



# Corporate Identity GUIDELINES

Tauranga District Council



# Specifications Identity Elements

Tauranga City logo (portrait format)



This Corporate Identity Guidelines deals with the basic elements and rules for reproduction and application of the Tauranga District Council visual identity.

Consistent reproduction and application of the identities will ensure that the integrity and high standards of the Tauranga District Council's brand communications are maintained.

## Authorisation

**All use of the Tauranga District Council brand must follow the following guidelines and must be AUTHORISED from the Tauranga District Council Communications Unit.**

To ensure high quality reproduction standards, it is essential that the identities are always originated from the bromides or the electronic artwork which can be obtained from the Tauranga District Council Communications Division. A full Brand Management Kit is also available with complete guidelines and samples.

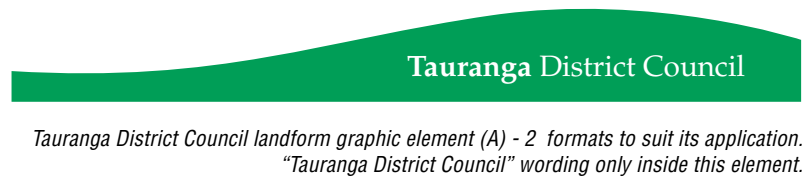
## Elements

The visual identity for the Tauranga District Council has two elements: the Tauranga City logo (2 formats) and the supporting Tauranga District Council landform graphic element (2 formats).

Both identities are to be used in support of each other on all applications produced by / or promoting the Tauranga District Council. The relationship of the two elements is the landform graphic element must appear on the bottom of the application.

The Tauranga City identity is to be placed on its own where its application is to illustrate a supporting role of the Tauranga District Council.

The Tauranga City logo has a portrait and landscape format to suit its application. The portrait format being the preferred use.



Tauranga District Council Colours Pantone® or 4 Colour Process



Tauranga District Council identity on coloured backgrounds (or images)



Light background  
Note: white keyline around icon and solid black wordmark



Dark background  
Note: white keyline around icon and wordmark reversed type

# Specifications Colour Application

## Tauranga District Council identity - Black / White and single colour Applications



Reverse - white logo on black background



Tauranga City  
Black logo on white background



Tauranga District Council  
Black landform graphic element on white background



Reverse white logo on blue background



Tauranga City  
Blue logo on white background



Tauranga District Council  
Blue landform graphic element on white background

In colour applications it is important that the identities are clear and distinctive. There should be as much contrast as possible between the identities and their backgrounds to allow for maximum legibility.

General colour application is the Tauranga City logo to appear on a white or blue background with the supporting Tauranga District Council landform graphic element in green.

Applications of the identities other than those illustrated must be avoided

### Single Colour

When reproducing the Tauranga District Council identities in single colour, pantone® blue 072 should be used.

If printing on coloured paper ie yellow paper black or blue options should be used.

Preferred single colour application is:

1. Blue on white background

### Two Colour

When reproducing the identities in Two colour, green and blue should be used. Note: The landform element should be reproduced in green.

Preferred two colour applications is:

1. Green logo on blue background.

Optional two colour applications are:

1. Blue logo on green background.
2. Blue logo on yellow background for impact/promotional material such as covers.

### Three Colour

When reproducing the Tauranga City identities in Three colour, the outlined icon should be used with the logotype in either blue or white to suit the dark or light background.

## Tauranga District Council identity - Two colour applications



Tauranga City  
Green logo on blue background



Tauranga District Council  
Green landform on white or blue background preferred



Tauranga City



Tauranga City

Blue landform graphic element on yellow or green backgrounds  
Note: Presentation applications only



Tauranga District Council

## Tauranga City logo - Three colour applications



Tauranga City



Tauranga City

Note: Outlined icon



Tauranga District Council  
Green landform graphic element on white or blue background



Tauranga City



Tauranga City

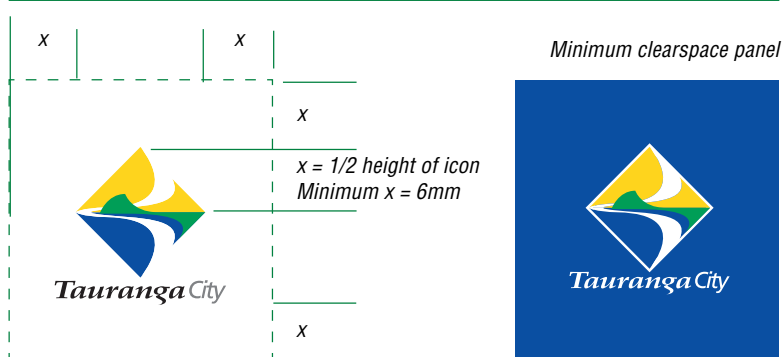
Blue landform graphic element on yellow or green backgrounds as per 2 colour applications  
Note: Presentation applications only



