



NZIQS

THE CONSTRUCTION COST SPECIALISTS

NEW ZEALAND
INSTITUTE
OF
QUANTITY
SURVEYORS

BRAND USAGE GUIDE 2014

This guide sets out a few simple rules to ensure a consistent tone, manner and design across all services and communications that carry the NZIQS name.

These Guidelines set out some simple rules for using the NZIQS logo. They should be applied accurately and consistently across all communications.

These artwork files can be obtained from:

Rainbow Creative

Level 1
2 Wall Place
Tawa

P: 04 232 1000
E: info@rainbowcreative.co.nz

NZIQS

Level 8
276 Lambton Quay
Wellington 6011

P: +64 4 473 5521
E: office@nziqs.co.nz

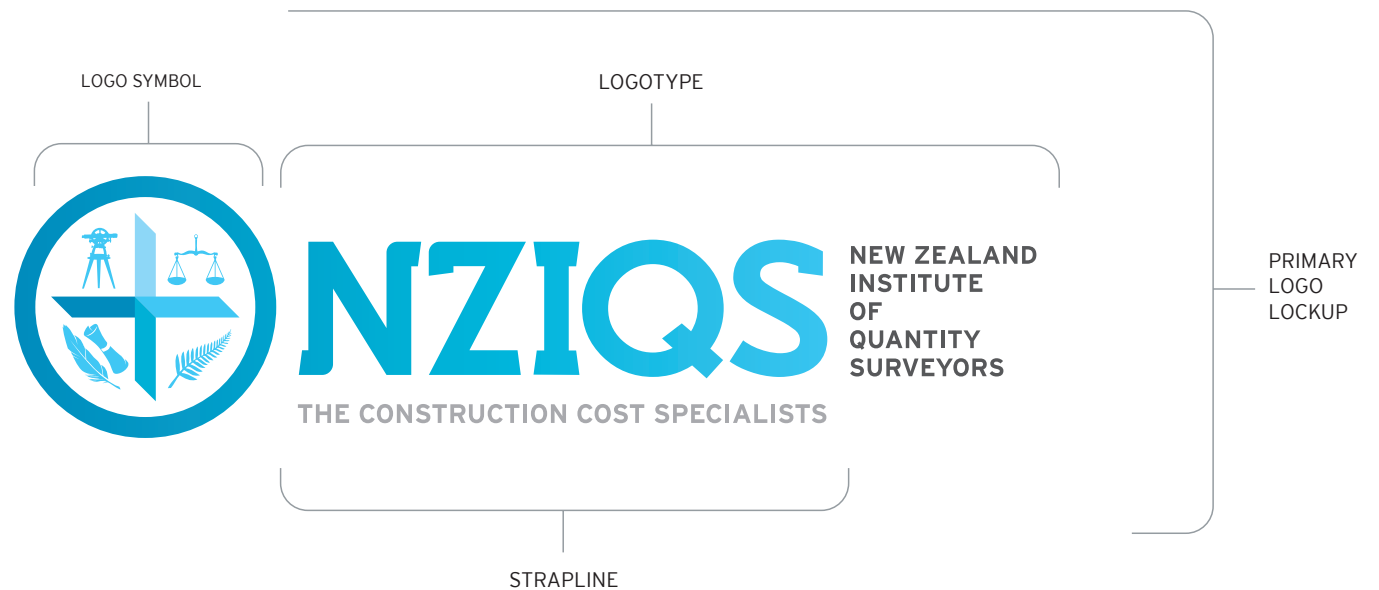
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Master logo

The master logo is the preferred logo option and is to be used in the first instance where the logo will be sitting on a white background.

The relationship between logotype and logo symbol (the logo lockup) should not be altered. The logo should never be redrawn and must always be reproduced faithfully from the master logo artwork supplied.

As a general rule, any promotional documents in the public domain require the Primary Logo Lockup with Strapline. The Strapline is useful in cementing and promoting the aim of the organisation.



