



# Birds NZ Brand Guide

MARCH 2019

The Birds New Zealand logo is the property of the Ornithological Society of New Zealand Incorporated. It is an important communication tool for identifying the society, member identity and attracting new members. By treating it with respect and using it with consistency we help build the Birds NZ brand in the hearts and minds of the public.

As demonstrated above the society can be referenced in full as Birds New Zealand or shortened to Birds NZ. We will try to avoid the use of BirdsNZ (no space).

# LOCKUPS

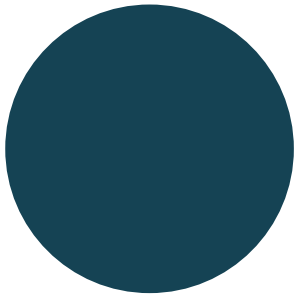
The logo comes in both portrait and landscape lockups.

You should use the lockup that best suits the space you have to fit the logo.



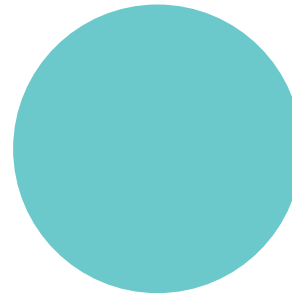
# COLOUR

The brand has three core colours. One primary and two secondary.



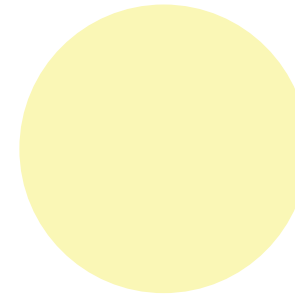
**DARK TEAL**

C93 M64 Y48 K36  
R18 G67 B84  
#124354



**SKY**

C54 M0 Y22 K0  
R108 G202 B205  
#6CCACD



**HIGHLIGHT**

C2 M0 Y36 K0  
R252 G246 B182  
#FCF6B6

# CLEARSPACE

Please leave clear space around the logo.



# MINIMUM SIZE

Please make sure that 'New Zealand' is always clearly readable.  
Use the measurements below as a guide only.



36mm / 110px



60mm / 160px

# SINGLE COLOUR

Use the logo in black and white or dark teal.



# OVERLAY

Use the white version of the logo on images.





# REGIONALLY

The logo should always be used on regional publications. Where publications have their own logo, the two logos should be used together, as demonstrated below.

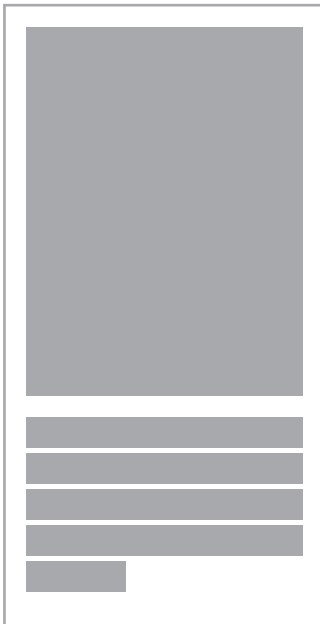


Apteryx

*Far North Regional Newsletter*

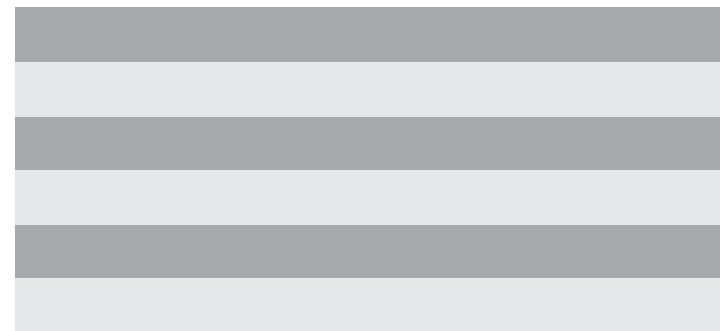
ISSUE 45

May 2018



FAR NORTH EVENTS

May 2018



# DON'TS

Be creative with the content, not the brand.



# TYPEFACE

Birds New Zealand use the typeface 'Nunito Sans' on our website and brochure. The font is freely available on:

## Google Fonts

<https://fonts.google.com/specimen/Nunito+Sans>

## Font Squirrel

<https://www.fontsquirrel.com/fonts/nunito-sans>

## Adobe Fonts

<https://fonts.adobe.com/fonts/nunito-sans>

## Nunito Sans

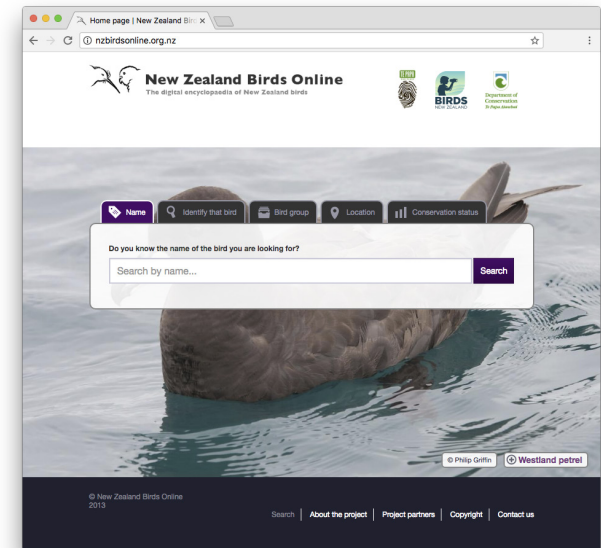
*Ucit volorio vollupt aturit ad maximus  
molupta ium, tenet aceatur si aut voluptat  
eaquis voluptas exerovi dionem dus  
volupta pa ventis aut voluptur?*

Aximpos et aut eumendunt, et lam videlendae invelen ihiciet uriberi ad estibusdam accuptatem hic tem reratec uptatem escipic ipsandigento bea nihillor mollori beaquid et et etur soluptius et et vollorrecto que veri torerum faccabo restrum fugia cone repe pe dolo doluptas que laborehent eiciet, alicitiur asit volum, susa verum quam, corrupta sincill igendit expliquost utem quiberferume sinvel molupta temquis sit dolore nullaceped mossum quo esentiatius dundiorectas de cumquodis is mo magni nes voloreprat quossitatur aut alitatem esedi odit esciunt alisciae soluptatem aut labor as aborpores et magnihi cienimi, odis nonempel et quiandi gendamenihil modia nem est ut libuscimos ditemporpos ute debitam dis volorero dolut occum facestionem.

Fugita sitiorr oriatusant labore dolupta quibus aut vendae nulles repudis libuscimos?

# EXAMPLES

Here are some ways we hope to see the identity in the wild.



Please ensure you have authority from the Birds New Zealand council or your Regional Representative before using the logo.

Please contact [eo@osnz.org.nz](mailto:eo@osnz.org.nz) if you require access to the logo files or have any questions.

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