

BRAND IDENTITY GUIDELINES

THE REGIONAL BRAND

“Young Heart, Easy Living Manawatu” is the brand essence of the new regional identifier, chosen to build confidence and increase pride in our community. By using this statement “Young Heart, Easy Living”, we have encapsulated the identity and spirit of the Manawatu region.

Inspirational slogans unite people with a common vision and create positive associations. Strong brands create awareness, knowledge and value, besides offering a direction for our communities to follow; all of which translates to social and economic rewards.

The brand promise which this new regional identifier delivers, focuses on how we can celebrate and have more fun, become more colourful and passionate about our beliefs, explore and set new goals, become more open and accepting and above all build community pride and spirit with a sense of purpose. Our future depends on the attitudes we develop now.

“Young Heart, Easy Living” is a promotional concept, developed by independent members of our community, for organisations, businesses and individuals who understand the importance of consistency and recognition.

ESSENTIAL BRAND COMPONENTS

POSITIONING STATEMENT

“Young Heart” refers to a region occupied by both young people and those with young attitudes to life. “Easy Living” refers to Manawatu’s standing as an incredibly easy place to live.

GRAPHICS

The **green circle** represents the region’s abundance of grassland and its proud sporting heritage.

The **red square** radiates warmth and a sense of community well-being. It also recognises the centrality of the Manawatu.

The **small dots** within the square reflect the nine community values.

Easy Together	Easy Country	Easy Discoveries
Easy Business	Easy Learning	Easy Green
Easy Living	Easy Play	Easy Shopping

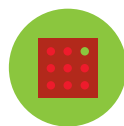
These are the values of the people living in the Manawatu - it is a reminder of the brand promise in the words “Young Heart, Easy Living”. Together these essential brand components form the visual identifier for the Manawatu region.

APPLICATION OF THE VISUAL IDENTIFIER

There are two versions of the visual identifier, a vertical version and a horizontal version. It is up to the discretion of the user which option they utilise, however, particular attention must be paid to clear space and size requirements in relation to any background or other elements. Therefore one option may be better suited than the other.



Horizontal version of the regional brand identity.



Vertical version of the regional brand identity.

APPLICATION OF BRAND LINES

There are nine brand value lines that can be used in the following way. For accurate application of each brand value with the appropriate colour, please only use files from this brand CD.



THE COLOURS

It is crucial to building a strong brand image for the regional identifier that consistency of colour reproduction is maintained. There are four brand identity colours used in the visual identifier and the colour break-down given below must be strictly adhered to according to what marketing medium has been selected for the visual identifier to be applied to.

	LIME GREEN	
	PANTONE (PMS) SPOT COLOR	375 (coated) 374 (uncoated)
	CMYK BREAK-DOWN	C:50 M:0 Y:100 K:0 (coated & uncoated)
	WEB SITE	9ACF49
	RGB	154-207-073
VINYL	LIME 714 (HP AVERY)	

	DARK RED	
	PANTONE (PMS) SPOT COLOR	1807 (coated) 180 (uncoated)
	CMYK BREAK-DOWN	C:0 M:91 Y:94 K:30 (coated) C:0 M:91 Y:94 K:20 (uncoated)
	WEB SITE	C02D00
	RGB	192-045-000
VINYL	DARK RED 924 (QM AVERY)	

	BRIGHT RED	
	PANTONE (PMS) SPOT COLOR	485 (coated & uncoated)
	CMYK BREAK-DOWN	C:0 M:100 Y:91 K:0 (coated & uncoated)
	WEB	E81111
	RGB	232-017-017
VINYL	CARDINAL RED 749 (HP AVERY)	

	BLACK	
	PANTONE (PMS) SPOT COLOR	PROCESS BLACK (coated & uncoated)
	CMYK BREAK-DOWN	C:0 M:0 Y:0 K:100 (coated & uncoated)
	WEB	000000
	RGB	000-000-000
VINYL	BLACK 901 (QM AVERY)	

SECONDARY COLOUR PALETTE



PANTONE 511 CVC
511 CVU
CMYK C:75 M:100 Y:70 K:0 CVC
C:70 M:100 Y:70 K:0 CVU
WEB 733362
RGB 115-051-098
VINYL PURPLE 984 (QM AVERY)



PANTONE 072 CVC
072 CVU
CMYK C:100 M:90 Y:0 K:0 CVC
C:100 M:90 Y:0 K:0 CVU
WEB 1E0095
RGB 030-000-149
VINYL ROYAL BLUE 754 (HP AVERY)



PANTONE 307 CVC
307 CVU
CMYK C:100 M:5 Y:0 K:30 CVC
C:100 M:0 Y:0 K:20 CVU
WEB 008EAB
RGB 000-142-168
VINYL OCEAN BLUE 709 (HP AVERY)



