

Colour Palette

Our logo features four colours which must not be altered.
The colour breakdowns are outlined below.



Full colour and
4 colour process:
C 58 | M 65 | Y 70 | K 77

Web based colour
or RGB:
R 50 | G 37 | B 27

Spot colour:
Pantone Black 4 C



Full colour and
4 colour process:
C 28 | M 0 | Y 100 | K 0

Web based colour
or RGB:
R 205 | G 213 | B 0

Spot colour:
Pantone 389 C



Preferred logo – Stacked with image



Preferred logo –
Stacked with image



Stacked – no image



Horizontal logos – use when a stacked logo will not aesthetically fill the available space.



Cut out logos– Background visible through the NT element of the block. Approval required to use this logo. Available in all colour options.



Mono logos to be used for Black and White printing only.



Logo Style Guide

NT Farmers logo is to appear as shown on this style sheet. When using or reproducing our logo we have created these guidelines to help make this process easier.

Logo Usage

The Stacked full colour logo with the leaf image is our preferred logo and must be the first option for use.

The images used within the logos are saved to the masterdisk and embedded in each file. The image must not be altered in any way.

Colour Usage

The logo options must never be altered.

The colour logo should never be reproduced as a gray scale logo. Use the mono version.

The colour logo should only be used on a light/white or dark/black background.

The logo may be placed over an image which has a light/dark coloured block which does not interfere with the legibility of the logo.

Logo Formats

A range of logos are available on the logo master disk and have been saved in a range of formats suitable for different uses.

A brief explanation of these formats and their uses is outlined below;

.ai or .eps format

This file type has been created using Adobe Illustrator software and these can be used at enormous size, therefore it can be scaled up and down without any loss in quality.

Please use this file format for signage purposes or when a vector logo is requested by a supplier.

.gif format

This file type is a compressed format generally used for images with large areas of solid colour such as logos and illustrations. The overall quality of a logo saved in this format is of a low standard.

Please use this file format for web purposes.

.jpg format

This file type is commonly used for photographic images. The degree of compression can be adjusted, allowing a selectable trade-off between storage size and image quality.

Please use this file format for internal documents created using Microsoft Word or PowerPoint.

These can also be used for web purposes.

.tif format

This file type is one of the most common graphic file formats for line-art and photographic images. A TIFF file always consists of pixels; it can store information at any resolution the user requests and can include colour or black and white data. If increased in size from original file format then image quality will be lost.

Please use this file format for print based purposes when an .ai or .eps isn't suitable.