



# Partner Co-branding Guide

## Language guidelines

Muresk Institute is a contemporary facility with a core focus of championing the Western Australian agricultural sector for the broad benefit of the State. Adopting a centre of excellence model, Muresk Institute operates in partnership with organisations from various sectors who work together to 'cultivate modern agriculture'.

As a centre of agricultural excellence, partnering with others is fundamental to bringing the best training, knowledge and skills to Western Australia for the advancement of the agricultural industry.

As a highly equipped conference and accommodation venue, Muresk Institute partners with organisations who wish to hold events on site.

When working with partners, it is important for Muresk Institute to retain its identity and to clearly define the role it plays, distinguishing it from the role of the partner or partners.

In all cases, it must be clearly communicated that Muresk Institute is not the provider of training/ education or event host, they are the venue and/ or location of the training/event in partnership with the training provider/host organisation.

### Reference to Muresk Institute in partner communications

- Always use the complete title of Muresk Institute.
- Do not use Muresk Institute in the title of your event for example do not say "Muresk Institute Working Dogs Workshop" rather say "Working Dogs Workshop held at Muresk Institute".

### Examples of phrases you can use as a partner of Muresk Institute

- The <event or course> will be held at Muresk Institute's modern agricultural facility.
- Our <event> will be held at Muresk Institute's highly equipped conference and accommodation facility.
- This year's <training program> will be delivered at Muresk Institute.
- Our <event or course> will be held at Muresk Institute.
- <Organisation name> in partnership with Muresk Institute is offering <name of program> to <XYZ>.
- <Organisation name> in partnership with Muresk Institute is proud to host the <event or course>.

## Partner logo

When Muresk Institute is a partner to your organisation, the following logo should be used on all applications adhering to the advised format and restriction rules.

**PARTNERING WITH**  
**MURESK**  
INSTITUTE  
CULTIVATING MODERN AGRICULTURE

# Logo formats

PARTNERING WITH  
**MURESK**  
INSTITUTE  
CULTIVATING MODERN AGRICULTURE

Primary logo - CMYK



Secondary logo - CMYK

PARTNERING WITH  
**MURESK**  
INSTITUTE  
CULTIVATING MODERN AGRICULTURE

Primary logo - mono



Secondary logo - mono

# Logo restrictions

To ensure maximum impact and to preserve the integrity of the brand, there exists an area of 'clear space' around the logo into which no item may enter. The exclusion zone or 'X' height is the space equal to the height of the 'M' in 'MURESK'. As a general rule, logos must always appear legibly on a clear background with more clear space always being preferred.

There are established minimum size requirements, which must be followed whenever applying a logo to ensure that legibility is always maintained. For online or screen applications please use good judgement in determining sizes that will be suitable for different monitor and screen proportions.



Minimum 30mm

Clear space co-branding restrictions

