



**GREAT LAKE TAUPŌ**  
Taupō District Council

## SLIMLINE GUIDELINES

## LOGO TYPES

Consistent usage of the Taupō District Council logo is absolutely essential. Our logo is representative of the vibrant and energetic District we live, work and play in, therefore any variation of the logo diminishes our visual identity. The logo consists of three elements: the 'circle of life' macron, symbol and the Taupō District Council wordmark.

There are two variations of the logo: a vertical version and a horizontal version.

Never change any aspect of the typeface, symbol, colour, or their relationships to the logo. Always use approved electronic artwork. Usage exceptions are noted in these guidelines.

Vertical Version



Horizontal Version



## SPACING

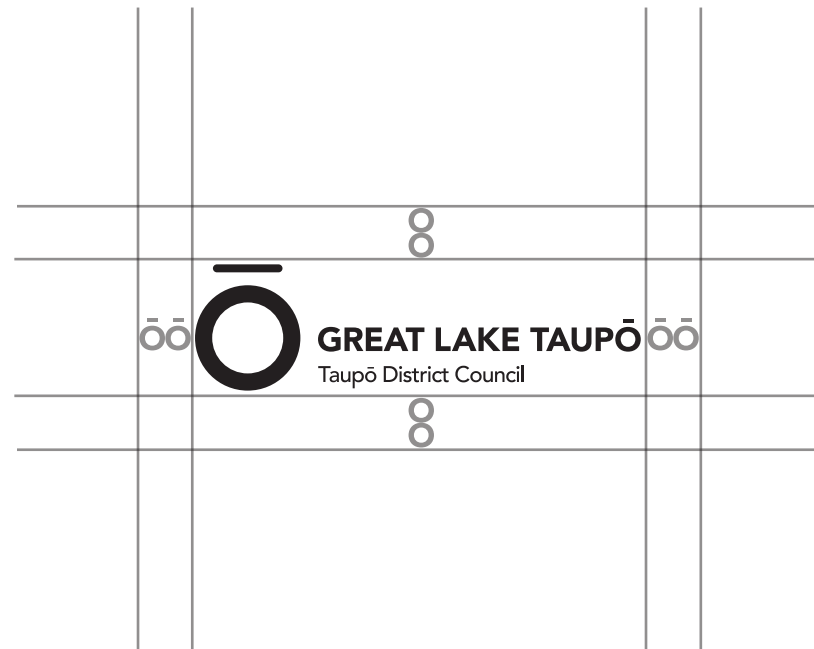
Minimum clear space has been established to ensure the corporate identity is not crowded by typography or graphic elements. To ensure the identity stands out, no other graphic element or typography should be positioned within the clear space area. Wherever possible, minimum clear space should be increased.

The minimum amount of clear space around the logo is defined by the width of 'ō' on the end of 'Taupō' x 2.

Use this measurement to define a minimum clear space around the logo at any given size.

To prevent incorrect use of the logo and also prevent it becoming illegible at smaller sizes, minimum size restrictions have been developed.

Spacing



Sizing



To ensure legibility for the vertical and horizontal logos, the minimum size of 18mm the width of the Taupō District Council wordmark has been established.

When reproducing the vertical and horizontal format smaller than the 18mm format, the identity must not be reproduced smaller than 12mm. This version should only be used on small items when absolutely necessary (eg for reproduction on pens).



No colouring - strict black and white use only



No effects - bevel and emboss, inner shadows, etc



Use shift key when resizing



No rotation



No shear



No gradients

## NO NO'S

Never scale, rotate, change the colour of, add effects, shear the logotype. This is not within brand at all.



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## PLACEMENT

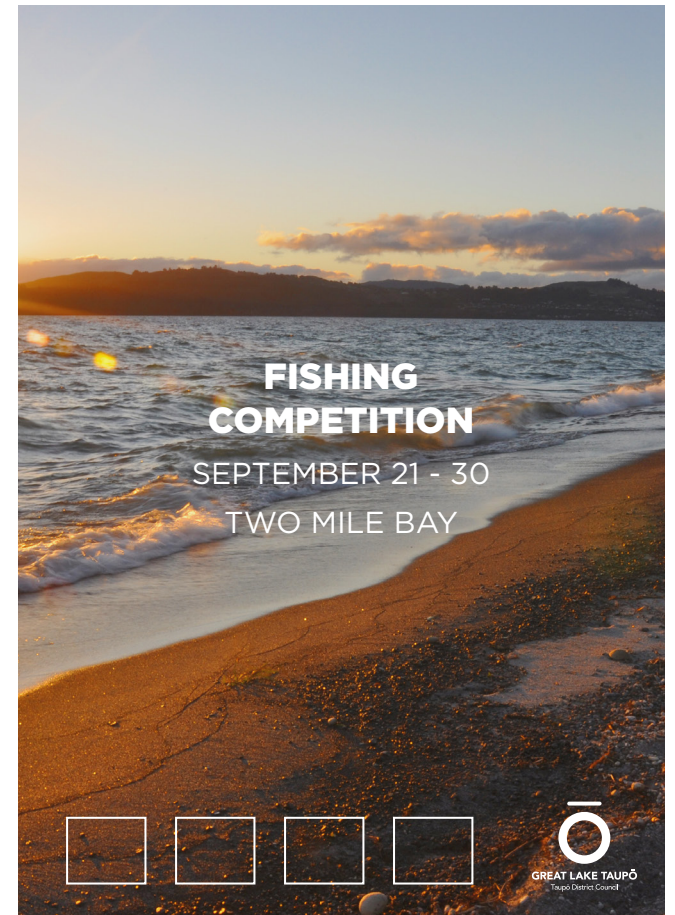
Ensuring that you get the right placement on posters or flyers, you must use your best judgement.

