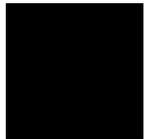


RNZ logo usage guidelines



The RNZ logo with Te Reo

Colours



RNZ BLACK

Screen: **#050000** or **5 R 0 G 0 B**
Print: **50 C 50 M 50 Y 100 K**



RNZ RED

Screen: **#da2128** or **218 R 33 G 40 B**
Print: **10 C 100 M 100 Y 0 K**

Colour variations



The inverse logo, for use over dark backgrounds.



NOTE: Inverse Te Reo logo provided as ai file + as a PSD only. Transparent PNG not provided as it distorts the Te Reo.

BLACK AND WHITE

If a mono version of the logo is required, RNZ is to be contacted and the need discussed.



Sizing and clearance

Clearance



A basic guide for clearance around the logo is to use the 'N' character from the RNZ logotype. The Te Reo text should always have a nested clearance around it of twice the width of the Koru tab. A light grey or transparent box can be used behind the Te Reo text for legibility.

Minimum sizes

Full logo with Te Reo

The minimum sizes are to preserve the legibility of the text elements.



Pared-down logo

When the logo is to be used at very small sizes, the Te Reo can be removed.



Print	10 mm tall	6 mm tall
Screen	48 pixels tall	36 pixels tall

Checklist

- Have the proportions of the logo been maintained (i.e. it has not been squashed or stretched)?
- Are the text elements of the logo legible at the finished size?

Placement

Use with imagery



Provided there is sufficient contrast for the logo to be clear and legible, it may be used over imagery. The pared-down logo (without Te Reo) should almost always be used in this context.



Use the inverse logo when with a darker photo background. A drop shadow may be required to aid clarity/legibility.

Exclusions



Cannot be placed on a red too close to the RNZ red. There needs to be enough contrast for the logo to show clearly.

RNZ referred to in copy

For written and spoken copy RNZ must always be referred to as such and not as Radio New Zealand.

Including in URLs ie **www.RNZ.co.nz**.

This also applies to RNZ National, RNZ Concert and RNZ Pacific ie not using National Radio, Concert Radio, Radio New Zealand International or RNZ International.

RNZ

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GENERAL INQUIRIES

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TE REO
IRIRANGI
O AOTEAROA

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