

LEN REYNOLDS TRUST

Brand Guidelines

2024



CONTENTS

BRAND GUIDELINES

04 **OUR LOGO**

- 05 Logo story
- 06 Primary logo
- 08 Secondary logo
- 08 Icon
- 09 Clear space
- 10 Logo misuse

11 **BRAND ELEMENTS**

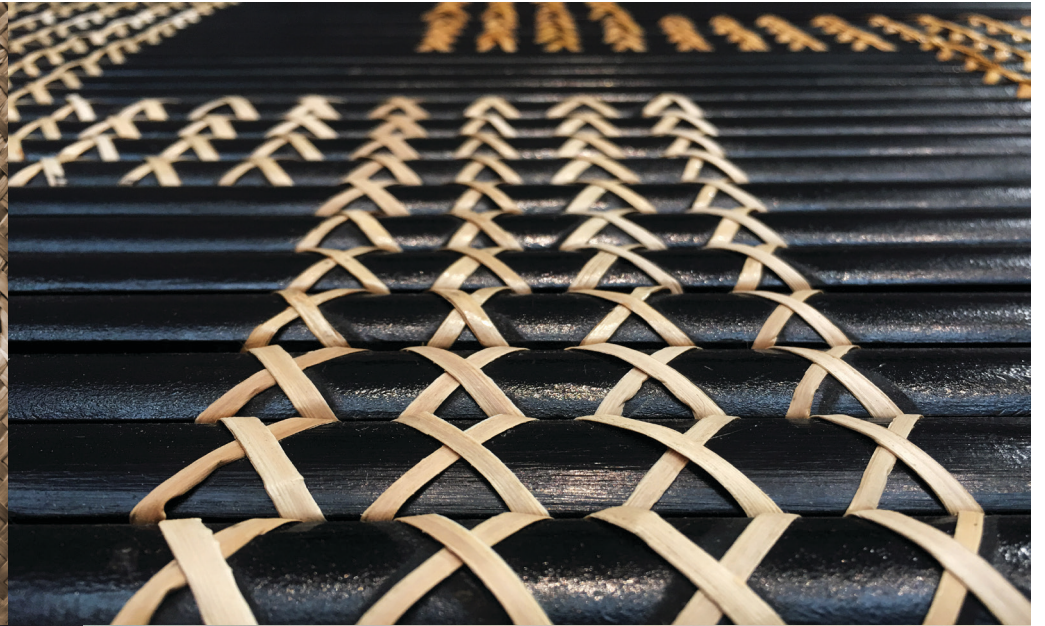
- 12 Colour palette
- 14 Brand font
- 15 Font use
- 16 Brand pattern
- 17 Pattern misuse

18 **APPLICATION**

- 19 Mockup



MOODBOARD





OUR LOGO



OUR LOGO

The interwoven *tohu*, inspired by *raranga*, symbolises the deep interconnectedness of people and the environment, with *harakeke* representing growth and life. This weaving integrates the symbolism of the *maunga* and *awa*, visually communicating the bond between generations, intergenerational well-being, and the enduring relationship between people and their surroundings.

From a bird's-eye view, the design can also evoke the image of a *manu* or *whai*, further reinforcing our connection to nature, culture, and identity. Additionally, the visual resemblance to a *whare* symbolises a safe haven, while its upward-pointing arrow suggests clarity of direction and purpose.



PRIMARY LOGO

This is the preferred version of the logo and should be used whenever possible.

There are rules around how the logo should be used. It is important not to stray from these as to keep brand consistency.

These rules are shown to the right hand side of this page, the titles outline how to use this logo on top of your brand colours. Further rules follow in this section of the brand manual.



LEN REYNOLDS
TRUST

LOGO ON WHITE



LEN REYNOLDS
TRUST

LOGO ON BLUE



LEN REYNOLDS
TRUST

LOGO ON GREEN



LEN REYNOLDS
TRUST

BLACK ON WHITE

SECONDARY LOGO

The secondary logo should be used when the primary logo may not be best suited to the space.

There are rules around how the logo should be used. It is important not to stray from these as to keep brand consistency.

