



# LOGO GUIDELINES

UPDATED MAY 2018



## MASTER LOGO

# Logo variations

Tall logo



Tall logo extended



Long logo



Long logo extended



Tall and long variations of the logo are available. The long version of the logo should be used when the height of the space is limited. There is a version of each logo where the Cotton Research and Development Corporation is displayed with the acronym in the logo.

MASTER LOGO

# Logo variations – tall

FILE NAME: CRDC logo\_tall



CMYK / SPOT



CMYK / SPOT REVERSE - 1



CMYK / SPOT REVERSE - 2



MONO



WHITE



PANTONE 260 CP  
RGB 94 37 107  
CMYK 74 100 25 14  
Web # 5e256b



PANTONE Cool Gray 3 CP  
RGB 199 201 200  
CMYK 8 5 7 16  
WEB # C7C9C8

MASTER LOGO

# Logo variations – tall extended

FILE NAME: CRDC logo\_tall ext



CMYK / SPOT



CMYK / SPOT REVERSE - 1



CMYK / SPOT REVERSE - 2



MONO



WHITE

MASTER LOGO

# Logo variations – long

FILE NAME: CRDC logo\_long



CMYK / SPOT



CMYK / SPOT REVERSE - 1



CMYK / SPOT REVERSE - 2



MONO



WHITE

MASTER LOGO

# Logo variations – long extended

FILE NAME: CRDC logo\_long ext



CMYK / SPOT



CMYK / SPOT REVERSE - 1



CMYK / SPOT REVERSE - 2



MONO



WHITE

These guidelines have been created to ensure that every expression of our brand reaches the high standards expected of CRDC.

To ensure we stay true to our brand, all designs must be submitted to [ruth.redfern@crdc.com.au](mailto:ruth.redfern@crdc.com.au) for approval before use.



Australian Government

Cotton Research and  
Development Corporation



[www.crdc.com.au](http://www.crdc.com.au)