Collaboration*

www.hmclause.com

60%

42%

HM●CLAUSE

HM HARRIS MORAN ●CLAUSE

Cultivating *Collaboration*
www.hmclause.com

BRAND BANNER

Example-brand-banner-2024.indd

You will find here many templates ready to use for the brand banner:
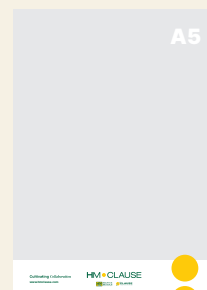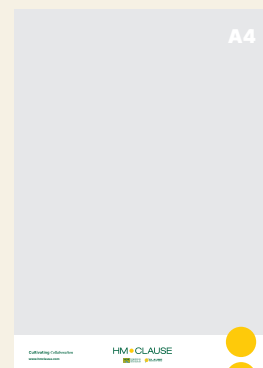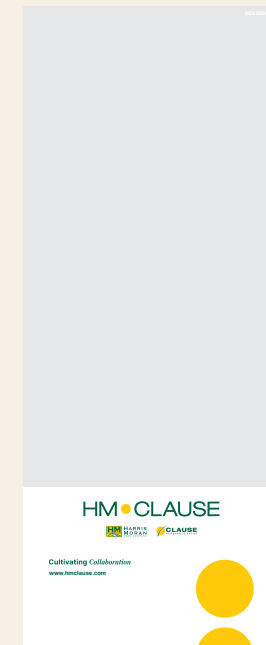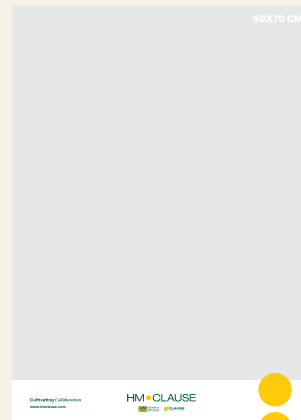
A5

A4

50×70 cm

80 × 200 cm

240 × 230 mm (1/10)

400 × 300 mm (1/10)

800 × 300 mm (1/10)

1

BRAND CORE ASSETS

Logotype

PRESENTATION

COMMERCIAL USE

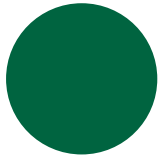This logo must be use whenever we are promoting, refering or in a presence of a product.

CORPORATE USE

HR, CSR...

COLOR VARIATION
COMMERCIAL LOGO

COLOUR VERSION

Pantone 342 C
CMYK 95 | 10 | 80 | 45
RGB 25 | 95 | 60
WEB #195F3C

Pantone 7406 C
CMYK 0 | 20 | 100 | 0
RGB 255 | 204 | 0
WEB #FFCC00

WHITE WITH YELLOW DOT
Use on dark background

MONOCHROME VERSION
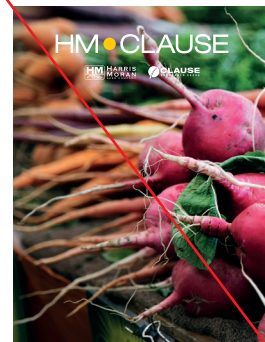For black and white prints

Use on plain dark background

Use on plain light background

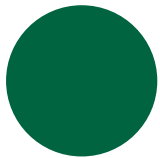**Not permitted: use on a cluttered background**

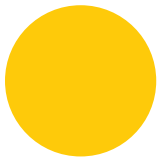**If the picture is too cluttered, chose another one: see the page dedicated to iconography**

COLOR VARIATION
CORPORATE LOGO

COLOUR VERSION

Pantone 342 C
CMYK 95 │ 10 │ 80 │ 45
RGB 25 │ 95 │ 60
WEB #195F3C

Pantone 7406 C
CMYK 0 │ 20 │ 100 │ 0
RGB 255 │ 204 │ 0
WEB #FFCC00

HM●CLAUSE

WHITE WITH YELLOW DOT
Use on dark background

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MONOCHROME VERSION
For black and white prints

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Use on plain dark background

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Use on plain light background

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Not permitted: use on a cluttered background

HM●CLAUSE

If the picture is too cluttered, chose another one: see the page dedicated to iconography

LOGOTYPE PROPORTIONS

3/3

HM●CLAUSE

2/3
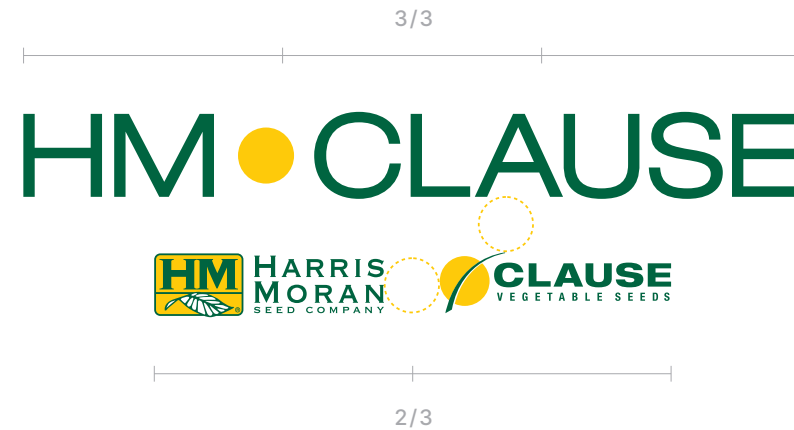
FREE ZONE

To ensure that the logo is always visible an area of clear space around the logo must be respected.

MINIMUM SIZE

A minimum size has been set to ensure that the logo is clear and legible on all media.

print: 40 mm
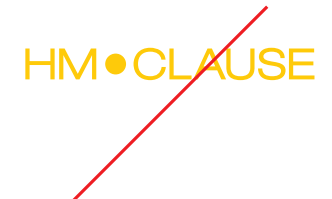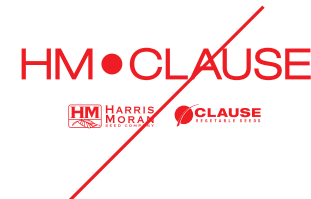
print: 30 mm

digital: 90 pixels

digital: 70 pixels

NOT PERMITTED

1. DO NOT CHANGE THE PROPORTIONS OR THE POSITIONING OF THE COMPONENTS.

2. DO NOT CHANGE THE COLOUR OF THE LOGO.

3. DO NOT USE THE LOGO IN POSITIVE AGAINST A COLOUR BACKGROUND.

COEXISTENCE WITH OTHERS

LOGO HIERARCHY

**Distribution of varieties of VILMORIN MIKADO or HAZERA by HMC**

• Each variety of VILMORIN/MIKADO or HAZERA must be identified with its logo in small type next to the name of the variety (eg. Inner page of a catalog). This is the only use case of sister BU Logo.

• If distribution is via a sales office or a subsidiary of VMK or HZ, the contact details must appear in the sales contact area.

Distribution of our varieties via a distributor (outside the LIMAGRAIN group)

• Either the distributor promotes our varieties via tools exclusively dedicated to our brand, in which case only our graphic charter must be applied according to the templates available.

• The distributor can include his contact details and logo in the sales contact area.

• or the distributor does so under its own brand identity, in which case each of our varieties must be identified with the HMC logo next

Product sheet: coexistence with another logo + limagrain logo
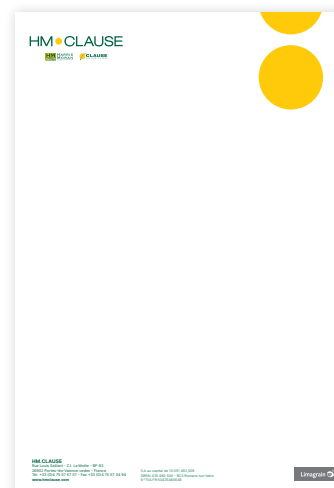
Coexistence with the limagrain logo

PROPORTIONS

To maintain a hierarchy in reading, keep the following ratio :

3/3

2/3

2/3

Banner: coexistence with another logo

1

BRAND CORE ASSETS

Baseline

PRESENTATION

Cultivating *Collaboration*

Font : inter Bold   **Font : farnham display medium italic**

This baseline is built with 2 typefaces, inter bold and farnham display medium italic.

In order to keep a balance, they are not exactly the same size (2 points of difference).

BASELINE USAGE GUIDELINES

EXTERNAL AND INTERNAL TOOLS

The CC is mandatory for external tools, not for internal tools (presentation template, stationery ...). The Cultivating Collaboration is also mandatory for video (intro - and/or outro) especially for commercial videos.

We recommend not using the Cultivating Collaboration « stand alone signature » on institutional tools mostly based on the commercial logo (Stationery, Internal presentation, Email signature...) or only in a preserved zone to communicate brand positioning (for example in a banner under the email signature but not with the logo, or at a backside of a document if necessary)

COMMERCIAL TOOLS (ACTIVATION TOOLS)

We recommend using the Cultivating Collaboration stand alone signature on commercial tools if they are respecting sizes, colors and readability guidelines. the CC comes after all the mandatory informations for commercial tools (legal informations about the products and so on). This case applies for example to catalogs, brochures, techsheets and price lists

PRODUCT ADVERTISING

We recommend using the Cultivating Collaboration stand alone baseline on advertising tools. For that, we will apply the brand banner that will ensure consistency of the brand in product communication and in the same time, leave enought place to the product informations.

INTRO/OUTRO
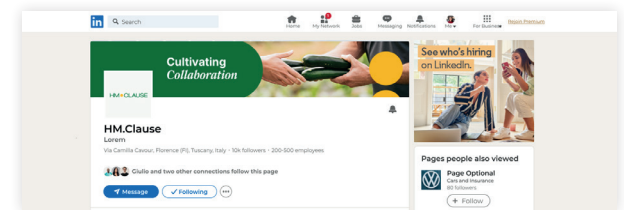
SOCIAL MEDIA BANNER

CATALOG

BEACH FLAG

PRESS

POSTER

SIZES AND READABILITY

The use of our baseline must follow certain rules, particularly in terms of readability.

Cultivating Collaboration minimum size : 3 cm when printed to be readable. It has to be respected on tools, if not possible to have the Cultivating Collaboration at a readable size, we will avoid it (for goodies such as pens for example).

Minimal size has also to be settled regarding the HM.CLAUSE trio commercial logo if it is used on the tool.

The logo is the priority. In case of lack of space available on the tools, we will not use the Cultivating Collaboration.

MINIMUM SIZE

Cultivating *Collaboration*

print: 30 mm

Cultivating
Collaboration

print: 20 mm

COLORS AND BACK-GROUNDS RULES

The guidelines to apply on the tagline are the same as the logo. For example, remember to avoid photo backgrounds to ensure the readability of the slogan.

The tagline has to be written in white when used on a colored background (principal or secondary colors from the brand guidelines), and with the green of the logo when written on a white background.

Also the Cultivating Collaboration can be written in two lines and not only one. in this case, both words are left aligned.

Cultivating *Collaboration*

Cultivating *Collaboration*

Cultivating *Collaboration*

Cultivating *Collaboration*

Cultivating *Collaboration*

Cultivating *Collaboration*

Cultivating *Collaboration*

Not permitted: use on a cluttered background

Cultivating *Collaboration*

Cultivating *Collaboration*

Cultivating *Collaboration*

PERMITTED AND NOT

- The Cultivating Collaboration can't be used as a baseline under a logo.
- The Cultivating Collaboration can't be used with the corporate logo.
- The Cultivating Collaboration can't be used if not associated to the brand in any case.