These rules are shown to the right hand side of this page, the titles outline how to use this logo on top of your brand colours. Further rules follow in this section of the brand manual.



LOGO ON WHITE



LOGO ON BLUE



LOGO ON GREEN



BLACK ON WHITE

ICON OR SUBMARK

The brand icon should be used as a visual asset to the brand identity.

The icon can be used when the logo text is not needed, or as an image overlay.



ICON ON WHITE



ICON ON BLUE



ICON ON GREEN



BLACK ON WHITE

CLEAR SPACE

Clear space is used to prevent other elements getting too close to the logo which may distort it or take focus away from the logo.

The clear space is measured by the width of the text 'LEN' (as shown).

This rule ensures that the clear space consistently increases or decreases according to the logo size.



LOGO MISUSE

It is important not to harm the integrity of the logo by manipulating or altering it in any way.

Here are a few examples of how not to use the logo.



NEVER ROTATE THE LOGO



NEVER CHANGE THE ICON



NEVER STRETCH THE LOGO



NEVER CHANGE LOGO COLOUR



NEVER PUT THE LOGO ON A DIFFERENT COLOUR



NEVER CHANGE THE TEXT IN THE LOGO



BRAND ELEMENTS



PRIMARY COLOUR PALETTE

Here are the core colours of the brand which help to achieve brand consistency and clear identification with your consumers/clients.

The colours chosen reflect the brand's purpose and target audience.

Always refer to these colour values when creating new content for the brand. This will keep everything consistent and professional.

Hex and RGB

Used for web and digital material.

CMYK

Used for any print material.

BLUE

117c85

C: 86 M: 36 Y: 43 K: 8

R: 17 G: 124 B: 133

GREEN

8bae64

C: 50 M: 15 Y: 77 K: 1

R: 139 G: 174 B: 100

SECONDARY COLOUR PALETTE

Secondary colours complement the primary colour palette and add depth, flexibility, and variety to the brand's visual identity.

These colours are used to support design elements such as backgrounds, accents, and call-to-action buttons, providing contrast and visual interest while maintaining brand consistency.

They should be used sparingly and in harmony with primary colors to ensure clarity and brand cohesion across all materials.

Hex and RGB

Used for web and digital material.

CMYK

Used for any print material.

ORANGE

cb6828

C: 16 M: 69 Y: 100 K: 4

R: 203 G: 104 B: 40

GREY

58585a

C: 64 M: 56 Y: 53 K: 28

R: 88 G: 88 B: 90

BRAND FONT

The brand uses the Montserrat font family for all digital and print media.

Montserrat is available for free download here:

<https://fonts.google.com/specimen/Montserrat?query=mont>

This typeface has been chosen for its legibility, professionalism and the ability to use macrons.

It is important not to stray away from this typeface, as to keep consistency in the brand identity.

Montserrat - Bold

AOTEAROA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat - SemiBold

AOTEAROA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat - Regular

AOTEAROA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONT USE

The size, colours and font weights are used to show a clear hierarchy, as well as add visual interest. Using this typeface guide will keep consistency and professionalism throughout the brand.

Shown is a visual guide of how to use the brand typefaces.

Heading

Montserrat - Bold

- Set in all caps
- Set in Blue on White backgrounds
- Set in White on Blue backgrounds
- Set in White on Green backgrounds

Subheading

Montserrat - SemiBold

- Set in Green on White backgrounds
- Set in White on Blue backgrounds
- Set in White on Green backgrounds

Bodycopy

Montserrat - Regular

- Set in Black on White backgrounds
- Set in White on Blue backgrounds
- Set in White on Green backgrounds

