Fieldays NZ®

16 - 19 June 2027

Brand Guidelines

fieldays.co.nz

New Zealand Agricultural Fieldays | Mystery Creek, New Zealand

Last Updated 1 October 2026

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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 Fieldays® and Fieldays® are registered trade marks and must be represented correctly in all communications, marketing materials, digital content, and promotional activities. The use of these trade marks helps protect the integrity of the Fieldays brand and ensures it remains distinguishable and legally protected.

Advertising

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

For example,

Come and see us at site (No.) at Fieldays®, 16 - 19 June, Mystery Creek, Hamilton.



JAC Motors New Zealand

JAC are the proud sponsors of Fieldays® and we're making it worth your while this June.

We never do this... score a fully loaded JAC T9 4WD Auto Standard Model for only $44,990+ORC with our Fieldays One-Off Deal.

June only, no extensions, no excuses. Don't be the mug who missed it

Link in comments or check JAC out at site #i30 at Fieldays, 16 -19 June, Mystery Creek, Hamilton.

Common Mistakes

- 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
- Creating your own Fieldays Facebook event
- Not including a call to action to visit site {site number} ie
  Fieldays specials now available. Get in early to avoid disappointment!
  Fieldays specials, now available in store.

Examples of unacceptable applications



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



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





Secondary Logos: Black and white

Use a black or white Fieldays logo when the primary logo variations are not suitable due to background colours, imagery, or design constraints. Ensure there is sufficient contrast to maintain brand visibility, legibility, and consistency across all applications.



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

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
#c9dc50

Pantone
374 C

Avery Dennison
714-02 Vinyl

with this colour

CYMK
84/64/50/38

RGB
44/67/80
#2c4350

Pantone
289 C

and black

CYMK
0/0/0/100

RGB
0/0/0
#231f20

Pantone
Pro Black C

Avery Dennison
Black Vinyl