

Mangawhai Artists

logo and brand identity guidelines

Master logo and logo family appearing with type, a separate PDF will be prepared for applications where the logo appears independent of type e.g. poster templates



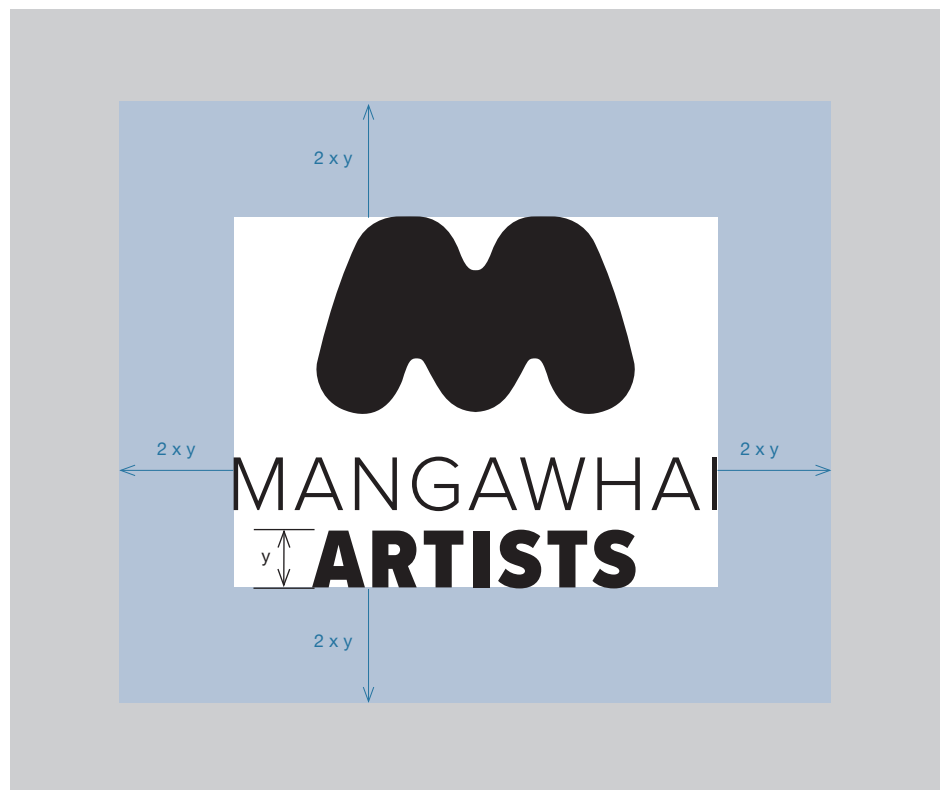
Logo clear space

The logo is defined by the white area; the width and height of the logomark and logotype combined.

Grey area indicates the safe zone. Graphics and copy can be positioned up to the adjoining blue area.

The blue area indicates clear space, and must be kept free of all graphics and copy.

The blue area is defined by the measurement 'Y', equal to the height of the uppercase bold letter, the clear area is $2 \times y$ and is taken from the longest word in the logotype.



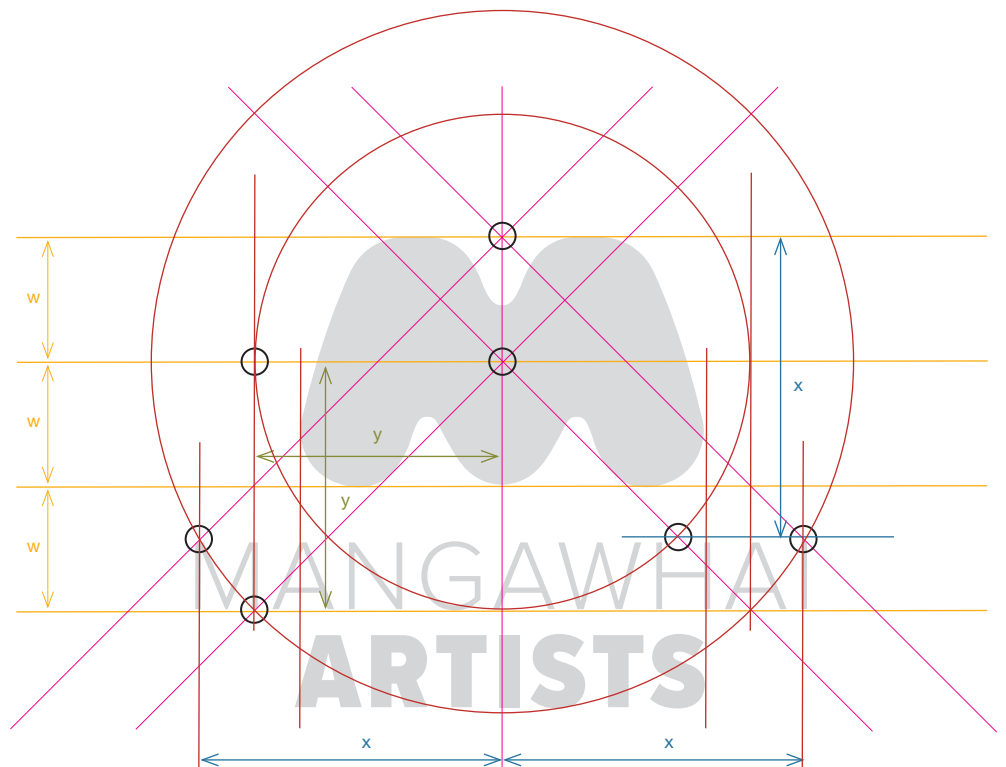
Establishing the position and size of logo type

