PTx Digital Guidelines

Version 1.1.0

Updated March 24, 2025

PTx

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Introduction

Welcome to the PTx Digital Guidelines!

The guidelines are designed to provide clear direction for the use of **colors, typography, icons, graphics, and UI best practices**.

By aligning these key elements we create a cohesive brand presence that fosters trust and familiarity with our users.

These guidelines are meant to be **descriptive, not prescriptive.** Many of the principles of this guide were inspired by Tailwind CSS's Refactoring UI. If you are in need of direction beyond these guidelines, we recommend starting there and with the additional resources at the end of this document.

Happy designing!

Digital vs. Visual Guidelines

While both our guidelines ensure consistency in design, these digital guidelines serve a separate purpose from our visual brand guidelines.

These guidelines emphasize functionality and usability. In contrast, the **visual brand guidelines** focus on maintaining the brand identity through elements like logos, colors, typography, and overall aesthetic.

While they work together, the **digital guidelines** prioritize user interface and experience, whereas our visual brand guidelines help us maintain a cohesive brand look and feel.

Download the Visual Brand Guidelines here

Colors

Digital Palette

In our Visual Brand Guidelines, colors fall into weighted groups based on quantity of color used in each design. For our Digital Guidelines, our colors are organized by use-case, and expand the Visual Brand Guidelines palette to account for the additional needs of our digital interfaces.

Digital colors fall into the following groups:

1. Core colors
2. System colors
3. Semantic colors

A Note on Digital Colors

Colors marked with an asterisk (*) are for use in digital products and should not be incorporated into print or marketing materials.

Digital colors should only be utilized when using a primary brand color would be inaccessible, distracting, or hinder user experience. Wherever possible, utilize our primary brand colors first before digital colors.

Core

| Neutral Green 50 #EAF4F0 | 200* #C5EDDA | Bright Green 400 #51DF92 | Medium Green 600 #0C9F50 | 800* #045839 | Dark Green 950 #013B27 |

| Neutral Orange 50 #FEF7F0 | 200* #FFE1B3 | 400* #FFB366 | Medium Orange 600 #FF6105 | 800* #BA4528 | Dark Orange 950 #601D00 |

| 50* #ECFEFF | Light Blue 200 #B6F2F6 | 400* #1CC8F3 | Bright Blue 600 #425ADC | 800* #193490 | 950 #172554 |

System

| 50* #F6F7F7 | 100* #E0E7E4 | 200* #C1CEC9 | 300* #9AAEA9 | 400* #879B96 | 500* #5B716C | 600* #475A56 | 700* #3B4A46 | 800* #323D3B | 900* #2A3230 | 950* #171C1B |

| White #FFFFFF | Black #000000 |

Semantic

| 50* #FFFBEB | 200* #FDE68A | 400* #FBBF24 | 600* #D97706 | 800* #92400E | 950* #451A03 |

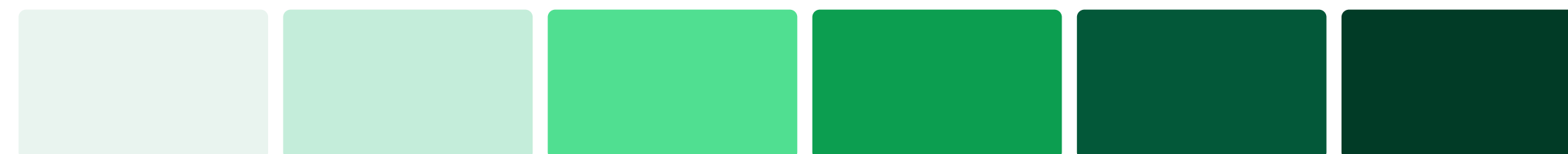| 50* #FEF2F2 | 200* #FECACA | 400* #F87171 | 600* #DC2626 | 800* #991B1B | 950* #450A0A |

Core Colors

Core colors are the foundation of our brand's visual identity and play a crucial role in creating recognition and consistency. These colors should be used thoughtfully and consistently to convey the brand's personality and tone.

These colors are especially important for high-impact elements such as **hero sections, primary action buttons, hyperlinks, and navigation menus**, ensuring users can easily identify key interactions.

By using core colors for these essential elements, we not only reinforce brand awareness but also enhance usability and create a cohesive, visually engaging experience across all platforms.

Green

Backgrounds, text color, patterns, and accents.

Orange

Backgrounds, text color, patterns, and accents.

Blue

Text and accents.

Neutral Green 50
#EAF4F0

200
#C5EDDA

Bright Green 400
#51DF92

Medium Green 600
#0C9F50

800
#045839

Dark Green 950
#013B27

Neutral Orange 50
#FEF7F0

200
#FFE1B3

400
#FFB366

Medium Orange 600
#FF6105

800
#BA4528

Dark Orange 950
#601D00

50
#ECFEFF

Light Blue 200
#B6F2F6

400
#1CC8F3

Bright Blue 600
#425ADC

800
#193490

950
#172554

Examples

Button   Button   Hyperlink   Button   Button   Hyperlink   Button

Button   Button   Hyperlink   Button   Button   Hyperlink   Hyperlink

PTx   Dashboard   **Projects**   History   + New Project

PTx   Dashboard   **Projects**   History   + New Project
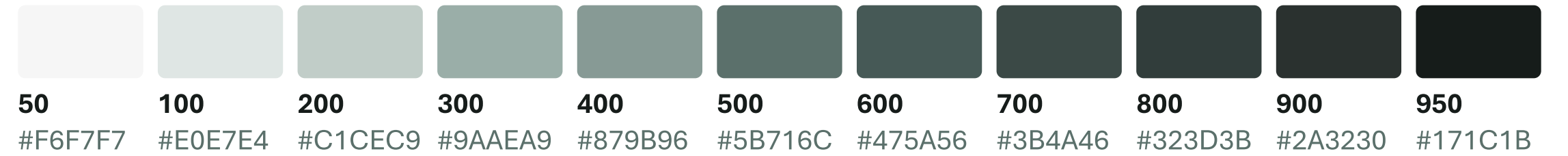
System Colors

System colors play a vital role in creating a clear visual hierarchy and improving the functionality of our interfaces. These colors are designed to complement the core brand colors, providing contrast and balance to ensure readability and accessibility.

System colors are typically used for elements like **text, backgrounds, and borders**, helping to establish a clear separation between different components of the interface.

By using system colors strategically, we enhance the user experience by guiding attention, defining sections, and making important content more prominent.
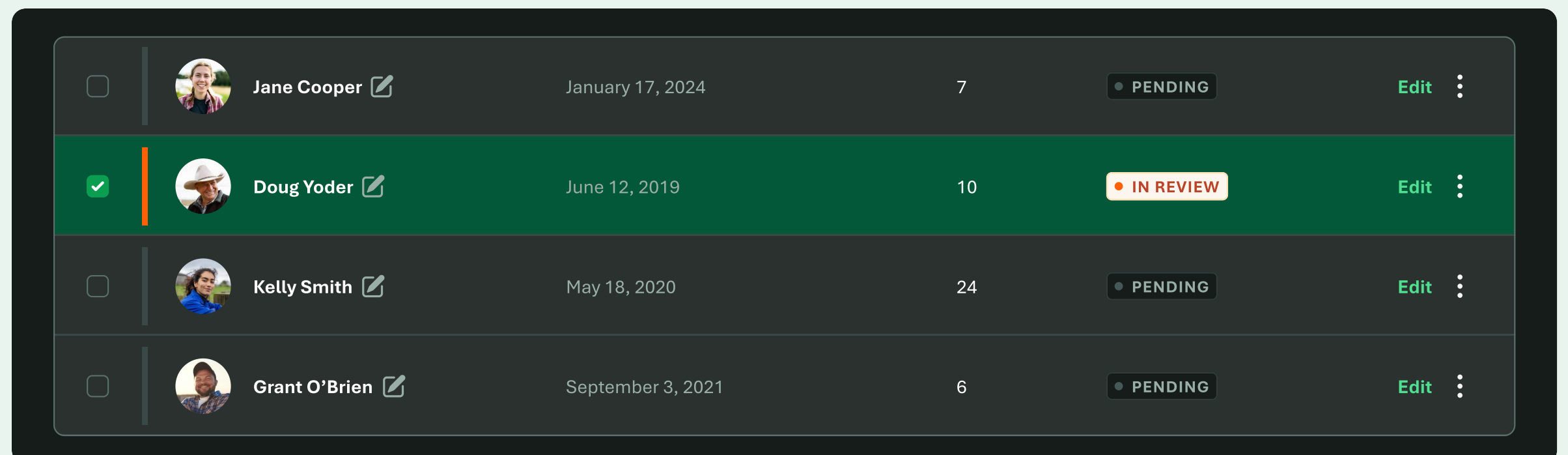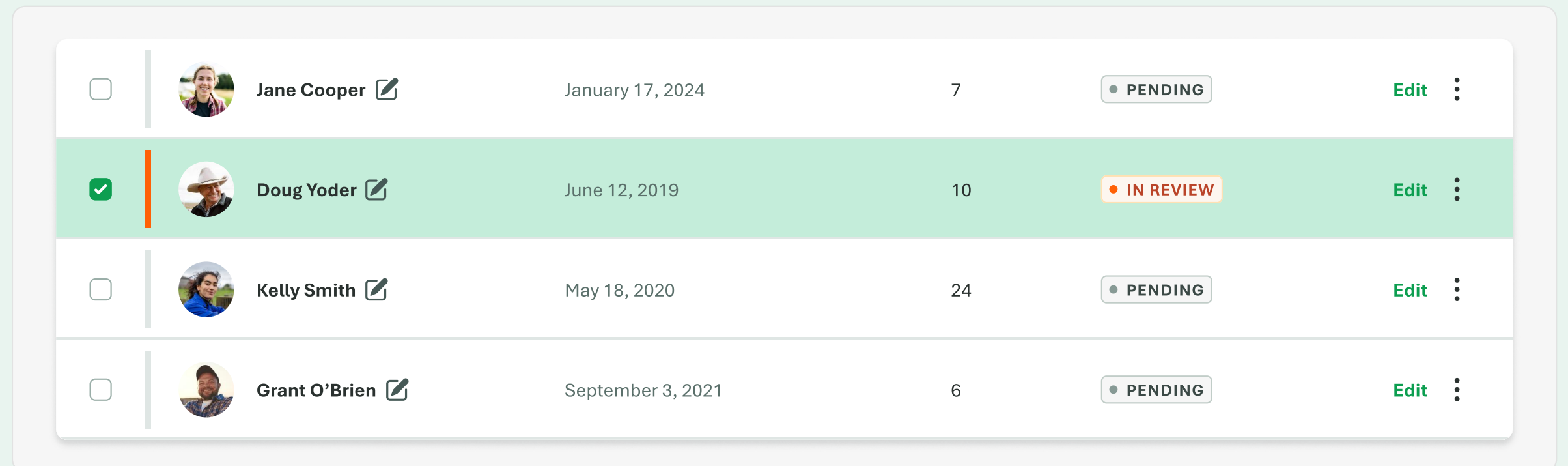
Gray

Backgrounds, surfaces & text color.

50	100	200	300	400	500	600	700	800	900	950
#F6F7F7	#E0E7E4	#C1CEC9	#9AAEA9	#879B96	#5B716C	#475A56	#3B4A46	#323D3B	#2A3230	#171C1B

Base

Backgrounds & text color.

White	Black
#FFFFFF	#000000
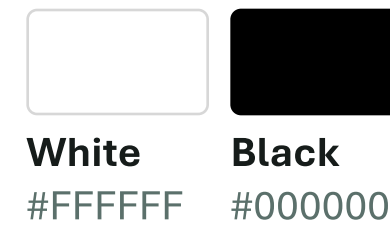
Examples

Tip: Gray hues can be inverted to quickly create dark modes. (e.g. 50 becomes 950, 100 becomes 900, etc.)
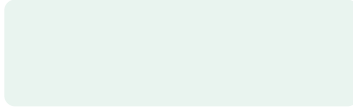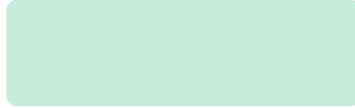
	Jane Cooper ✎	January 17, 2024	7	● PENDING	Edit ⋮
☑	Doug Yoder ✎	June 12, 2019	10	● IN REVIEW	Edit ⋮
	Kelly Smith ✎	May 18, 2020	24	● PENDING	Edit ⋮
	Grant O'Brien ✎	September 3, 2021	6	● PENDING	Edit ⋮

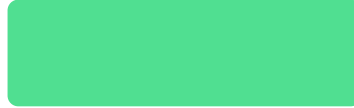|	Jane Cooper ✎	January 17, 2024	7	● PENDING	Edit ⋮
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	Kelly Smith ✎	May 18, 2020	24	● PENDING	Edit ⋮
	Grant O'Brien ✎	September 3, 2021	6	● PENDING	Edit ⋮

Semantic Colors

Semantic colors are used to convey meaning and provide feedback to users by representing specific states or statuses.

