



72 Happy Valley Rd - Owhiro Bay  
Wellington 6023  
☎ 022 6227817  
info@owhirobuiders.co.nz

## Branding Guide for Owhiro Builders Limited

This branding guide is for maintenance of the logo, so the look and feel of the house style is kept consistent, representative and recognisable. Use it as a compass for anything brand related from digital use of the logo like websites to printable material in advertising. By using the guidelines for fonts and colours, and understanding the do's and don'ts your company brand will be protected and looking professional. When in a doubt please don't hesitate to contact the designer.



Color palette: CMYK      RGB  
Black 0 - 0 - 0 - 100      Black 35 - 31 - 32  
Red 0 - 100 - 100 - 0      Red 237 - 28 - 26  
White 0 - 0 - 0 - 0      white 0 - 0 - 0



Color palette: Grayscale  
Black 100%  
Gray 70%



The logo font is **Neuropol** yet all letters in the logo are slightly adjusted to look well balanced. So never type the logo in this font to recreate it. Always use an image

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The type font is **Avenir Next Regular** It is a clean clear font that reads well in 12pt If you prefer another font please pick a sans serif



Placing the logo colour on white or inverted Always make sure there is enough space around all sides. The B is an excellent measurement B left and bottom, half a B top and right of the roof will give you the perfect balance



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Keep the logo crisp and sharp.  
Do not enlarge the logo unless working with the PDF or AI files in a vector orientated program.  
Saving the logo:

- print purposes - min. 300 dpi CMYK
- online purposes - min. 72 dpi RGB



Do not scale the logo unless uniform



Do not crop the logo out too tight



Do not delete or leave out parts of the logo



Do not use other colours than the specified



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Coloured version



Grayscale

Using the logo on coloured backgrounds is no problem as long it stays clearly visable.  
Take extra care when placing it over photos, when in doubt place the black or white box around it

