

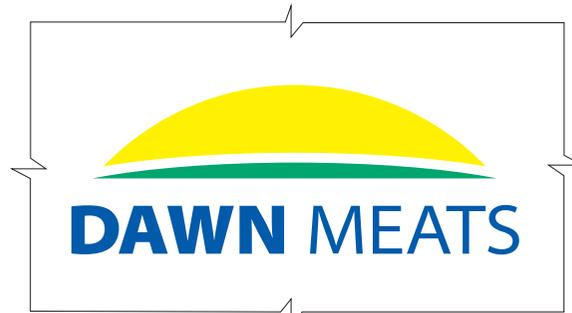
# Dawn Meats Brand Guidelines

# Logo Usage

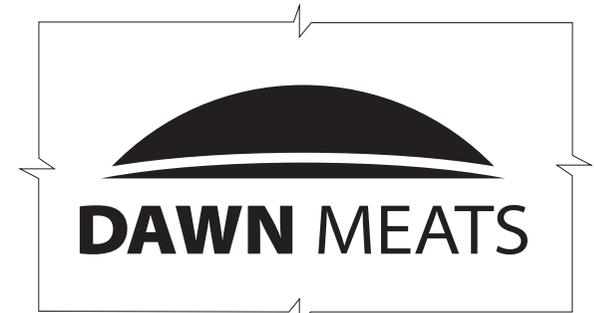
Our logo is the cornerstone of our brand and we must ensure proper usage.

As a rule the preferred way to use the Dawn Meats logo is full colour over a white/light background. Every attempt must be made to do this.

If the logo must be placed on a dark or coloured background you can use the full colour or the full colour reversed out version as long as either is clearly legible, if they are not then the logo can be reversed out or used in a single colour.



FULL COLOUR



SINGLE COLOUR MONO



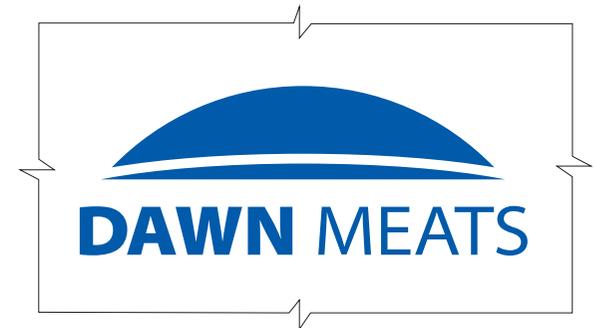
FULL COLOUR REVERSED OUT



GREYSCALE



REVERSED OUT



SINGLE COLOUR BLUE

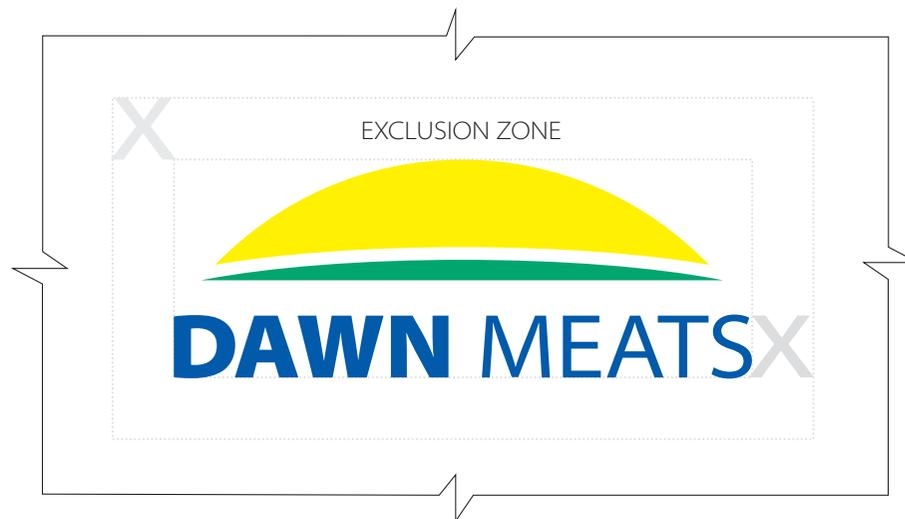
# Logo Exclusion Zone

The logo must be surrounded with a minimum amount of clear space to ensure it is legible. This clear space isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen its overall impact.

Using the logo in a consistent manner across all applications establishes and reinforces immediate recognition of the Dawn Meats brand.

## MINIMUM SIZE

Due to legibility issues, the logo must never be reproduced any smaller than 10mm in height.



# Logo Misuse

Do not create alternative versions of the Dawn Meats logo. Do not rearrange, re-colour, truncate or distort the logo in any way.

Do not use elements of the logotype to create additional Dawn Meats symbols and don't add additional graphic elements to the logo unless there is a specific marketing objective briefed by the Marketing Department.

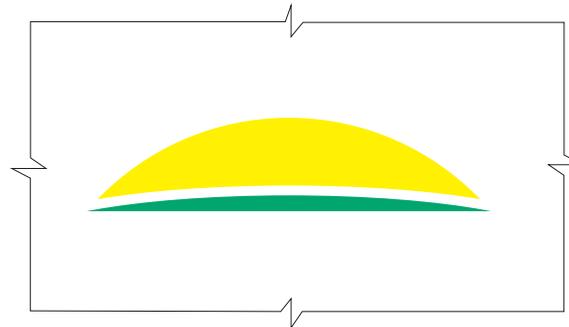
Any attempt to do any of the above causes confusion and devalues the singularity of the Dawn Meats brand and is therefore prohibited.



