BUNDARRA
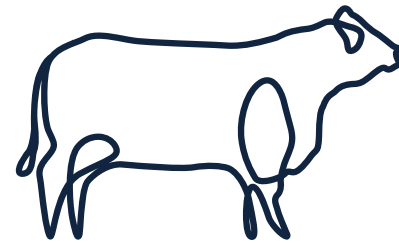
Logo Guidelines

PRIMARY LOGO

The Bundarra logo reflects the boutique nature of the business. The business values quality over quantity and this is reflected in the design.

The hand-drawn cow icon represents the hands-on approach and dedication to animal welfare and animal husbandry best practices.

BUNDARRA

The primary logo is recommended for the majority of use. However, a secondary set of logos and colour themes have been created to extend the brand.

These can be applied to a wider variety of marketing and promotion material.

BLACK AND WHITE

BUNDARRA

FRENCH NAVY ON YELLOW OCHRE

BUNDARRA

INVERSE BLACK AND WHITE

BUNDARRA

INVERSE - WHITE ON FRENCH NAVY

BUNDARRA

MARGINS & SIZING

This is the margin between logo and other design elements. The "B" from the "Bundarra" is an approximate minimum space that must be around the logo at all times.

No other branding or artwork should appear in this area.

The logo should not be resized smaller than 30mm as the logotype becomes illegible.

MARGIN AREA

B

B

B

B

B U N D A R R A

B U N D A R R A
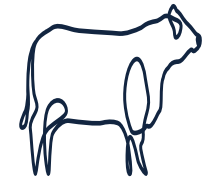
B U N D A R R A
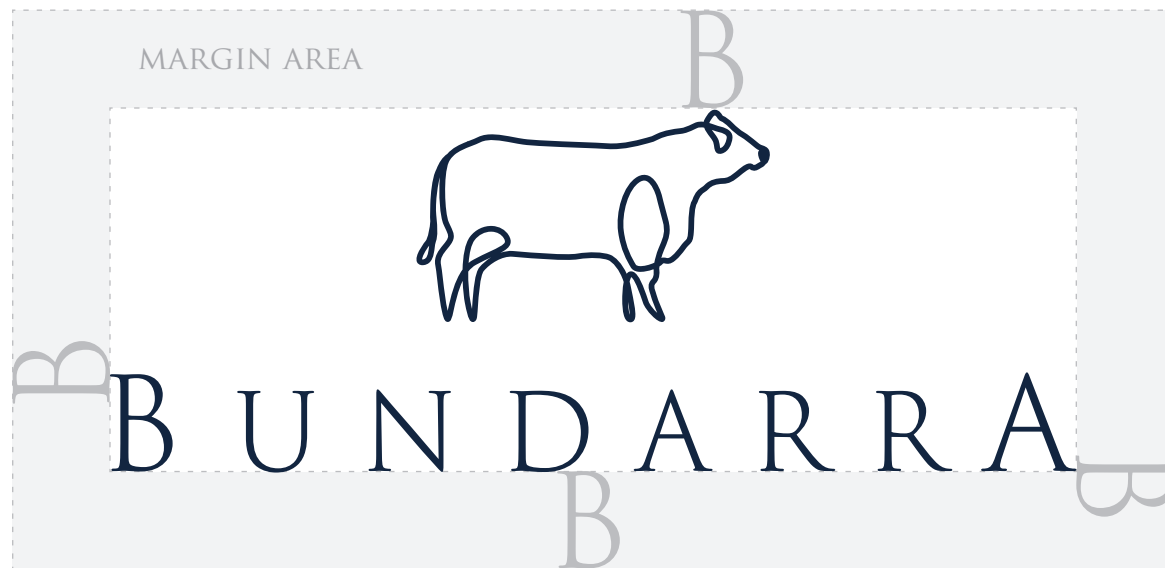
LOGO RULES

The logo represents the face of the business. It should be used widely and freely, but it is important to know how to use it correctly in order to retain integrity and consistency.

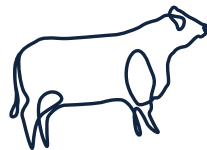This page provides examples of what must be avoided with the logo.

BUNDARRA

DO NOT DISTORT OR CHANGE THE PROPORTIONS

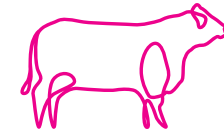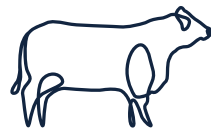BUNDARRA

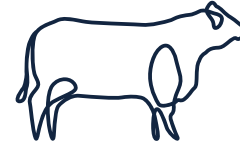BUNDARRA

DO NOT ROTATE

BUNDARRA

DO NOT USE UNAPPROVED COLOURS

BUNDARRA

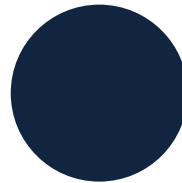DO NOT CHANGE THE POSITION OF THE ICON

BUNDARRA

BUNDARRA

COLOUR PALETTE & TYPOGRAPHY

This toolkit assists to maintain a consistent and recognisable identity for the Bundarra brand.
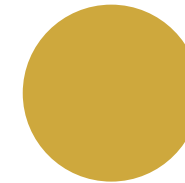
In addition to the Bundarra French navy and yellow ochre, silver and gold metallics may be used.

BUNDARRA FRENCH NAVY

C - 94, M - 82, Y - 47, K - 50

HEX #162741

BUNDARRA YELLOW OCHRE

C - 20, M - 31, Y - 91, K - 1

HEX #cea83d

LOGO TYPEFACE

Trajan Pro Regular

A B C D E F G H J K L M N O P Q R S T U V W X Y Z
A B C D E F G H J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 0 , . ? " ' ! @ # $ % & * ( )