- **Red** - errors, such as a form validation failure, alerting the user to correct their input.

- **Yellow** - warnings, such as when deleting an item or performing a potentially irreversible action.

- **Green** - success, such as when a form is submitted or an item is created successfully.

- **Blue** - information, such as an available software update, app onboarding, or call-to-action.

*Core green & blue hues should be used to for success & information states respectively to reinforce our primary brand colors.

Green*

Success states.

Yellow

Warning & caution states.
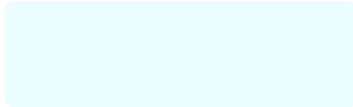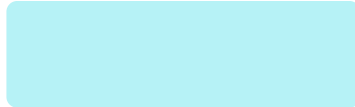
Red

Error & danger states.

Blue*

Information without success/ warning/error state.

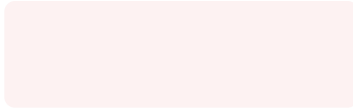| Neutral Green 50 #EAF4F0	200 #C5EDDA	Bright Green 400 #51DF92	Medium Green 600 #0C9F50	800 #045839	Dark Green 950 #013B27
50 #FFFBEB	200 #FDE68A	400 #FBBF24	600 #D97706	800 #92400E	950 #451A03
50 #FEF2F2	200 #FECACA	400 #F87171	600 #DC2626	800 #991B1B	950 #450A0A
50 #ECFEFF	Light Blue 200 #B6F2F6	400 #1CC8F3	Bright Blue 600 #425ADC	800 #193490	950 #172554

Examples

● Success ● Warning ● Error ● Information

✓ **Your account has been successfully updated!**
Lorem ipsum dolor sit amet consectetur adipisicing elit

⊗ **There were 2 errors with your submission**
- Your password must be at least 8 characters
- Your password must included at least one pro wrestling finishing move

⚠ **Attention needed**
Lorem ipsum dolor sit amet consectetur adipisicing elit.

ⓘ A new software update is available. See what's new in version 2.0.4.   Details →

••••••••• ✓

••••••••• !
Please enter a password with at least one special character.

Accessibility

Color accessibility ensures all users, including those with visual impairments, can easily interact with digital content. By using high contrast and avoiding reliance on color alone with icons, we create more inclusive and readable designs.

The color contrast ratios on the following page are based on the WCAG 2.0 guidelines for text and background color combinations.

- **AAA** = Best contrast ratio for text.

- **AA** = Minimum contrast ratio for text.

- **AA18** = Lowest acceptable contrast ratio, unbolded text must be larger than 18pt (24px), bold text must be larger than 14pt (18px).

Find all color combination accessibility scores here

Orange 800 — **PILAT BOLD CAPTION**
AA

Dark Green — ## Pilat Wide Heading
AAA

Medium Green — ### Lato Medium Subheading
AA18

Gray 950 — Lato paragraph text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
AAA eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

White on Medium Green — **Pilat Button**
AA18

Orange 200 — **PILAT BOLD CAPTION**
AAA

White — ## Pilat Wide Heading
AAA

Bright Green — ### Lato Medium Subheading
AAA

Gray 50 — Lato paragraph text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
AAA eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

White on Bright Orange — **Pilat Button**
AA18

Typography

Fonts

The PTx brand uses two main fonts, Pilat and Lato, each serving a distinct purpose.

Pilat

Pilat is a custom font for the PTx brand, used only for large headings and page titles.

Styles: Wide or Regular
Weights: Regular, Demi, or Bold

Lato

Lato is our default system font, suited for all other text in our applications.

Styles: Regular or Italic
Weights: Regular, Semibold, Bold, Extrabold

When neither Pilat or Lato is available, fall back to a default system **sans-serif** font.

Pilat Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Pilat Demi
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Pilat Wide Demi
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Pilat Wide Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Lato Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Lato Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Lato Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Lato Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Font Hierarchy

Font hierarchy helps guide users through content by using different fonts at various levels, ensuring both readability and visual impact across our designs.

Pilat Wide

Use for main headings only, as overusing it can be visually overwhelming and hinder readability.

Pilat (regular)

Use for captions, buttons, & badges in moderation.

Lato

Utilize for large subheadings and all other body text.

Hierarchy example

Eyebrows/Captions

Pilat Wide Bold
All-caps
Letter spacing 3%

Headings

Pilat or Pilat Wide Bold
Line height 100%
Letter spacing 3%

Subheadings

Lato Regular
Line height 120%
Letter spacing 0%

Paragraph

Lato Regular
Line height 150%
Letter spacing 0%

CTA/Buttons

Pilat Bold
Line height 100%
Letter spacing 2%

ABOUT US

Advanced Technology Built For Farmers

Maximize every equipment pass on your farm.

PTx is reshaping what's possible for farmers around the world by putting farmers at the center of every innovation. Our mixed-fleet smart farming and autonomy solutions are designed to connect, control and use each farmers' choice of equipment. By putting farmers first, our products are designed to solve your toughest ag challenges, with technology that works across your fleet.

Learn more   Find a Dealer

Letter Spacing & Line Height

Proper line height and letter spacing are essential for ensuring text is readable and visually balanced.

Do's

✓ **Increase letter spacing for all caps:** Slightly widen the letter spacing by 3-5% when using all caps to improve legibility and balance.

✓ **Use larger line heights for smaller text:** Apply a line height of 120-150% of the font size to ensure body text remains readable and doesn't feel cramped.

Don'ts

✗ **Don't apply excessive line height to headings:** Avoid large line heights for headings, as it can reduce the visual impact. Aim for 100-110% line height.

ABOUT US — 0% letter spacing

The 20|20 can be utilized as a monitor to simply set the planter but it also powers the most agronomically advanced systems on the market.

✗

ABOUT US — 3% letter spacing

The 20|20 can be utilized as a monitor to simply set the planter but it also powers the most agronomically advanced systems on the market.

✓

Precision Ag Solutions Made For Your Farm

— 150% line height

From software to hardware to other precision services, PTx Trimble offers a wide variety of technology to fit your farm.

✗

Precision Ag Solutions Made For Your Farm

— 110% line height

From software to hardware to other precision services, PTx Trimble offers a wide variety of technology to fit your farm.

✓

Icons

Icon Packs

Icons are a powerful way to communicate ideas in limited space. While pairing them with text is often helpful, icons can sometimes stand alone for clarity.

Custom Icons

Our custom icons help communicate familiar concepts to our users, like agricultural equipment or crop icons. Find these icons in the **PTx Brandfolder**.

See guidelines for creating custom icons on the following page.

System Icons

Heroicons v.2 is our default pack for general use in apps and web. These icons come in solid, outline, mini, & micro variants. Heroicons can be **downloaded here**.

Custom

Outline

Solid

System

Outline
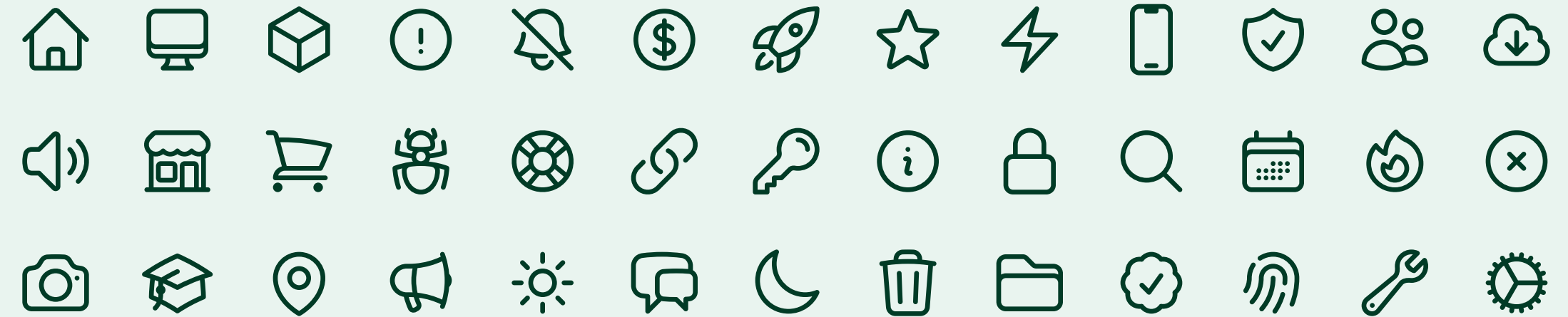
Solid

Creating Icons

Some designs may require additional icons not found in these packs. Use the following guidelines to create SVG icons in keeping with our brand aesthetic.

Stroke weight

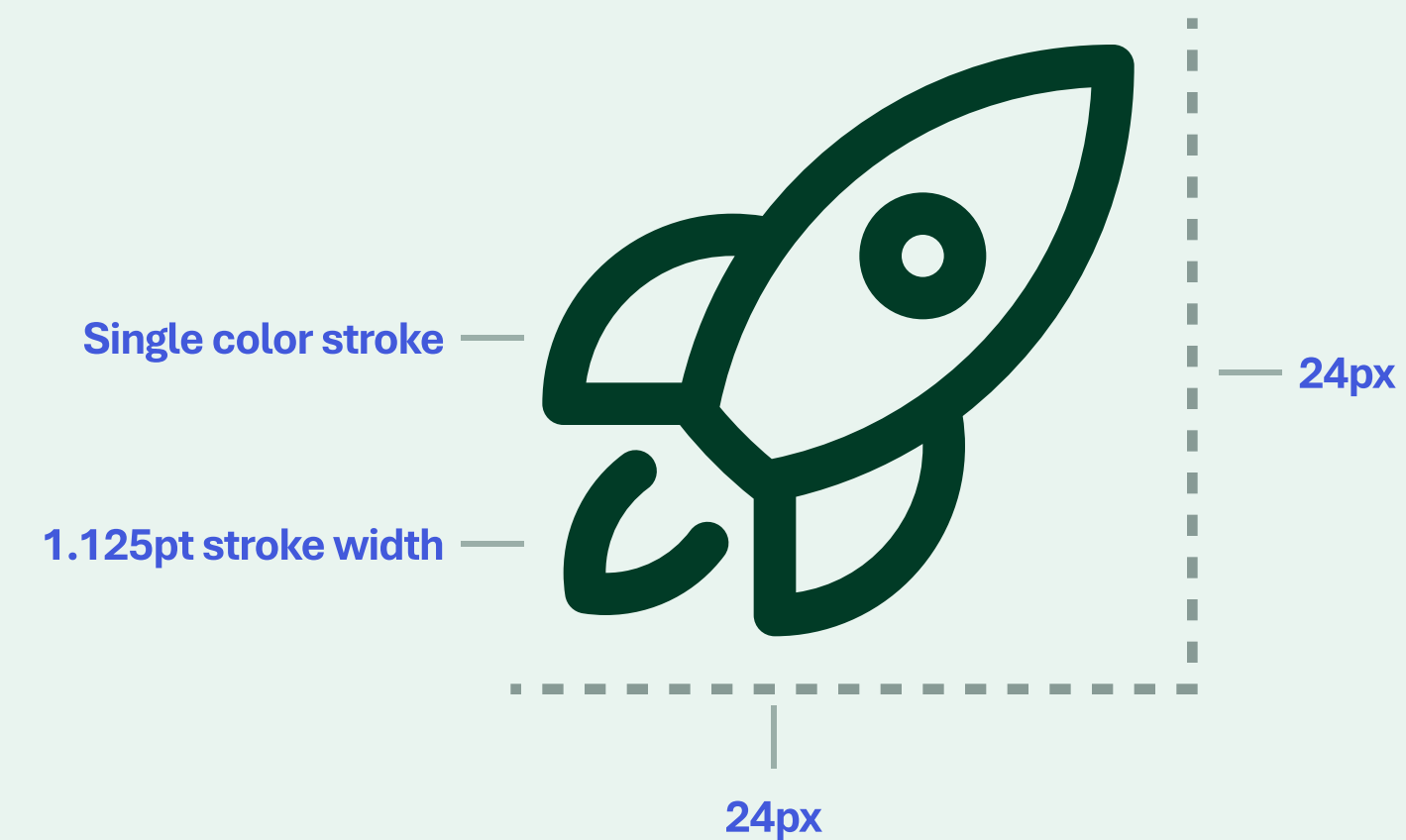Keep stroke weights at no larger than **1.125pt or 1.5px** when designing at a 24x24px ratio.

