



MURRAY GREY

Style Guide



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LOGO

03



Main Logo

To help with the simple and consistent messages about the benefits of Murray Greys we have developed two promotional visual identities.

The bull shape is based on the outline of a prize winning Murray Grey bull and utilises the traditional green and warm grey colours of the breed society. The ribbon is contemporary but fits in with the (winning) agricultural show or carcass competition theme. "Meats the Market" fills the whole outline of the bull, signifying the yield.

If you are tweeting use #MeatsTheMarket

Logo device

The smaller, secondary device is a 'stamp' featuring the heritage-based but future oriented message 'An Australian Success Story'. Bred in Australia for Australian conditions is a key message to celebrate and with this stamp you can look forward as well as looking back on almost 50 years of beef production. Future buyers of Murray Grey will join in your success as a breed.



LOGO USES

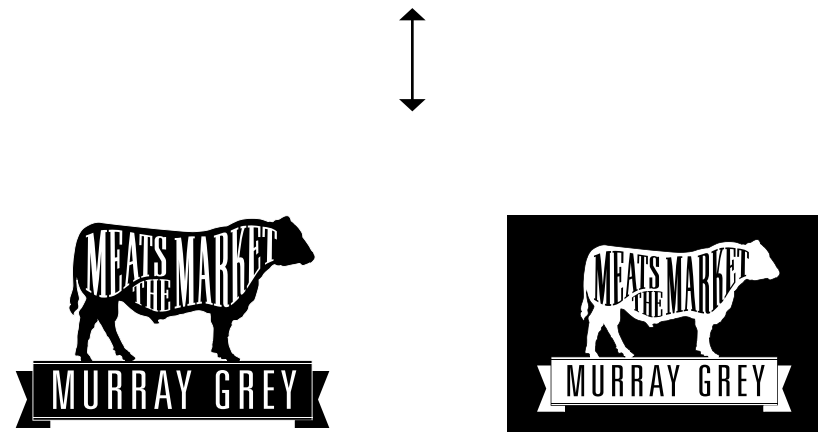
Main Logo

Please always ensure there is white space around the bull 'Meats the Market' logo - don't cover him up. He can be in colour or black and white and works best against a block colour. White, black, grey or green is the preferred background.



The black or reverse logo should be used where colour is not possible (e.g. newspaper advertising).

The reverse logo may be used on solid colour backgrounds if required.



Logo device

Use the stamp logo a little separately to support the bull 'Meats the Market' logo – don't use it on its own as it doesn't identify or relate to the Murray Grey breed.

The stamp should appear 50% smaller than the main logo, and can be rotated anti clockwise 20° if required



If you are producing your own stud advertisement we would love to have the bull 'Meats the Market' logo in a corner – preferably a bottom corner and definitely not too small. If this doesn't suit your current style that is OK – your graphic designer can help you with placement to ensure both your logo and the society logo are balanced.

COLOURS



07

Logo Colour Specifications

PMS (Pantone spot colours)

GREY - 415

GREEN - 5743

CMYK (process colours)

GREY - C 0, M 0, Y 10, K 50

GREEN - C 75, M 45, Y 100, K 46

RGB (screen colours)

GREY - R 147, G 148, B 140

GREEN - R 51, G 76, B 34

HEX (web colours)

GREY - 93948c

GREEN - 334c22

PMS (Pantone spot colours)

GREY - 415

GREEN - 5743

FILE FORMATS

A file extension is added to the name of the logo files and indicates what type of format it is.
The most common extensions are: .PDF, .EPS, PNG, .JPG, .TIFF

FOR PROFESSIONAL PRINTING -
Provide graphic design with the .EPS file

FOR WORD DOCUMENTS
Use the .JPG file

ONSCREEN
Use the .JPG file or .PNG

EMBROIDERY
Use the .EPS file

