CCCANZ
CLIMATE CONTROL COMPANIES
ASSOCIATION NEW ZEALAND

Brand Guidelines

2017

Logo

The new CCCANZ logo ... .

The primary horizontal logo is the preferred arrangement for use wherever space allows.

A secondary vertical logo has been created for use where limited horizontal space prohibits the use of the primary logo.

Logo Clear Space

Always maintain clear space around the logo.

This space isolates the logo from competing graphic elements such as other logos, copy or background patterns that may divert attention.

Minimum clear space for the logos is defined in relation to the width and height of the ‘C’ in the wordmark.

Please note these guides refer to minimum clear space, feel free to give the logos more breathing room where possible.

Logo Minimum Size

Scale the logo so the graphic device’s diameter measures no less than 9 millimetres to ensure the wordmark remains readable.

Logo Background

The logos must appear on white backgrounds only.

Colour

RGB / Hex: for on-screen use eg. online, presentations, video.

CMYK / Process: for 4-colour process printing eg. stationery, flyers, posters, advertising.

Pantone / PMS: for spot colour printing.

Other complementary colours may be used so long as they are appropriate in hue and tone.

Dark Green

Pantone 7483

C=75 M=10 Y=80 K=56

R=39 G=93 B=56

#275D38

This is the 'dimensional shading' colour from the logo.

Lite Green

Pantone 382

C=30 M=0 Y=100 K=0

R=196 G=214 B=0

#C4D600

This is the 'base' colour from the logo.

CCCANZ Gradient

When bright colour blocks are required for adding impact to communications, both logo colours may be used to create a gradient.

Black 3

Pantone Black 3

C=67 M=44 Y=67 K=95

R=33 G=39 B=29

#212721

This is only used for the Wordmark or graphic elements. Standard black is acceptable for type.

Warm Grey

Pantone Warm Grey 5

C=11 M=13 Y=16 K=32

R=172 G=163 B=154

#ACA39A

This is the Strap-line colour. One can use any of the Warm Grey colours as complementary colour as required.

Type

Two faces have been selected from the Google Fonts catalogue for use throughout all communications.

All Google fonts are released under open source licenses. They can be used in any non-commercial or commercial project.

Latest versions are available for download as desktop fonts, and for use as webfonts from **fonts.google.com**

FIRA SANS is the primary font used for all communications.

MERRIWEATHER may be used as a complimentary sans-serif alternative as appropriate.

Please note: FIRA SANS is also available as CONDENSED and EXTRA CONDENSED. Feel free to use these variations as appropriate.

Some examples below:

Fira Sans Condensed	Fira Sans Extra Condensed
Fira Sans Condensed	Fira Sans Extra Condensed
Fira Sans Condensed	Fira Sans Extra Condensed
Fira Sans Condensed	Fira Sans Extra Condensed
Fira Sans Condensed	**Fira Sans Extra Condensed**
Fira Sans Condensed	**Fira Sans Extra Condensed**
Fira Sans Condensed	**Fira Sans Extra Condensed**
Fira Sans Condensed	**Fira Sans Extra Condensed**
Fira Sans Condensed	**Fira Sans Extra Condensed**

Fira Sans

Thin	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?
Thin Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Extra Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?
Extra Light Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?
Light Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?
Regular Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Semi Bold	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?**
Semi Bold Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?***
Medium	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?**
Medium Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?***
Bold	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?**
Bold Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?***
Extra Bold	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?**
Extra Bold Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?***
Black	**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?**
Black Italic	***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?***

Merriweather

Light	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Light Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?
Regular Italic	*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+-”’:;?*
Bold	**abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-”’:;?**
Bold Italic	***abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-”’:;?***
Black	**abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-”’:;?**
Black Italic	***abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()_+-”’:;?***

Logo files

An array of logo variations are required to cover all applications.

The full suite is shown, file-names appear beneath each variation.

These files are available on the memory stick provided with these guidelines.

		Horizontal	Vertical
PRINT	CMYK	CCCANZ Logo CMYK.ai	CCCANZ Logo CMYK Stacked.ai
	Spot	CCCANZ Logo SPOT.ai	CCCANZ Logo SPOT Stacked.ai
	Mono	CCCANZ Logo MONO.ai	CCCANZ Logo MONO Stacked.ai
WEB	RGB	CCCANZ Logo RGB.ai	CCCANZ Logo RGB Stacked.ai
OFFICE	RGB	CCCANZ Logo RGB.png	CCCANZ Logo RGB Stacked.png
	Mono	CCCANZ Logo MONO.png	CCCANZ Logo MONO Stacked.png