
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 **n**s 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.



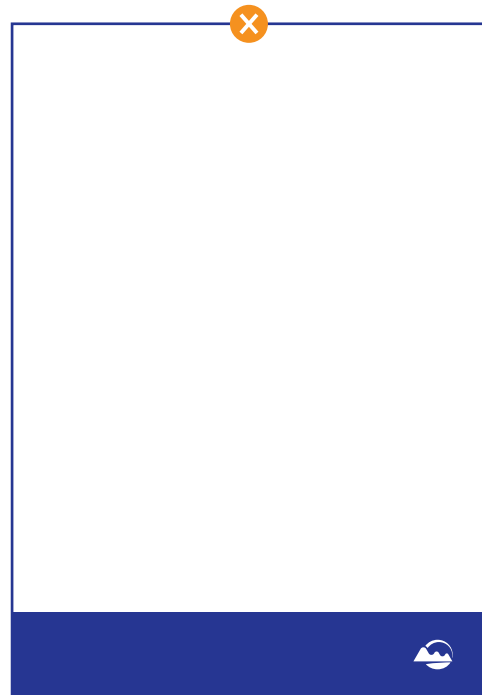
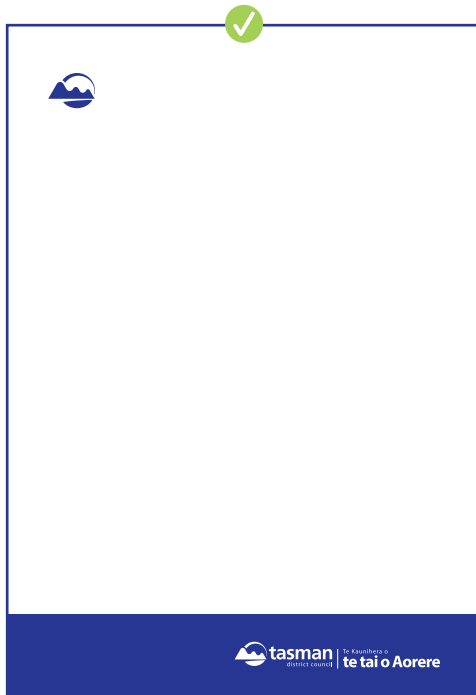
USING ON COLOURED BACKGROUNDS

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