Landcare Australia

Brand Guidelines

For use by Landcare Australia approved partners only.

This brand guideline provides an overview of the Landcare Australia brands and usuage requirements. The Landcare Australia logo and all Landcare caring hands brands can only be used after obtaining a permission from Landcare Australia. For more information please contact Landcare Australia on **02 9412 1040** or **enquiries@landcareaustralia.com.au**

Primary Landcare Australia Brands

All queries regarding the use of the Landcare Australia, Landcare, Coastcare, Junior Landcare, Landcare Agriculture and any other landcare brand using the caring hands logo, must be directed to enquiries@landcareaustralia.com.au

Secondary Landcare Australia Brands

Landcare Australia Logo Brand Guidelines

Landcare Australia, Junior Landcare, Coastcare, Landcare Agriculture, Landcare caring hand logos and Landcarer are registered trademarks of Landcare Australia.

Landcare Australia owns and carefully manages the use of the trademarks of the Landcare Australia, Junior Landcare, Coastcare, Landcare Agriculture, Landcare, any 'caring hands' logos and Landcarer. This includes the original and refreshed versions of the Landcare, Coastcare, Junior Landcare, Landcare Agriculture logos. Landcare Australia monitors the use of the landcare brands to ensure that the brands are protected and used responsibly.

The organisations or groups that can obtain a licence from Landcare Australia to use the 'caring hands' in their own organisation logo are:

- Local community based environmental volunteer groups with a focus on sustainable land management and conservation activities. These groups include but are not limited to Landcare, Coastcare, 'Friends of', Bushcare, Dunecare, Rivercare and Junior Landcare groups;
- Landcare state and territory representative bodies.

Get a Logo for Your Group

If you are eligible and require a logo for your group, Landcare Australia will provide a logo pack that includes the artwork and brand guidelines at no cost. All logos created must incorporate your group name. To obtain a group logo please register on the National Landcare Directory www.landcareaustralia.org.au a member of our team will contact you within 10 working days with the logo pack.

Logo Restrictions

The Landcare brand is important to the landcare community, which is why Landcare Australia protects the integrity of the brand. Unless they are an eligible Landcare entity, all other organisations that wish to use the logos must have a contractual agreement with Landcare Australia that includes a logo licence. Following are examples of how Landcare Australia manages the Landcare brand:

- CMA and NRM organisations may only use the Landcare logo through a license agreement with Landcare Australia;
- Government departments or agencies may only use a Landcare logo through a license agreement with Landcare Australia;
- Commercial organisations may only use the Landcare logo if they have a sponsorship or partnership agreement with Landcare Australia which specifies how the logo can be used;
- Use of the Landcare logo on signage, promotional material, websites and social media to promote Landcare Australia corporate partner funded activities requires approval from Landcare Australia.

About Landcare Australia

About Landcare

Landcare is a grassroots movement of groups and individuals across Australia with a shared vision to protect, enhance or restore the natural environment in their local community through sustainable land management and conservation activities. Landcare enables people to actively care for the natural environment in their community.

About Landcare Australia

Landcare Australia is a national not-for-profit organisation established more than 30 years ago, that supports the landcare community with funding, capacity-building, on-ground projects, information, networking and promotion of landcare achievements. Across Australia, our partnerships support thousands of people involved in landcare who are working to protect local ecosystems that contribute to the sustainability and productivity of our land and water assets. Together with the landcare community, our efforts improve biodiversity, build resilience in Australia's food and farming systems, and create stronger communities. Landcare Australia is also a service provider for government programs, and delivers major land restoration projects.

Landcare Australia

Junior Landcare

Coastcare

Landcare Agriculture

Landcarer

Vision

All Australians actively caring for the land and water that sustains us

Landcare Logo Brand Guidelines

Landcare Caring Hands Logo

In the past, groups have used the Landcare logo with the word 'Landcare' under the caring hands without 'Australia'. However, we have noticed an increased misuse of this Landcare logo. This logo is only available for use in very limited situations after agreement with Landcare Australia. Generally, the Landcare caring hands can only be used together with a group's name in accordance with the Landcare Australia Brand Style Guide. If you would like a Landcare logo for your group, please contact us fro a new logo pack.

Report Logo Misuses

The Landcare logo and iconic caring hands are important symbols that represent the decades of achievement of thousands of grassroots Landcare groups and communities working together on sustainable land management and environmental conservation activities.

Please report any misuse of the Landcare Logo by emailing us at enquiries@landcareaustralia.com.au with 'logo Misuse' in the subject line.

Old Landcare Logo

The original Landcare logo, which was refreshed in 2010, must not be used by groups or any organisations. If you are still using this logo, please contact us for a new logo pack.

Landcare caring hands logo can't be used

Old Landcare Australia or Landcare logo can't be used

Frequently Asked Questions

1. Who can use the generic Landcare logo?

Landcare Australia is the only organisation that can use the generic Landcare caring hands logo. It is used for campaigns and promotional activity where Landcare Australia is working with other landcare organisations to promote the great work of landcarers. As an example, this logo was used to promote the Landcare 30 Year Anniversary in 2019.

2. Who can use the Landcare Australia logo?

Landcare Australia is the only organisation

that can use the Landcare Australia logo or allow the use of the logo by third parties. Landcare Australia can licence the logo to government, corporate or philanthropic partners if there is a contractual agreement in place. Landcare Australia can also licence the logo on behalf of landcare groups who receive funding from the organisation where it used for promotional purposes. Note that any use of the Landcare Australia logo must be approved by Landcare Australia.

3. Who can use state specific Landcare logos? (for example, Landcare Victoria)

The state/territory landcare logo can only be used by the landcare peak body in the relevant jurisdiction. The logo can be used for promotional purposes by the relevant landcare peak body but cannot be used for any commercial or advocacy purposes unless with prior written agreement by Landcare Australia.

4. Who can request a Landcare, Coastcare or Junior Landcare group logo?

Any environmental community group involved in landcare activities can have a Landcare, Coastcare or Junior Landcare logo with their group name. Groups simply register on the National Landcare Directory and a logo pack is emailed to the group. If the group details change, they simply update their information on the National Landcare Directory and contact Landcare Australia for a new logo pack if necessary.

5. Who can issue Landcare group logos?

Landcare Australia is the only organisation that can create and supply a landcare logo. Landcare Australia owns the trademark of the landcare brands and manages the brand on behalf of the landcare community. This is why Landcare Australia monitors the use of the landcare logo to ensure the integrity of the brand is protected and individuals or organisations do not use it inappropriately.

6. Do groups need to pay for a Landcare group logo?

No. Landcare Australia creates logo packs, monitors the use of the logo and manages the brand as a complimentary service to the landcare community. However, if a government, corporate or philanthropic organisation want to use a landcare logo, they must have a licencing agreement in place with Landcare Australia.

Frequently Asked Questions

7. Can groups change their Landcare Group logos?

No. Groups cannot make changes to their landcare logo. If a group needs to change their logo, they must contact Landcare Australia who will make the change and provide a new logo pack.

8. Can groups change the colour of the Landcare group logo?

No. There are strict brand guidelines for the landcare logo including how it can be used and the colour. The brand guidelines are included in the logo pack emailed to groups.

9. Can groups place anything else within the caring hands logo, for example animals, words or symbols?

No. The landcare logo can only include the group name and the caring hands. At no time can any other content be added to the logo, it is important that the logo is used in accordance with the brand guidelines.

10. Can the caring hands be used on their own?

No. The caring hands must only be used as part of a logo that includes a group name. The caring hands is a trademark of Landcare Australia and must not be used by itself. Landcare Australia restricts the use of the caring hands logo on their own to protect and manage the use of the brand.

11. Can groups use the old Landcare logo?

No. The old landcare logo was refreshed in 2010, groups must use the new logo. Groups are not expected to replace the logo on existing signage and equipment, but groups are expected to phase out the use of the old pre-2010 landcare logo.

12. What happens if a group misuses the Landcare logo?

If a group is found to be misusing the landcare logo in any way, including not adhering to the brand guidelines, Landcare Australia will contact them and explain why they can't use the logo.

13. Can businesses use the Landcare group logo?

No. Landcare Australia manages partnerships with business of all types and licences the use of the landcare logo with a contractual agreement. Landcare Australia will work with landcare organisations and groups to manage the use of the logo for commercial purposes.

14. How can a business use a Landcare logo to promote Landcare or their support for Landcare?

A business would obtain a landcare logo if they had a contractual agreement with Landcare Australia. Landcare Australia will assess all potential partnerships and ensure the potential partnership with the organisation aligns with the values and purpose of Landcare Australia. Landcare Australia has many partnerships with government, corporate and philanthropic partners who have a contractual agreement that includes a licence to use the landcare logo. Even with this agreement, any organisation must seek permission to use the logo prior to use.

Landcare Australia

Brand Guidelines

GREEN STACKED LOGO

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

GREEN INLINE LOGO

GREEN STACKED LOGO

GREEN REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

GREEN INLINE LOGO

GREEN REVERSED INLINE LOGO

B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Landcare Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

Incorrect Logo Use

It is important that the Landcare Australia logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcare Australia logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare Australia logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Colour Palette

Colour is an important element in the application of the Landcare Australia brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-screen use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Landcare Green
Pantone Coated 370C
Pantone Uncoated 370U
Print: C 50 **M** 3 **Y** 97 **K** 19
Screen: R 130 **G** 165 **B** 35
Hex Code: #82A523

Bright Green
Pantone Coated 382C
Pantone Uncoated 382U
Print: C 28 **M** 0 **Y** 92 **K** 0
Screen: R 195 **G** 210 **B** 23
Hex Code: #C3D217

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Forest
Pantone Coated 553C
Pantone Uncoated 553U
Print: C 82 **M** 30 **Y** 65 **K** 76
Screen: R 50 **G** 80 **B** 64
Hex Code: #325040

Emerald
Pantone Coated 7484C
Pantone Uncoated 342U
Print: C 84 **M** 17 **Y** 68 **K** 55
Screen: R 0 **G** 87 **B** 65
Hex Code: #005741

Light Green
Pantone Coated 372C (tint 40%
Pantone Uncoated 372U (tint 40%)
Print: C 6 **M** 0 **Y** 16 **K** 0
Screen: R 239 **G** 245 **B** 220
Hex Code: #EFF5DC

Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

Design Elements

The Landcare Australia brand is supported by selected design elements.

Landcare Australia uses a graphic element of a ‘leaf’ to enhance visual identity. This is the primary symbol for the Landcare Australia brand and are to be presented in Landcare Australia colour palette (Landcare Green and Landcare Forest Green) or reversed out in white.

The graphic elements must be scaled proportionally.

DETAILED LEAF

MINIMAL LEAF (LIGHT BACKGROUND)

MINIMAL LEAF (LIGHT BACKGROUND)

Landcare Logo Integrity

Clear Space

All versions of the Landcare Australia logo must have a clear space zone to ensure the clarity of the logo.

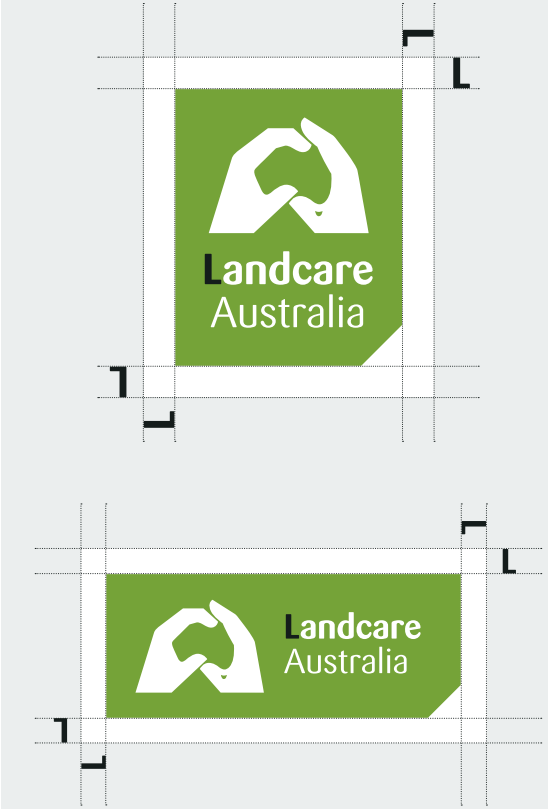
The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE

Co-Brand Use of Logo

Co-branding consists of the Landcare Australia logo working with another logo in a fixed relationship.

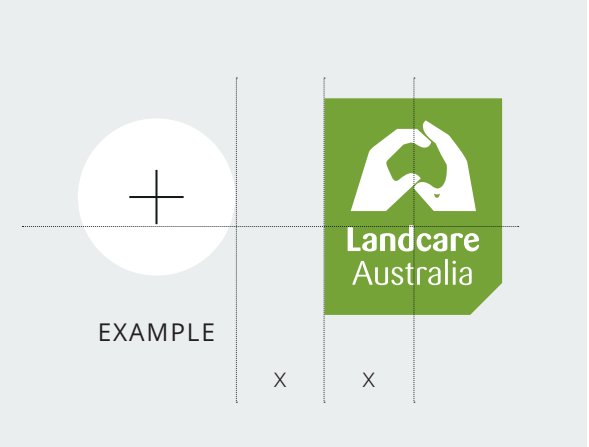
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.



WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

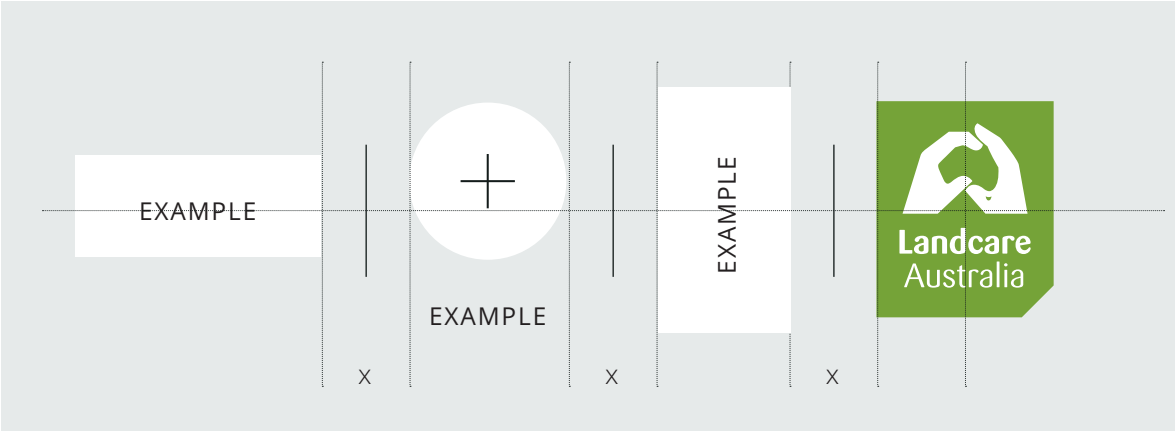
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

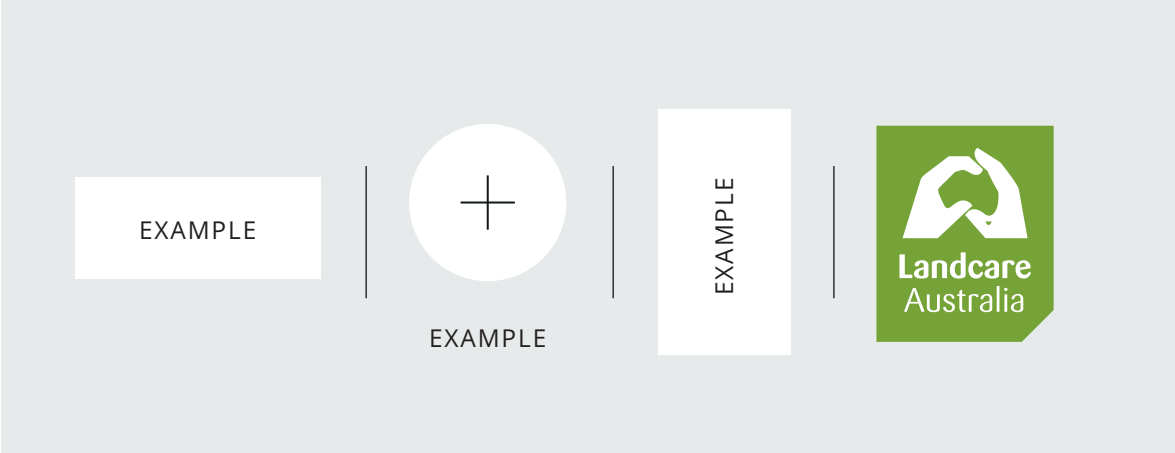
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.





Junior Landcare

Brand Guidelines

RED STACKED LOGO

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

RED INLINE LOGO

RED STACKED LOGO

RED REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

RED INLINE LOGO

RED REVERSED INLINE LOGO

B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Junior Landcare Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

Junior Landcare Incorrect Logo Use

It is important that the Junior Landcare logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Junior Landcare logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Junior Landcare logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

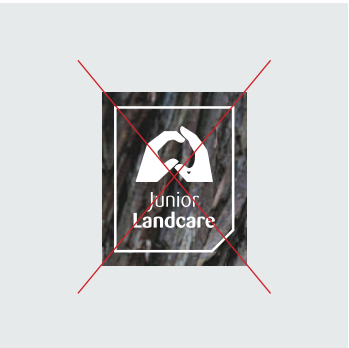
Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Colour Palette

Colour is an important element in the application of the Landcare Australia brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Junior Landcare Orange
Pantone Coated 179C
Pantone Uncoated 179U
Print: C 1 **M** 80 **Y** 87 **K** 2
Screen: R 226 **G** 59 **B** 48
Hex Code: #E23B30

Bright Orange
Pantone Coated 130C
Pantone Uncoated 130U
Print: C 0 **M** 29 **Y** 84 **K** 2
Screen: R 244 **G** 170 **B** 0
Hex Code: #F8BB36

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Forest
Pantone Coated 553C
Pantone Uncoated 553U
Print: C 82 **M** 30 **Y** 65 **K** 76
Screen: R 50 **G** 80 **B** 64
Hex Code: #325040

Light Orange
Pantone Coated 176C (tint 15%)
Pantone Uncoated 176C (tint 15%)
Print: C 2 **M** 6 **Y** 3 **K** 0
Screen: R 248 **G** 238 **B** 237
Hex Code: #F8EEED

Light Yellow
Pantone Coated 127C (tint 15%)
Pantone Uncoated 127U (tint 15%)
Print: C 0 **M** 5 **Y** 15 **K** 0
Screen: R 255 **G** 244 **B** 224
Hex Code: #FFF7EB

Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

Bright Green
Pantone Coated 382C
Pantone Uncoated 382U
Print: C 28 **M** 0 **Y** 92 **K** 0
Screen: R 195 **G** 210 **B** 23
Hex Code: #C3D217

Design Elements

The Junior Landcare brand is supported by selected design elements.

Gradients based on Junior Landcare orange, Junior Landcare yellow, light orange and light yellow are available to supplement design artwork when required.

Junior Landcare also uses a graphic element of 'hands' to enhance visual identity. This is the primary symbol for the Junior Landcare brand and are to be presented in Junior Landcare orange and Junior Landcare yellow including tints of both colours.

Secondary graphic elements can be used to supplement designs for the Junior Landcare brand either in the Junior Landcare colour palette or other appropriate colours.

The graphic elements must be scaled proportionally.

