

sustainable
BUSINESS NETWORK



Brand Standards Manual

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Introduction

The Sustainable Business Network's logo is the key component of their visual identity. It is the primary expression that graphically represents Sustainable Business Network across all visual materials throughout the organisation and the world. Correct use of the logo is essential in establishing a single, unified professional corporate branding image.

There are 14 variations of the Sustainable Business Network logo – these are the national, regional (Northern, Waikato, Bay of Plenty, Central, and Southern), member, foundation sponsor, cornerstone sponsor (regional), and sponsor logos. Under no circumstances should any component of any Sustainable Business Network logo be redrawn, modified or altered in any way.

Reproduction of the Sustainable Business Network logo must always be from the approved electronic file art provided from Paradigm. Please do not attempt to reproduce the Sustainable Business Network logo from photocopies or scanned printed materials.

Logo

There are 14 versions of the Sustainable Business Network logo for different purposes, as shown below. Where necessary, the Sustainable Business Network logo can also be used as one colour in either black or white. For examples of this, please see page 5 of this manual. Never attempt to re-create the logo, always use an original master copy.



Colours

The proper use of color enhances the communication of the Sustainable Business Network’s identity. When reproducing the logo always follow the colour specifications shown on this page.

The visual impression of the colours may change according to the substrate (paper, wood, metal, fabric etc) that the colour is applied to. If the substrate/material is new or unusual it is recommended that a sample be tested to provide closest colour match before proceeding.

FOUR COLOR PROCESS	Cyan	Magenta	Yellow	Black
SBN Grey	0%	1%	0%	50%
SBN Green	50%	0%	90%	0%

PANTONE MATCHING SYSTEM (PMS)

SBN Grey	Pantone Cool Grey 9 C
SBN Green	Pantone 368 C

NB: The Pantone matching system is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE is a registered trademark of Pantone Inc.

Clearspace

Always maintain a minimum amount of clearspace around the Sustainable Business Network logo as shown in this demonstration. The clearspace is used to ensure a sufficient area of background surrounds the logo to protect the brand from overcrowding, which can detract from the impact of the brand.

A minimum distance of X must be maintained around the Sustainable Business Network logo.



Minimum Size

The minimum size will assure that the Sustainable Business Network logo is clearly legible in all forms of reproduction.

Ideally the Sustainable Business Network logo should not appear smaller than 20mm wide, as shown in the demonstration below.



Reversing out

When the logo has to be used in one colour or on a conflicting background it should still be clearly visible. The following examples demonstrate how this can be achieved.



Incorrect Uses

Do not modify the Sustainable Business Network logo in any manner.



Do not place the Sustainable Business Network logo on a multi-colored or conflicting background, such as a photograph.



Do not use the Sustainable Business Network logo on a similar coloured background.



Do not change the colors of the Sustainable Business Network logo.



Do not replace the Sustainable Business Network letters or change the lettering style.



Do not modify the proportion of the map icon to the logotype.



Do not enclose the Sustainable Business Network logo in a confining shape.



Do not intersect the Sustainable Business Network logo with bands or other graphic devices.



Typography

Typography plays a major role in shaping a corporate brand. To help create a consistent identity for all printed and electronic materials generated by the Sustainable Business Network, a standard family of typefaces has been chosen for exclusive use in all media (marketing materials, corporate communications, business forms, signage, etc.)

The typeface has been selected to complement the Sustainable Business Network brand and to help create a uniform brand identity. The typeface is Univers, please refrain from using other typefaces, eg. Arial, Helvetica, Verdana etc.

Headings – Univers Regular

Subheadings – Univers Regular

Text – Univers Light

Sustainable Business Network Typographic Styles

Univers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Sustainable Business Network takes no responsibility for material produced using specifications differing from the latest issue of these Brand Standards guides.

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