



# NZDA

New Zealand Deerstalkers Association

LEVERAGE

New Zealand Deerstalkers Association Inc  
2020 Brand guidelines

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## Brand guidelines

### About

# New Zealand Deerstalkers Association

With a proud and strong history, The New Zealand Deerstalkers exists to represent hunters and protect hunting for future generations in New Zealand.

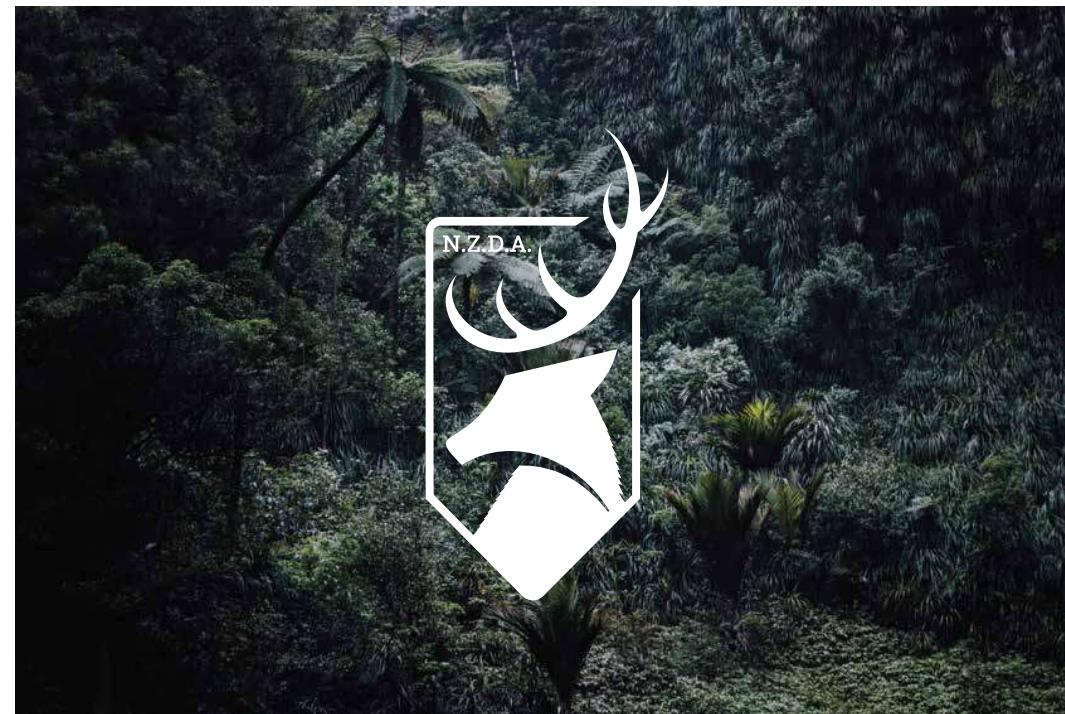
The NZDA promote safe, responsible use of firearms, and a respect for native flora and fauna. We believe in the principle of public ownership of wildlife generally, and seek to prevent the creation of privileged hunting / exclusive access to the publicly owned fish and wildlife assets that belong to all New Zealanders.

With 47 Branches around Aotearoa, New Zealand Deerstalkers has over 8,000 members.

#### New Zealand Deerstalkers Association Inc

Level 3, James Smith Building Cnr Cuba & Manners Street  
Te Aro, Wellington 6011

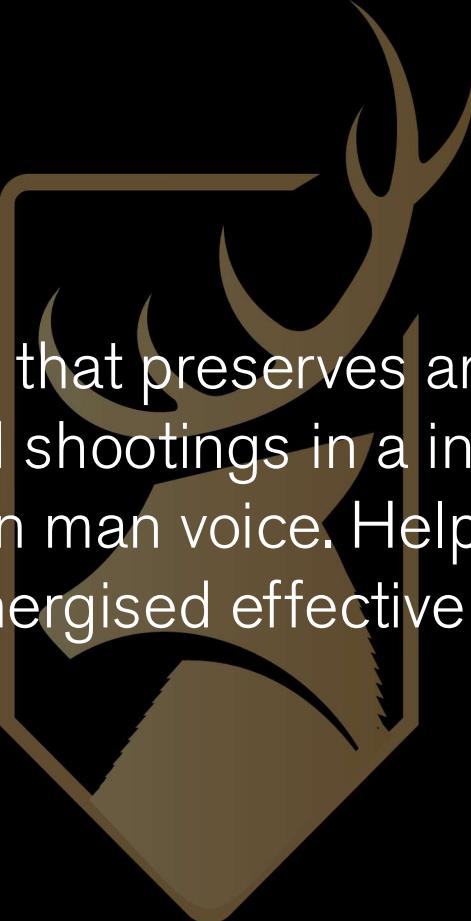
[www.deerstalkers.org.nz](http://www.deerstalkers.org.nz)  
[info@deerstalkers.org.nz](mailto:info@deerstalkers.org.nz)  
+64 (04) 499 6163



