

THE LOGO MARK



ASB Community Trust

Te Kaitiaki Putea o Tamaki o Tai Tokerau

supported by **ASB**



Dimension and spaces at Logo type



Minimum distance around logo

THE NEW LOGO

The logo mark Koru must always be accompanied by the text elements in full, except where the logo is used in full and the Koru partially reproduced as a background. Spacing between the elements is based on the size of the Koru/spiral as reproduced. The Koru must be reproduced accurately as a circle, and not stretched or scaled in any direction. Each line of text sits spaced $\frac{1}{4}$ the height of the Koru, using the fonts and colours as specified for each line.

THE LOGO MARK COLOUR USAGE



usage full colour on white background



usage greyscale on white background



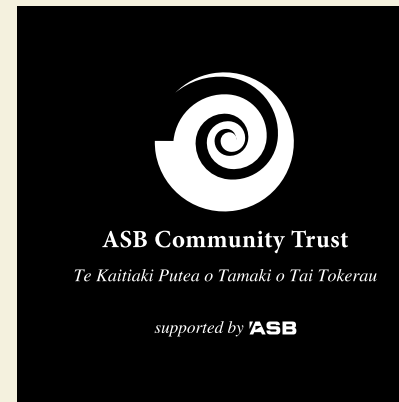
usage black on white background



Usage logo at colour background



usage light grey on dark grey background



usage white on black background

Colour variations

The logo should be used in full colour where ever possible, either on white or the specified background colour within the main colour group.

The logo including text elements must be in good contrast to the background or surrounding elements. Where the full colour version does not offer sufficient contrast a two colour option should be used.

The two colour option is recommended where the logo needs to be placed on or against a background that is not a solid single colour, in which case the logo should appear in a solid block of background colour which extends the minimum clear distance of $\frac{1}{4}$ height of the Koru around the logo. The logo should never be placed onto an image without this solid block of background colour.

COLOUR SYSTEM



Yellow, Pantone 457
Process Equivalent
C=0% M=15% Y= 100% K=28%



Green Pantone 356
Process Equivalent
C=95% M=0% Y= 100% K=27%



Cool Grey, Pantone 10
Process Equivalent
C=0% M=2% Y= 0% K=60%



Pantone 390
Process Equivalent
C=22% M=0% Y= 100% K=8%



Pantone 570
Process Equivalent
C=48% M=0% Y= 29% K=0%



Pantone 7445
Process Equivalent
C=30% M=20% Y= 0% K=0



Pantone 7517
Process Equivalent
C=0% M=60% Y= 100% K=44%



Pantone 455
Process Equivalent
C=0% M=17% Y= 100% K=65%



Pantone 703
Process Equivalent
C=0% M=83% Y= 54% K=16%

Colour system

The colour system is designed to carry through the sense of neutral, warm and friendly communication of the brand. The main colour group links to the history and heritage of the ASB Community Trust, while the extended palette defines options for decorative use of other elements such as borders, colour blocks and headings. The extended palette should never be used to reproduce the logo itself.

CORPORATE TYPOGRAPHIE

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Font Family "Minion Pro" use for all print publications as for headlines and highlighting

Font Family "Officina Sans" use for all print publications as for long copytext

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Font Family "Arial" use for all digital publications for long copytext

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Font Family "Times New Roman" use for all digital publications for headlines and highlighting

THE STATIONERY



business card



letterhead

Corporate stationery

The stationery is the essential element in external communication, and all correspondence must take place using appropriate material. The letterhead and follow-on is the basis for all documents such as forms or compliment slips to maintain a consistent brand image. Business cards may vary in the amount of detail they carry, some may drop the email address and others may carry a mobile number, but all cards should include the main phone numbers, address block and website address.

THE APPLICATIONS



logo usage on pen



Signage Allendale House



Exhibition signage

Other applications

Applications such as signage, exhibition banners or reproduction of the logo onto objects such as pens or shirts must follow the logo guidelines for spacing and colour as given in this guide.

The Koru/spiral graphic may be reproduced in part, for example as a background graphic, as long as it accompanies the logo reproduced in full with all text. Colours may be chosen from the extended palette, but the logo itself must use the main colour group or a two-colour option. If the logo must be used in situations with colours that do not work with the colour system the black and white options are recommended.

Exceptions are that the Koru may be reproduced as a physical object, such as sculpture or pendant necklace, without the accompanying logo text, however this application should be closely controlled and carried out with reference to the style guide, and the brand values.