PANTONE 130 CVC
129 CVU
CMYK C:0 M:30 Y:100 K:0 CVC
C:0 M:30 Y:100 K:0 CVU
WEB FF9900
RGB 255-153-000
VINYL SIGNAL YELLOW 704 (HP AVERY)



PANTONE 513 CVC
248 CVU
CMYK C:47 M:87 Y:0 K:0 CVC
C:50 M:100 Y:0 K:5 CVU
WEB 9E1865
RGB 158-024-101
VINYL LILAC 954 (QM AVERY)



PANTONE 343 CVC
341 CVU
CMYK C:100 M:0 Y:69 K:60 CVC
C:100 M:0 Y:69 K:30 CVU
WEB 2B552B
RGB 043-085-043
VINYL GOLF GREEN 945 (QM AVERY)



PANTONE 375 CVC
374 CVU
CMYK C:50 M:0 Y:100 K:0 CVC
C:50 M:0 Y:100 K:0 CVU
WEB 9ACF49
RGB 154-207-073
VINYL LIME 714 (HP AVERY)



PANTONE 159 CVC
159 CVU
CMYK C:0 M:80 Y:100 K:10 CVC
C:0 M:70 Y:100 K:5 CVU
WEB D05911
RGB 208-089-017
VINYL SPANISH ORANGE 980 (QM AVERY)



PANTONE 347 CVC
354 CVU
CMYK C:100 M:0 Y:100 K:0 CVC
C:100 M:0 Y:100 K:0 CVU
WEB 1C8A40
RGB 028-138-064
VINYL KELLY GREEN 908 (QM AVERY)



PANTONE 547 CVC
547 CVU
CMYK C:95 M:25 Y:0 K:75 CVC
C:95 M:25 Y:0 K:70 CVU
WEB 29544F
RGB 041-084-079
VINYL LIGHT NAVY (125 CALON)



PANTONE 144 CVC
144 CVU
CMYK C:0 M:55 Y:100 K:0 CVC
C:0 M:55 Y:100 K:0 CVU
WEB F47400
RGB 244-116-000
VINYL LIGHT ORANGE 911 (QM AVERY)



PANTONE 220 CVC
Rubine Red CVU
CMYK C:0 M:100 Y:20 K:19 CVC
C:10 M:100 Y:20 K:0 CVU
WEB #BB0046
RGB 187-000-070
VINYL CYCLAMEN 715 (HP AVERY)

KEY CVC = Coated paper stock CVU = Uncoated paper stock

Note that vinyl colours for indoor and outdoor signage requirements have been selected predominantly from the Avery vinyl palette. Please reference these chosen swatches if you need to match a different vinyl brand. For screen printing colour specifications, please contact the Regional Identity Manager, Sam Lamb (see contact details on page 3).

REPRODUCING THE BRAND - COLOUR

Listed below are the correct Pantone and Process Colour references. Colour references are different depending on whether the stock is coated or uncoated. Please note, as screen display and colour printers vary and may not be accurate, please match colours to Pantone Colour System Swatches or equivalent CMYK Process colour matching system.

PANTONE (SPOT) COLOUR REPRODUCTION

CIRCLE
PMS 375 (coated)
374 (uncoated)

SQUARE
PMS 1807 (coated)
180 (uncoated)

HIGHLIGHTED VALUE DOT
PMS 375 (coated)
PMS 374 (uncoated)

VALUE DOTS
PMS 485 (coated)
PMS 485 (uncoated)

**YOUNG HEART
EASY LIVING
MANAWATU**

BRAND TYPOGRAPHY
PANTONE PROCESS BLACK
(coated & uncoated)

PROCESS (CMYK) COLOUR REPRODUCTION

CIRCLE
C:50 M:0 Y:100 K:0
(coated & uncoated)

SQUARE
C:0 M:91 Y:94 K:30 (coated)
C:0 M:91 Y:94 K:20 (uncoated)

HIGHLIGHTED VALUE DOT
C:50 M:0 Y:100 K:0
(coated & uncoated)

VALUE DOTS
C:0 M:100 Y:91 K:0
(coated & uncoated)

**YOUNG HEART
EASY LIVING
MANAWATU**

BRAND TYPOGRAPHY
C:0 M:0 Y:0 K:100
(coated & uncoated)

BLACK AND WHITE REPRODUCTION

CIRCLE
100% BLACK

SQUARE
100% WHITE

HIGHLIGHTED VALUE DOT
100% BLACK

VALUE DOTS
50% BLACK

**YOUNG HEART
EASY LIVING
MANAWATU**

BRAND TYPOGRAPHY
100% BLACK

REVERSED COLOUR / BLACK & WHITE REPRODUCTION

Pantone & CMYK values stay the same. Background may differ using secondary colour palette

