

Brand Guidelines
Version 2.0
March 2025





Logo



Logo

Our Logo

Our logo is inspired by the nearby rivulet, a significant meeting place for the palawa people' a space for gathering, storytelling, and connection. The flowing curves of the icon reflect this movement, symbolising Rosny Farm as a cultural hub where creativity and community come together.





Logo

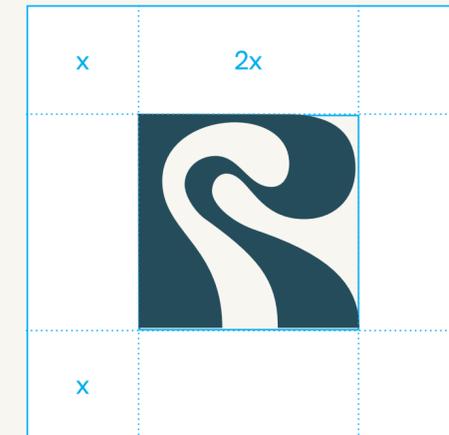
Clearance Space

To ensure our logo remains clear and unobstructed, a minimum clearance space must be maintained around it. This space, defined as 'x,' is equal to half the width of the icon and should be applied to all sides of the logo and wordmark.

No text, images, or graphic elements should enter this area, preserving the logo's visibility and impact across all applications.



LOGO



ICON



Logo Minimum Sizing

The smallest our vertical logo can be used is 5mm high in print. For digital use, the minimum size is 25 pixels high.



PRINT
USE BETWEEN 5' 17MM HIGH IN PRINT.



DIGITAL
USE BETWEEN 25' 34 PIXELS HIGH IN DIGITAL.