- The Cultivating Collaboration can only be used as a « stand alone baseline » with the commercial logo (not as a baseline under the logo).

Not a baseline

Never with the corporate logo

Always associated to the brand, never alone

1

BRAND CORE
ASSETS
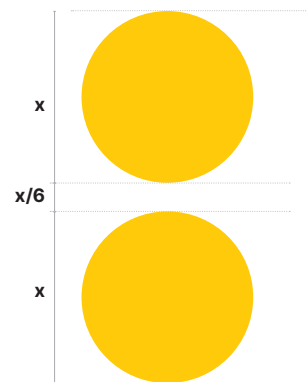
Yellow dots

PRESENTATION

Like the sun rising, we have these yellow dots on our creations.
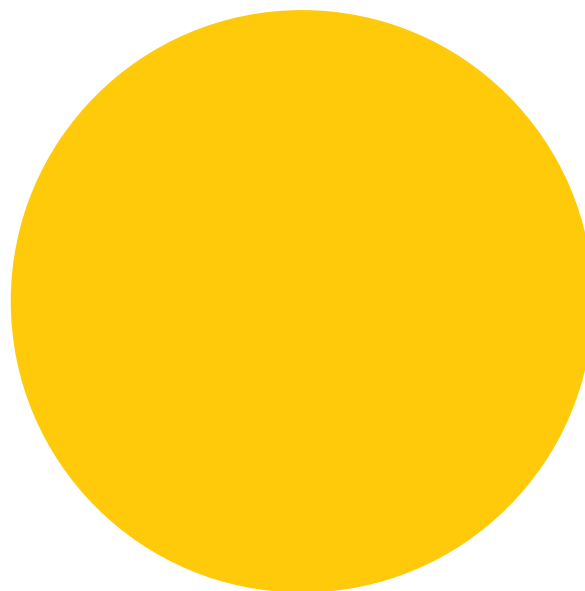
GRAPHIC ELEMENTS: YELLOW DOT

The two yellow dots are a central element of communication and their construction must be respected both in size, space and place.

Cutting the yellow dot at the top is not allowed.

x

x/6

x

Respect the spacing between the circles
(cf file: 2dots-security.ai)

35%
of total height

Respect the cut
(the space below the lines is outside the page)

Example of cut

CATALOGUE *maraîcher*

Cultivating *Collaboration*

édition
2024
2025

HM●CLAUSE

HM●CLAUSE

YELLOW DOT: POSITION

Locked : marker band
Bottom right

DO

Authorized according to media:
In some cases, it's impossible to fit a logo band because the support isn't suitable for it, in which case it's permissible to fit the 2 dots in the center or on the right, coming from above or below.
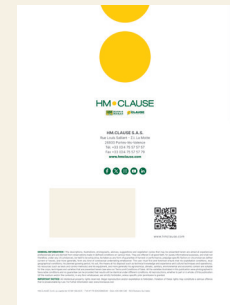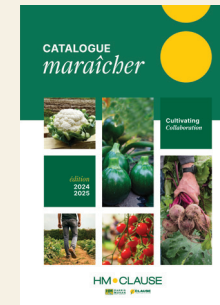
DON'T

Forbidden:
The 2 yellow circles must never be placed on the sides or on the left.
Writing inside them is forbidden.
Do not respect the cutting lines either, nor put 3 or more circles.
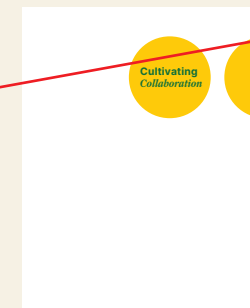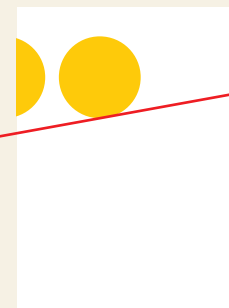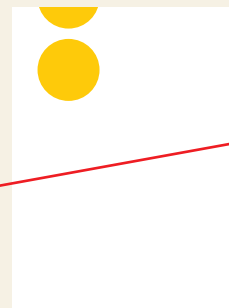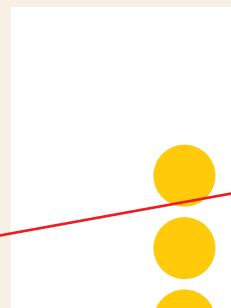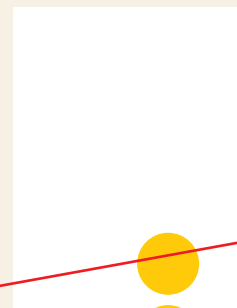
GRAPHIC ELEMENTS: YELLOW DOT

The yellow dot is here to signify the link, either between farmers, or to signify an important point in the photo.

The transparent yellow circle (80%) can be used to highlight certain elements of the photo, such as hands and collaboration.

Only one translucent yellow dot is allowed in a photo

Opacity 80%

International
OPEN DAYS
JORDAN

#HMCLAUSEopendays25

IT'S OPEN NEW

Cultivating *Collaboration*
www.hmclause.com

HM●CLAUSE

HM HARRIS MORAN · CLAUSE

(2)

COLORS

MAIN COLORS

We have two main colors: green and yellow.

These colors dominate our palette and embody the essence and visual identity of HM.CLAUSE.
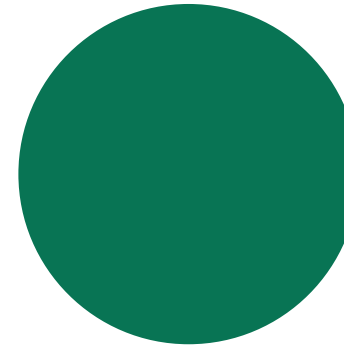
Green symbolizes growth, freshness and nature, while yellow evokes energy, creativity and joy.

Together, they bring visual harmony and strong recognition to our brand.
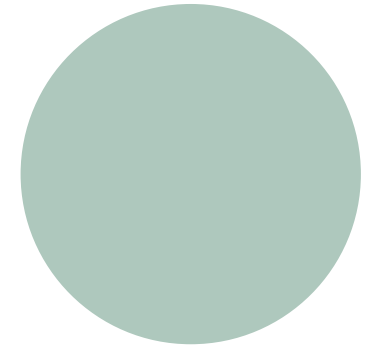
Pickle
Zucchini
Bean
Watermelon
Parsley
Rocket
Leek
Cucumber
Chard
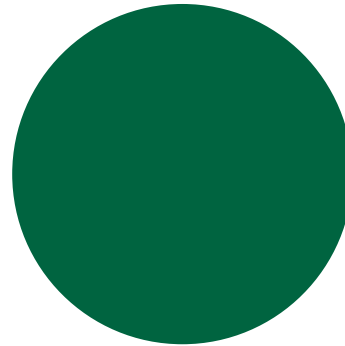
Pantone 342 C
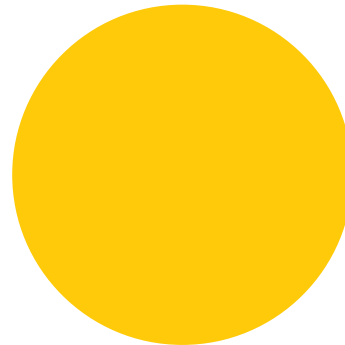CMYK 95 | 10 | 80 | 45
RGB 25 | 95 | 60
WEB #195F3C

Pantone 342 C 85%
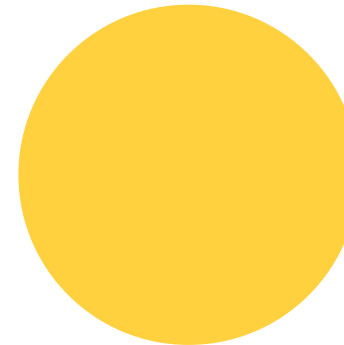CMYK 81 | 9 | 68 | 38
RGB 2 | 115 | 82
WEB #027352

Pantone 342 C 25%
CMYK 24 | 3 | 20 | 11
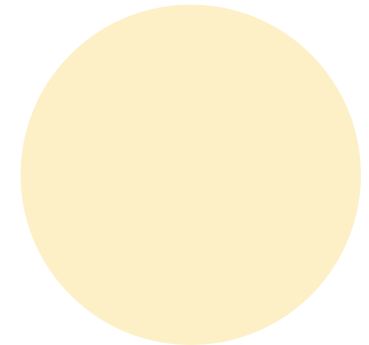RGB 189 | 209 | 197
WEB #BDD1C5

Corn

Pantone 7406 C
CMYK 0 | 20 | 100 | 0
RGB 255 | 204 | 0
WEB #FFCC00

Pantone 7406 C 85%
CMYK 0 | 17 | 85 | 0
RGB 255 | 211 | 49
WEB #FFD331

Pantone 7406 C 25%
CMYK 0 | 5 | 25 | 0
RGB 255 | 242 | 206
WEB #FFF2CE

SECONDARY COLORS

In addition to the main colors (green and yellow), we have a complementary range of colors to offer greater flexibility and visual richness in our designs.

Primary colors are used to structure tools (such as powerpoint) and secondary colors are mainly used for graphic elements (icons, graphics...).

Spinach
Fennel
Bean
Lettuce
Pepper
Bell pepper
Aromatics and condiments
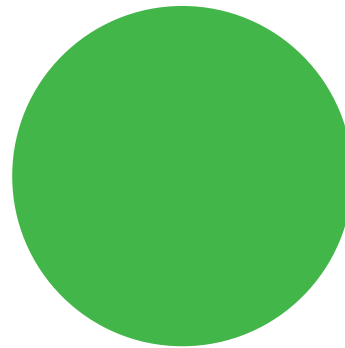
Pantone 361 C
CMYK 73 | 0 | 100 | 0
RGB 63 | 172 | 52
WEB #45ac34

Pantone 361 C 85%
CMYK 62 | 0 | 85 | 0
RGB 109 | 183 | 78
WEB #6DB74E
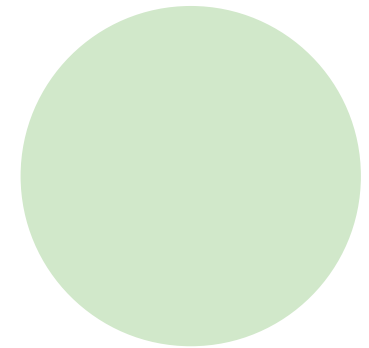
Pantone 2465 C 25%
CMYK 18 | 8 | 25 | 0
RGB 201 | 210 | 193
WEB #C9D2C1

Cabbage

Pantone 7455 C
CMYK 91 | 50 | 0 | 0
RGB 0 | 109 | 182
WEB #006db6

Pantone 7455 C 85%
CMYK 77 | 42 | 0 | 0
RGB 57 | 128 | 194
WEB #3980C2
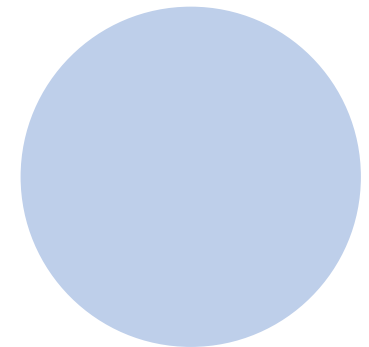
Pantone 7455 C 25%
CMYK 23 | 12 | 0 | 0
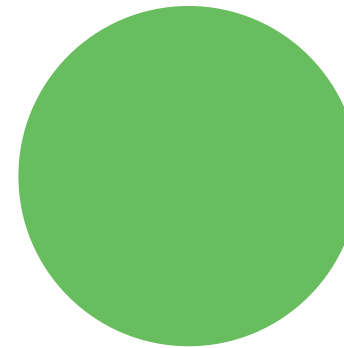RGB 205 | 215 | 239
WEB #CDD7EF

SECONDARY COLORS

In addition to the main colors (green and yellow), we have a complementary range of colors to offer greater flexibility and visual richness in our designs.

