

# GREENLEA™ BRANDING GUIDELINES

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JUNE 2017



**Greenlea**®

# BACKGROUND

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Greenlea Premier Meats Limited (“Greenlea”) has a reputation for providing high quality products, and our trade marks and logos distinguish us in the market place and are valuable assets. The success of our trade marks and logos relies upon exposure, consistency, and recognition.

Greenlea’s trade marks take various forms and may include letters, words, logos, designs and images (collectively referred to as “Greenlea’s Trade Marks”).

This document contains detailed information about how third parties use or otherwise refer to Greenlea’s Trade Marks (“Visual Guidelines”) and should be read in conjunction with our Terms and Conditions of Sale (“Greenlea Terms”) which are located on our website [www.greenlea.co.nz](http://www.greenlea.co.nz).

We understand that in some circumstances deviating from our Visual Guidelines may be the best option; however, any decision to deviate from the Visual Guidelines needs to be consented to by us in writing.

You must comply with these Visual Guidelines or any other guidelines issued by us from time to time. We may modify any of the Greenlea Trade Marks at any time, and therefore you should check these Visual Guidelines for updates to see that your use conforms to our current guidelines.





# USE OF TRADE MARKS

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Do not use the Greenlea Trade Marks or any trade mark and/or logo containing “Greenlea” and/or the “Greenlea Logo” unless you have received prior written consent from us.

You must request prior written permission from Greenlea for your proposed use of the Greenlea Trade Marks.

Any permission we may give you is subject to Greenlea retaining all right, title and interest in and to the Greenlea Trade Marks. In addition, all goodwill arising out of any use of the Greenlea Trade Marks by you, will be for the sole benefit of Greenlea.

You must use the Trade Marks in the form supplied or stipulated by Greenlea from time to time and strictly in accordance with these Visual Guidelines.

You must only make use of the Trade Marks for the purpose authorized by us, and in particular, must not use the Trade Marks in any way which would:

- (a) allow them to become generic, lose their distinctiveness, become liable to mislead the public; or
- (b) be materially detrimental to or inconsistent with the good name, goodwill, reputation and image of Greenlea.

You must not apply the Trade Marks directly to any products or packaging without Greenlea’s prior written consent.

Use of the Trade Marks must be such as to preserve, promote and enhance the goodwill in the Trade Marks, and all publicity material you produce (subject to Greenlea’s prior written consent) for the purpose of promoting products purchased from Greenlea must be:

- (a) of good and high quality in design, material and workmanship;
- (b) safe, non-injurious and suitable for the intended purpose;
- (c) produced, distributed, marketed and advertised in strict compliance with the Visual Guidelines and Greenlea Terms, the intellectual property rights and other rights of any other party and all applicable laws, codes of practice, standards and regulations in effect in your territory and must include appropriate warnings.

# HOW TO USE THE LOGO

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The logo should be represented in full colour.

Where this is not possible it is acceptable to use the logo in greyscale.

The logo is supplied in both positive and mono versions. The Greenlea logo has not been designed with a reverse version. Instead, the positive logo can be used on the Greenlea gradient, with the logo glow added. See page 9 for details.



## OTHER LOGO VARIATIONS

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The mono version of the Greenlea logo is available for single colour print, or black and white print usage only.



# LOGO CLEAR SPACE AND MINIMUM SIZE

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Minimum recommended logo size for reproduction is 25mm.

Minimum space around logo equivalent to 'G' as indicated.



Minimum 25mm

# LOGO MISUSE

Our logo should not be reproduced in any other colour or variation than those stipulated in these Visual Guidelines. It should not be changed by brightness, contrast, cropped or stretched.

Do not modify or otherwise alter, animate or manipulate our logo, nor incorporate any additional element in the logo or Greenlea Trade Mark. Do not combine any Greenlea Trade Mark or logo with any other letters, numbers, words or any design or logo.

