

Whanganui
Community
Foundation

Here for your community

Brand Guidelines

Core Logo



Here for your community

Minimum Size



At any time the core logo is used smaller than 30mm in width the strapline should be removed.



Core Logo - black & white



Whanganui
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Colours



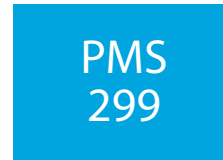
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C88, M11, Y2, K1
R0, G159, B219
#009fda



C95, M95, Y0, K0
R63, G25, B127
#3f187f



C40, M100, Y0, K0
R163, G0, B124
#a2007b



C10, M100, Y100, K0
R207, G0, B36
#ce0023



C0, M0, Y0, K100
R0, G0, B0
#000000



C0, M0, Y0, K80
R69, G69, B69
#454545



C0, M0, Y0, K60
R124, G124, B124
#7c7c7c



C0, M0, Y0, K40
R172, G172, B172
#acacac

Minimum Clear Space



Minimum clear space should always be observed when using the Whanganui Community Foundation logo.

This clear space is equal to the height of the capital W from the core logo.

Brand: Museo Slab 300

Tagline: Museo Sans 300

With support from Avenir/Helvetica for electronic stationery.

MUSEO SLAB 300
ĀBCDEFGHIJKLMNOPQRSTUVWXYZ
ābcdefghijklmnopqrstuvwxyz
0123456789

MUSEO SANS 300
ĀBCDEFGHIJKLMNOPQRSTUVWXYZ
ābcdefghijklmnopqrstuvwxyz
0123456789

Logo - DO NOT



Whanganui
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DO NOT: Condense the logo



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DO NOT: Stretch the logo



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DO NOT: Adjust the colours



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DO NOT: Add non-brand colours



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DO NOT: Remove text or graphic elements