



# NSZL Fund

## Identity Brand Standards





This guide is to show the correct use of the NSZL Fund logo developed in 2020. This guide should be strictly adhered to. The logo should not be used in any way other than what is shown here. It should not be manipulated in any way. Original files of the logo should only be used.





## Colours

These are the colours that make up the logo. If you are using a correctly supplied file, then the colours will not need any amending.

				
<b>CMYK</b>	Co M74 Y100 K17	C100 M24 Y36 Ko	C57 M21 Y100 K26	K100
<b>RGB</b>	R206 G88 B27	Ro G142 B161	R99 G129 B48	R35 G31 B32
<b>Pantone</b>	173C	321C	370C	black

## Minimum Size

The logo should not be used any smaller than 35mm in its entirety. Though not desirable, if there is a requirement for the logo to be smaller, then it may be used as below without the extra type.



## Clear Space

The logo should have this amount of clear space around it before there are any other elements (type or graphics) in the layout. The amount of space is measured by using the height of the NZSL type as shown.



# Graphic



The whole graphic may be used in any way to enhance the design of a NZSL FUND branded layout. A supplied file must be used to ensure optimum quality of the graphic and colours. The graphic must be used in its entirety and not rotated or broken up, but may be cropped, repeated and used at any size. The seeds may not be used individually unless cropped from original file and must be used in the original colours.

Some examples as follows:

## Acceptable



## NOT Acceptable



Graphic broken up and seed is rotated

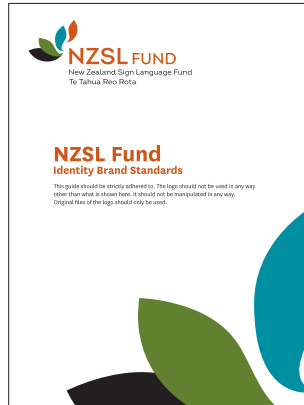


Colours changed

# Logo placement

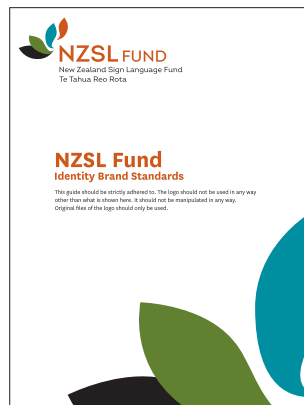
The logo must be placed as close to the top left hand corner of any print or web layout as possible (with at least the correct amount of clear space to the corner).

## Acceptable



## NOT Acceptable

Logo too close to edge of page



Logo placed on right hand side of page



## Logo Versions

### With orange background

This version of the logo may be used if preferred for the design but should also be used if the background is patterned or dark.



### Stacked

This version of the logo may be used if it works and fits better with the design.



## Logo Versions

### Black, white and grey

The black, white and grey version of the logo must only be used if the logo needs to be printed in one colour (black). In every other case, a colour version of the logo should be used



## Acceptable backgrounds

The logo must be placed on a white or very light coloured, plain (not patterned) background. If this is not possible then the reversed out of black version of the logo should be used.

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## File types

<b>Print</b>	HI-RES EPS	HI-RES PDF	HI-RES JPEG
<b>Web</b>	PNG	JPEG	
<b>Merchandise</b>	HI-RES EPS	HI-RES PDF	HI-RES JPEG

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