

Style guide

C=100 M= 74 Y=34 K=19
R=5 G=70 B=109
#05466d

C=0 M= 62 Y=94 K=0
R=244 G=126 B=44
#f47e2c

C=0 M= 0 Y=0 K=35
R=166 G=166 B=166
#a6a6a6

C=0 M= 0 Y=0 K=12
R=224 G=224 B=244
#e0e0e0

Lato light Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog (light)
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog (regular)
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog

Decalotype regular Subhead option

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog (regular)
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog

Calibri regular Internal documents (MS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog (regular)
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog
The quick brown fox jumped over the lazy dog

Primary logo

Primary logo

NZISM's primary logo is centred and intended to be used on a white background.



Inverted, white or black variants can be requested from the NZISM Communications & Marketing Manager



comms@nzism.org



Alternative logo

NZISM's alternative logo is justified and should only be used in collateral when it is hard-aligned to the left with other text. Eg an email footer or the example below.

Alternative logos can also be requested of the NZISM Communications & Marketing Manager.



Rules of use

The NZISM logo must be:

- displayed on a white background,
- not altered in any way, and
- given adequate space around it ie. not encroached upon by copy or another visual.

Accreditation logos

Accredited members

Members who are working their way through the NZISM internationally aligned Accreditation Programme may use the logo relating to their approved accreditation status.

These member logos may be used:

1. in email signatures,
2. on business cards, and
3. on webpages pertaining to individuals.

Important - use of an accreditation logo must never imply accreditation of other team members or the organisation as a whole.



Rules of use

Logos must be:

- displayed on a white background,
- not altered in any way, and
- only be displayed by current NZISM members.

Non-accredited members

There are no member logos for Student, Affiliate and Honorary Members. These members may only use the phrase 'Member of NZISM' in their email signatures/business cards.

On no account should these members use the NZISM primary logo as a substitute.



Sponsor logos

Sponsorship tiers

NZISM has four tiers of sponsorship and allows sponsors at all tiers to show their support of NZISM by profiling the relevant NZISM sponsor logo on their company website.

We will supply sponsors with a .png or .jpg file for their respective level.

Rules of use

Logos must be:

- displayed on a white background,
- not be altered in any way, and
- removed immediately should sponsorship cease.

Principal Partner



Corporate Partner



Corporate Sponsor



Corporate Supporter

