

# Wormwise® Brand Guidelines

Applicants who have been approved to use the Wormwise® brand must adhere to the following guidelines. To apply for approval, please complete and submit the Application for Wormwise® Brand Use available on the Wormwise® website [www.wormwise.co.nz](http://www.wormwise.co.nz).

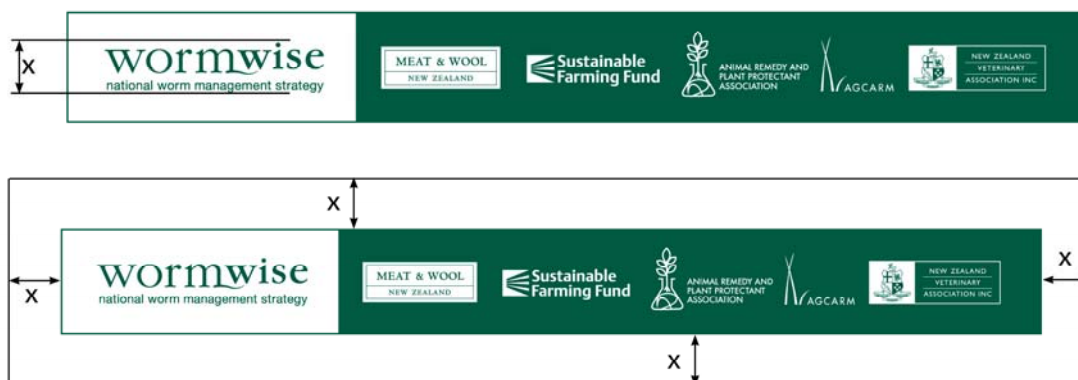
## Minimum Size

The minimum size that the logo should be reproduced at is 120mm wide. Any smaller and readability becomes an issue.

## Clear Space Requirements

Ideally the logo should be given as much space as possible, but when space is limited the following clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around the logo is determined by the height of the words 'Wormwise/national worm management strategy' in the logo (shown below as 'x').



## Colour Requirements

The logo uses one colour. When reproducing the logo the following values apply:

- Spot: PMS 343 (coated and uncoated)
- Process: C100 M0 Y69 K60
- RGB: R0 G89 B65
- HEX: #005941

The logo should generally appear in colour. Use the greyscale version if you are printing in black and white.

The logo features a white keyline (line around the edge). This means it can be used on both light/white and dark/coloured/patterned backgrounds.

## **Do Nots**

Do not redraw the logo. Electronically sourced artwork should be used in all cases.

Do not alter the logo, for example:

- Do not remove the logos of partner organisations – all must be present.
- Do not remove the white keyline.
- Do not change the colour of the logo. If printing in black and white use the greyscale version.
- Do not reverse out the logo.
- Do not change the font.

Do not stretch, distort or angle the logo in any way.

## **When Used in Conjunction with Other Logos**

Ensure that the clear space and minimum logo size requirements are followed (refer to page 1).

Keep the logo to similar proportions of the other logos it is used with.

Keep the logos aligned with each other.

Keep hierarchy in mind when sizing logos.

## **File Formats**

### **For PowerPoint presentations and websites**

This format is recommended if you are using the logo for screen use only. If you print this file the colour will be inaccurate.

- RGB JPEG

### **For Word documents**

This format can be opened by most computer users and inserted into simple programmes such as Microsoft Word.

- CMYK JPEG
- Greyscale JPEG

### **For printers and graphic designers**

This format is recommended if you are using a graphic designer or professional printer as it will produce the highest quality result. You may not be able to view these files unless you own such software as Adobe Illustrator, Pagemaker or Macromedia Freehand or similar professional page layout software.

- CMYK EPS
- Spot EPS
- Greyscale EPS

To request a file format email [wormwise@meatandwoolnz.com](mailto:wormwise@meatandwoolnz.com).