1. 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.
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