HAND PRINTS

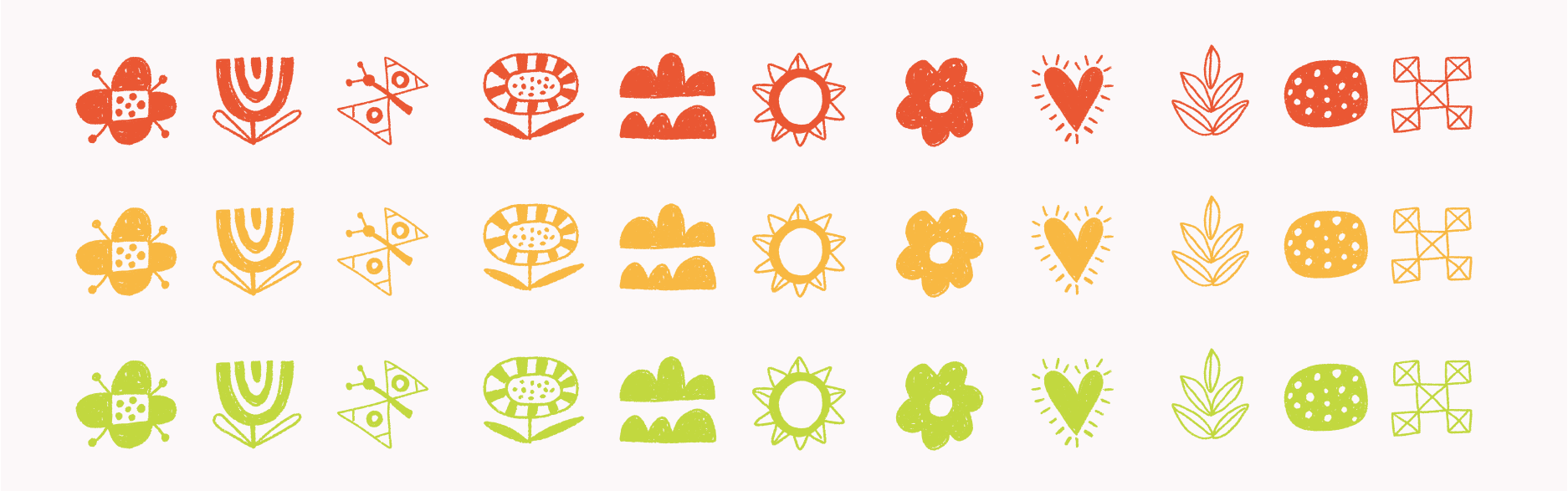
NATURE AND FLOWERS (FULL SET ON FOLLOWING PAGE)

GRADIENT 1

BRIGHT ORANGE TO YELLOW GRADIENT

GRADIENT 2

Nature and Flower Illustrations



Junior Landcare Orange
Pantone Coated 179C
Pantone Uncoated 179U
Print: C 1 **M** 80 **Y** 87 **K** 2
Screen: R 226 **G** 59 **B** 48
Hex Code: #E23B30

Bright Orange
Pantone Coated 130C
Pantone Uncoated 130U
Print: C 0 **M** 29 **Y** 84 **K** 2
Screen: R 244 **G** 170 **B** 0
Hex Code: #F8BB36

Bright Green
Pantone Coated 382C
Pantone Uncoated 382U
Print: C 28 **M** 0 **Y** 92 **K** 0
Screen: R 195 **G** 210 **B** 23
Hex Code: #C3D217

Junior Landcare Logo Integrity

Clear Space

All versions of the Junior Landcare logo must have a clear space zone to ensure the clarity of the logo.

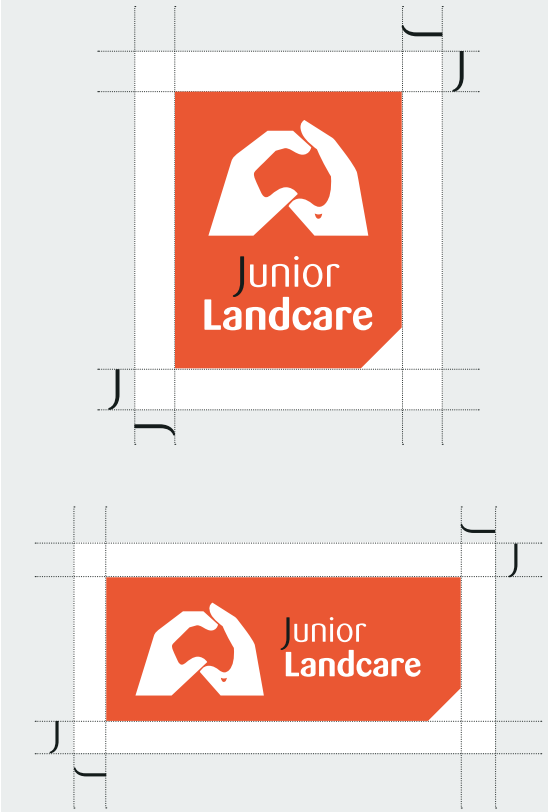
The zone, an area of 'J' based on the height of the capital 'J' in 'Junior' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Junior Landcare logo.

Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE

Co-Brand Use of Logo

Co-branding consists of the Landcare Australia logo working with another logo in a fixed relationship.

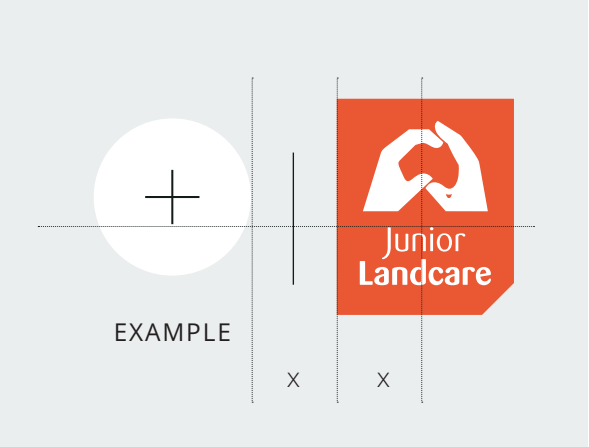
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

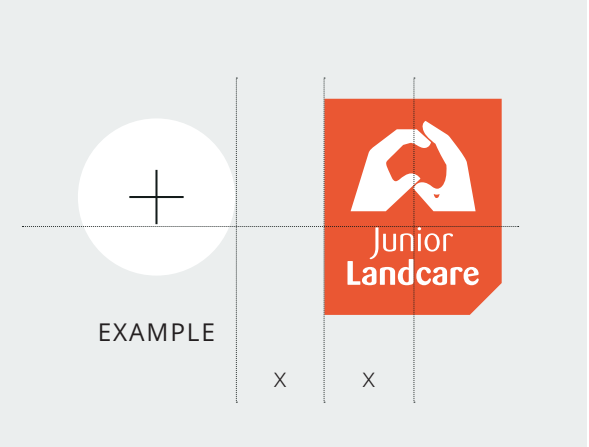
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.





WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

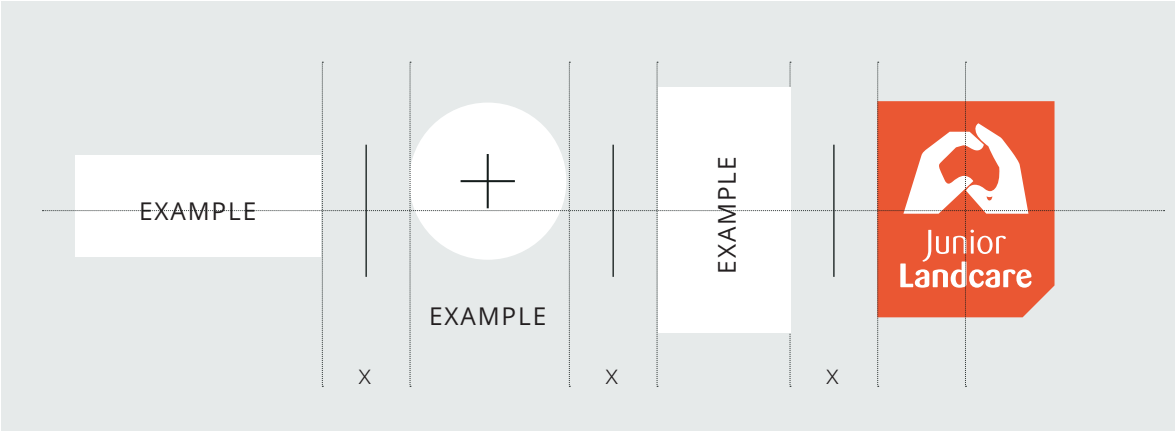
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

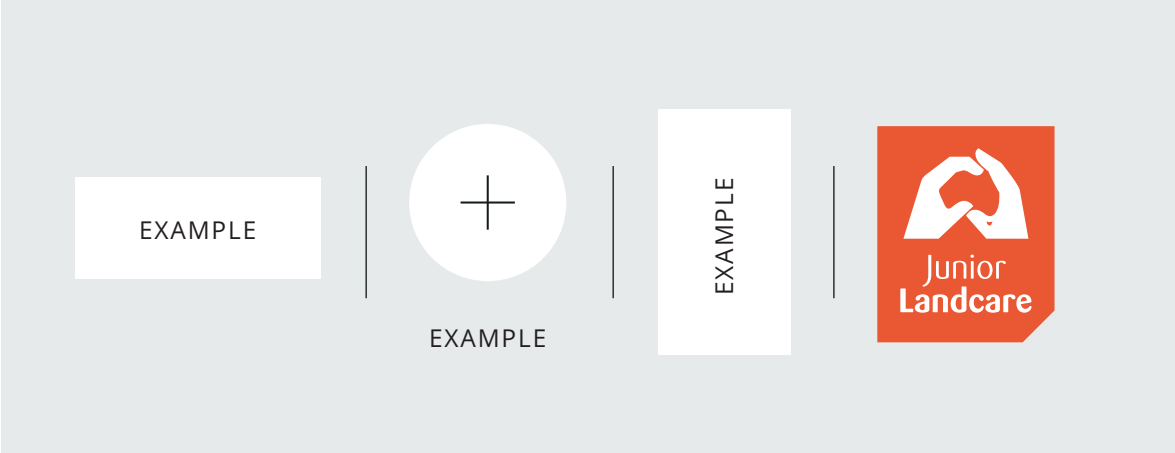
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.





Coastcare

Brand Guidelines

BLUE STACKED LOGO

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

BLUE INLINE LOGO

BLUE STACKED LOGO

BLUE REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

BLUE INLINE LOGO

BLUE REVERSED INLINE LOGO

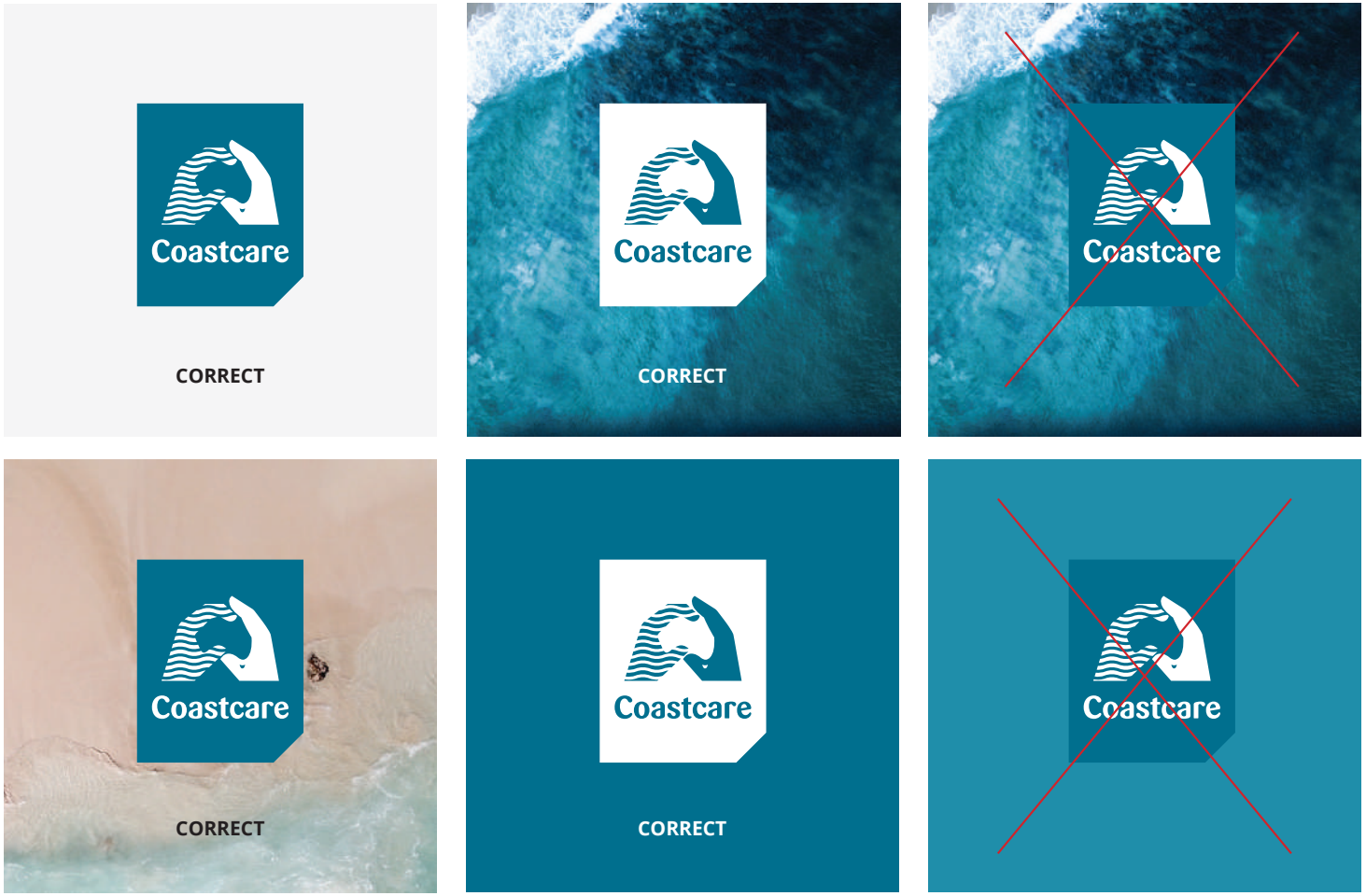
B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Coastcare Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.



Coastcare
Incorrect Logo Use

It is important that the Coastcare logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Coastcare logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Coastcare logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

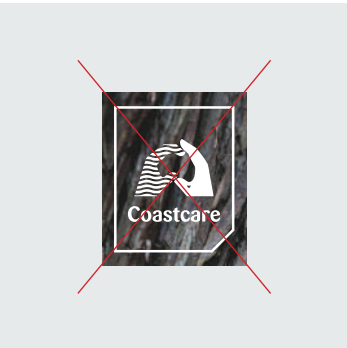
Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Colour Palette

Colour is an important element in the application of the Landcare Australia brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Coastcare Blue
Pantone Coated 308C
Pantone Uncoated 308U
Print: C 99 **M** 10 **Y** 14 **K** 38
Screen: R 0 **G** 90 **B** 132
Hex Code: #005A84

Bright Blue
Pantone Coated 312C
Pantone Uncoated 312U
Print: C 74 **M** 0 **Y** 14 **K** 0
Screen: R 0 **G** 170 **B** 210
Hex Code: #00AAD2

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Emerald
Pantone Coated 7484C
Pantone Uncoated 342U
Print: C 84 **M** 17 **Y** 68 **K** 55
Screen: R 0 **G** 87 **B** 65
Hex Code: #005741

Light Blue
Pantone Coated 552C
Pantone Uncoated 552U
Print: C 35 **M** 8 **Y** 9 **K** 0
Screen: R 177 **G** 210 **B** 227
Hex Code: #B1D2E2

Mid Blue
Pantone Coated 7462C
Pantone Uncoated 7462U
Print: C 95 **M** 62 **Y** 20 **K** 5
Screen: R 0 **G** 89 **B** 143
Hex Code: #00598F

Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

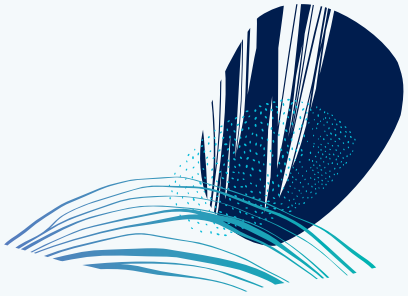
Design Elements

The Coastcare brand is supported by selected design elements.

Gradients based on Landcare green, bright green and light green are available to supplement design artwork when required.

Coastcare also uses graphic elements to enhance visual identity. These include ‘waves’ and ‘abstract sea coral’ which can be presented in the Landcare colour palette or reversed out in white. The graphic elements must be scaled proportionally.

WAVES



ABSTRACT SEA CORAL

GRADIENT 1

GRADIENT 2

Coastcare Logo Integrity

Clear Space

All versions of the Coastcare logo must have a clear space zone to ensure the clarity of the logo.

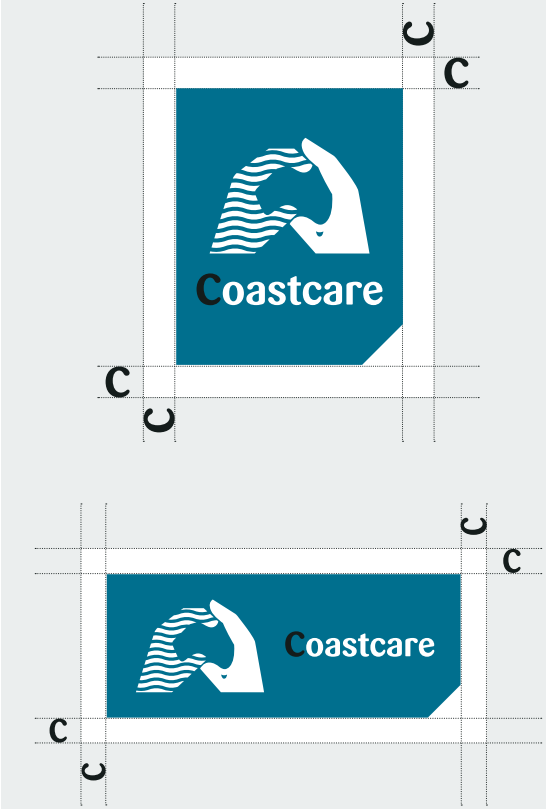
The zone, an area of 'C' based on the height of the capital 'C' in 'Coastcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Coastcare logo.

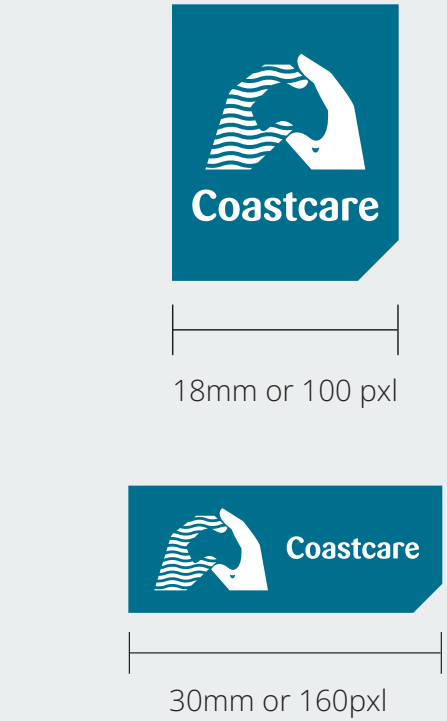
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE



Co-Brand Use of Logo

Co-branding consists of the Landcare Australia logo working with another logo in a fixed relationship.

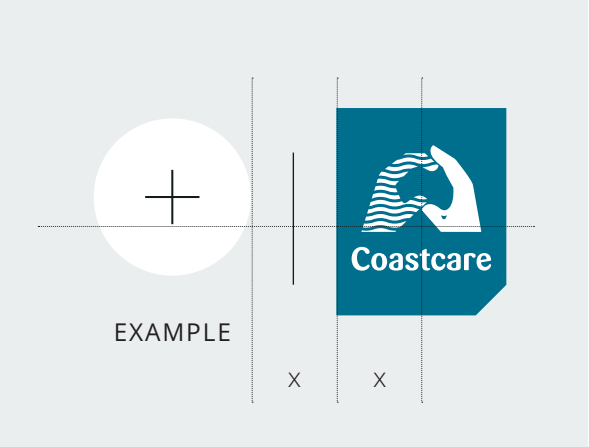
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

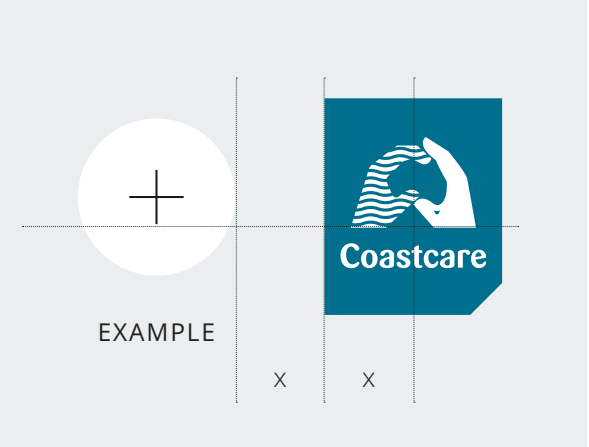
Always have the logos aligned to the centre of the Landcare Australia logo.

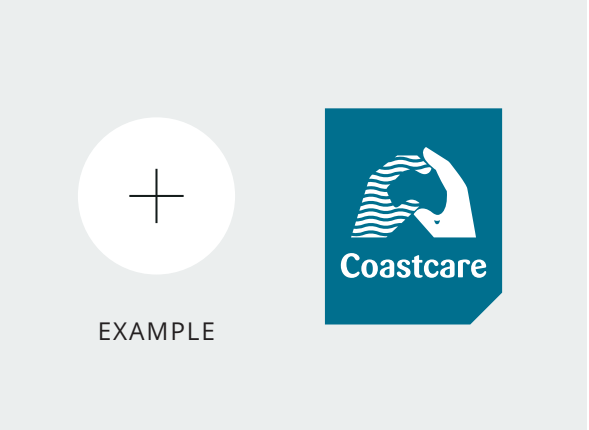
Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.







WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

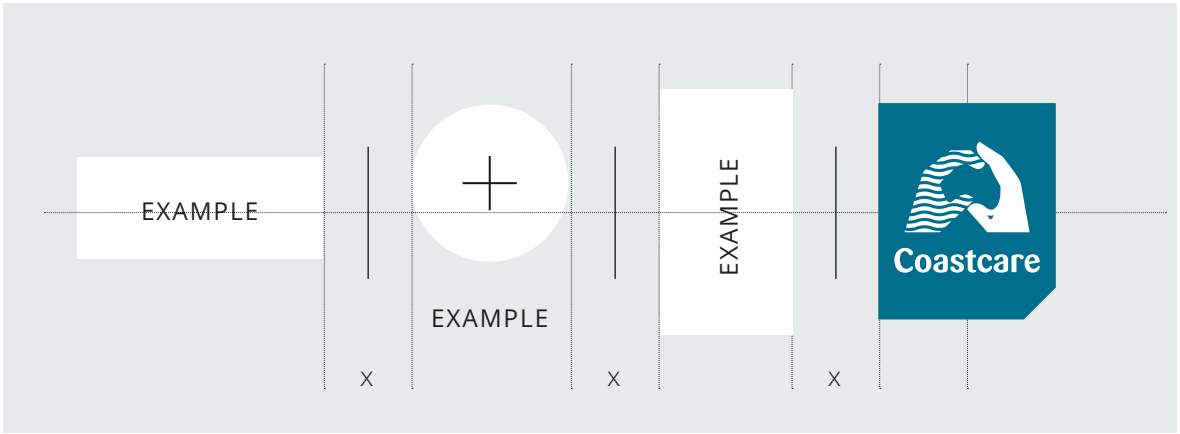
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

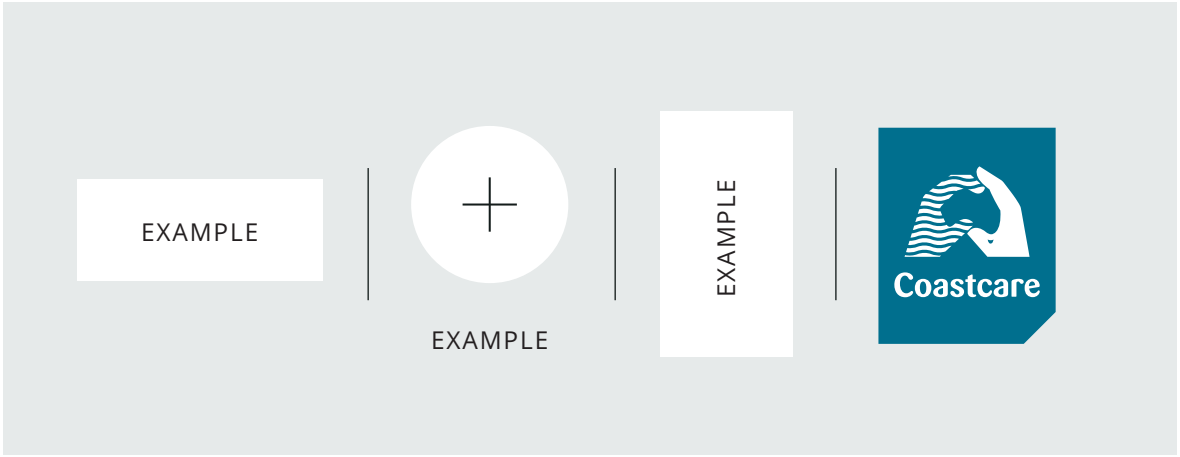
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.





Landcare Agriculture

Brand Guidelines

MAROON STACKED LOGO

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

MAROON INLINE LOGO

MAROON STACKED LOGO

MAROON REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

MAROON INLINE LOGO

MAROON REVERSED INLINE LOGO

B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Landcare Agriculture Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

Landcare Agriculture Incorrect Logo Use

It is important that the Landcare Agriculture logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcare Agriculture logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare Agriculture logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Colour Palette

Colour is an important element in the application of the Landcare Agriculture brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Landcare Farming
Pantone Coated 492C
Pantone Uncoated 492U
Print: C 11 **M** 85 **Y** 60 **K** 48
Screen: R 136 **G** 44 **B** 49
Hex Code: #872B30

Landcare Farming Earth
Pantone Coated 729C
Pantone Uncoated 729U
Print: C 7 **M** 45 **Y** 66 **K** 18
Screen: R 202 **G** 138 **B** 84
Hex Code: #C98A54

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Forest
Pantone Coated 553C
Pantone Uncoated 553U
Print: C 82 **M** 30 **Y** 65 **K** 76
Screen: R 50 **G** 80 **B** 64
Hex Code: #325040

Sand
Pantone Coated 4675C
Pantone Uncoated 4675U
Print: C 15 **M** 20 **Y** 35 **K** 2
Screen: R 211 **G** 192 **B** 163
Hex Code: #D3C0A3

Emerald
Pantone Coated 7484C
Pantone Uncoated 342U
Print: C 84 **M** 17 **Y** 68 **K** 55
Screen: R 0 **G** 87 **B** 65
Hex Code: #005741

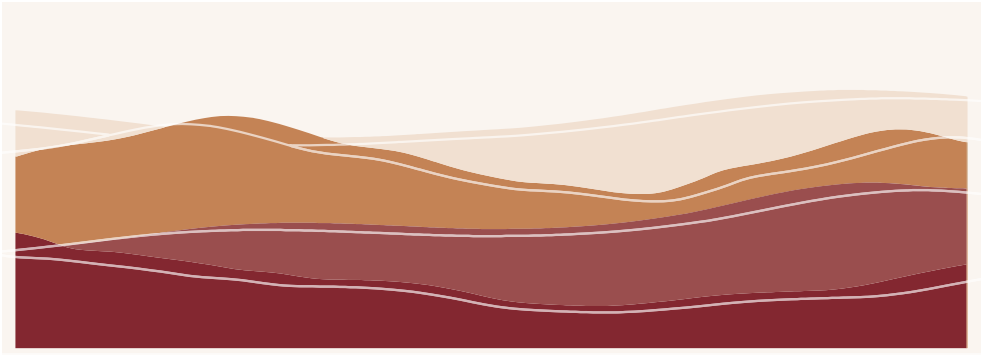
Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

Design Elements

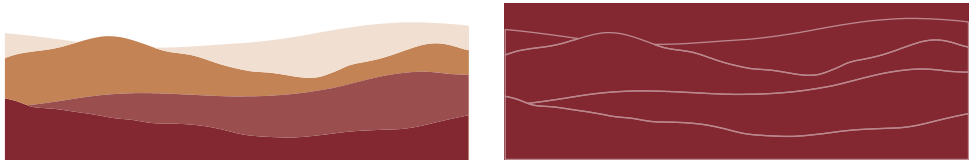
The Landcare Agriculture brand is supported by selected design elements.

Gradients based on farming brown and sand is available to supplement design artwork when required.

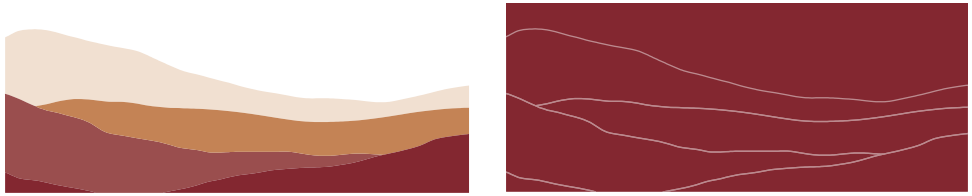
Landcare Agriculture also uses graphic elements to enhance visual identity. These include ‘mountains’ which can be presented in the Landcare Farming colour palette or reversed out in white. The graphic elements must be scaled proportionally.



MOUNTAINS



MOUNTAIN GRAPHIC 1



MOUNTAIN GRAPHIC 2

GRADIENT 1

Landcare Agriculture Logo Integrity

Clear Space

All versions of the Landcare Agriculture logo must have a clear space zone to ensure the clarity of the logo.

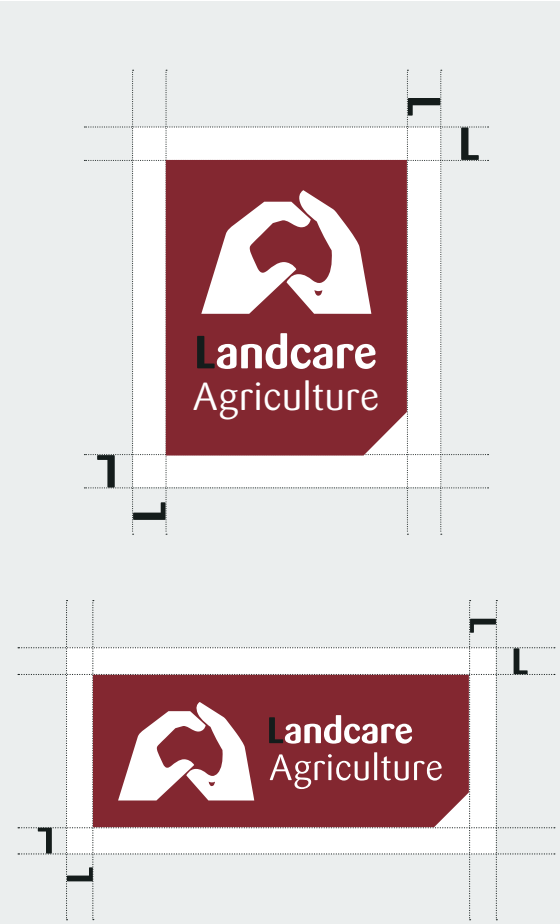
The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Agriculture logo.

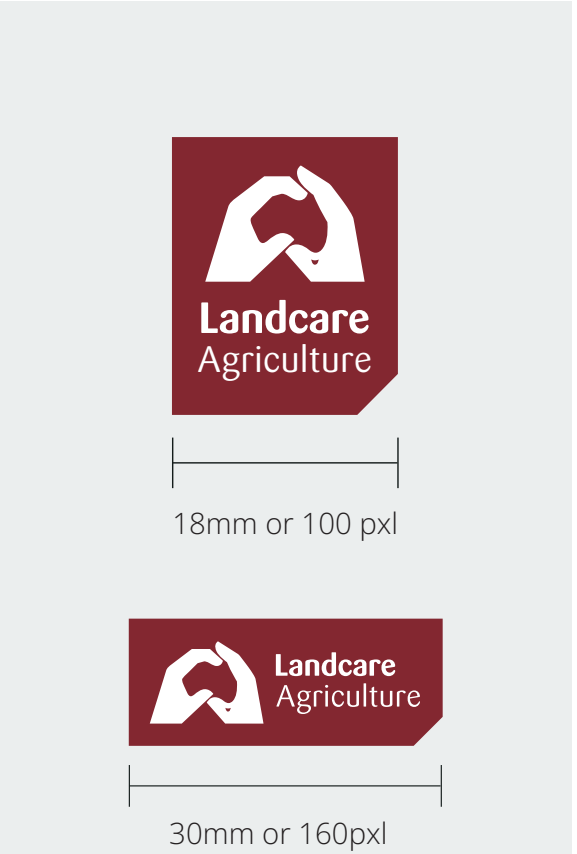
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE



Landcare Australia x Landcare Agriculture Logo Lock up

The Landcare Australia x Landcare Agriculture logo lock up consists of the Landcare Agriculture logo working with the Landcare Australia logo in a fixed relationship.

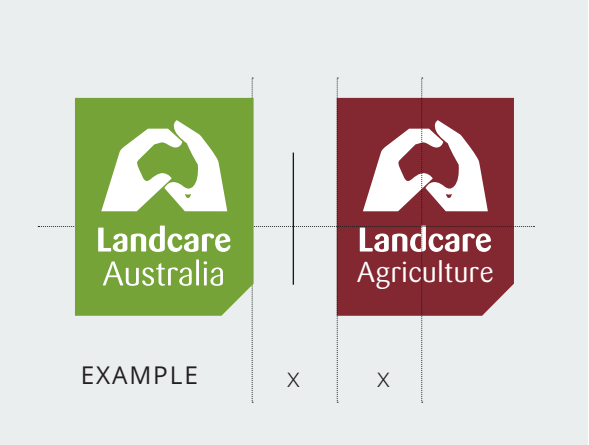
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Agriculture logo.

Always have the logos aligned to the centre of the Landcare Agriculture logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Agriculture logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.



WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Co-Brand Use of Logo

Co-branding consists of the Landcare Agriculture logo working with another logo in a fixed relationship.

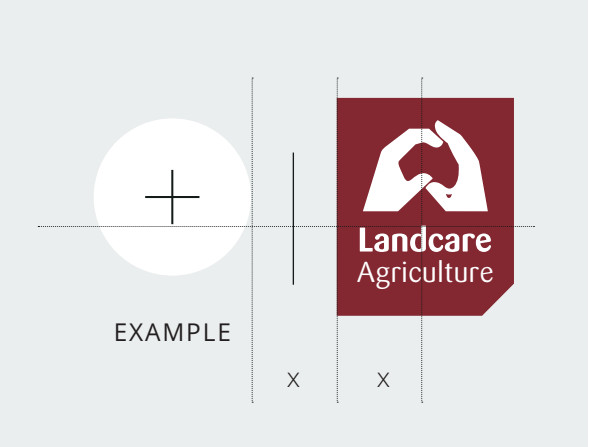
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Agriculture logo.

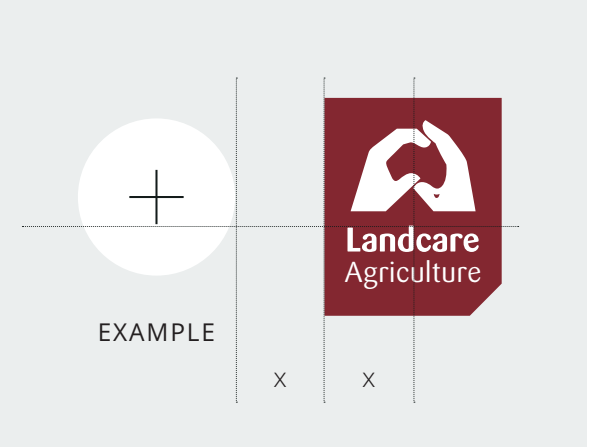
Always have the logos aligned to the centre of the Landcare Agriculture logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Agriculture logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.





WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Landcare Agriculture logo working with multiple brands in a fixed relationship.

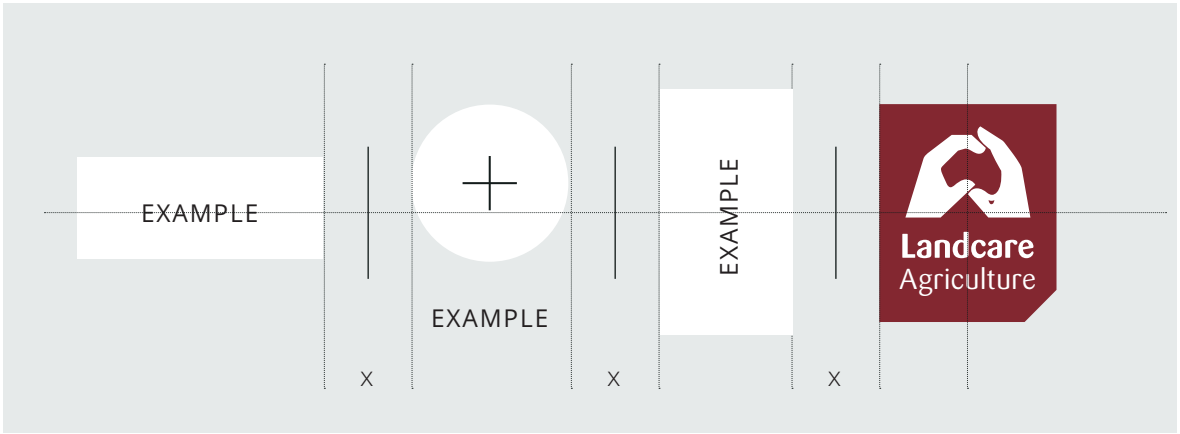
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Agriculture logo.

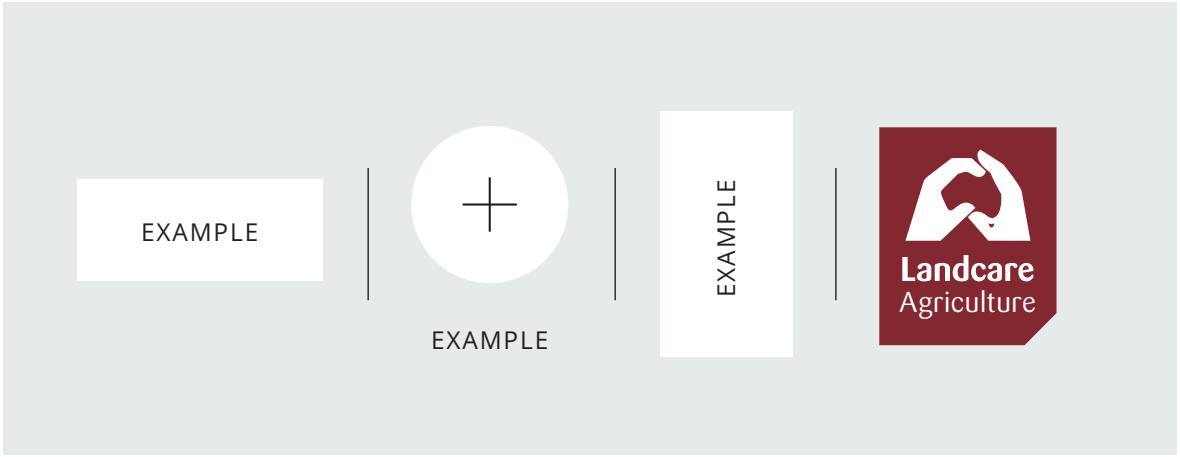
Always have the logos aligned to the centre of the Landcare Agriculture logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Agriculture logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.





Landcarer

Brand Guidelines

BLUE STACKED LOGO

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

BLUE INLINE LOGO

TEAL STACKED LOGO

TEAL REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

TEAL INLINE LOGO

TEAL REVERSED INLINE LOGO

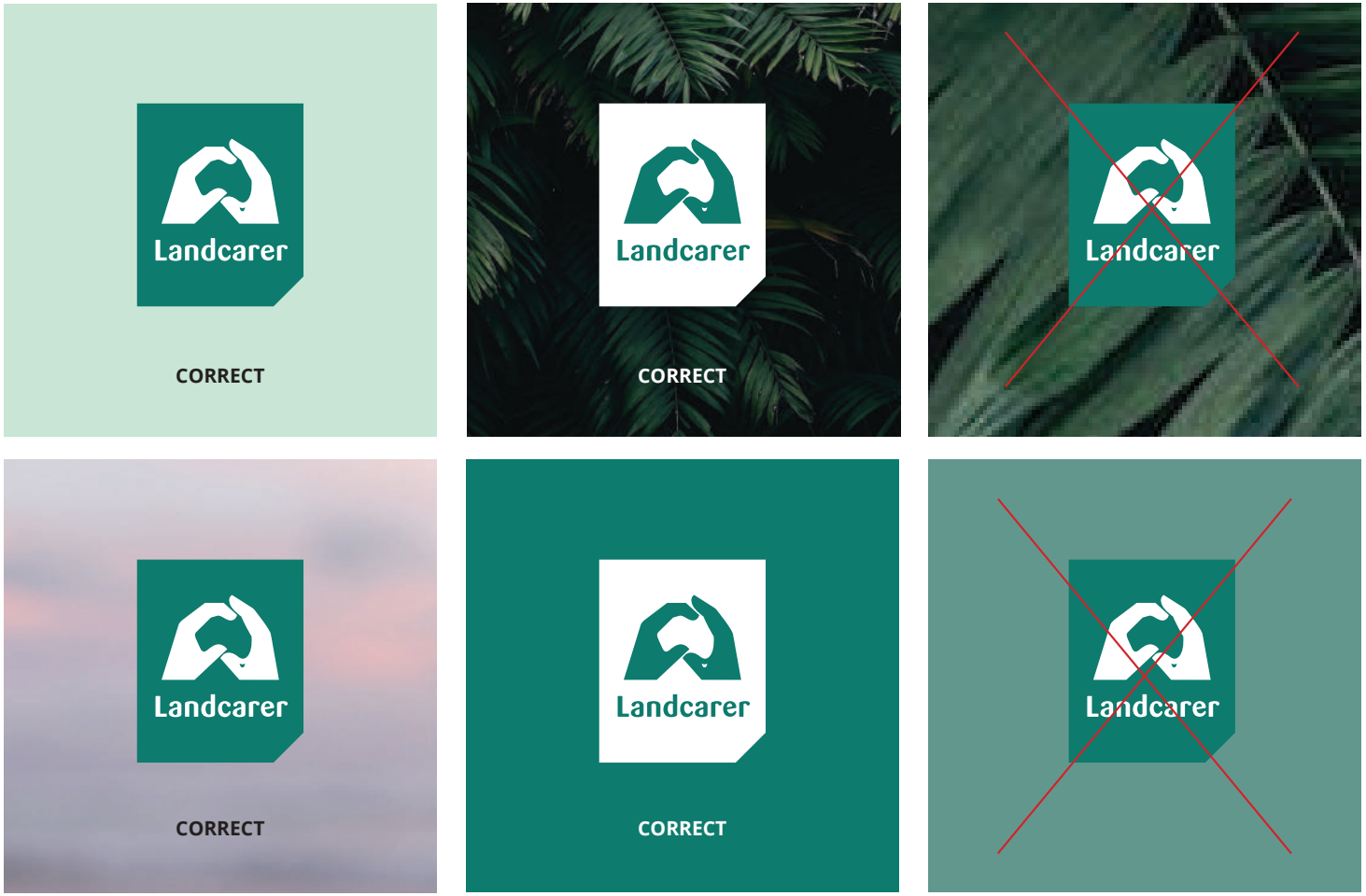
B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Landcarer Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.



