



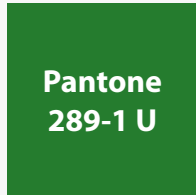
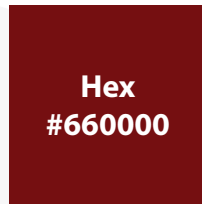
Biotic Earth™ HGM



Biotic Earth™ BFM, FRM, HGM



Biotic Black Earth™ HGM

Hex  
#11540DPantone  
289-1 UHex  
#660000Pantone  
85-1 UHex  
#2E170FPantone  
324-1 U**Color: Verdyol Green**

C - 87.8   R - 17   H - 117  
M - 41.2   G - 84   S - 84.5  
Y - 91   B - 13   V - 32.9  
K - 43.9

**Color: Verdyol Red**

C - 30.2   R - 102   H - 0  
M - 100   G - 0   S - 100  
Y - 100   B - 0   V - 40  
K - 42.8

**Color: Verdyol Brown**

C - 40   R - 46   H - 15  
M - 70   G - 23   S - 67.4  
Y - 80   B - 15   V - 18  
K - 70



The Verdyol Logo was created with a clean, flexible, and memorable design in mind. Simplicity is a clear feature in this logo. The leaf incorporates grass blades in a shape of a 'V' to accent the Verdyol typography. Futura was the base font for the text. Negative kerning and 'removed' sections on 'E' and 'D' visually represent how Verdyol is to be pronounced.

Verdyol's logo design is compact, making it adaptable to all types of media. Either the text or the leaf can be used separately of each other, yet they still create a solid base for Verdyol's corporate identity.