



Identity Guidelines

March 2008

Introduction

This Tauranga City Council identity guide has been designed to present the latest guidelines and rules for the visual identity of the Tauranga City Council corporate logo and brand.

It is essential that the integrity of the Tauranga City Council corporate logo is maintained at all times. The visual expression of this revised branding is the logo. By using the logo, name, colours and type faces consistently in our communications and operations we will continue to build recognition of who we are and what we stand for.

This identity guide sets out the graphic standards for the various applications and uses of the logo.

Whilst the integrity of the logo and brand is our first priority it is also important to retain some flexibility with its usage without compromising the core identity. Any variations to the use of the logo in this guide or master artwork will require prior approval of the Communications Manager. Copies of the guide and associated electronic formats can be obtained from the Communications Department.

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Tauranga City Council
Communications Department
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Tauranga New Zealand
Telephone 07 577 7000
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Logo format - Portrait



The Tauranga City logo is made up of the icon and wordmark. The symbol includes the image of Mount Maunganui, land and waterways to illustrate Tauranga's surrounding areas and the swirl gives the icon the strong sense of direction.

The Tauranga City colours are yellow, teal, blue and black. The teal and blue represent the close association the Tauranga area has with the land, ocean and waterways and yellow the warm climate to reflect positivity and Tauranga's outdoor lifestyle.

The Tauranga City logo has two formats to be applied to suit its application.

Tauranga City logo (portrait format) - preferred use.

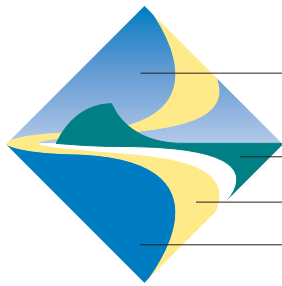
Tauranga City logo (landscape format) recommended for use on a landscape background or where a minimum size is required.

Do not distort or change the proportions of any of the elements of the Tauranga City Council logo. Always reproduce the logo from approved master artwork.

Logo format - Landscape



Colour - Specifications



Sky - Blue Gradient from 100% PMS 285 to 30% PMS 285

Mauao / Land - Solid Teal - PMS 322

Sand / Sun - Solid Yellow - PMS 120

Sea - Solid Blue - PMS 285

Tauranga City ——— Wordmark - Black ("City" - 60%)



Black

BLACK
 Pantone - Black
 CMYK Cyan - 0 Magenta - 0 Yellow - 0 Black - 100 "City" Black - 60
 Resene Paint Black
 Graphical Vinyl TAURANGA - Black
 CITY - Avery 960 QM Dove Grey



PMS 322

TEAL
 Pantone - 322
 CMYK Cyan - 100 Magenta - 0 Yellow - 38 Black - 30
 Resene Paint Retro
 Graphical Vinyl Calon 53 Bahama Blue



PMS 285

BLUE
 Pantone - 285
 CMYK Cyan - 91 Magenta - 43 Yellow - 0 Black - 0
 Resene Paint Mariner
 Graphical Vinyl SEA - Avery 935 QM Intense Blue
 SKY - Calon 31 Ocean Blue (No gradient)



PMS 120

YELLOW
 Pantone - 120
 CMYK Cyan - 0 Magenta - 6 Yellow - 56 Black - 0
 Resene Paint Energy Yellow
 Graphical Vinyl Calon 105 Lemon Yellow

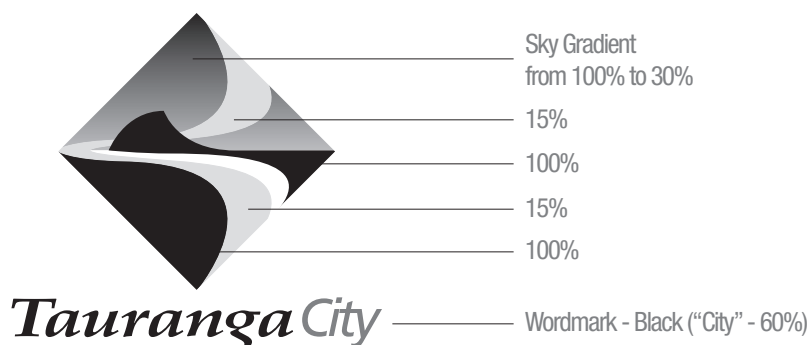


Light Background
 Note: White keyline around icon
 and solid black wordmark



Dark Background
 Note: White keyline around icon
 and white wordmark (reverse type)

Colour Specifications - Single colour



In colour applications it is important that the identities are clear and distinctive. There should be as much contrast as possible between the identities and their backgrounds to allow for maximum legibility.

Colour Specifications - Black and White / Single Colour



Single Colour

When reproducing the Tauranga City Council logo in single colour the darkest colour should be used if the corporate colours are not being used - alternatively Pantone 285 Blue or black should be used.

