

Tourism Export Council Brand Guidelines

USAGE INSTRUCTIONS



Logotype 1



Logotype 2

The Tourism Export Council of New Zealand suite of logos have been created for use with a wide range of print and digital media.

They are available in two layouts and in several formats: CMYK, Black, Silver, Reversed.

Conditions for Usage:

- You may not alter the content or the proportions in any way.
- Use of Tourism Export Council of New Zealand logos is restricted to current Members of the Tourism Export Council – if you cease to be a Member, you must immediately remove all copies of the logo from your stationery and marketing.
- Any non-member organisation that is seeking to use the Tourism Export Council of New Zealand logos or any element of the logos must first obtain permission from the Tourism Export Council.
- Any use of the logos other than that shown in this document must be referred to the Tourism Export Council of New Zealand for prior approval.

Contact the Tourism Export Council of New Zealand:

To request logos or to discuss their usage, please contact the Tourism Export Council by email (info@tourismexportcouncil.org.nz) or phone (+64 4 495 0810).



CMYK



Black



Silver



Reversed

Logo Combinations

The logos should not be used in combination. Use only one version of the logo on any given marketing material or stationery.

Logo Colours

The Tourism Export Council of New Zealand logos have been developed for use in print and digital media.

Each logo is available in: CMYK, Black, Silver, Reversed.

You may not alter the colours or gradients in any way.

Do use the correct logo for the purpose, e.g. CMYK for full-colour printing.



Logo Clear Space and Minimum Size

The clear space requirement refers to the amount of space that must surround the logo in order to ensure maximum clarity. This clear space must be free of all other graphics or text.

- The required minimum clear space surrounding the logo is: the width of the 'to' in the word 'tourism' in the logo.
- The minimum size for print reproduction is 10 mm in height.
- The Tourism Export Council of New Zealand logos must not be used in any manner that does not meet these requirements.