
Japan New Zealand 60

Logo Guidelines

Logo



JAPAN **60**
YEARS



NEW ZEALAND

Colours

The logo uses up to 3 colours. These are black, white and red. A tint of the red is also used.

DIC



DIC
156

CMYK



0/100/
100/0

RGB



239/24/53

Web



F3574D



DIC
156
80% Tint



0/80/80/0



239/24/53



EF1835



Colours

The logo may be used in many diverse situations, and on many different media.

If printing purely in black and white, the preferable option is the black logo on a white background.



Scale

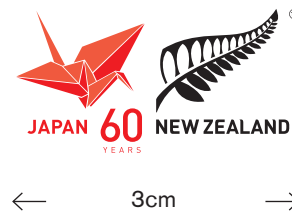
There must always be a suitable amount of white space around the logo. This is called the 'exclusions zone'. No text or graphic elements must come into this zone.

In terms of size, the logo must be easily identifiable, so should never be smaller than approximately 3 cm wide.

Exclusion Zone



Minimum Size



Do's and Dont's

There are certain guidelines that the logo must adhere to, and certain things that must not be done with the logo, in order to consistently maintain the company's core values.

Do Not:

- Distort the logo in any way
- Add any embellishment to the logo
- Add outlines to the logo
- Use the logo on a coloured background
- Use the logo on a photographic background
- Add any kind of drop shadow to the logo
- Use the logo on an angle
- Add words to the logo
- Change the colours of the logo
- Use the wrong file size, resulting in pixelation

Do:

- Adjust the size of the logo where necessary
- Use the logo on a clean white background
- Use the logo for different purposes