Primary colors are used to structure tools (such as powerpoint) and secondary colors are mainly used for graphic elements (icons, graphics...).
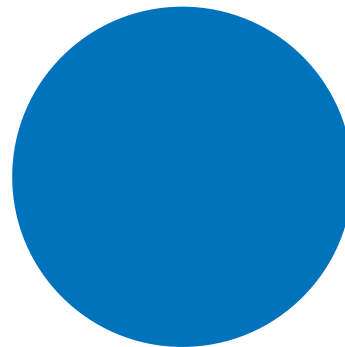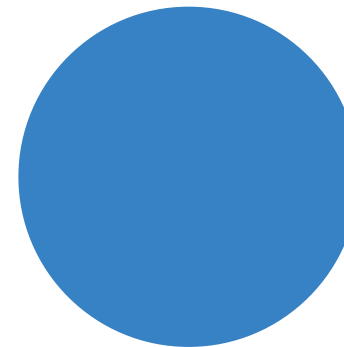
Tomatoes
Radish

Pantone 485 C
CMYK 0 | 100 | 100 | 0
RGB 227 | 6 | 19
WEB #e30613

Pantone 485 C 85%
CMYK 0 | 85 | 85 | 0
RGB 232 | 65 | 43
WEB #E8412B
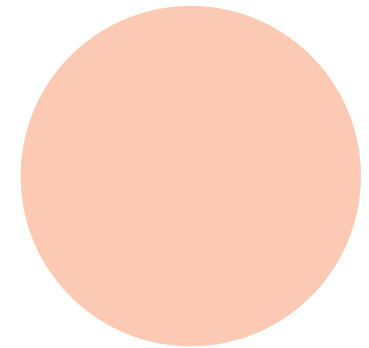
Pantone 2465 C 25%
CMYK 0 | 25 | 25 | 0
RGB 250 | 207 | 188
WEB #FACFBC

Celery
Chicory
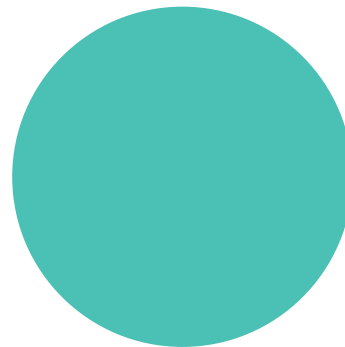
Pantone 2239 C
CMYK 64 | 0 | 35 | 0
RGB 39 | 180 | 172
WEB #27b4ac
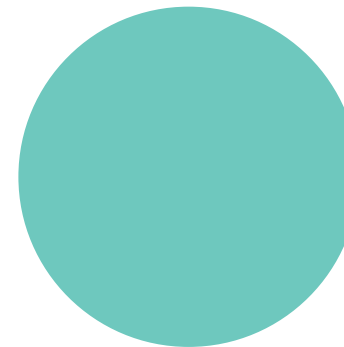
Pantone 2239 C 85%
CMYK 54 | 0 | 30 | 0
RGB 123 | 199 | 192
WEB #7BC7C0
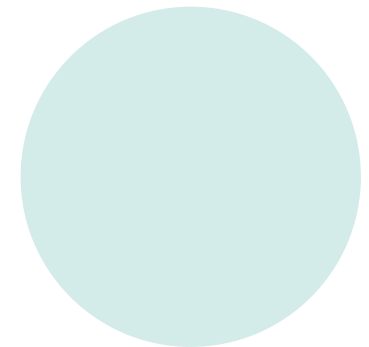
Pantone 3514 C 25%
CMYK 16 | 0 | 9 | 0
RGB 222 | 239 | 238
WEB #DEEFEE

SECONDARY COLORS

In addition to the main colors (green and yellow), we have a complementary range of colors to offer greater flexibility and visual richness in our designs.

Primary colors are used to structure tools (such as powerpoint) and secondary colors are mainly used for graphic elements (icons, graphics…).

Turnips
Eggplant
Beet
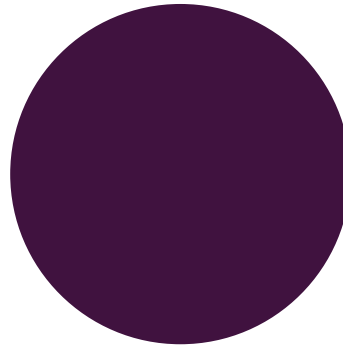
Pantone 518 C
CMYK 55 | 86 | 20 | 63
RGB 66 | 35 | 64
WEB #412340
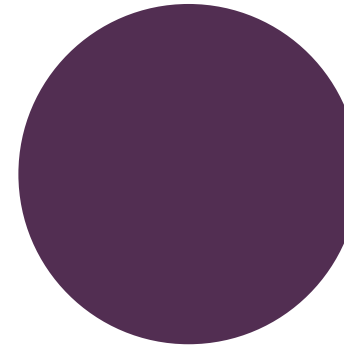
Pantone 518 C 85%
CMYK 47 | 73 | 17 | 54
RGB 93 | 53 | 85
WEB #5D3555
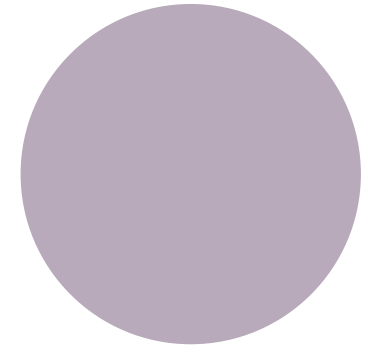
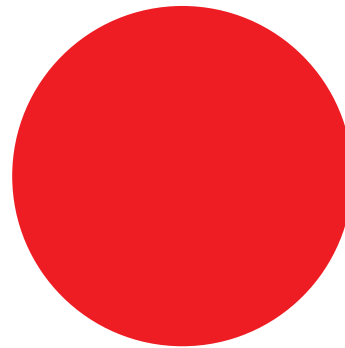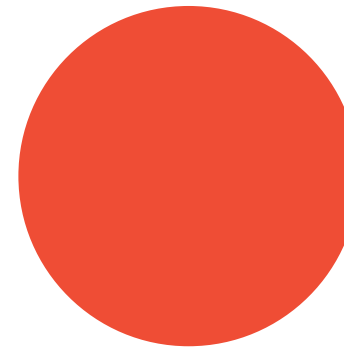Pantone 2465 C 25%
CMYK 14 | 22 | 5 | 16
RGB 198 | 184 | 199
WEB #C6B8C7

Melon
Squash
Carrots
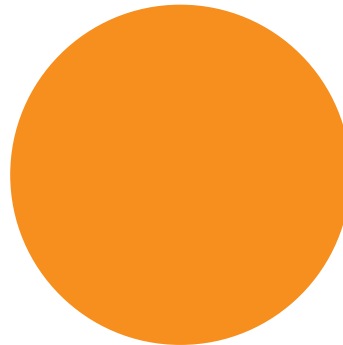
Pantone 144 C
CMYK 0 | 52 | 100 | 0
RGB 242 | 142 | 0
WEB #F28E00
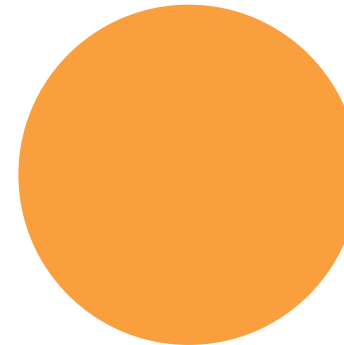
Pantone 144 C 85%
CMYK 0 | 44 | 85 | 0
RGB 246 | 160 | 51
WEB #F6A033
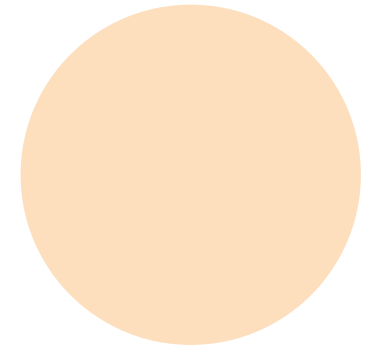
Pantone 3514 C 25%
CMYK 0 | 13 | 25 | 0
RGB 254 | 228 | 199
WEB #FEE4C7

TEXT COLORS

For plain text, black, gray or white. For titles, use secondary colors.
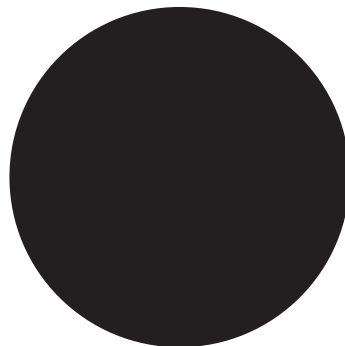
Pantone Black C
CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
WEB #000000
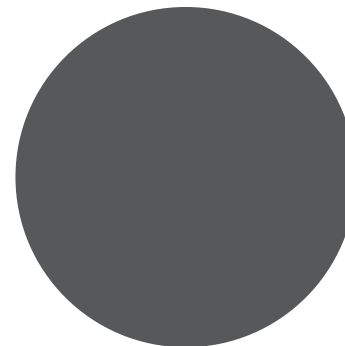
Pantone Black C 80%
CMYK 0 | 0 | 0 | 80
RGB 87 | 87 | 86
WEB #575756
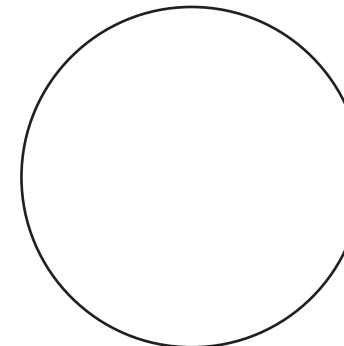
White
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
WEB #ffffff

**USE AS BACKGROUND
FOR PRESENTATION**

Pantone 2309 C 20%
CMYK 3 | 4 | 10 | 0
RGB 249 | 244 | 234
WEB #f9f4ea

3

GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

To enrich and energize our creations, we provide a wide range of visual resources. This palette includes :

• **Pictograms:** A collection of pictograms carefully designed to represent various ideas and concepts in a clear and aesthetic way.

• **Colors:** In addition to the main colors (green and yellow), we have a complementary range of colors to offer greater flexibility and visual richness in our designs.

• **Photos:** A selection of high-quality photos to illustrate and reinforce our visual messages.

• **The rounded shape** to highlight product information on advertising media

These resources are essential to bring our creations to life, ensuring consistency, diversity and visual impact.

