



Dairy Goat Co-operative

BRAND GUIDELINES 2018

Welcome to Dairy Goat Co-operative.
These guidelines are to nurture our brand
and help keep it healthy and strong.
Our identity represents us to the world.

Please follow these guidelines so that
our story is true to who we are, and
our values are clear to everyone and
are consistently represented.

CONTENTS

We are	P . 4
Tone of voice	P . 6
Our logo	P . 8
Clear space & minimum size	P . 9
Our colours	P . 10
Our icons	P . 13
Icons & text	P . 14
Diagrams	P . 15
Imagery	P . 17
Type	P . 18
Our brand in use	P . 20

WE ARE A CO-OPERATIVE OF GOAT FARMERS WITH A SINGLE FOCUS, TO MAKE A BETTER INFANT FORMULA FOR THE WORLD, AND FEED AND NURTURE FAMILIES JUST LIKE OURS.

Whether it is 5.30am milking Saturdays and Sundays or in our labs developing world-leading research, we are proud to be farming a natural food and managing its production all the way to market.

Our co-operative allows us to live by the family values we believe in and we are proud of our long-standing, sustainable relationships with our people, our partners our land and our goats.



TONE OF VOICE

We are based in Waikato, New Zealand.

We work hard, respect others and we have also led the world in goat milk infant formula development.

When we speak, we speak like the people we are.

The DGC language and tone of voice is friendly and down-to-earth. It invites the customer / user / viewer in to our place and to be a part of our family.

We talk openly about what we do, demonstrate our knowledge and our world-leadership, but always with humility and warmth.

We are never overly technical or colloquial.

“ Dairy Goat Co-operative is owned by our farmers whose farms are in some of New Zealand’s richest pastures.

At the farms we are feeding our goats breakfast, lunch and dinner, and milking at day’s break and day’s end.

There’s lots to do. ”



OUR LOGO

The DGC logo is a lockup and should not be altered in any way. Never redraw, or change the arrangement.

It must be scaled proportionately and the clear space rules adhered to.

The main, two-colour logo should only appear on a white or pale green background.

In other instances use one of the one colour logos.

For example, if it is necessary to show the logo on a photograph, use the one-colour logo that makes the logo clear and readable and ensures the background variations cause the least visual interference.

Be sure to use the black version if you are producing final copy in black only. Use the colour version only when the final copy will be produced in colour.

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 **Sophia.Lloyd-Hermann@dgc.co.nz** or **Matt.Carlson@dgc.co.nz**.

We will aim to respond within 24 business hours.



Dairy Goat Co-operative

B & W



REVERSED ON GREEN



REVERSED ON BLACK



CLEAR SPACE & MINIMUM SIZE

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.

The minimum size for the logo is 30mm wide. This is based on the left hand side of the goat's head to the 'e' in Dairy Goat Co-operative on the right hand side. To ensure legibility, the logo should not be reproduced any smaller than specified.

CLEAR SPACE



MINIMUM SIZE



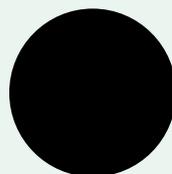
OUR COLOURS

PRIMARY PALETTE



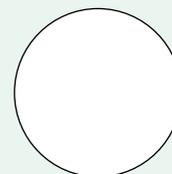
PMS 347 C

C = 100 R = 0
M = 0 G = 147
Y = 85 B = 84
K = 0



PMS Black 6 C

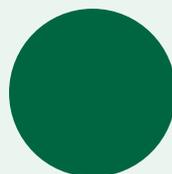
C = 0 R = 0
M = 0 G = 0
Y = 0 B = 0
K = 100



