
BRAND GUIDELINES

LOGO: WIDE

The Tasman District Council logo must only ever be used in three colours:
Blue, white, or black (for black and white newsprint adverts).



LOGO: TALL

Where space does not allow for the primary wide logo, this portrait variation may be used. The same rules apply for placement and formatting.



LOGO USE

MINIMUM SIZE

To retain maximum readability, the logo must not be used at a size smaller than 70mm wide.



70mm



CLEAR SPACE

Clear space the width of two **ns** from the logo must be maintained around the logo at all times.



LOGO USE

DOS AND DONTs

Do not do any of the following with the logo:
Change the colour of the logo; add a border or shadow to the logo; separate, rearrange, or change the size of the logo elements; or stretch, skew or angle the logo.



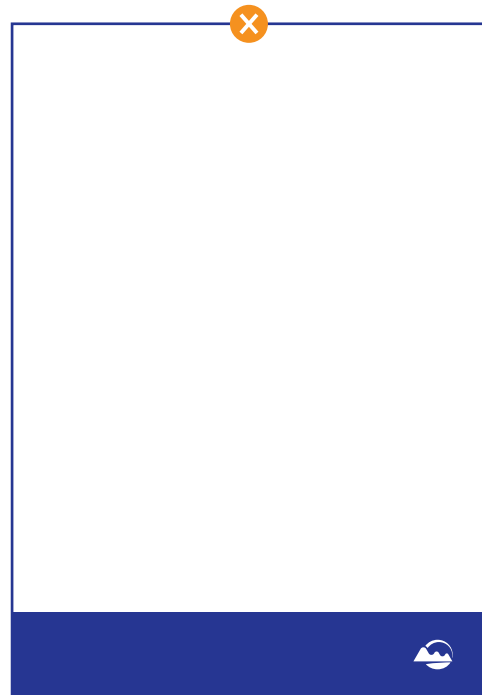
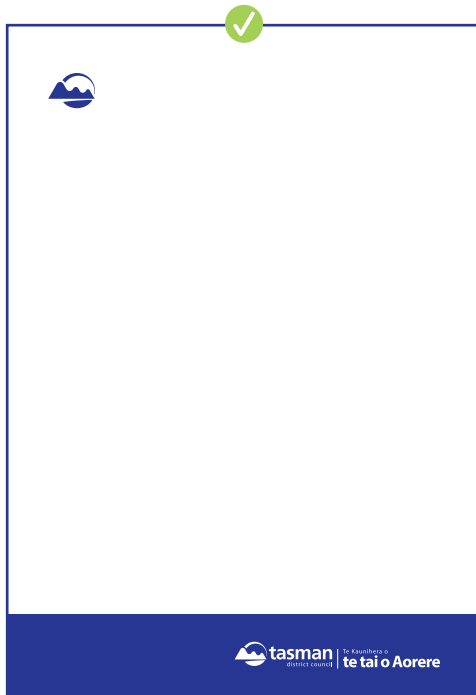
USING ON COLOURED BACKGROUNDS

Always make sure logo is clearly visible when used on a coloured background or over an image. Do not place logo on a background in a way that compromises legibility or uses colour combinations that clash.



LOGO: ICON

The logo icon can be used alone only where space is very limited, or in addition to the primary. It can be displayed as shown in the following examples.



COLOURS

MAIN



C 100 M 95 Y 0 K 3
R 0 G 15 B 159
Hex 000f9e
Pantone Blue 072C



C 25 M 0 Y 0 K 40
R 123 G 154 B 169
Hex 7b99a9

SECONDARY

Various secondary colours are used throughout supporting documentation and reports for Tasman District Council. These are just that – *secondary*, and must never be used as a colour for the logo, nor as the predominant colour in any material – either printed or online.