HEADING FONT

Subheading font

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HEADING FONT

Subheading font

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HEADING FONT

Subheading font

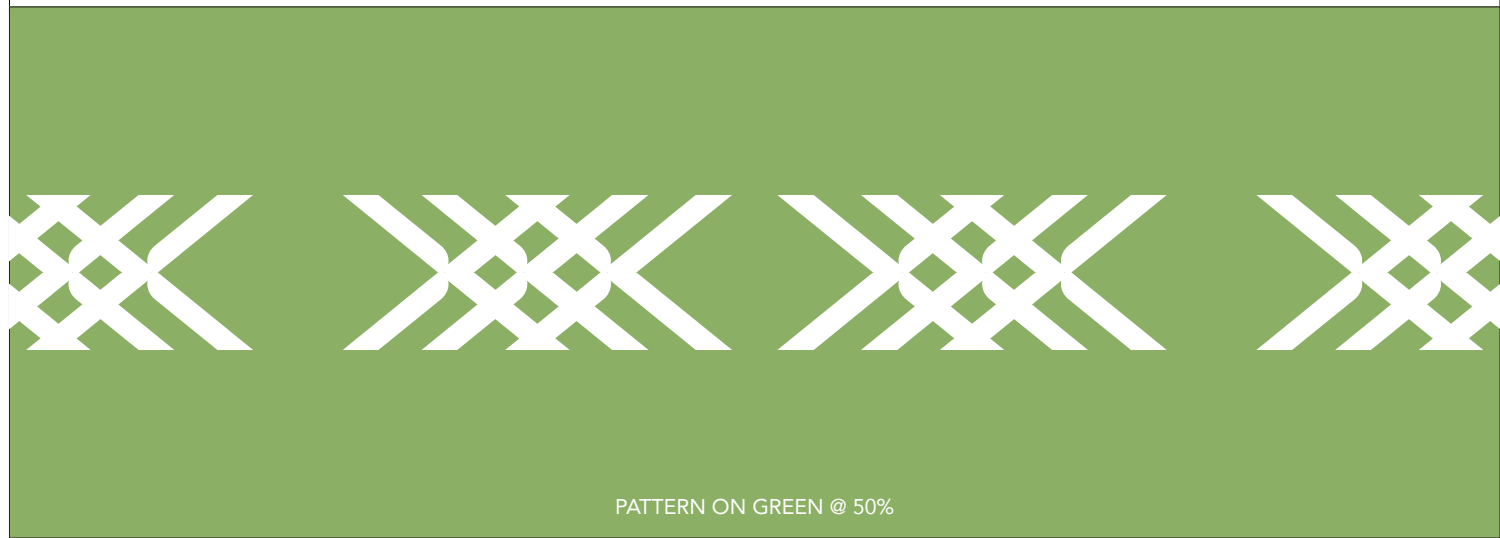
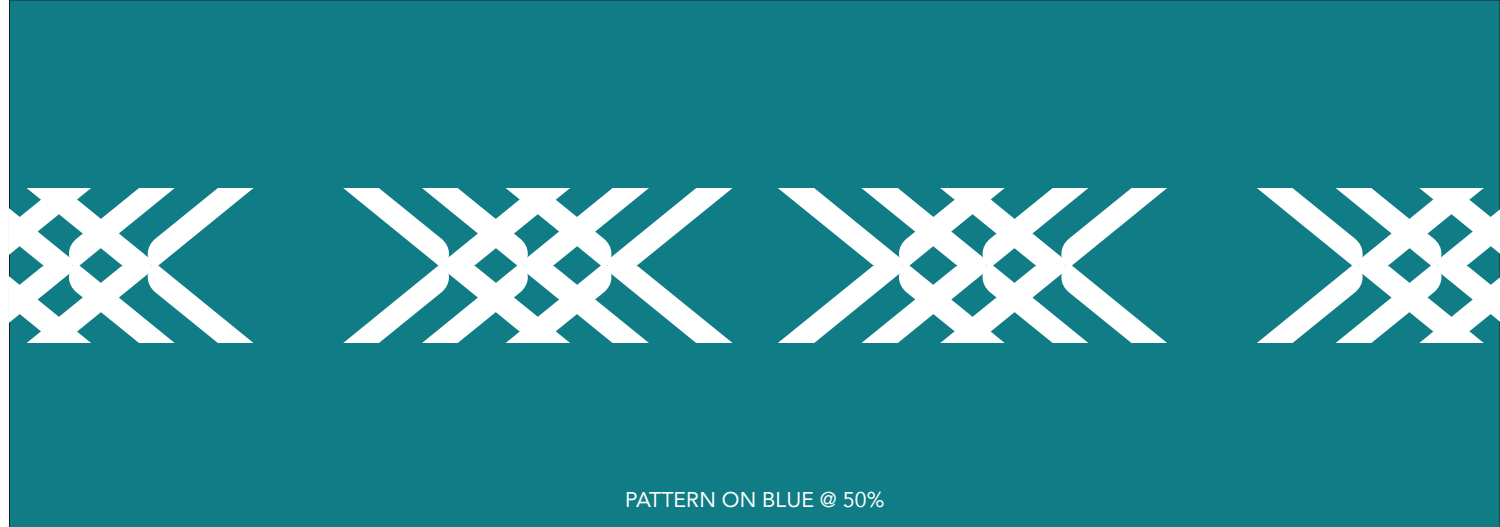
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coriate ctore, niti voluptat.

