



Logo Style Sheet

Logo types

Vertical Logo

For print work use: .eps & .jpeg (.eps preferably to be used over jpeg)

For web work use: .png & .svg (.svg best for website logo)



No background



Green background



Dark Green background

Logo types

Landscape Logo

For print work use: .eps & .jpeg (.eps preferably to be used over jpeg)

For web work use: .png & .svg (.svg best for website logo)



No background



Green background



Dark Green background

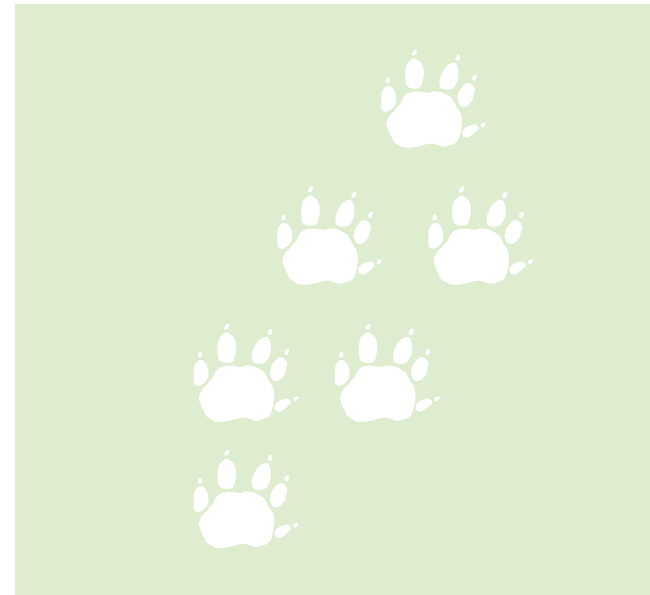
Logo types

Icon

Used subtly as background patterns, art work graphics and on material where appropriate



Green Icon



White Icon example

Logo types

Secondary Logo

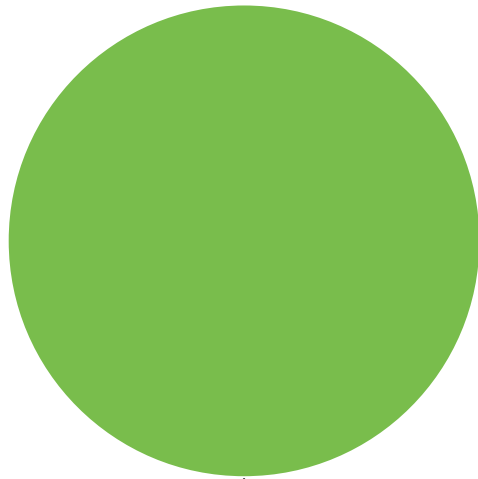
Icon/paw print extending over boundary
Only use when appropriate



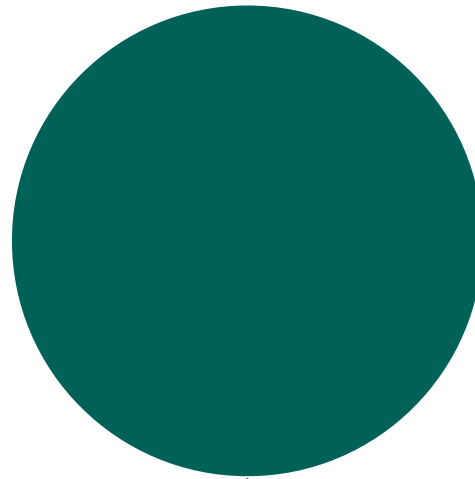
Colour

Colour Break-down

Pantone Uncoated and CMYK for print
RGB for web



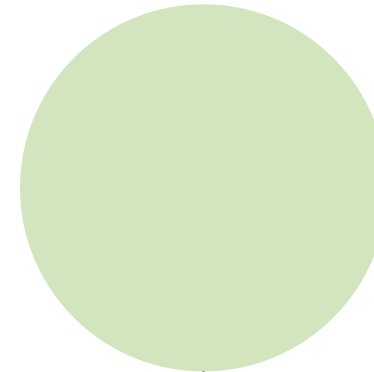
Pantone 369 U
C:55 M:0 Y:92 K:3
R:122 G:188 B:76



Pantone 7722 U
C:95 M:0 Y:48 K:55
R:251 G:246 B:235



Primary Colours



C:18 M:1 Y:31 K:0
R:210 G:228 B:189

Secondary Colour

Logo usage



*Do not stretch logo
out of proportion*



*Do not place the logo on
a coloured background*



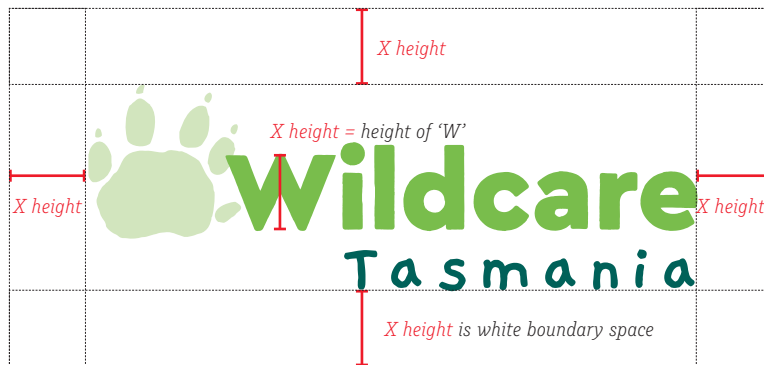
*Do not change the colours
of the logo*

Logo boundary

Minimal boundary space around logo

The X height of the 'W' in the Wildcare logo determines the height/width of the boundary space around the logo.

Leave X amount of space around the logo and do not place any other objects/artwork in this space when using the logo.



Fonts

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 , : , ; (“ * ! ? ’)

GAEGU BOLD

Used for headings only,
not body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 , : , ; (“ * ! ? ’)

GAEGU REGULAR

Used for headings only,
not body text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 , : , ; (“ * ! ? ’)

GILL SANS

Used for body text, variations
of weights in this font can be used

