



Taranaki
Foundation

Logo Usage Guidelines

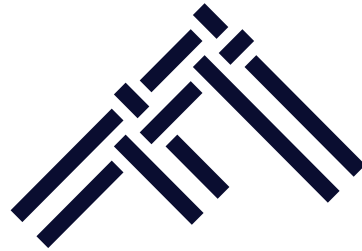


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Primary Logo

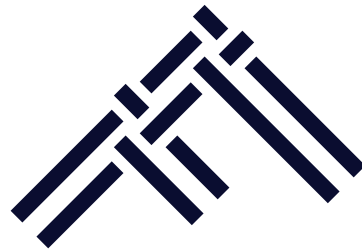
The foundation's primary logo is the left aligned logotype with the symbol on the left.



Taranaki Foundation

The tagline version of the logo can be used when there is no context for what we do around the logo. E.g a partner publication:

It should not be used when there is insufficient space available. E.g a website.



Taranaki Foundation

Inspiring. Giving.



Clear Space

It is important that a minimum clear space is kept around the logo to maintain legibility.

The width of the clear space is the horizontal length of the lower case 'a' used in the logotype.

The bottom clear space starts from the baseline of 'Foundation'.



Secondary Logos

The secondary logos, each with their own tagline version, are used when the logo cannot be left-aligned.

These versions must follow the same clear space rules.



Logo Placement

The correct logo version to use will depend on left and right alignment of the layout.

A general rule: the symbol should be close to the edge of the layout.



Colour Palette

The colour palette is made up of four colours and tints of those colours.

Yellow should be the dominant colour of the brand.

Canary

R 255 G 196 B 31
C 0 M 23 Y 95 K 0
ff41f

70%

40%

20%

Navy

R 10 G 13 B 48
C 95 M 89 Y 48 K 63
0a0f30

Fern

R 38 G 205 B 85
C 70 M 0 Y 91 K 0
26CD55

Poppy

R 242 G 89 B 84
C 0 M 80 Y 65 K 0
F25954



Logo Colours

The logo can appear in all colours of the brand, however there are three colours which should be used in most situations.

1. Navy
2. Fern Green
3. Reversed (White)

Please ensure that there is enough contrast between the logo and the background (see next page).

Navy



Fern



Reversed



Incorrect Logo Colour

Bad colour contrast will make the logo blend into the background and become illegible.

Some important rules to follow:

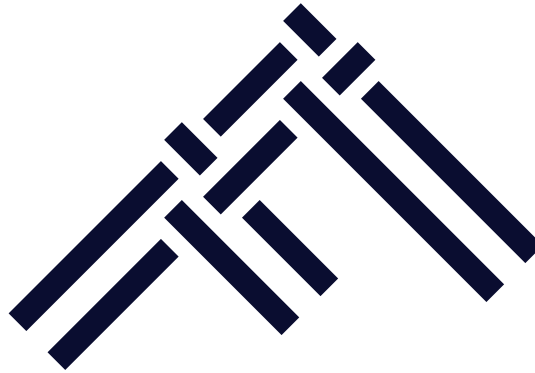
1. Do not have the navy logo on a dark colour.
2. Do not have a yellow logo on a light colour i.e. white or yellow tint
4. Do not place the logo on an image in a way that makes it hard to read.



Symbol

The symbol should not appear on its own as the brand is new and needs to become well-known.

The exception is social media profile icons.



Incorrect Applications

It is important that the logo and symbol are not modified in any way.

This will ensure logo consistency across the brand.



Do not change the typeface



NEVER create new lockups



Do not stretch, warp or alter the width or length of the logo



Do not change the logo/symbol to any colours outside the brand palette



Do not add effects, outlines or textures to the logo



Primary Typeface

With its wide, circular forms, GT Eesti is a friendly and legible typeface with two weights.

The bold weight should only be applied to headlines. This will create a hierarchy with the body copy.

The regular weight should be used for paragraphs, captions and subtitles.

GT Eesti - Bold - Headlines

Our People
Our History
Our Mission

GT Eesti - Regular - Body copy

Between the maunga and the sea, an energy exists. It creates a drive and a passion to get things done, to make life better, and create the best regional centre in the world.



Secondary Typeface

Nein is a display font used for graphic applications.

It works especially well in uppercase, but can be used in lowercase to help with legibility.

The leading of this secondary typeface should always be very tight and compact.

Nein - Black - Uppercase

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Nein - Black - Lowercase

For Taranaki



Graphic Applications

The secondary typeface should only be used as a graphic device and not as a headline or body copy.

Nein works best when set very large and either vertically or diagonally to create interesting compositions.

The colour of the graphic should be a tint of the background colour.

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