

DUNEDIN

Home of Honeymoon Island

# Brand Standards Manual

# Introduction

Your communications not only deliver specific messages, they also reflect the City as a whole. The consistent use of your logo, on print pieces, websites, presentations, documents and across all touchpoints, helps your audiences instantly identify your communications as coming from the City of Dunedin. In maintaining that consistency, you strengthen your identity of the City.

The Dunedin logo is a valuable asset, and the protection of its integrity is vital to your growth. The reproduction standards and artwork in this manual were developed to protect and strengthen your brand.

The purpose of the Standards Manual is to provide a comprehensive guide to the proper and legal use of your brand identity. These standards apply to all uses. Because the proper use of your logo has tremendous value to the image of the brand, the guidelines in this document must be strictly enforced.

**Wilesmith Advertising/Design**

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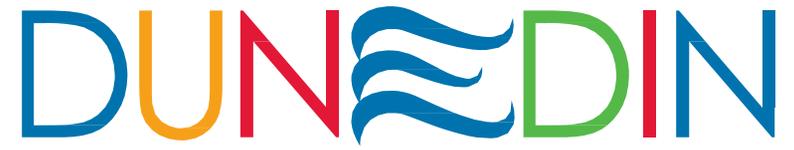
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DUNEDIN

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The Identity

# Core Element

# Logo

Our logo is the core element of our visual identity. It should be seen on everything we do from stationery, advertising to promotional items and brochures.

The logo consists of 3 elements: the waves, as the "E", the Dunedin logotype and the by-line "Home of Honeymoon Island". It should not be redrawn, digitally manipulated or altered in any way.

The logo must always be reproduced from a digital master reference. This is available in vector eps, jpeg and gif formats. Please ensure the appropriate artwork format is used.

For more information, please refer to Usage (Page 9).

4-Color PMS Logo



Usage  
All promotional items and 4-color commercial printing that can use PMS.

CMYK Logo



Usage  
All CMYK commercial process printing.

1-Color PMS 3015



Usage  
All promotional items and 1-color PMS printing.

Black & White Logo



Usage  
Black & White newspaper.

Gray Logo



Usage  
Optional for commercial printing.

# Logo Colors for Print

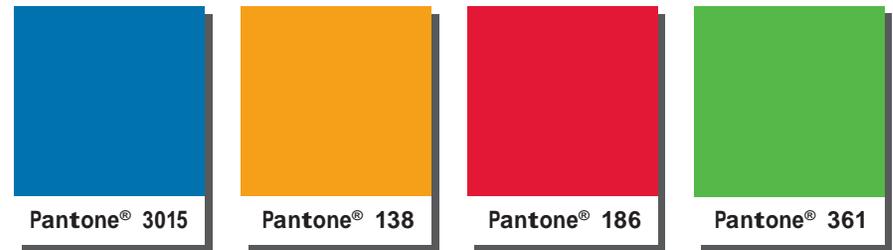
For any printed application please refer to the color specifications at right. Accurate reproduction of colors is essential for brand consistency.

## Color Options

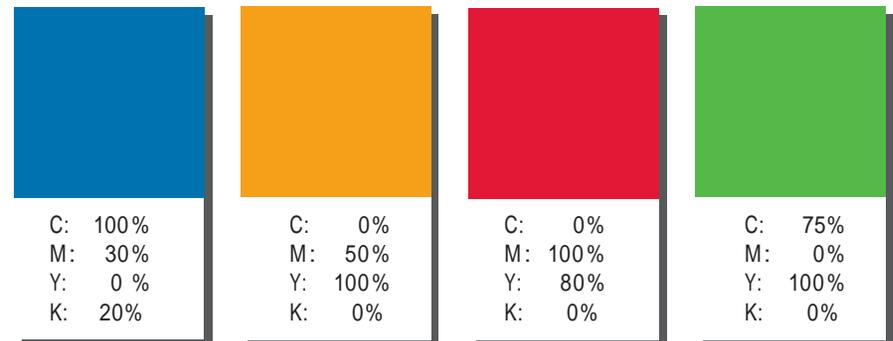
- Pantone® Matching System (PMS)
- Four Color Process (CMYK)

For more information, please refer to **Usage** (Page 9).

