



VAPEFREE / HĀKOHU KORE LOGO GUIDELINES



ONE COLOUR ONLY



ON DARK BACKGROUND



BLUE COLOUR VALUES

Spot: Pantone 286
CMYK: C100 M60 Y0 K6
RGB: R5 G90 B170
Hex: 055aaa

ALTERNATIVE LOGO POSITIONING

Where possible the logo must be reproduced in its landscape format. However it may be reproduced in portrait on banners/clothing etc with the 'v' of *vapefree* or the 'h' of *hākohu kore* at the bottom.



SIZE

For reasons of quality and legibility the logo must not be reproduced smaller than 20mm wide.



CLEARSPACE

Nothing within these margins. 'X' is the height of the wordmark, regardless of size of logo.



DO NOTS



Do not change the colour of the logo.



Do not reproduce the colour logo on a dark background.



Do not distort or stretch the logo in any way.



Do not remove the swirls from the logo for any reason, or alter them in any way.



Do not place the logo in any form onto an image background.



Do not add any other words or graphics to the 'swirls' for any reason.

These logos may not be used in association with any individual commercial products. If you wish to use the logo in a commercial setting, but not in association with an individual product, please contact Te Whatu Ora – Health New Zealand at the following address: communications@hpa.org.nz

All guidelines apply to both the Vapefree and Hākohu Kore versions of the logo.