Variants

Creating multiple icon variants will ensure your icons can be use in various elements. **Outline variants** should be single color strokes while **solid variants** can be outlined strokes that use a single fill color.

Complexity & Scale

Err on the side of simplicity to make icons scalable and easily recognizable. Your icons should be a **flattened vector** with paths that use a **single color**.

Outline

Single color stroke

1.125pt stroke width

24px

24px

Solid

Solid fill color

1.125pt stroke width

24px

24px
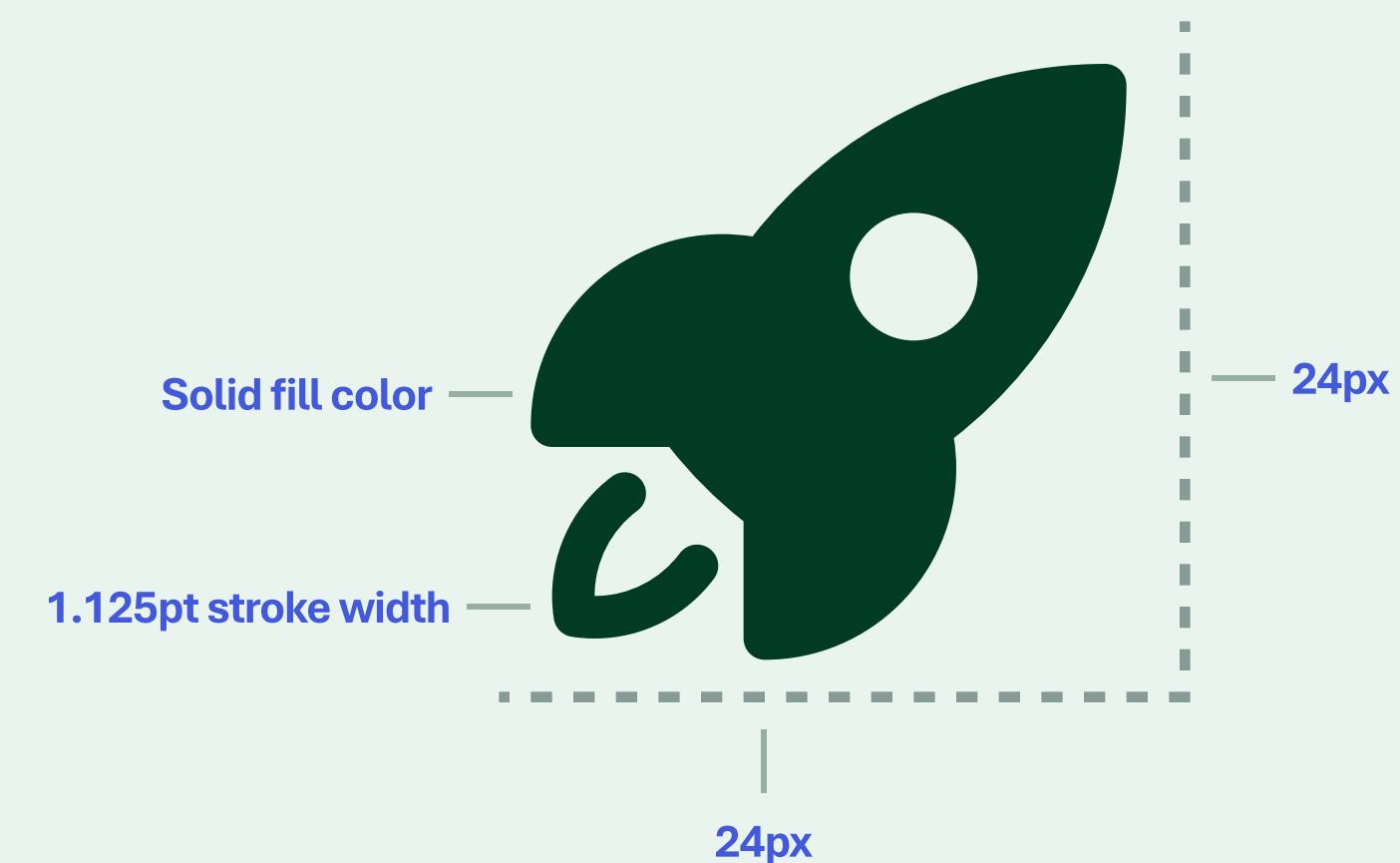
Graphics

Row Pattern

The row pattern draws inspiration from the PTx logo and represents our commitment to accuracy & consistency.

Do's

✅ **Use the pattern as a single row or repeated grid:** Apply the pattern in these formats to maintain consistency.

✅ **Ensure vertical edges are flush within the containing element:** The pattern should fit cleanly within its container.

Don'ts

❌ **Don't place text on top of the pattern:** This can hinder readability and clarity.

❌ **Don't rotate or flip the pattern:** Keep the pattern in its original orientation.
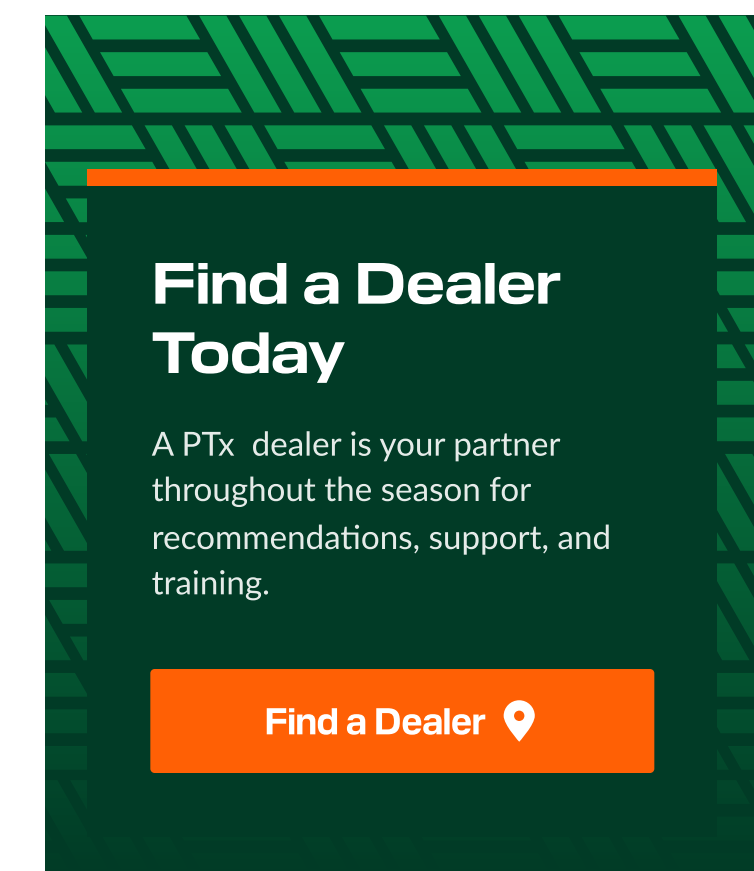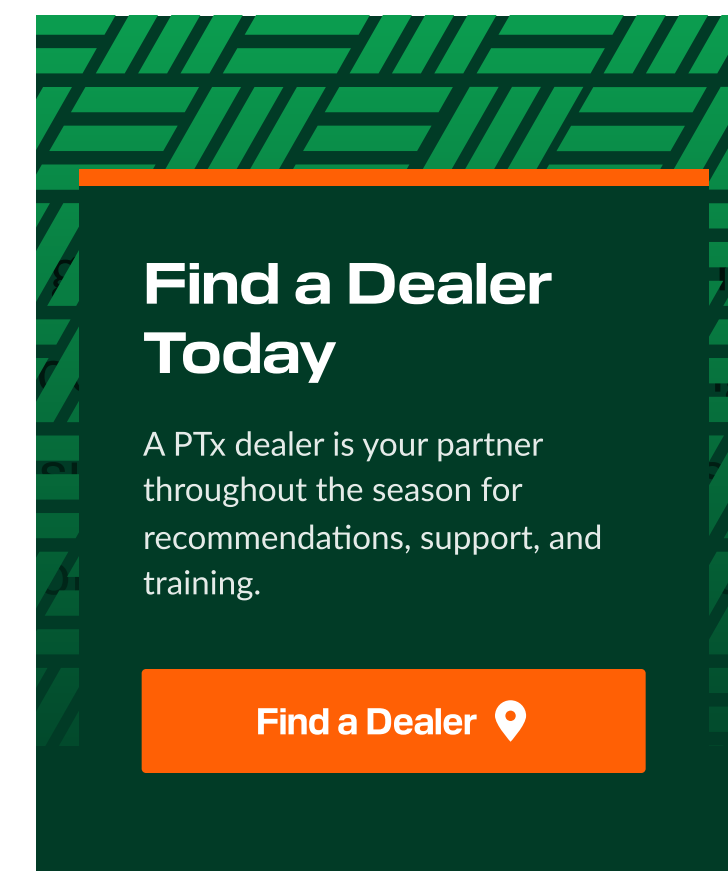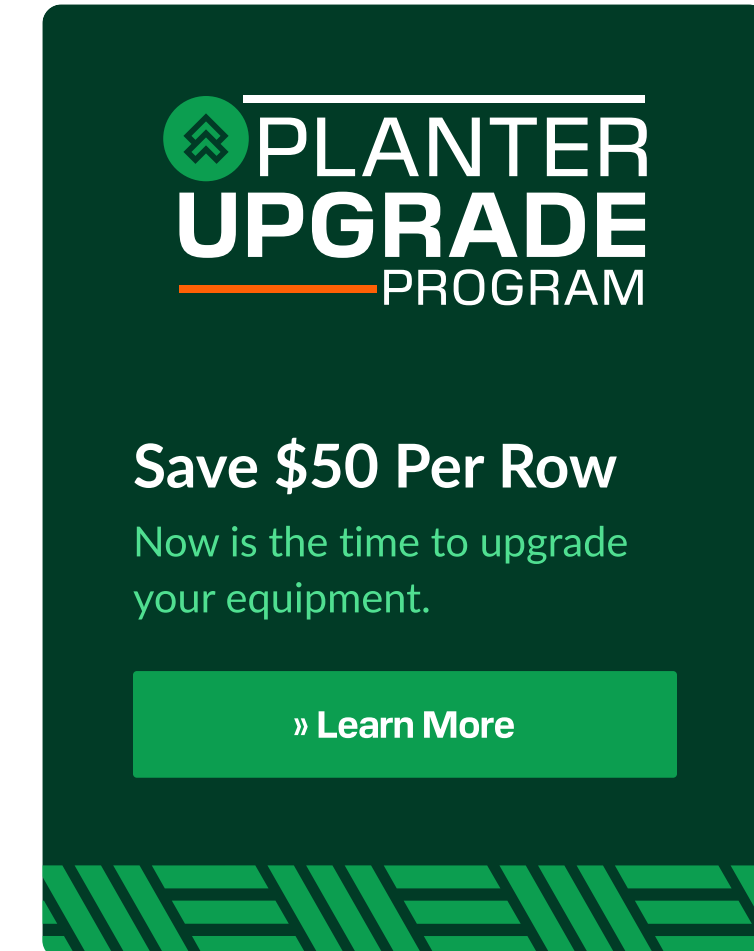
Section-Solid

This section traces back to the solid half of our symbol and adds visual interest, especially in hero sections.

Do's:

✅ **Use high-quality images within the shape:** Consider adding depth by incorporating high-resolution images.

✅ **Start subtle:** Begin with a simple design and gradually introduce contrast or elements as needed, following the "less is more" approach.

Don'ts:

❌ **Don't use both the row pattern and the semicircle:** Choose one design element to maintain a cohesive look.

❌ **Don't add a border to the semicircle:** The semicircle should remain borderless.

Guidance Control

PTx Trimble's guidance controllers, radios and receivers help calculate the actual position of your equipment for improved accuracy, even in difficult conditions.

Find a Reseller →

Guidance Control

PTx Trimble's guidance controllers, radios and receivers help calculate the actual position of your equipment for improved accuracy, even in difficult conditions.

