



# Top of the South

COMMUNITY FOUNDATION

*Tē Tāuihu*

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## INSPIRING GENEROSITY FOR A BETTER REGION

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### Brand Guidelines



Make your  
giving go further



Give where  
you live








Everlasting  
generosity  
made easy



## THE COLOURS OF TOP OF THE SOUTH COMMUNITY FOUNDATION LOGO



## LOGO COLOURS

	TOP OF THE SOUTH BRIGHT GREEN Coated - Pantone 361C Process - 59C / 0M / 100Y / 0K RGB - 115R / 191G / 68B
	TOP OF THE SOUTH DARK GREEN Coated - Pantone 2273C Process - 83C / 29M / 100Y / 16K RGB - 46R / 122G / 60B
	TOP OF THE SOUTH RICH BLACK Coated - Pantone Black 7C Process - 20C / 20M / 20Y / 100K RGB - 10R / 2G / 3B
	TOP OF THE SOUTH RICH BLUE Coated - Pantone 295C Process - 100C / 69M / 8Y / 54K RGB - 0R / 40G / 85B
	TOP OF THE SOUTH YELLOW GREEN Coated - Pantone 3005C Process - 100C / 31M / 0Y / 0K RGB - 0R / 119G / 200B
	TOP OF THE SOUTH TURQUOISE Coated - Pantone 312C Process - 80C / 3M / 19Y / 4K RGB - 0R / 169G / 206B
	TOP OF THE SOUTH DEEP TURQUOISE Coated - Pantone 633C Process - 98C / 6M / 10Y / 29K RGB - 0R / 127G / 164B
	TOP OF THE SOUTH GOLD Coated - Pantone 124C Process - 0C / 30M / 100Y / 0K RGB - 234R / 170G / 0B

The colours of the Top of the South Community Foundation logo have been chosen to reflect the beauty and variety of the region's landscapes from mountains to the sea. They further have the ability to convey the feeling of freshness and vitality. The black in the logo typeface adds contrast and also portrays strength of character and professionalism.

The neutral supporting colours add a 'quiet' range to the palette. It is suggested the brightest colours are used minimally - as a 'pop' colour if needed, not in large blocks of colour.

Colour consistency: It should be noted that, though the breakdowns of the colours intend to avoid colour variation, there may be some slight colour shifts in print depending on the type of paper/card stock used. In addition, different printers can produce different results.

Please ensure that CMYK versions of the logo are used for offset printing and RGB for screen or web purposes. RGB files are also used in word documents.

For consistency in offset printing, provide the Pantone colours can help.

## SUPPORTING COLOUR PALETTE

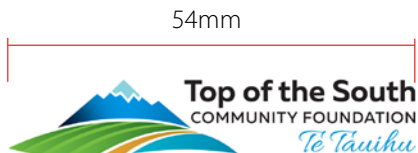
	TOP OF THE SOUTH MEDIUM GREEN Coated - Pantone 7740C RGB - 115R / 191G / 68B Process - 70C / 0M / 100Y / 19K RGB DARK - 46R / 122G / 60B
	TOP OF THE SOUTH TURQUOISE Coated - Pantone 312C Process - 80C / 3M / 19Y / 4K RGB - 0R / 169G / 206B DARK- 0R/127G/164B
	TOP OF THE SOUTH DARK GREY BROWN Coated - Pantone 405C Process - 28C / 31M / 35Y / 77K RGB - 66R / 62G / 60B
	TOP OF THE SOUTH LIGHT GREY Coated - Pantone 2330C Process - 13C / 9M / 13Y / 0K RGB - 207R / 205G / 201B

## LOGO - MINIMUM SIZE

## STACKED VERSION



## LANDSCAPE VERSION



To be sure of readability, it is recommended that the logo in the stacked format is printed or displayed no smaller than 30mm in length. In the landscape format the logo should be displayed no smaller than 54mm in length. At these sizes the words Community Foundation is 5.8pt. Much smaller and this will become difficult to read.

## LOGO - CLEAR SPACE



To ensure brand visibility it is recommended that clear space of approximately the height of the Logo Typeface Capital "T" at any given size as illustrated. This will avoid the logo appearing crowded and keep the Top of the South Community Foundation brand highly visible.

The same is recommended for the landscape version.



## LOGO - LANDSCAPE



An option to run the logo in a landscape format is available but should only be used where there is limited vertical space.

## LOGO - GREYSCALE



In the event that the logo is not able to be run in colour the logo has been supplied in b&w in both stacked and landscape.