Landcarer
Incorrect Logo Use

It is important that the Landcarer logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcarer logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcarer logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Colour Palette

Colour is an important element in the application of the Landcarer brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Landcarer Teal
Pantone Coated 562C
Pantone Uncoated 562U
Print: C 87 **M** 31 **Y** 62 **K** 13
Screen: R 0 **G** 123 **B** 109
Hex Code: #007B6E

Light Teal
Pantone Coated 2246C
Pantone Uncoated 2246U
Print: C 35 **M** 0 **Y** 32 **K** 0
Screen: R 180 **G** 218 **B** 191
Hex Code: #CEE8D6

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Bright Teal
Pantone Coated 2413C
Pantone Uncoated 2413U
Print: C 72 **M** 0 **Y** 51 **K** 0
Screen: R 48 **G** 178 **B** 150
Hex Code: #2FB196

Light Yellow
Pantone Coated 127C (tint 15%)
Pantone Uncoated 127U (tint 15%)
Print: C 0 **M** 5 **Y** 15 **K** 0
Screen: R 255 **G** 244 **B** 224
Hex Code: #FFF7EB

Light Blue
Pantone Coated 552C
Pantone Uncoated 552U
Print: C 35 **M** 8 **Y** 9 **K** 0
Screen: R 177 **G** 210 **B** 227
Hex Code: #B1D2E2

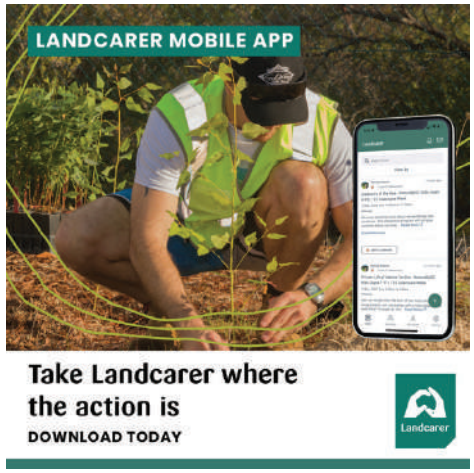
Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

Design Elements

The Landcarer brand is supported by selected design elements.

Gradients based on Landcarer teal, bright teal and light teal are available to supplement design artwork when required.

Landcarer also uses graphic elements to enhance visual identity. These include the curves which can be presented in the Landcare colour palette or reversed out in white.



GRADIENT 1

GRADIENT 2

GRADIENT BACKGROUND IMAGE

Landcarer Logo Integrity

Clear Space

All versions of the Landcarer logo must have a clear space zone to ensure the clarity of the logo.

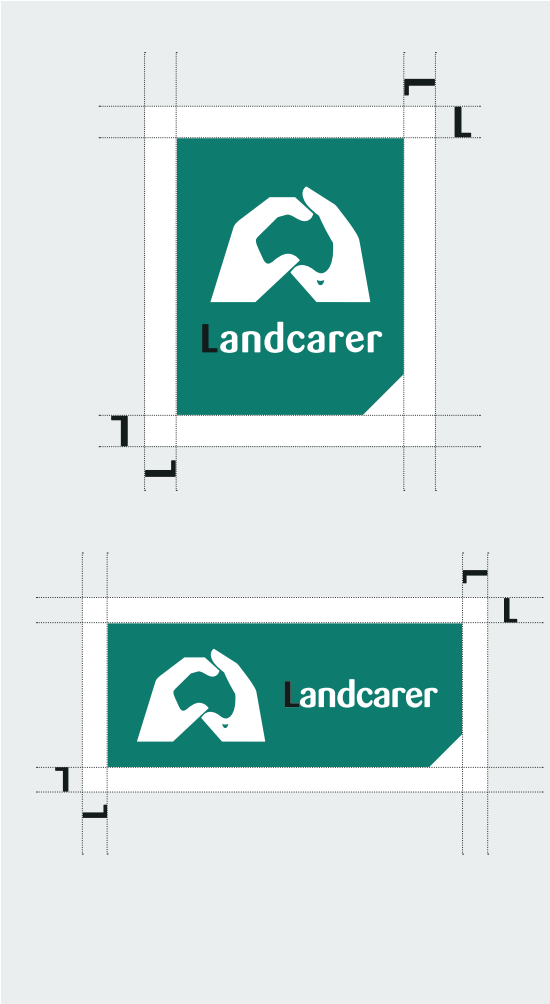
The zone, an area of 'L' based on the height of the capital 'L' in 'Landcarer' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcarer logo.

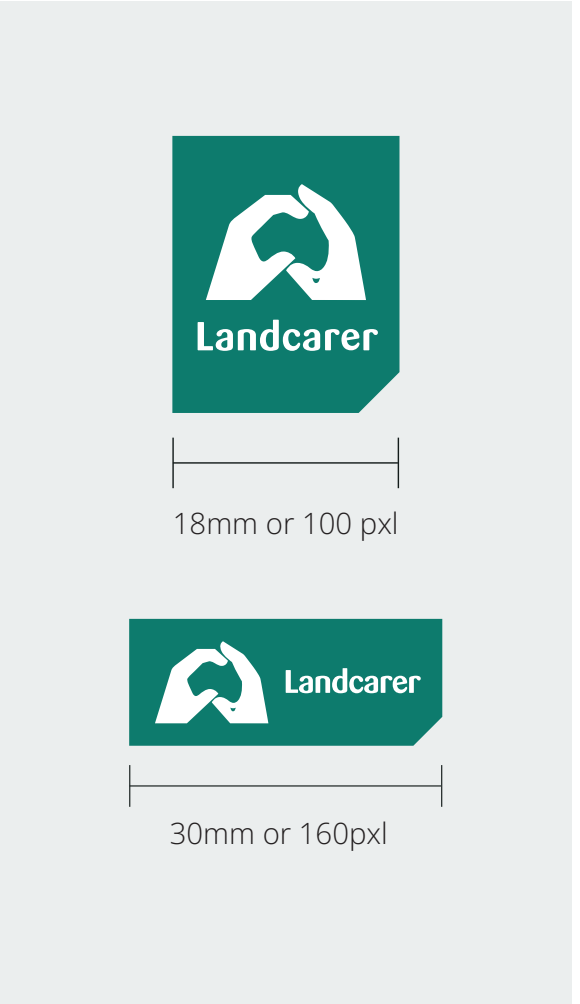
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE



Co-Brand Use of Logo

Co-branding consists of the Landcare Australia logo working with another logo in a fixed relationship.

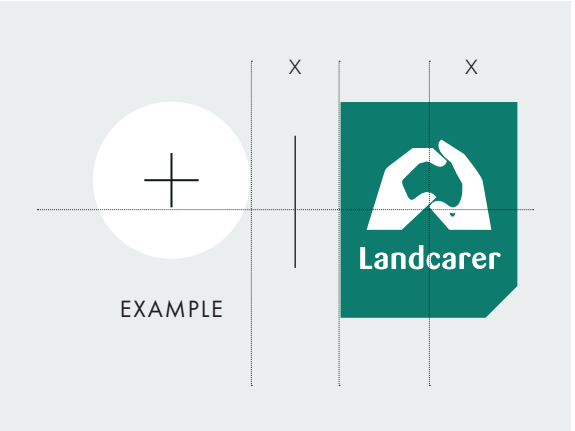
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

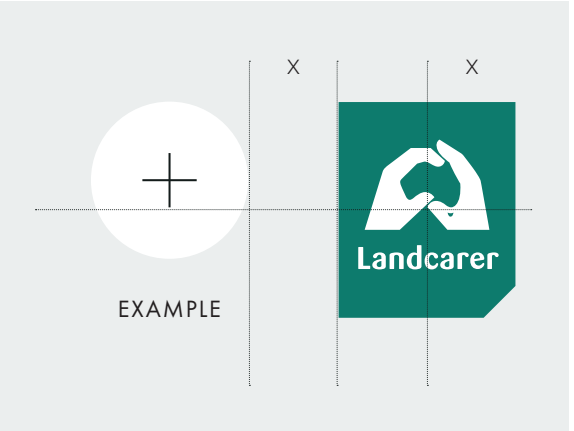
Always have the logos aligned to the centre of the Landcare Australia logo.

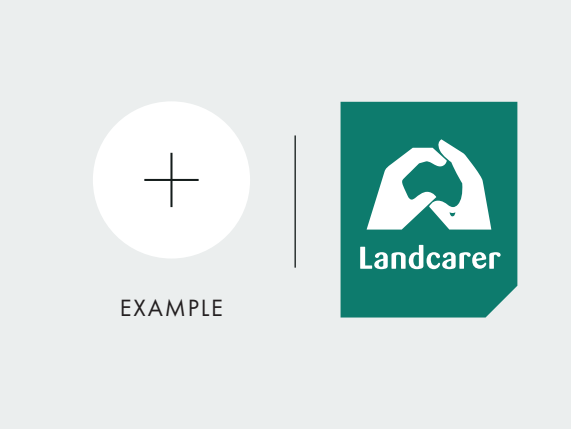
Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

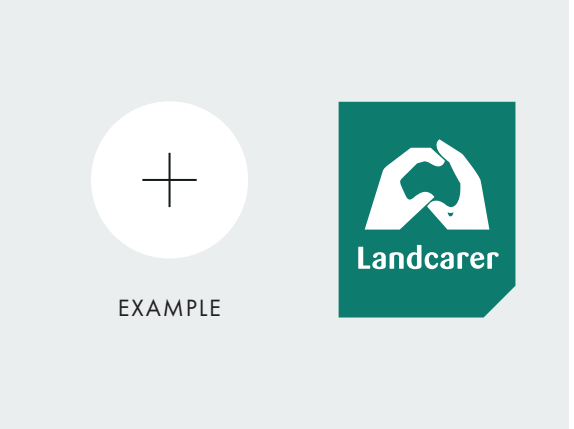
Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.









WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

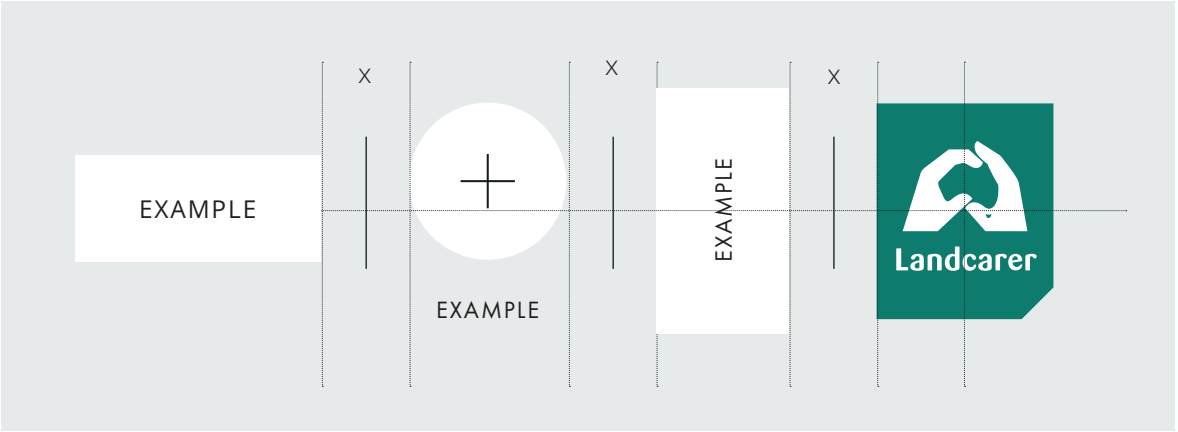
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

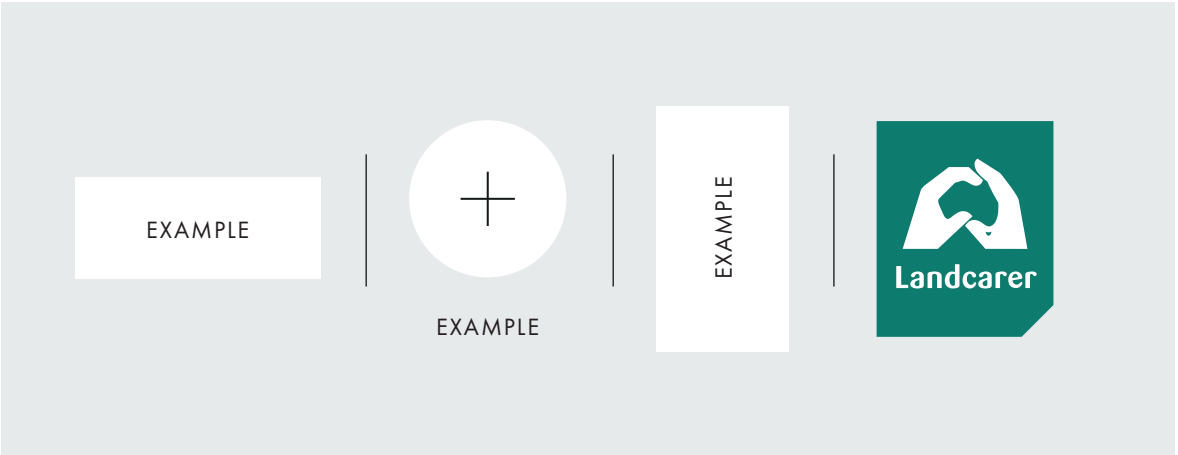
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.

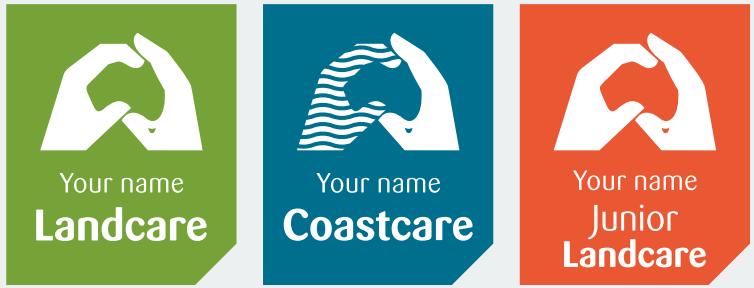




For Groups

Brand Guidelines

For use by groups who seek permission from Landcare Australia for a group logo.



STACKED LOGOS

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

INLINE LOGOS

Landcare Green

Pantone Coated 370C
Pantone Uncoated 370U
Print: C 50 **M** 3 **Y** 97 **K** 19
Screen: R 130 **G** 165 **B** 35
Hex Code: #82A523

GREEN STACKED LOGO

GREEN REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

Coastcare Blue

Pantone Coated 308C
Pantone Uncoated 308U
Print: C 99 **M** 10 **Y** 14 **K** 38
Screen: R 0 **G** 90 **B** 132
Hex Code: #005A84

BLUE STACKED LOGO

BLUE REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

Junior Landcare Red

Pantone Coated 179C
Pantone Uncoated 179U
Print: C 1 **M** 80 **Y** 87 **K** 2
Screen: R 226 **G** 59 **B** 48
Hex Code: #E23B30

RED STACKED LOGO

RED REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

Landcare Green

Pantone Coated 370C
Pantone Uncoated 370U
Print: C 50 **M** 3 **Y** 97 **K** 19
Screen: R 130 **G** 165 **B** 35
Hex Code: #82A523

GREEN INLINE LOGO

GREEN REVERSED INLINE LOGO

B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Coastcare Blue

Pantone Coated 308C
Pantone Uncoated 308U
Print: C 99 **M** 10 **Y** 14 **K** 38
Screen: R 0 **G** 90 **B** 132
Hex Code: #005A84

BLUE INLINE LOGO

BLUE REVERSED INLINE LOGO

B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Junior Landcare Red

Pantone Coated 179C
Pantone Uncoated 179U
Print: C 1 **M** 80 **Y** 87 **K** 2
Screen: R 226 **G** 59 **B** 48
Hex Code: #E23B30

RED INLINE LOGO

RED REVERSED INLINE LOGO

B&W REVERSE INLINE LOGO

B&W INLINE LOGO

Landcare Logo Integrity

Clear Space

All versions of the Landcare Australia logo must have a clear space zone to ensure the clarity of the logo.

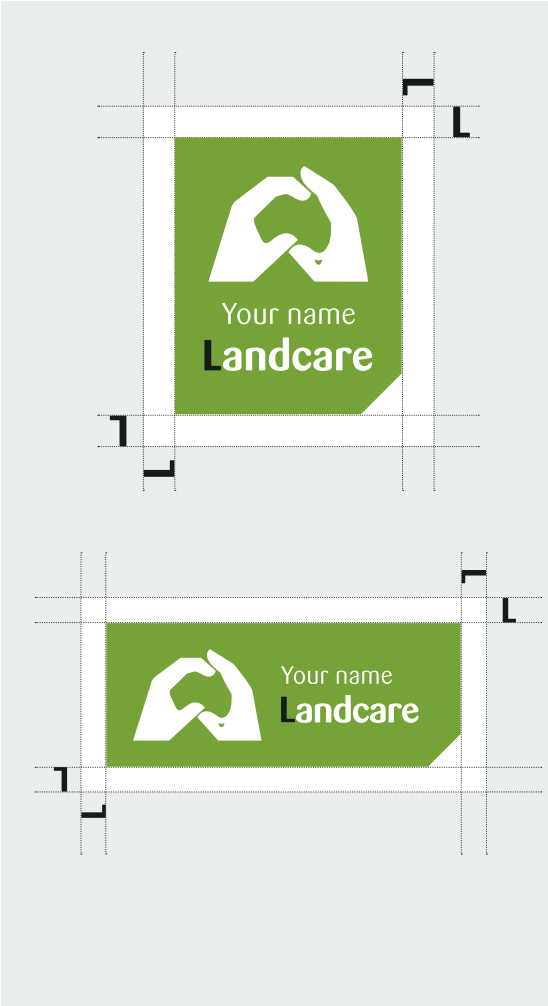
The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

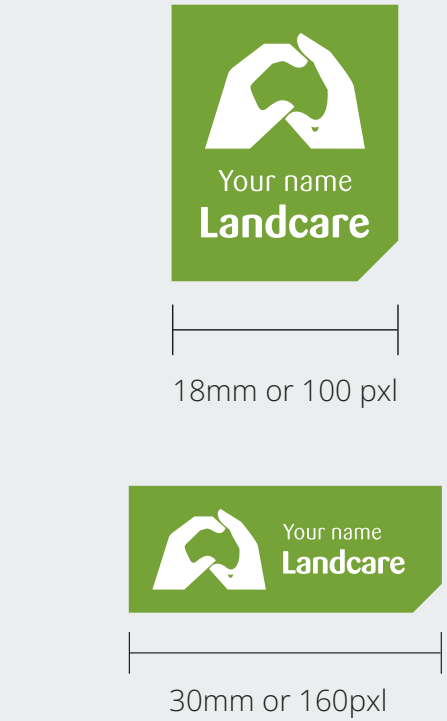
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE



Coastcare Logo Integrity

Clear Space

All versions of the Coastcare logo must have a clear space zone to ensure the clarity of the logo.

