

NMIT LOGO

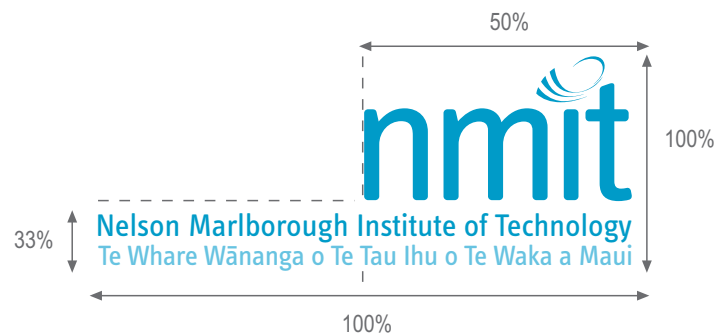
The NMIT Logo is made up of three components

- ① NMIT
- ② Byline in English and in Maori
- ③ Swoosh



A Preferred Logo

The preferred logo should be used wherever possible.



B Clear Space Rule





The logo should always have a clear space around it to ensure it is not cluttered and closed in. At a minimum this should be the same distance as the height of the byline.



C Colour Logo

The Maori translation of the byline is to be 50% PMS 313C

COLOUR SWATCH

	PMS 313c		c100, m0, y8, k13
	50% PMS 313c		c50, m0, y4, k6

a) Colour Logo



b) Colour Reverse Logo



D Black & White Logo

The Maori translation of the byline is to be 50% black in place of the 50% PMS 313C

COLOUR SWATCH

	black		50% black
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a) Black & White logo



b) Black & White Reverse Logo



E Size Rule

Below are the minimum sizes for printing and display of the nmit logo.

a) Black & White logo

15mm from bottom of byline to top of swoosh

b) Colour logo

20mm from bottom of byline to top of swoosh

When the logo needs to be printed smaller than minimum sizes shown above then use nmit only - the minimum height is 10mm (1 cm)

MINIMUM SIZES TO SCALE



F Logo Variations

a) Left Justified

If the logo is to be placed on a left margin, the left justified version of the logo can be used.

b) Fully Justified

The fully justified logo is only to be used on large signage and banners. Any alternative use needs to be approved by the Marketing Manager at nmit.



G Separating the logo components

Where the logo must be used smaller than minimum size allows, the nmit only should be used (see E. Size Rule).

When advertising outside of the Nelson, Tasman and Marlborough regions, wherever possible the preferred logo should be used as the words Nelson and Marlborough indicate the location and carry the significant brand values of the regions.

Where necessary, the nmit and the byline may be separated. The most important consideration here is that the byline maintains the same proportions as in the standard logo version of 1/3 the height of the full logo.

