



WIRI LICENSING TRUST

BRAND GUIDELINES

V1 APR 2020



WIRI LICENSING TRUST

**THE NEW BRAND IDENTITY FOR
THE WIRI LICENSING TRUST
IS A FRESH NEW LOOK REPRESENTING
THE BOLD FORWARD THINKING
ASPIRATIONS OF THE TRUST**

**ITS MULTIPLE COLOURS REPRESENT THE
DIVERSE COMMUNITY THE TRUST SERVES**

**THE PATTERNED BACKGROUND AND SHAPES IN THE 'W' ICON
ARE INSPIRED BY MAORI AND PACIFICA WEAVING AND ART**

**THE 'W' ICON FOR WIRI IS REPRESENTED IN A BOLD INCLUSIVE
LOOP WITH A SUBTLE KORU DESIGN IN ITS CENTRE**

LOGOSET

THERE ARE 2 VARIANTS OF THE FULL LOGOSET
THE PREFERRED IS THE STACKED LOGO WITH THE LARGE 'W'



WIRI LICENSING TRUST

STACKED LOGO

THE ALTERNATIVE IS A LONG BANNER LOGO FOR FLEXIBILITY
WHEN SPACE IS NARROW



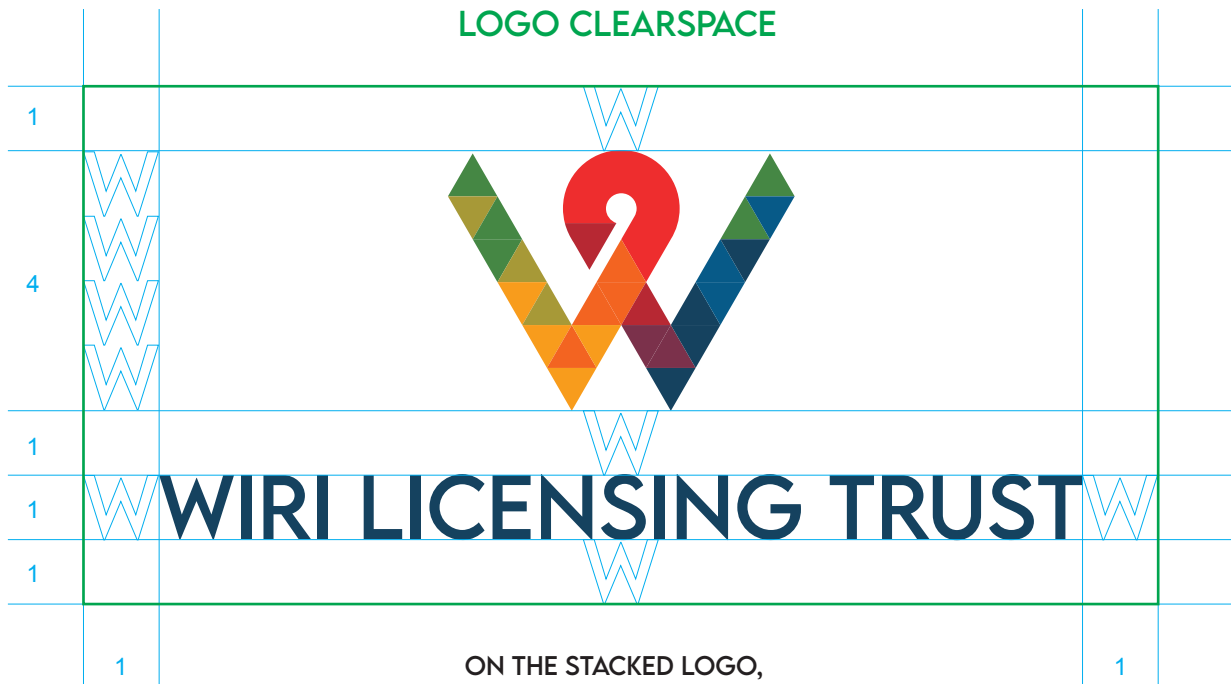
WIRI LICENSING TRUST

BANNER LOGO

SPACING

THE SPACING GUIDELINES FOR THE LOGO ARE SHOWN BELOW

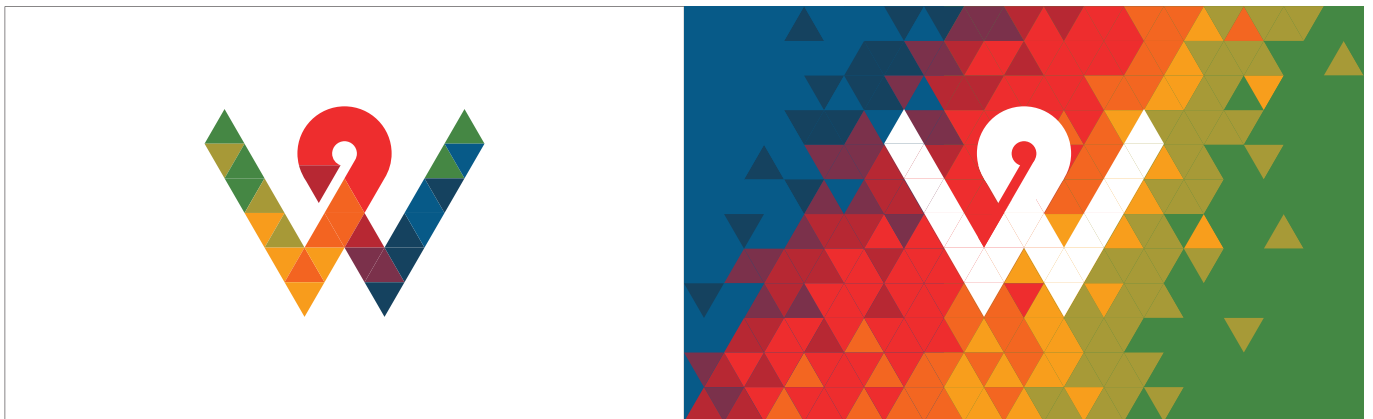
USING THE 'W' FROM WIRI AS A SPACING AND SIZE GUIDE



ICON

THE 'W' ICON FOR WIRI IS REPRESENTED IN A BOLD INCLUSIVE LOOP WITH A SUBTLE KORU DESIGN IN THE CENTRE

THE ICON SHOULD BE USED IN FULL COLOUR ON A WHITE BACKGROUND
OR
AS A REVERSED WHITE ICON ON THE WTL PATTERN,
SOLID BRAND COLOURED OR PHOTOGRAPHIC BACKGROUNDS



FULL COLOUR ICON

REVERSED ICON ON FULL COLOUR BACKGROUND



REVERSED ICON ON SOLID BRAND COLOURED BACKGROUNDS



REVERSED ICON ON PHOTOGRAPHIC BACKGROUNDS

COLOURS

THE MULTIPLE COLOURS REPRESENT THE DIVERSE COMMUNITY THE TRUST SERVES

