

# Brand Guidelines

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## Mission

To foster the Gisborne district's economic prosperity through acquiring, owning and prudently governing investments, and utilising resources to support and encourage selected commercial and community enterprises.

The execution of the trust's mission statement will be through proactive management, focused investment and implementing linked distribution activity.

## THE ECT IDENTITY

The 'ECT' identity should be used consistently in all communications, both internal and external.

There is a fixed relationship between the elements of the identity - 'The Tohu' symbol, 'ECT', and 'EASTLAND COMMUNITY TRUST' - which should not be altered.



## REPRODUCTION OF IDENTITY

The identity should only ever be reproduced from the master artwork supplied.

## THE LOGOTYPE

The logotype is unique to 'ECT'. It has been designed to reflect the brand's positioning.



## THE TOHU

The Tohu symbol is an integral part of the identity and must always appear with the wording 'ECT'. Only in certain special cases may the tohu be used as a stand alone icon. If you have any enquiries regarding usage please contact our brand guardians: Flavour, Tel 06 869 0789.



## CORRECT USE

Below is the identity in all its permitted colour applications. No alternative colour variations other than those illustrated can be used.

## PREFERRED

This is the preferred application of the identity. This three-colour version must be used in all stationery and in all other printed communications where colour is available.

The identity may be reproduced in reverse as a colour option.

The identity may be reproduced in black on a white or white on a black background where no colour is available (eg. mono press advertisements etc.)



CORRECT  
USE

## INCORRECT USE

These examples highlight alternatives that are forbidden when using the 'ECT' identity. If you have any queries or questions please call the brand guardians listed below.



Do not use the identity with colours transposed.



Do not print the identity on clashing colours.



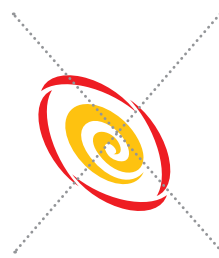
Do not rotate the symbol when used in isolation.



Do not use the identity with elements missing.



Do not print the identity at any other angle than horizontal.



Do not distort the symbol when used in isolation.



Do not print the identity in colours other than the specified colour palette.



Do not print the identity on patterned or busy backgrounds.



Do not use the symbol (when used in isolation) in any other colour than black or the specified colour palette.

## INCORRECT USE

## CLEAR SPACE

To enable the logo to appear prominently and without interference from other written or graphic material, a minimum area has been defined, as indicated by the outer-most dotted line.

The area of clear space is always directly proportional to the logo and is determined by the 'X' height assigned to the 'E' of the 'ECT' wording.

Whatever size the identity is reproduced, the clear space all the way around the logo is equal to the 'X' dimension.



CLEAR SPACE

## SMALLEST SIZE

In order to ensure legibility, the 'ECT' identity may not be reproduced smaller than the size indicated.



Minimum size = 20mm

SMALLEST SIZE

In order to ensure the creative is visually appealing, the 'ECT' logo may not be reproduced at a size greater than 1/5 of the width of the page it is printed on.



1/5 page width

## COLOUR PALETTE

An integral part of the 'ECT' identity is the use of colour. There is a primary colour palette for using in strict conjunction with the identity and a secondary colour palette.

### Primary colour palette

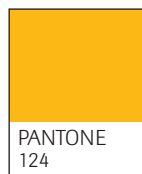
#### Red

Cyan: 0  
Magenta: 100  
Yellow: 100  
Black: 0



#### Yellow

Cyan: 0  
Magenta: 30  
Yellow: 100  
Black: 0



#### Black

Black: 100



#### Blue

Cyan: 100  
Magenta: 0  
Yellow: 9  
Black: 65



PANTONE 485

PANTONE 124

BLACK

PANTONE 485

PANTONE 124



## COLOUR PALETTE

**TYPEFACES**

**PRIMARY TYPEFACE**

The primary typeface used in the applications is the Berthold family (light, book, medium, extra bold). This typeface is primarily used for headings, subheadings and in printed communications. It is also incorporated in the design of the corporate stationery.

Underground Pro Medium is the tag line font, only used in the tag line.

Roman is the logo font, only used in the logo.