## LOGO - REVERSED



It is preferable not to run the logo in all white but if necessary a white logo has been provided on a transparent background in both stacked and landscape versions as vector and png files.



In the event that the logo is run over a photograph, it is advisable to find a quiet space in the image and, if the image is dark, to use the reversed logo provided.

## TYPEFACE

## LOGO &amp; BYLINE TYPEFACE

**Top of the South** — **MULLER BOLD**  
 COMMUNITY FOUNDATION — **Muller Medium**  
*Te Tauihu* — *Allura*

The base font chosen for the logo is **Muller Bold**. The byline typeface is **Muller Medium**. The byline *Te Tauihu* is the script font **Allura**. It is strongly recommended that these typefaces are used only for the purpose of the logo and byline typeface. This will ensure that the strength of the master identity is not diluted by overuse of this font.

## RECOMMENDED SANS SERIF TYPEFACE

## BASIC SANS

Basic Sans Light (13pt)

abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Semi Regular (13pt)

abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Basic Sans Semi Bold (13pt)

abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Basic Sans Bold (13pt)

abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

A Sans serif that would be useful in designing TOP OF THE SOUTH's website and marketing collateral is **Basic Sans**. A friendly, but professional looking typeface, Basic Sans has a wide range of font weights from thin to heavy and is available for use with Adobe Typekit. The font family can be purchased for commercial use at [www.fontspring.com/fonts/latinotype/basic-sans](http://www.fontspring.com/fonts/latinotype/basic-sans)

If a free Google font alternative is required then **Montserrat** or **Open Sans** would work.

If a font is required for contrast or areas where a different approach is needed, **Tiempos Fine** has been requested to link to the CFNZ brand. Tiempos Fine includes options for macrons and is a commercial font, purchasable from New Zealand company, Klim Type Foundry: [klim.co.nz/retail-fonts/tiempos-fine/](http://klim.co.nz/retail-fonts/tiempos-fine/)

## RECOMMENDED SERIF TYPEFACE

## Tiempos

Tiempos Regular 13pt

abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Playfair Display Bold 13pt**

abcdefghijklmnopqrstuvwxyz 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

## EXAMPLE

## — June Event —

Pis consequ atecti dollore nonecte volurptur sum voluptate dita qui quia pe voluptati cone non repudant aut que et quibusa ndictem ratis dest et qui vit rerspere ommolupidi ut et modicaeecs diciet res qui bero omnienima natur a aut es solorest, con corpore ribusamet acersperatis rehenihit ommissitis ea idusam fuga.



## PROPORTIONS



It is vital for the brand's integrity that the logo and its typefaces are kept in the arrangements supplied.

The stretching or other distortion of the logo will destroy the balance and harmony of the logo and render it not only less readable but will reduce brand recognition.

In order to constrain the proportions of the logo in documents it is necessary to hold down the shift key when resizing.



## SUPPORTING DESIGN ELEMENTS



## INSPIRING GENEROSITY FOR A BETTER REGION



**Your gift**



**is invested  
and grown**



**and the  
ongoing income  
earned**



**goes to the  
local causes  
you love.**

**Make your  
giving go  
further**

**Make your  
giving go  
further**

**Give where  
you live**

**Everlasting  
generosity  
made easy**

Design elements are available for producing in-brand marketing materials that allow for variety and interest.

It is important that images are chosen to appeal to a broad target audience within the Top of the South, from Blenheim to Golden Bay and from 'Living Givers' to those wanting to set up a bequest. Different coloured squares deliver messages that support the aims of the foundation.



**GIVING IS EASY**

**GIVING IS EASY**

**GIVING IS EASY**

## VECTOR FILES

**AI****ADOBE ILLUSTRATOR**

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

**EPS****ENCAPSULATED POST SCRIPT**

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

**PDF****PORTABLE DOCUMENT FORMAT**

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

**SVG****SCALABLE VECTOR GRAPHIC**

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.



## IMAGE FILES

**JPEG****JOINT PHOTOGRAPHIC EXPERTS GROUP**

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds. High res versions can be also used for print.

**PNG****PORTABLE GRAPHICS NETWORK**

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



## COLOUR SPACES

**RGB****DIGITAL (RED, GREEN, BLUE)**

The colour space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purposes

**CMYK****PRINT (CYAN, MAGENTA, YELLOW, BLACK)**

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.

**PANTONE/SPOT****OFFSET PRINT ONLY**

Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.



File types for digital purposes



File types for print purposes