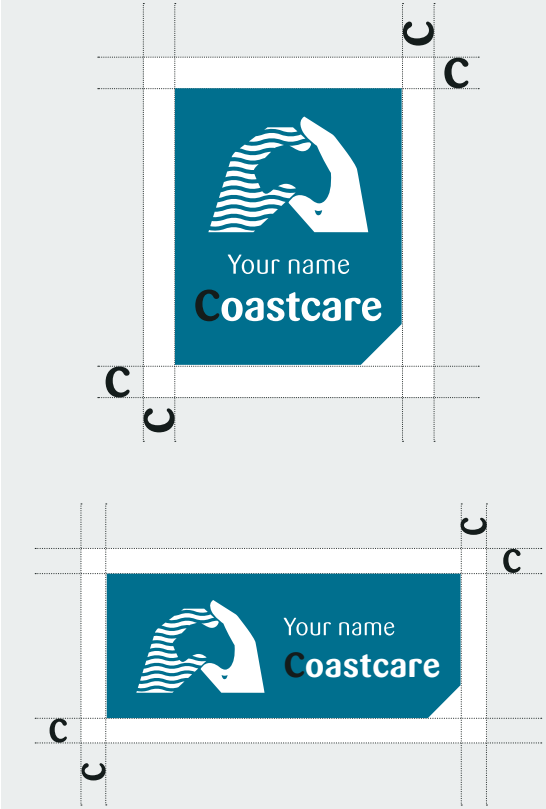
The zone, an area of 'C' based on the height of the capital 'C' in 'Coastcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Coastcare logo.

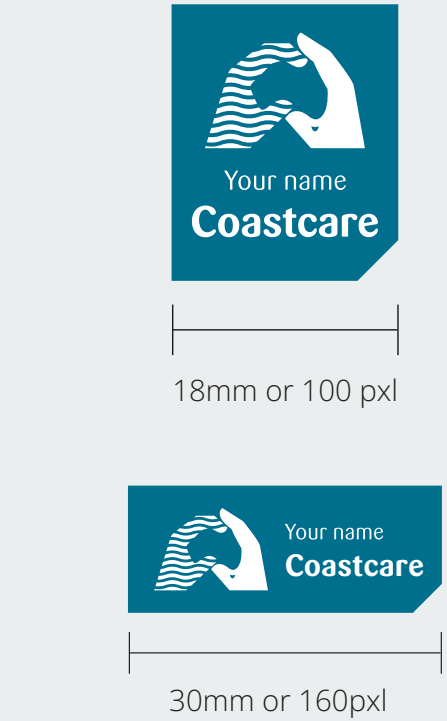
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE



Junior Landcare Logo Integrity

Clear Space

All versions of the Junior Landcare logo must have a clear space zone to ensure the clarity of the logo.

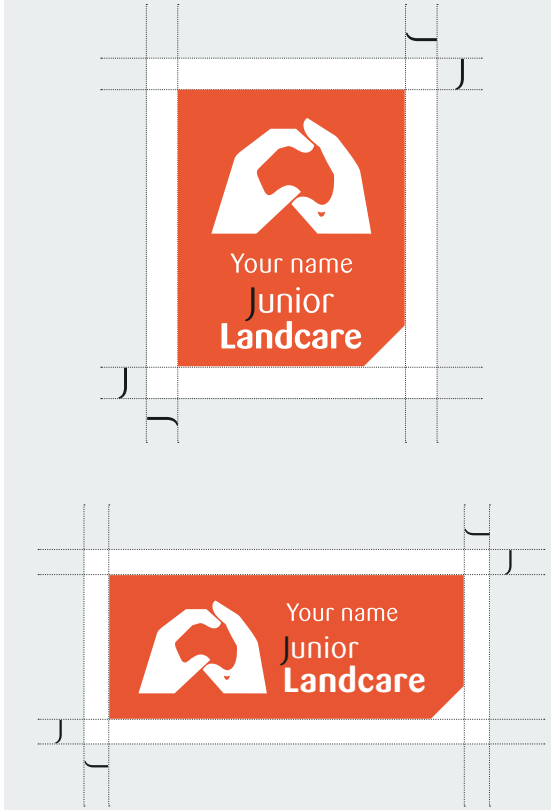
The zone, an area of 'J' based on the height of the capital 'J' in 'Junior' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Junior Landcare logo.

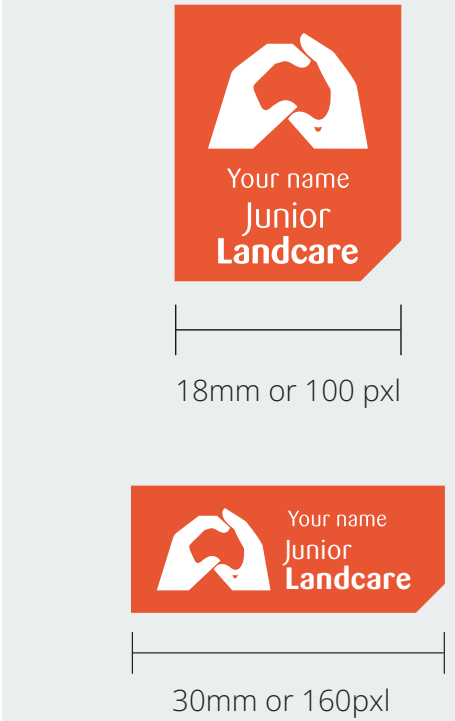
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

CLEAR SPACE



MINIMUM SIZE



Landcare
Incorrect Logo Use

It is important that the Landcare Australia logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcare Australia logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare Australia logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

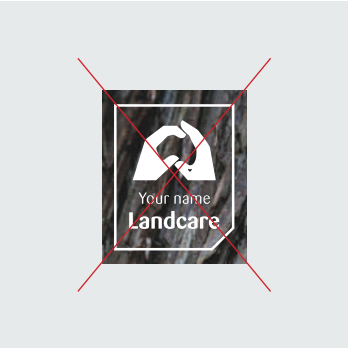
Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Coastcare Incorrect Logo Use

It is important that the Coastcare logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Coastcare logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Coastcare logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

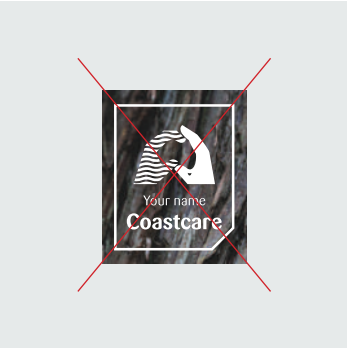
Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Junior Landcare Incorrect Logo Use

It is important that the Junior Landcare logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Junior Landcare logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Junior Landcare logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Landcare Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

CORRECT

CORRECT

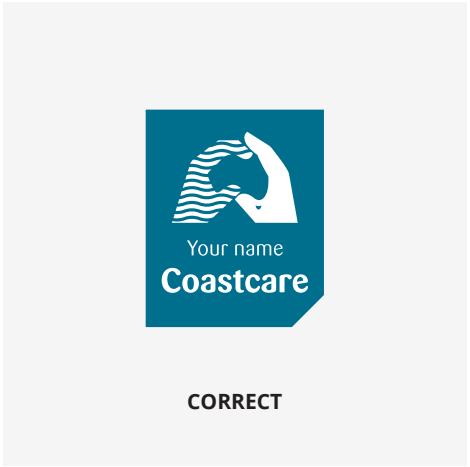
CORRECT

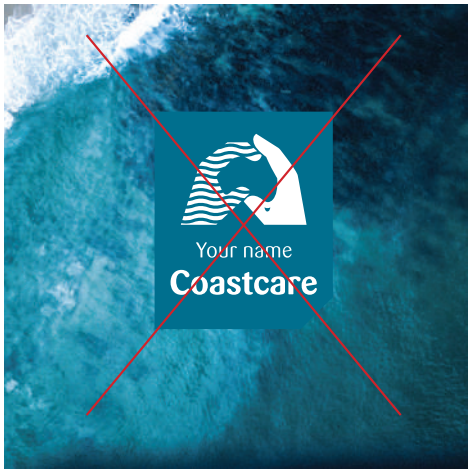
CORRECT

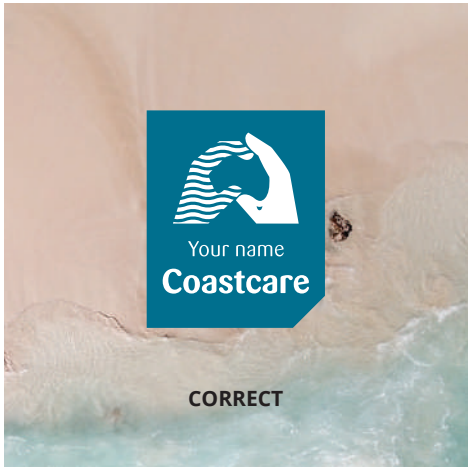
Coastcare Logo Legibility

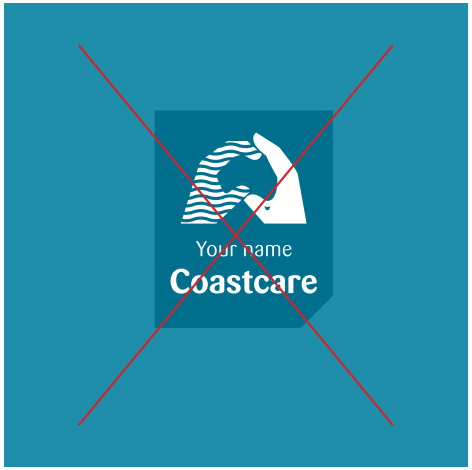
Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.





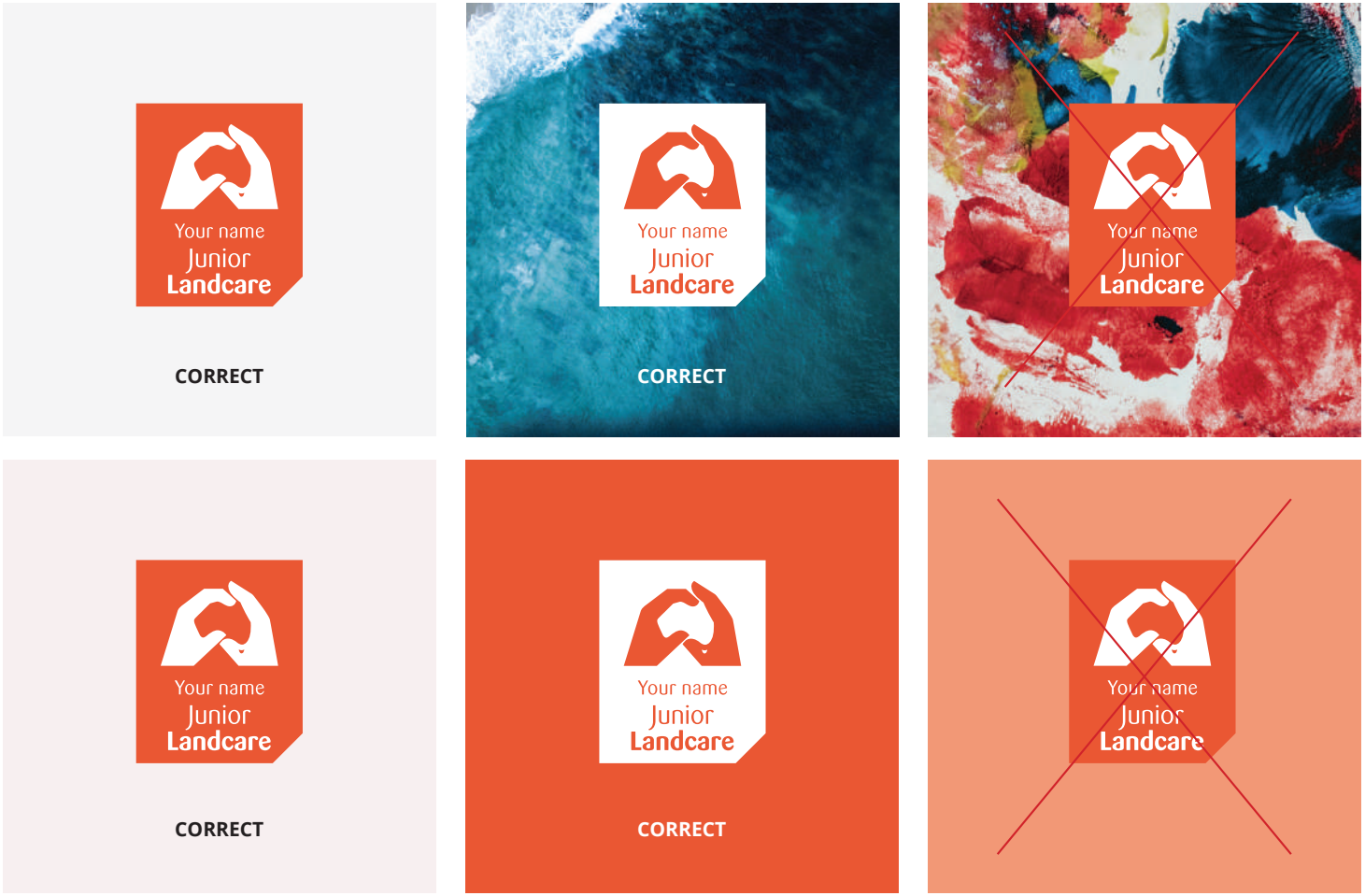




Junior Landcare Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.



Proudly Supporting Landcare Australia

Brand Guidelines

For use by Landcare Australia approved supporting partners only.

Proudly supporting

GREEN STACKED LOGO

Primary Logo

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the green stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

The Landcare Australia logo can only be used after obtaining a licence from Landcare Australia.

Proudly supporting

GREEN INLINE LOGO

GREEN STACKED LOGO

GREEN REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

Proudly supporting

GREEN INLINE LOGO

Proudly supporting

GREEN REVERSED INLINE LOGO

Proudly supporting

B&W REVERSE INLINE LOGO

Proudly supporting

B&W INLINE LOGO

Logo Integrity

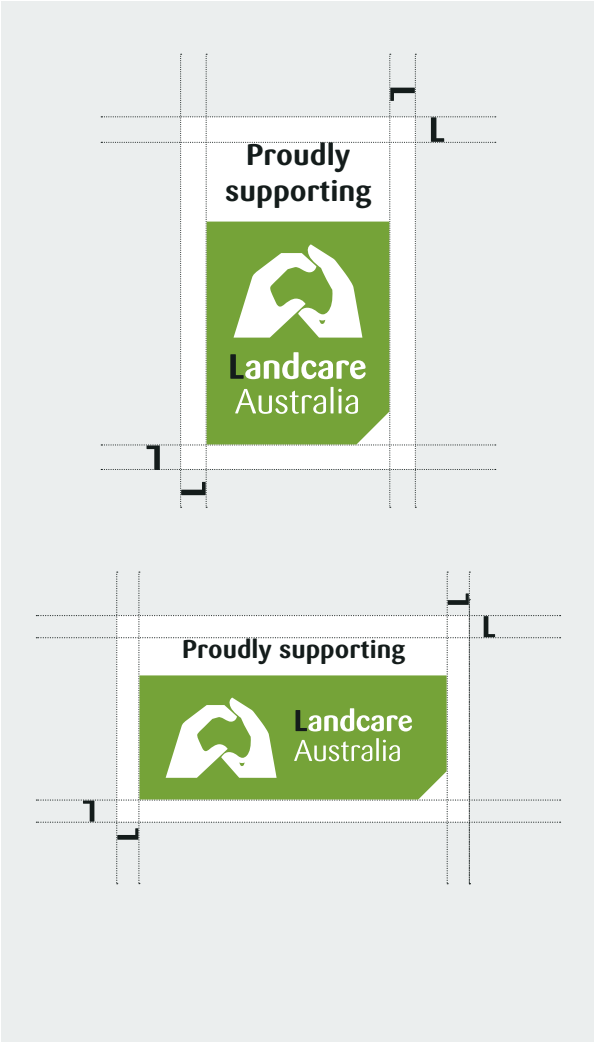
Clear Space

All versions of the Landcare Australia logo must have a clear space zone to ensure the clarity of the logo.

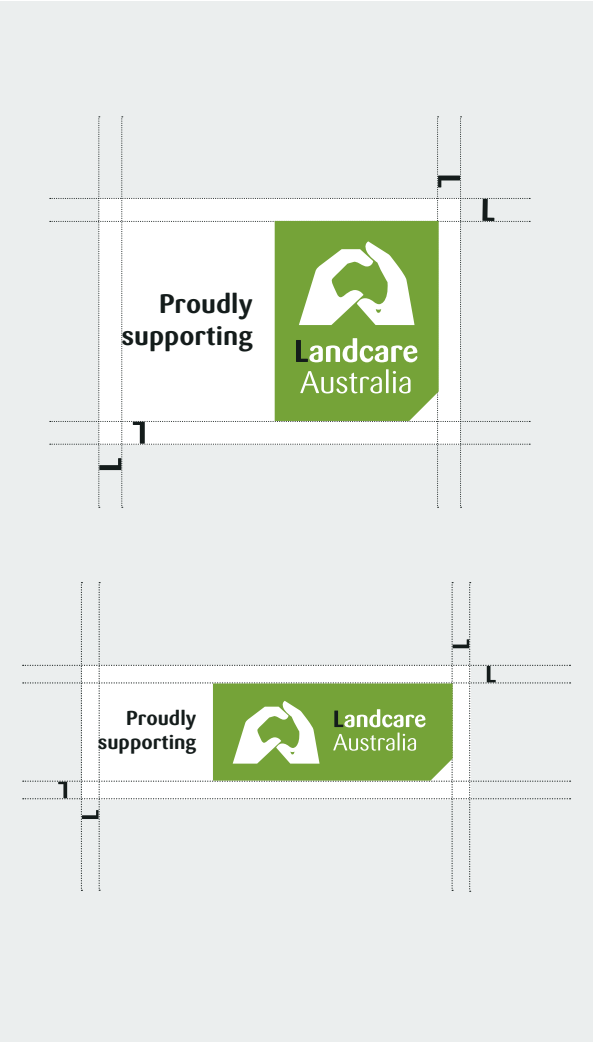
The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

CLEAR SPACE



CLEAR SPACE

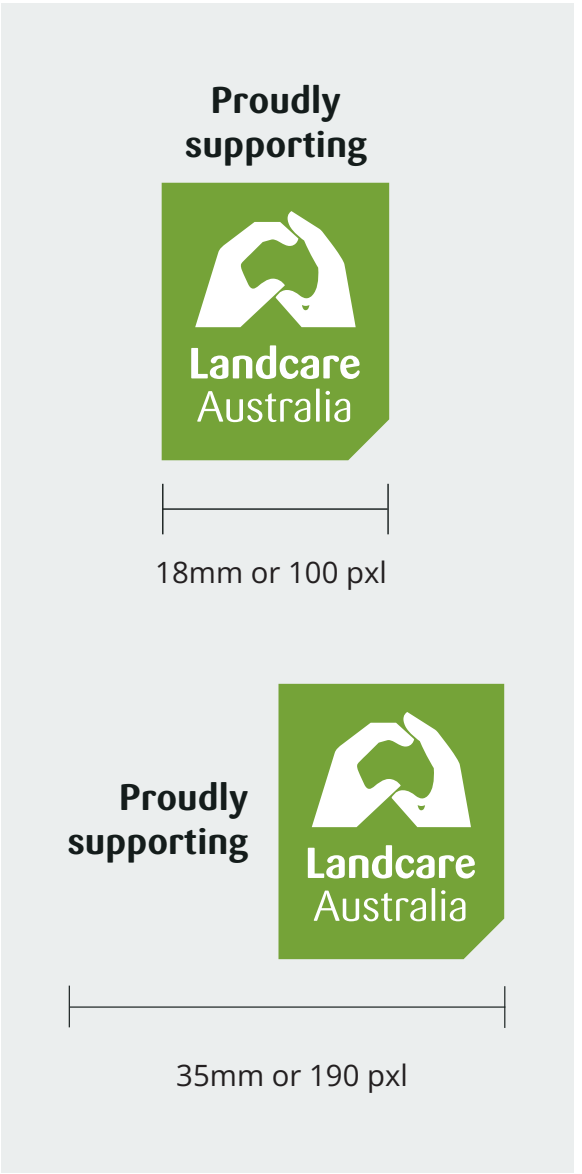


Logo Integrity

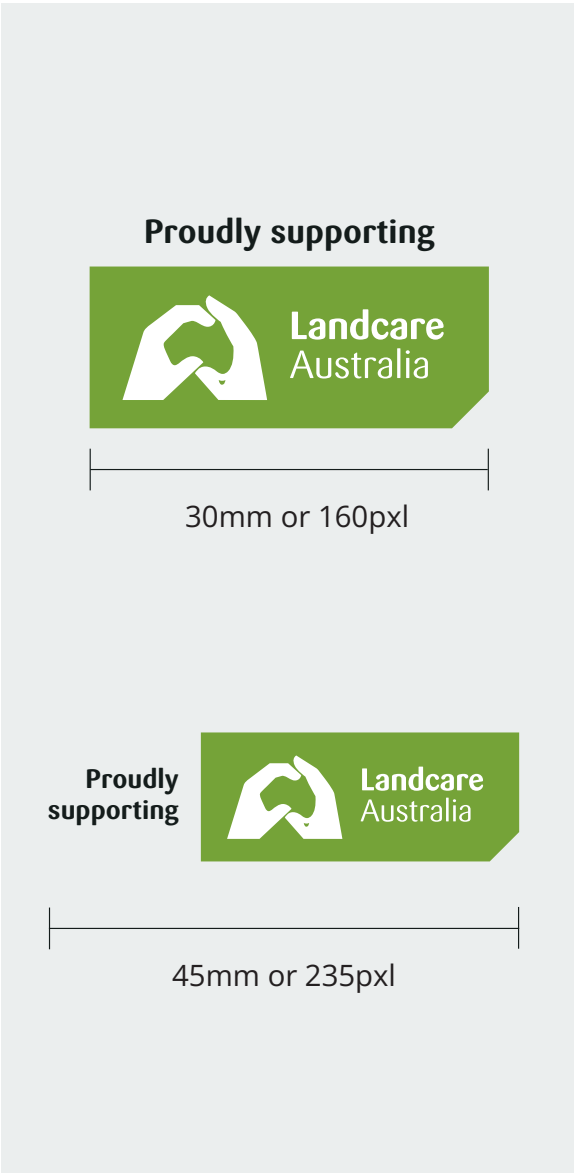
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 30mm wide (print) and 160 pixels wide (digital).

