

NZCT gives out around \$40 million in grants every year from funds raised by our gaming venues.

Our grants support all kinds of important causes from rescue and life-saving services, arts and community groups to poverty reduction and education but our main focus is to provide funds for amateur sport.

Around 75% of our grants are for sporting endeavours, from beginners to world-class athletes.

Few things excite our nation more than sport and our brand symbolises our commitment to sport. It also symbolises over-riding commitment to being the best at all we do.

The NZCT brand is reflected in a logo made up of four key elements: Our name, the silver fern backbone, a distinctively 'Kiwi' colour palette and the contemporary font used.

The silver fern backbone is inseparable from our name. It is what grounds our logo and our organisation. We are widely considered to be the 'backbone of amateur sport' – our funding makes it possible for athletes of all levels to participate in their chosen field.

We are proud of the difference we make to the lives of New Zealanders and immensely grateful for the support and hard work of our venue operators, who make each grant possible.

Correct use of our logo helps to tell the NZCT story widely through our communities so that this hard work is recognised.



**LOCAL GAMING, LOCAL FUNDING**



# BRAND GUIDE

## CONTACTS

A full logo suite in several different formats is available by emailing [communications@nzct.org.nz](mailto:communications@nzct.org.nz).

A downloadable version of these brand guidelines is available on our website.

If you have any questions about the NZCT brand and how to use it, contact:



P.O Box 10 857, Wellington 6143  
0800 446 928 • 04 473 0007  
[www.nzct.org.nz](http://www.nzct.org.nz)

## LOGO USAGE

NZCT – NZ Community Trust, has two core logos for use. The options are white on black background and black on white background. The black on white background has community trust in 50% black tint. But is all white for the white on black version.



## MINIMUM SIZES

When deciding how to best display the NZCT logo, you need to consider what the final printed size will be.

**The logo must always be scaled proportionally.**

If the NZCT logo will be smaller than 34mm wide when it is printed, the tagline should be black and not grey. Ideally, the NZCT logo should not be reproduced smaller than 25mm across.



## CLEAR SPACE

To ensure the NZCT logo can be clearly recognised, use the following exclusion zone (clear space) requirements.

This is the height of two Ms taken from the word 'Community', stacked.



## CORE BRAND COLOURS



### PMS BLACK

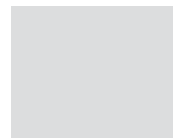
CMYK  
C0 M0 Y0 K100  
RGB  
R0 G0 B0  
WEB SAFE  
00 00 00



### PMS BLACK 50%

CMYK  
C0 M0 Y0 K50  
RGB  
R35 G31 B32  
WEB SAFE  
231f20

White type and fern can be used on the black and mid grey background



### PMS BLACK 15%

CMYK  
C0 M0 Y0 K15  
RGB  
R220 G221 B222  
WEB SAFE  
dcdde



### PMS WHITE

CMYK  
C0 M0 Y0 K0  
RGB  
R0 G0 B0  
WEB SAFE  
FF FF FF

Black type and fern can be used on the light grey and white background

## FONT

The NZCT brand uses the font called Mulish, a free to use Google font. If this font is unavailable, it should be substituted with Arial. For web based applications, Mulish should also be used with Arial as the second option.

## Mulish Black use for headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()-+=

## Mulish Bold use for lower level headings and bold text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()-+=

## Mulish Regular or light use for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()-+=

## SILVER FERN

The options are:  
white on black background  
black on white background.  
80% black on black or white  
50% black tint on black or white  
15% black tint on black or white  
50% opacity of white fern on photographs  
Fern can be made large and cropped  
Never behind body text  
Not to be encapsulated with the logo