## Pantone® Matching System (PMS)



## Four Color Process (CMYK)



# Colors for Digital Media

For any online or digital application please refer to the color specifications at right.

## File Format

- jpeg or gif

## Color Options

- RGB
- Hexadecimal HTML Code
- LAB

## RGB Color

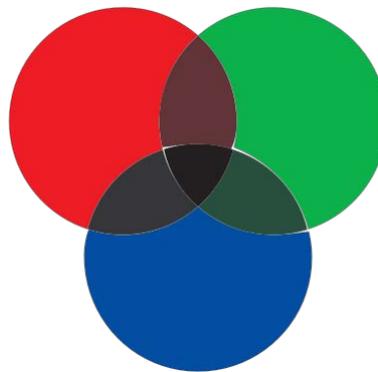
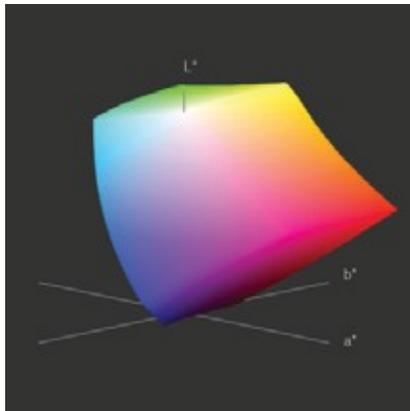
	R:0 G:102 B:161
	R:233 G:122 B:0
	R:198 G:12 B:48
	R:52 G:178 B:51

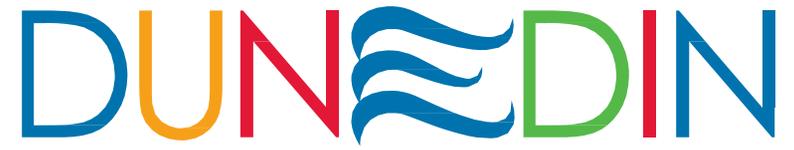
## HEXADECIMAL HTML

	#0066A1
	#DF7A00
	#C60C30
	#34B233

## LAB Color

	L:41 A:-8 B:-40
	L:62 A:36 B:69
	L:43 A:66 B:36
	L:64 A:-54 B:51



The logo for Dunedin features the word "DUNEDIN" in a sans-serif font. The letters are colored: 'D' is blue, 'U' is yellow, 'N' is red, 'E' is replaced by three blue wavy lines, 'D' is green, and 'I' is blue. The background of the slide has a decorative pattern of three overlapping, curved bands in shades of blue and light blue, resembling waves or a stylized landscape.

