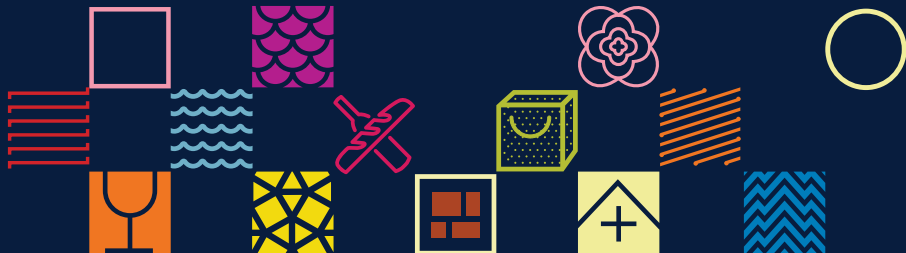




THE SPACE TO BE

BRANDING
LOGO
GUIDELINES



PARNELL. THE SPACE TO BE.



INTRODUCTION

Parnell Business Association recently initiated a brand repositioning for Parnell and new brand mark or logo. We would like to make this available and encourage members to use the new branding within certain guidelines.

MEMBERS PARNELL BUSINESS ASSOCIATION

If you are a member of the Parnell Business Association and would like to make use of the logo, please go to this link on our website where you will be asked to agree to maintaining the guidelines. <http://parnell.net.nz/parnell-brand-guidelines/>

You will then be able to download JPEG or PNG Files. If you need larger sizes than supplied, please do not enlarge low res JPEGs, but contact our office to supply alternative versions.

MEDIA

Please contact our office directly for the format of your choice. info@parnell.net.nz





THE SPACE TO BE

YOU

CREATIVE

RELAXED

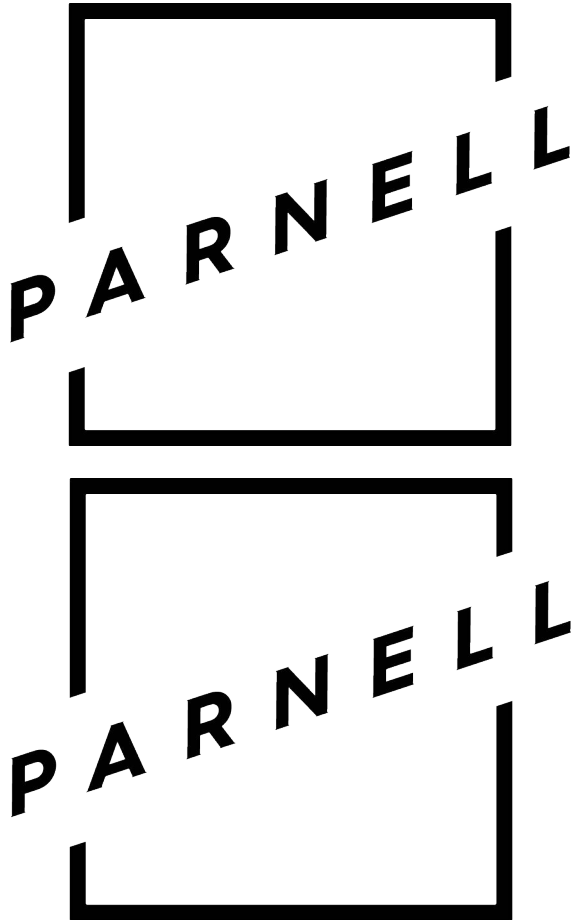
FREE

CULTURAL

FUN

INSPIRED

1. SINGLE COLOUR LOGOS



T H E S P A C E T O B E

USE OF SINGLE COLOUR LOGOS

- The top logo can be printed in black or reversed out in white on a black or colour background
- Logos may not be used in grey or any tint of black
- The bottom logo may only be used where the tag line A SPACE TO BE is legible. This may be used on a plain colour background where the tag line is legible, but may not be used on any patterned or textured background.
- The tag line may not be separated, enlarged or changed in any way.
- Logos cannot be changed in any way and proportions must remain constrained.

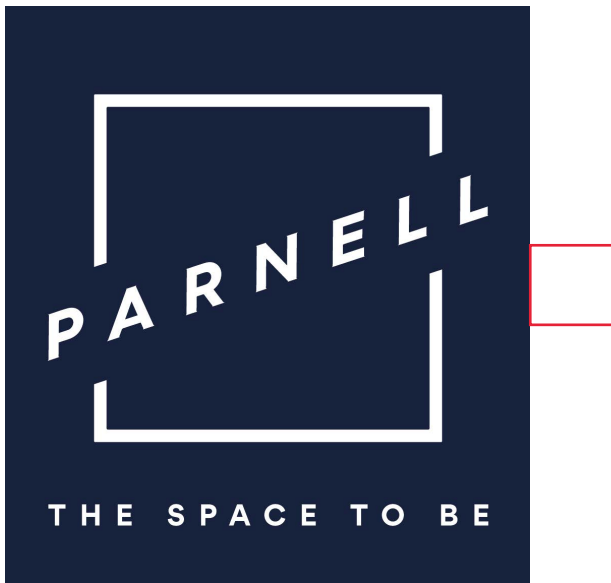
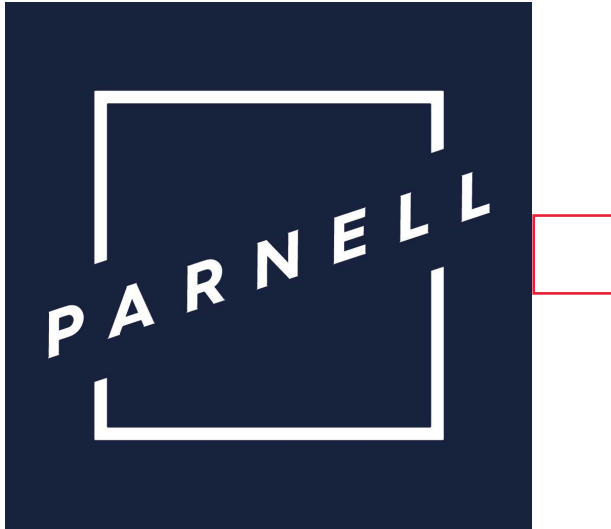




PARNELL

the space
to enjoy a shot.

2. FULL COLOUR LOGOS



USE OF FULL COLOUR LOGOS

- Full colour logos are only permitted where the navy can be matched exactly to

PANTONE 282

CMYK C100 M87 Y42 K52

RGB R24 G34 B60

WEB #18233e

- The bottom logo may only be used where the tag line A SPACE TO BE is legible
- The tag line may not be separated, enlarged or changed in any way
- Logos cannot be changed in any way and proportions must remain constrained

Clear Space Rule

- If the logo is used on a navy background, to the exact colour match, it needs to maintain a clear space equivalent to the space between the sides of the white box and the edge of the logo, against any other adjacent logo or object

