



Brand Guidelines

December 2015





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Introduction

The alcohol free area logo was created to meet an increasing demand for nationally consistent signage that informs people an area or space is alcohol free. You are welcome to use whatever wording works best for your situation on your signage but if you use the logo or any of the templates please follow these guidelines. This will help ensure that over time, like the Smokefree logo, it will become recognised all over New Zealand. It is particularly important if you are using a designer and/or a printer that you provide the guidelines to them.

If you have any questions or need assistance to produce the signs please contact your print supplier. Any other questions please contact HPA on 04 917 0060 or enquiries@hpa.org.nz

1. Logo versions

Full colour, black and reversed formats of the logo are available.

If single colour reproduction of the logo is required, use the black or reversed logo.

Please note, on the single colour logos the word 'Area' inside the flag is transparent. Avoid placing single colour logos over busy backgrounds or colours that conflict with logo visibility.

See the logo usage table on the following page for the appropriate use of each type of logo.



Full colour version:

Supplied in SPOT, CMYK and RGB (EPS, JPG and PNG)

AFA-logo-SPOT.eps
AFA-logo-CMYK.eps
AFA-logo-RGB.jpg
AFA-logo-RGB.png



Black version:

Supplied in BLACK (EPS, JPG and PNG)

AFA-logo-BLACK.eps
AFA-logo-BLACK.jpg
AFA-logo-BLACK.png



Reversed version:

Supplied in REVERSED (EPS and PNG)

AFA-logo-REVERSED.eps
AFA-logo-REVERSED.png

2. Logo usage

It is preferred that the logo is reproduced in full colour, and black and reversed options are only used when full colour reproduction is unavailable.

Logo usage table

The table below shows the appropriate use of each of the different file types that the logo is available in. Depending on where the logo is used, a different file type may be needed.

		File type		
		CMYK – EPS SPOT – EPS	RGB – JPG	RGB – PNG
Examples of different situations logo will be used	Printing Offset / Digital	✓	✗	✗
	Microsoft Office Word and Powerpoint	✗	✓	✓
	Digital Websites and email signatures	✗	✓	✓
	Signage and merchandise	✓	✗	✗

3. Logo sizes



50mm

Recommended size:

The recommended size of the logo on an A4 page is 50mm wide.

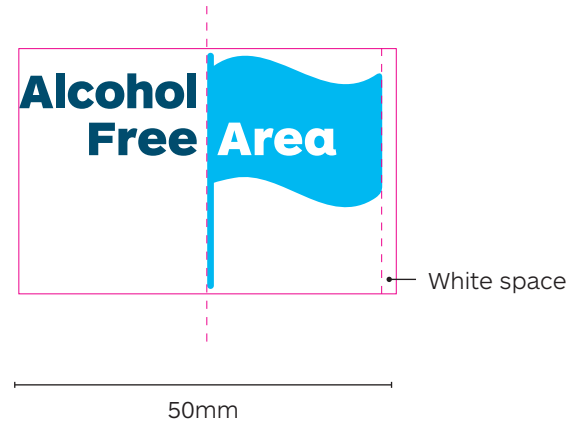


30mm

Minimum size:

The minimum size of the logo should be no less than 30mm wide.

4. Logo placement and minimum space requirements



Logo placement:

Please note, white space has deliberately been included on the righthand side of the flag, so the flag post always remains the centre of the logo.

When placing the logo please ensure this white space does not get cropped, so the logo remains centred.



Minimum space requirements:

Minimum clear space around the logo is defined by the height of the words 'Alcohol Free'.

Please allow for this clear space when using the logo.

5. Logo – things to avoid



Do not change the colour in any way



Do not place over a similar background colour



Do not stretch or distort the logo



Do not place the logo on an angle



Do not change the arrangement of the logo



Do not recreate the logo or change the typeface in any way

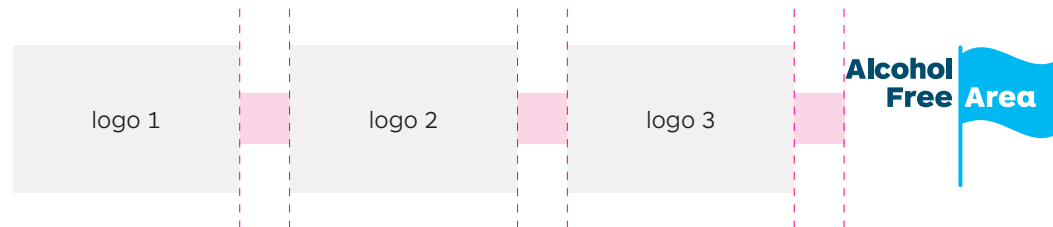
6. Logo usage in partnership situations

In partnership situations it is recommended the logos are positioned horizontally next to each other with the same baseline.