MINIMUM SIZE



MINIMUM SIZE



Incorrect Logo Use

It is important that the Landcare Australia logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcare Australia logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare Australia logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

Colour Palette

Colour is an important element in the application of the Landcare Australia brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Landcare Green
Pantone Coated 370C
Pantone Uncoated 370U
Print: C 50 **M** 3 **Y** 97 **K** 19
Screen: R 130 **G** 165 **B** 35
Hex Code: #82A523

Bright Green
Pantone Coated 382C
Pantone Uncoated 382U
Print: C 28 **M** 0 **Y** 92 **K** 0
Screen: R 195 **G** 210 **B** 23
Hex Code: #C3D217

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Forest
Pantone Coated 553C
Pantone Uncoated 553U
Print: C 82 **M** 30 **Y** 65 **K** 76
Screen: R 50 **G** 80 **B** 64
Hex Code: #325040

Emerald
Pantone Coated 7484C
Pantone Uncoated 342U
Print: C 84 **M** 17 **Y** 68 **K** 55
Screen: R 0 **G** 87 **B** 65
Hex Code: #005741

Light Green
Pantone Coated 372C (tint 40%
Pantone Uncoated 372U (tint 40%)
Print: C 6 **M** 0 **Y** 16 **K** 0
Screen: R 239 **G** 245 **B** 220
Hex Code: #EFF5DC

Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Co-Brand Use of Logo

Co-branding consists of the Landcare Australia logo working with another logo in a fixed relationship.

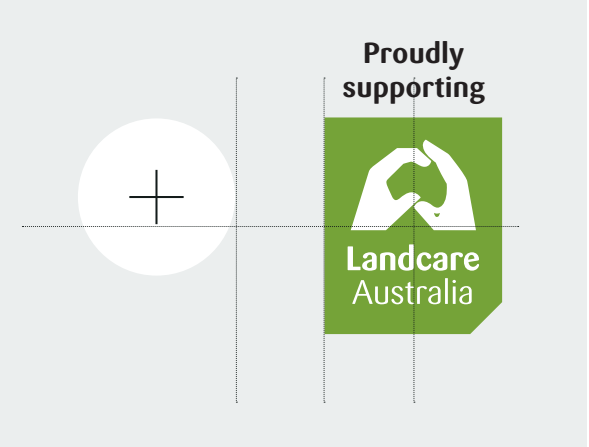
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.



WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Landcare Australia logo working with multiple brands in a fixed relationship.

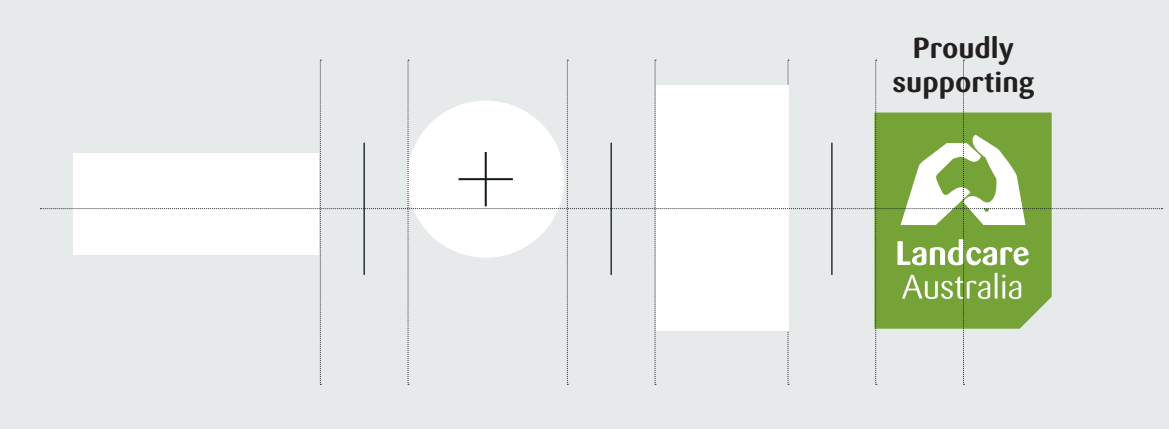
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

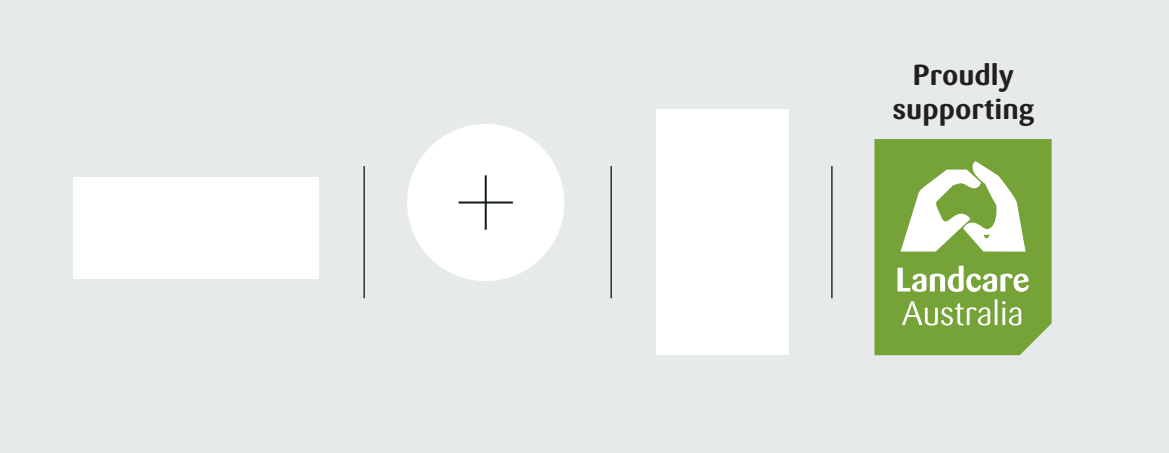
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown.
Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.





Proudly Supporting Coastcare

Brand Guidelines

For use by Landcare Australia approved supporting partners only.

Proudly supporting

BLUE STACKED LOGO

Primary Logo

The logo is an important part of Coastcare's brand identity and must be used in accordance with these guidelines.

Wherever possible the logo should be reproduced as the blue stacked version in colour.

Secondary Logo

When primary logo is not possible, due to layout, space and/or colour limitations, the black+white and/or inline versions may be used.

The Coastcare logo can only be used after obtaining a licence from Landcare Australia.

Proudly supporting

BLUE INLINE LOGO

BLUE STACKED LOGO

BLUE REVERSED STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

Proudly supporting

BLUE INLINE LOGO

Proudly supporting

BLUE REVERSED INLINE LOGO

Proudly supporting

B&W REVERSE INLINE LOGO

Proudly supporting

B&W INLINE LOGO

Logo Integrity

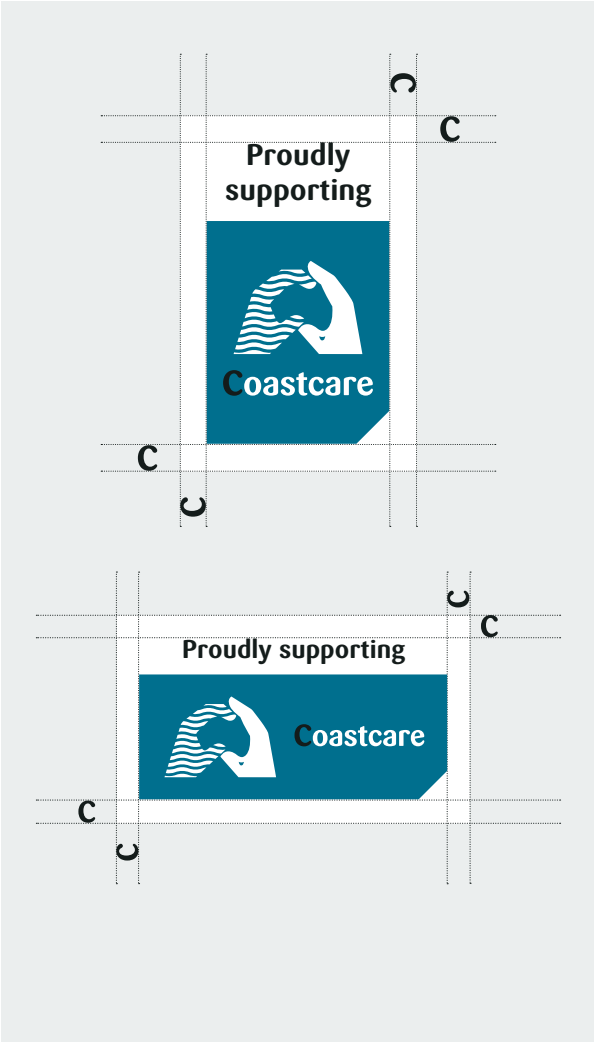
Clear Space

All versions of the Coastcare logo must have a clear space zone to ensure the clarity of the logo.

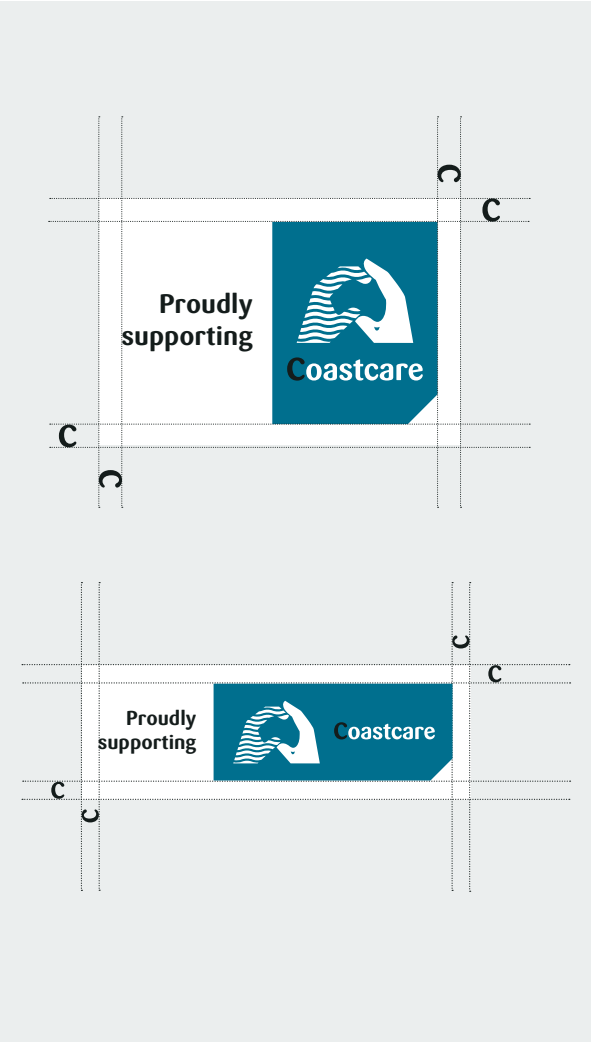
The zone, an area of 'C' based on the height of the capital 'C' in 'Coastcare' defines a clear space around the logo.

Ensure this zone is clear from any other logos, text or visual elements that may crowd the Coastcare logo.

CLEAR SPACE



CLEAR SPACE

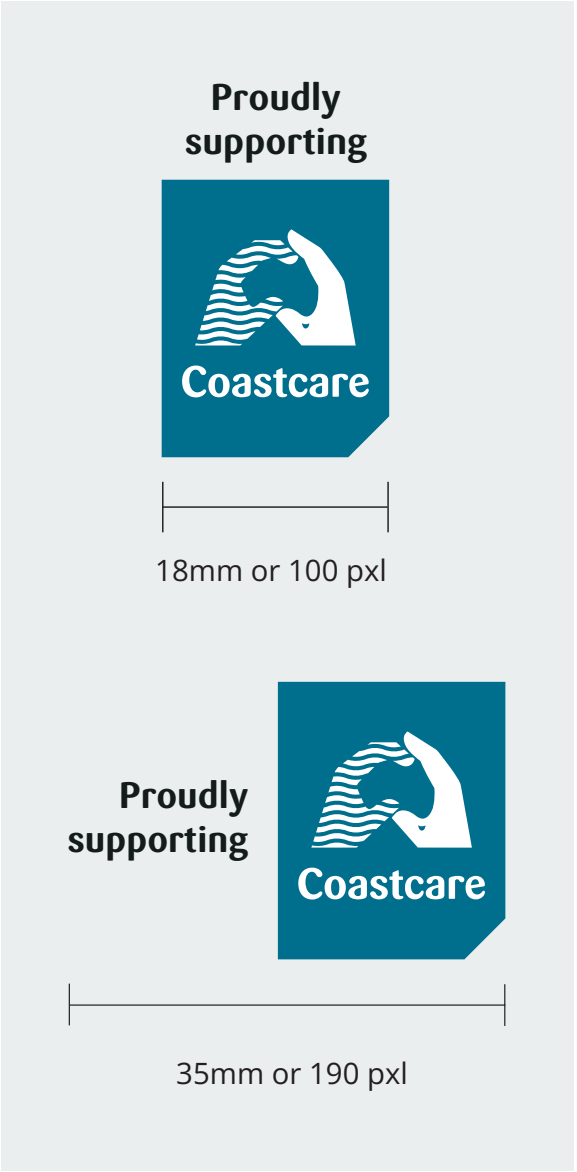


Logo Integrity

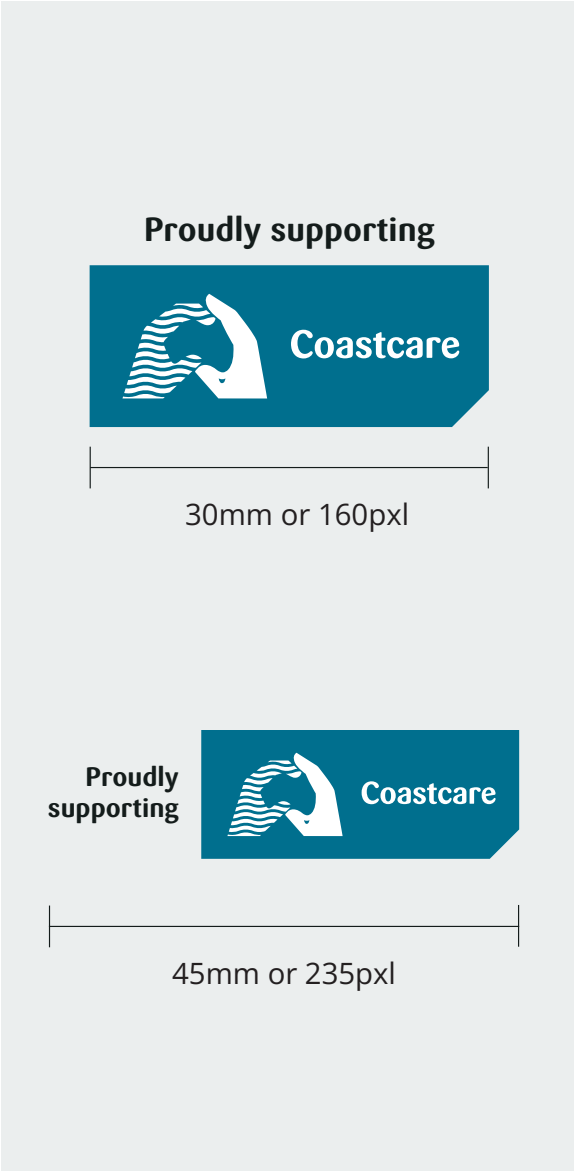
Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital). Do not use the inline logo at less than 35mm wide (print) and 190 pixels wide (digital).

MINIMUM SIZE



MINIMUM SIZE



Incorrect Logo Use

It is important that the Coastcare logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Coastcare logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Coastcare logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

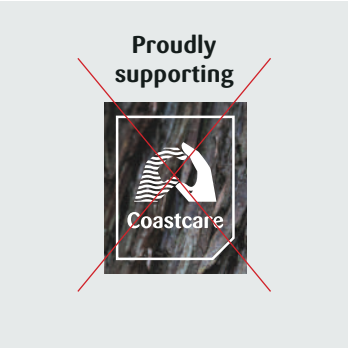
Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



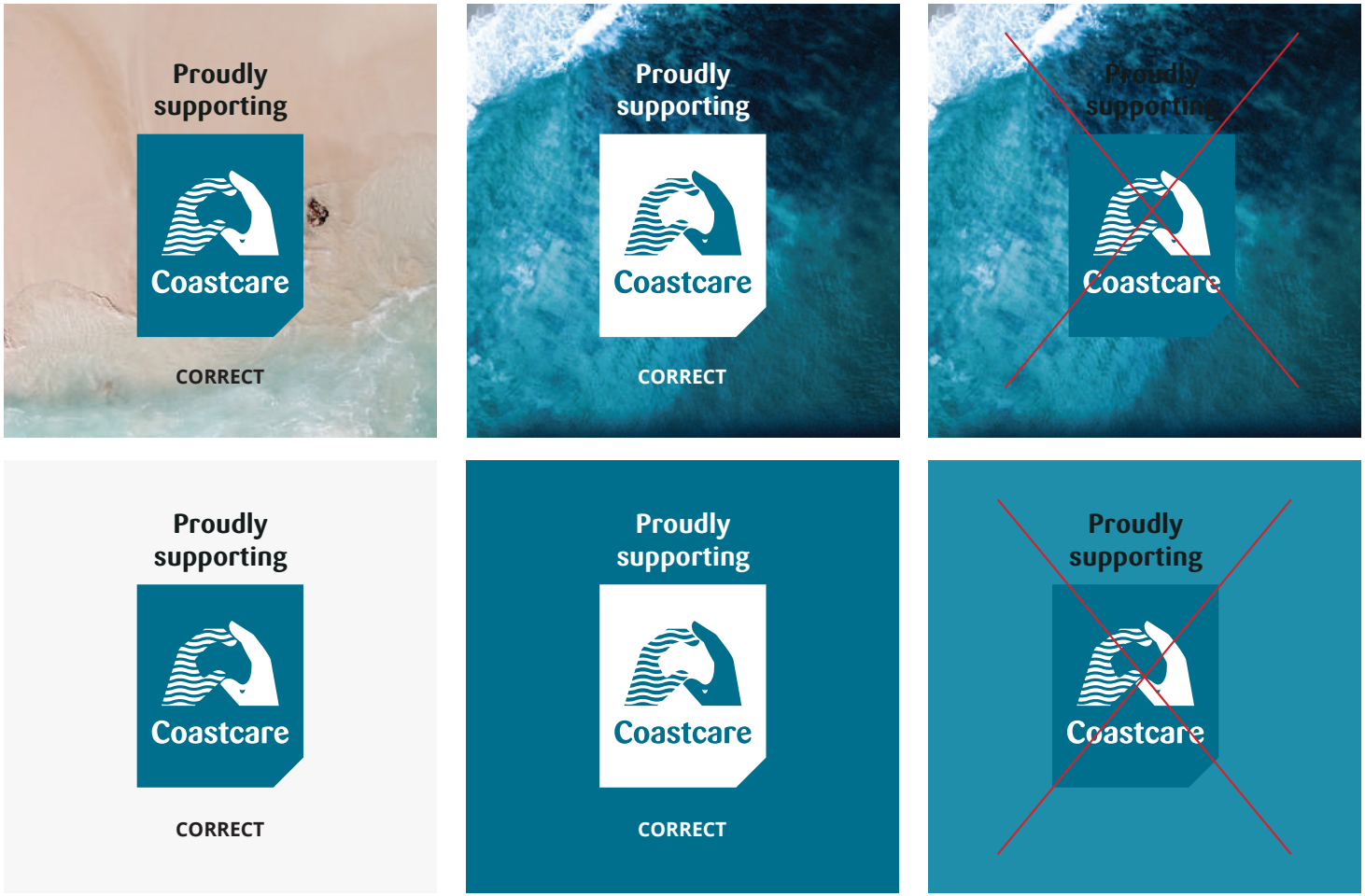
DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.



