

# Brand Guides



Primary Logo : Horizontal



Secondary Logo : Stacked



Secondary Logo : Stacked



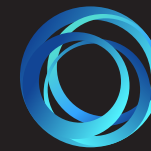
Logo Motif



Primary Logo : Horizontal



Logo Motif

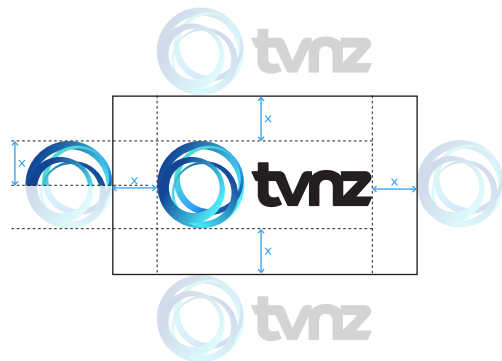


## Logo

When referring to TVNZ in written text, ensure it is written as follows:

TVNZ

The following variations of 'TVNZ' are incorrect: Tvnz, tvnz.



## Clearspace

The minimum amount of space that you should leave around the TVNZ logo is called the clearspace. The clearspace measurement is half the height of the TVNZ icon. Make sure this space is kept clear of text, images and other logos.

## Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed.

If you require a TVNZ icon to fit in a small space, please contact Blacksand.



Print: 35mm  
Digital: 150px

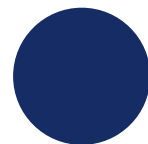


Print: 17mm  
Digital: 80px



Print: 8mm  
Digital: 30px

## Colours



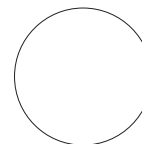
R21 G44 B101  
C100 M93 Y32 K21  
#152C65



R19 G72 B200  
C89 M76 Y0 K0  
#1348C8



R54 G165 B240  
C66 M23 Y0 K0  
#36A5F0



R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF



R0 G0 B0  
C0 M0 Y0 K100  
#000000



## Typeface

# Black Sans is our company typeface.

There are seven different weights, from ultra thin to black. For headlines, use semibold, bold or black. For longer runs of text, use light or regular. Always use mixed case.

In cases where Black Sans is unavailable, use Arial.

Primary Logo : Horizontal



Secondary Logo : Stacked



Secondary Logo : Stacked



Logo Motif



Primary Logo : Horizontal



Logo Motif

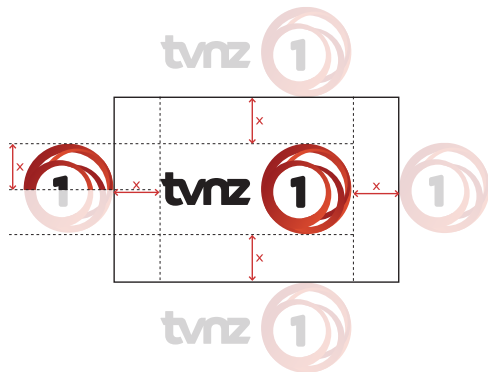


## Logo

When referring to TVNZ 1 in written text, ensure it is written as follows:

TVNZ 1

The following variations of 'TVNZ' and '1' are incorrect: Tvnz, tvnz, ONE, One, one, TVNZ1, tvnz1



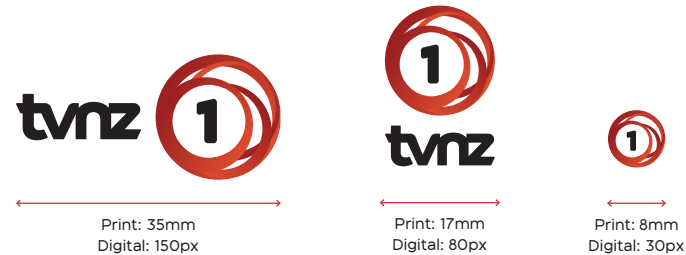
## Clearspace

The minimum amount of space that you should leave around the TVNZ 1 logo is called the clearspace. The clearspace measurement is half the height of the TVNZ 1 icon. Make sure this space is kept clear of text, images and other logos.

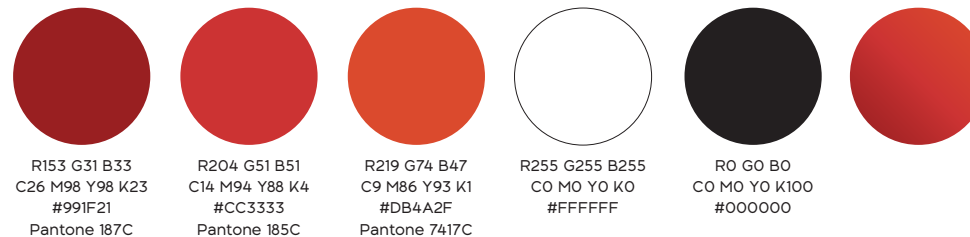
## Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed.

If you require a TVNZ 1 icon to fit in a small space, please contact Blacksand.



## Colours



## Typeface

# BLACK SANS.

A friendly and versatile geometric sans-serif family.