IT'S THE SEASON

IT'S THE SEASON

• **Idea 1**
• **Idea 2**
• **Idea 3**

GRAPHIC ELEMENTS:
PICTOGRAMS

Sample of pictograms for you to use as illustration.

In product advertising tools, it is only allowed to use one pictogram (variety pictogram, etc.)

EXAMPLES OF USE

In print or digital

Here, text is written in 10-point font. Inter Extra bold font caps, uppercase. 15 letters maximum.

FONTS

OUR TYPOGRAPHIES

PRINT & WEB

CATALOG VARIETY

inter bold

This font is always used in uppercase.

aåbcçdðeéfƒghiïjklmµnñoøpqoerstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

SUBTITLES & BODY COPY

inter regular / *inter regular*

This font is always used in lowercase for subtitles and body text.

In the catalog, subtitles are in regular italic. Since the italic version doesn't exist, the slant in InDesign should be used at 10°.

[T̲ ⇕ 10°]

aåbcçdðeéfƒghiïjklmµnñoøpqoerstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

DOUBLE TITLE & TESTIMONY

Farnham display medium italic

This font is always used in lowercase for titles, taglines, or the website.

aåbcçdðeéfƒghiïjklmµnñoøpqoerstuüvwxyz AÅÂBCÇDEFGHIÍƒKLMNOØÓÔÒPQRSTUVWXYZ 0123456789º(.,'"-;:)!?&©˙˚ϖ®†≈◊™£¢∞§•ªº

PRESENTATIONS

MAIN TITLE

arial bold

This font is always used in uppercase, in bold for the titles.

aåbcçdðeéfƒghiïjklmµnñoøpqoerstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

BODY COPY

arial regular

This font is always used in lowercase, in regular for body text.

aåbcçdðeéfƒghiïjklmµnñoøpqoerstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

SUBTITLES

georgia italic

This font is always used in lowercase for taglines.

aåbcçdðeéfƒghiïjklmµnñoøpqoerstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

EXAMPLES

seeds of
CARROT

CATALOGUE
maraîcher

POLYDOR F1

A CAROTT OF QUALITY FOR THE WHOLE WINTER

• Upright foliage with good durability, strong attachment.

• Early, cylindrical-conical root with excellent appearance.

• High yield.

"

Seeds designed to address the agronomic challenges of today and tomorrow.

"
Ecae et quis ut maionet voloreptus aut ilignis volor saperov itiur? Quis esed ut volestem. Nequos ma doluptatusae venessent optaqui omnieniti occab initi tem ium et dolorpore, quam quunt.

**Edgar Poissonnet
Saône et Loire**

HIERARCHY

15 pt - **Eribus as voluptatur sit tres officiux** — TITLE

9 pt - **1. Sous-titre Scienih icienda corro to eos eos eat fugit ad quaspel il imet haritiis est** — SUBTITLE

9 pt - *Chapeau Officie ntiaece pratiat iumqui as experum listem reped esciation prae laut odit qui inciend anibilit excepta quissit quamenimus* — LEAD

9 pt - Body Copy - Non enectota vitate sit, vid quatur molum quo enet, **senim haruntus**, nimporro commolu ptatur aut et moluptam et et, to es istiora cuscime vid quaecto volest, utatemo **loritas quiducias eost et que vidio.** Da volentiorro ea vendis aut volupis dolorep tiundi quuntur — BODY COPY

2. Cuscime vi, nimporro commolu ptatur aut et moluptam and seeds

Officie ntiaece pratiat iumqui as experum listem reped esciation prae laut odit qui inciend anibilit excepta quissit quamenimus

Non enectota vitate sit, vid quatur molum quo enet, **senim haruntus,** nimporro commolu ptatur aut et moluptam et et, to es istiora cuscime vi, nimporro commolu ptatur aut et moluptam et et, to es istiora cuscime vid quaecto volest, utatemo.

6 pt - Note: Please make sure to read the general information on page 55. The descriptions of the icons can be found on the catalog's flap.

OUR TYPOGRAPHIES

Examples

CATALOG
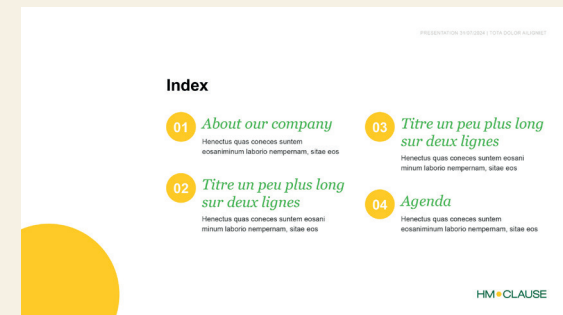
POWER POINT
PRESENTATION

5

ICONOGRAPHY

ICONOGRAPHY

**Humanity,
Collaboration,
and Authenticity.**

DO

1. With equipment or technical elements that remind us about the profession

2. Natural and sincere attitudes photoshoot, snapshot

3. Action & mouvement, living moments

4. Collaboration: at least two people, complicity, more an exchange than superiorit. Show hands recommended.

5. Diversity (age, ethnicity, gender)

6. Pragmatic, boots on the ground. Simple compositions, essential is represented

7. Exposure: sunny, warm colors

8. Dynamic framing, blur and sharp zones

All product images are to be validated with the respective product manager in the country or region as agreed with the marketing team.

All plantation/ process images are to be validated with the Operations teams to ensure the correct phytosanitary practices of HM.CLAUSE are showcased.

DO

DON'T

1. Dark, cold colors, false landscape

2. Posed, unnatural photos

3. Too many people

4. Authority relationship or fake relationship, no smile

5. Close-up of unsightly, unnatural vegetables

6. Dont use animated characters, superhero...

7. Dont use artificial creation on products, products creative manipulation...

8. Dont use local themes (example: indian holidays)

9. Dont use pictures with crops that we don't grow/ produce/sell

Don't use Rights to purchase.

Don't use Rights to purchase.

Don't use Rights to purchase.

Don't use Rights to purchase.

Don't use Rights to purchase.

Don't use Rights to purchase.

Don't use Rights to purchase.

DON'T

6

EDITORIAL CHARTER

PRODUCT COMMUNICATION GUIDELINES
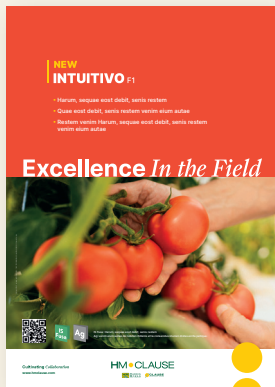
Template : Poster-50×70-template-2024.indd

GENERAL GUIDELINES

Advertising has to express brand positioning, brand values and brand personality (both in design, tone of voice and messages); Unnatural, dreamy, science-fiction contexts for examples are not allowed we are boots on the ground)

Advertising has also to express some core assets such as an « farmers to farmers attitude / point of view », in other words proximity

ORGANIZATION

BRAND SPACE:

To ensure consistency of the brand elements, we are using the brand banner on product communication tools.

ADS - PRODUCTS SPACE:

> Depends on the available space

• **Mandatory elements (for example on a banner):**

Photo of the product (close up photo)
In case of several products, you can us cut out photos or photos of the products on a white background
Name of the product
Baseline of the product
Icon of the product (if any)
In case use colored background (use the ones from the brand guidelines)

• **Additional elements (for example for A4 print)**

Description / body copy
2nd photo of the product (photo in context)
Picto (new...)
QR Code / link for digital content

In a multi-product communication, two options are possible: either you use cut-out product photos with their names (e.g., a melon, a carrot, a zucchini), or you use a single photo that represents all three products in their context (with people, for instance)

MESSAGES

TONE OF VOICE:

• **The same than the one for brand + following guidelines**

Catchy
Briev (short sentences, 3 or 4 words recommended)
Impactful

HIERARCHY:

• **1st : Products mandatory informations**

Description / body copy
Slogan
Name of the product + icons

• **2nd : brand informations**

Logo, baseline CC, 2 yellow dots (brand banner)

• **3nd : other informations both on product and on brand**

EDITORIAL TONE

The editorial tone expresses the personality and attitude of the brand when addressing its audiences.

This editorial tone aims to be consistent and specific so that the brand can be quickly identified.

The editorial identity of HM.CLAUSE is defined as follows:

Style

" Committed

Engaged, understanding, respectful...

The brand stands alongside its customers to successfully carry out all their projects. It inspires confidence and develops a sens of serinity.

LEXICAL FIELD:

"It is our priority, let's work together, we commit to...", "Roll up our sleves"

" Authentic

Sincere, genuine, concrete...

The brand is grounded in reality and communicates with complete sincerity. The brand communicates clearly and simply to its customers.

LEXICAL FIELD:

«We are convinced that»

«We are grounded in finding solutions to local farming challenges»

«Here you can see, or here you will see»

" Reassuring

Available, respectful...

The brand develops a sense of serenity in its customers and inspires confidence.

LEXICAL FIELD:

"Here to help"

" Open

Receptive, curious, open-minded...

The brand seeks to broaden horizons by exploring new ideas, projects, and experiences.

LEXICAL FIELD:

"Let's try something new..."

" Dynamic

Inspiring, optimistic, bold...

The brand uses short, positive phrases to inspire and engage its customers. She invites them to discover new horizons.

LEXICAL FIELD:

"Go for it...", "Good to grow", "Let's try something new"

EDITORIAL GUIDELINES

How to write a text for HM.CLAUSE?

" The discourse of HM.CLAUSE places a strong emphasis on human connection and exchange.

The use of «you» is preferred to encourage and support HM.CLAUSE target audiences in line with the brand's positioning.

The use of «we» is also recommended to express the collaboration established by the brand and its closeness to its targets, as long as it includes and associates them in our discourse.

The brand uses simple sentence constructions to be as accessible as possible and does not hesitate to use positive and exclamatory phrases to foster engagement from its targets.

Finally, the use of the present or future tense is preferred to ground the communication in the concrete or to engage our targets in new projects.

EXAMPLES

"Together, let's cultivate success!"

"Let's work tirelessly to innovate, develop the agriculture of tomorrow, and cultivate quality vegetables that will feed the planet."

"Day by day, you help us become the trusted partner you need. We work together to create the vegetables of today and tomorrow."

EXAMPLE OF LEXICAL FIELDS

Those are examples, take into account your local context to develop the lexical field of the brand.

COLLABORATION

cultivate
nurture
SOW

SUCCESS

bloom
pick
abundance
harvest
fruit

CREATION

germinate
seed *fertile*
grow
field

EDITORIAL GUIDELINES

DO

- Provide **concrete examples**, evidence
- Be **didactic**
- Make it **accessible, simplify**
- Break down **into steps**
- Use **the present** or **future tense**
- Use action verbs to **energize the texts**
- **Encourage**
- Be **determined** in your speech
- Be **inspiring** to highlight the work of our targets
- Stay in the **realm of success and positivity**
- Include the targets in our speech by using words like **«together,» «we,» «collective,»** ...

DON'T

- Don't **overpromise** product performance
- **Don't compare our product** directly with competitors
- Don't position ourselves as **the «best»**

SAMPLE OF REWRITTEN TEXT

Before

Ready to roll up our sleeves

For HM.CLAUSE, local farmers are the roots of global agriculture. Our activity is not limited to seeds; it also involves supporting the professionals who cultivate them.