White

C = 0 R = 255
M = 0 G = 255
Y = 0 B = 255
K = 0

SECONDARY PALETTE



PMS 7728 C

C = 100 R = 0
M = 30 G = 102
Y = 85 B = 66
K = 25



PMS 3529 C

C = 75 R = 58
M = 0 G = 170
Y = 100 B = 53
K = 0



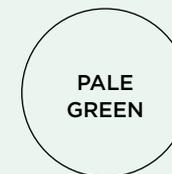
PMS 376 C

C = 50 R = 150
M = 0 G = 193
Y = 100 B = 31
K = 0



PMS 2300 C

C = 30 R = 198
M = 0 G = 213
Y = 85 B = 64
K = 0



PMS 347 C AT 11%

C = 10 R = 235
M = 0 G = 245
Y = 8 B = 240
K = 0





OUR ICONS

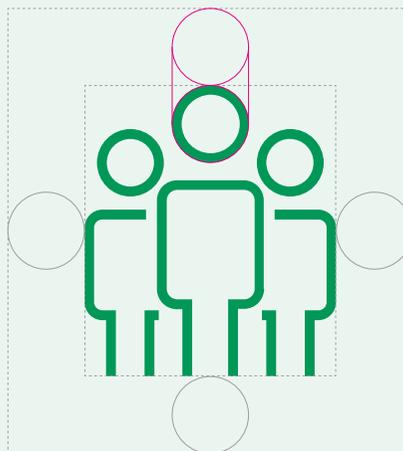
We have 4 icons that represent our key values.

For access please contact:
Sophia.Lloyd-Hermann@dgc.co.nz
or **Matt.Carlson@dgc.co.nz**.

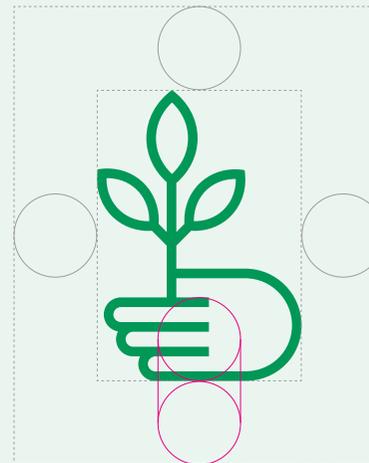
Icons can be coloured in black,
white or DGC green.

Please note the clear space rules.

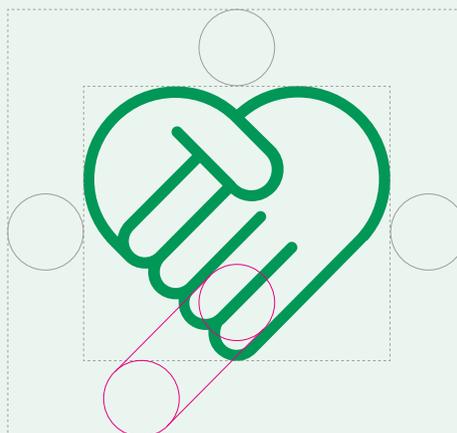
OUR PEOPLE



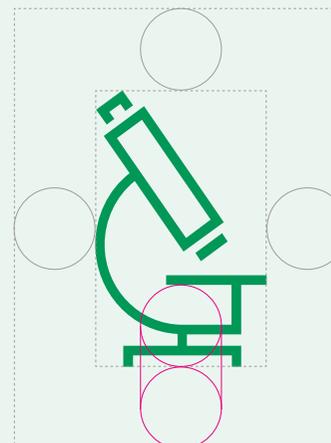
GENTLY MADE



OUR PLACE



LEADERS



ICONS & TEXT

Here you can see the scale relationship between icons and text.

Please match to these and if you need, these can be requested from:
Sophia.Lloyd-Hermann@dgc.co.nz
or **Matt.Carlson@dgc.co.nz**.



OUR PEOPLE

A co-operative of goat farmers



GENTLY MADE

Respecting nature



OUR PLACE

We are from New Zealand



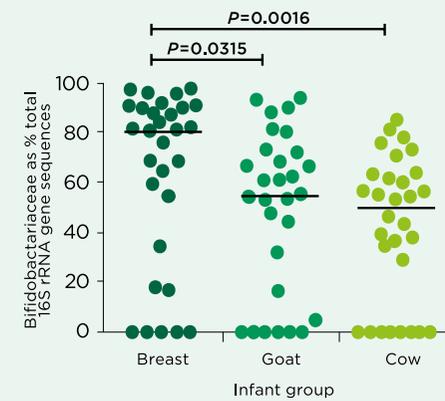
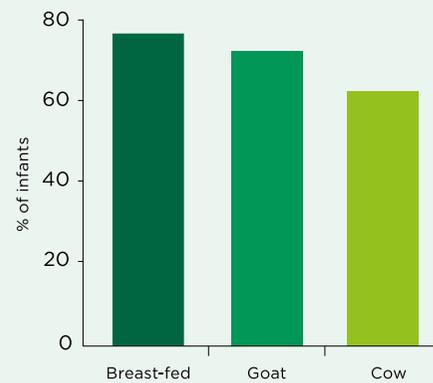
LEADERS

Innovation is in our heritage

DIAGRAMS

These are some examples of how DGC do diagrams.