Do not enlarge the logo to such a size that it becomes distorted.

The bull and wording Greenlea are not to be separated from each other without approval.

Do not place the Greenlea name, logo or any Greenlea Trade Marks next to products that are not made by Greenlea, or use them in any other way that suggests association with a third party product or service.

Only use the Greenlea Trade Marks or logo with the corresponding products for which they were originally intended.

Do not register or seek to register a Greenlea Trade Mark, or any mark or logo that is confusingly similar to a Greenlea Trade Mark.

Do not register or use any domain name that incorporates any Greenlea Trade Mark.



Do not squish the logo



Do not change the logo colours



Do not move the word Greenlea to the side of the bull



Do not change the logo font



Do not alter the proportions of the wordmark to the bull.



Do not add Premier Meats Limited inside the designated clear space.



Do not place on backgrounds that make the logo hard to see



Do not change the orientation of the bull.

# GREENLEA LOGO COLOUR PALETTE

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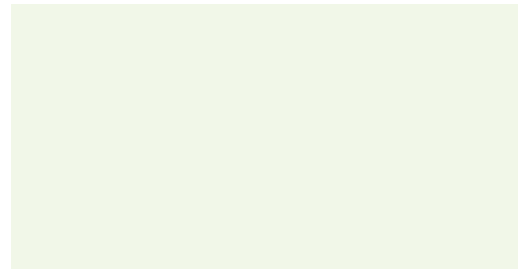
CMYK is preferred for all print material.

Pantone (PMS) colours should be used for signage.

Please ensure the following colours are used at all times.



**Bright Green Bull**  
CMYK 46 / 0 / 100 / 0  
PMS 375 C  
RGB 151 / 202 / 61



**Light Green Fill**  
CMYK 5 / 0 / 10 / 0  
PMS 10% tint of 375C  
RGB 240 / 247 / 232



**Dark Green**  
CMYK 88 / 41 / 78 / 38  
PMS 343 C  
RGB 15 / 86 / 64



# SECONDARY COLOUR GRADIENT

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The secondary colour gradient has been created for use in Greenlea marketing material to complement the Primary Logo.

When the Primary Logo is used on top of the radial gradient:

- A. The lightest part of the gradient should be centered behind the logo
- B. The logo 'glow' should be used between the logo and the gradient. The logo glow is available as a separate file.
- C. Ideally the logo should be placed to the bottom right of the block of colour.



## **Greenlea Radial Gradient**

CENTRE:

CMYK 46 / 0 / 100 / 0

TO

CMYK 70 / 0 / 100 / 40

The gradient should be placed inside a rectangle filled with

CMYK 70 / 0 / 100 / 40



# TYPOGRAPHY

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The following fonts have been chosen to complement the Greenlea identity and bring consistency to marketing endeavors.

Chunk Five has been chosen for Headlines and Main Headings.

The Gotham family has been chosen for our secondary typeface. Gotham Bold should be used for sub-headers, and Gotham Book for body copy.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

CHUNKFIVE - HEADLINE TYPEFACE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

GOTHAM BOLD - SUB-HEADER TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

GOTHAM BOOK - BODY TYPEFACE

# INTERNAL DOCUMENTS

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The following fonts may be used for internal correspondence where the chosen typefaces are not available.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

ARIAL BOLD - HEADER TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ARIAL REGULAR - BODY TYPEFACE

## **GREENLEA LOGO FILES**

To request Greenlea logo files for use, or for marketing material approval, please contact [julie@greenlea.co.nz](mailto:julie@greenlea.co.nz).

Greenlea reserves the right to modify these Visual Guidelines at any time. Greenlea also reserves the right to withdrawal permission or prohibit your use of the Trade Marks if your use does not comply with these Visual Guidelines and Greenlea Terms (as amended from time to time). Greenlea will not be liable in relation to any loss/damage caused by modification of these Visual Guidelines.



**Greenlea**