

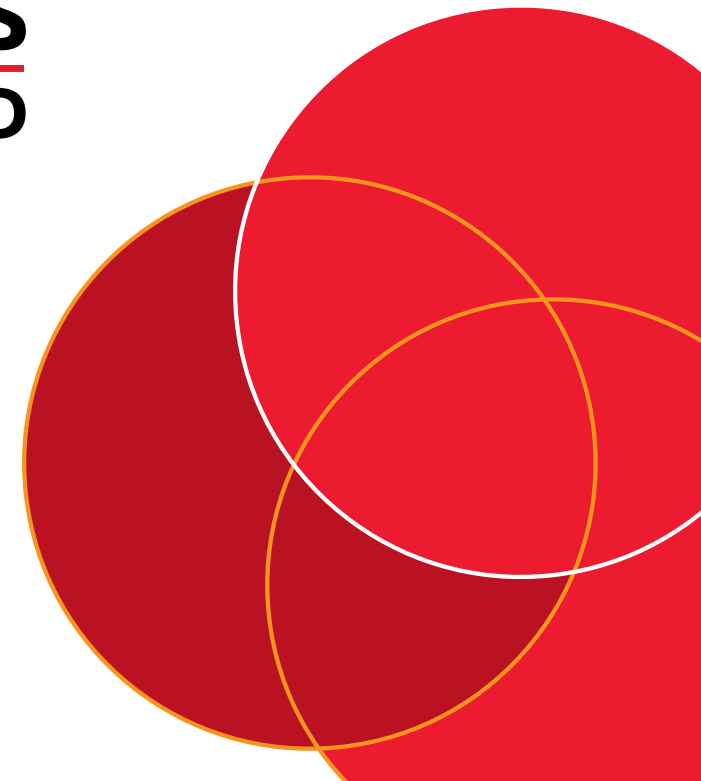
Auckland Institute of Studies

Brand Guidelines



**AUCKLAND
INSTITUTE
OF STUDIES**

NEW ZEALAND



Logo Versions

AIS logo - International version



AIS logo - Domestic version



AIS logo

The AIS logo has two versions.

The version with the words “New Zealand” is to be used when reaching an International audience; and the other version is for domestic audiences.

This is intended to strengthen our positioning in those markets with more personalised collateral.

AIS logo elements.

Both versions of the AIS logo are made up of two parts - the shield and the brand name “Auckland Institute of Studies” (or “Auckland Institute of Studies New Zealand”).

These two parts must always be seen together.

Use of the acronym ‘AIS’.

In situations where the meaning of the acronym AIS for Auckland Institute of Studies is already established, for instance in everyday conversation or in communications where the logo is present, the acronym AIS may be used.

In situations where the meaning of AIS is not evident, the full name must be used or written as Auckland Institute of Studies (AIS) and thereafter may be referred to as AIS.

Logo in use



Clear-space

The AIS logo must appear with specific areas of clear-space. This means that no other image or graphic should encroach upon the area specified. Generally every attempt should be made to place the logo in as much clearspace as possible. The minimum clear-space allowance is equal to quarter the height of the logo - represented as (x).

Minimum size

The minimum size for print reproduction is determined by the legibility of the brand name. The minimum size the logo may be used is 10.5mm in height.

For digital reproduction the minimum size the logo may be used is 50px in height.

Proportions

The AIS logo must always retain its proportions when resizing.

The crest device must retain a 9 : 10 ratio (width : height).

Logo Colour Versions

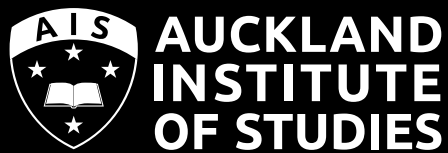
AIS logo - mono



Single colour versions

The logo may be used in single colour versions if full colour reproduction is not available.

AIS logo - mono reversed



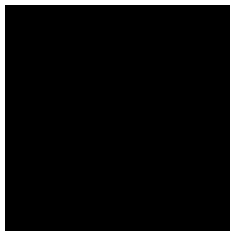
Colour Consistency



CMYK
0C / 100M / 90Y / 0K
RGB
237R / 27G / 47B
HTML HEX
ED1B2F



CMYK
0C / 50M / 100Y / 0K
RGB
247R / 148G / 29B
HTML HEX
F7941D



CMYK
0C / 0M / 0Y / 100K
RGB
0R / 0G / 0B
HTML HEX
000000



CMYK
0C / 40M / 100Y / 0K
RGB
250R / 166G / 26B
HTML HEX
FAA61A

AIS logo colours

Consistent use of colours is important for the brand across all forms of print and media production. When creating the brand for production it is important to follow the colour guidelines shown.

In most cases, AIS prefers to use CMYK process colours but when spot colours are required use the following PMS numbers.

Red: 1795C

Orange: 158C

Colour of stars

Lighter orange provides higher contrast for the stars in the shield.

Typeface

Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ubuntu Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Ubuntu Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Ubuntu Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Ubuntu Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Ubuntu Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

AIS logo typeface

The AIS logo uses the Ubuntu typeface.

Whenever possible this typeface should be used for headings and body copy to project a consistent image.

Ubuntu is an open licence typeface and can be downloaded at:

<http://font.ubuntu.com/>

Associated Imagery



Image use

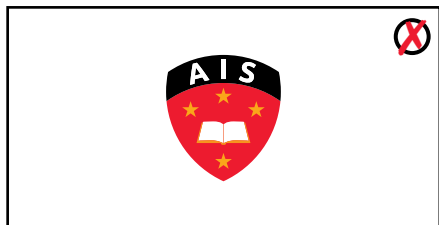
Whenever possible any imagery used should be from the AIS photo library or of professional quality with use of a low depth of field and well-lit.

When resizing, images must retain their original proportions or cropped accordingly. They **MUST NOT** be stretched.



Dos and Don'ts

DON'T



Use the shield graphic without the brand name.

DO



Use the full version of the logo.

DON'T



Use the black mono logo on dark backgrounds.

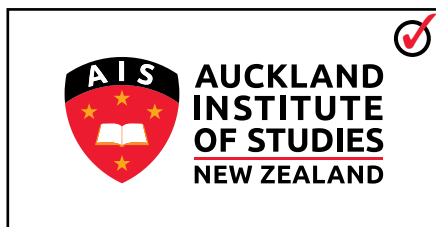
DO



Use the black mono logo on light backgrounds.



Skew or distort the logo in any way



Retain the logo's original structure.



Use the white mono logo on light backgrounds.



Use the white mono logo on contrasting backgrounds.



Resize the logo disproportionately (stretch).



Retain the logo's original proportions.



Use the logo on detailed backgrounds.



Use the logo backgrounds that have a white wash.

Dos and Don'ts

DON'T



Stretch images to fit.

DO



Retain image proportions and crop accordingly.