



DONATION & BRANDING GUIDELINES

DONATION GUIDELINES

Donations are welcome from any individual, organisation or company interested in supporting our vision of "Hands on Community Land Care".

Your donation will provide you with affiliation to one of the following Friends of Te Kākano programmes during the annual growing season. These programmes are on run a yearly basis and all affiliation expire 12-months after the enrolment date.

When you become a Friend of Te Kākano you contribute to the restoration of native habitats around Wanaka. Your gift enables our community nursery to eco-source and propagate native plants which are provided to local community re-vegetation projects. These projects create islands of native bush which in turn provide a sanctuary for native wildlife.

FRIENDS OF TE KĀKANO PROGRAMMES

Programme	Kowhai	Matai	Lancewood	Flax
Donation Value	\$1,000+	\$500+	\$100+	\$20+
Plant to be dedicated and cared for in your name Once mature your plant will be transplanted to one of our regeneration sites in Wanaka. To keep these sites as natural as possible individual plants are not marked in any way.	Kowhai	Matai	Lancewood	Flax
Use of Te Kākano Logo* As a donor you are welcome to display the programme logo to show your support	Yes	Yes	Yes	No
Recognition on the Te Kākano website***	Yes (on side banner on all pages; logo & link)	Yes (on sponsor page; logo & link)	Yes (on sponsor page, name only)	No
Receive Annual Reports	Yes	Yes	Yes	No
Receive Newsletters	Yes	Yes	Yes	Yes
Recognition in the Te Kākano newsletter**	Yes	Yes	Yes	Yes

* Terms and conditions apply: see branding guidelines below

** If you would like your donation to remain anonymous please let us know

*** Please provide us with a high quality logo file suitable for print and the web address to link to your image

If you are interested in business partnership opportunities or donating larger amounts please get in touch to discuss how we can work with you to ensure your support can be put to the best possible use.

BRANDING GUIDELINES

1. Use of the Te Kākano Logo as Graphic

Logo Colours

- a. Where possible the logo should be reproduced in colour
Colour reference: PANTONE 361 u
- b. Where this is not possible the correct mono logo should be used
- c. The use of the logo in white on a coloured background is permitted as long as legibility is retained

Minimum Size

The Te Kākano logo has good legibility, however to ensure the best possible reproduction it should not be reproduced any smaller than 255 x 145 pixels or 30 mm x 20 mm.

Exclusion Zones

These ensure the Te Kākano logo is given enough clear space to be seen prominently.

Unacceptable Uses of the Logo

- a. Changing the colour
- b. Changing the typeface
- c. Distorting the logo
- d. Outlining the logo
- e. Adding effects to the logo
- f. Using the colour/mono logo over strong colours
- g. Using the logo over a busy section of an image where legibility is reduced
- h. Infringing the clear space around the logo
- i. Using individual elements of the logo

2. Use of the Te Kākano Logo as an Endorsement

The Te Kākano logo may not be used in a way that claims or implies a relationship with Te Kākano which has not been authorised. Terms including but not limited to "proudly supporting", "sponsored by", "affiliated with", may not be used without the express permission of the Board of Te Kākano.

3. Use of the Te Kākano Logo by 2010/11 Programme Donors

A programme donor is entitled to use the specific logo for the programme they have supported, i.e. Kowhai/Matai/Lancewood/Bronze. The Te Kākano Programme logos are subject to the same restrictions as the Te Kākano Logo (see section on Use of the Te Kākano Logo as an Endorsement). Programme donors are also entitled to use the following words in place of, or alongside the relevant programme logo: "Supporter of the Friends of Te Kākano [enter year and programme name] Programme".

4. Links to Te Kākano Logo/URL in Virtual Media

Te Kākano is happy for other organisations to place links to our website if appropriate. The Te Kākano logo must always be accompanied by a link to the Te Kākano website. Any person or organisation using the logo as a referral link to the Te Kākano website must in no way claim or imply a relationship with Te Kākano that has not been authorised. You must not use terms such as "proudly supporting", "sponsored by", "affiliated with" etc, without permission.

5. Using Te Kākano Images

Under no circumstances must an image from the Te Kākano website, brochures or any other media be used without Te Kākano's prior authorisation. This would infringe copyright laws and is subject to prosecution. If you would like to use an image please contact Te Kākano.