The NZIQS colour palette

It is always important represent the brand in its true colours. Indicated here are the core brand colours and how to use them in various formats.

The primary method of printing the logo is using process (CMYK) colour mixes.

The spot colour is only applied to Spot and Single colour versions of the logo (see page #)

Tints (percentages) of these colours should be considered part of the colour palette, as should white and black.

The NZIQS logo should always appear in its appropriate brand colours as shown in this document.



PROCESS MIXES	C: 40 M: 0 Y: 0 K: 0	C: 60 M: 0 Y: 0 K: 0	C: 80 M: 0 Y: 0 K: 0	C: 90 M: 30 Y: 12 K: 0	C: 0 M: 0 Y: 0 K: 80	C: 0 M: 0 Y: 0 K: 20
TINTS						
BLENDS	C: 90 M: 30 Y: 12 K: 0	C: 80 M: 5 Y: 12 K: 0	C: 60 M: 0 Y: 0 K: 0	K: 40 K: 10 K: 40		
SPOT AND SINGLE COLOUR USAGE	PANTONE 639C	BLACK	WHITE			

The following options demonstrate appropriate horizontal lockup usage in both positive and reversed contexts.



The following options demonstrate appropriate vertical lockup usage in both positive and reversed contexts.



POSITIVE USAGE VERSION



REVERSE USAGE VERSION

Spot and single colour logo options

For internal administration or where budget does not allow the logo to be printed in process colour, then print the logo in either:

Black

PMS 639C and Black

or PMS 639C

Generally the strapline is produced with the Primary CMYK logo lockup.

BLACK AND WHITE VERSION



2 SPOT COLOUR VERSION
PMS 639C - BLUE
BLACK



1 SPOT COLOUR VERSION
PMS 639C - BLUE



7 | Spot and single colour reverse logo options

Where budget does not allow the logo to be printed in process colour, then print the logo in either:

Black

PMS 639C and Black

or PMS 639C



Logo size usage - horizontal lockup

The artworks for the horizontal logo lockups have been produced at the optimum size for usage on A4 documents.

MEASUREMENT

The minimum size of both primary and secondary use logo of are measured by the height of the logotype as shown.

SMALL USE LOGO

The Master Logo's must never be used smaller than the minimum height height in print applications. In cases where the logo needs to appear smaller than its minimum height then the Small Use Logo must be used.

The same rules apply to reverse versions of both horizontal and vertical options.



PRIMARY HORIZONTAL LOCKUP

MINIMUM HEIGHT 10mm

The Primary Logo Lockup should not appear smaller than 10mm in height. If your design requires the logo to go below this height then you must replace it in the design with the Secondary logo (without strapline).



SECONDARY HORIZONTAL LOCKUP

MINIMUM HEIGHT 7mm

The Secondary Logo Lockup (horizontal lockup without strapline) should not appear smaller than 7mm in height. If your design requires the logo to go below this height then you must replace it in the design with the Small Use Logo.



SMALL USE LOGO

The small use logo can only be reproduced at small sizes and is the only logo artwork that can be used below the minimum size.



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PRIMARY LOGO VERTICAL LOCKUP

MINIMUM HEIGHT 40mm
The Primary Logo Lockup should not appear smaller than 40mm in height. If your design requires the logo to go below this height then you must replace it in the design with the Secondary logo.



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SECONDARY LOGO VERTICAL LOCKUP

MINIMUM HEIGHT 26mm
The Secondary Logo Lockup should not appear smaller than 26mm in height. If your design requires the logo to go below this height then you must replace it in the design with the Small Use Logo.



SMALL USE LOGO

The small use logo can only be reproduced at small sizes and is the only logo artwork that can be used below the minimum size.

The logo requires clear space around it in order to maintain clarity and allow breathing space. Clear space around the logo prevents any graphic element from interfering with its integrity. Please ensure no other graphic elements or text are placed within these zones.

