

Creative Northland Logo Usage Guide

CREATIVE
NORTHLAND

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

CMYK: 78 / 24 / 5 / 0
RGB: 0 / 153 / 206
HEX: #0099ce

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

Standard Colour Logo

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White Background Logo

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Grayscale Logo

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Minimum Size

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20mm

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

Clearspace when using standard and grayscale logo



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...

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Remove any elements from the logo

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Stretch the logo vertically or horizontally

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Place the incorrect version on an image or coloured background

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Rotate logo

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Change colour of the logo

Arts Agency
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Add text or images to the logo