



IMPORTANT NOTE

All usage of the Bay of Plenty brand must be checked with Tourism Bay of Plenty prior to publication by contacting either:

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THE LOGO

Consistent reproduction must be used in all of the Bay of Plenty applications.

The Bay of Plenty logo consists of two separate elements "logo type and strap-line" that should not be separated at any time when reproduced. This ensures when the logo is scaled up that both elements remain uniformly scaled and consistently sized.

The logo must not be manually recreated. This ensures the logo remains consistent across all types of media.



LOGO COLOURS

The colours for the Bay of Plenty logo are:

- PMS 2767c
- PMS 144c

The CMYK break-down for process colour printing are:

- **BLUE:**
100% cyan
80% magenta
0% yellow
79% black

- **ORANGE:**
0% cyan
50% magenta
100% yellow
0% black

The RGB break-down for the web are:

- **BLUE:**
13 red
25 green
53 blue
- **ORANGE:**
226 red
108 green
0 Blue

SPOT COLOURS & CMYK VALUES

PANTONE® 2767



Cyan	100%
Magenta	80%
Yellow	0%
Black	79%

PANTONE® 144



Cyan	0%
Magenta	50%
Yellow	100%
Black	0%

RGB VALUES FOR ON-SCREEN & WEB

#0D1935



Red	13
Green	25
Blue	53

*Based on 0-255

#E26C00

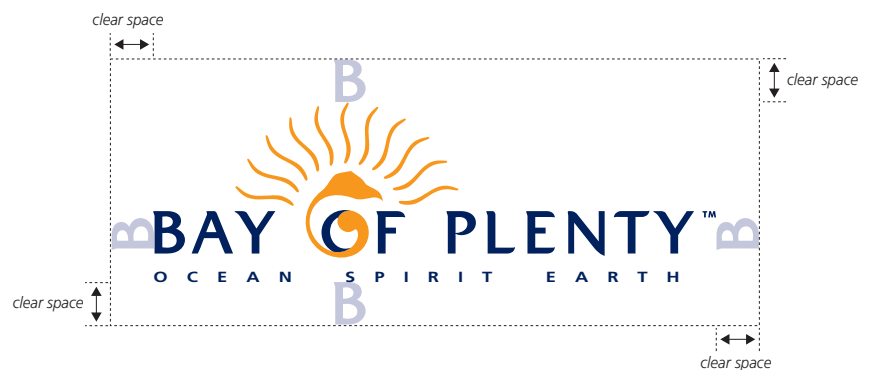
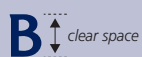


Red	226
Green	108
Blue	0

*Based on 0-255

CLEAR SPACE

The clear space around the logo is always to be the height of the letter "B" in the word "Bay". Nothing must intrude into this clear space. This means when the logo is scaled up, the clear space is always scaled up with it, eg:



LOGO VARIATIONS

These are the preferred format variations of the Bay of Plenty logo and must not be changed. They are as follows:

SPOT COLOUR & CMYK VERSIONS

OPTION 1 - White Background

- PMS 2767c
- PMS 144c

or equivalent CMYK values as specified in the Logo Colours section.



OPTION 1

OPTION 2 - Dark Background

- PMS 2767c
- PMS 144c

or equivalent CMYK values as specified in the Logo Colours section.



OPTION 2

BLACK & WHITE VERSIONS

OPTION 3 - White Background

- 100% Black
- 45% Black



OPTION 3

OPTION 4 - Black Background

- 100% Black
- 45% Black



OPTION 4

MINIMUM LOGO SIZE

When scaling the logo, it must not be reduced any smaller than 52mm wide.

If the logo is reduced smaller than 52mm wide the strapline must be removed.



FONT SCALING

STRAPLINE FONT SCALING

- The strapline kerning has been set to fill the width of space between the letters "B" and the bottom of the "Y" in the Bay of Plenty logo.

The strapline height must be scaled down so that it is 24% the height of the main "Bay of Plenty" title.



CORPORATE ID

The corporate ID logo has been designed for use only by Tourism Bay of Plenty. It is to be used for all stationery and office signage. There are two versions that may be used. The examples shown also illustrate the scaling of elements such as the strapline and upper title which will ensure consistent reproduction across all applications.

