

# BRAND GUIDELINES

27/09/2021



**HAMILTON BOYS'  
HIGH SCHOOL**

*Te Kura Tamatāne o Kirikiriroa*

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**HAMILTON BOYS'  
HIGH SCHOOL**

Hamilton Boys' High School  
Peachgrove Rd  
Hamilton  
New Zealand

+64 (07) 853 0440  
[www.hbhs.school.nz](http://www.hbhs.school.nz)

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# The Crest

## The Lion

Being & Knowing  
Strength & Courage  
Honour & Duty

## The Sash

Meaning & Purpose  
Service & Community  
Love & Commitment

## The Star

Awe & Wonder  
Excellence  
Greatness



## The Motto

Sapiens fortunam fingit sibi  
Mā te tangata mōhoi tōna waka e whakairo  
A wise man carves his own fortune

# Palette

## Gold

Pantone 871 C  
C 44.5 M 45.0 Y 73.6 K 17.2  
R 133 G 117 B 80  
Hex #857550

## Red

Pantone 7622 C  
C 26.7 M 95.5 Y 85.2 K 24.4  
R 150 M 38 Y 44  
Hex #96262C

## Black

Process Black  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
Hex #000000



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# Master set

The logo represents Hamilton Boys' High School. When it is used in the correct way, people can identify us at a glance.

The logo with school name and te reo Māori translation is the preferred version to use where possible.

The logo without the te reo Māori translation is permitted in cases where the logo is represented very small or where the media lacks the granularity required for the text to be legible (e.g. school jersey embroidery).

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## School name appended to crest



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## With school name and te reo Māori translation appended (preferred)



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# Single colour

For single colour applications, HBHS gold is the preferred colour treatment where the gold colour is available and where there is sufficient contrast between the gold and the background colour.

For lowest common denominator situations where colour is not available, or where the background colour is too close to gold, use either black or white logos.

Preferred single colour option: GOLD



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## White on Darks



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## Black on Lights



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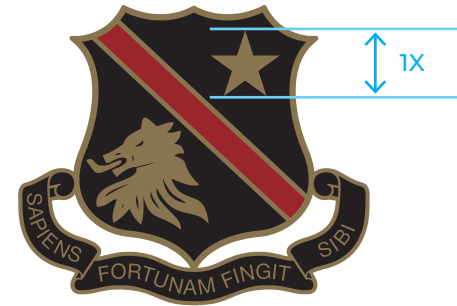
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# Freespace guidelines

An important part of maintaining a consistent presentation of the brand is keeping a clear area around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

The logo must always fit into the protective freespace area, which can not be intervened by other graphic elements which could hinder legibility of the brand.

The protective clear area of all logos should be no less than "1X" or the height of the star in the school crest. However preserve 2X clear area if possible.



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**Minimum freespace = 1X**



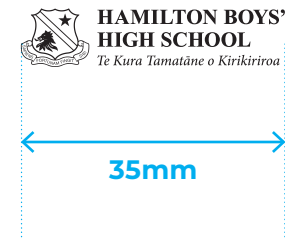
**Preferred freespace = 2X**



# Minimum size

People need to be able to read the logo. The examples shown here are the recommended minimum sizes for displaying the logo.

Situations may occur where it's simply not possible to achieve these sizes, e.g. on promotional cuff links or tie clip, or if the logo is teamed with a group of other logos at the bottom of an acknowledgment advertisement, so in cases such as these, we will have to compromise.





# Prohibited treatments

Use of the logo must be carefully controlled. Incorrect use can undermine the identity through mixed and unclear messages.

This page illustrates a number of incorrect presentations of the logo, ranging from reproduction of the logo itself, violations of freespace and poor choice of additional graphics.

Ullabo. Eheni te quae voluptaepuda  
doluptatus ea quidundit am quis  
eoste que



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Freespace not observed.  
Logo butted up too close to text.



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*Te Kura Tamatāne o Kirikiriroa*

Freespace not observed. Constrained  
too tightly in boxed space.



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Do not change the colour of the logo  
away from approved combinations.



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Do not stretch or otherwise deform  
the logo.

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Do not disassemble and reassemble  
the elements in new arrangements.



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Do not change the logo typefaces.



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Do not use the logo on low contrast  
backgrounds.



Do not use the logo on busy  
backgrounds where it is illegible.



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