

3. Logo

A logo is the core component of an organisation's identity. Council's new logo is simple and bold - allowing it to be readable when reduced in size and when surrounded by other messages and images.

The logo will greatly assist our efforts to brand Rotorua Lakes Council as a valued, innovative and progressive organisation.

3.1 Logo use

There are two approved logo versions for use, depending on its purpose and availability of space. The Maori translation (shown below) is council's formal logo and will usually be used on corporate reports, district plans, official invitations, citizen ceremony booklets, letterheads and website, where the size of application allows the smaller font to remain readable.



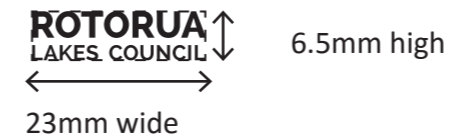
3.2 Clear space around logo

To ensure effectiveness the logo must be surrounded by adequate clear space. The diagram below shows the easiest method of ensuring the minimum amount of clear space is maintained (based around the dimensions of the 'L' in the word 'Lakes'). These guidelines must be followed at all times.

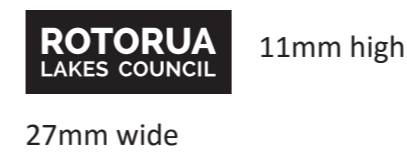


3.3 Minimum size of logo

To ensure the logo's effectiveness and legibility the logo must not be any smaller than the diagrams below.



The smallest size for the boxed logo is 27mm wide and 11mm high. The logo inside the box can still not be any smaller than 23mm wide and 6.5mm high (as above). This is demonstrated below.



4. Fonts

We have a family of fonts we use. Consistent use of these fonts will contribute greatly to the overall success of the visual identity. Sometimes for pamphlets, advertising material or campaigns best practice graphic design recommends use of another font or fonts. Where that occurs it must have sign off from the Public Relations team by email to news@rotorualc.nz

4.1 Raleway font

The font family chosen for use in Rotorua Lakes Council's identity is Raleway.

- Raleway extra bold is used for the word 'ROTORUA'.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

- Raleway semi-bold is used for 'LAKES COUNCIL'

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

- Raleway regular is used for other aspects of the Rotorua Lakes branding.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

4.2 Calibri font

When using Microsoft Office programmes (ie Outlook, Word, Excel, PowerPoint and Publisher) use Calibri.

- Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

- Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

5. Colour system

To guarantee consistency of reproduction, a limited range of colours has been specified. Here are the only allowable colours, along with black and white.



The black and white colours represent Rotorua in a holistic sense – the essence of everything combined together (people, environment, infrastructure and business) to form **one community – one vision – one team**

Follow these examples whenever reproducing the identity.

The logo should be reproduced in colour where possible. When reproducing the logo always use the colour specifications detailed, matching to the Pantone guide. The colours reproduced in this guide are representative only and may vary dependent on output device or monitor used. Supply your graphic artist and printer with the online link to our electronic writing and style guide to ensure accurate colour matching and logotype reproduction.

5.1 Primary colour system

Shown here are the two acceptable 'primary use' colour formats in which the Rotorua Lakes Council logo can appear.



5.2 Secondary colour system

Shown here are the two acceptable secondary colour formats in which the Rotorua Lakes Council logo can appear. The orange, for example, is associated with Rotorua Museum and other departments such as Emergency Management, Property and Transport Solutions while the green is associated with Building Solutions, Consent Solutions and Sports and Recreation.



Orange
Pantone Coated – 158C
Uncoated – 158 U
C-0 M-75 Y-100 K-0
R-242 G-101 B-34

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Green
Pantone Coated – 376 C
Uncoated – 382U
C-54 M-0 Y-100 K-0
R-132 G-190 B-65

ROTORUA
LAKES COUNCIL

5.3 Other colours

Where there is conflict with another user's colour system, the Rotorua Lakes Council logo may be used in a single colour (either black or white on the key colour background).



5.4 Images

When overprinting the logo on an image, do not place the logo on a busy background, texture or patterned colour. Always use on a plain area of the photo with sufficient contrast so as not to diminish the logo's clarity.

Incorrect:



Correct:

