



Otago Community Trust Brand Guidelines

This document sets the guidelines on the use and application of the Otago Community Trust brand. The brand consists of two components (a) the people device, (b) the corporate title. These two components are a complete unit and may not be altered in any way. Tracing, redrawing, outlining, adding perspective, making three dimensional or any other form of adaption are not permitted. All logos are available for supply as digital files. Do not scan this sheet.

Colour Use

The colours for the Community Trust of Otago have been specified using the Pantone Matching System. The brand should be reproduced in the specified colours list below.

SPOT

Pantone 293

Pantone 7406



PROCESS

100c 70m 0y 4k

0c 20m 100y 2k



RGB

0r 70g 173b

235r 183g 0b



Black Variant

100% Black is to be used only when both print colour options are not available for use, or in press.

Black (K)

0c 0m 0y 100k

0c 0m 0y 35k



Logo Configurations

LIMITATIONS OF INTRUSIONS AROUND LOGO

To ensure adequate legibility the brand should always be surrounded by an area of clear space as indicated in the diagram below. Clear space shall not be less than 'X' where the value of 'X' is the dimension from the baseline of the Community Trust to the height of the cap T.



MIMUMUM DIMENSIONS

The recommended minimum size of the Otago Community Trust brand identity is 30mm in width.



INAPPROPRIATE USE OF THE BRAND

These brand standards aim to achieve visual consistency. For this reason the following should never be used.



rotating



stretching horizontally/vertically



use of the device in isolation



use of the title in isolation

FILE FORMATS



EPS = (Encapsulated Postscript) a vector based format that will allow the file to be scaled without loss in quality, should be supplied to newspapers, printers or signwriters to achieve best possible repro.

TIFF = (Tagged-Image File Format) is used to exchange files between applications and computer platforms. TIFF is a flexible, lossless bitmap image format supported by virtually all paint, image-editing, and page-layout applications.

JPEG = (Joint Photographic Experts Group) compresses file size by selectively discarding data. User friendly for placing in your internal word documents. Not for high resolution reproduction. Both TIFF and JPEG files should not be used larger than same size (100%) as they will reproduce soft and pixelated.