



# SMOKEFREE/AUAHI KORE LOGO GUIDELINES



## SPOT COLOUR LOGO

Blue: Pantone 286

Green: Pantone 362

## PROCESS COLOUR LOGO

Blue: C 100%, MAGENTA 60%, YELLOW 0%, BLACK 6%

Green: CYAN 70%, MAGENTA 0%, YELLOW 100%, BLACK 9%

## ONE COLOUR LOGO Black only



## LOGO ON DARK BACKGROUND White only



## 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 'S' of Smokefree or the 'A' of Auahi Kore at the bottom.



## SIZE

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



## CLEAR SPACE

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



## DO NOTS



**DO NOT** reproduce the two colour logo with the words in one colour.



**DO NOT** reproduce the logo in its two colour combination 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.