# Third-party advertising

Where Auckland Council or a local board is a partner on a third-party communication (e.g. sponsoring, or supported by council/local board funding or resource) the full colour, horizontal logo is preferred.

- The full colour logo must be used on a white background (see page 7 or 12).
- The logo minimum size must be adhered to (see page 8 or 12).
- If a white background isn't in use, the single colour (black and white) logo is to be used (see page 7 or 12).

Flyer

Example to come
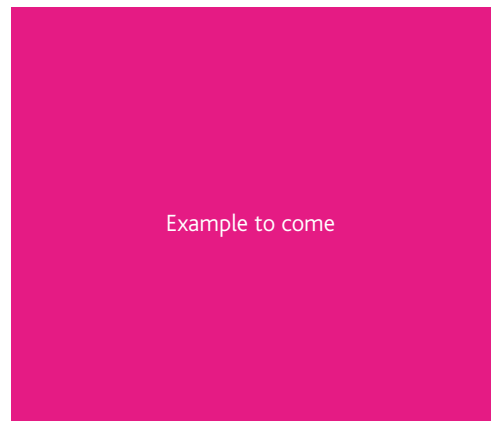
The logo

The logo

This horizontal format logo is to be used on all Auckland Council communications. This includes any communications in any channels that are supported by council funding or resource. The logo represents our default colour treatment. Under no circumstances should any component of the logo be redrawn, modified, repositioned, separated or omitted.

Logo - full colour

	Spot colour	CMYK colour	Colour name
A	PMS 539	90.70.38.38	Ocean
B	PMS 7461	78.28.5.0	Shore
C	PMS 377	53.16.100.1	Pohutukawa leaf
D	PMS 485	0.96.97.0	Pohutukawa flower

Note that the CMYK colours are not straight Pantone switches; they have been manually colour-corrected for print production purposes.

Single colour alternative

The logo is to be used when reproduction is limited to a single tone, such as:

· when the logo is reversed out of a solid colour

· when embossed, debossed or etched to a surface

· when it is restricted to a single colour job

· certain embroidery applications, or when applying the primary logo is not practical.

Colour

In single colour productions, the logo may only be represented in Ocean blue, black or white. The Ocean blue single colour version of the logo is preferred over black. See 'logo placement' on page 34 for more details.
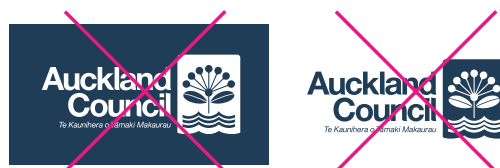
Logo - full colour

Logo - Ocean

Logo - black and white

Old reverse logo - don't use

Logo - Reverse

Clear space

The 'X' squares indicate the minimum clear space based on the cap height of 'A' in the Auckland logotype. Nothing should ever appear within this area. This clear space will increase or decrease in proportion to the logo size.

Minimum size

In all situations, legibility of the logo is essential and it needs to be prominently represented in relation to the total size of the communication piece. Where possible, the logo should be 25mm high or bigger.

In a situation with limited printable area (such as pens), our minimum size principle needs to be adopted. The absolute minimum accepted size of the logo is 12mm high with the Māori translation and 10mm high without. A print test must be provided and signed off before production of any material. The logo size should increase if the quality of the reproduction is poor.

Minimum size with strapline

12mm

Minimum size without strapline

10mm

A print test must be provided and signed off well before production. Brand and Channel Communications must approve all occasions when the logo is used without the strapline.

Minimum size – digital

The minimum size for the logo when used in a digital environment (such as online banners, the intranet or Auckland Council website) is:

· 100px high with strapline

· 20px high without strapline

Minimum size with strapline
(image not to scale)

100px

Minimum size without strapline
(image not to scale)

20px

Ribbon usage

See page 28 for more details.

These local board logos are to be used on all visual communications that are specific to each local board (such as targeted communications and collateral). The logos represent our default colour treatment. Under no circumstances should any component of the logo be redrawn, modified, repositioned or omitted.

The technical logo specifications for the Albert-Eden Local Board example here, applies to all local board logos.

Logo - full colour

	Spot colour	CMYK colour	Colour name
A	PMS 539	90.70.38.38	Ocean
B	PMS 7461	78.28.5.0	Shore
C	PMS 377	53.16.100.1	Pohutukawa leaf
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Single colour alternative

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- when the logo is reversed out of a solid colour
- when embossed, debossed or etched to a surface
- when it is restricted to a single colour job
- certain embroidery applications, or when applying the primary logo is not practical.

Colour

In single colour productions, the logo may only be represented in Ocean blue, black or white. The Ocean blue single colour version of the logo is preferred over black. See 'logo placement' on page 34 for more details.

Logo – full colour - preferred

Albert-Eden
Local Board
Auckland Council

Logo - Ocean

Albert-Eden
Local Board
Auckland Council

Logo - black and white

Albert-Eden
Local Board
Auckland Council