



Nelson City Council

June 2022

Graphic Standard Guidelines - *A guide to our identity*

Nelson – A Smart Little City He Tāone Tōrire a Whakatū



Nelson
City Council

Te Kaunihera o
Whakatū

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1.0 Here to Help

Contact the Communications Team if you need any guidance using the Nelson City Council brand.

Email: Communications@ncc.govt.nz

2.0 Brand Consistency

Using this guide correctly and consistently is important to maintain brand integrity of Nelson City Council. This guide has been designed to inform and help you correctly implement our brand.



2.1 Basic Elements: Logo Colour Options

The Council logo is a uniquely designed piece of artwork. Under no circumstances should you distort, redesign or misuse it. Always use the master artwork to ensure that the proportions are maintained and colour is accurately matched.

Full Colour Version

The full colour logo should be used on all communication, where possible.



Reversed Version

White on 100% Council Blue, black or solid dark background.



Black and White Versions

The black and white logo should only be used when full colour printing is not available.



2.2 Basic Elements: Logo Format

The Council logo comes in two different formats, stacked and wide. The preferred version is the wide version, please only use the stacked version when you have space constraints.

Wide Version



Stacked Version



Note: Please ensure the current Nelson City Council logo is used at all times.



2.3 Basic Elements: Components

The Council logo is comprised of three different components.



1 'N' icon

2 Nelson City Council

3 Te Reo Translation

Te Kaunihera o **Whakatū**

Te Reo Māori to English translation - **The Council of Nelson.**

Please ensure the macron is always placed in the correct place above the 'u' in Whakatū.

The Te Reo Māori translation is to be of equal size and weight as the English.



2.4 Basic Elements: Space and Size

The minimum clear space surrounding the logo is determined by the height of the 'N' icon. Please ensure no copy or images intrude within this space.

Clear Space



Minimum Size

The minimum sizes for use of the logo are as follows:

Wide Logo - 40mm wide



Stacked Logo - 25mm wide



NOTE: Where Council is involved in an event that features secondary sponsors logos, these logos must appear at least 50% smaller than the Council logo.



2.5 Basic Elements: Icon (N Button)

The logo icon (the **N Button**) can be used instead of repeating the main logo.



Full Colour



Reversed Full Colour



Black and White



Reversed Black and White

Note: N Button Placement - Wherever possible the N Button should appear at the top or bottom left or right corner of the design.



2.6 Basic Elements: Use over Backgrounds

The Council logo can be used on both coloured and image backgrounds providing there is enough contrast and it is clearly visible. The full colour logo is to be used wherever possible.



Do not place the logo on a background that compromises legibility.

Do not place the logo over faces in images.

Do not place logo inside a white box on a coloured background.

Note: Logo Placement - Wherever possible the logo should appear at the top or bottom left or right corner of the design.

2.7 Basic Elements: Dos and Don'ts

X Do not change the colour of the logo in any way.



X Never add a keyline or a shadow to the logo.



X Never separate (except to use the N Button as shown on page 8) or crop elements.



X Never rearrange or change the size of logo elements.



X Do not stretch, skew or rotate the logo.



2.8 Basic Elements: Brand Font

Fonts help define our look and feel. The fonts for externally produced communications is the 'Averta' family of fonts. This is the standard typeface for both headlines (heavier weights) and body copy (light, regular, medium weights).

Averta. Black. *Black italic.*
Extra Bold. *Extra Bold italic.*
Bold. *Bold italic.* Semi-bold.
***Semi-bold italic.* Regular.**
***Regular italic.* Light.**
Light italic.* Thin. *Thin italic.
Extra thin. Extra thin italic.

Note: If using reversed text on a dark background, please use a minimum weight of **Regular** to ensure readability.



2.9 Basic Elements: Brand Colours

To ensure consistency in reproduction, please use the colour references provided here. Do not use this document for actual colour matching purposes as printer outputs and screen calibrations can vary. Wherever possible please use the Spot Pantone.

Primary Brand Blue



PANTONE 3005 C
RGB 0 119 200
HEX/HTML 0077C8
CMYK 100 35 0 2

Secondary Brand Colours



PANTONE 359 C
RGB 161 216 132
HEX/HTML A1D884
CMYK 38 0 58 0



PANTONE 3268 C
RGB 0 171 142
HEX/HTML 00AB8E
CMYK 86 0 55 0



PANTONE 171 C
RGB 255 92 57
HEX/HTML FF5C39
CMYK 0 74 85 0



PANTONE 123 C
RGB 255 199 44
HEX/HTML FFC72C
CMYK 0 16 89 0



PANTONE 2182 C
RGB 23 74 91
HEX/HTML 174A5B
CMYK 90 37 24 56



PANTONE 5425 C
RGB 122 153 172
HEX/HTML 7A99AC
CMYK 52 25 13 4

Note: The secondary colour palette has been developed to extend and complement the primary colour. Secondary colours are only to be used for highlights alongside the primary Council Blue (as per p4), they are not to be used as the main colour in any design or publication.



2.10 Basic Elements: Companion Logo Lock-ups

Companion logo lock-ups can be used for any Council-owned facility, project, policy or strategy. No Council facility will have its own logo; however, a 'companion' logo lock-up may be used on signs and other simple presentation requirements.

This logo will generally include: The facility/asset title, icon and Nelson City Council logo. While the wide Nelson City Council logo is the usual preference, it is okay to use the stacked version for companion logo lock-ups.

Some examples of Council Companion Logo Lock-ups



Nelson City Council Venues

The Nelson City Council Venues is an umbrella brand created to include all Council-owned venues. It has its own family of logo lock-ups, colours and brand elements. Please see the separate Venues Brand Guidelines document for further information.

Trafalgar Centre
A Nelson City Council *venue*

Pūtangitangi Greenmeadows Centre
A Nelson City Council *venue*

Founders Heritage Park
A Nelson City Council *venue*



