



Graphic Guidelines



Introduction

This brand guidelines book shows the approved visual presentation of Port Taranaki Limited and the visual system that accompanies it. It shows why, where and how the logo is to be used. The logo consists of the identifying name and the mountain graphic.



The logo identifies the company's activities so the specifications set out on the following pages must be followed wherever the visual image of the organisation is presented, both internal and external.

A strong and consistent visual identity is an important asset to the organisation and its integrity should be carefully maintained.

An organisation is judged by its visual presentation and care should be taken to present the Port Taranaki logo accurately and consistently to eliminate any confusion, especially in a competitive environment. It is to be observed by all staff members who have a responsibility for the requisition of stationery, the preparation of advertising and the design of company generated stationery.

This book is a reference document for managers, staff, designers and agencies, consultants and suppliers, and as such the Business Development Manager is responsible for ensuring that consistency occurs throughout the organisation.

Roy J Weaver
Chief Executive

Port Taranaki logo

As a symbol and focal point for Port Taranaki Limited the logo should not be redrawn, altered or modified in any way. It is important that all the instructions concerning positioning, size, application and colour of the logo are followed precisely.



There are two approved colours of the Port Taranaki logo, PMS*1795 red and black. 'Port' is 45% black, 'the west gate' is 60% black. Colour should be used whenever possible.

Port Taranaki red - PMS*1795

Accent colour used in conjunction with black and grey. For both coated and uncoated use.

cmyk# red: C-0%, M-94%, Y-100%, K-0%

rgb red: R-255%, G-19%, B-0%

Coated colours

For use on coated papers, signage, vinyl products, displays, banners.

Uncoated colours

For uncoated papers, business stationery and forms.

Mono-one colour/reversed out

When the logo prints in a single colour it must be in black.

Reverse is always white out of a solid colour, avoid an overly patterned background.



Minimum spacing

So that the Port Taranaki logo always has impact and legibility we must be mindful of what the logo is doing when applying it. The logo must be surrounded by clear space to keep it away from all type and imagery. This is called a minimum spacing rule and must be strictly adhered to.

The minimum spacing rule is based on the lower case or x height of the word Taranaki. The space around the logo must never be less than this.

Minimum size

The logo needs to hold up when reduced in some applications. The smallest size the logo can be reproduced, in colour or black and white, is 35 mm overall length of Port Taranaki.



* Pantone PMS are Pantone Inc's. Check standard trademarks for colour-standards.

Process (or cmyk) signifies the four colour breakdown for printing in the four process colours (Cyan, Magenta, Yellow and Black).

Typography and stationery

The formats on the following pages show how the correct use of the Port Taranaki logo strengthens the company's overall brand and image.

It is important for all staff to maintain our corporate style. All stationery items shown are the formats to be used by anyone representing Port Taranaki.

To maintain consistency and accuracy the generation of original artwork is the responsibility of the Business Development Manager for approval.

Port Taranaki has supply contracts with stationery suppliers for stocks of letterheads, compliments slips, envelopes, and the production of business cards. See your Manager for details.

Typography is just as much a part of the Port Taranaki brand as the logo, they need to work together although they both have different functions.

External Publications

DIN for headings and sub-headings. Meta for all text in publications. Neue Helvetica on all corporate stationery.

Internal Documents

Arial for internal documents or correspondence.

External typefaces

DIN Schrift 30640
Neuzeit Grotesk Bold
condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Meta Normal

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Meta Normal italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Neue Helvetica

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Internal typefaces

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Business Stationery



Port Taranaki Limited
PO Box 348
New Plymouth 4615
New Zealand
Tel: (06) 751 0200
Fax: (06) 751 5051
www.porttaranaki.co.nz



Roy J Weaver
Chief Executive

Port Taranaki Limited
PO Box 348 New Plymouth 4615 New Zealand
Tel: (06) 751 0200, Mob: 0274 343 634
DDI: (06) 751 5050, Fax: (06) 751 5051
Email: rweaver@porttaranaki.co.nz
www.porttaranaki.co.nz

Actual size



With Compliments

Port Taranaki Limited
PO Box 348
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New Zealand
Tel: (06) 751 0200
Fax: (06) 751 5051
www.porttaranaki.co.nz

Advertising

Formats for any display or recruitment advertising requirements are available from the Business Development Manager.


