



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.



| | | | | |
|----------------|--|--|---|--|
| |  |  |  |  |
| CMYK | Co M35 Y100 K24 | C100 M24 Y36 Ko | C57 M21 Y100 K26 | K100 |
| RGB | R199 G140 B17 | Ro G142 B161 | R99 G129 B48 | R35 G31 B32 |
| Pantone | 139C | 321C | 370C | black |

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.



35mm



<35mm

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 too close to edge of page



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.