

NZ NKBA LOGO / BRAND GUIDELINES



Preferred Usage
Pantone: PMS 540c
CMYK: C 100 | M 55 | Y 0 | K 55
RGB: R 0 | G55 | B104

Size
Never use the NKBA logo smaller than 19mm wide

Positioning
The NKBA logo should be placed on a white background except in approved cases



Isolation
There must be a minimum area of isolation around all variations of the NKBA logo.
This area is defined as the x-height, which begins at the outer most point of the logo and includes any copy that is part of the logo. This area must always be proportionate to the size of the logo being used.
The x-height is the size of the space from the base of the “A” to the top of the crossbar of the “A”. The area of isolation is defined by the outer box created by the dashed lines.

Incorrect Graphic Usage

Please adhere to these simple rules to uphold the NKBA brand integrity.

- Never change the logo colour
- Never re-create the logo using a different typeface
- Never place the logo over a background that is too dark or has a pattern that could inhibit legibility
- Never put a graphic treatment on the logo that could distract from its legibility
- Never place the logo within a shape
- Never place graphic additions onto the logo
- Never scale or manipulate the logo to a size that is not in proportion to its original size.

Please contact us to approve any final artwork.

Email: info@nkba.org.nz
Website: www.nkba.org.nz