## Brand guidelines

### Brand Attributes

NZDA is an organisation that preserves and advances recreational hunting, bushcraft and shootings in a inclusive and supportive environment with a common man voice. Helping members feel welcome and safe NZDA is an energised effective advocate and educator.



Brand guidelines

## Master Logo



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Brand guidelines

Master logo



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Brand guidelines

**Master Logo**



L

## Brand guidelines

### Master Logo Colour variation



L

## Brand guidelines

Honoring the past, Inspiring the future



Original Head

From: New Zealand deer heads. Forbes, J. (John) 1924  
Page 23. Owner: Dr. McKellop.  
Species : Red. Herd : Westland.  
Points : 6 right+6 left. Length : 39 3/4 inches.  
Spread Outside : 37 3/4 inches. Spread Inside Beam : 31 inches.  
Circumference between Bez and Trez : 5 1/8 inches,



## Brand guidelines

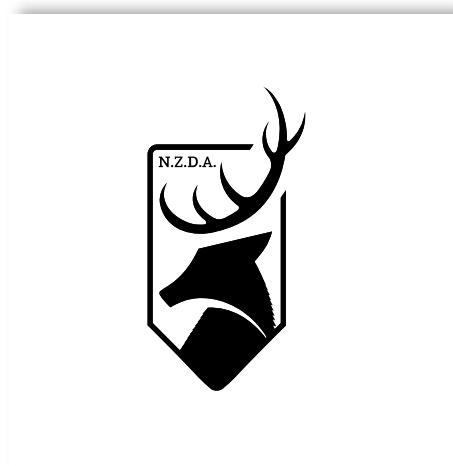
### Logo variations



Vertical stacked version



Branch Logo



Logo Icon



Favicon

## Brand guidelines

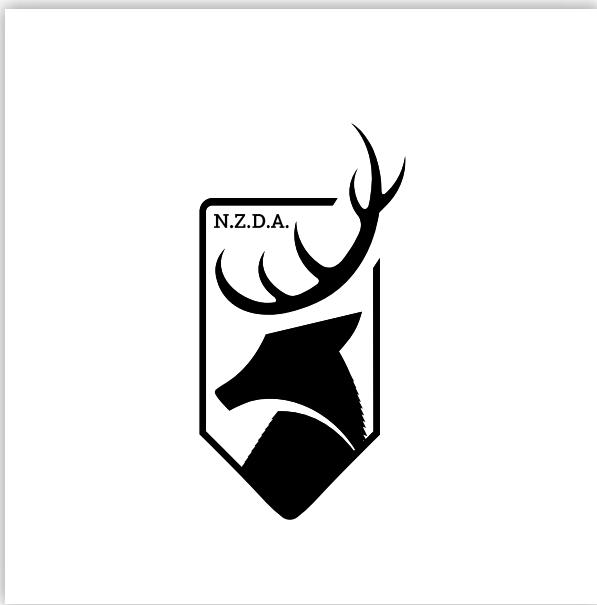
### Scalable System

We ensured that the logo could scale down to small sizes

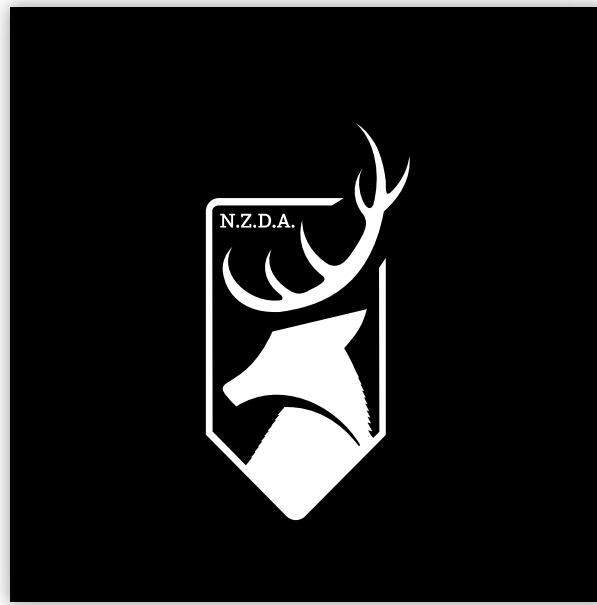


## Brand guidelines

### Logo variations



Black



White

## Brand guidelines

### Logo usage



#### Exclusion zones

Always allow a minimum space around the logo.



#### Minimum width

The logo minimum width is 150px or 45mm  
For smaller applications please use alternate logos.



#### Maximum width

There is no maximum size defined for this logo.

## Typography

# Questa Slab

Questa Slab has been selected as the heading title and lead typeface for the New Zealand Deer Stalkers Association.

Title - Questa Slab Regular

## #HUNTLOCAL

### Kayak Sans

Paragraph font - Kayak Sans Light

We promote safe, responsible use of firearms, and a respect for native flora and fauna. We believe in the principle of public ownership of wildlife generally, and seek to prevent the creation of privileged hunting / exclusive access to the publicly owned fish and wildlife assets that belong to all New Zealanders.

Subheading - Questa Slab Regular

### New Categories for 2020

Paragraph - Kayak Sans Light

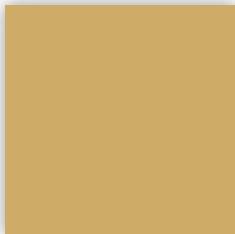
