



**Invercargill City
Libraries & Archives**

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BRAND GUIDELINES

ABOUT THE GUIDELINES

THE PURPOSE

In order to create and maintain a strong brand, this document has been produced to ensure that all branding, marketing and other material have consistency across all mediums and conform to the industry standards which are detailed throughout the guide.

CONTACT US

For more information about these brand identity guidelines please contact:

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ABOUT THE LOGO

The Invercargill City Libraries & Archives is a place of connection, excitement and community, with the aim to create individual, long-lasting learning and development, that not only nurtures minds, but allows users access to information and services. Whether it be through the traditional means of books, manuscripts, research or the latest digital applications and technology, the Library is a place that each user can call their own.

This graphic epitomises what it means to be a part of the Library and to be able to create your own place of engagement, relaxation and passion.

Initially based on a fingerprint as an identifiable way to communicate 'yours and ours' to the viewer, development then led into a 'digital pathways' element that also combined the birds eye view or side on view of a book. Through the logo we are able to communicate pathways, connectivity, community and ownership. This allows the viewer/user to identify with the sense of belonging.



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LOGO SPECIFICATIONS

PRIMARY LOGO

The Invercargill City Libraries & Archives logo is the most immediate representation of the institution and brand to the world. It is a valuable asset that should be used in the proper approved formats, in order to maintain consistency and professionalism.

The primary logo (stacked or horizontal) is the preferred option to use across all marketing material, where ever possible.

The logo is designed to work at its best and offer the most impact on the dark charcoal background (as it shown in this example). The logo can be used in either the horizontal or stacked variation depending on which option is best for the application.



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LOGO SPECIFICATIONS

SECONDARY LOGO

We recommend only using these secondary logo variations when the use of the primary logo will compromise the brand guidelines or design aesthetic.

This is to ensure the appearance of the logotype is optimised at all times and is consistency is maintained across the brand.

These variations would not be suitable for digital applications such as website banners or supporting graphics.

TWO COLOUR



ONE COLOUR



LOGO SPECIFICATIONS

SECONDARY BACKGROUND

Orange can be used as a secondary colour option. However, we recommend that the primary background and logo is used in the first instance (where possible) and this background is used occasionally.



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LOGO SPECIFICATIONS

INCORRECT USE

Brand consistency is absolutely paramount when communicating the Invercargill City Libraries & Archives brand, regardless of the medium or application, changing or altering any of the brand assets can appear unprofessional, destroy your

brand image and creditability as well as potentially make your business unrecognisable to existing and potential clients. Please adhere to the guidelines and only use approved files.

DON'T

1. Move "Invercargill City Libraries & Archives".
2. Rotate the logo text.
3. Apply any effects, including drop shadows.
4. Skew, stretch or attempt to make the logo 3-dimensional in any way.
5. Change the size of the graphic in relation to the text.
6. Recolour the logo.
7. Alter the transparency of the logo.
8. Change the typeface.
9. Use the wrong logo variation on the wrong background.

EXAMPLES



LOGO SPECIFICATIONS

EXCLUSION ZONE

The exclusion zone simply means that nothing should encroach the quiet area, for example; typography, other logos, image credits etc. This is particularly relevant when used in conjunction with other logos and graphics. Using these guidelines will allow the logo to have the most impact and differentiate from other elements on the page. The exclusion zone is measured by the height of the capital 'I' in 'Invercargill'.



LOGO SPECIFICATIONS

MINIMUM LOGO SIZE

The logotype should never be used below the minimum size of 50mm horizontally and 40mm stacked; the logotype without the tagline should never be used below the minimum size of 30mm horizontally and 20mm stacked. Please maintain the logo proportions and ensure legibility is not compromised.



OUR COLOURS

PRINT + DIGITAL USE

The Invercargill City Libraries & Archives colour palette is vibrant, professional and simplistic. In order to maintain consistency, these are the colours that should be used on any branding or marketing material. This is one way to create and develop brand awareness as well as creditability.

Combining the energy of red and the happiness of yellow, the colour orange represents enthusiasm, fascination, creativity, determination, success, encouragement, and stimulation, all of which are

attributes that align with the Invercargill City Libraries & Archives. Dark grey was selected for contrasting attributes such as, conventional, dependable, practical, quiet and reserved. This is to appeal to all demographics and personality types.

PANTONE P 170-16 C
M8 Y9 K88
R69 G63 B61
#45373D

70% Tint
C85 M0 Y0 K0
R66 G64 B61
#42403D

Pantone C Black
K100
R35 G31 B32
#231F20

Please note: Although these particular colours have been specified, it is important to understand colour variation is inherent in any print process. With variables such as, paper stock, media and the method of printing ie. digital (toner vs ink-jet) /offset (traditional printing press) / screen printing as well as many more, it is virtually impossible to guarantee an exact colour match on all finished articles. This applies to printed material, promotional products and signage etc.

PANTONE 144 C
M8 Y9 K88
R242 G139 B0
#F38800

70% Tint
M38 Y70
R250 G172 B96
#FAAC60

#FFFFFF

OUR TYPOGRAPHY

FONT FAMILIES

Museo Slab and Museo Sans are the font families that should be used on Invercargill City Libraries & Archives branding and marketing material.

We suggest using Museo Slab for headers/ occasional use, in a weight no thicker than 500 so that it doesn't compete with the logo. Museo Sans is suggested for body copy use.

These fonts are available through the Adobe Typekit and both are available for web licensing.

Ink Blossoms Regular has been chosen for occasional use. The free flowing, loose handwritten script embodies the personal touch of the Library.

We recommend using this font only for headers and instances that legibility is less of a concern. This font should never be used as body copy.

Using fonts consistently will ensure the best chance of creating and maintaining brand recognition. However, given the ever-changing programmes and events featured at the Library, the occasional font is flexible. We understand that Ink Blossoms Regular won't suit every event/ programme therefore this can be substituted for an appropriate font at the designers discretion.

Header Font

Museo Slab 300, 500
Tracking: +20

Body

Museo Sans 100, 300
Museo Sans 100, 300 Italic
Tracking: 0

Occasional Use

Ink Blossoms Regular
Tracking: 0

BASIC PRINT SETUP REQUIREMENTS

BLEED

A minimum of 1.5mm bleed is required for all print. Depending on a print process 3mm may be required.

CMYK

Any printed material, whether it be signage, business cards, posters or envelopes etc will always be done using the CMYK colour values (cyan, magenta, yellow and black).

SPOT COLOURS

Spot colours (Pantone) should not be used in general print setup as CMYK is preferred. Pantone swatches are only required for promotional products/screen prints.

RGB

Always convert RGB to CMYK, to avoid unpredictable results. If you do supply RGB files, they will be automatically converted to CMYK, this will give you unpredictable results.

QUIET ZONE

The standard quiet zone for print is 4mm from all trim edges and folds. Avoid placing text in margins, unless you want it to 'bleed' off.

SOLID BLACK

For small areas, Solid Black is recommended (100 K) and for larger areas, rich black (100 K & 40 C) is suggested. Black text should never have more than 140% ink coverage. Four channel black (Cyan, Magenta, Yellow & Black) is virtually impossible to print, will look blurred and may cause sheets to stick together.



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