

**PREPARED BY**

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*mini styleguide*

# STEMFEST NZ

*brand identity*

**PREPARED FOR**

Tauranga STEM Festival (STEMFest)

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June 2019 - Version 1.0

# / logo

## STANDARD LOGO

The logo consists of a fern icon in conjunction with the company name word marks in three separate elements. The logo is a five colour treatment and all elements must be used in conjunction with each other when it is the sole representation for the brand.



## LOGO FONTS

**TAURANGA** (fern) &  
**STEM** (inside)  
GILL SANS MT  
CONDENSED

**STEM** Lettering  
GOTHIC 13 STD

**Festival**  
Custom hand drawn

**Year** (Date Version)  
Microgramma D Bold  
Extended

A white space minimum clearance area the same height as the width in the horizontal of the T (in Technology) and must be left around the entire logo.



Where possible the main stacked version should be used, however, a horizontal version of the logo can be used sparingly and only when the stacked version is deemed unsuitable.



In order to maintain legibility, the minimum size for the logo width should not be under 17mm (print) and 50px (web).



When the logo is used with other logos, it must always be of equal height/width (or bigger) than the other logos.

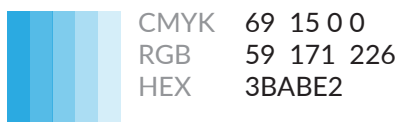
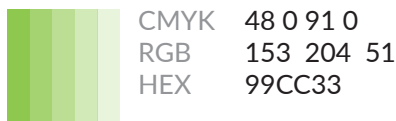
# / colours

## COLOUR PALETTE

The following colours represent the brand identity.

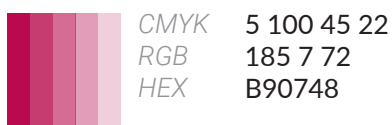
### PRIMARY

Tints 100% | 80% | 60% | 40% | 20%



### SECONDARY/ACCENTS

Tints 100% | 80% | 60% | 40% | 20%



## VARIATIONS

The following logo variations can be used in moderation, but consideration should be made when it is the sole representation of the brand.

White solid on dark

black solid on light



Colour & Solid on photo/pattern



# / typefaces

## DIGITAL/WEB

DISPLAY

**LATO HEAVY**

HEADINGS

**LATO BOLD**

SUB-HEADINGS

**Lato Bold**

BODY

Lato Regular

ACCENT

*Caveat*

## PRINT

DISPLAY

**BARLOW CONDENSED BOLD**

HEADINGS

**BARLOW CONDENSED MED**

SUB-HEADINGS

**Lato Bold**

BODY

Lato Regular

ACCENT

*Desyrel*



*mini styleguide*

# **STEMFEST NZ**

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**ALL ENQUIRES**

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