



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.

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 HPA at the following address: communications@hpa.org.nz

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

Dated: August 2019. These guidelines are due for review August 2020.