FOR ACCURATE RECREATION, THE COLOURS OF THE LOGO ARE LISTED BELOW WITH THEIR PRINT AND SCREEN REFERENCES

	NAME	CMYK (PRINT)	RGB (SCREEN)	WEBSAFE
	BLUE	100C 70M 30Y 0K	RGB 0 91 137	#005B89
	NAVY	100C 80M 50Y 15K	RGB 25 67 96	#194360
	PLUM	65C 100M 75Y 0K	RGB 124 49 76	#7C314C
	DARK RED	30C 100M 95Y 0K	RGB 184 41 50	#B82932
	BRIGHT RED	0C 95M 90Y 0K	RGB 238 49 47	#EE312F
	ORANGE	0C 75M 100Y 0K	RGB 242 101 34	#F26522
	YELLOW	0C 45M 100Y 0K	RGB 249 159 28	#F99F1C
	LIME	40C 35M 100Y 0K	RGB 167 153 56	#A79938
	GREEN	80C 35M 100Y 0K	RGB 72 134 69	#488645

FONTS

THE FONT FOR THE WORDS 'WIRI LICENSING TRUST' ON THE LOGO SET AND CORPORATE STATIONERY IS LEMON MILK REGULAR (THIS FONT IS CAPITAL LETTERS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#\$%^&*-=_+,.:;?")

For body copy in emails, letters and other documents, use arial regular

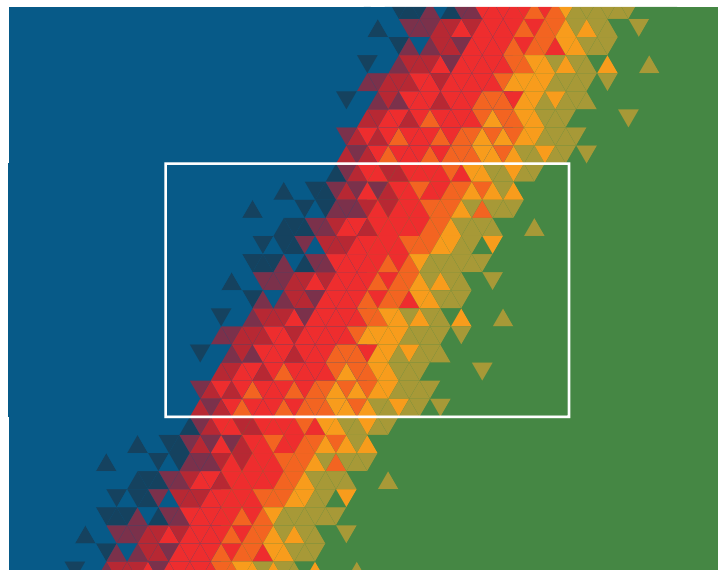
GRAPHICS

THE WLT PATTERN IS MADE FROM A REPEATABLE DESIGN OF TRIANGLES USING THE FULL COLOUR PALLET



THE WLT PATTERN CAN BE USED AS ITS OWN BACKGROUND OR OVER AN IMAGE

THE BLUE AND GREEN COLOURS SHOULD EXTEND LEFT AND/OR RIGHT TO MATCH THE FORMAT REQUIRED



EXAMPLE OF WLT PATTERN USED WITH A PHOTO

LOGO FILES

THE FOLLOWING LOGOS ARE SUPPLIED IN THE FOLLOWING FORMATS:
.EPS (AI VECTOR), .PNG (TRANSPARENT) AND JPG



WLT LOGO STACKED



WLT ICON



WLT LOGO STACKED REVERSE



WLT ICON REVERSE



WLT LOGO BANNER



WLT LOGO BANNER REVERSE