

NVT Brand Style Guide

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 GRDC[™]
**NATIONAL
VARIETY
TRIALS[™]**

This style guide should be followed when using any GRDC National Variety Trials (NVT) logos.



National Variety Trials

Brand Style Guide

This style guide has been prepared in order to protect the consistency and integrity of the GRDC National Variety Trials (NVT) brand.

Please refer to this style guide before applying an NVT logo to any printed material or electronic artwork. The logos must not be re-created. A full set of logo artwork files are available from the GRDC Communications team.

Logo Forms

There are two forms of NVT logos - the NVT Default Logo (Primary) and the NVT Logomark. The primary logo should be used in all instances, except where NVT results are being displayed. The logomark should be used in all locations where NVT results are displayed. The logomark badges the results as official data of the GRDC National Variety Trials. For example, in a graph the logomark can be placed; bottom right corner in the caption/footnote, or to the right of the graph title, or in the top left or bottom right corner of the graph background etc.







Table 1. Logo Forms, adjacent displays the variations of these logos - colour, black, white. Colour is the preferred variation, then black. White is to be used when the logos appears on a dark background.

Opacity can be applied, however the approved percentages must be followed to allow enough contrast. Refer to adjacent table for allowable opacity percentage.

To maintain good legibility, do not use the colour logos on dark background, and do not use the white logos on light backgrounds.

The minimum size of each logo must be followed.

Table 1. Logo Forms

	Colour	Black	White
<p>NVT DEFAULT LOGO (PRIMARY)</p> <p>Usage: in all instances (besides NVT data results), for both print and online.</p> <p>Minimum size: W 22mm H 12mm</p>			
	Do not apply opacity.	Opacity is allowed. No less than 30%.	Opacity is allowed. No less than 70%.
<p>NVT LOGOMARK</p> <p>Usage: in all instances where NVT data results are being displayed, for both print and online.</p> <p>Minimum size: W 14mm H 4mm</p>			
	Do not apply opacity.	Opacity is allowed. No less than 30%.	Opacity is allowed. No less than 70%.

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Logo Rules

Clear Space - all NVT logos must always have a clear area surrounding it. Allow a minimum 5mm clearance, illustrated below:



The following rules also apply for all NVT logos. Don't - change the logo font or logo colours, distort the logo, reposition the lockup elements, add a drop shadow / inner glow / outer glow or any other effect.

Fonts

Two primary font families have been selected to be used in all GRDC and NVT branded collateral. In instances where there is no scope to fund or provide the primary font, the alternate secondary font is available. These fonts are:

Primary font. Proxima Nova & Proxima Nova Condensed

Secondary font. Arial.















The NVT logos use the font - Proxima Nova Condensed, Semibold.

Colours

GRDC Green (PMS 348C) is to be used whenever possible. This is the primary colour for GRDC and NVT.

Table 2. NVT Colours, adjacent displays all colour specifications:

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	GRDC Green	Light Green	Lime	Black	White
CMYK	 100/0/85/24	 25/5/20/0	 50/5/100/0	 0/0/0/100	 0/0/0/0
RGB	 0/121/69	 191/216/204	 156/188/75	 0/0/0	 255/255/255
PANTONE	 PMS 348C	 PMS -	 PMS -	 PMS -	 PMS -

Contact

NVT Branding
GRDC Communications team

Melanie Hunter
m. +61 427 189 827
e. melanie.hunter@grdc.com.au