**Find a Reseller** →

Hero Graphic

The PTx logo symbol can be used as an image mask to create eye-catching hero sections.

Do's:

✅ **Use imagery that supports the story:** Ensure the imagery aligns with and enhances the narrative, rather than appearing decorative or distracting.

Don'ts:

❌ **Don't place media outside the semi-circle:** Only use media within the semi-circle portion of the symbol to maintain consistency and avoid awkward cropping.

❌ **Don't rotate the symbol:** When masking an image the symbol, should always remain upright without rotation.

❌ **Don't alter the colors of the hero graphic:** Keep the original colors, and either use a solid color, still image, or video for the semicircle.
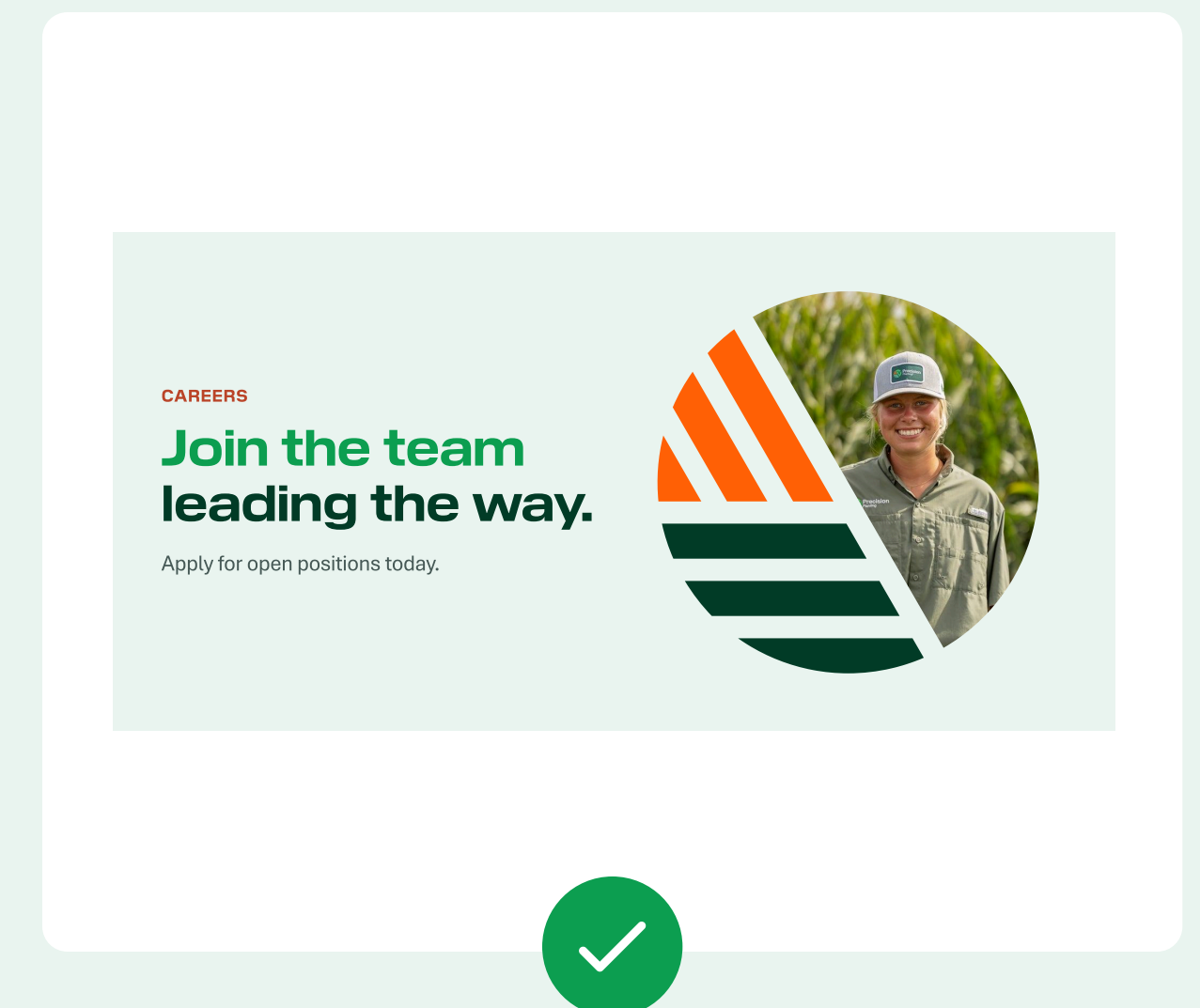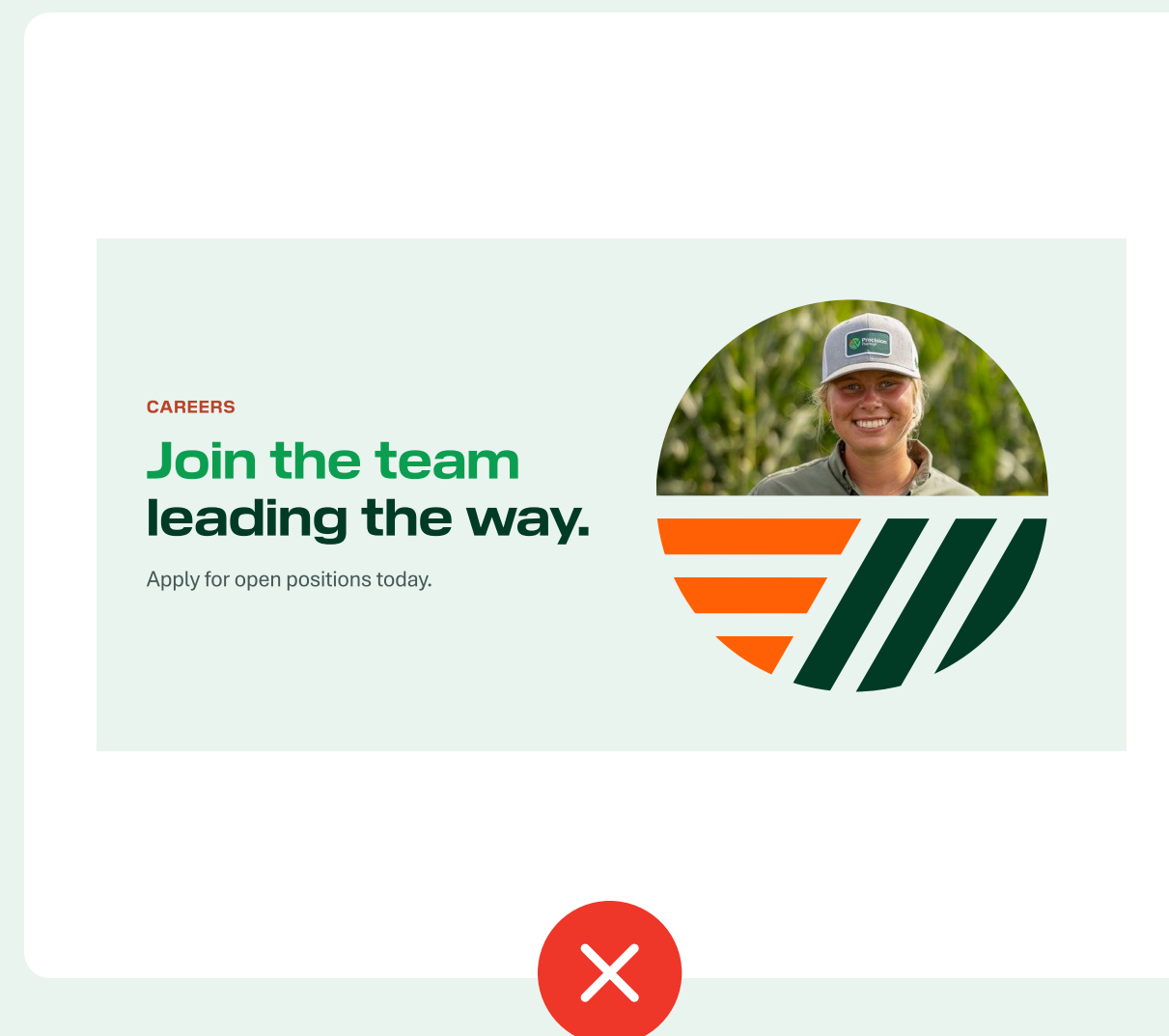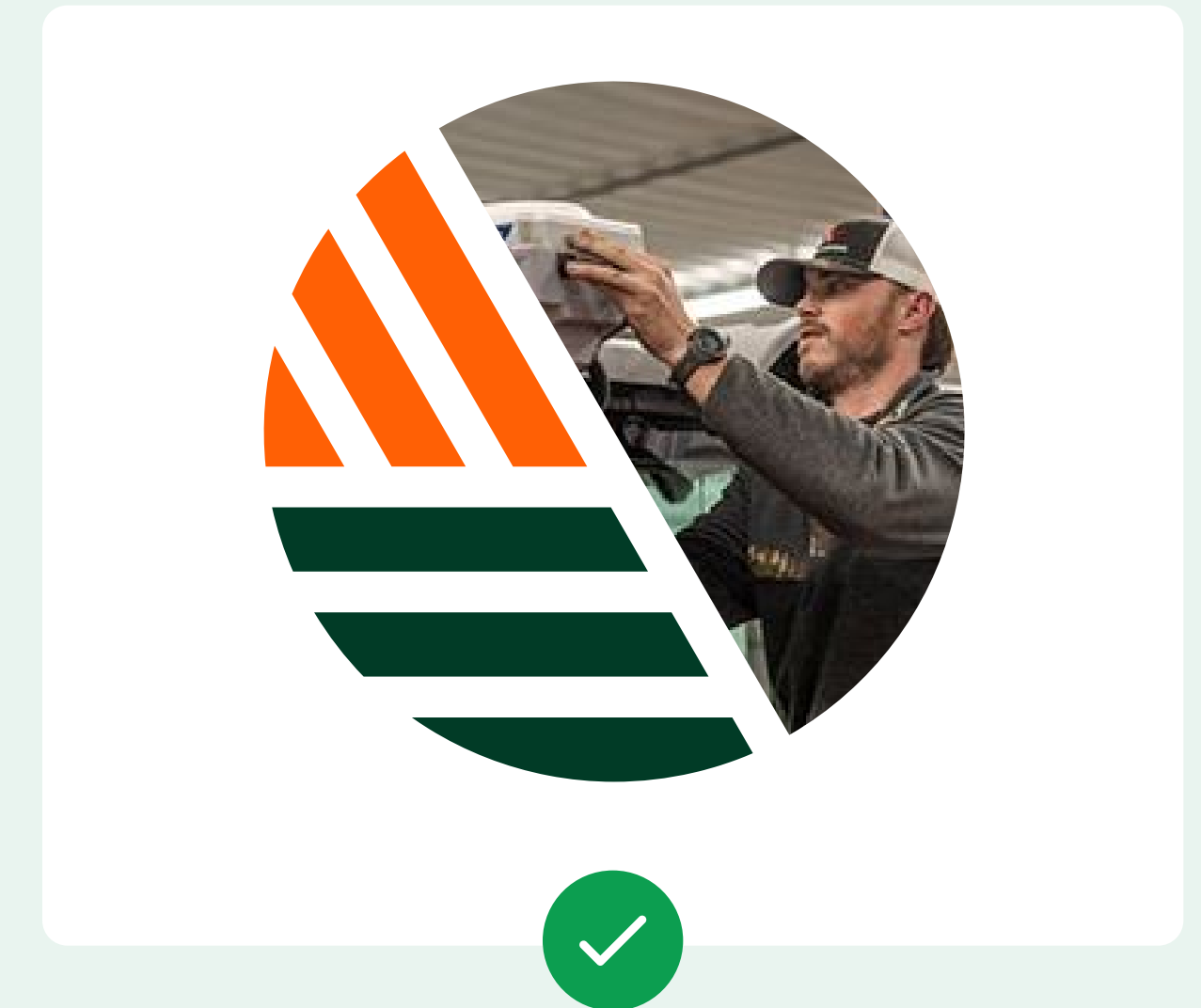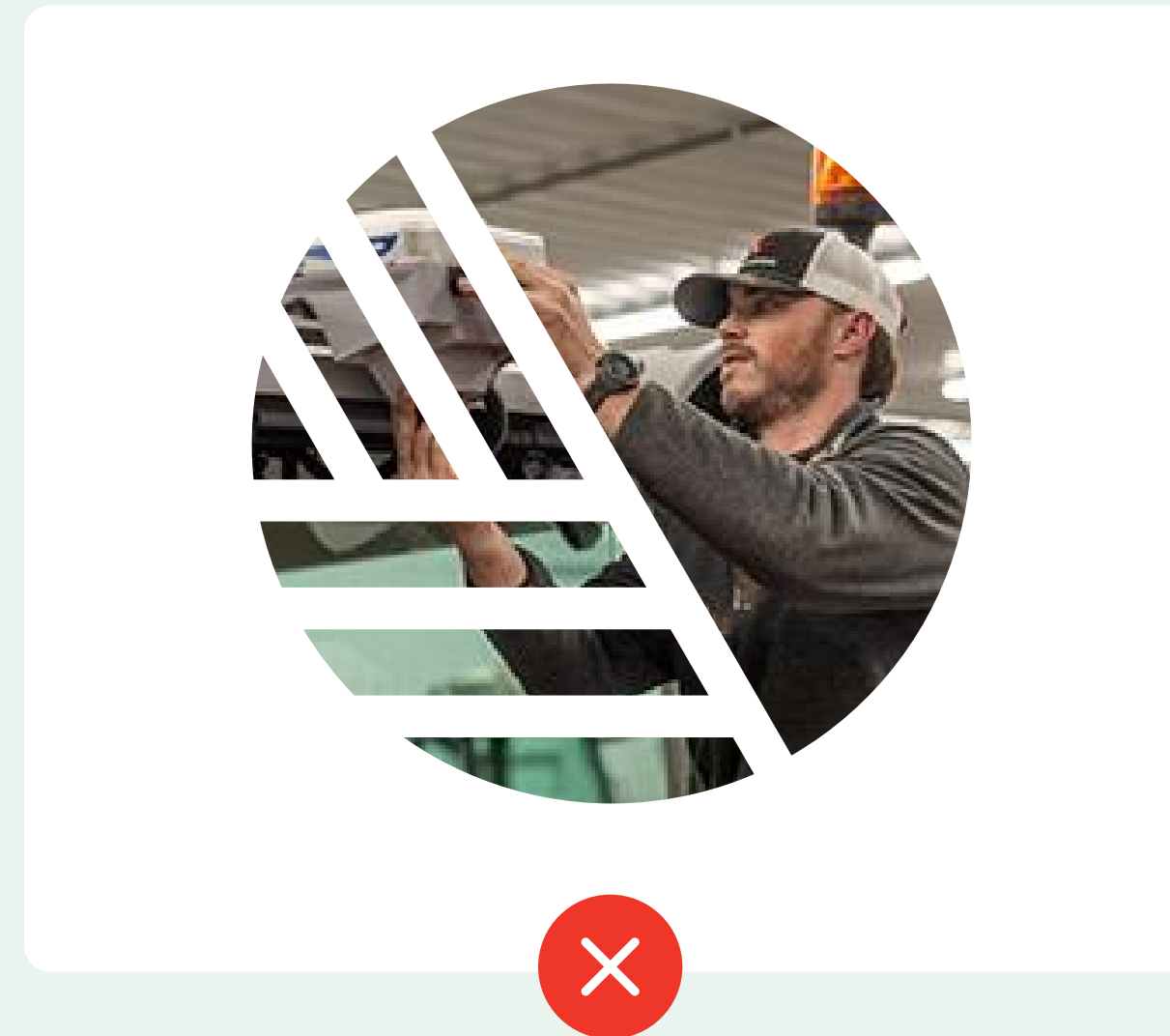
Section-Lines