For both the vertical and horizontal lock-ups, the clear space can be calculated by measuring the distance of the length of bottom divider from the logo symbol, it can be larger, but should never be smaller.

The same rule applies for reversed versions, and secondary versions without the use of strapline.



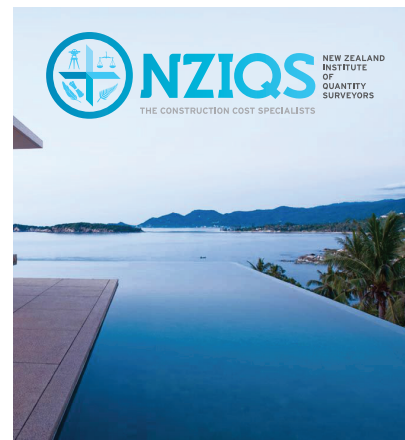
Other allowable uses of the logo

The logo may be reversed out over photographic backgrounds when the area behind the logo is simple enough not to compromise legibility.

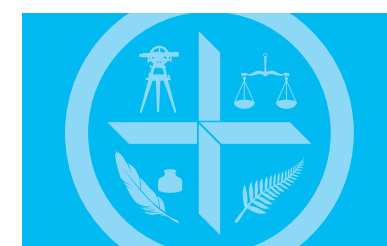
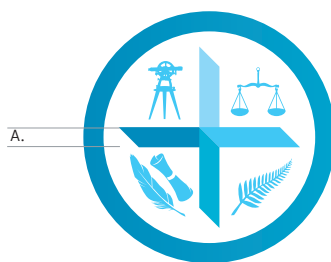
The logo symbol may be used independently of the logotype as a graphic device (e.g. embossed or embroidered), or as a tinted element (e.g. document watermarks or window frosting). It may only be used in these ways when it has previously appeared as a complete logo within the same document or environment.

Additionally the divider from the symbol may be used as a rule, or a decorative border - provided that the angle doesn't change, and that the height pertains to the exact same height as it appears in the logo or logo symbol on the same page. See example (A.)

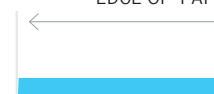
The strapline and the rule may also be used independently in conjunction with the small use logo as set out in the example. This is the only exception for an enlarged rule.



LOGO SYMBOL



RULE



EDGE OF PAPER

BORDER

SMALL USE LOGO WITH RULE AND STRAPLINE



THE CONSTRUCTION COST SPECIALISTS

12 Rules and misuse of logo

The NZIQS brand identity has been designed to fulfil specific needs specific to the company it represents. These brand standards aim to achieve visual consistency. For this reason the following examples should never be used.

The logo must always be used in accordance with the guidelines set out for brand colours, exclusion zones, size and proportion.



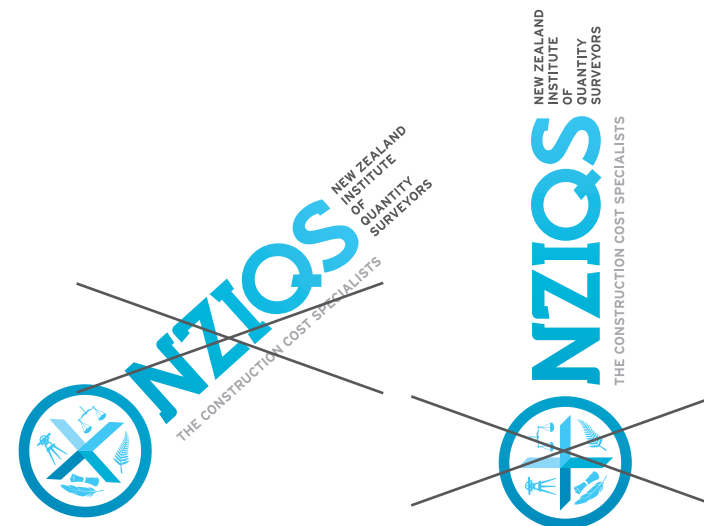
STRETCHING HORIZONTALLY OR VERTICALLY



SMALLER THAN MINIMUM SIZE



CHANGE THE OPACITY OR CHANGE TINT OF LOGO



ROTATING



COLOURISING



INAPPROPRIATE USE OF REVERSE APPLICATION

Interstate is the primary typeface for NZIQS material. It should be used as the first choice typeface for NZIQS promotional and typographic print documents. It's a versatile typeface that combines the crispness of a simple sans serif font with a modern and approachable elegance.