Display advertising

Option 1: When the Port Taranaki logo is required as a feature, it should appear by itself on a white panel in the top right at the required size. Be mindful of the minimum size and minimum spacing rules. This panel should be no more than 20% of the overall depth of the copy area.

Option 2: A white panel at the bottom with the logo to the right. Corporate contact information is flush left. Again be mindful of the minimum size and minimum spacing rules. This panel should be no more than 20% of the overall depth of the copy area.

Recruitment advertising

Layout for recruitment advertising is a prescribed format and should be directed to the Human Resources Manager or the Business Development Manager.




PortTaranaki
the west gate

Working to develop New Zealand's
fastest growing container port

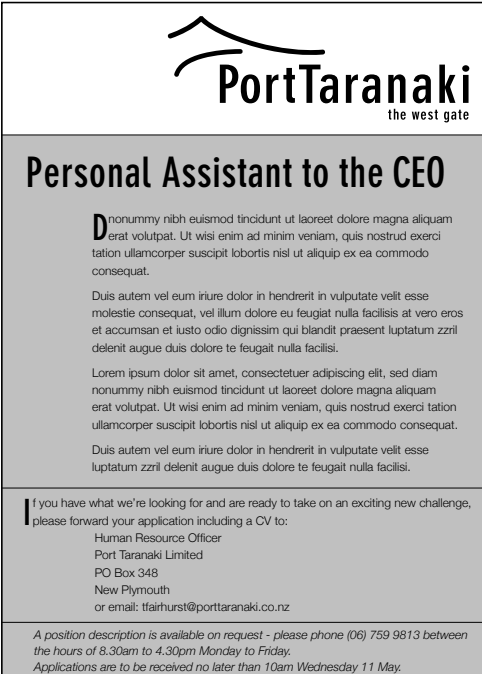

Port Taranaki Limited
0800 YOUR PORT
www.porttaranaki.co.nz

Display advertising



**The Port Taranaki
Children's Triathlon**

Port Taranaki Limited
PO Box 348, New Plymouth 4615
Tel: (06) 751 0200
0800 YOUR PORT
www.porttaranaki.co.nz



PortTaranaki
the west gate

Personal Assistant to the CEO

Donummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

If you have what we're looking for and are ready to take on an exciting new challenge, please forward your application including a CV to:

Human Resource Officer
Port Taranaki Limited
PO Box 348
New Plymouth
or email: tfairhurst@porttaranaki.co.nz

A position description is available on request - please phone (06) 759 9813 between the hours of 8.30am to 4.30pm Monday to Friday.
Applications are to be received no later than 10am Wednesday 11 May.

Recruitment advertising

Specifications

General information

These notes are for use by designers, art directors, production managers and printers when implementing the Port Taranaki logo and identity systems.

Advertising

Requests for any display or recruitment advertising requirements must go through the Business Development Manager who will advise on formats to use.

Type and Logo Resolution

The quality of typeface and logo resolution is important for clarity and must be closely adhered to.

Avoid adapting photocopies, faxes, low resolution tiffs or scans of the Port Taranaki logo when creating artwork either manually or electronically.

Colour Reproduction

When in colour, the Port Taranaki logo is only to be reproduced in the special PMS colour, its four colour process or RGB equivalents shown on page 3 of this manual.

If advice is needed on paint or vinyl matching, contact the Business Development Manager.

Approvals

For more information, advice, approvals, or soft copies of the logo contact the Business Development Manager.

Sponsorship

For more information on gaining sponsorship or sponsoring events contact the Business Development Manager.

