



# Dairy Goat Co-operative

## Guidelines for Use of DGC Logo

### **Introduction**

The consistent use of brand names and logos is essential in any business. The DGC logo should only be used in special circumstances, and all usage should be approved in writing prior to implementing.

If you want to use a logo in a way not sanctioned in these Guidelines, please seek advice and approval from DGC's Assistant Brand Manager or International Marketing Manager.

These Guidelines cover all areas such as signage, and PowerPoint presentations, and apply to both external and internal use.

### **DGC to authorize all logo use**

Any use of DGC's logo must be authorised in advance by DGC. We ask that all DGC's partners comply with this request by sending all proposed usage of the logo to the following for pre-approval:

Sophia.Lloyd-Hermann@dgc.co.nz

Matt.Carlson@dgc.co.nz

We will aim to respond within 24 business hours.

### **The key points of logo use**

To convey a positive message about DGC, logos must be used correctly, consistently and in the right context. The key points of logo use are:

- **Association**
  - DGC must ensure that its logo and name is correctly associated with the company and products. Note if it is approved for the DGC logo to be used with another brand, product or service, the DGC logo should be clearly positioned at the bottom or top of the layout, and should not be on the same line as other text.

- **Positioning**

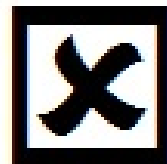
- The best place for the DGC logo is usually (but not always) at the beginning or the end of the communication.

- **Professionalism**

- Such things as consistency, appropriate size, and the use of correct fonts are all important.

- **Correct logo usage**

- The DGC logo should always be used in its entirety (complete graphic, i.e., the goat head and words must be kept together and not altered in anyway). That is, the goat head should never be used on its own without the DGC name and the ® symbol should always be beside the goat head.



- The DGC logo can be produced in the specified versions, in black (b); green and black (c); and text reversed out white.



- A plain background should be used wherever possible. If it is necessary to show the logo on a photograph or illustration, it must be used in such a way that the background variations cause the least visual interference to the logo.
- The coloured logo can be overprinted on pale, plain or uncluttered backgrounds, as long as there is no conflict with the colours and clarity of the logo i.e., it is not acceptable to place the DGC logo across two different coloured backgrounds.
- On dark plain backgrounds the logo is reversed out (i.e., text and goat head in white- see pictures above).
- The minimum size for the logo is 20mm. This is based on the left hand side of the goats head to the 'e' in Dairy Goat Co-operative on the right hand size. To ensure legibility, the logo should not be reproduced any smaller than specified.



- Clear space around the logo must be a minimum equivalent to the height of the 'D' in Dairy Goat Co-operative, and should be proportional when enlarging or reducing. No text, graphic or material that compromises the clarity of the logo may appear in this area.



#### **Black and colour versions**

Be sure to use the black version if you are producing final copy in black only. If you use the colour version of the logo and produce the communication in black only (such as a photocopy), the logo will appear in grey tones and may not photocopy well. Use the colour version only when the final copy will be produced in colour.

### Resizing

When re-sizing a graphic, take care not to distort the shape or change the proportions. With most programs, re-sizing can be accomplished accurately by holding down the shift key while dragging on the corner of the graphic. Computer graphics do not usually cause any problems when they are reduced in size, but sometimes enlargements are unsatisfactory, depending on the format and resolution you are using.

### Dealing with suppliers

Suppliers and printers often need a copy of a logo for the goods or services they are providing.

It is not acceptable for DGC's logo to be redrawn, traced, or scanned, as DGC does not want logos used with incorrect fonts, proportions, modifications, etc. Logo reproductions must always be made from an official computer file supplied by DGC.

No other company, including supplier, is authorised to use the DGC logo without prior written permission of DGC.

### Logo Specifications



Logo Colours	Spot (PMS)	Process (CMYK)
Green	347C	100%C, 0%M, 86%Y, 3%K
Black	Black	100%K

Note the font used in the logo is *Stone Serif*.

### Logo specifics:

**DGC prefers the full colour logo to be used in most circumstances.**

- Can + sachet artwork-
  - Full coloured logo should be used.
- Clothing-
  - For light coloured clothing the full colour logo is to be used.
  - For dark coloured clothing the reversed out logo is to be used.
- Signage-
  - Full colour logo on white background is preferred.