



LOGO GUIDELINES

It is important that wherever used, the Temperzone Ltd. corporate logo is correctly reproduced. The company logo is the focal point of temperzone's image to its clients, its competition, business associates and the general public. Consistency is key to presenting an image of strength and stability.

On no account is the logo to be recreated by outside agencies. To preserve consistency, no variation on the logos contained in the following document are acceptable unless first approved by Temperzone Marketing Services, Auckland.

The following document provides reproductions of logo artwork as well as the rules that apply to their usage. Digital versions will be made available on request.

For all advertisements, a proof must be submitted to us. For all requests and approvals please contact Marketing Services, Temperzone Head Office, Auckland, or the Group Sales & Marketing Manager, Temperzone Australia Pty Ltd, Sydney.

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LOGO ARTWORK



LOGO GUIDELINES

Use of Logo

The company logo includes the two arrowheads and the company's trading name. These three components are not to be separated.

Colours

Left Arrow	Pantone Warm Red	C:0, M: 79, Y: 91, K:0
Right Arrow	Pantone 300 Blue	C: 100, M: 43, Y: 0, K:0
Text	Black	C: 0, M: 0, Y: 0, K: 100

The logo to be printed as in **A D F H** three colours or **B E G I** entirely in black. It is preferable that the logos be used on a white background. A white reverse is also acceptable for dark backgrounds.



Beware! An RGB mode logo, suitable for screen use, will print colours incorrectly to a CMYK mode logo, suitable for printed materials (and vice versa). Choose the correct logo for your application.

The logo comes in the following Types:

Type 1

A B The standard logo for use in the majority of applications.

C A greyscale version is acceptable if a monotone effect is required. (40%/60% split on arrowheads)

Type 2

D E This logo is to be used in applications where it is desirable for the nature of the companies activities to be disclosed and where there is no other accompanying detail to confirm what these activities are.

Type 3

F G This logo is an alternative to Type 1 logo and is for use where space limitations and aesthetics favour a square rather than horizontal formatted logo.

This is a good alternative to Type 4 logo when a very small reproduction is required.

Pantone 877 Silver is an acceptable alternative colour to the Black border in **F**

Type 4

H I This logo is an alternative to Type 2 logo and is for use where space limitations and aesthetics favour a square rather than horizontal formatted logo

Pantone 877 Silver is an acceptable alternative colour to the Black border in **H**

CORRECT USAGE

Incorrect use of logo:

Should you have any queries regarding altered use of the logo, the first point of contact is temperzone Marketing Services, Auckland.

Below are examples of Incorrect usage.



Logo should not be stretched to distort proportions.



Logo arrows should not be re-colored.



Logo elements should not change in proportion to one another, unless using a pre-approved format.



Logo elements should not be rearranged.



Logo elements should not be removed.



When necessary (e.g. logo reproduction is at a small scale and the nature of the company needs to be communicated) the above version can be used. For any other variation - ask first.



Logo should not include effects such as drop-shadows, outlines, bevels etc.



Logo should be easily visible, and reversed out in white when appropriate.



Logo should be given a surrounding clear area of at least one third of the logo height