Arial regular is the default typeface used on all stationery templates and documents produced internally, and all documents sent electronically. Examples of this situation include: text in member documents, letters, new's letter's web based media, powerpoint presentations, Website etc

Arial is also to be used when the user does not have access to Interstate and where the user needs to have the font installed on their computer.

PRIMARY FONT

Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEB, EMAIL AND INTERNAL DOCUMENTAION FONT

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

14 Using the right logo

It is very important to use the correct format of logo for the item you are producing. Failure to do so may result in a variety of problems, such as loss of quality, compromising the brand identity or very large file sizes.

FILE FORMATS

EPS vector files can be enlarged indefinitely without loss of quality. They are appropriate for most print applications.

JPEG and **PNG** files are more appropriate for use in Microsoft Office applications or on-screen use. Not to be stretched any larger than supplied size.

COLOUR VERSIONS

CMYK stands for process colour versions. These versions are for print applications where 4 colour process is used.

BW stands for Black and White versions. NZIQS_Logo_BW_REV version can also be used for White reversed out of an image or coloured background.

SPOT versions are for print applications that only allow for one or two process or spot colours.

REV or **POS** determines whether logo is used in positive or reversed context.

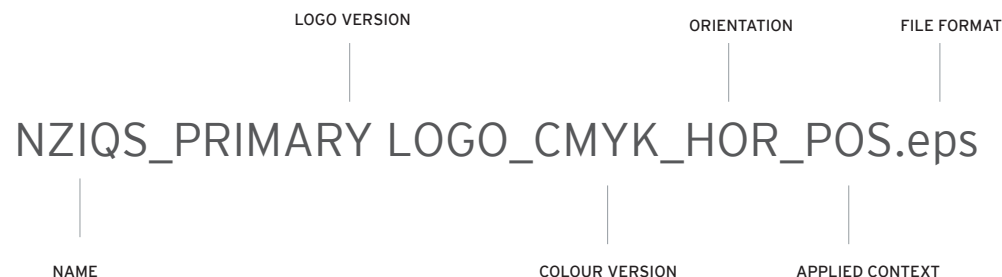
RGB is for on screen applications.

ORIENTATION

HOR or **VER** stands for horizontal or vertical orientation.



FILE NAMING PROTOCOL:



15 | Logo Position

The preferred position for the NZIQS primary horizontal lockup is the top right hand corner. Positioning of the primary vertical lockup is more flexible – granted appropriate alignment with other graphical or text elements.

The logo should be appropriately positioned within a grid for any particular application. Always allow enough breathing space between the logo and the edge of the artwork.

Please see examples of stationery examples over the page.



Rainbow Creative supplies NZIQS letterheads, compliment slips and business cards.

Word templates for letters, and Powerpoint presentations can also be supplied by Rainbow Creative on Request.

COMPLIMENT SLIP



FREE PHONE 0800 4 NZIQS
PHONE 04 473 5521
PO Box 10469
Wellington 6143
www.nziqs.co.nz

BUSINESS CARD



Marilyn Moffatt
EXECUTIVE DIRECTOR
027 473 5521

FREE PHONE 0800 4 NZIQS
PHONE 04 473 5521
EMAIL marilyn.moffatt@nziqs.co.nz
PO Box 10469
Wellington 6143
Level 8, 276 Lambton Quay
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www.nziqs.co.nz



LETTERHEAD



NEW ZEALAND
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THE CONSTRUCTION COST SPECIALISTS

December 11, 2015

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Wellington 6011

www.nziqs.co.nz

Ximos eius

Sunt etur rem dolore

Liquis aut

versperro corerion corat

quiae consequistis

Dear eaque nonsedit:

sum, tem aut landene pedia comminusaped qui que consedi odit quibus.

