



NEW ZEALAND APPRENTICESHIPS

logo guidelines

The Logo Greyscale

This is the format for reproducing the logo using the one colour black greyscale option.

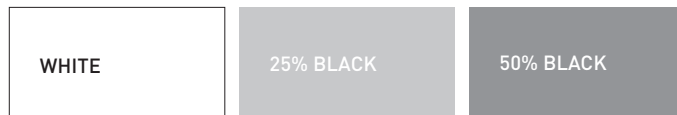
The minimum size at which the logo is used should be no less than 35mm



The Logo Greyscale Reversed

A greyscale reversed version of the logo is to be used on a black background.

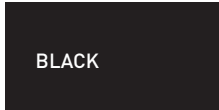
The minimum size at which the logo is used should be no less than 35mm



The Logo Mono

This is the format for reproducing the logo using one colour black. The background where you are placing the logo should determine which version of the logo you use.

The minimum size at which the logo is used should be no less than 35mm



The Logo Mono Reversed

This page shows a white version of the logo.
The background on which you are placing the logo
should determine which version of the logo you use.

The minimum size at which the logo is used should
be no less than 35mm



The Logo Clear space requirements

The logo must be surrounded by clear space in all applications. The diagram below shows the absolute minimum, however additional clear space should be used when possible.



Vocational Pathways Colour system

The vocational pathway is comprised of six colour segments which symbolise the six sectors/pathways for learning.



C0 M50 Y100 K0	C0 M100 Y90 K10	C55 M55 Y0 K10	C50 M0 Y100 K0	C70 M5 Y10 K0	C0 M0 Y90 K0
C0 M70 Y100 K20	C0 M100 Y100 K40	C80 M80 Y0 K30	C70 M0 Y100 K40	C90 M10 Y10 K20	C0 M20 Y100 K0
C0 M70 Y100 K60	C0 M100 Y100 K70	C80 M80 Y0 K60	C70 M0 Y100 K70	C90 M10 Y10 K60	C0 M20 Y100 K30
Construction & Infrastructure	Manufacturing & Technology	Social & Community	Primary Industries	Service Industries	Creative Industries

Vocational Pathways Colour system

This page shows the logo in their vocational pathway colours system.



Construction & Infrastructure



Primary Industries



Manufacturing & Technology



Service Industries



Social & Community



Creative Industries



Typeface Primary

The typeface family 'DinPro' has been selected for use.

DinPro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

DinPro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

DinPro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()
