

CORPORATE IDENTITY GUIDELINES FOR THE 5-A-DAY FOR BETTER HEALTH TRUST

The 5-a-Day logo can only be used by companies/products which have a User Rights Agreement with the 5-a-Day for Better Health TRUST Trustees based on specific criteria and categories.

LOGO ONE: SHADED LOGO



The above visual is to be used on all collateral except packaging.

The logo can be used in any colour including black, but cannot be reversed out.

The minimum acceptable size for the 5-a-Day logo is 15mm with a minimum of 20% of clear space surrounding it.

The 5-a-Day logo should not be distorted, photographically or otherwise.

The logo is not under any circumstance to be blocked or placed within a circle.

LOGO TWO: SOLID LOGO



The above visual is to be used for packaging purposes only.

The logo can be used in any colour including black, but cannot be reversed out.

The logo is not under any circumstances to be blocked or placed within a circle.

LOGO THREE: LOGO WITH SLOGAN



EAT PLENTY OF VEGETABLES AND FRUIT FOR BETTER HEALTH™

Use of the logo incorporating the following wording:

EAT PLENTY OF VEGETABLES AND FRUIT FOR BETTER HEALTH

Words do not need to be used with all applications i.e. logo can stand in isolation as per logo one and two.

The positioning of the wording needs to be as per the above example, directly below the logo and needs to be in the same colour as the logo. Any variation on the positioning of the wording in relation to the logo would need to be approved by the 5-a-Day for Better Health TRUST Trustees.

The use of any variation of the above wording or for use with the logo or with any other applications would need to be approved by the 5-a-Day for Better Health TRUST Trustees.

USER RIGHTS

The usage of the 5-a-Day logo is restricted to the specific user rights category allocated to the specific company or product as per the user rights agreements document

Any logo application or format which differs from the above guidelines should be discussed with the 5-a-Day for Better Health TRUST Trustees.

Should you have any queries regarding the above guidelines or user rights please contact Jane Badham, CEO of the 5-a-Day for Better Health TRUST – jbconsultancy@mweb.co.za.