Two Colour

There are no two colour options - the single colour application is to be used if the logo isn't being produced in its corporate colours.

Colour Specifications - Three Colour



Three Colour

When reproducing the Tauranga City logo in three colour, the outlined icon should be used with the logotype in either blue or white to suit the dark or light background

Signage

Dumping of Litter,
Household & Garden
Rubbish is Prohibited
Penalty \$500



Tauranga City



Tauranga City



Tauranga City

Robbins Park

Rose Garden

Monmouth Redoubt
Display House ▶ ▲

 Toilets ▲

Maintained By Aspen Contractors Ltd

Typefaces

Helvetica Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Helvetica Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Helvetica Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&()?/.,;:'''{}[]<>*

Helvetica Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Helvetica Extended Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Helvetica Extended Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Litterbox
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Palatino
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

Palatino Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?/.,;:'''{}[]<>

The main typefaces chosen for use within the wider Tauranga City visual Identity are- Helvetica Condensed, Helvetica Extended and Litterbox. With Palatino used mainly for corporate documents. The typefaces complement the identities and their use will assist in projecting a consistent image.

Minimum point size for body copy is 8 point (exceptions outside of newspaper should be approved).

Substitute Typefaces

In situations where the preferred typefaces are not available, the following substitute typefaces may be used:

Arial Narrow - substitute for Helvetica
Garamond - substitute for Palatino

The font or typefaces must always be in HELVETICA for (Corporate Documents) this incorporates condensed, normal, bold and italics. In addition for informal documents.

Litterbox can be used in the headlines - this funky new font is replacing the previous more traditional font Palatino. Palatino is now only used as the Tauranga City Council byline font - otherwise use of Helvetica Condensed is required.

Colour - Complementary Palette



Orange

CMYK Print Cyan - 0 Magenta - 45 Yellow - 100 Black - 0

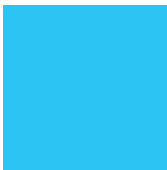
RGB Website Red - 247 Green - 96 Blue - 19



Lime

CMYK Print Cyan - 30 Magenta - 0 Yellow - 100 Black - 0

RGB Website Red - 169 Green - 194 Blue - 21



65% Cyan

CMYK Print Cyan - 65 Magenta - 0 Yellow - 0 Black - 0

RGB Website Red - 0 Green - 161 Blue - 228



Burnt Orange

CMYK Print Cyan - 0 Magenta - 60 Yellow - 100 Black - 0

RGB Website Red - 254 Green - 124 Blue - 17



Lime Green

CMYK Print Cyan - 45 Magenta - 0 Yellow - 100 Black - 0

RGB Website Red - 124 Green - 176 Blue - 33



Pure Cyan

CMYK Print Cyan - 100 Magenta - 0 Yellow - 0 Black - 0

RGB Website Red - 0 Green - 131 Blue - 215

A Complementary colour palette provides the opportunity to use colours other than those used in the logo to extend the versatility of promotional material while maintaining an over all cohesive image.

These colours have been chosen to extend the fresh, vibrant feel of the logo.

Guidelines For Corporate Uniforms

Principles

- It is essential that the integrity of the Tauranga City brand be maintained at all times.
- Using the logo, colours and typefaces in uniforms must be consistent with this guide.
- The branding of individual teams/departments is allowable as long as balance is maintained between the two looks.
- All branding must be done professionally.
- All staff work who for Tauranga City Council, while wearing a corporate uniform, are official representatives of Tauranga City Council.

Corporate uniforms are an increasing feature of individual teams and departments. The uniforms tend to be different styles and types. The reasons for these are two-fold:

1. Different types of council activity require different types of uniform (material, weight, weather suitability, durability etc)
2. Strong team spirit within council teams leads the staff to want to be identified as working in that team.

Guidelines

The corporate uniform decided on by any group or team must be funded from within that group or team. (Guidelines about specific items of uniform and replacement are negotiated within individual teams.)

The branding on the uniform may have a separate identity for the group or team on one side but this must be evenly balanced with the corporate logo on the other side.

Approval of the communication manager/advisor (responsible for the corporate identity manual) for the final design of the uniform branding is required.

Common sense is required when wearing the uniform in situations other than the specific delivery of your role.

Any questions on these guidelines can be directed to the Communication Manager - phone 7290.

Email Signatures

Elizabeth Hughes — Helvetica Neue Extended Medium 9pt
Communication Manager — Helvetica Neue Condensed Oblique 9pt

Tel 07 577 7290

Mob 027 277 1259 — Helvetica Neue Condensed 9pt

www.tauranga.govt.nz

Helvetica Neue Condensed 8pt 60% black



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