That's why we support a large number of local trials and research initiatives in more than 30 countries worldwide.

HM.CLAUSE's common mission is to empower producing communities around the world to cultivate a more sustainable future, day by day, seed by seed.

After

We roll up our sleeves!

At HM.CLAUSE, we are convinced that local farmers are the roots of global agriculture.

Our activity is not limited to seeds; our priority is to support the professionals who cultivate them.

That's why we commit year after year to a large number of local trials and research initiatives in more than 30 countries worldwide.

Our ambition? To give each producing community around the world concrete means to cultivate a more sustainable future, day by day, seed by seed.

7

ACTIVATION TOOLS

7

ACTIVATION TOOLS

Tools that
will not be updated
by the markets

STATIONNERY TEMPLATES
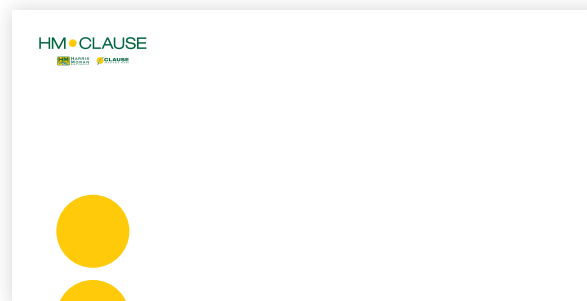
Stationnery templates

Use of business cards:

Commercial business cards should be used by employees from:

-Sales
-Product Development
-Customer Service
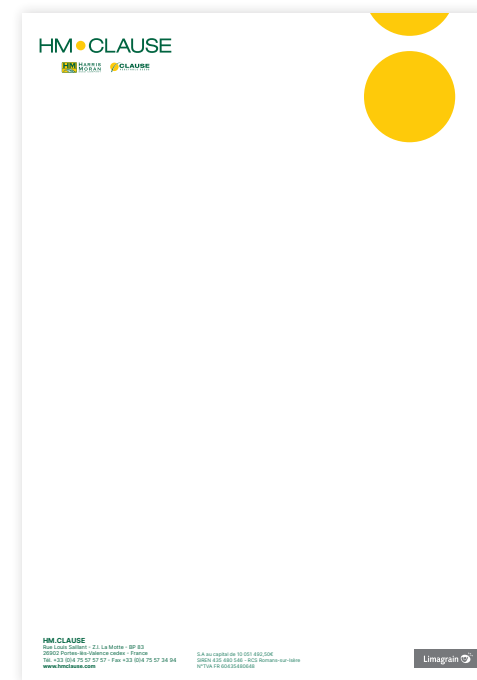-R&D trial specialists
-Customer Excellence
-Marketing

Corporate business card should be used by employees of all other departments.

BUSINESS CARD

ENVELOPE

LETTERHEAD

EMAIL SIGNATURE & BANNER

PACKAGING

GOODIES

Internal targets: HM.CLAUSE corporate logo

Examples: Sales uniforms, events uniforms, internal events goodies, new comers welcome packs.

In the case of internal targets with promotional objectives: Sales and events uniform, brand promise "Cultivating Collaboration" has to be included.

External targets: HM.CLAUSE commercial logo

Important: In the cases of ordering/producing goodies where we dont have enough space to include HM.CLAUSE commercial brand, we will be available to use HM.CLAUSE logo. The minimum size of the trio logo that can be used must be checked (see brand book) against the manufacturing method (e.g. embroidery on textiles, screen printing, etc.). We can have different scenarios.

This rule should make it possible to verify the brand name and its promise.

Model #1: ALL

8.8 cm

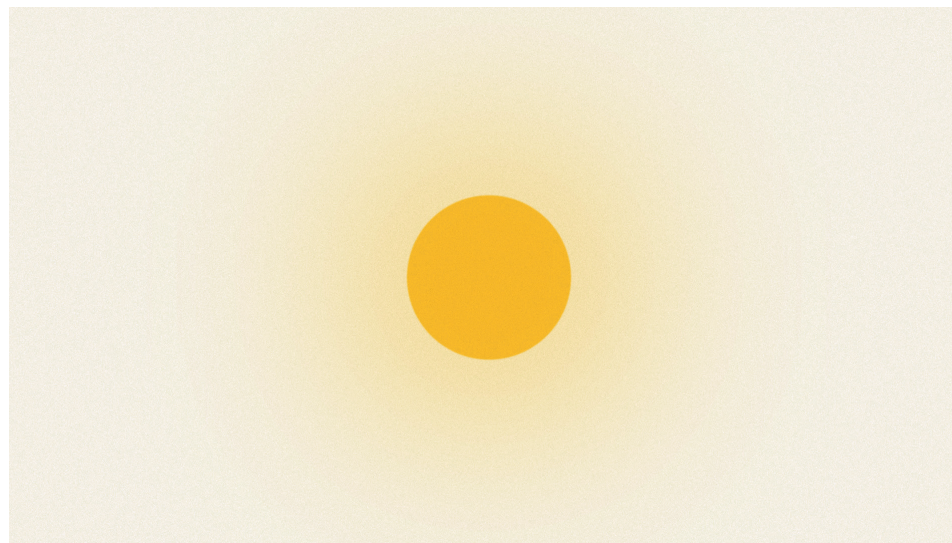1 cm   HM•CLAUSE

25 cm

2.1 cm   **Cultivating** *Collaboration*

5 cm

7.5 cm

Pantone 361C
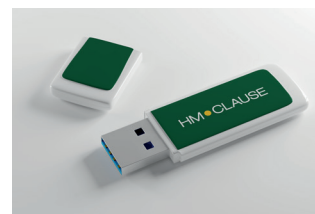
PRESENTATION

Template :
HMClause-commercial.pptx
HMClause-corporate.pptx

INTRO OUTRO VIDEO

Template : SOLEIL_INTRO_OUTRO_01.indd

INTRO

OUTRO

7

ACTIVATION TOOLS

Tools that
will be updated
by the markets

& guidelines

BEACH FLAG

Template : Beach-flag-template-2024.indd

DIGITAL: PROFIL BRAND BANNER

Template : Covers.psd

COVER FACEBOOK

COVER LINKEDIN

COVER YOUTUBE

DIGITAL: PRODUCT COMMUNI-CATION

Template ban : 160_600.psd

Screen 1:

The logo stays at the top in a white area that takes up 1/6 of the banner's height. Yellow circles are in the center at the bottom, going outside the frame. The photo shows the product in its natural environment.

Screen 2:

The logo stays at the top in a white area, again taking 1/6 of the banner's height. The other 5/6 shows the product on a colored background that matches it (orange for carrots, red for tomatoes, green for zucchinis, etc.). The layout follows this order: first the baseline («Excellence In the Field»), then the product image, and finally the product name in smaller text, based on earlier brand guidelines.

BANS 160X600

SCREEN 1   SCREEN 2   SCREEN 2   SCREEN 1   SCREEN 2   SCREEN 2

DIGITAL: PRODUCT COMMUNI-CATION

Template ban : 728_90.psd

Screen 1:

The logo is on the left side, taking up the first quarter of the banner. Yellow circles are on the right side, extending outside the frame. The product photo shows it in its natural context, filling the remaining space.

Screen 2:

The logo stays on the left, fixed in place, followed by the cut-out product in the center of the banner. On the left, the baseline and the product name appear, following the reading order and respecting the previously established visual hierarchy.

BANS 728X90

SCREEN 1

SCREEN 2

SCREEN 2

SCREEN 1

SCREEN 2

SCREEN 2

DIGITAL: PRODUCT COMMUNI- CATION

Template ban : 250_250.psd

Screen 1:

The logo is placed in a white protective area at the bottom, taking up the lower third of the banner. The yellow circles are centered and positioned in the top right corner, extending outside the frame while staying visible without interfering with the product image. The product photo shows it in its natural context, filling the remaining space.

Screen 2:

The logo stays fixed at the bottom, within the white protective area. The product, cut out, is placed on the right, taking up a significant portion of the space. It can be cropped if needed to maintain a strong presence. On the left, the baseline and the product name appear, following the reading order and respecting the previously established visual hierarchy.

BANS 250X250

SCREEN 1

SCREEN 2

SCREEN 2

SCREEN 1

SCREEN 2

SCREEN 2

DIGITAL: SOCIAL POSTS

Template : Posts.psd

FORMAT AND MARGINS:

The format is square, with a white margin of 45px maintained around all elements to ensure good visual breathing space.

SHAPE:

The colored shape must match the represented product (red for tomatoes, orange for carrots, green for zucchinis). This shape occupies the lower half of the visual with a rounded top.
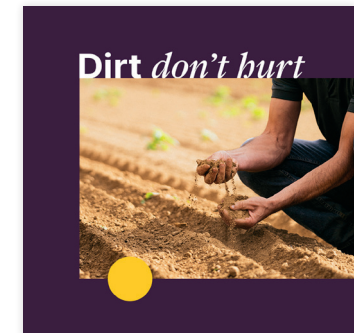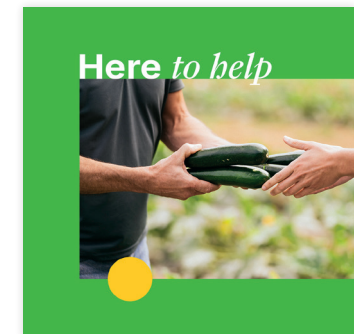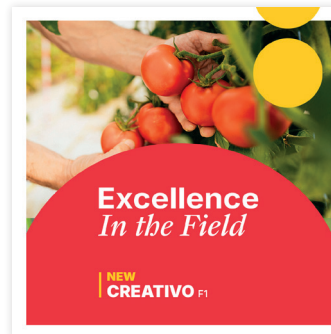
YELLOW CIRCLES:

The two yellow circles, located in the top right corner, are the only graphic elements that "extend beyond the frame." They should remain partially visible without encroaching on the product image.

TYPOGRAPHY:

Maintain the ratio between the baseline and the product name, with the baseline always in uppercase.

BACKGROUND PHOTO:

The background must depict the product in its natural context.

Excellence *In the Field*

NEW
CREATIVO F1

Excellence *In the Field*

● CREATIVO F1

Excellence *In the Field*

NEW
POLYDOR F1

Excellence *In the Field*

● POLYDOR F1

Cultivating *Collaboration*

Boots *on the ground*

Here *to help*

Dirt *don't hurt*

Good *to grow*

FIELD SIGN

Sizes: 17 × 11 pouces
        11 × 7 pouces

Template : Field-sign-large-17×11-template-2024.indd
            Field-sign-large-11×7-template-2024.indd

The panel is made up of two green stripes 14 mm high, to be placed at the top and bottom of the panel.

The logo is centered and 135 mm long.

A fillet separates the logo and the product name.

When the product is new, the new picto is positioned to the left of the fillet. If there's a product picto, it's placed to the right of this fillet.

Next we place the product name in inter black and its subtitle in inter medium.

Aligned to the right, either the cultivating collaboration or the seedling information.

An 87mm yellow circle is placed at the bottom, revealing only a third of the circle (29mm).

TRADESHOW BACKDROP

Template : Trade-show-backdrop-template-2024.indd

Use a rectangle with rounded edges to display information related to the backdrop.

