

The NZCT brand story,

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



OUR BRAND NEW BRAND GUIDELINES

All the info you need in getting the most from our brand new brand



New Zealand Community Trust
PO Box 10 857, Wellington
P 0800 446 928 F 04 473 0007
www.nzct.org.nz

Logo Formats



Primary NZCT logo

The correct versions of the NZCT logo are shown below. These are the only versions that are acceptable for use.

Artwork in different formats for these logo versions is available by emailing logo@nzct.org.nz. Downloadable versions of these brand guidelines are available on our website.

NZCT – NZ Community Trust
2 versions white on black & black on white



NZCT logo with descriptor, Primary option



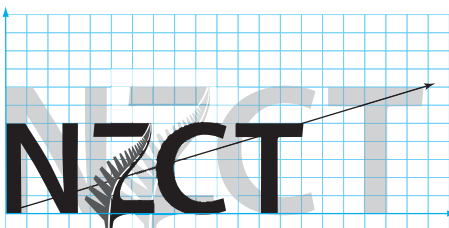
NZCT logo with descriptor, Secondary option

Minimum sizes

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

If the NZCT logo will be smaller than 34mm when it is printed, the tagline should be dropped.

Ideally, the NZCT logo should not be reproduced smaller than 25mm across.



NZCT Logo must not be redrawn. The NZCT Logo must be always scaled Proportionately horizontally & vertically adhering to minimum clear space rule.

Brand Colours

PMS BLACK
CMYK C0% M0% Y0% K100%
RGB R0 G0 B0
WEB SAFE 00 00 00
NZCT Black

PMS BLACK 80%
CMYK C0% M0% Y0% K80%
RGB R51 G51 B51
WEB SAFE 33 33 33
NZCT Dark Grey

PMS SILVER 877c
CMYK C0% M0% Y0% K25%
RGB R0 G0 B0
WEB SAFE BF BF BF
NZCT Silver

PMS WHITE
CMYK C0% M0% Y0% K0%
RGB R0 G0 B0
WEB SAFE FF FF FF
NZCT White

The NZCT brand colours are distinctively 'kiwi', evoking feelings of national pride.

The logo can be used in two colour versions:

Black NZCT lettering on a white background. The fern and strap line should appear in 80% NZCT Black.

White NZCT lettering on a black background. The fern and strapline should appear in NZCT Silver.

Fonts

The NZCT brand uses the font called Myriad Pro. The logotype itself is a modified version of Myriad Pro Semi-Bold, and the strap line is set in Myriad Pro Bold.

If this font is unavailable, it should be substituted with Tahoma or Arial. For web based applications, the type face Tahoma should be used.

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()-+= **Myriad Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()-+= **Myriad Pro Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()-+= **Myriad Pro Light**

Clear Space Requirements



NZCT Logo Clear Space Equation

$X = 1/2$ width of "N"

To ensure the NZCT logo can be clearly recognised, it is important that our minimum clear space specifications shown below are met. The clear space area is marked with an 'x' and is equal to 1/2 of the "N" in NZCT.

Silver Fern

The silver fern icon is the backbone of our logo and the NZCT logo must never appear without it.

There are times when the silver fern icon can be used on its own – particularly as a watermark behind large bodies of text.

If you are interested in using our silver fern on its own, you will need to contact the NZCT marketing and communications manager on 0800 446 928.



Contacts

A full logo suite in several different formats is available by emailing logo@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:

Marketing and Communications
NZCT – New Zealand Community Trust
PO Box 10 857
Wellington
P 0800 446 928 F 04 473 0007

