NEW ZEALAND
LAW SOCIETY

NZLS EST 1869

Brand Guidelines

PANEL OF MEDIATORS LOGO

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PANEL OF MEDIATORS LOGO

These guidelines have been prepared to ensure that the Panel of Mediators logo is presented consistently in all applications.

Versions

COLOUR

MEMBER - FAMILY SPECIALIST
PANEL OF MEDIATORS
NEW ZEALAND LAW SOCIETY

MONO

MEMBER - FAMILY SPECIALIST
PANEL OF MEDIATORS
NEW ZEALAND LAW SOCIETY

REVERSED

MEMBER - FAMILY SPECIALIST
PANEL OF MEDIATORS
NEW ZEALAND LAW SOCIETY

Minimum Space

The logo must have sufficient space around it at all times. All files provided have this minimum space built in, and no text or other images should encroach upon this margin.

MEMBER - FAMILY SPECIALIST
PANEL OF MEDIATORS
NEW ZEALAND LAW SOCIETY

Minimum Size

PRINT
The logo itself must never print smaller than **8mm** high, or **16mm** high including the minimum spacing.

SCREEN
The logo itself must never display smaller than **45px** high, or **83px** high including the minimum spacing.

Colour

SPOT	PMS 7461
PROCESS	PMS 7461 Color Bridge Swatch
	or C 100 M 25 Y 0 K 0
sRGB	R 0 G 125 B 186
HEX	# 00 7D BA

Files

OFFICE APPLICATIONS
Transparent PNG files for use in common office applications such as Microsoft Word or Powerpoint. The minimum spacing required is included in the files. The files are purposefully high-resolution and are intended to be scaled down as required.

NZLS Panel of Mediators Logo COLOUR Hi-Res.png
Use if the document is to be printed in colour and the logo is on a light background.

NZLS Panel of Mediators Logo BLACK Hi-Res.png
Use if the document is to be printed in mono and the logo is on a light background. This ensures the Wave prints as black rather than a shade of grey.

NZLS Panel of Mediators Logo WHITE Hi-Res.png
Use if the logo is on a dark background.

PROFESSIONAL PRINT
EPS files for use in professional print applications such as Adobe InDesign or Illustrator. The minimum spacing required is included in the file.

NZLS Panel of Mediators Logo CMYK.eps
Use for 4-colour jobs where the logo is on a light background.

NZLS Panel of Mediators Logo K-ONLY.eps
Use for 1-colour jobs the logo is on a light background.

NZLS Panel of Mediators Logo REVERSED.eps
Use if logo is on a dark background, or 1-colour jobs where the ink is a spot colour other than black.

SCREEN
Lower resolution transparent PNG files for use on the web. The logo itself is 800px wide, resulting in a file 936px wide including the minimum spacing.

NZLS Panel of Mediators Logo COLOUR Low-Res.png
Use if the is on a light background.

NZLS Panel of Mediators Logo WHITE Low-Res.png
Use if the logo is on a dark background.

The EPS files are the highest quality version of the logo, and should be treated as the 'master' copy, and should be the only version used to generate alternative sizes or formats as necessary. If the EPS files are used to create alternative resolution / format files for screen use, care should be taken to convert the text to full RGB black.

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Incorrect Usage

Do not resize elements or move them in relation to each other.

Do not distort the shape of the logo. When scaling, take care to ensure that it scales proportionally both horizontally and vertically. This can normally be accomplished by holding down the shift key while dragging the corners.

Do not use the coloured variation on dark backgrounds, the reversed version must be used instead.

Do not apply any filters or effects to the logo, including drop shadows, bevels or emboss.

Do not change the colour of any element of the logo.

Do not place the logo in any shape or box.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus mollis ullamcorper sem, ac posuere turpis ullamcorper vel. Donec sollicitudin porta risus sed ultricies. Ut pharetra leo et enim blandit in elementum velit consequat. In sem lectus, congue vel vulputate et, dapibus id massa.

Do not rotate the logo.

Do not place any text, images, or other page elements within or overlapping the logo's margins.