Its width should be half that of the backdrop.

Its height may vary according to the information to be included.

In the background, a photograph occupies the entire surface, with a yellow dot at 80% transparency to highlight a specific product feature.

The bottom banner uses the proportions quoted on page 4.

a = margin = 120 mm

b = width of the document. It is divided in two parts to create the green rectangle with rounded edges.

International
OPEN DAYS
JORDAN

#HMCLAUSEopendays25

IT'S OPEN NEW

Cultivating *Collaboration*
www.hmclause.com

HM●CLAUSE

HM HARRIS MORAN SEED COMPANY   CLAUSE VEGETABLE SEEDS

$b/2$

a a

b

CAP

Template : Cap-template-2024.indd

TECH SHEET

Size: 21 × 29,7 cm

Template : Tech-sheet-template-2024.indd

The cover is composed of a solid area covering half the surface. This solid area is in one of the colors of the chart corresponding to the vegetable, in its 85% version.

A centered circle with a diameter of 170mm positioned 70 mm from the top edge, which accommodates the product photo.

The tagline is positioned at the top.

Below, the product name at 25% of the background color.

2 to 3 small accompanying photos are placed in the bottom circles (22 mm in diameter). If there are only 2 photos, leave the last round yellow.

65 mm-high photo banner on reverse.

Below the photo is our rounded-edge rectangle (composed of a circle and a square) for the product tagline.

9pt main information is in the left-hand column, lexicon-type explanations on the right (6pt, narrower column).

When there's a product picto, it's positioned just to the left of the red block, above the name, in an area 35 mm in diameter.

Excellence *In the Field*

GOURMANDIA F1

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NEW
GOURMANDIA F1

INFORMATIONS TECHNIQUES

- Type : indéterminé à gros fruits
- Fruit : en forme de cœur
- Taille des fruits : 250 à 300 g
- Nombre de graines au gramme : 350
- Période de semis : de février à mai
- Période de repiquage : d'avril à juin
- Période de récolte : de mi-juillet à septembre
- Résistances :
  HR*: ToMV / Va:0 (US1) / Vd:0 (US1)
  / Fol:0 (US1).
  IR*: Ma / Mi / Mj

PLANTATION

JUIN				JUILLET			
5	10	15	20	25	5	10	15	20	25

Très gros fruits en forme de cœur, charnus et savoureux.

Ag Fom 1-2

Lexique :

HR : Résistance élevée.

IR : Résistance intermédiaire.

• Fom:0,1,2 : Résistance élevée aux Fusarium oxysporum f.s.p. melonis (races 0,1,2). Fusariose du Melon.

• Pc:1,2,3-5 : Résistance intermédiaire au Podosphaeria xanthii (races 1,2,3-5) (ex Sphaerotheca fuliginea) - Oïdium.
• Ag : Résistance intermédiaire au Puceron du Melon (Aphis gossypii / gène VAT).

• Fom:1-2 : Résistance intermédiaire aux Fusarium oxysporum f.s.p. melonis (race 1-2). Fusariose jaunissante et flétrissante.

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PRICE LIST

Size: 21 × 29,7 cm

Template : Price-list-template-2024.indd

The document consists of a 30mm-high brand banner, followed by a 40mm-high photo.

On the photo we find our rounded-edge rectangle (composed of a circle and a square) where the price list and its date are inscribed.

If there's a product picto, it's placed to the left of the text (see thumbnail image), followed by a two-column price table (adjust according to the size of your price list).

Table:
Row entries: color at 100%
Lower rows: background at 25%

Apply the chart colors.

ADVERTISING KIT

BILLBOARD

PULL-UP BANNER

A4 PRESS

POSTER

HIGHLIGHTING VARIETIES, 2 CASES

NEW
INTUITIVO F1

When the product is new, a line supports the new + the name of the variety.

The line is the same color as the new.

Type sizes vary according to the media, for example on the poster the NEW is in 50pts and the variety in 70pts.

Respect the sizes given in the templates.

● **INTUITIVO** F1

When the product is not new, a yellow dot supports the variety name.

It is the same height as the product variety.

Type sizes vary according to media, for example on the poster the variety in 70pts.

Respect the sizes given in the templates.

COLOR PALETTE

Here are the possible color variations for product communication.

New: to adapt to the background.
Only 2 colors are allowed,
Green Clause and Yellow Clause.

Background: Always color at 85%.

Product Name: White
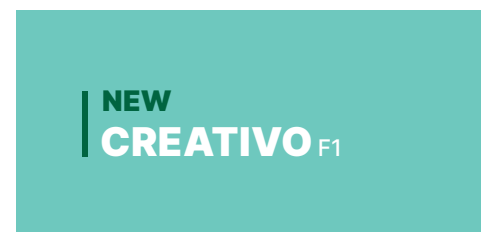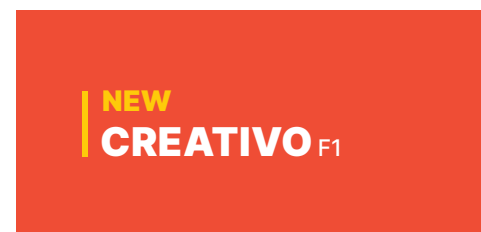
POSTER GUIDELINES

Size: 70 × 50 cm

Template : Poster-50×70-template-2024.indd

The area dedicated to the product is divided into 2:
the first is dedicated to the text, the second to the photo.

Text: It comes on a rectangle with rounded edges that occupies 50% of the width. This solid area is in one of the colors of the chart corresponding to the vegetable, in its 85% version.

First, the product name in white, and below that, if necessary, its associated picto at 25% of the size of the name and its arguments.

Then, the statement, in white.

The statement/product name ratio is 75% / 100%.

The photo: Either a nice photo of the product in situation, or a photo of a cropped product.

Use the area at the bottom of the photo to add information about QR codes or diseases with associated pictograms.

The bottom banner uses the proportions quoted on page 4.

a = margin = 30 mm

b = the height of rest of the document is divided into 2 equal parts. Adapt to the height of the document.

GUIDELINES

b

NEW
INTUITIVO F1

- Harum, sequae eost debit, senis restem
- Quae eost debit, senis restem venim eium autae
- Restem venim Harum, sequae eost debit, senis restem venim eium autae

Excellence *In the Field*

b

IS Fusa

Ag

IS Fusa: Harum, sequae eost debit, senis restem
Ag: venim eium autae de nobiten ihillenis et la consendus iducien distes eicita pellique.

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a a

BILLBOARD

Size: 8 × 3 m

Template : Billboard-8×3-template-2024.indd

The area dedicated to the product is divided into 2:
the first is dedicated to the text, the second to the photo.

Text: It comes on a rectangle with rounded edges.

The rounded-edge rectangle runs from the start of the page to the beginning of the H in the logo. This solid area is in one of the colors of the chart corresponding to the vegetable, in its 85% version.

First, the statement, in white.

Then, the product name in white, and below that, if necessary, its associated picto at 25% of the size of the name and its arguments.

The statement/product name ratio is 100% / 75%.

The photo: Either a nice photo of the product in situation.

The bottom banner uses the proportions quoted on page 4.

a = margin = 400 mm

a   *a*

Excellence
In the Field

NEW
INTUITIVO F1

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BILLBOARD 4X3M

Size: 4 × 3 m

Template : 4×3-template-2024.indd

The area dedicated to the product is divided into 2: the first is dedicated to the text, the second to the photo.

Text: It comes on a rectangle with rounded edges.

The rounded-edge rectangle runs from the start of the page until the middle of the page. This solid area is in one of the colors of the chart corresponding to the vegetable, in its 85% version.

First, the statement, in white.

Then, the product name in white, and below that, if necessary, its associated picto at 25% of the size of the name and its arguments.

The statement/product name ratio is 100% / 75%.

The photo: Either a nice photo of the product in situation.

The bottom banner uses the proportions quoted on page 4.

a = margin = 200 mm

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In the Field

NEW
INTUITIVO F1

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GUIDELINES

PULL UP BANNER

Template : Pull-up-80×200-template-2024.indd

The pull-up banner is divided into 4:
2 sections for the color part, 1 section for the photo,
1 section for the bottom banner.

Text: It comes on a rectangle with rounded edges coming from above. This solid area is in one of the colors of the chart corresponding to the vegetable, in its 85% version.

The text: First, the statement, in white.

Then, the product name in white, and below that, if necessary, its associated picto at 25% of the size of the name and its arguments.
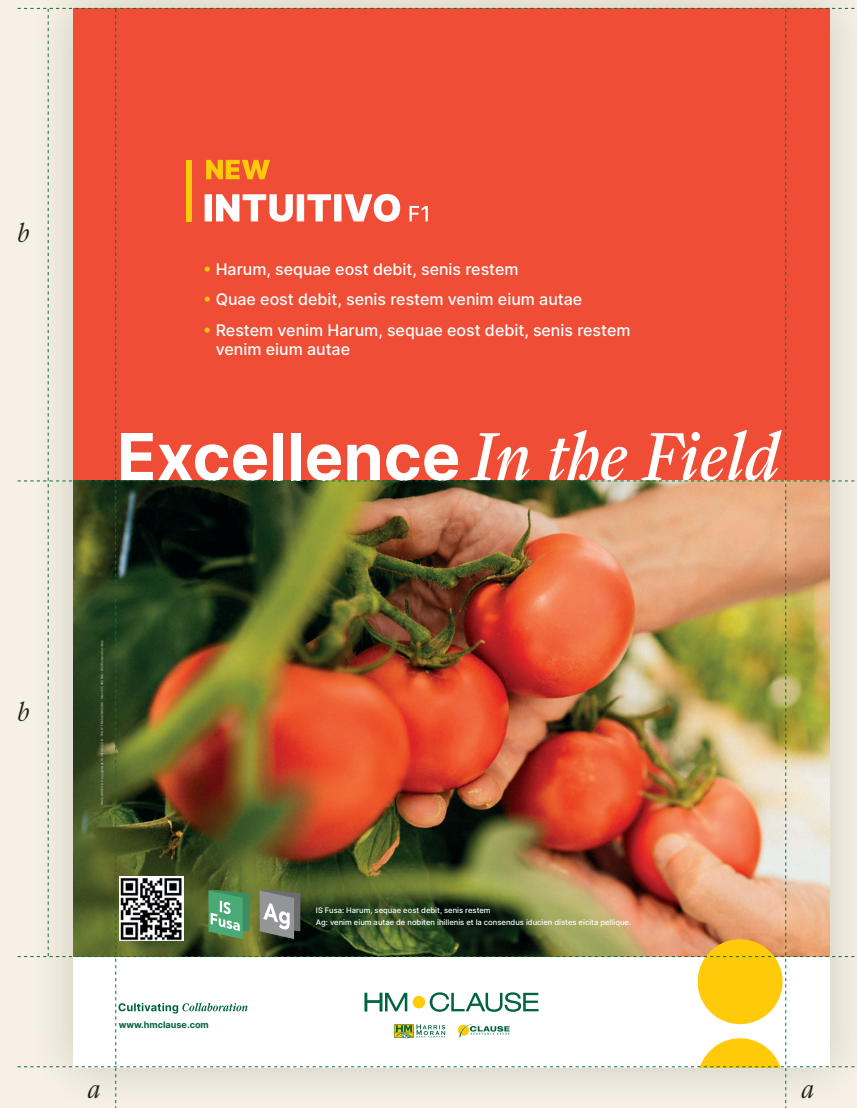
The statement/product name ratio is 100% / 75%.

