THIS IS A GUIDE FOR ALL THE ELEMENTS THAT MAKE UP THE ACTIVE SOUTHLAND BRAND.

IT WILL HELP YOU GET TO KNOW US AND OUR BRAND A LITTLE BETTER.
THE CONTENTS

logo overview 4
secondary logos 6
graphic elements 8
logo best practice 10
minimum size 13
clear space rule 13
brand typefaces 14
colour palette 20
01. LOGO OVERVIEW
If you need any assets supplied please email our brand manager Tessa Hewlett: tessa@sportsouthland.co.nz

1. PRIMARY DIGITAL USE - KEEP IT BRIGHT!
If the logo is going to be used digitally, please use our digital logo version to keep our colours nice and bright - like us :)

2. SECONDARY PRINT USE - CMYK OR TWO COLOUR?
If the logo is going to be used in a physical format, we have options for this. We have a CMYK full colour version and a Pantone colour system version - this is so we can keep our colours as lively as possibly depending on the application. Please contact us for any clarification.
02. SECONDARY LOGOS
SECONDARY SUPPORTING LOGO ASSETS

These shortened logo versions are to be used as supporting graphics not as the only visual of the brand. For example the ‘AS’ logo version is used in supporting campaign work and helps extend brand messaging.

‘AS’ TYPOGRAPHY
Can be used in support and helps reinforce brand messaging.
Example Fig 1

‘AS’ TYPOGRAPHY WITH MOTIF
the motif version can be used as a supporting logo on secondary uniform items like a cap.
Example Fig 2
03. GRAPHIC ELEMENTS
EXTENDED GRAPHIC REPRESENTATION USING THE MOTIF
This graphic device is based off the logo icon, but is not exactly the same. Please use the graphic we supply and do not re-make.

LARGE SINGULAR MOTIF
This can be used as a subtle graphic device to create texture. Example Fig 3 (and the front of this document)

TE WHARE TAPA WHĀ REPRESENTATION
THE 4 DIMENSIONS OF WELLBEING
Taha Tinana (physical wellbeing)
Taha Hinengaro (mental wellbeing)
Taha Wairua (spiritual wellbeing)
Taha Whānau (family wellbeing)

NIHO TANIWHA/TEETH OF THE TANIWHA PATTERN:
Use as a texture or a solid footer to contain importance. Niho Taniwha can symbolise – among other things – strength and resilience and can also represent family houses within a tribe. Niho patterns are often associated with great leadership and strength, physically and mentally.
DARK OR LIGHT USE

Keep the contrast high.

DO'S & DON'TS
05. LOGO BEST PRACTICE
DO’S & DON’TS (CONTINUED)

Ensure there is plenty of contrast between any image used and the logo version chosen. Lighten or darken the photo area behind the logo to create more contrast if needed.

MINIMUM SIZE

| Active Southland | AS | 35mm | 20mm |

CLEAR SPACE RULE
06. BRAND TYPEFACES
HEADLINE & BRAND TYPEFACE: FILSON PRO

Filson Pro is a new geometric sans serif family with versatility in mind. With its 575 glyphs and its round aspect, this typeface covers all kind of graphic and web design projects. You can purchase Filson Pro, here: https://www.myfonts.com/fonts/mostardesign/filson-pro/

Heavy
Regular
Light
0123456789

USE FILSON PRO FOR HEADLINE & SHORT STATEMENT-TYPE USE

GET YOUR ENTRIES IN!
2021 Strategy
07. BRAND TYPEFACES
Raleway is an elegant sans-serif typeface family. Raleway’s appearance is sharp and functional but it also has plenty of attitude hidden within its minimalist sensibilities. You can download Raleway, here: https://fonts.google.com/specimen/Raleway?preview.text_type=custom

USE RALEWAY FOR BODY COPY AND LARGE AREAS OF TEXT

Untiscimenet lacersp erfero berumqu untio. Ectem imus perae nownecearum vollam sit, erumenet aut di te sumet, estrum quo bere porrovit, sim core dolute placid excerspelis doluptatia nusdaercis min et fuga. Ut harumquissi temporio omnim qui sinis andanctate laborestio vende nonessin rat voluptas est et asi sintece aruntibus eicabori-am autemqu iducill esequid ellacer uptatur

Ut as sit autati od evenimusae minim era voluptatio. Cuptibus, quias vent qui nam, et, aut milis nesenem qui in num illorest, sent que sequamet fac
BRAND TYPEFACES
Untiscimenet lacersp erfero berumqu unto. Ectem imus perae nownecearum vollam sit, erumenet aut di te sumet, estrum quo bere porrovit, sin core dolute placid excerspelis doluptatia nusdaerciis min et fuga. Ut harumquissi temporio omnim qui sinis andande voluptas sequatrovita dolupta tectate laborestio vende nonessin rat voluptas est et asi sintece aruntibus eicaboriam autemqu iducill essequid ellacer uptatur

Ut as sit autati od evenimusae minim era voluptatio. Cuptibus, quias vent qui nam, et, aut milis nesenem qui in num illorest, sent que sequamet fac
08. COLOUR PALETTE
PRIMARY BRAND COLOURS

BLUE
RGB  0 / 107 / 210
HEX  #006bd2
CMYK 91 / 52 / 0 / 0
Pantone 285

GREEN
RGB  59 / 196 / 2
HEX  #3bc402
CMYK 75 / 3 / 100 / 0
Pantone 361 (or Neon 802 if wanting green to be very bright)

SECONDARY BRAND COLOURS

GREY
RGB  197 / 200 / 201
HEX  #c5c8c9
CMYK 18 / 12 / 13 / 5

NAVY
RGB  28 / 63 / 82
HEX  #1c3f52
CMYK 91 / 67 / 47 / 38

RED-ORANGE
RGB  248 / 89 / 78
HEX  #f8594e
CMYK 0 / 80 / 69 / 0

YELLOW/GOLD
RGB  245 / 198 / 21
HEX  #f5c615
CMYK 4 / 21 / 100 / 0
If you need any brand items supplied please email Tessa: tessa.hewlett@sportshland.co.nz