Colour Palette

Colour is an important element in the application of the Landcare Australia brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Coastcare Blue
Pantone Coated 308C
Pantone Uncoated 308U
Print: C 99 **M** 10 **Y** 14 **K** 38
Screen: R 0 **G** 90 **B** 132
Hex Code: #005A84

Bright Blue
Pantone Coated 312C
Pantone Uncoated 312U
Print: C 74 **M** 0 **Y** 14 **K** 0
Screen: R 0 **G** 170 **B** 210
Hex Code: #00AAD2

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Secondary Colours:

Emerald
Pantone Coated 7484C
Pantone Uncoated 342U
Print: C 84 **M** 17 **Y** 68 **K** 55
Screen: R 0 **G** 87 **B** 65
Hex Code: #005741

Light Blue
Pantone Coated 552C
Pantone Uncoated 552U
Print: C 35 **M** 8 **Y** 9 **K** 0
Screen: R 177 **G** 210 **B** 227
Hex Code: #B1D2E2

Mid Blue
Pantone Coated 7462C
Pantone Uncoated 7462U
Print: C 95 **M** 62 **Y** 20 **K** 5
Screen: R 0 **G** 89 **B** 143
Hex Code: #00598F

Ocean
Pantone Coated 655C
Pantone Uncoated 655U
Print: C 100 **M** 79 **Y** 12 **K** 59
Screen: R 37 **G** 53 **B** 90
Hex Code: #25355A

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | Medium | Medium Italic | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Co-Brand Use of Logo

Co-branding consists of the Coastcare logo working with another logo in a fixed relationship.

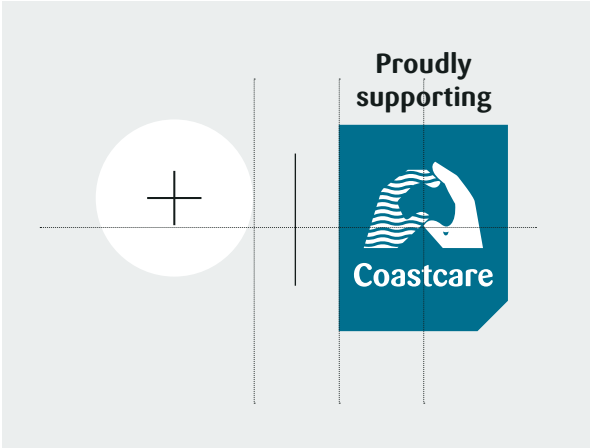
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

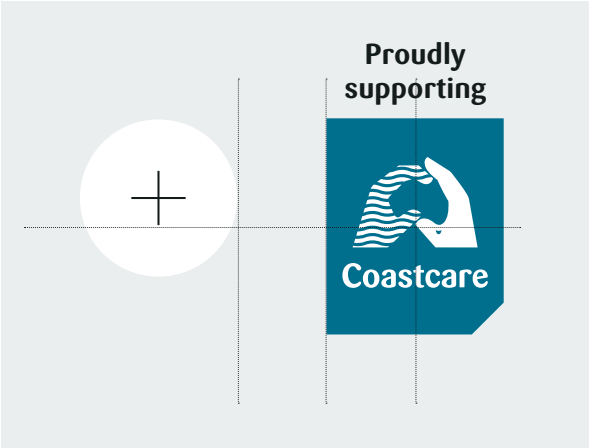
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.





WITH DIVIDING LINE

WITHOUT DIVIDING LINE

Multi-Brand Use of Logo

Multi-branding consists of the Coastcare logo working with multiple brands in a fixed relationship.

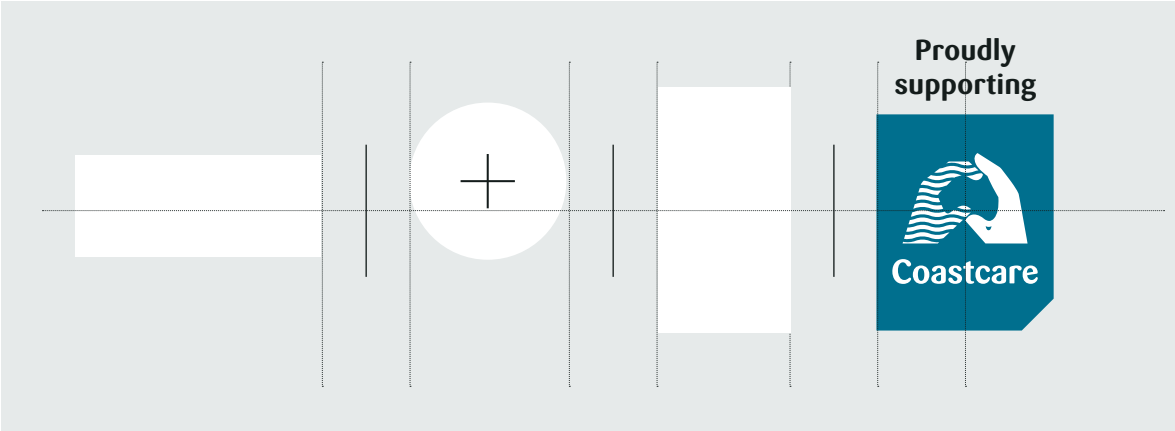
Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

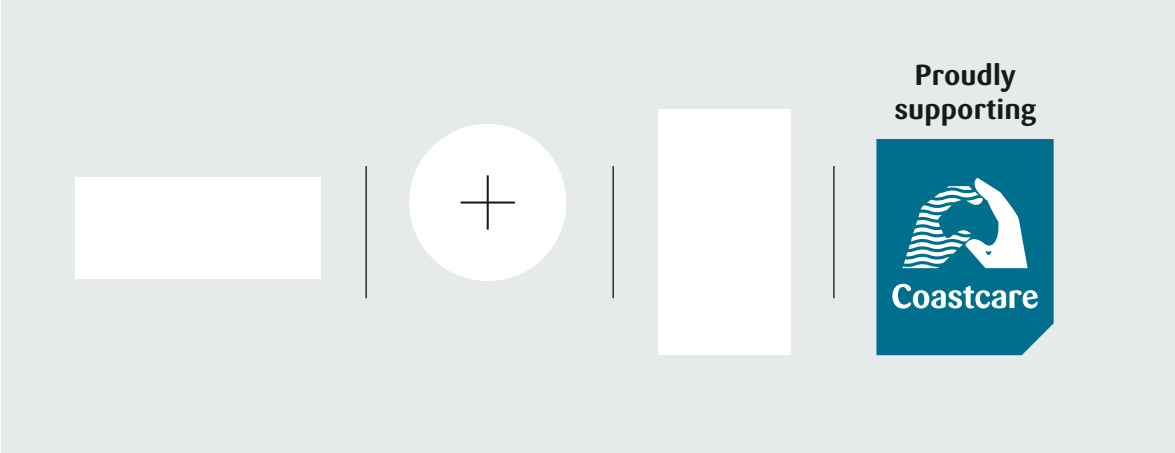
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.





Landcare CarbonSMART

Brand Guidelines

PRIMARY STACKED LOGO

LOGO LOCKUP

Primary and Logo Lockup

The logo is an important part of Landcare Australia's brand identity and must be used in accordance with these guidelines.

The logo should be reproduced as the stacked version in colour.

When this is not possible, due to layout and/or colour limitations, the black and white may be used

Please contact the Marketing & Communications Team at Landcare Australia on **enquiries@landcareaustralia.com.au** for more information.

GREEN STACKED LOGO

B&W REVERSE STACKED LOGO

B&W STACKED LOGO

GREEN STACKED LOGO LOCKUP WITH DIVIDING LINE

B&W REVERSE STACKED LOGO LOCKUP WITH DIVIDING LINE

B&W STACKED LOGO LOCKUP WITH DIVIDING LINE

GREEN STACKED LOGO LOCKUP WITHOUT DIVIDING LINE

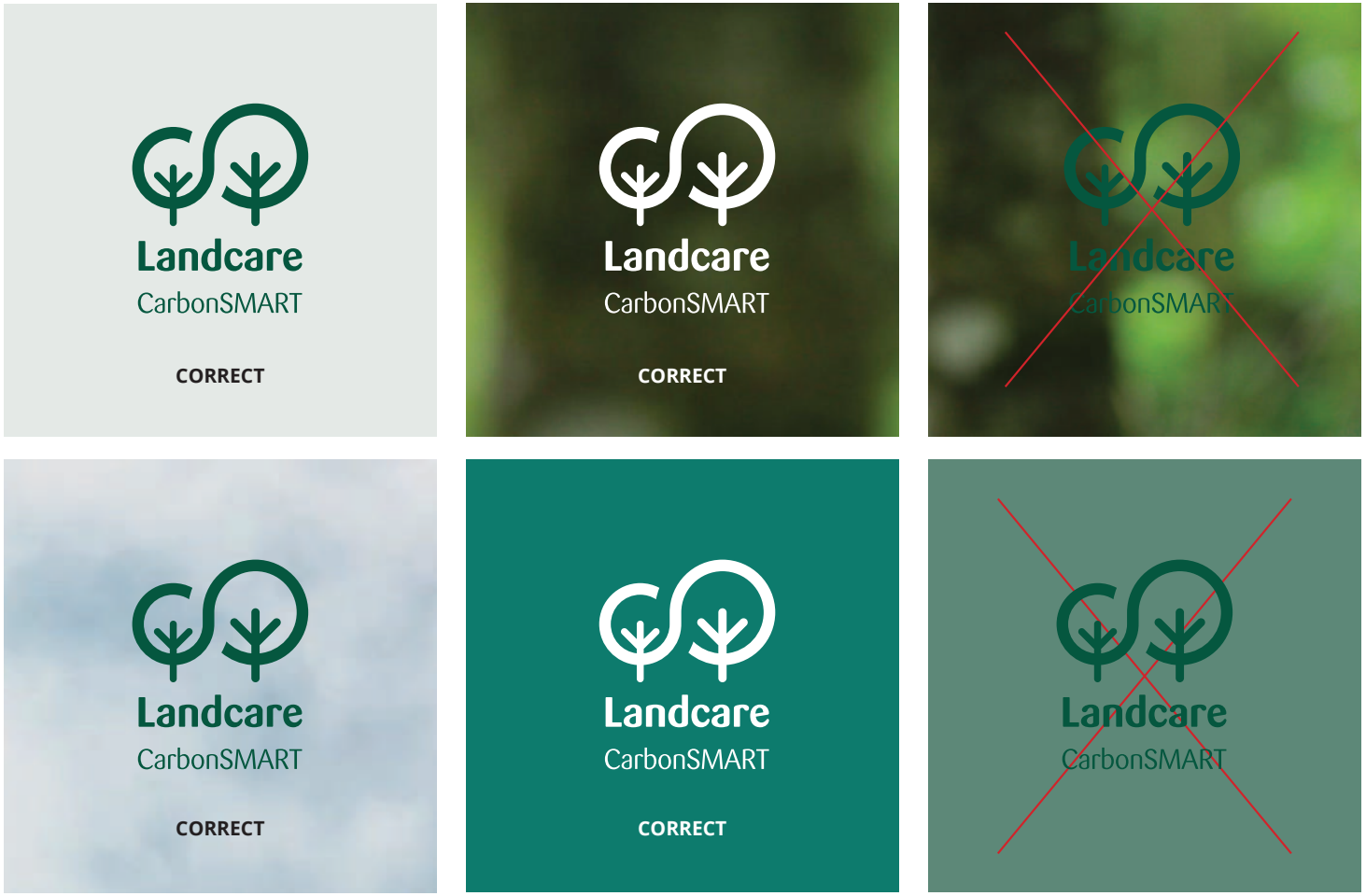
B&W REVERSE STACKED LOGO LOCKUP WITHOUT DIVIDING LINE

B&W STACKED LOGO LOCKUP WITHOUT DIVIDING LINE

Landcare CarbonSMART Logo Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

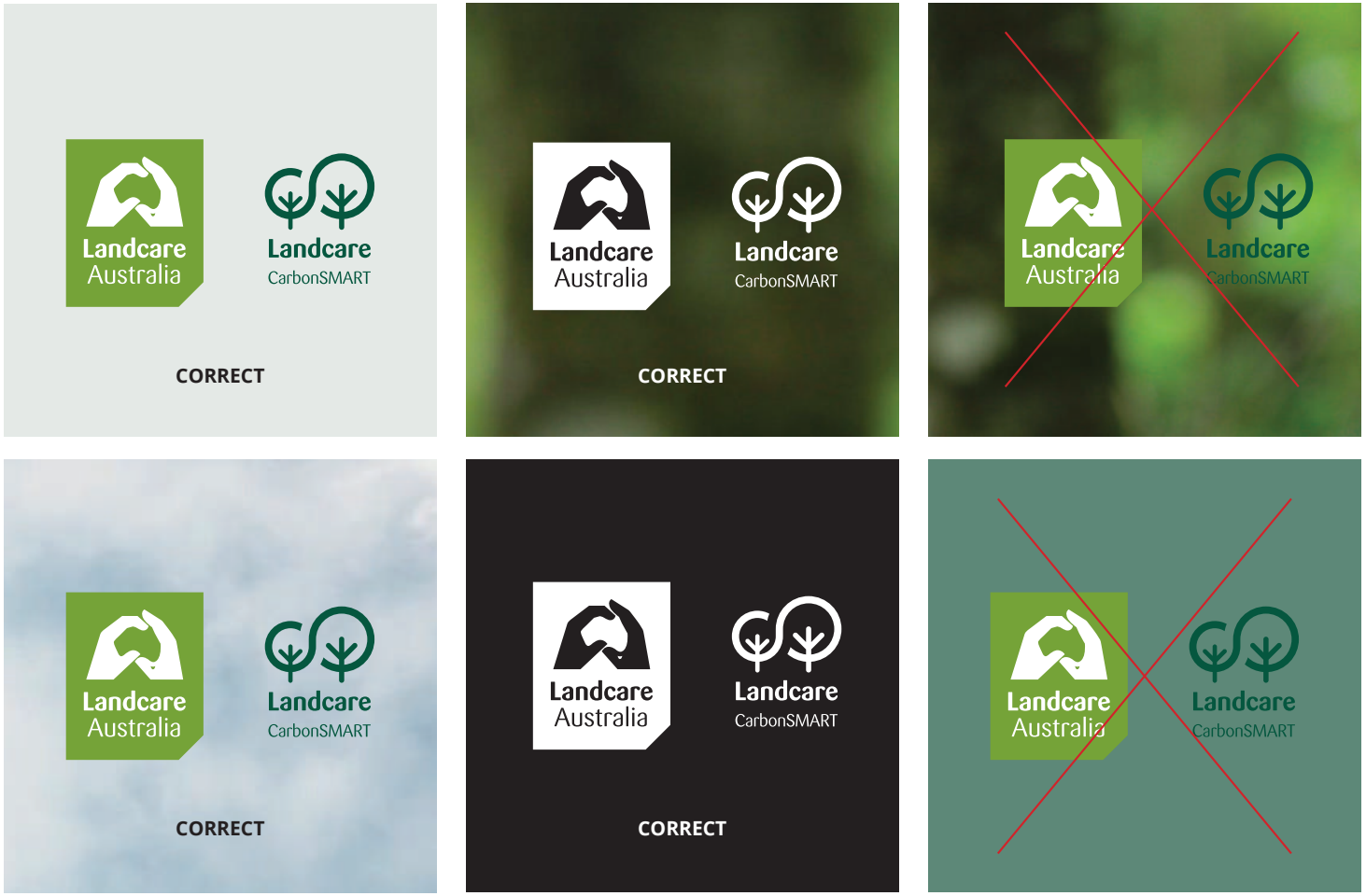


Landcare Australia and Landcare CarbonSMART Logo Lockup Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

LOGO LOCKUP WITHOUT DIVIDING LINE

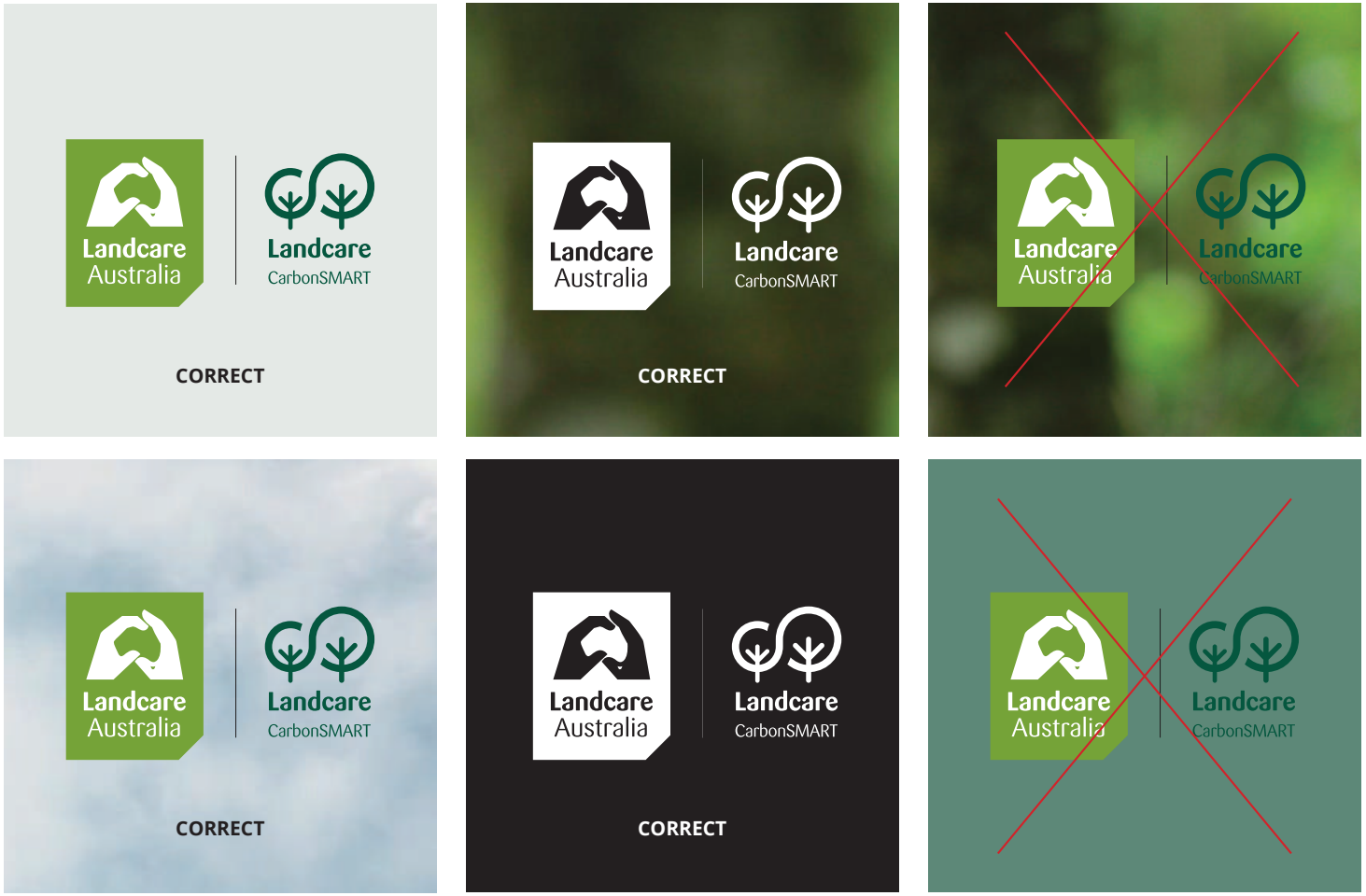


Landcare Australia and Landcare CarbonSMART Logo Lockup Legibility

Always ensure sufficient contrast between the logo and any background colour, texture or photograph used. Always find a suitable contrasting clear space on photographs for the logo.

Never use the logo against backgrounds that are too similar to any colour within the logo or against areas in photographs that are confusing.

LOGO LOCKUP WITH DIVIDING LINE



Landcare CarbonSMART Incorrect Logo Use

It is important that the Landcare CarbonSMART logo maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcarer logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare CarbonSMART logo.

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Landcare Australia and Landcare CarbonSMART Incorrect Logo Lockup Use

It is important that the Landcare Australia and Landcare CarbonSMART logo lockup maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

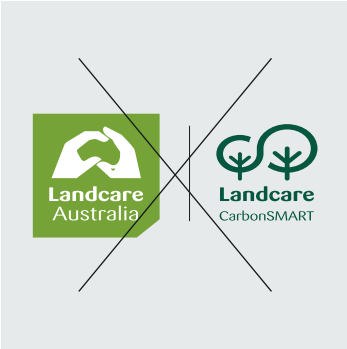
The examples on this page illustrate incorrect usage of the Landcare Australia and Landcare CarbonSMART logo lockup.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare Australia and Landcare CarbonSMART logo lockup.