This section traces back to the line-patterned half of our symbol and can be utilized as a standalone graphic to accent a hero or content section.

Do's:

✅ **Anchor the treatment to the edge:** Ensure the treatment is always connected to the edge of the application for a cohesive look.

Don'ts:

❌ **Don't float the line section:** Always anchor it to an edge and never position it in vertical center of the application.

❌ **Don't crop too far into the lines:** Ensure all six lines are fully visible within the application.

❌ **Don't place text over the line section:** Even with subtle versions, avoid putting text over the lines to maintain clarity.
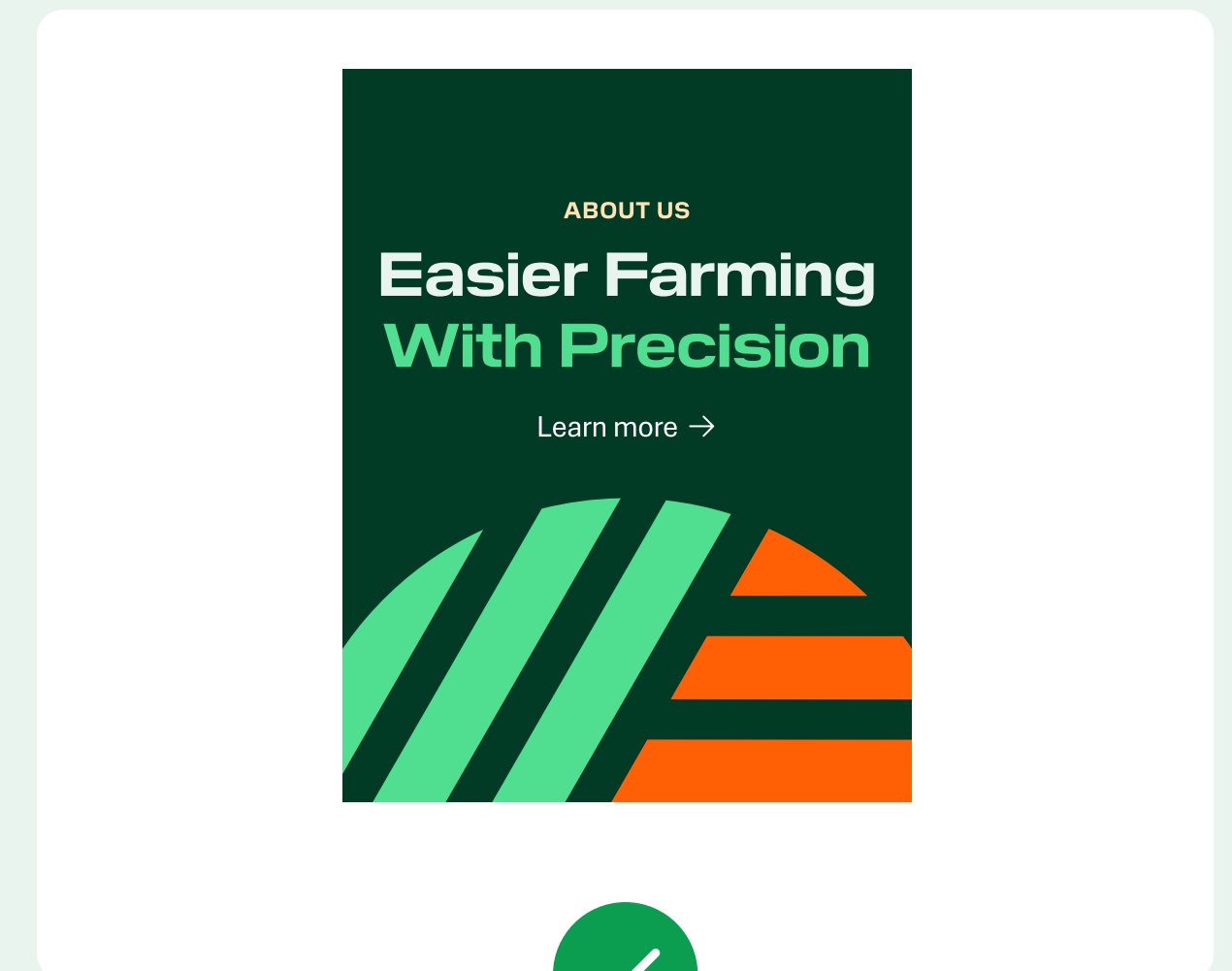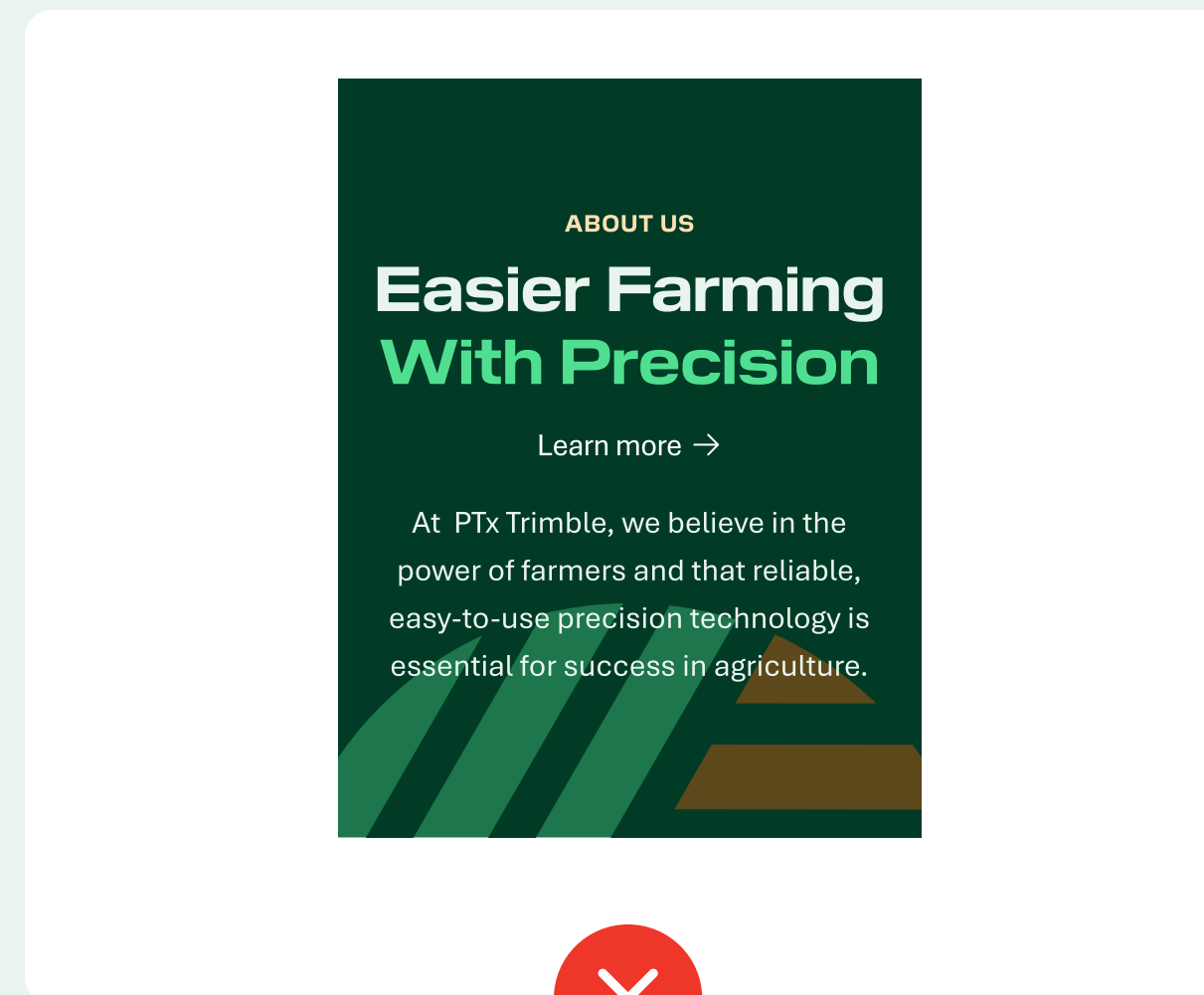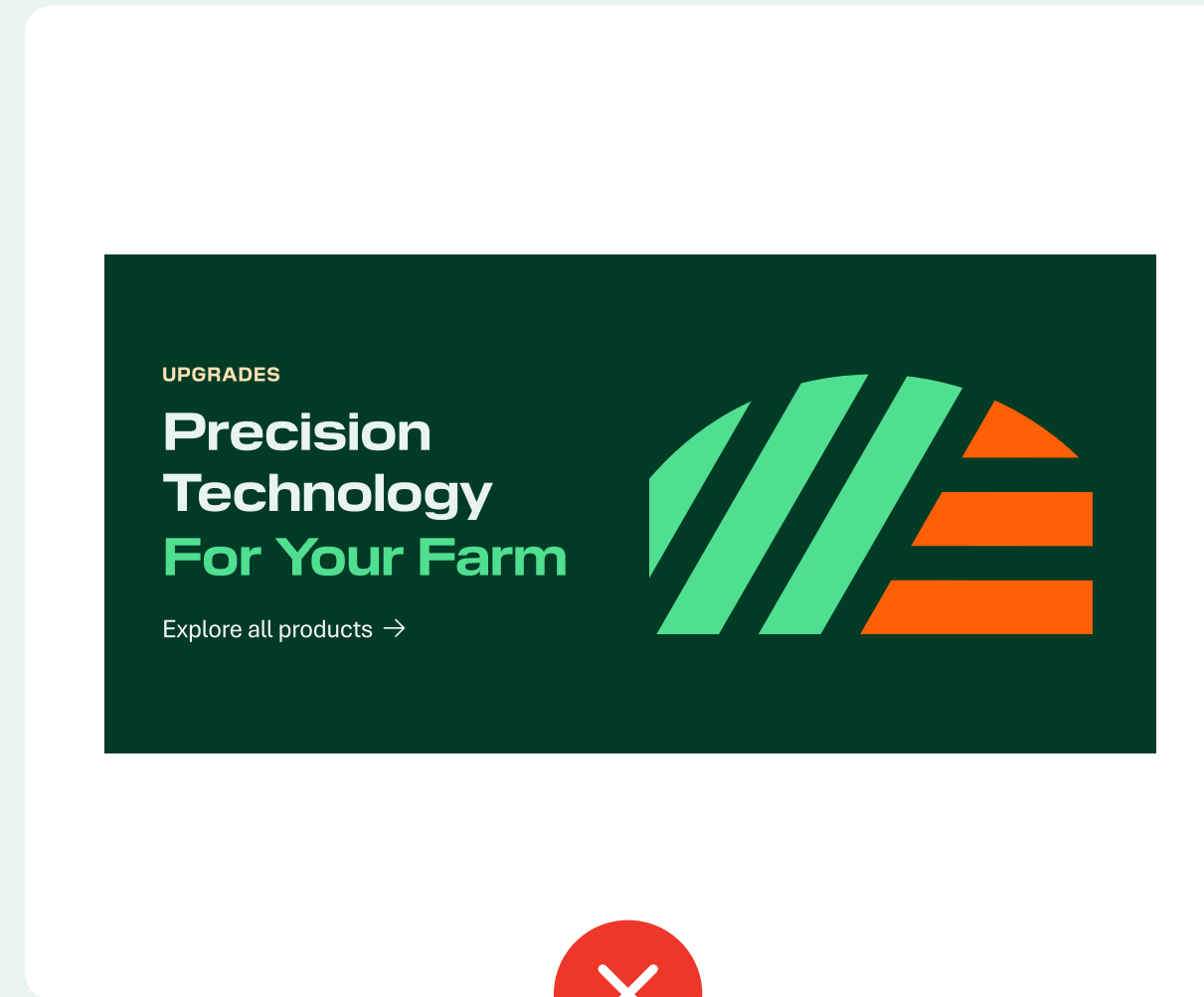
UI Best Practices