CIRCLE
100% WHITE

SQUARE
100% BLACK

HIGHLIGHTED VALUE DOT
100% WHITE

VALUE DOTS
50% BLACK

**YOUNG HEART
EASY LIVING
MANAWATU**

BRAND TYPOGRAPHY
100% WHITE

SINGLE COLOUR REPRODUCTION

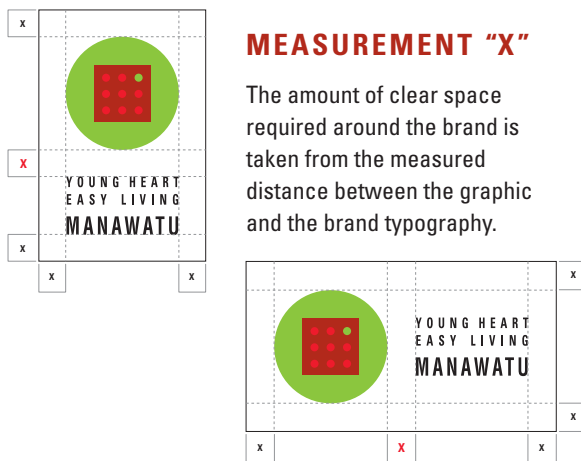
The brand identity can also be produced in a single colour with the use of a 50% tint of the chosen colour for the value dots, but only if the colour is dark enough. i.e. if a colour is equal to, or more than 50% of the greyscale value when converted from colour to greyscale.



NB: If these two versions were photocopied, the green version would reproduce as black, but the yellow version would reproduce as light grey. Therefore, only colours with equal or more than 50% greyscale value may be used.

CLEAR SPACE REQUIREMENTS

Maintaining the specified clear space around the visual identifier is necessary to its impact. This clear space should not be encroached upon by type, any other graphic images, page trims or die lines.

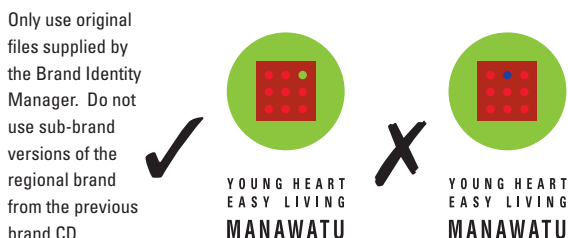


MEASUREMENT "X"

The amount of clear space required around the brand is taken from the measured distance between the graphic and the brand typography.

A SUM OF PARTS

The graphic and typographic elements that create the visual identifier should not be split under any circumstances. i.e. neither the graphic or the brand typography should ever 'stand alone'. Nor should the distance between the 2 elements be changed, or the elements be distorted. Only use original files supplied by the Brand Identity Manager. Do not use sub-brand versions of the regional brand from the previous brand CD.



MINIMUM SIZE REPRODUCTION

There will be circumstances when the visual identifier will need to be reproduced in small sizes. The minimum size for reproduction of both formats is shown here.



TYPOGRAPHY

There is one font family associated with the visual identifier:

Universe Condensed type family

Universe 57 Condensed Regular

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Universe 67 Condensed Bold

abcdefghijklmnopqrstuvwxyz1234567890

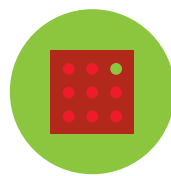
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Universe 67 Condensed Bold typeface is the main corporate typography for the regional brand. It was chosen for the positioning statement of "Young Heart Easy Living Manawatu". The Universe Condensed type family is available for both Mac and PC platforms from the Regional Brand Identity Manager.

COMPUTER FILES

It is not permissible at any time for the regional identity to be redrawn. Computer files (FreeHand, eps, tiff, and jpeg formats) for both PC and Mac computer platforms are available on this Brand Identity Guidelines CD. Please note that all files are set up with the correct colour value for the specified print medium and should not be altered for this purpose. The supplied files can be adapted for RGB and website requirements using the correct colour breakdowns indicated in this brand identity guidelines PDF and in the printed brand identity guidelines brochure available from the Regional Identity Manager.

For any more information regarding the regional identity, brand lines and screen printing colour specifications, please contact ...



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This brand identity guideline PDF document may be printed from any colour printer for information reference only, however the colour sample blocks will not be true, accurate indications of off-set colour reproduction. Please use professional colour matching systems such as Pantone Colour Imaging Guides for accurate colour reproduction when printing for off-set or digital. DO NOT match colours to screen colour display or colour prints from colour printers.