

## Logos

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Wherever possible, we use our full logo, which consists of the “Vouchermate.co.nz” text (logotype), the sheep mascot and “save yourself rich” tag line, all above a white background. When space is limited, or when the sheep has already been used in accompanying artwork, we will drop the sheep, tagline or both. When the sheep is not positioned over the logotype, the “H” is unchewed.



**NB: If resizing of the Vouchermate logo is required, use uniform scaling (i.e. the width and height must be resized together, not separately).**

## Fonts

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**Brady Bunch Remastered** - This is used for all main headings.

**Chocolat Bleu** - This font is used for secondary headers.

**Arial** - This is the standard font we use for body text on our website.

**Franklin Gothic Book** - This is the standard font we use for body text in our print material.

## Colours

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The following colours, VM Blue, VM Green, VM Grey and VM Dark Green, are the primary colours used for our branding. VM Blue, and VM Green are the main colours for Vouchermate graphic text and visual elements such as headers, separators and boxes. VM Grey is used for the sheep mascot, speech bubbles and tag line text. White is used for most backgrounds and, when either VM Green or VM Blue is used as a background, for reversed-out text and icons. VM Dark Green can be used when VM Green does not provide sufficient contrast.

 VM Green

R:175 G:213 B:19 #afd513  
C:37 M:0 Y:100 K:0

 VM Blue

R:34 G:127 B:166 #227fa6  
C:83 M:41 Y:21 K:1

 VM Grey

R:140 G:140 B:140 #8c8c8c  
C:47 M:39 Y:40 K:3

 VM Dark Green

R:144 G:185 B:26 #90b91a  
C:50 M:8 Y:100 K:0