Minimum space requirements:

Minimum clear space between logos is defined by the height of the words 'Alcohol Free'.



7. Colours



PMS 2995
CMYK 83/0/0/0
RGB 0/169/224
Web 00a9e0



PMS 3025
CMYK 100/27/10/56
RGB 0/81/114
Web 005172

8. Signage and poster template examples

All signage and poster templates are available in full colour, black or reversed.

Example 1:

Signage template with Alcohol Free Area logo in full colour.



Example 1A:



Example 1B:



8 Signage and poster template examples cont

All signage and poster templates are available in full colour, black or reversed.

Example 2:

Signage template with Alcohol Free Area logo in black with sponsor/s logo.



Example 2A:



Example 2B:



8 Signage and poster template examples cont

All signage and poster templates are available in full colour, black or reversed.

Example 3:

Signage template with Alcohol Free Area logo in reverse with editable text field.



Example 3A:



Example 3B:



8 Signage and poster template examples cont

All signage and poster templates are available in full colour, black or reversed.

Example 4:

Signage template with Alcohol Free Area logo in full colour, sponsor logo/s and editable text field.



Example 4A:



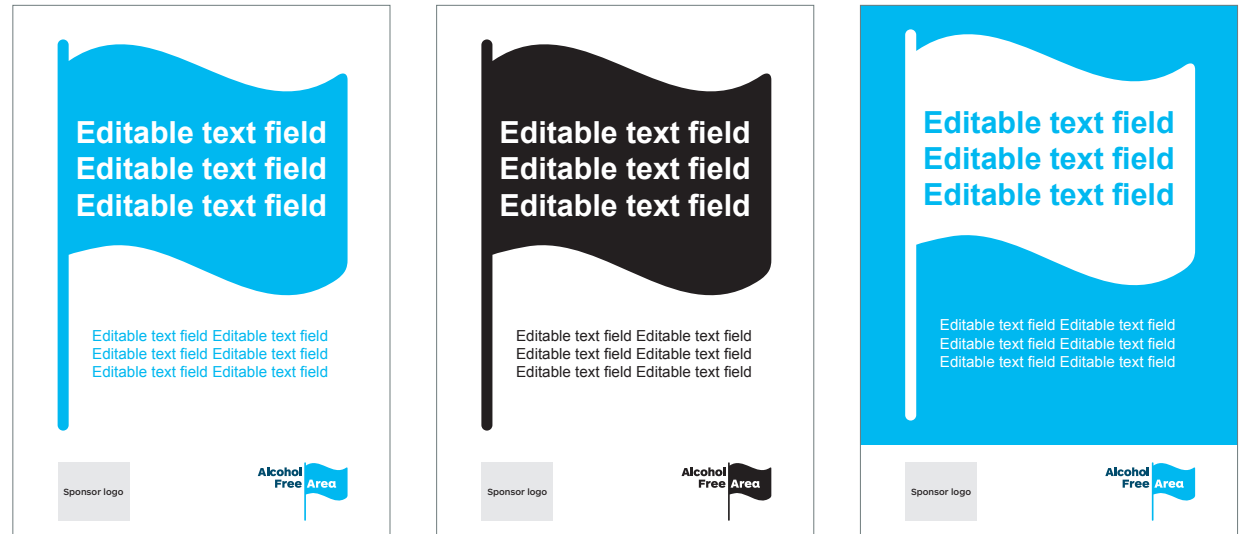
Example 4B:



8 Signage and poster template examples cont

All signage and poster templates are available in full colour, black or reversed.

Example 5:



Poster with Alcohol Free Area logo in full colour, black and reverse with sponsor logo/s and editable text fields.