

DUNEDIN CITY COUNCIL LOGO GUIDELINES

Please send artwork to marketingdesign@dcc.govt.nz for approval prior to printing and/or publication.

Thank you.



Main Logo



Black and White



Reversed



Colour Reversed

COLOUR



C=100 M=0 Y=28 K=20
R=0 G=133 B=155
PMS 7712C
HEX #0090a1

MINIMUM SIZE



40mm

CLEAR SPACE



MINIMUM = 8mm

TYPEFACE

DIN Next LT Pro
DIN Next Pro Condensed
DIN Next Slab Pro

INCORRECT USE OF THE LOGO

Please do not alter the logo, stretch or squash the logo, change the colour or rotate the logo. Please do not place the logo on images where there is insufficient contrast or clear space to be legible.



TYPEFACE

DIN Next LT Pro	“DUNEDIN” typeface is Dosis Bold but manipulated around the edges
DIN Next Pro Condensed	“CITY COUNCIL” is Dosis Medium
DIN Next Slab Pro	Maori translation is DIN Next Slab Pro - Light, Regular, Medium and Bold

DIN Next LT Pro

Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Light Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Regular Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Medium Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>

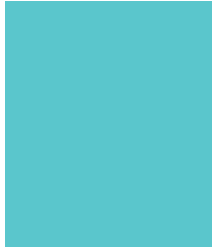
DIN Next Pro Condensed

Light Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Light Condensed Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Condensed Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Condensed Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Medium Condensed Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Bold Condensed	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Bold Condensed Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>

DIN Next Slab Pro

Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Light Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Regular Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Medium Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>
Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
<i>Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</i>

COLOUR SUITE



C=59 M=0 Y=22 K=0
R=45 G=204 B=211
PMS 319C
HEX #5bc6cc



C=100 M=0 Y=28 K=20
R=0 G=133 B=155
PMS 7712C
HEX #0090a1



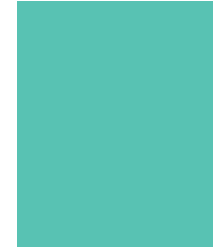
C=100 M=0 Y=15 K=48
R=45 G=79 B=90
PMS P120-8C
HEX #006b84



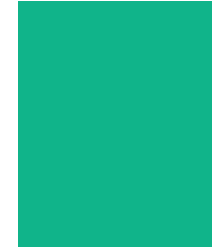
C=0 M=19 Y=89 K=0
R=255 G=199 B=30
PMS 123C
HEX #ffee34



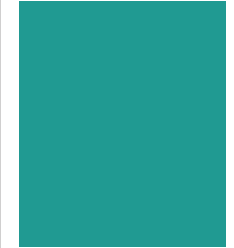
C=0 M=51 Y=90 K=23
R=196 G=112 B=30
PMS P25-7C
HEX #c67627



C=61 M=0 Y=36 K=0
R=90 G=195 B=180
PMS 2398C
HEX #5ac3b4



C=79 M=0 Y=62 K=0
R=0 G=180 B=138
PMS P136-6C
HEX #00b48a



C=69 M=0 Y=36 K=23
R=0 G=178 B=169
PMS P128-13C
HEX #289a93



C=0 M=96 Y=93 K=2
R=228 G=0 B=43
PMS 185C
HEX #e82c2a



C=5 M=96 Y=80 K=22
R=175 G=39 B=47
PMS 1805 C
HEX #b8232f



C=0 M=42 Y=14 K=0
R=247 G=168 B=180
PMS P68-2C
HEX #f7a8b4



C=0 M=70 Y=23 K=0
R=239 G=113 B=133
PMS P68-5C
HEX #f2728e



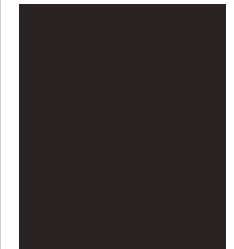
C=35 M=100 Y=48 K=20
R=155 G=34 B=66
PMS 7420C
HEX #91164f



C=55 M=100 Y=0 K=0
R=135 G=2 B=123
PMS 2355C
HEX #892890



C=72 M=100 Y=30 K=21
R=91 G=33 B=96
PMS 519C
HEX #5b2160



C=40 M=40 Y=40 K=85
R=43 G=38 B=37
PMS Black 3
HEX #2b2625