tasman
district council

LOGO IDENTITY GUIDELINES

Tasman District Council Logo Identity Guidelines

Thanks for downloading our logo guidelines. They'll help you make correct use of the Tasman District Council brand.

If you have questions, please email tasman.communications@tasman.govt.nz

Colour logo
This version is the preferred logo to be used when promoting Council.

Black logo
This version is for black and white (greyscale) usage.

Use supplied files only. Do not convert colour files to greyscale.

Negative logo
When used on a solid dark background, the negative version of the logo must be used.

Correct use on backgrounds

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Colour background ✔

Coloured background
Preference is for use of a Tasman District Council coloured background.

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Subtle toned image ✔

Subtle toned image
Logo may sit on images but the image must be suitably subtle in contrast and not distract from the logo or make any parts of the logo unreadable.

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Grey colour background ✔

Grey colour background
Logo must not sit on a detailed image.

Incorrect use on backgrounds

Colour background ✗

Coloured background

Use of the coloured logo on a similarly coloured/ non-complimentary coloured background.

Detailed contrasting image ✗

Detailed contrasting image ✗

Detailed contrasting image

Use of the reversed logo on either colour or black and white (greyscale) images that distract from the logo or make any parts of the logo unreadable.
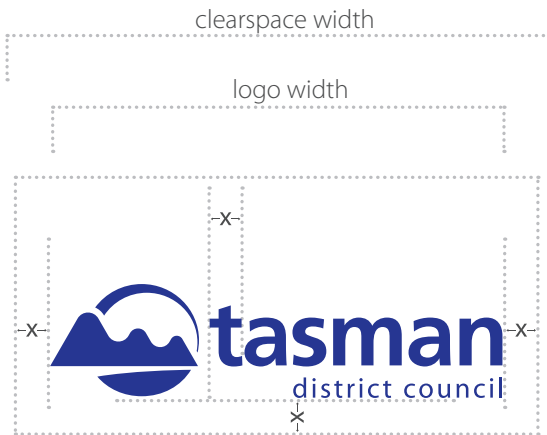
Clearspace and Minimum Logo Size

clearspace width

logo width

–x–

–x–   –x–

×

Clearspace

The area marked x surrounding the logo must be kept clear regardless of the logo size.
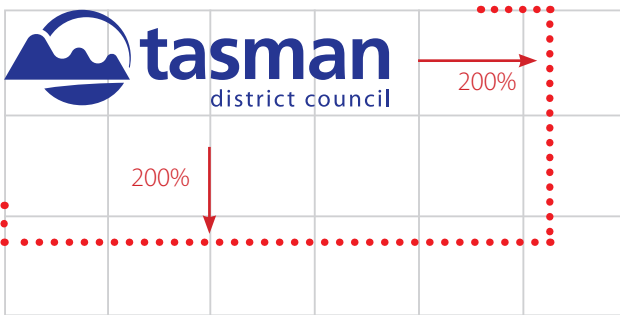
X = the width of the 't' in the word 'tasman'.

30mm

Minimum logo size

The logo must not shrink below 30mm wide under any circumstances.

Horizontal + vertical ✔

Horizontal stretch ✘

Vertical stretch ✘

Resizing proportionately

The logo must be resized proportionately at all times.

The logo must not be stretched horizontally or vertically to fit a space unless it is resized to scale.

ie. 200% horizontal must be 200% vertical.

File formats and colour systems

The Tasman District Council Master Logo Suite has been set up in a variety of formats that can be used in digital and print environments. Ensure that the correct file format is used in the correct environment.

File Formats

.eps
This format should be used whenever possible as it will give the best quality reproduction. This file format can be enlarged to any size without quality being compromised.
NOTE: No background has been applied to the white logo so that it can be used on images as well as the colour background.

.jpg and **.png**
These file formats are commonly used in Microsoft Office and digital environments that do not support .eps files. When using at large sizes quality may become compromised. These file formats should not be used for professional printing.

Colour Systems

CMYK
These files are to be used for print application only.

RGB
These files are to be used for Microsoft Office and digital applications.

PANTONE (Spot Colour)
These files are to be used for print application only.

LOGO
Naming system

Logos will be named using a variety of the abbreviations below:

Abbreviations

SPOT – For print using spot colour: Pantone Blue 072 C.
The C means Pantone recommended ink for printing on coated stock.

CMYK – For print using the four colour or digital process.

RGB – For print using Microsoft Office and for digital applications.

REV – Reversed.

BLK – Completely black logo.

LOGO
File formats

TasmanDC_logo_2016_BLK.eps

TasmanDC_logo_2016_CMYK.eps

TasmanDC_logo_2016_BLK.jpg

TasmanDC_logo_2016_RGB.jpg

TasmanDC_logo_2016_BLK.png

TasmanDC_logo_2016_RGB.png

LOGO
File formats

TasmanDC_logo_2016_SPOT.eps

TasmanDC_logo_2016_REV.eps

TasmanDC_logo_2016_REV.png

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