



TIMARU

we^{love}timaru.nz

Branding Guidelines
Logo Use



TIMARU
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Timaru - This place of shelter; home.

The elements and beauty of nature surround us, the beach and mountains are our finger tips. Our heart is our people, our families and our friends. We love our beaches, our north-wester. We love our sunrises and sunsets. We love our mountains. We love sailing, flying kites and biking. We love snow and our outdoors. We love our success. We love our people.

We love Timaru.

Branding Guidelines - Logo Use

Please use and follow these guidelines for the correct usage of the We Love Timaru logo. We ask that you follow them correctly.

The logo can appear in three variations:

In color, to be used only on a white or a very light coloured background that provides sufficient contrast.

In purple, to be used only on a white or a very light coloured background that provides sufficient contrast.

In white, reversed out for a dark coloured background or image.

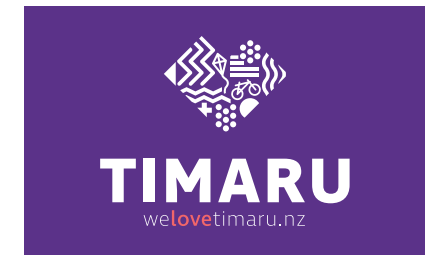
Color Logo



Purple Logo



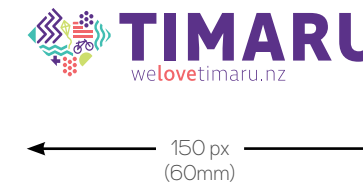
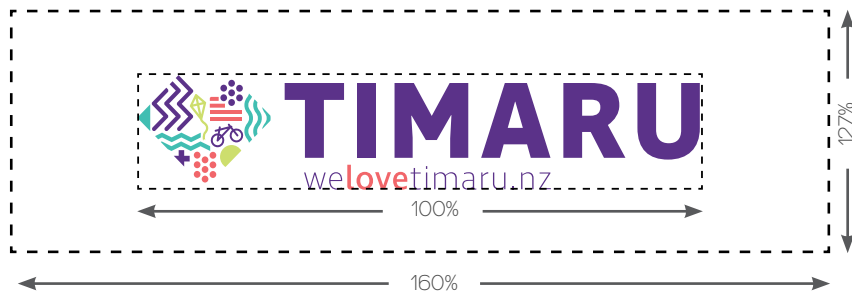
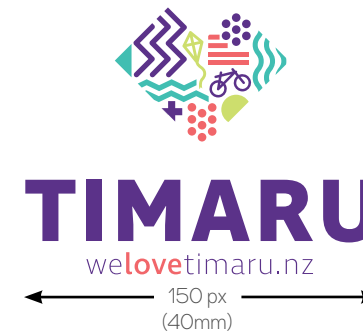
White Logo



Branding Guidelines - Logo Use

Exclusion Zones & Minimum size

For the logo to stand out properly when placed on a page it should ideally be surrounded by a larger area of clear space. The minimum area of clear space should be equal to that shown here.



Branding Guidelines - Logo Use

The wrong way to use the logo

1. Do not use an incomplete or cropped version of the logo
2. Do not rearrange the elements of the logo
3. Do not change the colours used in the logo
4. Do not use the logo at an angle
5. Do not distort the logo
6. Do not place the logo in a box

1.



2.



3.

4.



5.



6.



Branding Guidelines - Logo Use

Colours

CMYK Breakdown:

C: 80% M: 97%
Y: 7% K: 0%

Pantone Colour:
Pantone 7447 C

Online Breakdown:
R: 92 G: 51 B: 139
#5C3388

CMYK Breakdown:

C: 0% M: 75%
Y: 50% K: 0%

Pantone Colour:
Pantone: 1788 C

Online Breakdown:
R: 241 G: 102 B: 105
#F16669