# **Creative Northland Logo Usage Guide**



## **The Creative Northland logo**

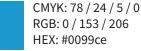
The Creative Northland logo is at the heart of our branding, so it's important that the correct version of the logo is used. These guidelines are designed to help you use the logo clearly and consistently. There are also some simple guidelines around sizing the logo, spacing around the logo and placement of the logo.

#### How to use it

This download includes our standard colour logo for use on a white background, and a white background logo for use on a solid colour or darker image. These are our preferred logo formats. There are high resolution formats for printing, as well as files designed for use on the web.

If you have any queries or you feel you need to use another version of the logo please email us on marketing@creativenorthland.com

### **Primary Colour Palette**



RGB: 0 / 153 / 206 HEX: #0099ce



CMYK: 75 / 68 / 67 / 90 RBG: 0 / 0 / 0 HEX: #000000



### **Minimum Size**



The logo should appear no smaller than 20mm wide in order to remain legible.



To maintain clarity and integrity, the logo should be free of competing graphics and text. It must be surrounded on all sides by adequate space.

## Don't...

Rotate logo



Remove any elements from the logo



Stretch the logo vertically or horizontally



Change colour of the logo



Place the incorrect version on an image or coloured background



Add text or images to the logo