STANDARD LOGO

This is the standard and most preferred version of the Tourism Bay of Plenty logo.

- The upper title "Tourism" height must be scaled down so that it is 50% the height of the main "Bay of Plenty" title. Its kerning has been set to fill the width of space between the letters "Y" and "E" in the words "Bay of Plenty"
- The strapline kerning has been set to fill the width of space between the letters "B" and the bottom of the "Y" in the words "Bay of Plenty". The strapline height must be scaled down so that it is 24% the height of the main "Bay of Plenty" title.

NO STRAPLINE

This variation Tourism Bay of Plenty logo has no strapline.

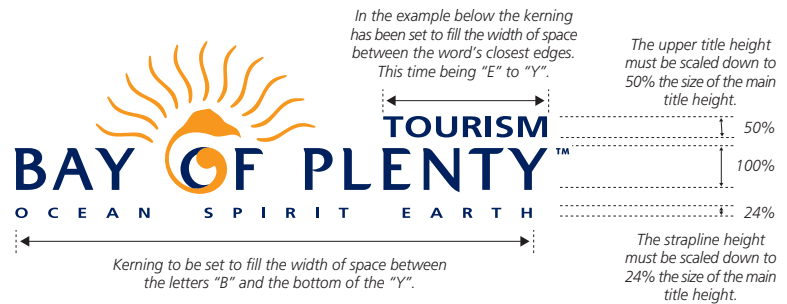
- The upper title "Tourism" height must be scaled down so that it is 50% the height of the main "Bay of Plenty" title. Its kerning has been set to fill the width of space between the letters "Y" and "E" in the words "Bay of Plenty"

ADDRESS VARIATION

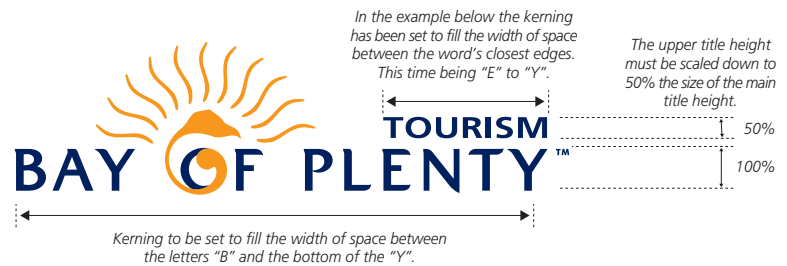
This variation of the Tourism Bay of Plenty logo has been designed for applications such as envelopes.

- The upper title "Tourism" height must be scaled down so that it is 50% the height of the main "Bay of Plenty" title. Its kerning has been set to fill the width of space between the letters "Y" and "E" in the words "Bay of Plenty"
- The address strapline kerning has been set to fill the width of space between the letters "B" and the bottom of the "Y" in the words "Bay of Plenty". The strapline height must be scaled down so that it is 24% the height of the main "Bay of Plenty" title.

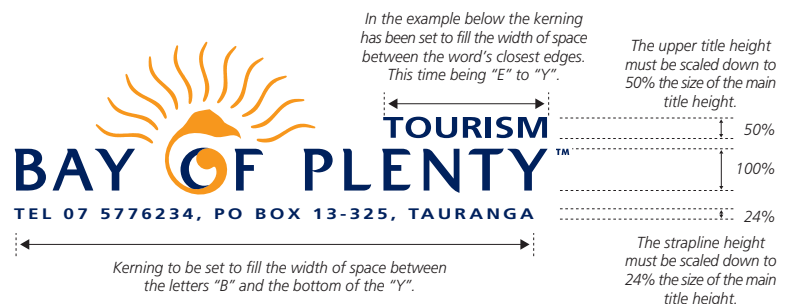
STANDARD TOURISM BAY OF PLENTY LOGO



NO STRAPLINE



ADDRESS VARIATION





**GUIDELINE SECTION FOR NON-PROFIT AGENCIES THAT PROMOTE
ECONOMIC AND SOCIAL DEVELOPMENT IN THE BAY OF PLENTY**

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NON-PROFIT AGENCIES

STRAPLINE CHANGE-OUT

The Tourism Bay of Plenty logo has been designed so that the strapline and upper most title can be changed out for non-profit agencies. The following examples illustrate the guideline that must be followed:

FONT

- Frutiger 45 Light (Bold and caps) with a horizontal scaling of 125%
 * (horizontal scaling may be reduced depending on the length of the business name)
 * (If the strapline is too long the right arrows may be removed. If the strapline is still too long it will have to be edited down)

EXAMPLE 1

- The Stay in the Bay strapline kerning has been set to fill the width of space between the letters "B" and the bottom of the "Y" in the Bay of Plenty logo. The strapline height must be scaled down so that it is 24% the height of the main "Bay of Plenty" title.

