

# MASTER BRAND LOGO

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The Murray River Organics identity has been redesigned to be more modern and confident. The type has been crafted and it not just text that can be retyped - use the logo files only. The identity also included the iconic monogram of M, 'river', O which creates a powerful asset for the wider look & feel of the brand but also ensures the corporate identity can be trademarked.



It is important to retain space around the identity. This space has been defined as the inner circle from the iconic monogram. This spacing should be used to ensure the clear area is in proportion with the size of logo being used.

# MASTER BRAND LOGO - DONT'S

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~~Murray  
River  
Organics™~~

Do not remove the iconic monogram, without this the identity cannot be trademarked.

~~Murray  
River  
Organics™ | M  
O~~

Do not swap the monogram and the wordmark.

~~M  
O~~

Never use the monogram on its own in corporate materials, the word mark must also be present.

~~M | Murray  
O | River  
Organics™~~

Do not centre the wordmark.

~~M | Murray  
O | River  
Organics™~~

Do not right align the wordmark.

~~M | Murray  
O | River  
Organics™~~

Do not rescale the type to justify the wordmark.

~~M | Murray  
O | River  
Organics™~~

Do not scale down the word mark separately to the monogram

~~M | Murray  
O | River  
Organics™~~

Do not scale down the monogram separately to the wordmark.

~~M | Murray  
O | River  
Organics™~~

Do not remove the dividing line from the logo.