

New Zealand Institute of Landscape Architects.

A successful brand identity system is achieved through consistent use of the brand identity. These standards provide guidelines and rules that help this to happen.

The objective of the Institute is to promote the profession of landscape architecture throughout New Zealand, and to promote the appropriate and sustainable protection, planning, design, intervention and management of our landscapes.

These brand standards clearly define and prescribe how the 'New Zealand Institute of Landscape Architects' brand identity should be used.

They are not intended to restrict the creative freedom of design or advertising. However, by consistently applying the brand identity you will be helping to build strong brand recognition and recall of 'New Zealand Institute of Landscape Architects' as well as strengthening the brand's personality and image.

To obtain agreement to use the brand identity, or for further information on the use of the brand identity, please contact the Institute by:

Email: info@nzila.co.nz
Phone: 0800 843 694

1. Brand Identity

The New Zealand Institute of Landscape Architects Brand Identity has been specifically designed as a graphic unit. It should never be reset to match another typeface.

The Brand Identity should always be reduced or enlarged in proportion.

The New Zealand Institute of Landscape Architects logo is made up of:

1. NZILA Symbol
2. New Zealand Institute of Landscape Architects Logotype

These elements are to be used together and in the proportions shown below.

2. Area of Isolation

This is a nominated measured clear space based on the letters 'NZ' in the NZILA symbol. This is placed once on each side of the logo as shown, and should be adhered to in all applications of the logo. This area relates to the space required when using the New Zealand Institute of Landscape Architects logo with other logos, objects or text. An area of isolation is an ideal minimum measurement - it can be greater than, but never less than the area indicated.

3. Reversals

The New Zealand Institute of Landscape Architects brand identity should always be reproduced in a positive format, in the first instance. The reverse version should only be used on a dark coloured or toned background.

Allowances have been made in the design of the New Zealand Institute of Landscape Architects logo unit to ensure legibility and graphic integrity on almost any background. On a dark or busy background, the logo must be used in reverse format as shown below.

Please note, changing the colour of the logo is not permitted.

1.



3.



2.



4. Colour Use

The New Zealand Institute of Landscape Architects brand identity is to be reproduced in its preferred one colour version wherever possible. This is the preferred 'Primary' option.

New Zealand Institute of Landscape Architects Grey is defined in key colour formats as per the following:

NZILA Grey

Pantone 432 C
CMYK C=75 M=60 Y=55 K=50
RGB R=50 G=61 B=66
Hex #313C41

When single colour reproduction is the only available option the logo must be reproduced in 100% solid form.

3 complementary colours have been carefully selected for use with the New

Zealand Institute of Landscape Architects Grey. These colours may be used sparingly in situations where a highlight or accent colour is required.

NZILA Blue

Pantone 2925 C
CMYK C=65 M=20 Y=0 K=0
RGB R=75 G=166 B=221
Hex #4BA5DC

NZILA Yellow

Pantone 3965 C
CMYK C=10 M=5 Y=100 K=0
RGB R=240 G=220 B=15
Hex #EFDC0F

NZILA Green

Pantone 360 C
CMYK C=60 M=0 Y=100 K=0
RGB R=114 G=191 B=68
Hex #71BF43

5. Minimum Size

The recommended minimum size of the New Zealand Institute of Landscape Architects is 50mm in length for the print usage and 200 pixel for screen environments. This is measured from extreme left point of the symbol to the furthest right point of the logotype.

Please note that due to different printing specifications, this minimum size is a guideline and may change. Please ask your printer to recommend a minimum size that would best suit your print process. Legibility remains our highest priority at all times.

There is no maximum size limit for the New Zealand Institute of Landscape Architects logo, but the area of isolation should be strictly applied when scaling.

6. Placement

Preferred placement for the New Zealand Institute of Landscape Architects logo is top left or bottom left of material. This includes key applications such as stationery and E-templates. The area of isolation guide should be used to insure the logo is placed the correct distance from the edge of a page.

7. Misuse of logo

The New Zealand Institute of Landscape Architects brand identity system has been designed to fulfill specific needs of the Institute. These brand standards aim to achieve visual consistency. For this reason the below examples should never be used.

8. Typography Guide

Good typography is primarily about clarity and readability. Constant attention to typographic detail helps establish a corporate style.

Primary Typeface

PT Sans is a contemporary sans-serif typeface. This has been carefully chosen for its simplicity, legibility and softer curves which help create a perception of professionalism and approachability within the Institute.

Secondary Typeface

The preferred typeface for all internal documents and electronic communications, including the website, is Trebuchet MS. This typeface is a sans-serif contemporary font that works well across all computer platforms.

4.

NZILA Grey



NZILA Yellow



NZILA Blue



NZILA Green

7.



5.



8.

Primary Typeface PT Sans

ABCABC

abc123

PT Sans Regular & **BOLD**

Secondary Typeface PT Sans

ABCABC

abc123

Trebuchet MS Regular & **BOLD**