C 95 M 1 Y 0 K 53
R 0 G 101 B 139
Hex 00648a



C 100 M 50 Y 0 K 0
R 0 G 114 B 188
Hex 0071bb



C 100 M 0 Y 20 K 0
R 0 G 172 B 205
Hex 2ca7ca



C 80 M 0 Y 36 K 0
R 0 G 182 B 180
Hex 00b5b3



C 54 M 0 Y 14 K 0
R 104 G 203 B 218
Hex 68cada



C 40 M 0 Y 85 K 0
R 164 G 207 B 87
Hex a4ce57



C 0 M 40 Y 90 K 0
R 250 G 166 B 52
Hex faa633



C 66 M 68 Y 0 K 0
R 108 G 99 B 172
Hex 6b63ac



C 0 M 97 Y 29 K 0
R 237 G 33 B 113
Hex ed2170

PUBLICATIONS

INTERNAL WORD TEMPLATES

Word Templates have been supplied by HotHouse to ensure consistency in the creation of reports and documents within Council. Margins and text styles have been put in place and must not be altered. Please ask Chris Choat or Beth Catley if you need a copy of the master document.

FONTS

Headings

Uni Sans Heavy Caps

(Alternative for internal use: Myriad Pro Bold)

Secondary Headings

Uni Sans Semibold

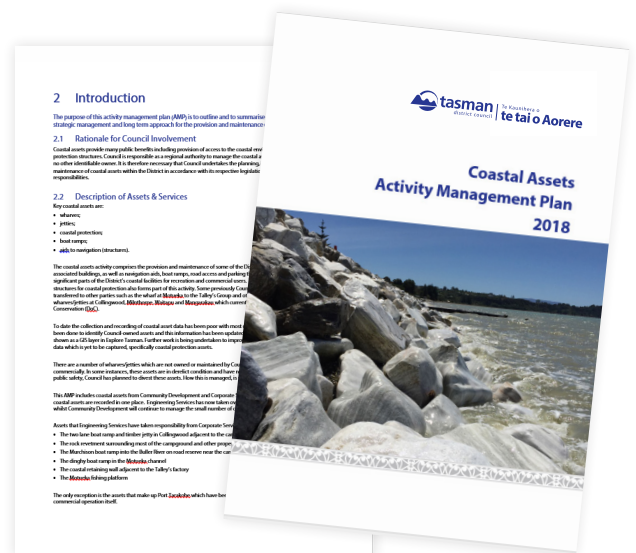
(Alternative for internal use: Myriad Pro Semibold)

Body Text

Myriad Pro Regular

LARGE PUBLICATIONS

HotHouse Creative produces most of our larger documents and publications. See next page about working with HotHouse.



WORKING WITH HOTHOUSE



Hothouse are the main provider of our communications design – from posters, brochures and signage to consultation documents and our large Annual Plans / Long Term Plans.

SUPPLY OF CONTENT

To ensure a smooth process for both parties, it is requested we follow a few guidelines when sending a job through to HotHouse.

- Please provide: the size of the piece, single or double sided, how many pages, title of the piece, supporting logos needed and suggestions of the type of imagery that you think would be appropriate. If possible, supply high resolution images to be used. HotHouse can source stock imagery for purchase if needed, which just takes a little longer and image purchase is charged out to us.
- Supply all text content at once, in a Word Document. Make sure you include all details – e.g. for an event, provide when, where, time and cost details etc.
- When asking for changes to a proof that Hothouse has prepared, it is requested these are supplied as marked up 'Comments' on the pdf proof. If you are unsure how to add comments to a pdf, check with Chris and Beth and they can show you how.
- Please give sufficient notice so HotHouse has enough time to turn around your job. In general, at least three working days for a small job such as a DLE brochure or poster would be required. Around two weeks would be needed for larger booklet style DLE brochures, large signage or small publications (12 – 16 page A4 size booklets), and three weeks plus for larger publications. It pays to check in in advance with Hothouse to see how early they would need your content in order to turn around your job by your deadline.

CONTACTS

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