



MAHURANGI
TRAIL SOCIETY

Reference guide to the brand identity of Mahurangi Trail Society Incorporated

Please refer to this reference guide when you require guidance on using our logo, fonts and branded colours.



Logo Usage - Primary Use - Portrait and Landscape

The logo is the most important element of Mahurangi Trail Society and these guidelines will help direct the way we intend it to be used. The logo must be used on predominantly a white background using the Primary logos - Primary Use Portrait (A) and Primary Use Landscape option (B). For black and white printing, use option C and D, as seen below.

A: Primary Use - Portrait / Full colour



B: Primary Use - Landscape / Full colour



C: Primary Use - Portrait / B&W



D: Primary Use - Landscape / B&W



Logo Usage - Way-finding / Signage

For use on Way-finding path signage use these options below. They have been created for ease of clarity for way-finding and the simplified format can be applied to marker pegs and signage.



MTS

Logo Usage - Web and Digital / Common Seal use

For website use

Maintain a white background underneath the logo. Below are the logo options to be used for web and digital use, for example - your 'favicon' which have been created specifically for clarity when used on digital platforms. Also the Primary use logos can be used on the top banner of the website.

Full colour



Dark Green



Light Green



Black



Common Seal

For use as a common seal rubber stamp only.



Logo Usage - Size / Clearspace

Minimum Size

The minimum size ensures that the type in the logo can be easily read and that the logo remains prominent.



Clearspace

The minimum clearspace around the logo is defined by the height of the 'M' in MAHURANGI. Maintain this clearspace to ensure the logo does not become cluttered and difficult to read or recognise.



Logo Usage - Web and Digital / Common Seal use

Colour matching is vital to maintaining brand consistency.
Listed here are brand colours and full colour printing breakdowns.

	Full colour printing:	Tints to use:
		80% 70% 50% 30%
Primary colours	 c 80 m 54 y 95 k 13	   
	 c 60 m 5 y 95 k 0	   
Secondary colours	 c 31 m 44 y 100 k 8	   
	 c 45 m 4 y 5 k 0	   
	 c 30 m 0 y 10 k 0	   
Supporting font colour	 c 0 m 0 y 0 k 100	   

We have chosen 'Lato' for its clarity and adaptability when applied to visual componentry. Preferably left align text.

Lato

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(document body text - when used by a designer)

Lato

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(for document body text and some headers)

Lato

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(for headers / signage and display advertising)

Lato

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(for signage and display advertising)



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Heading Example (in Lato Medium)

Eros alis dolum iustrud er si te facidunt luptat, corper iustin utet, quis nibh exero odo diationumsan veriliq is ad eugiam, qui er si ero dui exerit, sit praesed digna faccumsandre dolobore do dolorti onsectet ut lutpat.

Heading Example (in Lato Regular)

Eros alis dolum iustrud er si te facidunt luptat, corper iustin utet, quis nibh exero odo diationumsan veriliq is ad eugiam, qui er si ero dui exerit, sit praesed digna faccumsandre dolobore do dolorti onsectet ut lutpat.



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Contact Mahurangi Trail Society Incorporated for any other information concerning the use of our brand.
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