Tauranga District Council

# Specifications Minimum Space & Size

Tauranga City Identity minimum clearspace and size



## Minimum clearspace

Minimum clearspace has been established to ensure that the identities are not crowded by typography or graphic elements. This is illustrated by the dotted rules. To ensure that the identities stands out on the page, no other graphic element or typography should be positioned within this area.

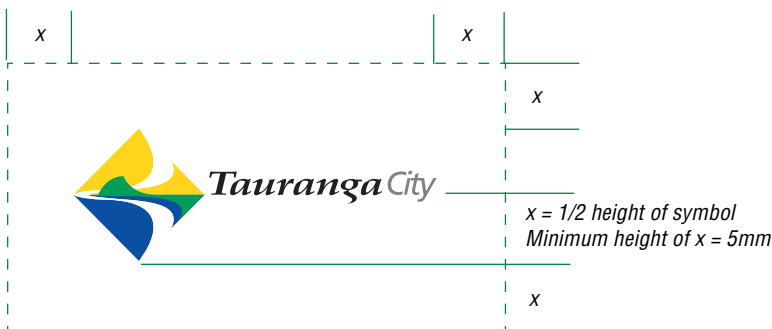
The minimum clearspace of the Tauranga City identity is proportional to the height of the icon - the measurement x is 1/2 the height of the icon. The graphic system illustrates how the minimum clearspace is obtained by using values of x.

Note: Wherever possible clearspace should be increased.

## Minimum Size

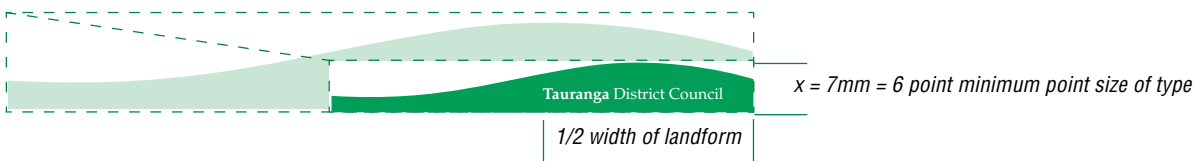
To ensure quality reproduction and legibility of the identities, a minimum size has been established. This is equivalent to a minimum point size of 6 point for type and the wordmark.

Tauranga City landscape format Identity minimum clearspace and size

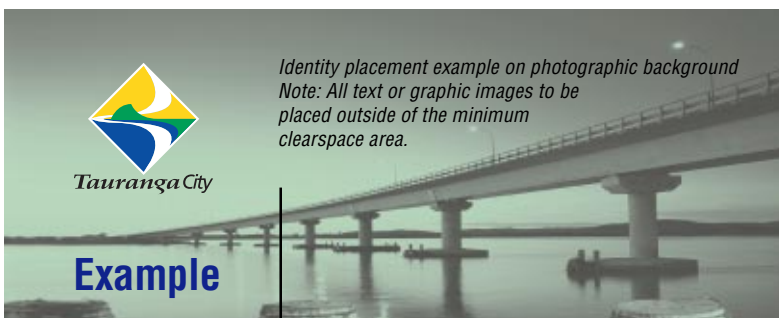
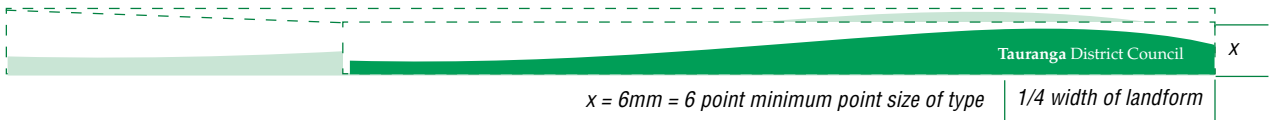


Tauranga District Council landform graphic element minimum clearspace and size

Proportional scale of landform graphic element (A) to suit the application independent to the type - type must not exceed 1/2 the width of landform



Proportional scale of landform graphic element (B) to suit the application independent to the type - type must not exceed 1/4 the width of landform



## For More Information

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Prepared by 