Neutral and friendly, Black Sans is the written voice of TVNZ 1. Please ensure Regular Black Sans is used in caps for all TVNZ 1 headlines and programme titles.

Black Sans Ultra Light in ALL CAPS for days and times. Light Black Sans mixed cased should be used for TVNZ 1 body copy.

The kerning for TVNZ 1 is set at -10.

Primary Logo : Horizontal



Secondary Logo : Stacked



Secondary Logo : Stacked



Logo Motif



Primary Logo : Horizontal



Logo Motif

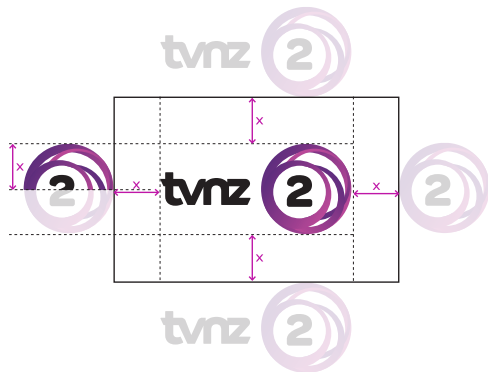


## Logo

When referring to TVNZ 2 in written text, ensure it is written as follows:

TVNZ 2

The following variations of 'TVNZ' and '2' are incorrect: Tvnz, tvnz, TWO, Two, two, TVNZ2, tvnz2



## Clearspace

The minimum amount of space that you should leave around the TVNZ 2 logo is called the clearspace. The clearspace measurement is half the height of the TVNZ 2 icon. Make sure this space is kept clear of text, images and other logos.

## Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed.

If you require a TVNZ 2 icon to fit in a small space, please contact Blacksand.



Print: 35mm  
Digital: 150px

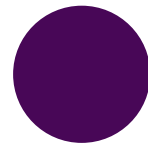


Print: 17mm  
Digital: 80px

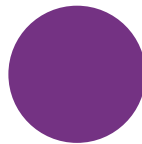


Print: 8mm  
Digital: 30px

## Colours



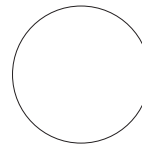
R72 G7 B87  
C78 M100 Y29 K32  
#480757  
Pantone 269C



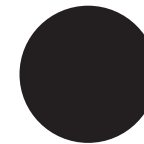
R116 G50 B132  
C66 M96 Y11 K1  
#743283  
Pantone 259C



R191 G22 B167  
C31 M93 Y0 K0  
#BF16A7  
Pantone 2395C



R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF



RO GO B0  
C0 M0 Y0 K100  
#000000



## Typeface

# Black Sans.

A friendly and versatile geometric sans-serif family.

Black Sans Black and Black Sans Semi-Bold are sans-serif fonts that have been created as the primary typeface for TVNZ 2. These fonts are clear and easy to read across all applications.

Neutral and friendly, Black Sans is the written voice of TVNZ 2. Please ensure this font is used in sentence case with all TVNZ 2 material. Please use Black Sans SemiBold in ALL CAPS for days & times.

The kerning for TVNZ 2 is set at -25.



Primary Logo : Horizontal



Secondary Logo : Stacked



Secondary Logo : Stacked



Logo Motif



Primary Logo : Horizontal



Logo Motif

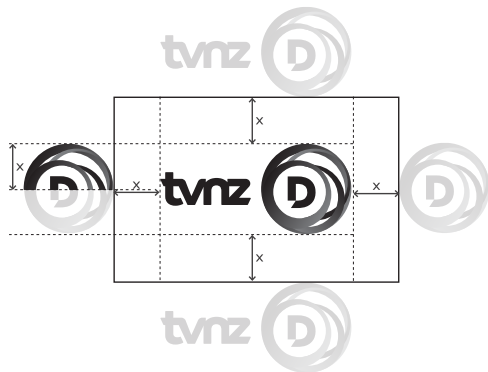


## Logo

When referring to TVNZ DUKE in written text, ensure it is written as follows:

TVNZ DUKE

The following written variations of 'TVNZ' and 'DUKE' are incorrect: Tvnz, tvnz, Duke, duke



## Clearspace

The minimum amount of space that you should leave around the TVNZ DUKE logo is called the clearspace. The clearspace measurement is half the height of the TVNZ DUKE icon. Make sure this space is kept clear of text, images and other logos.

## Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed.

If you require a TVNZ DUKE icon to fit in a small space, please contact Blacksand.



Print: 35mm  
Digital: 150px



Print: 17mm  
Digital: 80px

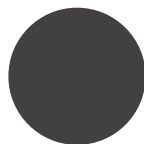


Print: 8mm  
Digital: 30px

## Colours



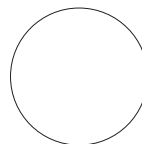
R35 G31 B32  
C70 M67 Y64 K74  
#231F20C



R66 G64 B65  
C67 M62 Y59 K46  
#424041F



R240 G235 B235  
C5 M6 Y4 K0  
#FOEBEB



R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF



RO GO B0  
C0 M0 Y0 K100  
#000000



## Typeface

### BLACK SANS CONDENSED BLACK SANS

TVNZ DUKE has its own font Black Sans Condensed, a bold, strong and no-nonsense condensed display typeface that fits into narrow spaces.