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo



## Brand guidelines

### Color palette

#### Primary

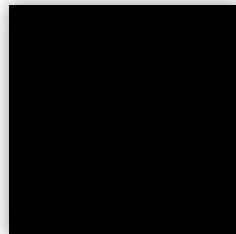


HEX CEAB66

R206 G171 B102

C20 M31 Y70 K0

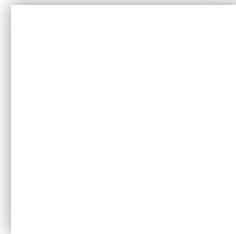
PMS 871



HEX 000000

R 0 G 0 B 0

C60 M60 Y60 K100



HEX FFFFFF

R255 G255 B255

C0 M0 Y0 K0

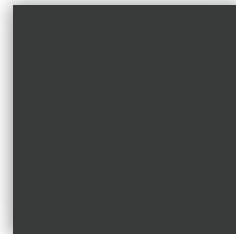
#### Secondary



HEX EDE4D6

R 237 G228 B214

C6 M8 Y14 K0



HEX 393A3A

R 57 G58 B58

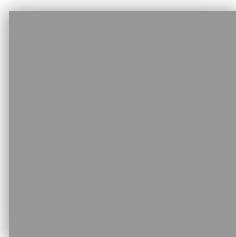
C69 M62 Y61 K52



HEX D3C8A6

R167 G167 B177

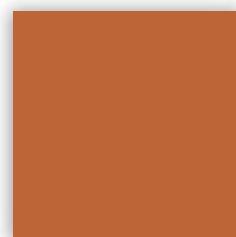
C18 M17 Y38 K0



HEX 979797

R 167 G167 B167

C43 M38 Y36 K1



HEX BF6537

R191 G101 B55

C20 M69 Y88 K7



Brand guidelines

## Brand application



L

Brand guidelines

## Brand application



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Brand application



## Brand guidelines

### Brand application



Brand guidelines

Contact Leverage

# LEVERAGE

## About Your Design Partner

We are in the business of making it easy for entrepreneurs and small business to get more clients and deliver better experiences for their clients by leveraging design, strategy and technology correctly.

Leverage is a full-service digital agency, specialising in blending business strategy, design and technology.

Our customers trust us to deliver business strategy, identity design, social media marketing and website development services.

Ross Allen

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## Brand guidelines

# Glossary

### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

### Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

### Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

### Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



## Brand guidelines

# Glossary

### **JPEG/JPG**

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### **AI**

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).



### **EPS**

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

### **PDF**

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

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### **PNG**

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### **TIFF/TIF**

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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