The photo: Either a nice photo of the product in situation.

The bottom banner uses the proportions quoted on page 4.

a = margin = 80 mm

b = the height of the document is divided into 4 equal parts. The last part is dedicated to the brand banner.

a a

$3b$

Excellence
In The Field

NEW
INTUITIVO F1

IR:T●BRFV

b

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80×200 cm

a a

Excellence
In The Field

NEW
INTUITIVO F1

IR:T●BRFV

HM●CLAUSE

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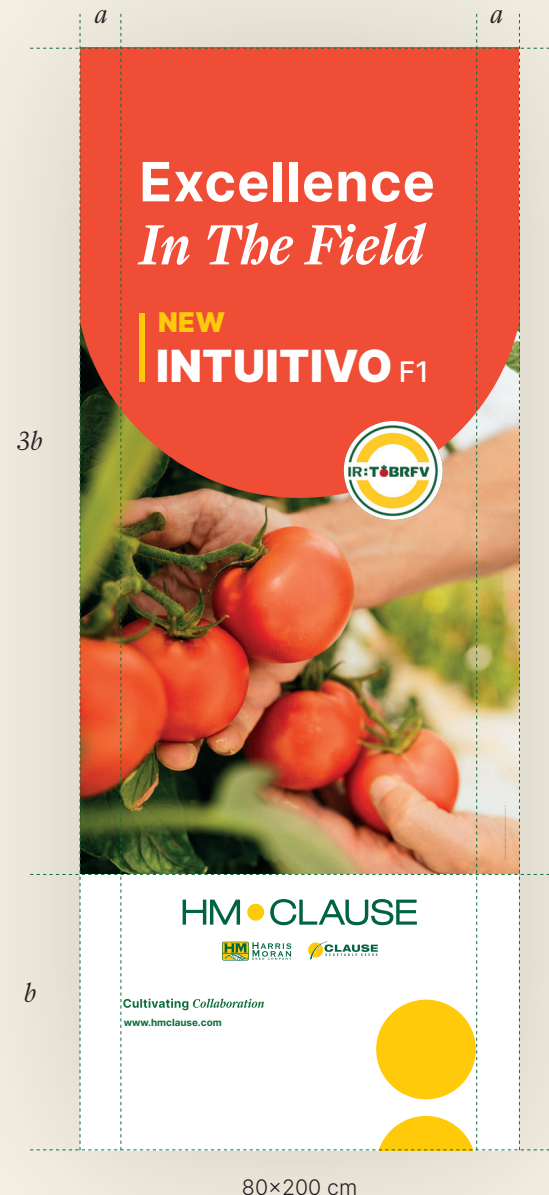
80×180 cm

The proportions are the same.

BEACH FLAG

Template : Beach-flag-template-2024.indd

The beach flag is divided into 2 parts:

Photo (which takes up 1/2) of the space, colored band at 85% of the charter which takes up 1/6th of the space, and finally, a white space to put the logo vertically.

Adapting the elements to the format of the Beach flag

b = the height of the document is divided into 2 equal parts.

b

NEW
INTUITIVO F1

HM●CLAUSE

b

PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

COVER PAGE

The general idea of this cover is to show a patchwork of photos relating to the subject of the catalog.

Mix the photos to achieve the greatest possible variety of shots and colors, combining both vegetable and human photos.

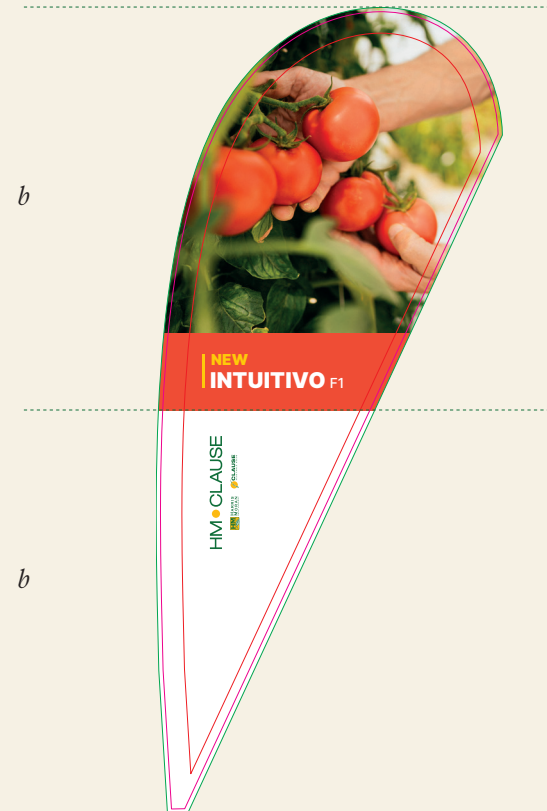- Headband: Opt for one of the charter colors at 85%, with the patchwork squares in the same color at 100%. For the title, use the 2 typefaces (inter and farnham) at the top of the page. The title should be left-ironed. The 2 yellow dots should be the same width as the squares and set at the top according to the safety lines.

- Images: Choose high-quality images in keeping with the catalog's main theme (see iconography charter). Images are to be placed in the grid provided. You can change the grid by merging 2 cells.

- Logo and CC: Place the logo in a visible position, centered at the bottom, keeping the basic proportions. Place the CC in one of the grid squares.

- Year or Edition: Clearly indicate the year or edition of the catalog in one of the grid squares.

CATALOGUE
maraîcher

Cultivating
Collaboration

édition
**2024
2025**

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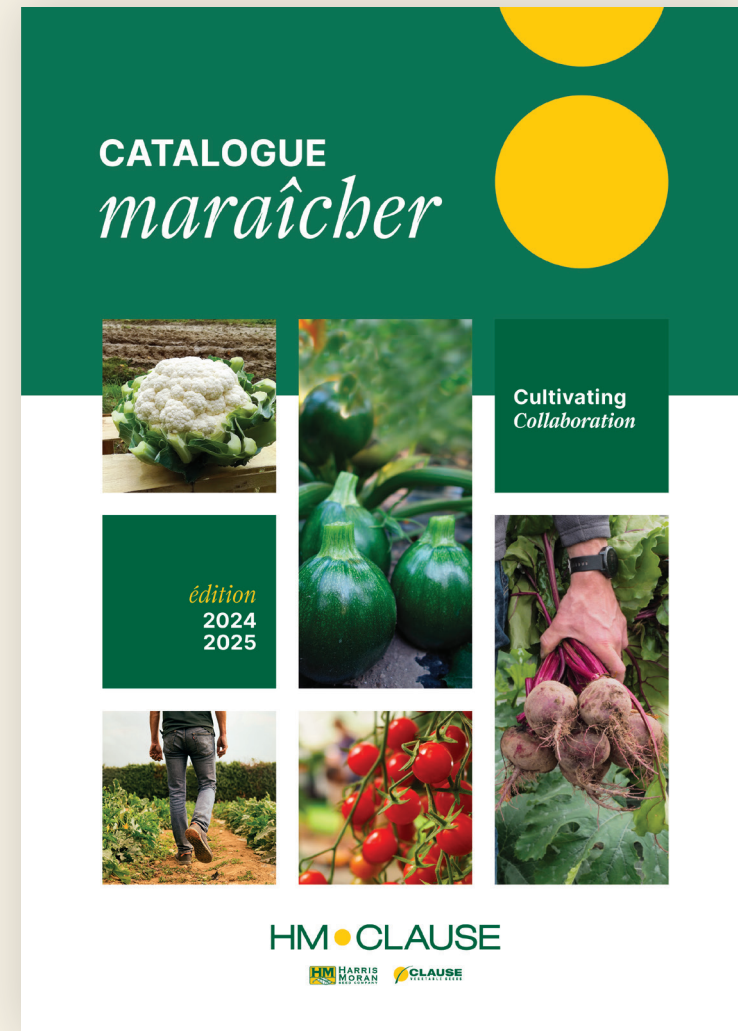
PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

BACK COVER

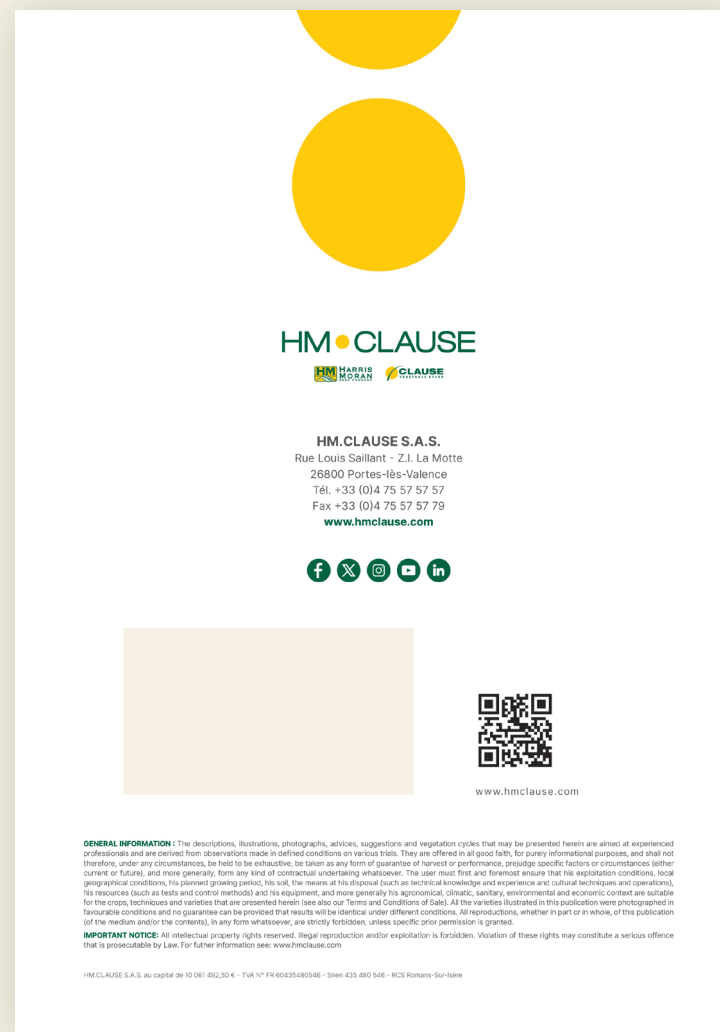Centered composition: The 2 yellow circles, the logo, the address block, the pictos social media, then an insert for a QR code.

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HM.CLAUSE S.A.S.
Rue Louis Saillant - Z.I. La Motte
26800 Portes-lès-Valence
Tél. +33 (0)4 75 57 57 57
Fax +33 (0)4 75 57 57 79
www.hmclause.com

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GENERAL INFORMATION : The descriptions, illustrations, photographs, advices, suggestions and vegetation cycles that may be presented herein are aimed at experienced professionals and are derived from observations made in defined conditions on various trials. They are offered in all good faith, for purely informational purposes, and shall not therefore, under any circumstances, be held to be exhaustive, be taken as any form of guarantee of harvest or performance, prejudge specific factors or circumstances (either current or future), and more generally, form any kind of contractual undertaking whatsoever. The user must first and foremost ensure that his exploitation conditions, local geographical conditions, his planned growing period, his soil, the means at his disposal (such as technical knowledge and experience and cultural techniques and operations), his resources (such as tests and control methods) and his equipment, and more generally his agronomical, climatic, sanitary, environmental and economic context are suitable for the crops, techniques and varieties that are presented herein (see also our Terms and Conditions of Sale). All the varieties illustrated in this publication were photographed in favourable conditions and no guarantee can be provided that results will be identical under different conditions. All reproductions, whether in part or in whole, of this publication (of the medium and/or the contents), in any form whatsoever, are strictly forbidden, unless specific prior permission is granted.

