



Landcare  
Australia

# Brandmark style guide for sponsors and partners

This guide provides an overview of the Landcare Australia brandmark versions and usage requirements. For more information, please contact Landcare Australia 02 9412 1040 or [enquiries@landcareaustralia.com.au](mailto:enquiries@landcareaustralia.com.au)

# 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\_Stacked\_pos\_pms370



Filename: Landcare\_Stacked\_rev\_pms370

### CMYK



Filename: Landcare\_Stacked\_pos\_cmyk370



Filename: Landcare\_Stacked\_rev\_cmyk370

### BLACK+WHITE



Filename: Landcare\_Stacked\_pos\_bw



Filename: Landcare\_Stacked\_rev\_bw

## INLINE LOGOS

### PMS



Filename: Landcare\_Inline\_pos\_pms370



Filename: Landcare\_Inline\_rev\_pms370

### CMYK



Filename: Landcare\_Inline\_pos\_cmyk370



Filename: Landcare\_Inline\_rev\_cmyk370

### BLACK+WHITE



Filename: Landcare\_Inline\_pos\_bw



Filename: Landcare\_Inline\_rev\_bw

# Brandmark guidelines

## Stacked or Inline?

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

## Minimum size

Minimum size of our Stacked brandmark is 18mm wide.

Minimum size of our Inline brandmark is 35mm wide.



18mm



35mm

## 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.



## 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 preferred version of the brandmark uses the colour Landcare Deep Green [Pantone® 370] in positive or reverse formats. Where this version is not suitable, a version of the brandmark has been supplied in Landcare Bright Green [Pantone® 382] in positive format only. Details on these colours are shown on the right.

The brandmark 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.

### LANDCARE DEEP GREEN

PMS 370U

C 50 M 3 Y 97 K 19

R 130 G 165 B 35

HTML 82A523

### LANDCARE BRIGHT GREEN

PMS 382U

C 32 M 0 Y 82 K 0

R 185 G 215 B 95

HTML B9D75F

# Brandmark usage

There may be occasions when Landcare is involved with a sponsor, partner or partners on an initiative or service. To achieve consistency when working with partners, there are a few basic brandmark usage principles to follow.

## Lead partner relationship

Where Landcare is the lead organisation, the Landcare brandmark should take prominence over all other brandmarks and the design of the material should follow the Landcare brand guidelines.

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, ie email banners, the logo may sit top right.

As a general principle all partners' logos should be positioned at the bottom of the page or on the back cover.

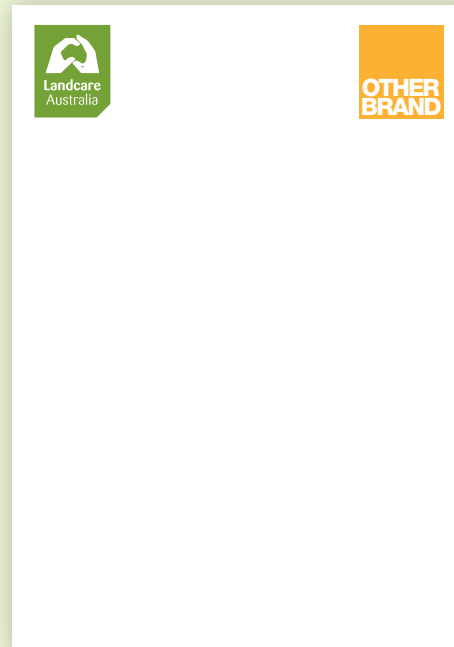


## Equal partner relationship

Where all organisations are equal, the Landcare brandmark should be sized in equal proportion to the partner logos.

While the placement is left to the discretion of the designer, the Landcare brandmark should be considered as a prominent element within the design of the material.

Please ensure the minimum size and clear space requirements are adhered to.



## Secondary partner relationship

Where landcare is the supporting organisation, the design of the material should follow the lead organisation,s brand style.

Ensure the Landcare brandmark meets the minimum size and clear space requirements.