The yellow (w) divides the logo into thirds.

The green (y) indicates two thirds as depth and defines the inner circle.

The magenta indicates various item alignments and intersections. The end of the logotype meets the 45 degree intersect from the top of the logo.

The horizontal (blue x) created by the two intersections with the circles defines the height and position for 'Mangawhai'. Artists is the width of the logo and positioned within the outer circle.



Typeface

The logo uses three font styles, all from the same typeface, Proxima Nova. Proxima Nova Light, Proxima Nova Regular and Proxima Nova Condensed Black.

Proxima Nova is a popular typeface described as a hybrid of Futura and Akzidenze Grotesk, it combines geometric appearance with modern proportions.

Proxima Nova

The combination of type weights and styles creates contrast and hierarchy, it gives the type 'colour'. The variable statement is highlighted in bold creating a balance with the weight of the logomark.

The outcome is consistency of tone, legibility and contrast within the constraints required to achieve an attractive, balanced and cohesive logo.

Master logo



Proxima Nova Light
Proxima Nova Cond Black

Logo family



Proxima Nova Regular
Proxima Nova Cond Black



Pantone 7620



Process CMYK 19/92/84/9



Pantone 2150



Process CMYK 84/49/20/2



Pantone 7620



Process CMYK 19/92/84/9



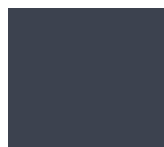
Pantone 7747



Process CMYK 49/32/100/10



Pantone 432



Process CMYK 23/12/0/82

1 Full colour logo

This is the primary logo to use, the go-to version of the logo. When there are limitations use the logo versions below.

A

MC1A



B

MC1B



C

MC1C



2 Greyscale

The greyscale version can be used for higher quality print where you don't want to use solid black. Situations for a halftone screen, the logo is 80% black.

MC2A



MC2B



MC2C



3 Solid black

The solid black version is for black/white printing applications.

This version works well where a small logo is required.

MC3A



MC3B



MC3C



NB Increase in linespacing on the two smaller logo versions and Proxima regular used for Mangawhai in the smallest version.

Social media

Icons for social media will be created as required; square format for Facebook and Twitter or circular for Google and Instagram. With solid or transparent backgrounds as required.





