

GIPPS
LAND
CHEESE



Brand Guidelines

INTRODUCTION

This is a style guide for Gippsland Cheese.

The range of work in this style guide encompasses internal and external usages of the logo, typefaces, colours plus examples of work already produced. All final artwork to this point has been provided with this style guide in hi res pdf, AI or jpg formats depending on the application.

Please note in order to maintain the integrity and consistency of this brand, all new artwork must be developed inline with this style guide and approved by Gippsland Cheese.

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The Gippsland Cheese logo comes from the shape of a cheese wedge. The word has been broken down to highlight the words GIPPS; the name of the governer at the time of Gippsland's European settlement and LAND the source of its products.



GIPPS
LAND
CHEESE



LOGO

Primary
FFK Logo_Yellow.ai
This is the main logo.
It's possible to use the secondary logos
on the next page also.



Secondary
Gippsland Cheese Logo_Yellow.ai



Secondary
Gippsland Cheese Logo_Black.ai



Secondary
Gippsland Cheese Logo_White and Yellow.ai



Secondary
Gippsland Cheese Logo_White.ai



CLEARSPACE

This lets the logo breathe amongst other elements.
Keep a clear space of the letter A clear from any other element.

MINIMUM SIZE

This is as small as the logo can go.
Minimum size is 14mm high.



14mm minimum logo height



PRIMARY

SPOT COLOUR

CMYK

WEB



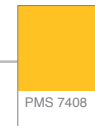
BLACK



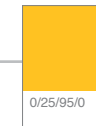
0/0/0/100



0/0/0



PMS 7408



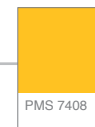
0/25/95/0



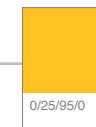
255/194/34



SECONDARY



PMS 7408



0/25/95/0



255/194/34

Futura Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?%&!@#\$

Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?*&!@#\$\$}

Arial Regular - Default

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?*&!@#\$\$}

Logo Typeface

Gippsland Cheese is based on Futura Demi bold

Headline Typeface

Futura Demi Bold

Body Copy Typeface

Archer Medium

Default Typeface

Arial for web and internal use if required



Gippsland Cheese
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Victoria, 3820
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e: info@gippslandcheese.com.au

WITH COMPLIMENTS



80mm

Dear Sir,

10pt
Arial

Ed quuntendipis voloreiur sitatur, sam, optatemo et illiquodis sandaeptus reribusam, sam est que volo et latquae non consequam eatioremqe est, si omnimpo strunt pa as ut volut pori conectem latatem. Lut omni optusda ipsus qui nobis dipsunto dolupta tatiure pudae. Eritem qui ditiist di bea velest alia arum explatque accuptae accus, ent et estorum et eosa volupic atisites esciae vid et etus et labo. Nequam qui quide pres ent odia nonsecu ptaspe es quam quo in nis re doluptur, ut exernatur?
Oreces verum harchicae volor mi, natur sedi omnim explatem faccusae perempe repero ini ad quodis ad moluptatium que culparibus eum aspero cum vent andam, tem fuga. Itaquiberi tem volupta tinvelique digende bisint quatendis dellatur apeditatem dolessin natisto tem eumetur, officatiam core ommoluptur autae nos nis reperum et officti vid qui doluptaqui conecto et as nobitiunde soluptatio comni con exerferi optatur as nient ullisitatem int.
Us re derio dolorei undignimpel imusant audiass imporro volum cust aut asperae aut optatecepre con eaquist, sa nonsequo el es dolupta turerup tioreped eiuntur? Quiscusam aliquodi con et volectam hil molorepta imuscil laborpor rerereptibus que pro blat digenimil il eum doles illa que cone que vel impos asimus nihit ut vit incille nectotatur?

20mm
margin

Cheers,

Stuart Smith