For example, we can see that the left poster would be a fishing competition sponsored by Taupō District Council, it also has enough space around it so that it wouldn't be crowded by the other logotypes on the poster.

On the left, this is an example of a council-run event, this vertical logo can be used or the horizontal type can be used in the top left-hand corner.

If the logo is to be used in conjunction with another, for example in a co-branded event, please ensure the minimum size and clearspace are adhered to. Please use a 50% 1pt rule (line) to divide the two logos as shown.

The co-branded logo needs to be centred with the Taupō District Council logo.

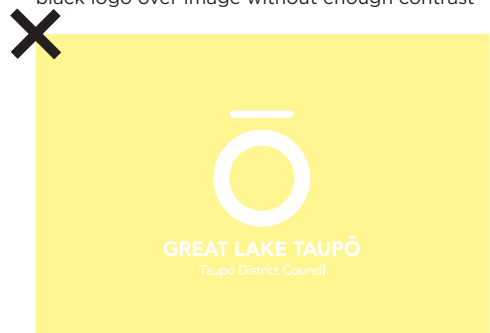




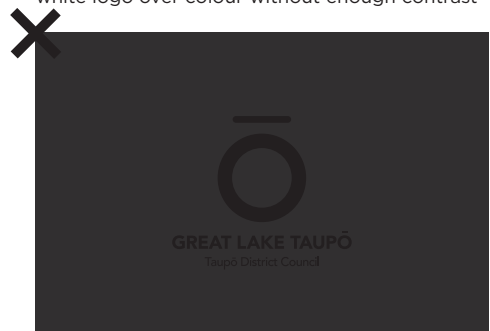
white logo over image without enough contrast



black logo over image without enough contrast



white logo over colour without enough contrast



black logo over colour without enough contrast



## DO'S AND DONT'S

Presenting the brand in a consistent way is vital to maintaining the brand. Please follow these simple best practise guidelines.

# Ā, Ē, Ī, Ō, Ū, ā, ē, ī, ō and ū

## TAUPŌ

Taupō District Council

Tūrangi

Māori

Ngāti Tūrangitukua

Ngāti Tūwharetoa

For Windows users, now you can easily enter a macronised vowel by pressing ` (the key with ~ which is underneath Esc at the top left of your keyboard) and then the vowel.

`a = ā

To enter a macronised capital vowel, press ` , then hold down shift and press the vowel, e.g.,

`A = Ā

Note you don't have to hold down ` while you press the vowel, just press ` then press the vowel.

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For Mac users, in a document (though, not in Adobe software) you can simply hold the key down you would like to macronise and choose from the options given.

If you are working in inDesign, you can do a Find and Replace. For example, hit control + F

Find: Taupo

Replace: Taupō

## MACRON

As the macron is a feature of our logo, we need to use it correctly and consistently.

### Locations and opening hours

#### Taupō Customer and Visitor Information Centre

**Address:** 30 Tongariro Street, Taupō

**Phone:** +64 7 376 0899

**Opening hours:**

Monday to Friday: 9am to 4.30pm

Saturday, Sunday and public holidays: 10am to 1pm

#### Tūrangi Customer and Visitor Information Centre

**Address:** 1 Ngawaka Place, Tūrangi

**Phone:** +64 7 386 7017

**Opening hours:**

Monday to Friday: 10am to 4pm

Saturday, Sunday and public holidays: 10am to 1pm

#### Mangakino Customer Service Centre

**Address:** Civic Centre, Rangatira Drive, Mangakino

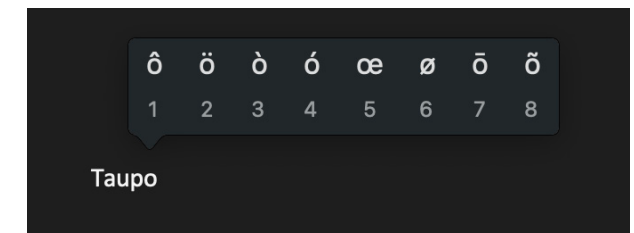
**Phone:** +64 7 882 8191

**Opening hours:**

Monday to Friday, 10am to noon, 12.30pm to 4pm

Closed weekends and public holidays

Mac / Apple





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If you have any questions please call Amy Fowler  
on 027 298 7632 or email [afowler@Taupo.govt.nz](mailto:afowler@Taupo.govt.nz)