**Berthold Imago Light**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&^\*()

**Berthold Imago Book**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
1234567890!@#%&^\*()

**Berthold Imago Medium**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPNOPQRSTUVWXYZ**  
**1234567890!@#%&^\*()**

**Berthold Imago Extra Bold**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPNOPQRSTUVWXYZ**  
**1234567890!@#%&^\*()**

**THE TAG LINE**

The tag line is to be used where possible as it helps project the positive values of the brand. It can be used attached to the logo as illustrated or in isolation. When attached to the logo it must be the same width as 'ECT' and also in the colours as indicated.

When the tag line appears in isolation it may be printed in reverse, or in the secondary colours where considered appropriate.

EASTLANDCOMMUNITYTRUST

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**TYPEFACES**

**TAG LINE**



**SPONSORSHIP**

**COLOUR APPLICATION**

The 'ECT' identity can be used in full colour if the creative allows it. The clearspace is always applicable.

The 'ECT' identity can also be used as below on white, black or in the corporate blue, if the creative to what it gets applied to has a clashing background.

**SPONSORSHIP**



When a text only version is needed below is indicated how it should be applied.

SPONSORED BY EASTLANDCOMMUNITYTRUST

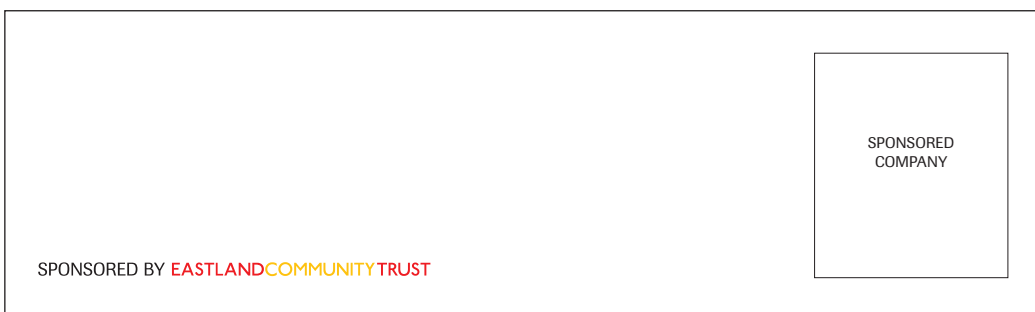


**SPONSORSHIP**

**SPONSORSHIP**

**COLOUR APPLICATION**

Examples



## SPONSORSHIP

### ONE COLOUR APPLICATION

The 'ECT' identity can be used in one colour if the creative requires it. The clearspace is always applicable.

The 'ECT' identity can also be used as below on white, black or in the corporate blue, if the creative to what it gets applied to has a clashing background.



## SPONSORSHIP

SPONSORED BY EASTLANDCOMMUNITYTRUST

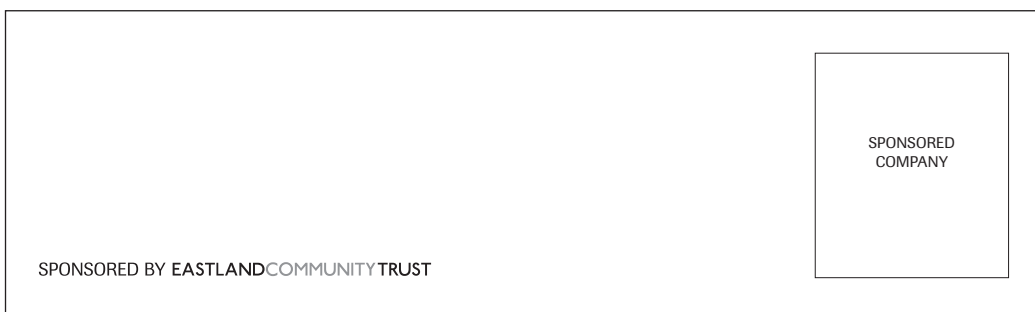
SPONSORED BY EASTLANDCOMMUNITYTRUST

**SPONSORSHIP**

**SPONSORSHIP**

**BLACK AND WHITE APPLICATION**

Examples



**BRAND GUARDIAN CONTACT DETAILS**

**GRAHAM & DOBSON**

Jude Hall  
Tel 06 869 1234  
[www.grahamdobson.co.nz](http://www.grahamdobson.co.nz)

**FLAVOUR**

PO Box 2105  
Gisborne 4040  
Tel 06 869 0789  
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[www.flavourroom.com](http://www.flavourroom.com)