

BRAND GUIDELINES



**MYSTERY
CREEK**

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3.1 ACCEPTABLE USE

Mystery Creek Event Center[®] and MCEC[®] are registered trade marks.

TVC, print and digital advertising

In title copy the Fieldays logo (not just the word) must be used. When referencing Fieldays[®] in body copy it must feature the [®] in the first instance of the word.

All advertising must include a call to action to visit site, this can be in conjunction with 'instore specials' but cannot be excluded in favour of instore specials only.

Example:

Come and see us at site [No.] at Fieldays[®], 12-15 June, Mystery Creek.

Radio

All advertising in reference to MCEC must include a call to action to visit site, this can be in conjunction with 'instore specials' but cannot be excluded in favour of instore specials only.

Example:

For your [Company] Fieldays specials please see our friendly team instore or on site [No.] at Fieldays 12-15 June.

3.1 UNACCEPTABLE USE

- ✘ Using the Fieldays brand outside 1 April - 30 June without prior agreement
- ✘ Fieldays in body copy without the ® symbol in the first instance of the word
- ✘ New Zealand Agricultural Fieldays in body copy without the ® symbol in the first instance of the word
- ✘ Mystery Creek (when used in relation to Fieldays®) in body copy without the ® symbol in the first instance of the word
- ✘ Fielddays
- ✘ Field Days
- ✘ The Fieldays
- ✘ Mystery Creek Fieldays
- ✘ Mystery Creek Field Days
- ✘ Hamilton Fieldays
- ✘ Hamilton Field Days
- ✘ Waikato Fieldays
- ✘ Waikato Field Days
- ✘ Not including a call to action to visit site:
Fieldays specials now available. Get in early to avoid disappointment!
Fieldays specials, now available in store.

Multiple use of Fieldays name in material

Always use the registered trade mark symbol ® with the first and most prominent appearance of Fieldays® in a particular piece of printed or electronic material. If this is done, it is not necessary to use the ® symbol with each subsequent appearance of Fieldays in the same piece of material.

OUR LOGO

The Mystery Creek logo is an important asset to our organisation and serves as a foundation for all of our visual communications.

Our logo has been created using four beams of light that connect the 'M' in the brand. They represent the colour and personality that make up our brand.

4.1 LOGO VARIATIONS

The Mystery Creek Event Center logo is fixed artwork and must not be altered or recreated in any way.



Used on white or light coloured backgrounds or on photographic backgrounds where it can sit over a light or white area.



Reverse version of the logo. Used on a dark grey, black or photographic background where the tone is equal to black.

4.2 Clear space area

- There should always be a clear area surrounding the Mystery Creek logo as shown below
- The clear area is equal to the height of the 'T'
- This zone has been established to maintain the integrity of the Mystery Creek brand



4.3 Minimum size

- To maintain the integrity of the brand the logo must never be reproduced smaller than 22mm wide



4.4 Applying the logo

When applying the logo make sure it is always scaled proportionally and left unchanged. The logo is available in PMS, CMYK or RGB.

- ✓ Only use the positive logos on a white or light background
- ✓ Only use the negative logos on dark backgrounds
- ✓ Only reverse the logo by using the options given
- ✗ Don't add anything to it
- ✗ Don't change the logo colours
- ✗ Don't redraw it
- ✗ Don't separate or remove elements
- ✗ Don't change it
- ✗ Don't stretch it
- ✗ Don't place it on an angle

OUR COLOURS

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.



MAGENTA
Pantone Process
Magenta
C0 M100 Y0 K0
R236 G0 B140



MAROON
Pantone 7609
C0 M71 Y44 K41
R158 G70 B75



ORANGE
Pantone 1785
C39 M2 Y93 K0
R241 G91 B91



DARK GREY
Pantone 446
C0 M0 Y0 K90
R65 G65 B66



MAGENTA
Pantone Process
Magenta
C100 M0 Y0 K0
R0 G174 B239



LIME
Pantone 382
C39 M2 Y93 K0
R190 G215 B48



GREEN
Pantone 368
C50 M0 Y0 K0
R140 G198 B63