BRAND PATTERN

The brand pattern can be used for background patterns and extra graphics.

This graphic can be duplicated, or can be used on its own.

The pattern can be used at 100% opacity, 50% opacity or the opacity can be dropped to 25%.

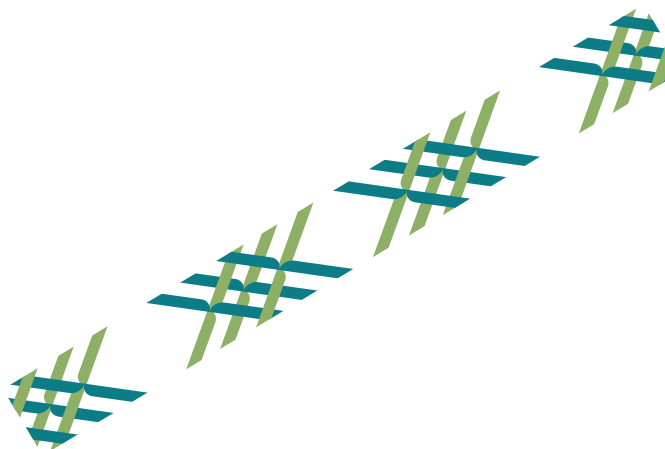


PATTERN MISUSE

The patterns and the elements should be used as an enhancement, and provide visual interest where needed.

There are rules around how the pattern should be used. It is important not to stray from these as to keep consistency.

These rules are shown to the right hand side of this page, the titles outline how to use the pattern.



NEVER PLACE THE PATTERN DIAGONALLY



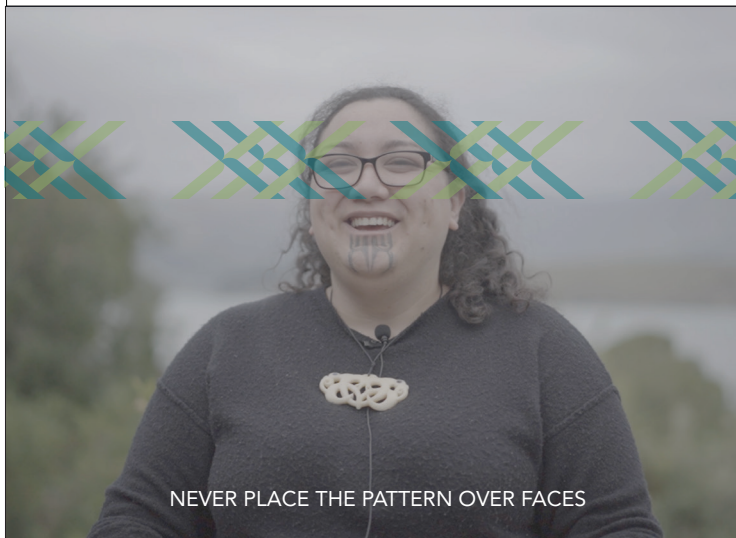
NEVER CHANGE THE PATTERN



NEVER STRETCH THE PATTERN



NEVER CHANGE PATTERN COLOUR



NEVER PLACE THE PATTERN OVER FACES



NEVER PLACE THE PATTERN BEHIND TEXT



APPLICATION



MOCKUP





www.lenreynoldstrust.co.nz
admin@lenreynoldstrust.co.nz