MS1A



MS1B



MS1C



MS2A



MS2B



MS2C



MS3A



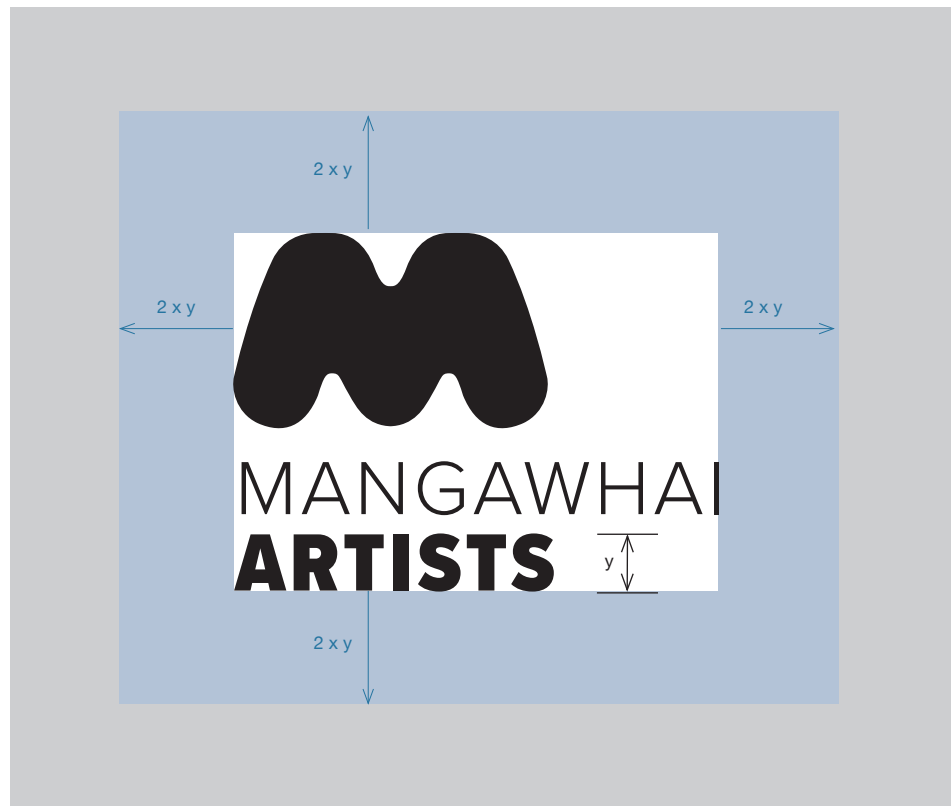
MS3B



MS3C



NB Increase in linespacing on the two smaller logo versions and Proxima regular used for 'Mangawhai' in smallest version.



MRL1A



MRL1B



MRL1C



MRL2A



MRL2B



MRL2C



MRL3A



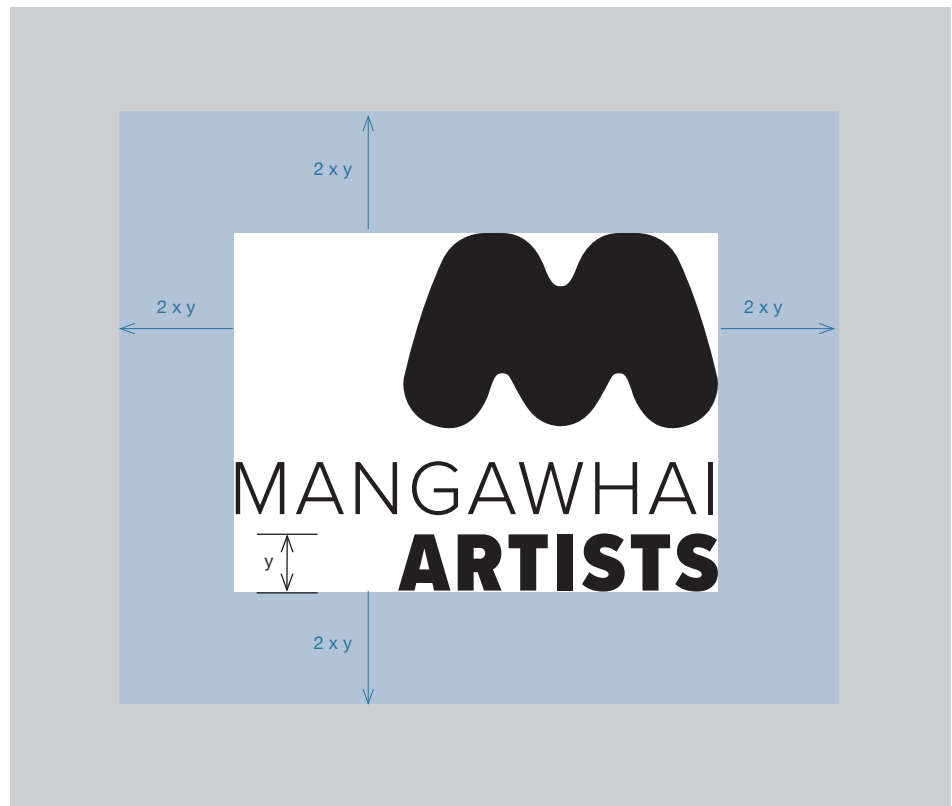
MRL3B



MRL3C



NB Increase in linespacing on the two smaller logo versions and Proxima regular used for 'Mangawhai' in smallest version.