EXAMPLE 2

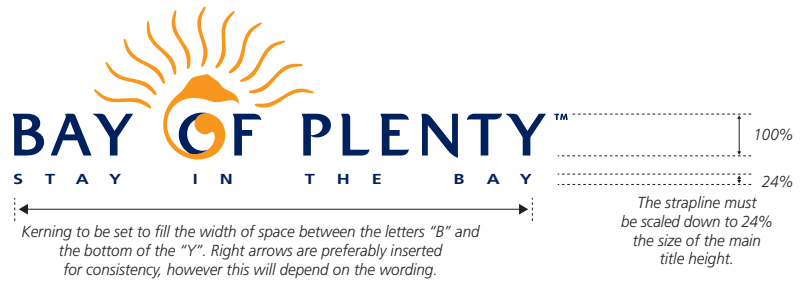
- The Creative Tauranga strapline kerning has been set to fill the width of space between the letters "B" and the bottom of the "Y" in the Bay of Plenty logo. The strapline height must be scaled down so that it is 24% the height of the main "Bay of Plenty" title.

FONT FOR STRAPLINE AND ANY UPPER TITLE CHANGE OUT

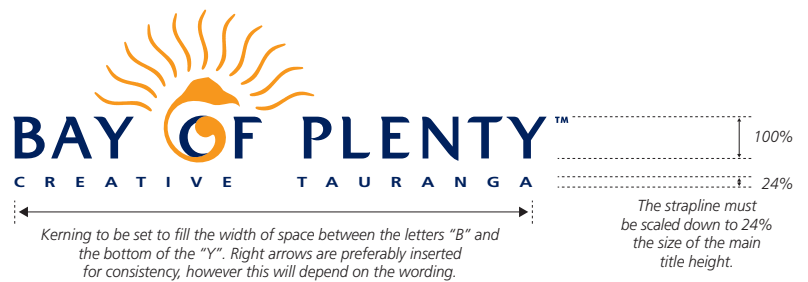
Frutiger 45 Light (Bold) - Caps and horizontal scaling set to 125%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXAMPLE 1



EXAMPLE 2



NON-PROFIT AGENCIES

EXAMPLE 3

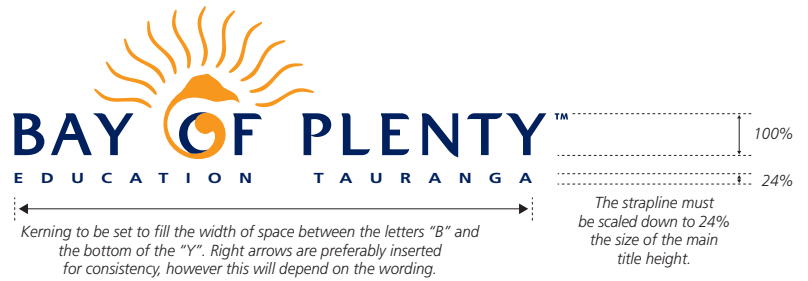
• The Sustainable Business strapline kerning has been set to fill the width of space between the letters “B” and the bottom of the “Y” in the Bay of Plenty logo. The strapline height must be scaled down so that it is 24% the height of the main “Bay of Plenty” title.



EXAMPLE 4

EXAMPLE 4

• The Education Tauranga strapline kerning has been set to fill the width of space between the letters “B” and the bottom of the “Y” in the Bay of Plenty logo. The strapline height must be scaled down so that it is 24% the height of the main “Bay of Plenty” title.



EXAMPLE 5

EXAMPLE 5

• The Export New Zealand kerning has been set to its closest letter edge of the Bay of Plenty logo, being the letters “E” and “Y”. The height must be scaled down so that it is 24% the height of the main “Bay of Plenty” title.