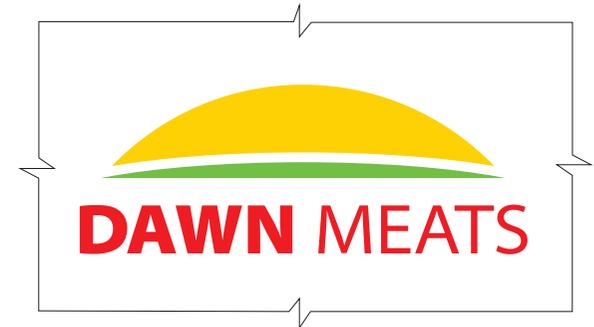
**DO NOT** DISTORT



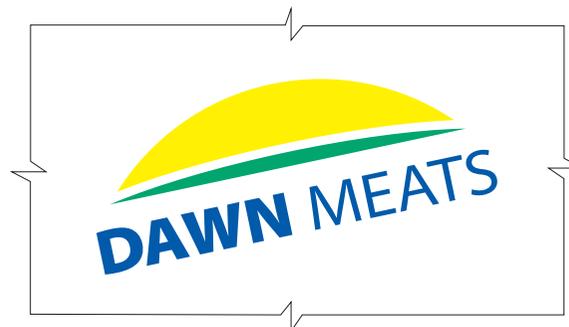
**DO NOT** PUT INTO WHITE BOX



**DO NOT** USE ELEMENTS



**DO NOT** RECOLOUR



**DO NOT** ROTATE



**USE** LEGIBLY

# Colours

Our colours reflect nature, fresh, bright, and colourful. They're simply loud and clear, providing a strong visual link to the Dawn Meats brand identity across a wide range of applications.



## PANTONE COATED

Dawn Meats Yellow Pantone	100C
Dawn Meats Blue Pantone	293C
Dawn Meats Green Pantone	347C

## CMYK 4 COLOUR PROCESS

Dawn Meats Yellow	100C
Dawn Meats Blue	100C 70M
Dawn Meats Green	100C 80Y

## RGB

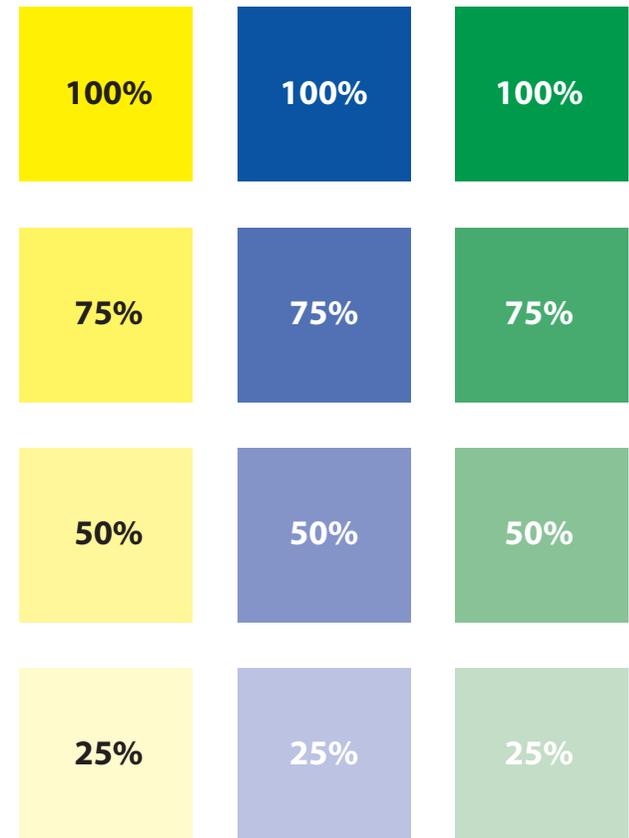
Dawn Meats Yellow	R35 G31 B32
Dawn Meats Blue	R0 G91 B170
Dawn Meats Green	R0 G167 B109

## HEX

Dawn Meats Yellow	fff200
Dawn Meats Blue	005baa
Dawn Meats Green	00a76d

## COLOUR TINTS

We have also created a range of tints of the key bright colours. Please use the stated percentages rather than choosing something that falls in between.



# Type

For any external marketing material, including press advertisements, banners, brochures, point of sale etc we use Myriad Pro and Garamond.

## HEADLINE & BODY COPY

Myriad Pro Light

The primary body copy style to be used is Light, but any of the styles and weights are acceptable in the appropriate situation – e.g. Bold to emphasize titles, oblique for captions.

## SUB-HEADINGS

Myriad Pro Bold

## ALTERNATIVE HEADLINE

Garamond Regular

MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For all body text and headings

*MYRIAD PRO LIGHT ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

*Image captions etc*

**MYRIAD PRO BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

For all body text subheads

GARAMOND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Alternative for headlines

# Digital Type

For internal and web we use Arial and Times to ensure there is consistency across multiple platforms for all digital media, both are web safe typefaces and, as such, assumed to be installed on most users' systems.

## HEADLINE & BODY COPY

Arial Regular

The primary body copy style to be used is regular, but any of the styles and weights are acceptable in the appropriate situation – e.g. Bold to emphasize titles, italic for captions.

## SUB-HEADINGS

Arial Bold

## ALTERNATIVE HEADLINE

Times New Roman

### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

For all body text and headings

### ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*Image captions etc*

### ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**For all body text subheads**

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Alternative for headlines

# Brand Guardians

These guidelines are very specific but clear with simple and flexible rules about how our brand should appear. Consistency will deliver a strong brand that maintains a positive and lasting impression of Dawn Meats.

This document is designed to protect the identity of Dawn Meats. Following the guidelines carefully and using them effectively will ensure we use our brand properly and consistently across our communication platforms.

If you need more information about the Dawn Meats brand guidelines please contact the Marketing Department.

[marketing@dawnmeats.com](mailto:marketing@dawnmeats.com)