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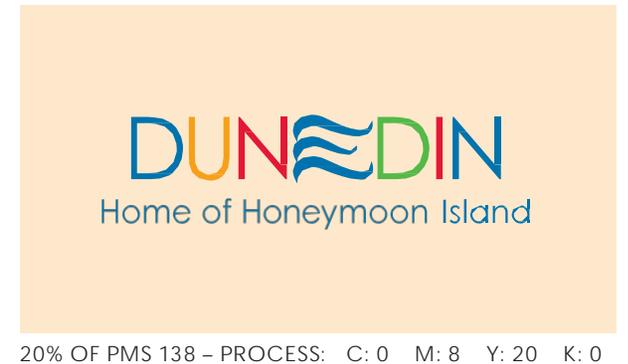
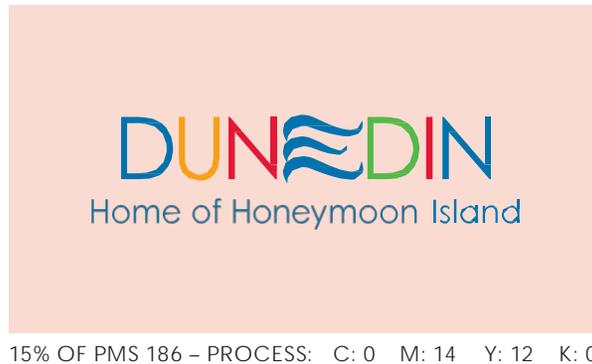
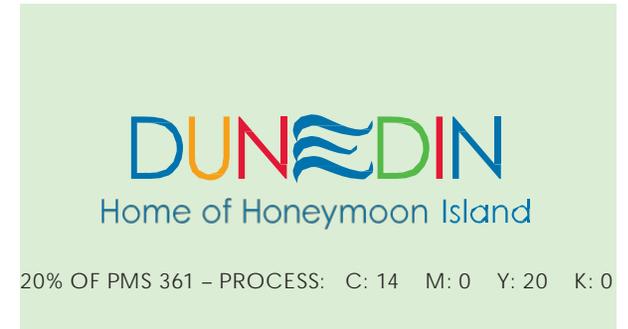
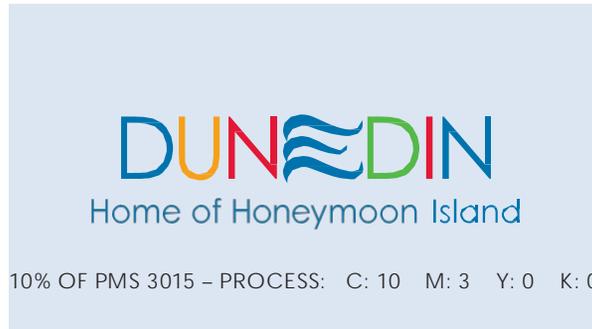
Usage

# Color Background

In certain cases, it will be necessary to print the color logo on a color background. The logo can be printed in color as shown here.

**Important Note:**

The illustrations on the right do not imply that the logo should be contained in a box of any kind. Rather it is to show how the logo should appear when knocked out of a larger area of the aforementioned colors.



# Knock Out

In certain cases, it will be necessary to knock-out the logo from a background color. The logo can be knocked- out of color and printed in white.

## Important Note:

The illustrations on the right do not imply that the logo should be contained in a box of any kind. Rather it is to show how the Logo should appear when knocked out of a larger area of the aforementioned colors.



PMS 3015 – PROCESS: C: 100 M:30 Y: 0 K: 20



PMS 186 – PROCESS: C: 0 M: 100 Y: 80 K: 0



PMS 138 – PROCESS: C: 0 M: 50 Y: 100 K: 0



PMS 361 – PROCESS: C: 75 M: 0 Y: 100 K: 0



100% OF BLACK

## Black/Grayscale

In certain cases, it will be necessary to print the logo in only black or grayscale. Use only the solid black or grayscale logos provided in eps format. For more information, see **Logo Don'ts** (p.12).

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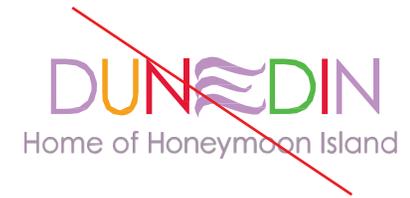
DUN  DIN  
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# Logo Don'ts

Adhering to the guidelines in this manual will provide a consistent brand unity. The following are just some examples of “**What not to do**” with the Dunedin logo.



Stretching out of proportion



Using non-Dunedin colors



Switching colors



Enclosing inside a shape of any kind (circles, ovals, squares, rectangles, etc.)



