



## BRAND GUIDELINES

### Primary Identity



### Favicon



### Identity

The logo and its elements should only be displayed as shown on the left. The 'c d s' text may be used on its own as a favicon, but no other elements should be used unless the whole logo is being displayed. The favicon should only be used in cases where the logo needs to be displayed at a small size on the web. Please use the primary identity when possible.

### Print Minimum Size



### Digital Minimum Size



cds



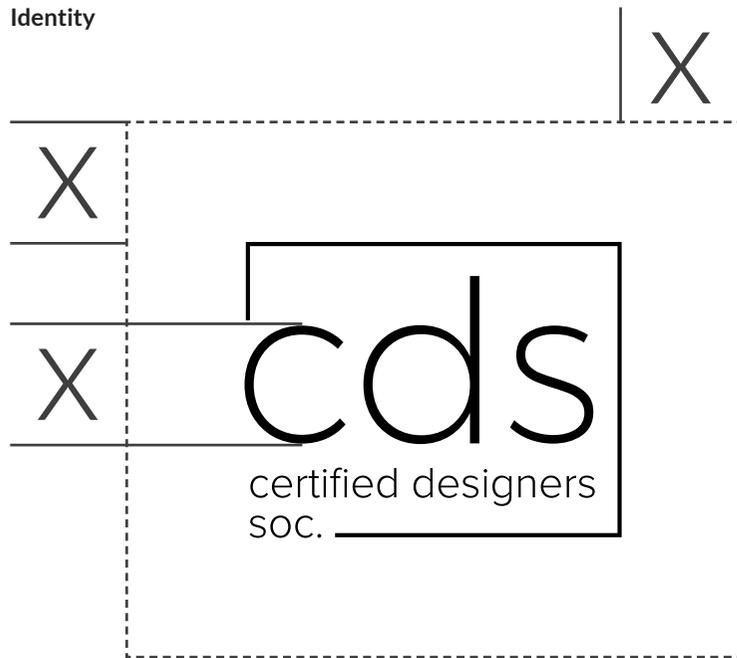
16px

## Minimum Size

To preserve the integrity of our identity, we must ensure that the logo is always recognizable and readable, and that the identity stands out from all other design elements.

The minimum allowable reproduction sizes for all CDS identity components are listed at left, with the minimum size of the symbol setting the standard. Reproductions below these sizes are not recommended since the forms of the logo and it's elements may begin to fill in, compromising legibility.

Identity



## Clear Space

A minimum clear space must surround the CDS identity. No other competitive design elements may be positioned within this space—including typography, photography, and illustration.

Please note that photography or illustration can be used as a background, but single images or illustrations must not violate the clear space rules.

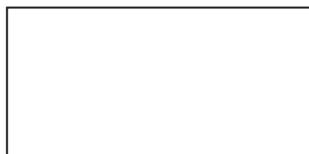
As shown to the left, the minimum clear space for the identity and the symbol is based on the height of the letter C, expressed as x. More clear space is always preferred.

## Palette



### Black

CMYK: 0C 0M 0Y 100K  
RGB: 0R 0G 0B  
HEX: #000000



### White

CMYK: 0C 0M 0Y 0K  
RGB: 255R 255G 255B  
HEX: #FFFFFF



### Grey

PANTONE COOL GREY 3C  
PANTONE COOL GREY 3U  
CMYK: 7C 4M 6Y 14K  
RGB: 197R 197G 197B  
HEX: #C5C5C5

## Colour Palette

Correct use of colour is essential to the CDS visual image.

Colour palette colours are not restricted to the CDS identity (logo). They may be used judiciously in communication materials to reinforce the brand.

Please follow this general rule of thumb: The more public facing the piece, the more appropriate it is to use the identity palette within communications.

Careful matching of these colours is critical. The CMYK and RGB equivalents provided are guidelines only and should not be considered to provide an exact match. Always proof carefully against the PANTONE Colour Standard.

**Do not** alter the identity in any way.



**Do not** add modifiers.



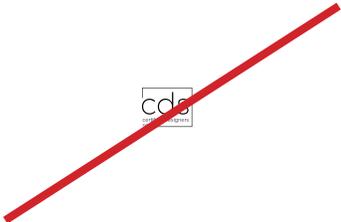
**Do not** reproduce the identity in any other colour than those approved.



**Do not** set the identity on an angle.



**Do not** reproduce the identity at a size smaller than those specified.



**Do not** set the site identity on a background that will contract from its readability.



**Do not** rearrange elements within the logo.



**Do not** do anything creative with the logo.



**Do not** use partial elements of the logo.



## Design Control

The CDS identity should always be reproduced from approved artwork. The examples at left illustrate unacceptable uses of our identity. In essence, our identity is not the place to exercise creativity, but rather the place to exhibit design control.

It must not be compromised or manipulated in any way.



For further advice please contact

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