

# New Zealand Sign Language Board Identity Brand Standards

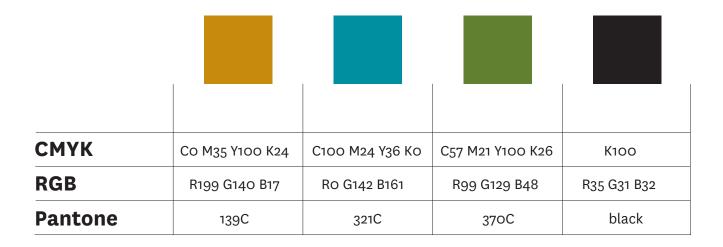
This guide is to show the correct use of the NSZL Board logo developed in 2020. This guide should be strictly adhered to. The logo should not be used in any way other than what is shown here. It should not be manipulated in any way. Original files of the logo should only be used.





### **Colours**

These are the colours that make up the logo. If you are using a correctly supplied file, then the colours will not need any amending.



#### **Minimum Size**

The logo should not be used any smaller than 35mm in its entirety. Though not desirable, if there is a requirement for the logo to be smaller, then it may be used as below without the extra type.



# **Clear Space**

The logo should have this amount of clear space around it before there are any other elements (type or graphics) in the layout. The amount of space is measured by using the height of the NZSL type as shown.





### **Graphic**



The whole graphic may be used in any way to enhance the design of a NZSL Board branded layout. A supplied file must be used to ensure optimum quality of the graphic and colours. The graphic must be used in its entirety and not rotated or broken up, but may be cropped, repeated and used at any size. The seeds may not be used individually unless cropped from original file and must be used in the original colours.

Some examples as follows:

#### **Acceptable**









#### **NOT Acceptable**





Graphic broken up and seed is rotated

Colours changed

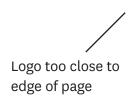
# Logo placement

The logo must be placed as close to the top left hand corner of any print or web layout as possible (with at least the correct amount of clear space to the corner).

#### **Acceptable**



#### **NOT Acceptable**







Logo placed on right hand side of page

# **Logo Versions**

#### With Black background

This version of the logo may be used if preferred for the design but should also be used if the background is patterned or dark.



#### **Stacked**

This version of the logo may be used if it works and fits better with the design.





# **Logo Versions**

#### Black, white and grey

The black, white and grey version of the logo must only be used if the logo needs to be printed in one colour (black). In every other case, a colour version of the logo should be used









# Acceptable backgrounds

The logo must be placed on a white or very light coloured, plain (not patterned) background. If this is not possible then the reversed out of black version of the logo should be used.

## File types

Print	HI-RES EPS	HI-RES PDF	HI-RES JPEG
Web	PNG	JPEG	
Merchandise	HI-RES EPS	HI-RES PDF	HI-RES JPEG

### **Typography**

The font that is to be used alongside the NZSL Board logo is **National**. This typeface is common with MSD.

Minimum size type for body copy within documents is 12pt with 14 pt leading to ensure high accessibility. For body copy **National Book** should be used.