Arching or distorting logo

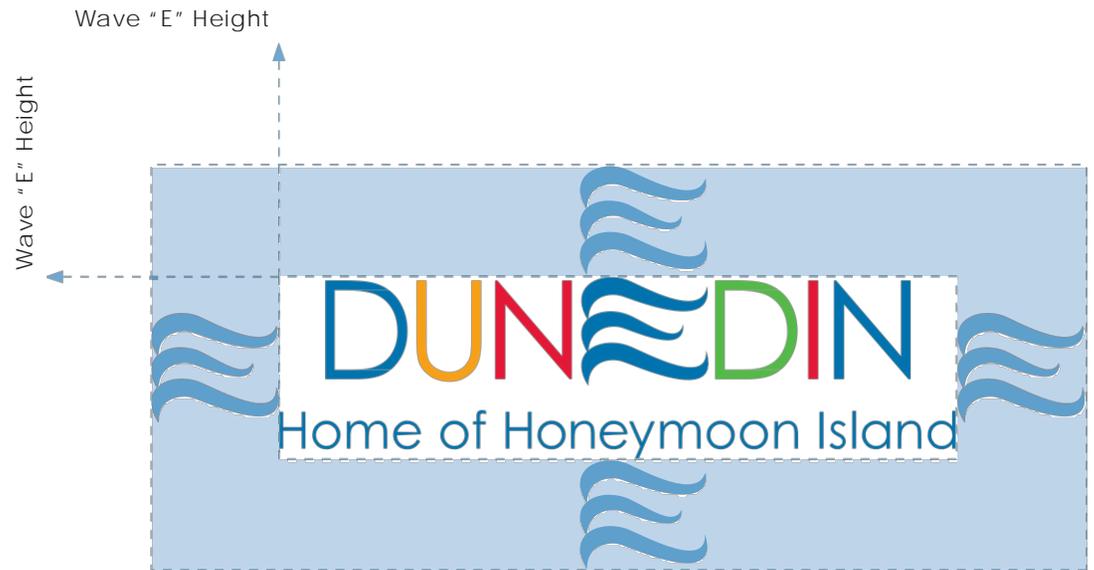


Altering the byline in any way

# Exclusion Zone

In order to maximize its visual presence across various applications and formats, the logo requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the height of the "E". Always allow at least this amount of clear space around the logo. This is not a placement guide. It is a minimum only. It is important that this rule is observed and that the exclusion zone is maintained at all times.



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Typeface

# Type Family

## CENTURY GOTHIC

The typeface used in the Dunedin logo and tagline is Century Gothic. The “E” is a customized redrawn version of Century Gothic. Century Gothic is a crisp, clean face that avoids non-essential elements, resulting in an appearance of efficiency and forwardness.

Century Gothic was chosen as the brand typeface for Dunedin for the round shapes of its letterforms which reinforce the forms in the logo mark, i.e., the upper case “E”. This integration of shape and form creates harmony, makes it easier for the viewer to process, and visually pleasing to the eye.

Century Gothic Regular

ABCDEFGHIJKLmNOPqRSTUvWxYZ  
abcdefghijklmnopqrstuvwxy  
1234567890!@#%&^\*()\_+=;

*century gothic italic*

*abcdefghijklmnopqrstu  
vwxyz  
1234567890!@#%&^\*()  
\_+=;*

**century gothic Bold**

**ABCDEFGHIJKLmNOPqRSTUvWxYZ  
abcdefghijklmnopqrstuvwxy  
1234567890!@#%&^\*()  
\_+=;**

***century gothic bold italic***

***abcdefghijklmnopqrstu  
vwxyz  
1234567890!@#%&^\*()  
\_+=;***

# Type Usage

## **PRINT**

For all printed material, the font Century Gothic should be used. This includes body copy, headlines, subheads, and addressing on envelopes.

## **WEB/POWERPOINT**

For web and PowerPoint, the font Helvetica should be used, followed by Arial and Geneva. These fonts should be readily available on most users' computers.

Helvetica

Arial

Geneva