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HM.CLAUSE S.A.S. au capital de 10 061 492,50 € - TVA N° FR 60435480546 - Siren 435 480 546 - RCS Romans-Sur-Isère

PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

GUIDELINES

PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

TABLE OF CONTENTS

Structure: Present the table of contents as a numbered list or with colored bullets, using a clear hierarchy.

Respect charter colors for vegetables.

Columns: If the content is voluminous, opt for a two-column layout for better legibility and to save space.

Pagination: Make sure page numbers are aligned to the right.

SOMMAIRE

HM●CLAUSE

PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

DOUBLE CHAPTER START PAGES

When the catalog is dense and there are enough sections, insert double chapter start pages with a full-page photo and the title on the left.

GUIDELINES

PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

DOUBLE PRODUCT PAGES

Headers: Include the title of the current section in the header: 12.7 mm thick colored band + rectangle on paper background + title. (2 typefaces, farnham and inter).

Products are presented as follows: on the left, the product name and description; on the right or below, a photo of the product in situation or cropped; highlighting new products with a yellow frame and a "New" insert.

Some products can be highlighted with a solid color.

Follow the grid created, in 2 or 3 columns (vary from page to page to liven up the catalog).

Inserts: Integrate inserts or blocks of text to highlight key information, new products or notes.

Graphics and tables: Use simple graphics and tables with clear lines to make data easier to read.

Page numbers: Display page numbers at the bottom, on the outside, for easy navigation.

PRODUCTS CATALOG

Sizes: 21 × 29,7 cm

Template : Catalog-template-2024.indd

SPECIAL PAGES (DIVERSIFICATION, HEIRLOOM TOMATOES, GRAPHICS…)

To make them stand out from the catalog, include a frame (12.7 mm thick) around these pages. The name of the section will appear inside vertically and horizontally.

GUIDELINES

GUIDELINES

BROCHURE

Sizes: 21 × 29,7 cm

Template : Brochure-template-2024.indd

COVER PAGE

The cover is composed of a solid area covering half the surface. This solid area is in one of the colors of the chart corresponding to the vegetable, in its 85% version.

A centered circle with a diameter of 170mm positioned 70 mm from the top edge, which accommodates the product photo.

For the title, use both typefaces (Inter and Farnham) at the top of the page. Text is left-aligned.

The brochure's year of publication appears in a rounded rectangle at top right.

2 to 3 small accompanying photos are placed in the bottom circles (22 mm in diameter). If there are only 2 photos, leave the last round yellow.

INNOVANDO EN
tomate

édition
2024
2025

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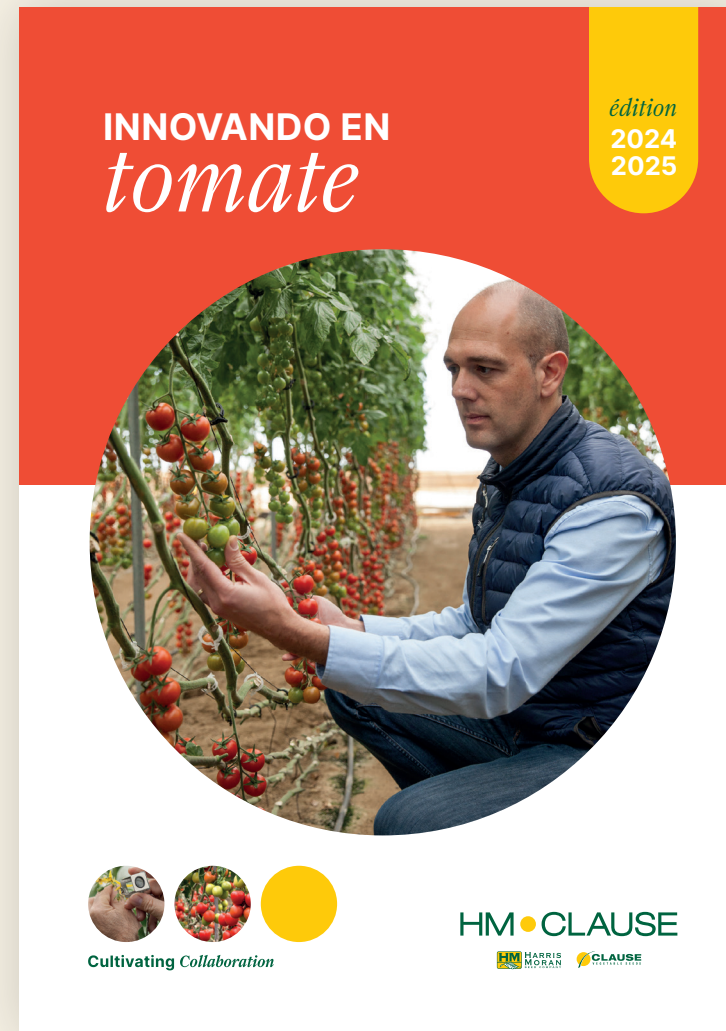
BROCHURE

Sizes: 21 × 29,7 cm

Template : Brochure-template-2024.indd

INTRODUCTION PAGE & TABLE OF CONTENTS

Maintain a 12.7 mm margin throughout the brochure.

Introductory page: a large photo occupies the entire page (excluding the margins, which remain white).

A slightly transparent white block (90%) measuring 105 × 144 mm, centered on the page, supports the introductory text.

The vegetable featured in the brochure is positioned at the top right of the block.

The contents page follows a 3-column grid: the first 2 columns are devoted to the contents, the 3rd to a large photo banner.

a = margin = 12,7 mm

b = the width of the document is divided into a grid of 3 columns

b *b* *b*

70 mm

Cultivating Collaboration

Être constamment à vos côtés, plus qu'un engagement, c'est notre véritable raison d'être.

chaque étape de la chaîne d'approvisionnement, accompagnement et soutien pour opérer les meilleurs choix et proposer des semences de légumes de haute qualité, adaptées à chaque client de chaque région.

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ÍNDICE

a

GUIDELINES

BROCHURE

Sizes: 21 × 29,7 cm

Template : Brochure-template-2024.indd

DOUBLE PRODUCT PAGES

Headers: Include the title of the current section in the header: 12.7 mm thick colored band + rectangle on paper background + title. (2 typefaces, farnham and inter).

Products are presented as follows: on the left, the product name and description; on the right or below, a photo of the product in situation or cropped; highlighting new products with a yellow frame and a "New" insert.

Some products can be highlighted with a solid color.

Follow the grid created, in 2 or 3 columns (vary from page to page to liven up the catalog).

Inserts: Integrate inserts or blocks of text to highlight key information, new products or notes.

Graphics and tables: Use simple graphics and tables with clear lines to make data easier to read.

Page numbers: Display page numbers at the bottom, on the outside, for easy navigation.

BROCHURE

Sizes: 21 × 29,7 cm

Template : Brochure-template-2024.indd

GRAPHICS PAGE

The graphics are in the colors of the charter.

The page is divided into 2 sections, with graphics on the left and explanations on the right.

The lexicon is placed at the bottom of the page on a beige background.

Please respect the typography standards provided by the template.

12,7 mm

BROCHURE

Sizes: 21 × 29,7 cm

Template : Brochure-template-2024.indd

NOTES AND GLOSSARY PAGE

The page always has a 12.70 mm margin.

For pages with a lot of text, keep 4/5 of the space for text and 1/5 for a photo banner.

a = margin = 12,7 mm

b = the width of the document is divided into a grid of 5 columns

b b b b b

70 mm

GLOSARIO

Resistencia

Es la capacidad de una variedad para limitar el crecimiento y desarrollo de una plaga o enfermedad específica y/o el daño que éstas causan en comparación con variedades sensibles, bajo condiciones medioambientales y presiones de plaga o enfermedad similares. Las variedades resistentes pueden mostrar algunos síntomas o daños de la enfermedad bajo una fuerte presión de la plaga o enfermedad. Se definen dos niveles de resistencia:

RESISTENCIA ALTA (HR):

Variedades que en un alto grado limitan el crecimiento y desarrollo de la plaga o enfermedad específica bajo una presión normal de la enfermedad o de la plaga, en comparación con variedades sensibles. Sin embargo puede que estas variedades muestren algunos síntomas o daños de la enfermedad bajo una fuerte presión de la plaga o enfermedad.

RESISTENCIA INTERMEDIA (IR):

Variedades que limitan el crecimiento y desarrollo de la plaga o enfermedad específica, pero pueden mostrar una mayor cantidad de síntomas o daños en comparación con variedades con resistencia alta/estándar. Las variedades moderada/medianamente resistentes mostrarán, de todas formas, unos síntomas o daños de la enfermedad menos severos que las variedades sensibles, cuando se cultivan bajo condiciones medioambientales y/o presión de la plaga o enfermedad similares.

HR		
ToMV: 0,1,2	Virus	Tomato Mosaic Virus razas 0,1,2 – Virus del mosaico del tomate
Va: 0 / Vd:0	Hongo	Verticilium albo-atrum raza 0, Verticilium dahliae raza 0, Verticilium
Fol: 0,1,2	Hongo	Fusarium oxysporum f.sp. lycopersici razas 0,1,2 – Fusarium del tomat
Lt	Hongo	Levellula taurica – oidio
Pf: A,B,C,D,E	Hongo	Passalora fulva (razas A,B,C,D,E)
For	Hongo	Fusarium oxysporum f.sp. radicis lycopersici – Fusarium radicis

HR		
Ma / Mi / Mj *	Nematodos	Meloidogyne arenaria – Meloidogyne incognita – Meloidogyne javanica – Nematodos
TSWV T0	Virus	Tomato Spotted Wilt Virus raza T0 – virus del bronceado del tomate
TYLCV	Virus	Tomato Yellow Leaf Curl Virus – Virus de la cuchara del tomate
Ss	Hongo	Stemphilium solani
Pl	Hongo	Pyrenochaeta lycopersici
Sl	Hongo	Stemphilium lycopersici (ex Stemphilium floridanum)

*El gen de resistencia (Mi) es actualmente el único utilizado en las variedades comerciales. Este gen es eficaz contra las especies de nematodos siguientes: Meloidogyne arenaria, Meloidogyne incognita y Meloidogyne javanica. La eficacia de este gen se ve reducida, o a veces anulada, por temperaturas del suelo superiores o iguales a 28° C, sobre todo en suelos muy infectados.

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a

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BRANDBOOK
2024

HM.CLAUSE S.A.S.
Rue Louis Saillant - Z.I. La Motte
26800 Portes-lès-Valence
Tél. +33 (0)4 75 57 57 57
Fax +33 (0)4 75 57 57 79
www.hmclause.com