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Sincerely,

numqlatenem cum a qui vendunt

LETTERHEAD – FOR USE WHEN BLEED IS INAPPLICABLE



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December 11, 2015

FREE PHONE: 0800 4 NZIQS

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versperro corerion corat

quiae consequistis

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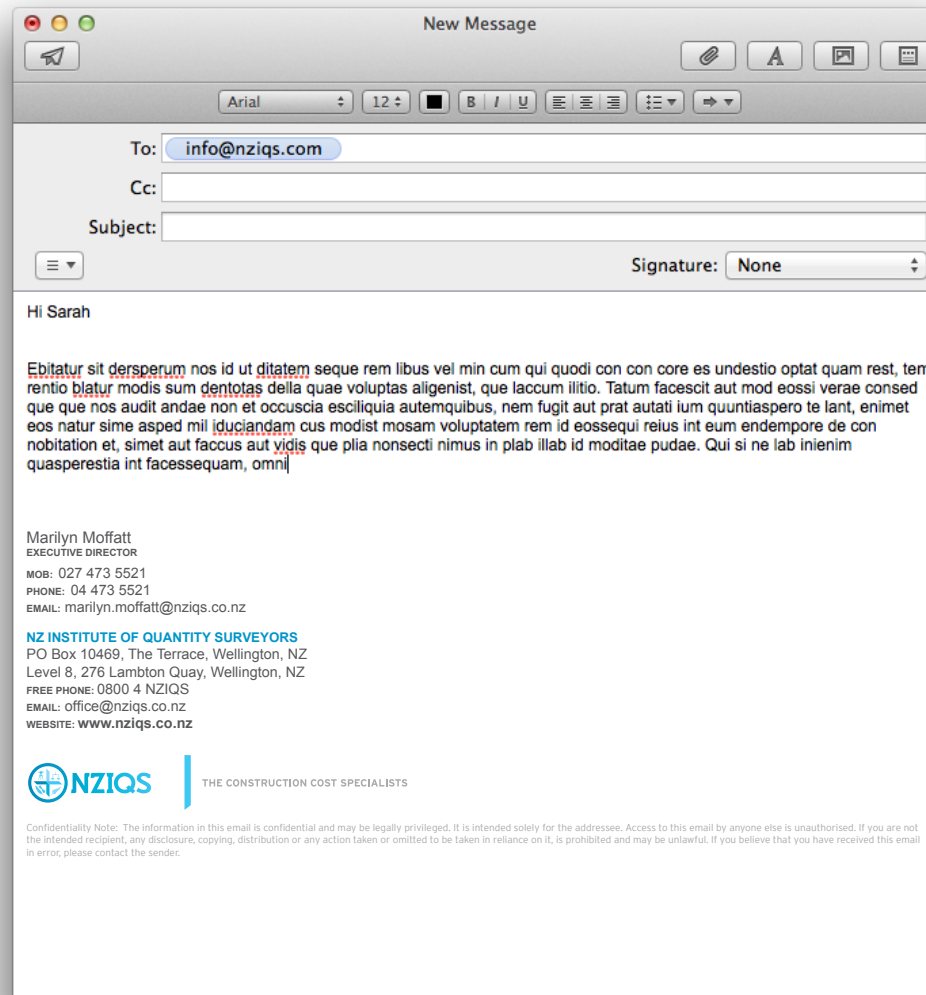
Sincerely,

numqlatenem cum a qui vendunt.

18 | Email signatures

Arial is to be used as the default for Emails. Font should be set to 12 point and in black.

The email signature must always be set up as per example.



Example for use of logo versions on website - as per example shown.