MRR1A



MRR1B



MRR1C



MRR2A



MRR2B



MRR2C



MRR3A



MRR3B



MRR3C



NB Increase in linespacing on the two smaller logo versions and Proxima regular used for 'Mangawhai' in smallest version.

Brand integrity

To ensure the logo does not become the victim of aesthetic vandalism do not change, alter, modify any part of the logo.



Logomark

DO NOT resize or change the position of the logomark.



Fonts

DO NOT use any other font, no matter how close it might look to Proxima Sans.

Do not change the case.



Sizing

DO NOT squish or squash the logo. Any resizing must be in proportion.



Colour

DO NOT change the colours even if they look similar. Use the official colour specifications detailed in the guidelines.

When the logomark is used independently of the logotype individual colour choice is encouraged.



For other versions see master logo pages.

GallC1A



GallRL1A



GallRR1A



GallSmall1A



GallS1A



WorkC1A



WorkRL1A



WorkRR1A



WorkSmall1A



WorkS1A



FrieC1A



FrieRL1A



FrieRR1A



FrieSmall1A



FrieS1A



Logo for small spaces

Due to the extra line length the family of logos has a smaller type size than the master logo.

When the area allocated is small and the extra line length cannot be accommodated use this stacked version. Note how although solid in appearance it is excellent in small spaces.

When used large this format appears bulky, it lacks the 'air' and 'shape' created by the white space which surrounds the other two versions.



Different versions work well in certain situations

The centred version is a nice shape, it has white negative space which is a problem if used in certain situations as it creates 'holes' but it is excellent as a stand alone or where the logo is a feature/highlight.

The stacked and range left versions are excellent for holding the left-hand side of a column of copy or layout; enforcing alignment and bringing structure. Usually as a signature where the information on the page is the focus and the logo is supporting and therefore small.

The stacked and ranged right is good at the bottom right corner as a signature. It hold the corner which is where the eye leaves the page. The centred version would work well here as well under certain circumstances.



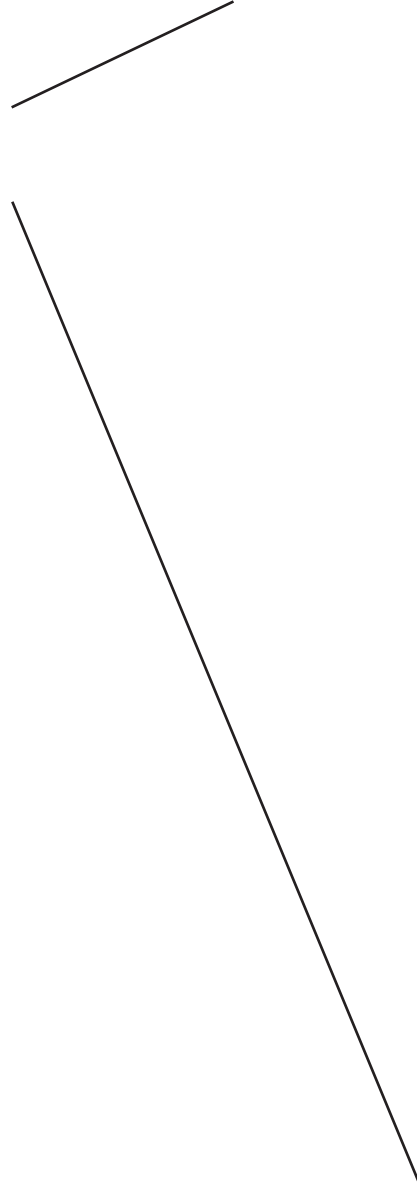


MANGAWHAI ARTISTS
WORKSPACE

Signage and other applications

I am hoping that once the logo has bedded in that we might be able to move to some more interesting and unconventional applications.

Always keeping the exact same ratio and type style the mark can be turned and manipulated to suit given situations. These formats would work well for signage.



MANGAWHAI
ARTISTS

Reversed out of black

Reversing the logo is not recommended especially on the web. But if necessary avoid small sizes as clarity is difficult due to 'flare' or 'vibration'.

Reversed out type appears larger but it is significantly harder to read.