Visual Hierarchy

Visual hierarchy helps guide users by showing the relative importance of different elements in an interface, making it easier to understand and navigate.

Do's:

✅ **Prioritize interface elements:** Decide which actions or elements are most important to guide user focus, using a hierarchy of variants (e.g. Solid button » Outlined button » Text link)

✅ **De-emphasize supporting information:** Reduce the visual emphasis on less critical information to avoid clutter.

Don'ts:

❌ **Don't give equal priority to all elements:** Avoid clutter by ensuring not every item competes for attention, allowing users to scan the page easily.

See "Hierarchy is Everything" in **Refactoring UI**

New Customers

Company   Role   Location

⬇ Export   ＋ New Customer

Name	Role	Location	Company	Start Date		
Calvin Hawkins	Product Support II	Morton, IL	Precision Planting	January 9, 2024	Edit	Remove
Calvin Hawkins	Product Support II	Morton, IL	Precision Planting	January 9, 2024	Edit	Remove
Calvin Hawkins	Product Support II	Morton, IL	Precision Planting	January 9, 2024	Edit	Remove

❌

New Customers

🏢 Company   👥 Role   📍 Location

⬇ Export   ＋ New Customer

Last Month	**Calvin Hawkins** Product Support II ✉ support@email.com 📍 Morton, IL 🏬 Precision Planting	📅 Joined January 9, 2024	⋮
This Month	**Calvin Hawkins** Product Support II ✉ support@email.com 📍 Morton, IL 🏬 Precision Planting	📅 Joined January 9, 2024	⋮
Last Year	**Calvin Hawkins** Product Support II ✉ support@email.com 📍 Morton, IL 🏬 Precision Planting	📅 Joined January 9, 2024	⋮
All			

✅

Spacing

Proper spacing between elements helps users clearly identify which items belong together and improves overall clarity in design.

Do's:

✅ **Define a consistent spacing system:** Establish a clear spacing structure to maintain uniformity across your design. (e.g. 2px, 4px, 8px, 16px, ...)

✅ **Use more white space initially:** It's easier to remove excess padding than to add it back in later.

Don'ts:

❌ **Don't confuse users with insufficient spacing:** Avoid minimal spacing between groups of elements, as it can make it unclear which items belong together.

❌ **Don't make form labels ambiguous:** Ensure adequate padding between input fields to clearly associate labels with their respective inputs.

See "Layout & Spacing" in **Refactoring UI**

Border Radius

Rounded corners help convey a sense of approachability and friendliness in our designs, so it's important to apply them consistently and thoughtfully.

Do's:

✅ **Scale the border radius of nested containers:** Ensure that inner containers have a smaller border radius than the outer containers to maintain visual hierarchy and harmony.

Don'ts:

❌ **Don't use a larger or equal-sized radius for nested containers:** Avoid having an inner element with a border radius larger than or equal to its outer container, as this can disrupt the design flow.

❌ **Don't mix harsh and soft corners:** Be consistent in your use of rounded corners to avoid visual confusion or tension within the design.
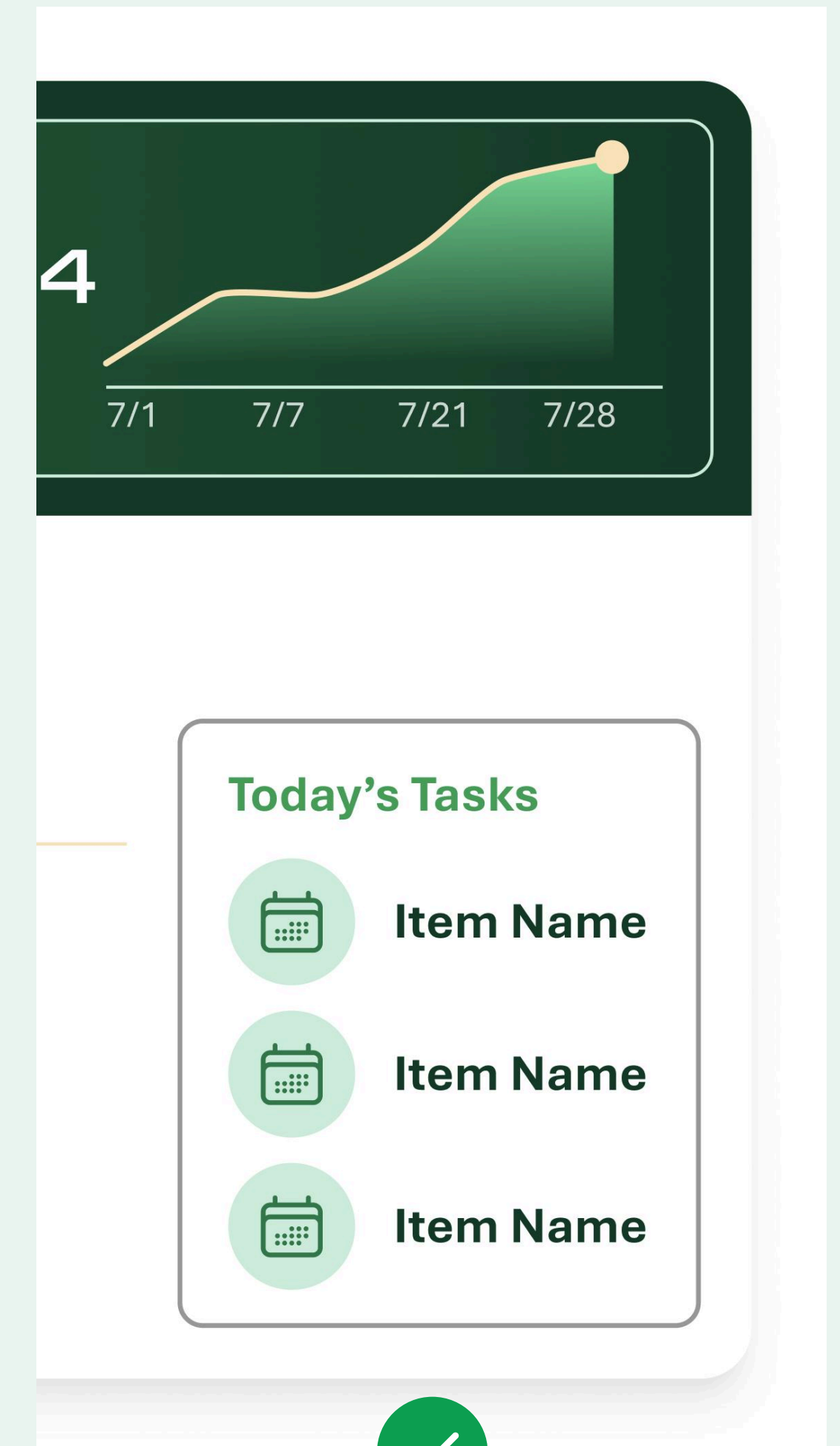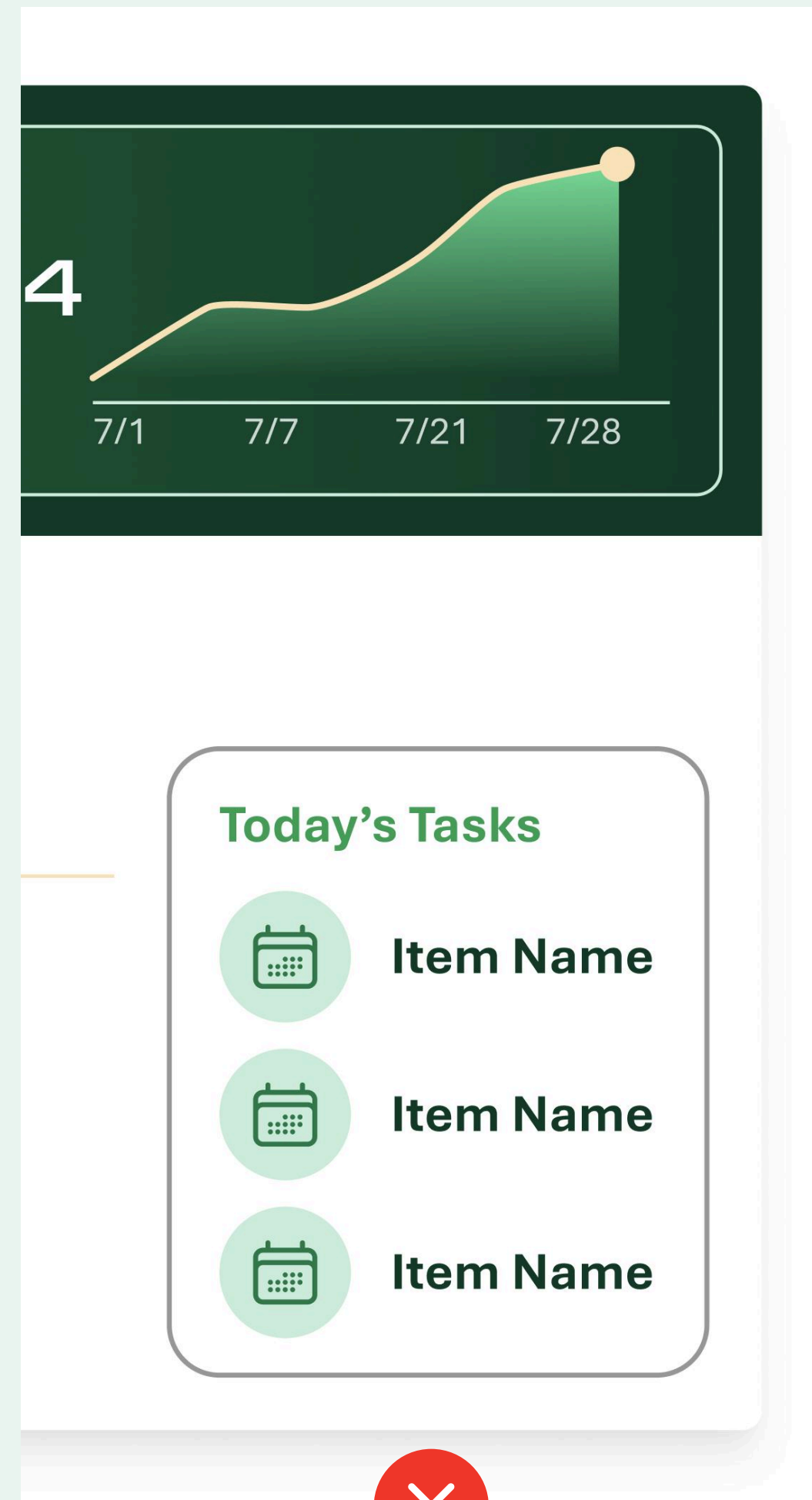
Elevation

Elevation is a great way to create separation between components and guide the user with visual hierarchy.

