

Fieldays^{NZ}[®]

10 - 13 June 2026

Brand Guidelines

fieldays.co.nz

New Zealand Agricultural Fieldays | Mystery Creek, New Zealand

Last Updated 1 October 2025

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Fieldays® is a registered trade mark owned and controlled by New Zealand National Fieldays Society.

Making it work

As guardians of the iconic Fieldays® brand, New Zealand National Fieldays Society takes great care in protecting and adding value to it. One of the ways we do this is through careful management of how the brand is used.

These brand guidelines have been developed to create and maintain consistency of use of Fieldays trade marks across all media, including use of the logo and name in advertising and design.

Only exhibitors, partners, preferred suppliers and approved supporters are entitled to use or reference the brand.

We encourage all exhibitors to use the Fieldays brand to promote their presence before, during, and after Fieldays in accordance with our brand guidelines.

Contact

If you need more information on how to use the Fieldays brand please contact the Marketing team on marketing@fieldays.co.nz or +64 7 843 4497.



Our name

How to apply

New Zealand Agricultural Fielddays® and Fielddays® are registered trade marks.

Advertising

In all advertising channels, where possible the Fielddays logo (not just the word) should be used in title copy. When referencing Fielddays® in body copy it must feature the ® in the first instance that the word is used.

All advertising should include a call to action to visit the site, including the site number.

For example, come and see us at site (No.) at Fielddays®, 10-13 June, Mystery Creek, Hamilton.

Common Mistakes

- ✗ Fielddays in body copy without the ® symbol in the first instance of the word
- ✗ Mystery Creek (when used in relation to Fielddays®) in body copy without the ® symbol in the first instance of the word
- ✗ Fielddays
- ✗ Field Days
- ✗ The Fielddays
- ✗ Mystery Creek Fielddays
- ✗ Mystery Creek Field Days
- ✗ Creating your own Fielddays Facebook event
- ✗ Not including a call to action to visit site {site number} ie
Fielddays specials now available. Get in early to avoid disappointment!
Fielddays specials, now available in store.

Getting it right

Our logo

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

The inclusion of 'NZ' helps position the brand as a national event, thereby distinguishing it from the more regional based events. Internationally, it gives New Zealand pride of place and leverages the great reputation we enjoy around the world.

Looks like this

The logo features the word "Fieldays" in a bold, rounded, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the word. To the upper right of the word is a circular emblem containing the letters "NZ".

Fieldays[®] **NZ**

Use a Fieldays green logo when a solid white background is used

Primary Logos: Fieldays green and dark blue



Use a Fieldays green logo on the Fieldays dark blue background



Use a Fieldays dark blue logo on the Fieldays green background



Use a Fieldays green logo on a photographic background that is predominantly dark



Use a Fieldays dark blue logo on a photographic background that is predominantly light

Secondary Logos: Black and white



Use a Fieldays black or white logo when the primary logos are not suitable



Fine-tuning sizes

Leave space around this

- There should always be a clear area surrounding the Fieldays logo as shown below
- The clear area is equal to the height of the 'F'
- This zone has been established to maintain the integrity of the Fieldays brand
- No other element, symbol or type may intrude on this clear area



Fine-tuning sizes

As small as this

- To maintain the integrity of the brand the logo must never be reproduced smaller than 22mm wide
- The logo may be enlarged to any size as it is vector based, as long as the proportions are maintained and you are using an .eps file

Fieldays^{nz}

22mm



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 change it
- × Don't stretch it
- × Don't place it on an angle
- × Don't add anything to it
- × Don't change the logo colours
- × Don't redraw it
- × Don't separate or remove elements

Examples of unacceptable applications



Never adjust the proportions of the logo or squish it to fill a shape.



Never place the logo on an angle.



Never recreate the logo.



Never use the full colour negative logo on a background which obscures the logo.



Never change the colour of any of the elements of the logo, even if it is one of the specified brand colours.

**Don't
do this!**

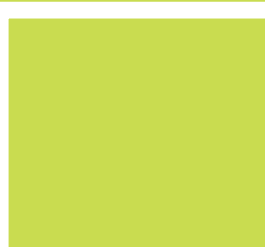
Our colours

Our brand is underpinned by 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.

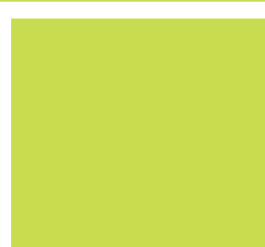
Use this colour



CYMK
25/0/85/0



RGB
201/220/80



Pantone
374 C



Avery Dennison
714-02 Vinyl

with this colour



CYMK
84/64/50/38

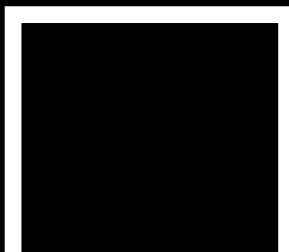


RGB
44/67/80



Pantone
289 C

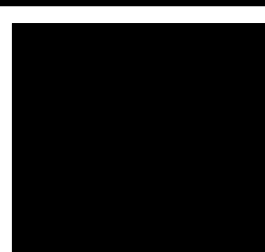
and black



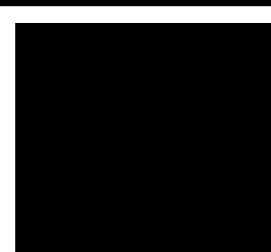
CYMK
0/0/0/100



RGB
0/0/0



Pantone
Pro Black C



Avery Dennison
Black Vinyl