



# SMOKEFREE NZ 2025 LOGO STACK GUIDELINES



### SPOT COLOUR LOGO

Blue: Pantone 286  
Green: Pantone 362  
Black: Process Black

### PROCESS COLOUR LOGO

Blue: C 100%, MAGENTA 60%, YELLOW 0%, BLACK 6%  
Green: CYAN 70%, MAGENTA 0%, YELLOW 100%, BLACK 9%  
Black: CYAN 0%, MAGENTA 0%, YELLOW 0%, BLACK 100%



### ONE COLOUR LOGO

Black only



### ONE COLOUR LOGO, BLACK BACKGROUND WHITE



### TWO COLOUR LOGO

BLACK + GREEN (SPOT or  
CMYK values above)



### TWO COLOUR LOGO, BLACK BACKGROUND WHITE + GREEN (SPOT or CMYK values above)



### CLEAR SPACE REQUIREMENTS

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



### SIZE

To maintain reproduction  
quality and legibility the logo  
stack must not be reproduced  
smaller than 20x15mm



### DO NOT

place the logo stack in its two  
or three colour combination on  
a coloured background



### DO NOT

place the logo stack in  
any form onto an image  
background



### DO NOT

distort or stretch the logo  
stack in any way



### DO NOT

alter the logo stack in any way  
including restacking, adding or  
removing elements

This logo is intended to increase awareness of Aotearoa/New Zealand becoming an Auahi Kore/Smokefree country by 2025. Please respect these guidelines to ensure the integrity of this message.

All guidelines apply to both the Smokefree and Auahi Kore versions of the logo stack.