

# Using the Creative New Zealand logo

These guidelines provide information on the use of the Creative New Zealand logo. If you have any enquiries regarding the use of Creative New Zealand's logo, please contact:

Communications team, Creative New Zealand  
Old Public Trust Building, 131-135 Lambton Quay, Wellington  
Phone: 04 473 0880 Fax: 04 498 0720 Email: [info@creativenz.govt.nz](mailto:info@creativenz.govt.nz)

Logo files can be downloaded from <http://www.creativenz.govt.nz/resources/logo.html>

## Single-colour reproduction

This is the standard Creative New Zealand logo. It is designed to maintain consistent clarity and impact for all applications except high-quality, four-colour process printing. Always print the logo in solid black where possible. If black is not available use the darkest spot colour in your colour palette.

If your project has received funding from the **Creative Communities Scheme**, please use this logo.



## Four-colour process reproduction

This version is for high-quality, four-colour process printing. Note there are two versions of this artwork available – one for reproduction up to 90mm wide, the other for reproductions between 90mm and 300mm. If you need to reproduce the four-colour process logo at a larger size please discuss your specific requirements with Creative New Zealand Communications staff (contact details above).

If your project has received funding from the **Creative Communities Scheme**, please use this logo.



## Minimum size

The Creative New Zealand logo should not be printed smaller than 25mm line length. However, if space limitations require you to reproduce the logo at a smaller size please discuss your specific requirements with Creative New Zealand's Communications staff (contact details above).



## Clear space requirements

To ensure the logo is not compromised for space, a clear area must be left around it. This area should be, at minimum, equivalent to the depth of the panel.



## Arts Board version of the logo

If your project has received funding from the Arts Board, this version of the logo should be used.



## Te Waka Toi version of the logo

If your project has received funding from Te Waka Toi, this version of the logo should be used.



## Pacific Arts Committee version of the logo

If your project has received funding from the Pacific Arts Committee, this version of the logo should be used.



## Guidelines for backgrounds

Wherever possible place the logo on a simple white or light coloured background. Where this is not possible you may place the logo on a section of an image that is of a consistent and light tone. Do not place the logo on a solid area of colour that is too dark to provide adequate contrast. Do not place the logo on an image that does not provide adequate contrast.



## Reversing the logo

Wherever possible use the positive version of the logo. Where this is not possible you may reverse out the logo in white on a dark solid colour (preferably black) or in a section of an image that is of a consistent and dark tone. When used this way the logo should be no less than 50mm wide to maintain readability of the strapline.



## Please Don't...

### Distort the logo

The Creative New Zealand logo should not be embellished or distorted in any way.



### Apply different colours to the logo

The Creative New Zealand logo must only be reproduced in four-colour process or monochrome. Please don't apply colour to parts of the logo.



### Alter the logo

The Creative New Zealand logo has been designed to fulfil a wide variety of needs. It must not be changed to suit personal tastes.



### Alter the orientation

The Creative New Zealand logo is designed to be used in a horizontal orientation. It must not be used in any other way.



### Substitute text for the logo without prior arrangement

The Creative New Zealand logo should be the first choice for publicity purposes. In cases where it is either impossible or inappropriate to use the logo, one of the sentences below should be used. However, you must seek prior agreement with Creative New Zealand Communications staff before doing so.

With the support of Creative New Zealand

With the support of Creative New Zealand Toi Aotearoa

(organisation name) receives major public funding from Creative New Zealand

You may, of course, use this wording in addition to the logo. Please note 'New Zealand' must be written in full – NZ is not acceptable.