Diagrams must use clean and simple geometric shapes and always coloured using the DGC colour palette shown on page 9.





IMAGERY

DGC have a library of imagery that can be used.

For access please contact:
Sophia.Lloyd-Hermann@dgc.co.nz
 or **Matt.Carlson@dgc.co.nz**.

The 5 hero images seen here are to be used first and foremost.

Any DGC images must capture a down-to-earth and authentic feel. Subjects and environments should be genuine and not staged.

Compositionally they should have a strong and interesting focal point.

Use soft lighting with medium to strong highlights. There should be a shallow depth of field with a sharp subject in the foreground.

Stick to natural colours.

Text and icons can be placed over imagery, but preferably with the text centered. Only do this if key parts of the image are not covered, and if all parts of the text or icons are clear and easy to read.



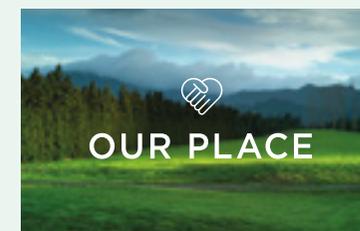
WITH TEXT



WITH ICON



WITH TEXT AND ICON



TYPE

Our typeface is Gotham and should be typeset as directed here.

For instances where Gotham is unavailable e.g. internal documents created in Microsoft Word/Powerpoint etc, please use the system font Arial.

Gotham

ABC123

GOTHAM . MEDIUM . 28PT

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

GOTHAM . BOOK . 16PT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

GOTHAM . LIGHT . 10PT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Headings are to be all caps with tracking set to 50.

Medium and Book weights can be used.

Subheadings and body copy are to be sentence case with tracking set to 0.

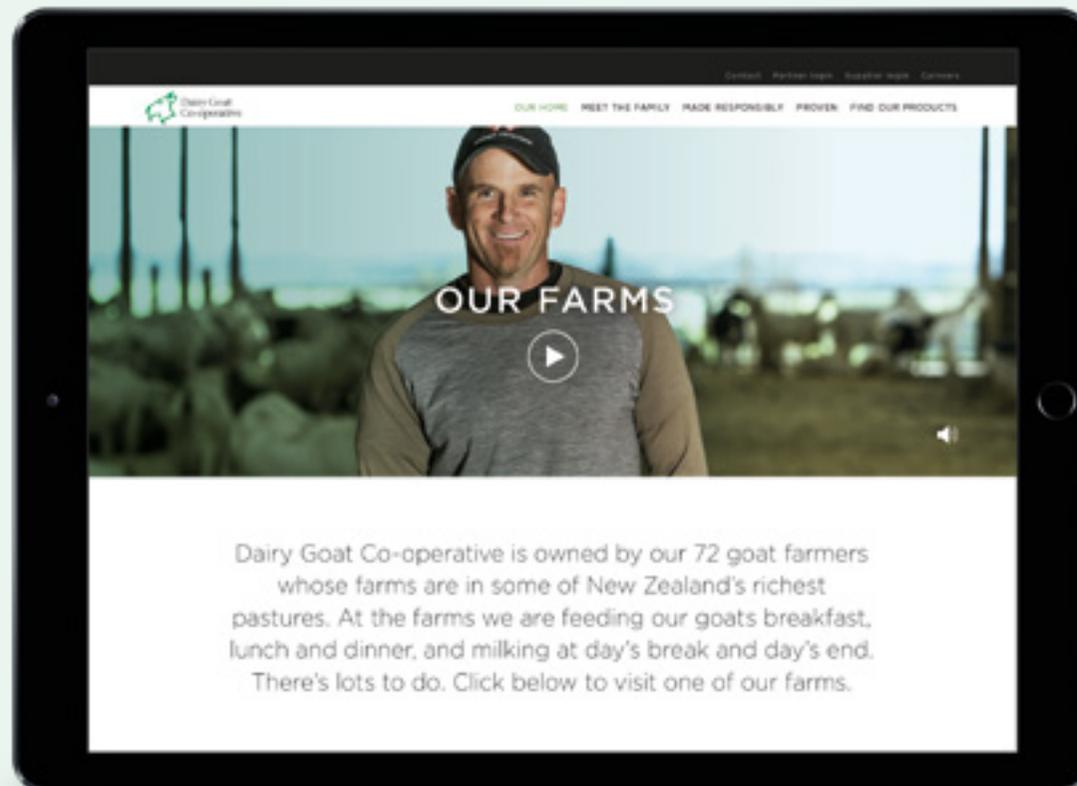
Medium, Book and Light weights may be used.