Do's:

✅ **Use soft, subtle shadows:** Apply gentle shadows to create a sense of depth without overwhelming our flat design aesthetic.

✅ **Raise color luminance on foreground elements:** Consider increasing the brightness of foreground elements to make them appear closer to the user.

Don'ts:

❌ **Avoid harsh shadows:** Steer clear of strong, dark shadows, particularly behind text, that can disrupt the flat design approach.

❌ **Don't overuse elevation:** Excessive use of elevation can clutter the interface and reduce its effectiveness. Start with a flat design and increase depth gradually with shadows & color changes.
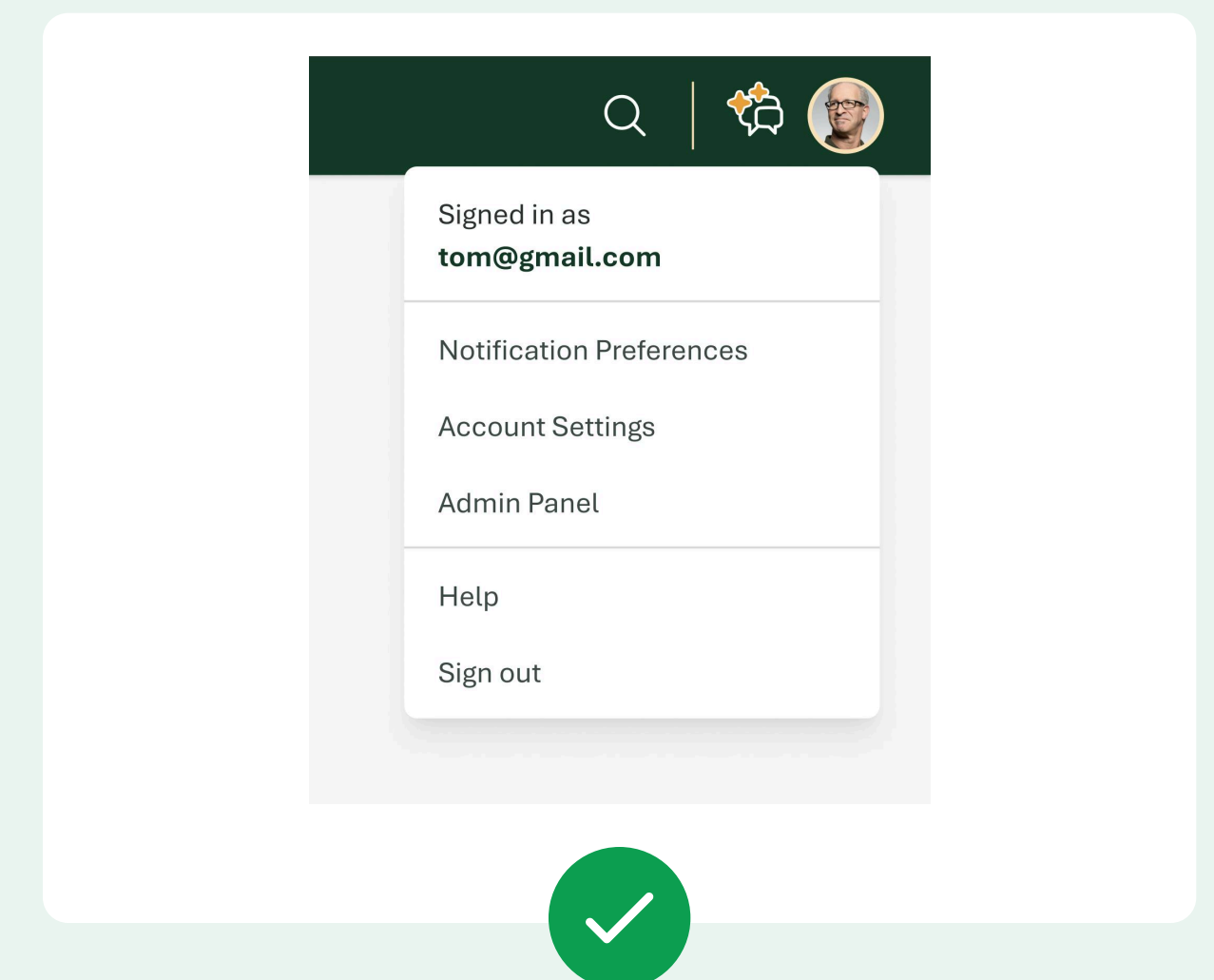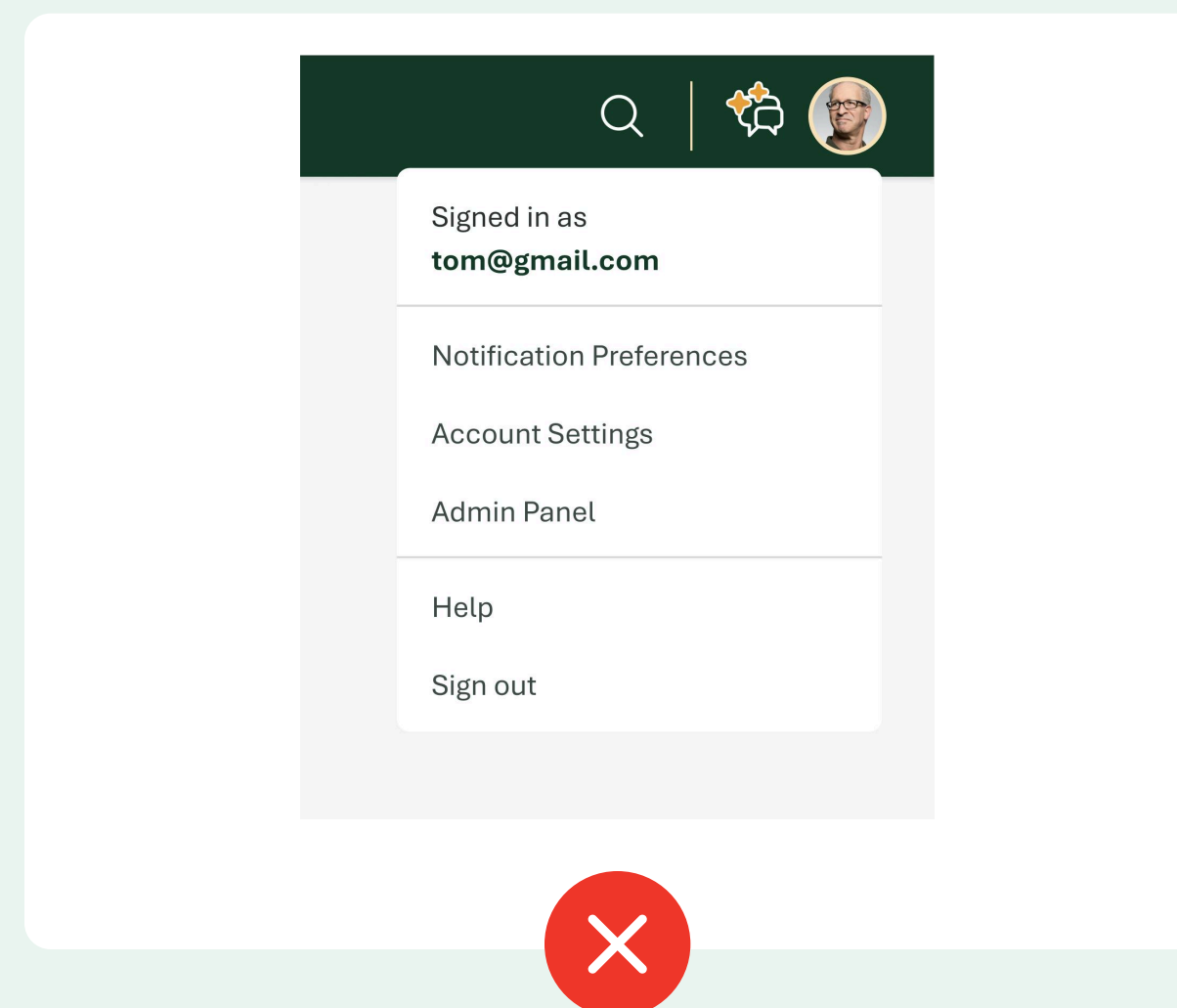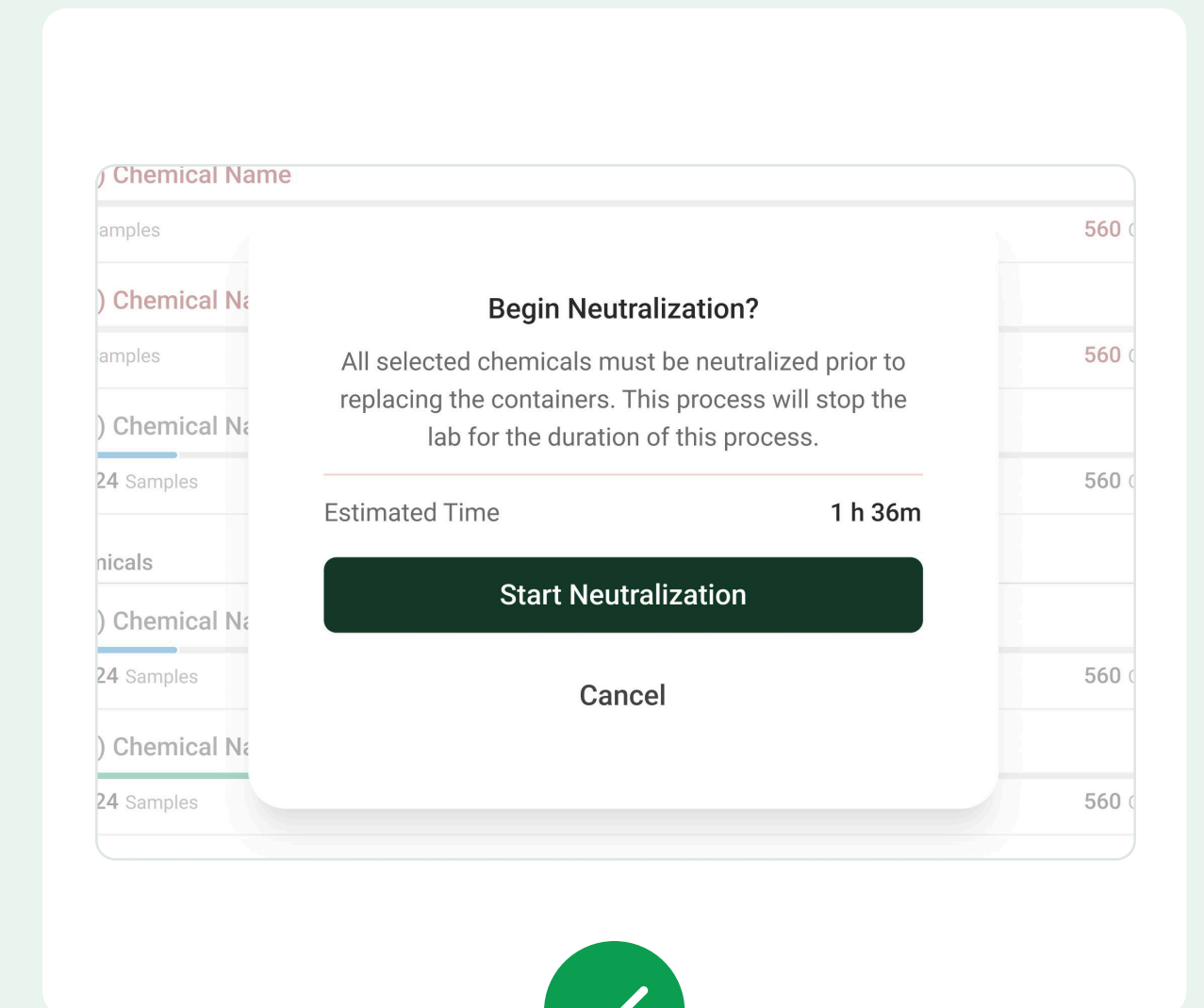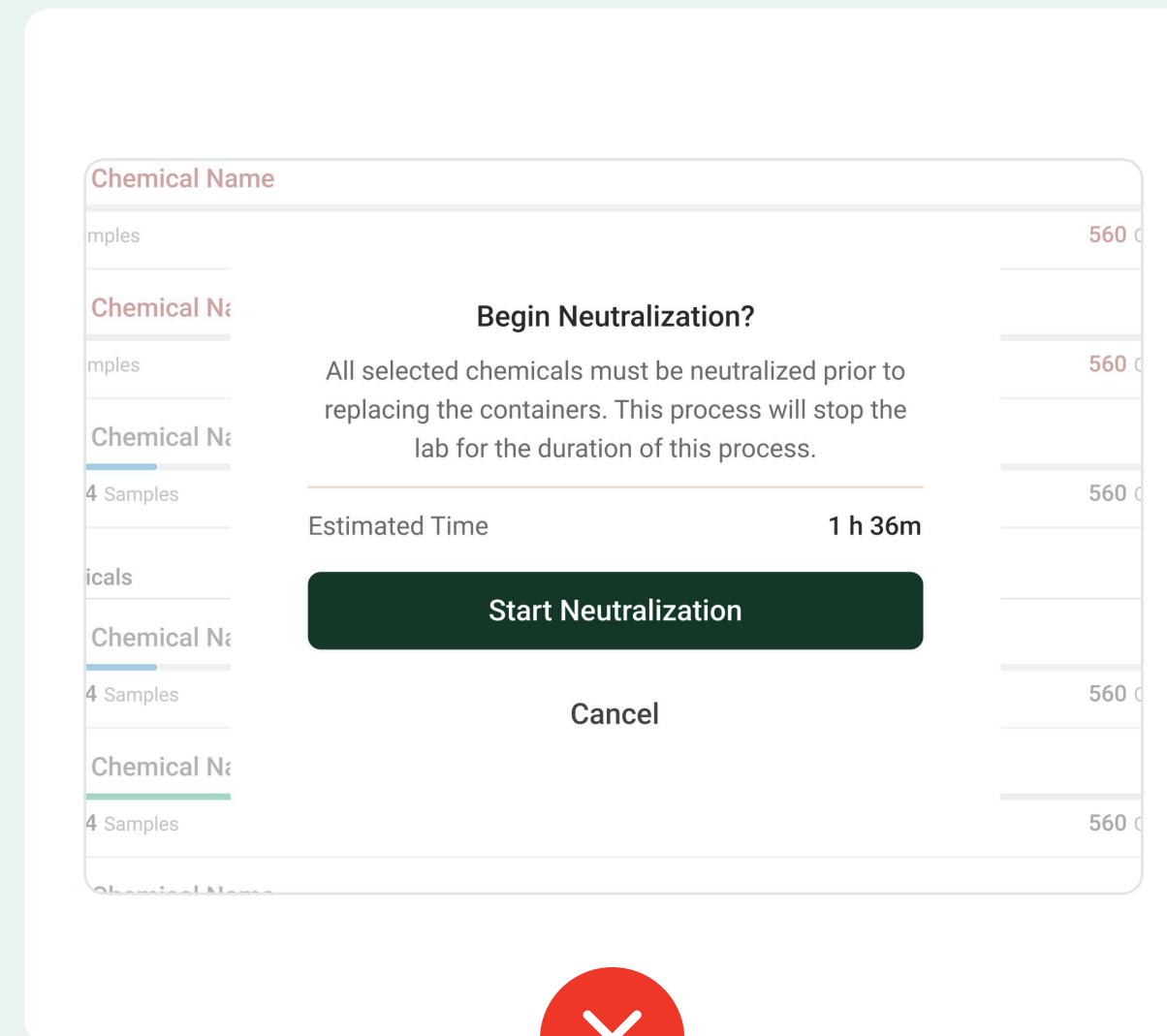
Buttons & Links