LOGO LOCKUP WITH DIVIDING LINE

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.



DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

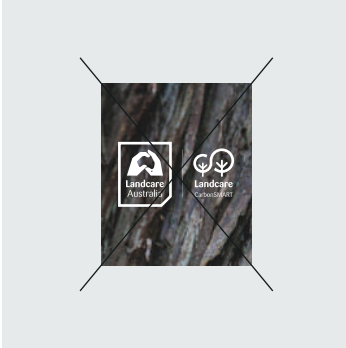
Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.



DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Landcare Australia and Landcare CarbonSMART Incorrect Logo Lockup Use

It is important that the Landcare Australia and Landcare CarbonSMART logo lockup maintains its integrity and is applied consistently. It must not be altered in colour, scale or composition.

The examples on this page illustrate incorrect usage of the Landcarer logo.

If required, please contact the Marketing & Communications Team at Landcare Australia for guidance on how to apply the Landcare CarbonSMART logo.

LOGO LOCKUP WITHOUT DIVIDING LINE

DO NOT ADD A DROP SHADOW

Do not add other graphic elements such as strokes or drop shadows.

DO NOT ALTER LOGO PROPORTIONS

Please scale the logo proportionately and adhere to the minimum size guidelines.

DO NOT ADD ADDITIONAL BRANDING

Please adhere to the clearspace requirements set out in these guidelines.

DO NOT ALTER THE LOGO COLOUR

Only use the colour options provided in these guidelines.

DO NOT CROP THE LOGO

The logo should never be cropped on any side or abut the edge of artwork collateral.

DO NOT APPLY TRANSPARENCY

Do not use tints, shades or tranparency when applying the logo.

Typography

Sari is the distinctive 'Landcare' logotype. It can be used for titles, headings and any visually important text. Sari is a classic serif font that creates a solid foundation for the lively, vibrant elements of our branding.

Open Sans is used for all body copy, headings, sub-headings and captions. Open Sans is an adpatable and highly legible typeface and is available in a variety of weights for both print and digital applications. It is also available as a Google Font.

Futura is available as a secondary typeface as an alternative to Open Sans to supplement design options.

When Open Sans is unavailable for digital applications, Calibri can be used as a substitute secondary typeface. Calibri bold, regular or light should be used as a substitute in applications that require system typefaces such as Powerpoint, Word, Excel, outlook and emails as well as any Microsoft Office applications.

Note: Both Sari, Open Sans and Futura are custom typefaces that are not loaded as system standard fonts on computers. They must be purchased or installed before use and must also be used in the manner described in these guidelines.

Primary Typefaces:

Sari Family

For titles, headings and visually important copy

Regular | **Bold**

Open Sans Family

For body copy, headings, sub-headings and captions

Regular | *Regular Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **Extra Bold** | ***Extra Bold Italic***

Secondary Typefaces:

Futura PT Family

For alternative design options

Book | Book Italic | **Medium** | **Medium Italic** | **Heavy** | Heavy Italic | **Bold** | Bold Italic

Calibri Family

For Windows applications and when Open Sans is unavailable

Regular | *Regular Italic* | **Bold** | ***Bold Italic***

Colour Palette

Colour is an important element in the application of the Landcare CarbonSMART brand. The brand palette consists of four primary colours and four secondary colours. Only this suite of colours may used when applying the brand.

When producing materials that are primarily viewed on-scren use the RGB colour space. When producing materials for print use the CMYK colour space.

Colour for reproduction on clothing and merchandise must be matched as closely as possible to the specified Pantone colours.

Primary Colours:

Emerald
Pantone Coated 7484C
Pantone Uncoated 342U
Print: C 84 **M** 17 **Y** 68 **K** 55
Screen: R 0 **G** 87 **B** 65
Hex Code: #005741

Landcare Green
Pantone Coated 370C
Pantone Uncoated 370U
Print: C 50 **M** 3 **Y** 97 **K** 19
Screen: R 130 **G** 165 **B** 35
Hex Code: #82A523

Light Grey
Pantone Coated 427C
Pantone Uncoated 427U
Print: C 7 **M** 3 **Y** 5 **K** 8
Screen: R 216 **G** 218 **B** 217
Hex Code: #D8DAD9

Forest
Pantone Coated 553C
Pantone Uncoated 553U
Print: C 82 **M** 30 **Y** 65 **K** 76
Screen: R 50 **G** 80 **B** 64
Hex Code: #325040

Secondary Colours:

Landcarer Teal
Pantone Coated 562C
Pantone Uncoated 562U
Print: C 87 **M** 31 **Y** 62 **K** 13
Screen: R 0 **G** 123 **B** 109
Hex Code: #007B6E

Light Teal
Pantone Coated 2246C
Pantone Uncoated 2246U
Print: C 35 **M** 0 **Y** 32 **K** 0
Screen: R 180 **G** 218 **B** 191
Hex Code: #CEE8D6

Dark Grey
Pantone Coated 447C
Pantone Uncoated 447U
Print: C 50 **M** 30 **Y** 40 **K** 90
Screen: R 68 **G** 70 **B** 66
Hex Code: #444642

Landcare CarbonSMART Logo Integrity

Clear Space

All versions of the Landcare CarbonSMART logo must have a clear space zone to ensure the clarity of the logo.

The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare CarbonSMART' defines a clear space around the logo.

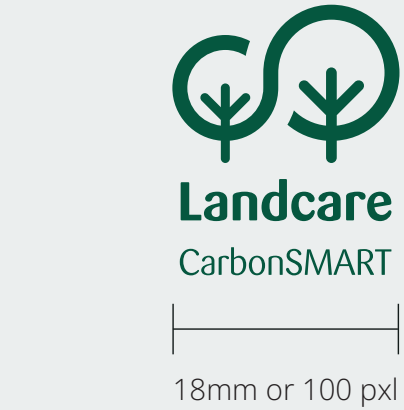
Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare CarbonSMART logo.

Minimum Size

To ensure legibility do not use the stacked logo at less than 18mm wide (print) and 100 pixels wide (digital).

CLEAR SPACE

MINIMUM SIZE



Landcare Australia and Landcare CarbonSMART Logo Lockup Integrity

Clear Space

All versions of the Landcare Australia and Landcare CarbonSMART lockup logo must have a clear space zone to ensure the clarity of the logo.

The zone, an area of 'L' based on the height of the capital 'L' in 'Landcare Australia' defines a clear space around the logo.

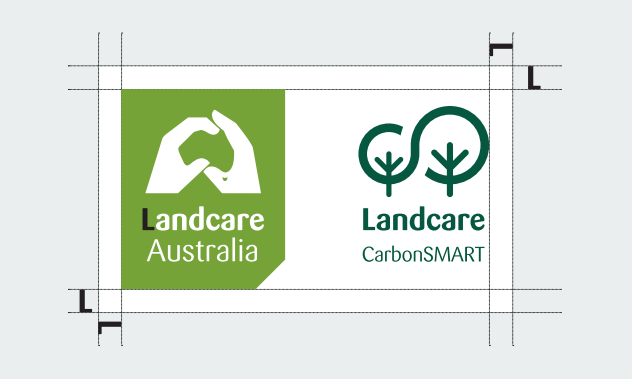
Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia and Landcare CarbonSMART lock up logo.

Minimum Size

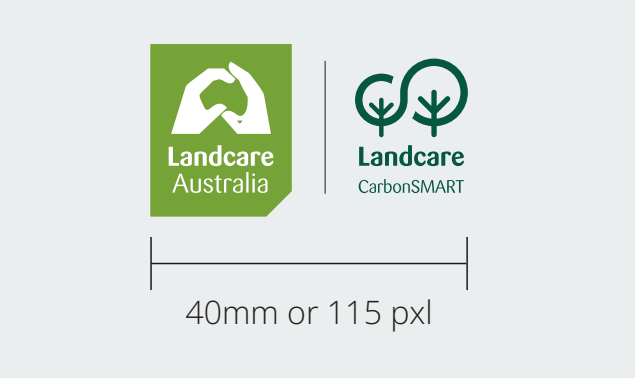
To ensure legibility do not use the stacked logo at less than 40mm wide (print) and 115 pixels wide (digital).

CLEAR SPACE (WITH DIVIDING LINE)

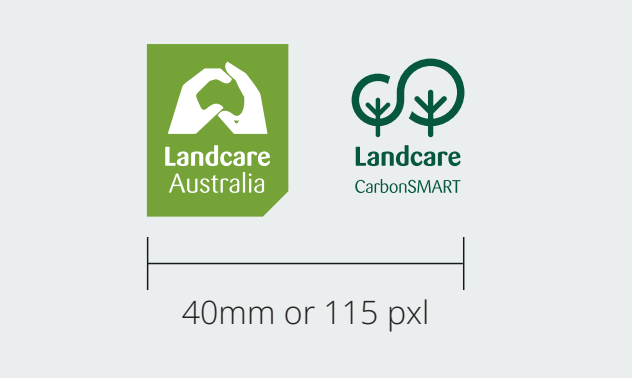
CLEAR SPACE (WITHOUT DIVIDING LINE)



MINIMUM SIZE (WITH DIVIDING LINE)



MINIMUM SIZE (WITHOUT DIVIDING LINE)



Landcare CarbonSMART Co-Brand Use of Logo

Co-branding consists of the Landcare CarbonSMART logo working with another logo in a fixed relationship.

Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

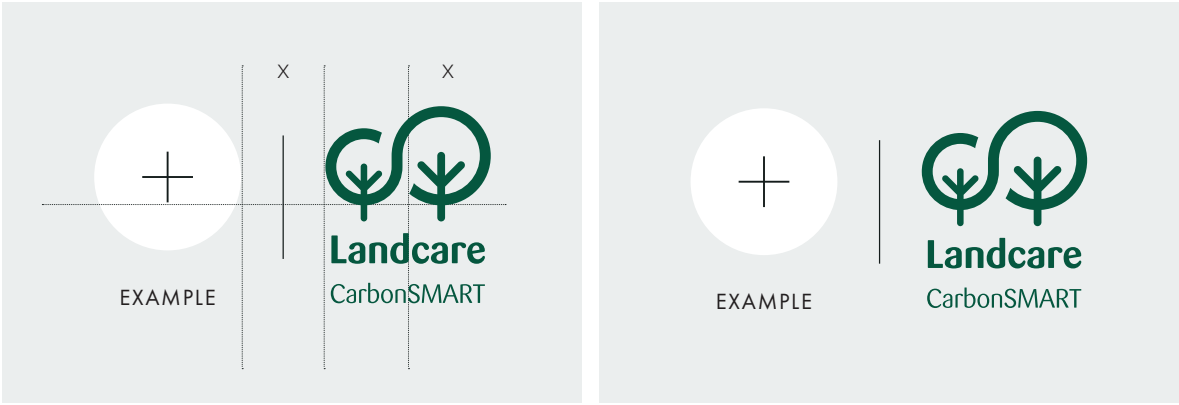
Always have the logos aligned to the centre of the Landcare Australia logo.

Always construct co-branding as shown. Please seek the assistance and approval of our Communications Department.

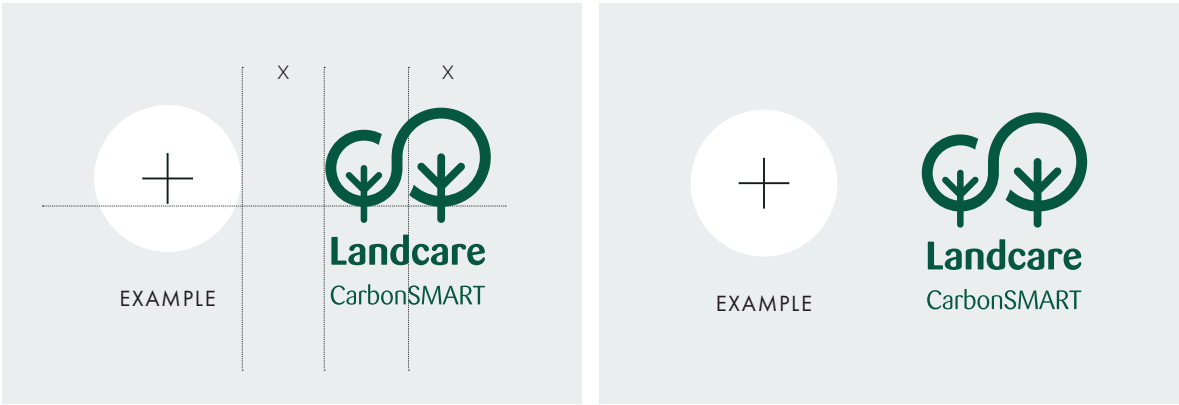
Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.

WITH DIVIDING LINE



WITHOUT DIVIDING LINE



Landcare Australia and Landcare CarbonSMART Co-Brand Use of Logo

Co-branding consists of the Landcare Australia and Landcare CaronSMART logo lockup working with another logo in a fixed relationship.

Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the cobranded lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

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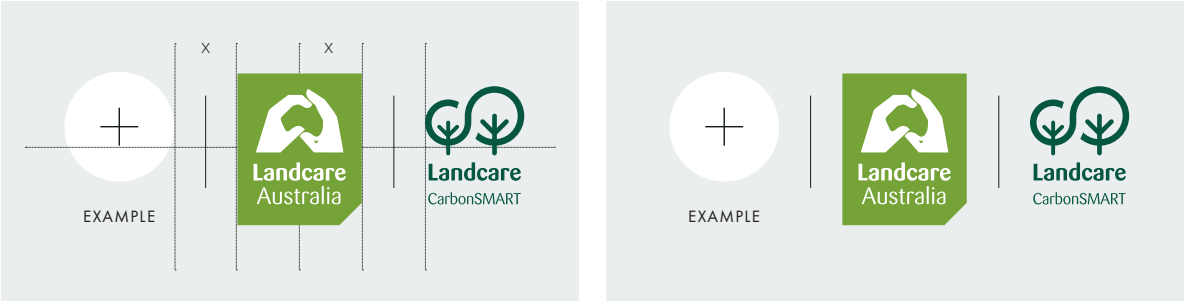
Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the two logos at 0.5 pixel thickness.

WITH DIVIDING LINE



WITHOUT DIVIDING LINE

Landcare CarbonSMART Multi-Brand Use of Logo

Multi-branding consists of the Landcare CarbonSMART logo working with multiple brands in a fixed relationship.

Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

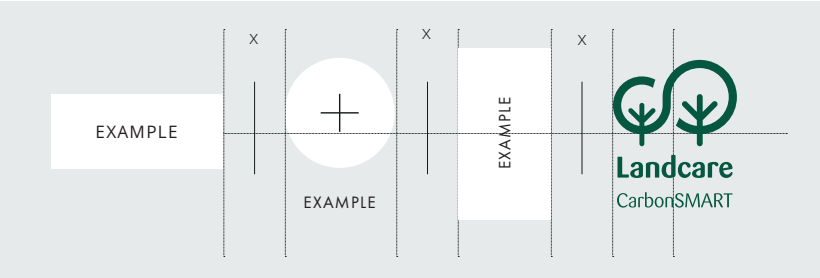
Always have the logos aligned to the centre of the Landcare Australia logo.

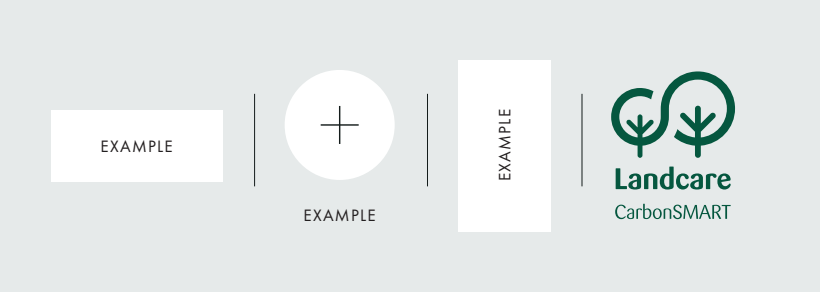
Always construct multi-branding as shown. Please seek the assistance and approval of our Communications Department.

Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

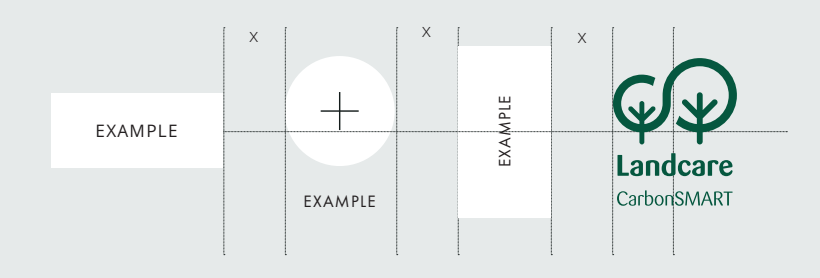
Option to use the grey dividing rule equally space

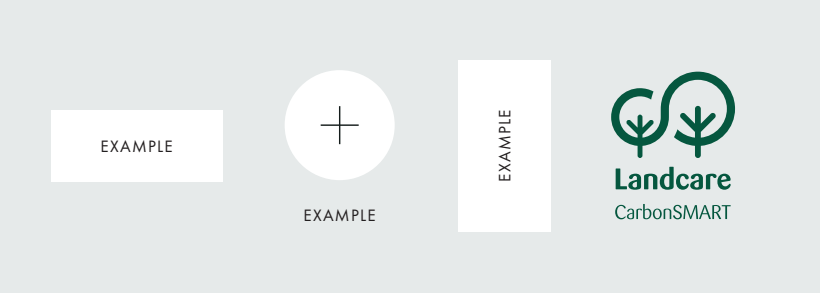
WITH DIVIDING LINE





WITHOUT DIVIDING LINE





Landcare Australia and Landcare CarbonSMART Multi-Brand Use of Logo

Multi-branding consists of the Landcare Australia and Landcare CaronSMART logo lockup working with multiple brands in a fixed relationship.

Always use a minimum of the 'x' space (1/2 of the landcare logo) for clearance space between the multi-brand lock-up. Do not apply to any colour, textured or photographic in between the logos. Ensure this zone is clear from any other logos, text or visual elements that may crowd the Landcare Australia logo.

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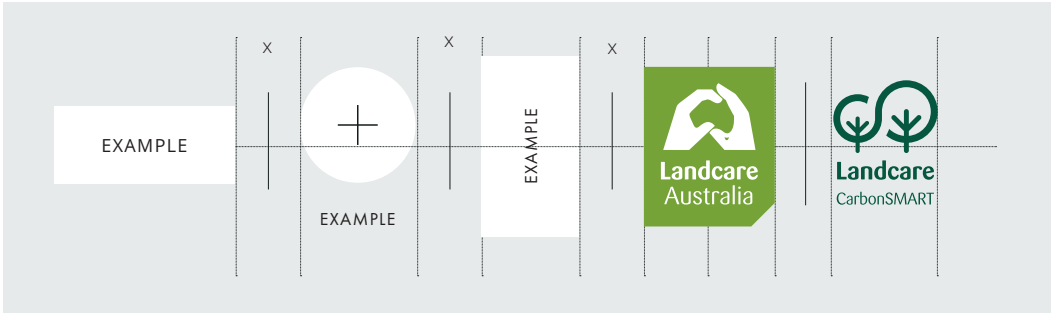
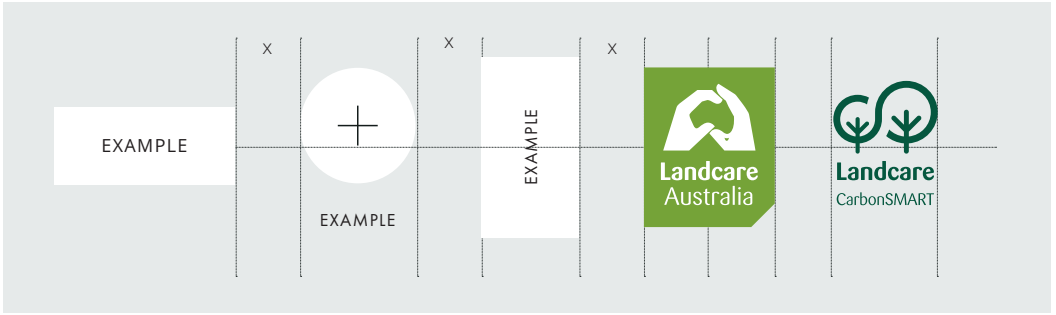
Always use the primary Landcare Australia logo as the master 'cover page' lock-up. Please seek approval if secondary logo needs to be used.

Option to use the grey dividing rule equally space between the logos at 0.5 pixel thickness.

WITH DIVIDING LINE



WITHOUT DIVIDING LINE



For more information about the Landcare Australia Brand Guidelines
email e**nquiries@landcareaustralia.com.au**