

HOW WE LOOK

Queenstown Lakes District Council
Brand Guidelines

02 VISUAL IDENTITY

2.1 QLDC LOGO

Our preference is for our whole logo to be used. The exception is when the size available is too small, then the icon only can be used.



2.1.1 OUR LOGO DO'S

Only QLDC blue, 100% black or white may be used as our logo colours. QLDC blue is our preference.

- ✓ QLDC blue on white



- ✓ White on colour (we prefer on our primary or secondary colours)



- ✓ 100% black or rich black on white



- ✓ White on uncluttered image



Although there is one exception,
there always is!

- ✓ The exception: when used in conjunction with Queenstown Events Centre or Wanaka Recreation Centre their brand colour can be used.



2.1.2 OUR LOGO DONT'S

Below are some examples of what we consider to be uncool ways to use our logo. Please don't make our graphic designer cry!

- ✘ Don't use any colour other than QLDC blue, 100% black or white



- ✘ Don't put our QLDC blue logo on background colours



- ✘ Don't reverse the logo from backgrounds that are too light



- ✘ Don't reverse the logo from backgrounds that are too cluttered



- ✘ Don't outline our logo



2.1.3 MINIMUM SIZE

Our logo minimum size is 25mm in width. If smaller than this, please use the icon only.



2.1.4 MINIMUM CLEAR SPACE

Our logo needs to breathe.



2.3 PRIMARY COLOUR

The primary colours are our 'go to' choices to represent QLDC in print and digital channels, and in other assets such as signage and clothing. They represent QLDC as a unified entity.



C100
M43
Y0
K65

RGB
R0 G57 B91

PANTONE
PMS 7463

HEX
#00395b



2.5 TYPEFACES

The core typeface for use on QLDC communications material is **Helvetica Neue LT Std** for print, **Aller** for web, and **Calibri** for email.

Hi, I'm Helvetica
Neue LT Std. I'm
our core typeface.

Hi, I'm Aller.
I'm used for the web.

Hi, I'm Calibri.
I'm used for email and
anything Microsofty.

ANY QUESTIONS?

Talk to our Communications Team.
They live and breathe this stuff!

**COMMUNICATIONS
TEAM**

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QUEENSTOWN
LAKES DISTRICT
COUNCIL