

# DAIRY RESEARCH AND DEVELOPMENT CORPORATION

## CORPORATE IDENTITY REPRODUCTION GUIDELINES

### THE IDENTITY

These Reproduction Guidelines are designed to ensure the corporate logo of the Dairy Research and Development Corporation is consistent and maintains the image that has been developed.

The Reproduction Guidelines will cover most situations in which the logo is to be used. Careful attention to the parameters will enable users to make adaptations which are consistent with the design.

The DRDC logo consists of two basic components: the symbol, and the wordmark. These two elements combine to form the logo, and must always be used together.

### MASTER ARTWORK

Always use the approved master artwork for each logo reproduction. The logo must always be reproduced as instructed and never hand drawn or written.

### CONFIGURATIONS

The logo can be reproduced in two basic configurations. In the **version 1** configuration (the preferred format) the symbol is positioned to the left of the 'Driving Dairy Innovation' wordmark. In the **version 2** configuration the symbol is positioned to the left of the 'Farmer Funded Project' wordmark. In the **version 3** configuration the symbol is positioned centrally above the two deck wordmark. In the **version 4** configuration the symbol is positioned centrally above the three deck wordmark.

### CLEARSPACE

The logo is most effective when surrounded by as much open white space as possible. The examples illustrated provide a guide to calculating minimum clearspace in a range of sizes and configurations.

### TYPEFACES

The 'Dairy Research and Development Corporation' wordmark is in **Gill Sans Bold**.

The 'Farmer Funded Project' wordmark is in **Gill Sans Bold & Gill Sans Bold Italic**.

The 'Driving Dairy Innovation' wordmark is in **Gill Sans Bold & Gill Sans Bold Italic**.

### TERMINOLOGY



### CLEARSPACE

#### VERSION 1



#### VERSION 2



#### VERSION 3



#### VERSION 4



## CORPORATE COLOURS

The official corporate colours for the DRDC are:

Green: PMS 553 in single-colour printing

Blue: PMS 285 in single-colour printing

Yellow: PMS 122 in single-colour printing

## THREE COLOUR REPRODUCTION

The DRDC logo should be reproduced in its three colour format wherever possible. For colour reproduction, the logo must appear on a white or plain background.

Any exceptions to this standard must be approved by the Dairy Research and Development Corporation.

## ONE COLOUR REPRODUCTION

The one colour version should be reproduced in black or DRDC green PMS 553. The logo should always appear on a white or plain background.

In the one colour format, the symbol and the wordmark will always appear in 100% of the single colour.

Any exceptions to this standard must be approved by the Dairy Research and Development Corporation.

## SIZES & POSITIONING

The size relationships and the position relationships between the two basic elements of the design must always remain consistent with the options provided in this guide. This can be determined from the unit measures provided.

## MINIMUM SIZE

To avoid reproduction problems the symbol must not be reproduced smaller than **13mm in height**. The size relationship between the symbol and wording must always remain the same.

## FORMAT

This logo is suitable for use on IBM and Macintosh computers.

When enlarging or reducing the logo from the computer file, the same percentage scale must be applied to the entire design in order to maintain the correct proportional and positional relationships of the two elements of the logo. Changes to the size or position of individual elements is not permitted without the permission of the Dairy Research and Development Corporation.

## LOGO ENQUIRIES

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## THREE COLOUR REPRODUCTION



## ONE COLOUR REPRODUCTION

### VERSION 1



### VERSION 2



### VERSION 3



### VERSION 4



## MINIMUM SIZE

DEPTH OF SYMBOL TO BE NO SMALLER THAN 13mm