When designing buttons, it's important to consider their purpose, platform, and hierarchy to ensure usability and clarity.

Do's:

✅ **Size icon buttons appropriately for the device:** Ensure mobile buttons have a touch target of 40px or larger for optimal usability.

✅ **Place icons contextually:** In most circumstances, place icons to the left of button labels. However, directional icons like arrows should be positioned in their implied direction (e.g. right arrow to right).

Don'ts:

❌ **Don't use buttons for every action:** Not every interaction needs a button—use alternatives like dropdowns or links for lower-priority actions.

Icon buttons

For use with custom icons and Heroicons.

Hyperlinks

For inline anchor links.

Branded CTAs

For use on landing pages & marketing websites.

See live examples of these buttons here.

Application buttons

For use on web, mobile, & embedded applications.

	Default	Hover	Active/Focus	Default	Hover	Active/Focus

Default	Hover	Focus	Default	Hover	Focus

Anchor Link · Anchor Link · Anchor Link

Button →

Form Controls

When designing form controls like inputs, selects, checkboxes, radios, and toggles, it's important to prioritize clarity, accessibility, and ease of use to enhance user experience and ensure accurate data collection.

Do's:

✅ **Use clear labels:** Place labels above each field to ensure users understand what information is required.

✅ **Choose appropriate input types:** Use the correct input field types (e.g., email, phone, date) to help users enter information correctly.

Don'ts:

❌ **Don't rely solely on placeholders:** Placeholders disappear when users begin typing, so never replace labels with them.

Input

Label*
✉ you@example.com ?

Label*
✉ example@email.com ?

Label*
✉ example@email.com ?

Label*
✉ example@email.com !
Error Message

Select

Assigned to
Tom Cook @tomcook ⌄

Assigned to
Tom Cook @tomcook ⌄

Assigned to
Tom Cook @tomcook ⌄

Assigned to
Select ⇅

Tom Cook @tomcook
Tom Cook @tomcook
Tom Cook @tomcook
Tom Cook @tomcook
Tom Cook @tomcook

Checkbox

☐ **Label** with inline text
Supporting content

☑ **Label** with inline text
Supporting content

Label with inline text ☐
Supporting content

Label with inline text ☑
Supporting content

Radio

○ **Label** with inline text
Supporting content

⦿ **Label** with inline text
Supporting content

Label with inline text ○
Supporting content

Label with inline text ⦿
Supporting content

Toggle

⬤ **Label** with inline text
Supporting content

⬤ **Label** with inline text
Supporting content

Label with inline text ⬤
Supporting content

Label with inline text ⬤
Supporting content

UI Examples

UI Examples

1. Vertical Navigation
2. Dialog pop-up
3. Primary & secondary buttons.
4. Login form
5. Share link modal

PTx   Guides

1

Dashboard

Billing   5

Apps

Resources

Dashboard

Customers   1

2

✓

New Customer Added

Tom Cook was successfully added to your team as a member, Updates to their position can be made at any time.

Go back to dashboard

3

Primary   Secondary

4

Sign In

Username

Password

Remember Me   Forgot Password?

Get Started

Don't have an account? Sign Up

5

Team Members   Add members

Share this link to members of your team to give them access to the project

https://www.figma.com/design/dwAqBQuNz2R...   Copy Link

Generate a new link

Calvin Hawkins   Owner ⌄

Devon Webb   Admin ⌄

Caroline Schultz   Admin ⌄

UI Examples

1. Dashboard widgets
2. Sidebar form

Recent Orders

All 112   Open 60   My Region 44   Complete 8

PURCHASE DATE	CUSTOMER	QUANTITY		
Jan17, 2024	Jane Cooper	8	Edit	⋮
Jan 17, 2024	Emil Shaefer	7	Edit	⋮
Jan 17, 2024	Esther Howard	12	Edit	⋮
Jan 16, 2024	Mason Henry	3	Edit	⋮
Jan 16, 2024	Tom Cook	4	Edit	⋮
Jan 15, 2024	Blake Alexander	10	Edit	⋮

Sales

REVENUE YTD	TOTAL ORDERS	AVG ORDER SIZE
$552K	43	$13K
+12% from last month	+5% from last year	-3% from last year

Equipment Profile
See the equipment your customers already own

\+ Add Equipment

Name

Customer Type

Select a customer type

Description

This will be shown in the customer profile

Priofile Photo

Tap to **upload a file**

PNG, JPG, up to 10MB

Role

☑ **Primary contact**
Make this person the primary contact for their company

☐ **Follow-up**
Schedule a time to contact this customer agaain

Cancel   Save Draft   **Add Customer**

Resources

Pilat licenses

To request access to our brand font, Pilat, internal employees can reach out to
Maggie.Chrisman@precisionplanting.com. Non-employees can also reach out to Maggie, but if
purchasing is necessary, be sure to purchase only Pilat and Pilat Wide from General Type.

Need help? Have questions?

For questions about the PTx identity system, please contact
Maggie.Chrisman@precisionplanting.com. For creative reviews and UI/UX design guidance contact
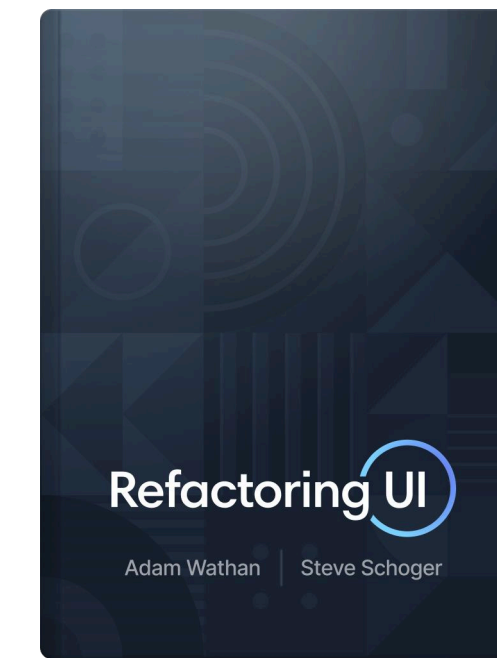Jake Kaminski at jake.kaminski@precisionplanting.com.

Other Resources
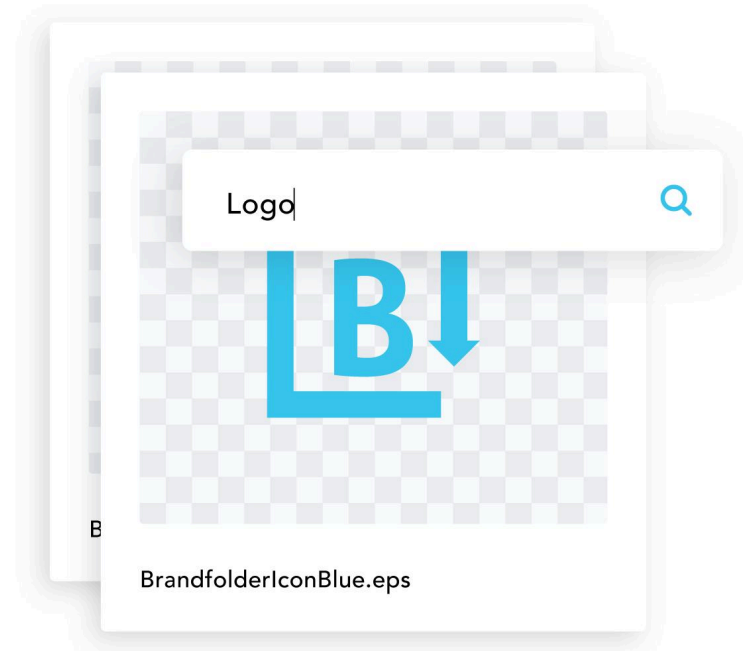
Heroicons

Icon pack for application UI

View ↗

Refactoring UI

Tips & tricks for great UI design

View ↗

Brandfolder

Official brand icons, photos, & assets

View ↗

Accessibility Chart

Live color accessibility tool

View ↗