



REANZ  
TUAKIRI

Logo Use Policy

Updated June 2021

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## 1. Introduction

The REANNZ Tuakiri logo is the only logo to be used to represent the Tuakiri. It is important that the logo is always used correctly and as instructed by REANNZ. The Tuakiri logo is intended only for use by Federation Members and Affiliates, and by other organisations where REANNZ has directly approved that use. We encourage you to use the logo on your website and promotional material to show your support and use of the Tuakiri.

## 2. Conditions of Use

The following conditions apply to the use of the REANN Tuakiri logo:

- The logo should be used to indicate membership of the Federation and to identify Federation Enabled Services.
- When used on the Web, the icon must be an active link to the website <https://www.reannz.co.nz/products-and-services/tuakiri/> or used as part of the login flow when accessing the Tuakiri service.
- The icon must not be used in any manner that implies Tuakiri ownership, sponsorship or endorsement of your product, service, application or Internet site.
- The icon must stand alone: it cannot be combined with any other design element such as photography, type, borders, nor can it be incorporated into another logo.
- Tuakiri logos must only be used in a way that accurately reflects the relationship of the associated organisation with REANNZ Tuakiri, its services or products.
- No right to create modifications or derivatives of Tuakiri logo is granted pursuant to this license.
- Upon cessation of participation or membership of the Tuakiri, a participant is required to remove the Federation logo from all of its materials at its own cost.

## 3. Appearance

The following conditions apply to the use of the Tuakiri logo to ensure that it is visually consistent:

- Care should be taken not to distort or degrade the logo when sizing digital versions.
- The Tuakiri logo colours should not be redrawn or modified.
- Wherever possible, the logo and the name of the federation should be used as a unit.
- The REANNZ use the corporate font Calibri and Calibri Light. The text that forms a part of the Tuakiri Logo should not be modified.
- The Tuakiri Logo should be given a margin of at least 3mm on printed materials and 10 pixels on screen.
- There are a few variations of approved REANNZ Tuakiri logo. The logo can be downloaded from the Tuakiri website at <http://tuakiri.ac.nz/confluence/display/Tuakiri/Logos>.
- To discuss the use of the Tuakiri logo on your web site, publication or service please contact the team at REANNZ at [tuakiri@reannz.co.nz](mailto:tuakiri@reannz.co.nz).
- The REANNZ reserves the right to review and/or amend this policy at its discretion at any time.

## OUR LOGO

### Primary logo

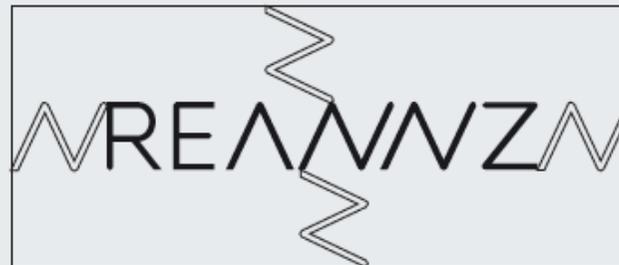
Our logotype is our public face and in it's primary two colour form symbolises connection. To ensure maximum recognition and clarity please carefully observe the clearspace and minimum size specifications shown below.

### Clear space

The minimum area is equal to the 'N' in the logo.

### Minimum Size

Minimum print size 15mm.  
Minimum screen size 43 pixels.

The primary logo consists of the word "REANNZ" in a bold, sans-serif typeface. The letters "RE" are black, "AN" are black, and "NZ" are blue. The letters are closely spaced and have a consistent height.

REANNZ  
|-----|  
15mm

## OUR LOGO

### Primary logo

Our primary logo has been designed with two colours to symbolise connection. Visual emphasis is always balanced in favour of the 'REAN' (Research & Education Advanced Network) portion of the primary logo.

### Secondary logo

The secondary single colour logo has been developed for use in instances where backgrounds are busy or a simpler execution is preferable.

### Primary logos



REANNZ

### Secondary logos



REANNZ



REANNZ



REANNZ



REANNZ



REANNZ



REANNZ



REANNZ

## OUR LOGO

### Do not's

To ensure the visual integrity of our logo is not compromised:

1. Do not give dominance to NZ within our logo.
2. Do not outline our logo.
3. Do not create our logo in our secondary colour palette.
4. Do not squash our logo.
5. Do not rotate the logo.
6. Do not use our logo in a single colour with a split background dividing it.
7. Do not let our wordmark get visually lost with lack of contrast.
8. Do not let our wordmark get visually lost on imagery.

1

The logo 'REANNZ' is displayed in a solid blue color against a light grey background.

2

The logo 'REANNZ' is displayed as a white outline against a light grey background.

3

The logo 'REANNZ' is displayed with a color gradient from teal to yellow-green against a light grey background.

4

The logo 'REANNZ' is displayed in a solid blue color against a light grey background.

5

The logo 'REANNZ' is displayed in white on a dark blue background, rotated diagonally.

6

The logo 'REANNZ' is displayed in white on a split background of blue and grey.

7

The logo 'REANNZ' is displayed in a solid blue color against a light blue background.

8

The logo 'REANNZ' is displayed in a solid blue color against a background of a blue glass bottle.

## PRODUCT & SERVICE LOCKUPS

REANNZ offers various services and products as part of its portfolio. When there is a requirement to express these in isolation and maintain ownership by REANNZ the following lockup formula can be used.

Note that the clearspace rules for the primary logo are also applied to the service lockup and that a different minimum size specification has been stipulated to maintain readability.

For the creation of further lockups please contact our marketing team.

REANNZ  
TUAKIRI



Minimum Size  
8mm deep

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