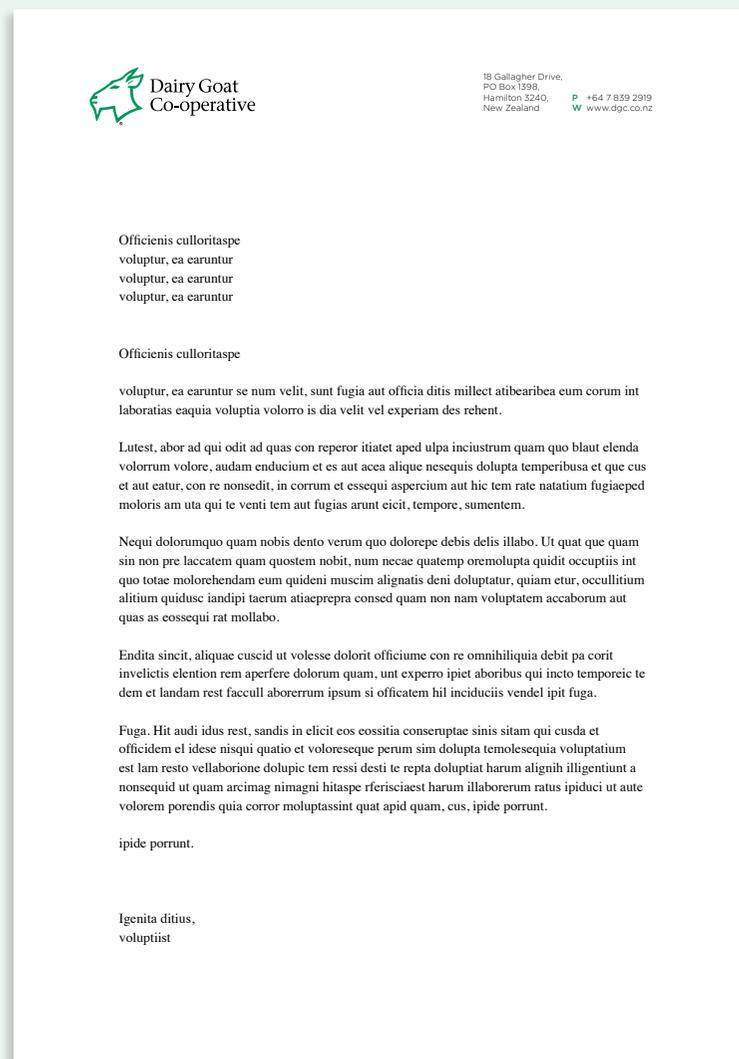
OUR BRAND IN USE

Over the next few pages you'll see how our brand is applied to various collateral. Use these examples as a visual guide against your project.

WEBSITE



LETTERHEAD AND BUSINESS CARD



WALL EXHIBIT

FROM OUR FAMILY TO YOURS



FROM OUR FAMILY TO YOURS

We are a co-operative of goat farmers in New Zealand. As a co-operative we believe in family working together for a long-term sustainable business to pass on to our children, and their grandchildren. And to bring world-leading infant formula to families just like ours around the world.



LEADERS

DGC are the originators of commercialised infant formula from goats' milk. Since that breakthrough in 1988 we have continued to lead clinical advances in this field. We are now in more markets than any other goat milk infant formula. Innovation is on our heritage.



OUR PLACE

Our home is in the Waikato of New Zealand where we are spoiled by nature. It's natural farming country. This is where we farm our goats. And it's only a short day's drive from our farms to our plant where we dry their fresh milk.

We built our plant from scratch so that every part is specifically designed just to make goats' milk infant formula. This is where around 200 of us make sure the goats' milk gets treated right and makes its way safely to all the corners of the world we export to.



GENTLY MADE

The process of converting pure goat milk into a safe, exceptional infant formula needs to be a gentle, minimal one. We use the whole of the milk and our minimal processing results in a product closer to its natural source.



THANKS **FOR** TAKING CARE
OF OUR BRAND.