

# Brandmark guidelines

## Inline or Stacked?

The Stacked version is the preferred brandmark. The Inline version may be used where layout is not appropriate for the Stacked version.



Stacked version



Inline version

## Clear space

All versions of the Landcare brandmark must have a clear space zone to retain the integrity and clarity of the brandmark.

The zone, an area of 'X' based on the height of the capital 'L' in 'Landcare' defines a space around the brandmark that should not be encroached upon.

Ensure this zone is clear from any other visual elements such as graphics and complex photography.



## Minimum size

Minimum size of our Stacked brandmark is 18mm wide.

Minimum size of our Inline brandmark is 35mm wide.



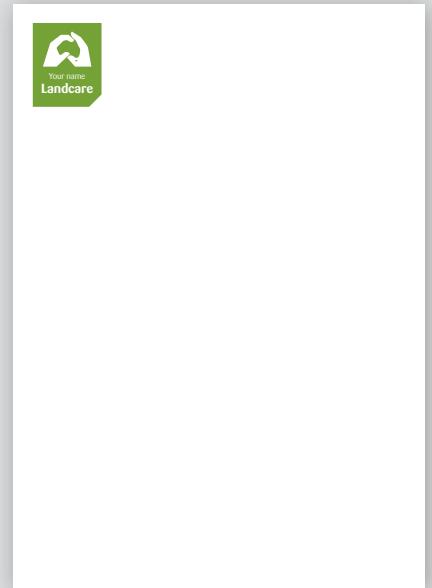
18mm



35mm

## Placement

The Landcare brandmark is consistently positioned in the most prominent position at the top left of all materials, with a defined clear space. Where restricted by space in email banners the logo may sit top right.



## Don't

Don't lock the Landcare brandmark up with any graphics or elements, and don't modify it or add to it in any way.



## Colour

The Landcare logo should be produced in the pantone or full colour version wherever possible. Where full colour printing is not available, the logo may be reproduced in black, mono version. The brandmark uses the colour Landcare Deep Green. Details on this colour are shown below.

### LANDCARE DEEP GREEN

PMS 370U

C 50 M 3 Y 97 K 19

R 97 G 136 B 69

HTML 618845

# Brandmark versions

An inline and stacked logo is available in both positive and reverse and in pms, cmyk and black+white colour formats.

The versions supplied are shown below and have been provided in a range of formats including eps, jpg and png.

## STACKED LOGOS

PMS



Filename: Landcare\_subv1\_Stacked\_pos\_pms



Filename: Landcare\_subv1\_Stacked\_rev\_pms

CMYK

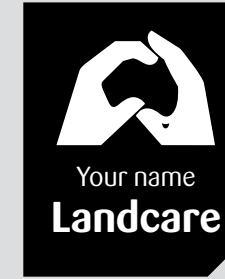


Filename: Landcare\_subv1\_Stacked\_pos\_cmyk

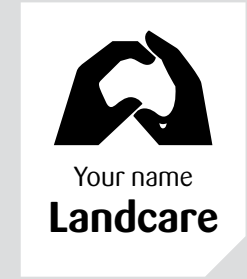


Filename: Landcare\_subv1\_Stacked\_rev\_cmyk

BLACK+WHITE



Filename: Landcare\_subv1\_Stacked\_pos\_bw



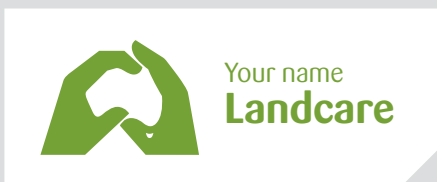
Filename: Landcare\_subv1\_Stacked\_rev\_bw

## STACKED LOGOS

PMS



Filename: Landcare\_subv1\_Inline\_pos\_pms



Filename: Landcare\_subv1\_Inline\_rev\_pms

CMYK

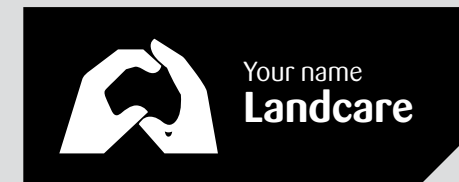


Filename: Landcare\_subv1\_Inline\_pos\_cmyk

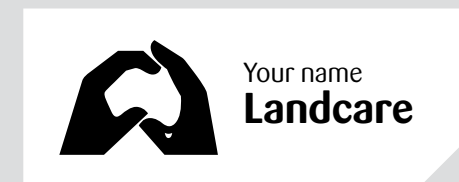


Filename: Landcare\_subv1\_Inline\_rev\_cmyk

BLACK+WHITE



Filename: Landcare\_subv1\_Inline\_pos\_bw



Filename: Landcare\_subv1\_Inline\_rev\_bw