TVNZ DUKE's secondary font is Black Sans Bold in all caps. These fonts have been designed to be clear and easy to read across all applications.

For print use DUKE for headlines and Black Sans Bold in all caps for secondary headings and Black Sans Regular/ Light mixed case for body copy.

Primary Logo : Horizontal



Secondary Logo : Stacked



Secondary Logo : Stacked



Logo Motif



Primary Logo : Horizontal



Logo Motif

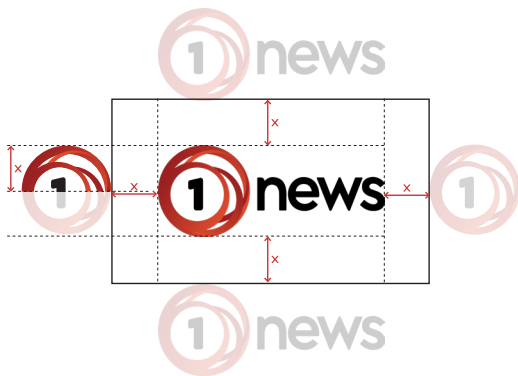


### Logo

When referring to 1 NEWS in written text, ensure it is written as follows:

1 NEWS

The following variations of '1' and 'News' are incorrect: 1 news, 1 News, ONE News, One News, one news



### Clearspace

The minimum amount of space that you should leave around the 1 NEWS logo is called the clearspace. The clearspace measurement is half the height of the 1 NEWS icon. Make sure this space is kept clear of text, images and other logos.

### Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed.

If you require a 1 NEWS icon to fit in a small space, please contact Blacksand.



Print: 35mm  
Digital: 150px

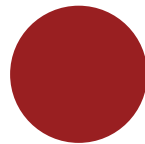


Print: 17mm  
Digital: 80px



Print: 8mm  
Digital: 30px

### Colours



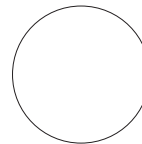
R153 G31 B33  
C26 M98 Y98 K23  
#991F21  
Pantone 187C



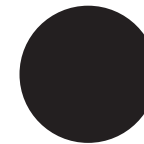
R204 G51 B51  
C14 M94 Y88 K4  
#CC3333  
Pantone 185C



R219 G74 B47  
C9 M86 Y93 K1  
#DB4A2F  
Pantone 7417C



R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF



R0 G0 B0  
C0 M0 Y0 K100  
#000000



### Typeface

## BLACK SANS.

A friendly and versatile geometric sans-serif family.

Neutral and friendly, Black Sans is the written voice of 1 NEWS. Please ensure Regular Black Sans is used in caps for all TVNZ 1 headlines and programme titles.

Black Sans Ultra Light in ALL CAPS for days and times. Light Black Sans mixed cased should be used for 1 NEWS body copy.

The kerning for 1 NEWS is set at -10.

Primary Logo : Horizontal



Primary Logo : Horizontal



Other variants



Other variants

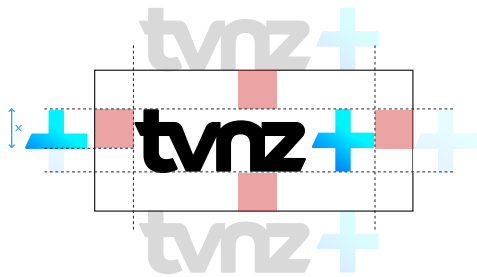


## Logo

Our primary colour gradient logo should be used on all digital and print collateral unless otherwise specified by the TVNZ marketing team

When referring to TVNZ+ in written text, ensure it is written as follows: TVNZ+

The following variations of 'TVNZ+' are incorrect: TVNZ +, TVNZ PLUS, Tvnz Plus, tvnz plus



## Clearspace

The minimum amount of clear-space measurement is half the height of the TVNZ+ icon. Make sure this space is kept clear of text, images and other logos.

## Minimum Size

For maximum legibility, ensure the following logos are not reproduced in sizes any smaller than those listed. If you require a TVNZ+ icon to fit in a small space, please contact Blacksand.



Print: 35mm  
Digital: 100px

## Typeface

# Black Sans is our company typeface.

There are seven different weights, from ultra thin to black. For headlines, use semibold, bold or black. For longer runs of text, use light or regular. Always use mixed case. In cases where Black Sans is unavailable, use Arial.

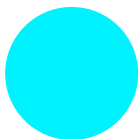
## Colours



R9 G15 B54  
C83 M72 YO K79  
#090f36  
296 C



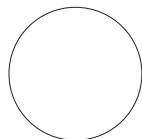
R0 G106 B255  
C100 M58 YO KO  
#006bff  
285 C



R0 G243 B255  
C60 M0 YO KO  
#00f2ff  
311 C



R255 G69 B209  
CO M85 YO KO  
#ff45d1  
806 C



R255 G255 B255  
CO M0 YO KO  
#FFFFFF



R0 G0 B0  
CO M0 YO K100  
#000000

