

BRAND GUIDELINES

EXTERNAL USE

LOGO USE & SIZE



Correct dark blue colour should be used where possible.



A reversed out logo in white should be used when a logo is to be used on a dark background,

Clear space – around logo



Use the mark W in the Wanaka Show logo as shown here to determine the 'X' safe area of clear space around the logo, regardless of whether the strap line version is being used.

Minimum size



A restricted space logo mark has been created to accommodate the logo being used at small sizes.

CORRECT & INCORRECT USAGE

Following logo guidelines is crucial to ensure the logo remains clear and readable on images and coloured backgrounds, as specified in the usage guide.



The logo should not change in colour



The blue logo should not be placed on a dark / grey background, the white version must be used.



The logo should not be altered in anyway



No other sub-brands must be added to the logo.



The logo should not be placed on an image which is busy. Logo must be readable at all times.



The logo can be used on an image with a clear background.



The logo must only be used horizontal.



A darker fade can be used on an image if white logo is to be.



BRAND COLOURS

When creating documents or artwork, refer to this colour palette to keep the brand consistent.



NAME USE

Please use full name of 'Wānaka A&P Show' only.

No abbreviations to be used, i.e. the Show, the Wānaka Show, the A&P Show is not accepted.

Wānaka when used in naming of the Wānaka A&P Show, should always be spelt using a macron above the first 'a' in Wānaka as shown.

BRAND USAGE TERMS & CONDITIONS

Upper Clutha A&P Society Terms and Conditions For Wānaka A&P Show's Brand Material Usage

Acceptance of Terms

By using or accessing the Wānaka A&P Show brand materials, including but not limited to logos, images, graphics, name, and any other related content (hereinafter referred to as "Brand Materials"), you agree to comply with and be bound by these terms and conditions. If you do not agree with these terms, please refrain from using the Brand Materials.

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You are granted a limited, non-exclusive, and non-transferable license to use the Wānaka A&P Show Brand Name & Materials solely for the purpose of promoting the Wānaka A&P Show in a positive and accurate manner. Any use outside of this scope requires explicit written permission from Wānaka A&P Show.



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You may not use the Brand Materials in a manner that implies endorsement, sponsorship, or association with Wānaka A&P Show without explicit written permission. Prohibited uses include, but are not limited to, modifying, altering, or distorting the Brand Materials; using the Brand Materials in a way that could be considered defamatory, discriminatory, or otherwise inappropriate; and using the Brand Materials in connection with any illegal activities.

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When using the Brand Materials, you agree to maintain the quality and integrity of the materials. Any reproduction or display should be of high quality and consistent with the Wānaka A&P Show's brand standards. Upper Clutha A&P Society reserves the right to request changes to ensure compliance with these standards.

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Changes to Terms

Upper Clutha A&P Society reserves the right to modify these terms and conditions at any time. Your continued use of the Brand Materials after any changes constitutes acceptance of those changes.

Contact Information

For inquiries regarding the use of Wānaka A&P Show Brand Materials, please email info@wanakashow.co.nz.

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