



Entertainment Technology
New Zealand

BRANDING GUIDE

VERSION 1.1 | JUNE 2018

INTRODUCTION

THE BRAND

The aim of ETNZ is to be globally recognized as a high-profile, industry-leading organization for the betterment of the New Zealand entertainment and events technology sector.

We aim to do this by both endorsing new and existing industry activities that we feel enhance our brand and align with our values, and also by publishing our own documents and guidelines.

OUR CORE PRINCIPALS

The ETNZ core principals are to support the New Zealand entertainment and events technology sector with a central link to promote **professional development**, **advocacy** and **safety**.

VOICE AND STYLE

THE VOICE

Given the core values above it is imperative that all ETNZ communications, both internally facing and externally, echo these and convey a sense of support, friendliness and approachability. As such, the language used should always be forward-facing, positive and supportive, and be bold, strong statements which imply a sense of authority.

THIS GUIDE

The rules and guidelines set out in this document constitute the correct use of the ETNZ brand. All logos contained in this pack are the current logos (as at January 2018). Any logos which are stored on file within your group/organization must be updated to use the current ETNZ logos. These logos are provided in EPS, JPG and PNG formats. The JPG and PNG borders are designed with appropriate whitespace in mind, please ensure that these edges DO NOT overlap any other elements on your design or the edge of any pages. Any deviation from this guide MUST be approved by the ETNZ President.

LOGOS

THE ENTZ LOGO

The **ENTZ** logo is the most important asset in our brand. As such, it needs to be instantly recognizable, and therefore convey a sense of authenticity and authority, echoing our core values. For ease of identifying the various logos, this is called our “standard” logo.



Variants

Sometimes (for various reasons) there will need to be a deviation from the standard **ENTZ** logo. Here are several variations that may be used in place of the standard logo. The logo name refers to the color of the logo itself, not the background upon which it sits.



THE DARK LOGO

Use the *DARK* logo on a light background.



THE LIGHT LOGO

Use the *LIGHT* logo on a dark background.



THE BLACK LOGO

Use the *BLACK* logo where single color publications (must appear on light/white backgrounds only)



THE VERTICAL LOGO

Use the *VERTICAL* logo where horizontal space is limited, or the required whitespace cannot be achieved with the *STANDARD* logo.

LOGOS (cont)

THE DO'S AND DON'TS

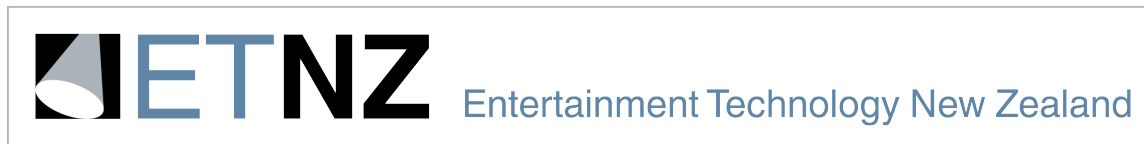
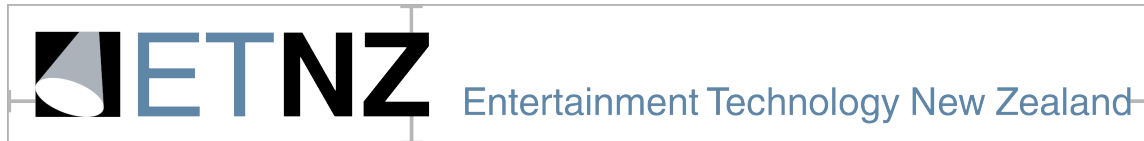
Ensure that the logo does not get reshaped, rebuilt, split, realigned, have fonts substituted, or have any other modifications made without prior consent from the ETNZ President. Also ensure the word "incorporated" is not included in any logos.



WHITESPACE | SIZING

THE UPPERCASE 'T'

The whitespace around all the brand logos is defined by the uppercase 'T' in *Technology*. The images below show the correct use of this element.



FONTS

THE PRIMARY TYPEFACE

The primary typeface for ETNZ is Roboto. This is an open-source font pack, available for free download, as well as distribution with this brand pack. ETNZ does not require specific variants to be used, but where possible the "BLACK" variant should be used for titles, and the "LIGHT" variant used for body text. This is entirely situation dependent, so user discretion is required. Where possible, standard font hierarchy should be adhered to i.e. similar headings, and body text, should retain the same font size

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

LIGHT

COLORS

PALETTE

There are two main colours for ETNZ, and an additional two secondary colours.

Primary Colours

R 95 G 132 B 165
C 65 M 39 Y 18 K 5

R 0 G 19 B 35
C 60 M 0 Y 0 K 100

Secondary Colours

R 159 G 167 B 170
C 40 M 28 Y 29 K 0

R 255 G 255 B 255
C 0 M 0 Y 0 K 0