

Logo Overview

New Zealand Post is our master brand. Its operating businesses (sub-brands), are distinct brands, but are linked together by the button, wordmark (font) and colour.

Button

The New Zealand Post 'button' is a fundamental element of the New Zealand Post identity system, linking everything back to the master brand.

Wordmark

Postmodern is a typeface made specifically for New Zealand Post and used across all our logos.

Note: the Group logo is an exception, it uses DIN Pro.

Colour

Red, grey, white (or white space) and black are all essential parts of our identity.

OUT OF DATE

MASTER BRAND



SUB-BRANDS



Group logo*



NEW ZEALAND POST GROUP

*The NZ Post Group logo is used for Financial Reporting only.



Logo New Zealand Post

The New Zealand Post logo is made up of two parts, the wordmark and the 'button'.

The wordmark must always appear with the button. The button can appear without the wordmark as a visual shorthand representing the master brand, however it always needs to be supported by the full New Zealand Post logo elsewhere on the media or within the communication platform.

Primary logo

The 3D logo is our primary logo. This should be used instead of the secondary logos whenever possible.

Note: An exception to using the primary logo is minimum size. If the logo is needed smaller than 8mm high, the flat red version is used.

Secondary logos

Flat logos in two colour (grey and red), black and reversed (white) are available if the 3D primary logo can not be used.

Clear space

The logo must always have a minimum area of clear space which is equal to 25% of the button height. No other logos, copy or images should enter this space.

Minimum size

For best performance, it is recommended that the minimum size for the reproduction of the NZ Post 3D logo is 8mm high, and 6mm high for the NZ Post flat logo (scaled proportionally).

OUT OF DATE

PRIMARY LOGO - 3D



This primary logo should only appear against a white background.

SECONDARY LOGOS - FLAT

Two colour



Black



This two-colour flat logo should only appear against a white background.

This single-colour black flat logo should only appear against a white background. It should only be used when black is the only colour available or a unique production technique is required.

CLEAR SPACE & MINIMUM SIZE



☐ = Clear space 25% Button height



Minimum size
3D logo = 8mm high



Minimum size
Flat logo = 6mm high



OUT OF DATE

Logo Button

The button can appear without the wordmark as a visual shorthand representing the master brand, however it always needs to be supported by the full New Zealand Post logo elsewhere on the media or within the communication platform.

Primary button

The 3D button is the primary button. This should be used instead of the secondary buttons whenever possible.

Note: An exception to using the primary logo is minimum size. If the logo is needed smaller than 8mm high, the flat red version is used.

Secondary button

Flat buttons in red, black, and reversed (white) are available if the 3D button can not be used.

Clear space

The button must always have a minimum area of clear space which is equal to 25% of the button height. No other logos, copy or images should enter this space.

Minimum size

For best performance, it is recommended that the minimum size for the reproduction of the 3D button is 8mm high, and 6mm high for the flat button (scaled proportionally).

PRIMARY BUTTON - 3D



This primary button should only appear against a white background or as part of the Sliding Seal system.

SECONDARY BUTTON - FLAT

Red



This single-colour red flat button should only appear against a white background.

Reversed



This single-colour white flat button can only appear against either a NZ Post Red, Grey or Black background. These colour reversals should only be considered when a white background isn't available.

Black



This single-colour black flat button should only appear against a white background. It should only be used when black is the only colour available or a unique production technique is required.

CLEAR SPACE & MINIMUM SIZE



 = Clear space 25% Button height



Minimum size
3D button = 8mm high



Minimum size
Flat button = 6mm high



Logo CourierPost

CourierPost is a sub-brand of NZ Post.

Primary logo

The 3D logo is our primary logo. This should be used instead of the secondary logos whenever possible.

Note: An exception to using the primary logo is minimum size. If the logo is needed smaller than 8mm high, the flat red version is used.

Secondary logos

Flat logos in red, black and reversed (white) are available if the primary logo can not be used.

CourierPost vehicles and packaging use the primary logo on a yellow background. This is the only context where yellow should be used.

Minimum clear space

The logo must always have a minimum area of clear space which is equal to 25% of the button height. No other logos, copy or images should enter this space.

Minimum size

For best performance, it is recommended that the minimum size for the reproduction of the 3D logo is 8mm high, and 6mm high for the flat logo (scaled proportionally).

OUT OF DATE

PRIMARY LOGO - 3D



This primary logo should only appear against a white background.

SECONDARY LOGOS

Flat - Red



This single-colour flat red logo should only appear against a white background.

Flat - Reversed



This single-colour white flat logo can only appear against a NZ Post Red background.

Flat - Black



This single-colour black flat logo should only appear against a white background. It should only be used when black is the only colour available or a unique production technique is required.

Vehicles and packaging only



CLEAR SPACE & MINIMUM SIZE



☐ = Clear space 25% Button height



Minimum size
3D logo = 8mm high



Minimum size
Flat logo = 6mm high



Logo Pace

Pace is a sub-brand of NZ Post.

Primary logo

The 3D logo is our primary logo. This should be used instead of the secondary logos whenever possible.

Note: An exception to using the primary logo is minimum size. If the logo is needed smaller than 8mm high, the flat red version is used.

Secondary logos

Flat logos in red, black and reversed (white) are available if the primary logo can not be used.

Pace vehicles and packaging use the primary logo on a yellow background. This is the only context where yellow should be used.

Minimum clear space

The logo must always have a minimum area of clear space which is equal to 25% of the button height. No other logos, copy or images should enter this space.

Minimum size

For best performance, it is recommended that the minimum size for the reproduction of the 3D logo is 8mm high, and 6mm high for the flat logo (scaled proportionally).

OUT OF DATE

PRIMARY LOGO – 3D



This primary logo should only appear against a white background.

SECONDARY LOGOS

Flat – Red



This single-colour flat red logo should only appear against a white background.

Flat – Reversed



This single-colour white flat logo can only appear against a NZ Post Red background.

Flat – Black



This single-colour black flat logo should only appear against a white background. It should only be used when black is the only colour available or a unique production technique is required.



Vehicles and packaging only

CLEAR SPACE & MINIMUM SIZE



☐ = Clear space 25% Button height



Minimum size
3D logo = 8mm high



Minimum size
Flat logo = 6mm high



Logo Rural Post

Rural Post is a sub-brand of New Zealand Post and should therefore always appear supported by the New Zealand Post wordmark as per the stacked lockup seen here.

Primary logo

The 3D reversed logo is our primary logo, it is predominantly used on a red background.

This should be used instead of the secondary logos when ever possible.

Secondary logos

A red version of the 3D logo is available for use on a white background.

Flat logos in red, black and reversed (white) are available if the primary logo can not be used.

Minimum clear space

The logo must always have a minimum area of clear space which is equal to 25% of the button height. No other logos, copy or images should enter this space.

Minimum size

For best performance, it is recommended that the minimum size for the reproduction of the logo is 10mm high (scaled proportionally)

OUT OF DATE

PRIMARY LOGO - 3D REVERSED



SECONDARY LOGOS

3D - Red



Flat - Red



Flat - Reversed



Flat - Black



CLEAR SPACE & MINIMUM SIZE

