

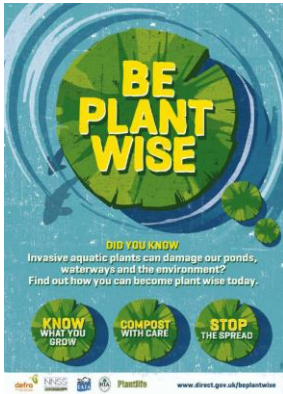
# BE PLANTWISE LOGO GUIDELINES

## 1. 4 Colour Logo



## 2. Positioning

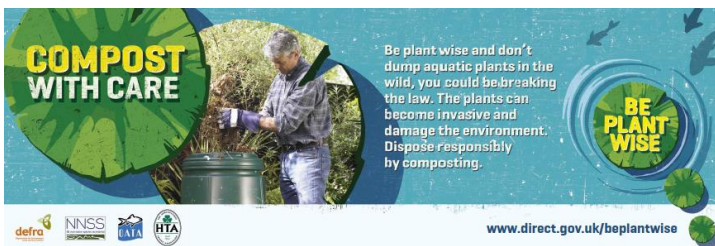
- The Be Plant Wise logo can feature as a headline in any communication materials if centered. When used as a sign off the logo should only be placed in the bottom right with the web address underneath, level with the centre of the lowest lily



Logo as Headline



Logo Example 1



Logo Example 2

# **BE PLANTWISE LOGO GUIDELINES**

- Ideally, place a full colour Be Plant Wise logo on a blue background (as per above examples). Never place logo on a red background. Ensure sufficient contrast between background and logo for legibility.
- The size of lily pad with 'Be Plant Wise' text on to always be larger than 2 additional supporting lily pads.
- Type size should be a minimum of 12pt
- Do not run logo over illustrations/ photos etc

## **3. Two colour logo**



- For use when 4 colour printing not possible
- Logo to appear on a white background
- Guidelines as per above still apply

## **4. Black & White Be Plant Wise logo**



- For use in newspapers or when colour printing not possible
- Logo to appear on white background when possible
- Guidelines as per above still apply