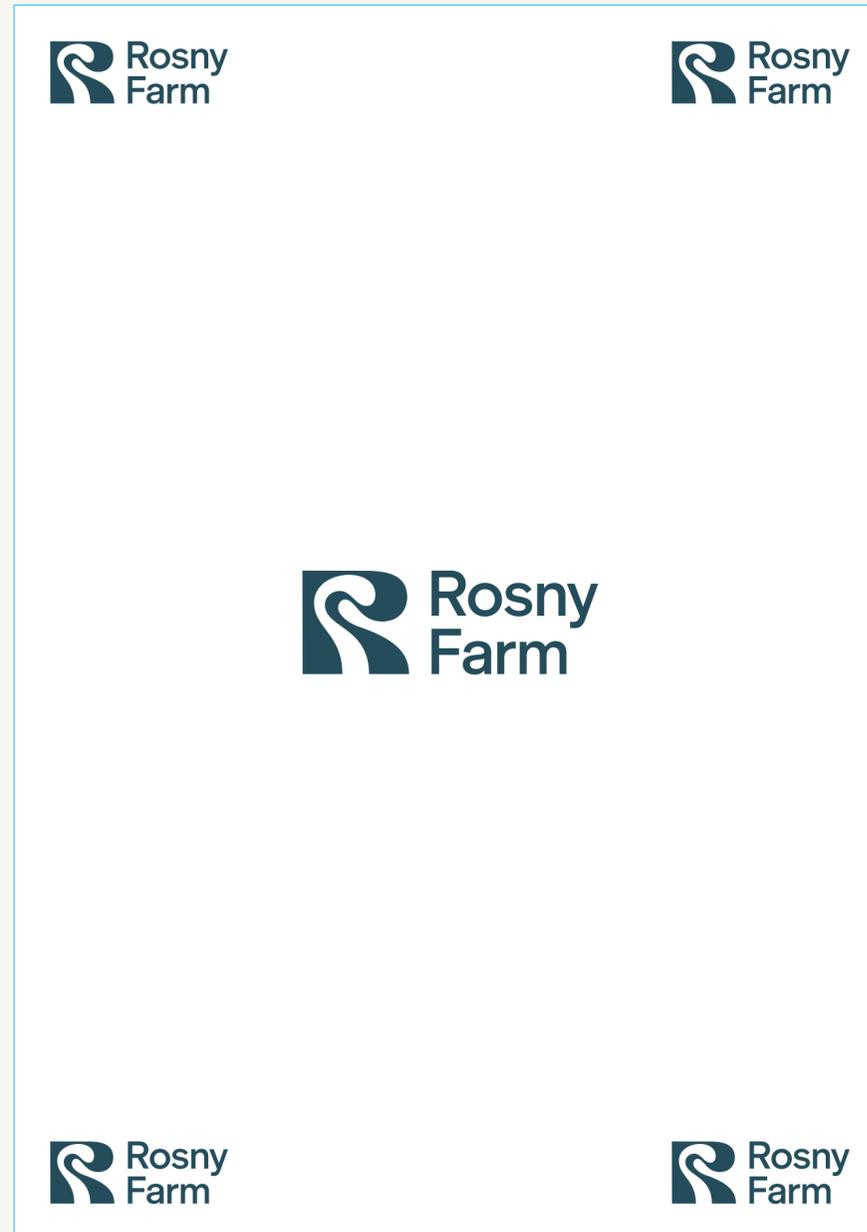
Logo Placement

To maintain a strong and consistent brand presence, we've established clear guidelines for logo placement.

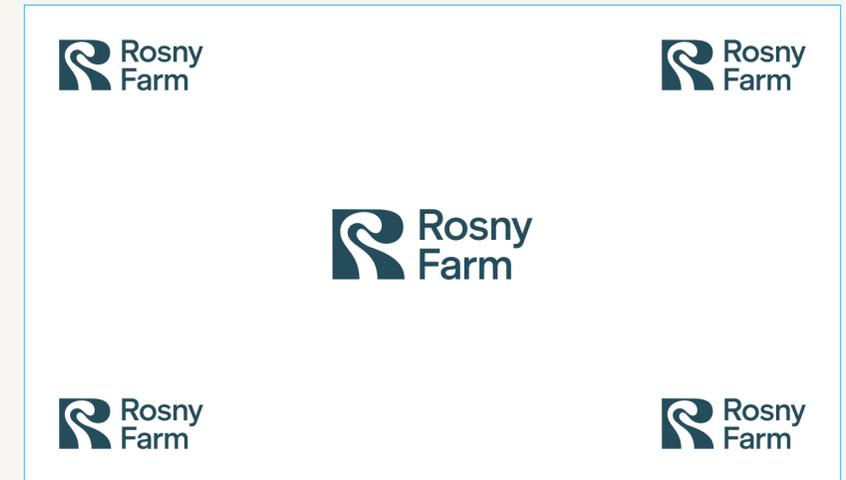
Our logo can be positioned in any of the four corners or centred within the application, with the top left corner as the preferred placement.

The ideal position will depend on the layout's orientation and surrounding elements, ensuring a balanced and impactful design in every application.

PORTRAIT



LANDSCAPE



SQUARE





Logo Colour

Our logo has been designed to work in our lead colour, RF Teal, White and Black. Please use the colour pairings outlined here to ensure accessibility and legibility.

Only where absolutely necessary due to production limitations, we can use our logo in a black version.

WHITE LOGO



RF TEAL LOGO



MONOTONE





Logo Partnerships

When using our logo alongside another brand, always ensure the relationship feels balanced and of equal weighting. Please adhere to these spacing guidelines.

PARTNER LOGO CONSTRUCTION

A cultural initiative by



FOR USE ON ROSNY FARM-LED COMMUNICATIONS IE. FOR EVENTS AT ROSNY FARM

A cultural initiative by



FOR USE ON ROSNY FARM-SUPPORTED COMMUNICATIONS IE. FOR EVENTS HELD OFF-SITE

A cultural initiative by





Logo Misuse

Here's what we never do with our logo.



DO NOT re-colour or use multiple colours in the icon and wordmark.



DO NOT distort or rotate the logo.



DO NOT remove the icon from the logo.



DO NOT apply effects to the logo.



DO NOT recreate the logo in a different typeface.



DO NOT reposition or resize elements in the logo.



DO NOT use gradients in the logo.



DO NOT outline the logo.



DO NOT use the logo in unspecified colours.