



Brand Manual



Contents

3. Our Purpose
4. Logo
5. Other Symbols
6. Minimum Reproduction
7. Logo Colour & Typeface
8. Symbol Colour
9. Colour Variations - Reversed out
10. Colour Variations - Black & White
11. Incorrect Usage
12. Logo Usage - Letterhead
13. Logo Usage - Membership Cards
14. Uniforms
15. Contact Details





Ōrewa Surf Life Saving Club

Ōrewa Surf Life Saving Club provides surf lifesaving services to Ōrewa and the surrounding areas.

Our Purpose

To protect our community in and around the water.





**Ōrewa Surf Life Saving Club
Logo**

Primary Logo



Secondary Logo





Ōrewa Surf Life Saving Club Logo

The Redevelopment Logo is approved for use for the Redevelopment Project and special events only.

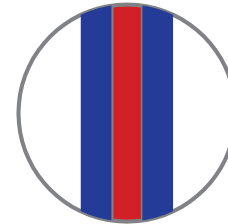
Use of the Redevelopment Logo for special events is to be approved by the Board.

Redevelopment Logo





'SLSNZ Skull Cap'
Ōrewa Club Colours



Other Symbols

Can be used in conjunction with the Ōrewa Surf Life Saving Club primary or secondary logos.

'Ō-Rewa' Symbol





Minimum Size Reproduction

The minimum width of the primary logo is 40mm, the minimum width of the secondary logo is 25mm. If possible the primary logo must be used, however if the logo can not fit at 40mm the secondary logo must be used.

This sizing must be followed to ensure that the logo remains legible and the brand is recognisable.

Secondary Logo



25mm

Primary Logo



40mm



Logo Colour

The colour that makes up the Ōrewa Surf Life Saving Club is named 'Ōrewa Blue' to avoid confusion with the symbol colour palettes. The colour breakdown of the logo colour is not to be changed.

The logo colour is central to Ōrewa Surf Life Saving Club's identity and must be used either in the logo or in the colour scheme of the design. It may be used with the logo as long as the logo still stands out effectively.

Logo Typeface

The typeface that must be used in the Ōrewa Surf Life Saving Club logo is Arial.

Logo Colour



'Ōrewa Blue'

C 100 M 92 Y 0 K 0
R 8 G 45 B 163
Pantone #082DA3

Logo Typeface

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()



Symbol Colour

The colour breakdown of the other Ōrewa Surf Life Saving Club symbols is not to be changed.

'SLSNZ Skull Cap'
Ōrewa Club
Colours

'Ōrewa Blue'

C 100 M 92 Y 0 K 0
R 8 G 45 B 163
Pantone #082DA3

'White'

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
Pantone #FFFFFF

'Red'

C 11 M 100 Y 100 K 2
R 211 G 32 B 39
Pantone #D32027

'Ō-Rewa' Symbol

'Ōrewa Blue'

C 100 M 92 Y 0 K 0
R 8 G 45 B 163
Pantone #082DA3



Colour Variations - Reversed Out

The reversed out logo should be used when on a darker background to ensure the logo remains legible and recognisable.





Colour Variations - Black & White

The black and white logo should be used when it can not be reproduced in full colour.

It must be used in the appropriate format dependant on if it is to be placed on a light or dark background.

Black & White
Logo



Black & White
Logo
Reversed Out





Incorrect Usage

Please follow these rules to protect the Ōrewa Surf Life Saving Club brand identity.

- Do not elongate, stretch or alter the proportions of the logo.
- Do not recreate the logo.
- Do not place the logo on a similar coloured background.
- Do not use the logo on a busy background.
- Do not change the colour of the logo beyond the colour breakdown stated in this brand manual.
- Do not apply effects to the logo.



DO NOT change the colour of the logo.



DO NOT stretch the logo.



DO NOT place the logo on a similar coloured background.



DO NOT add effects to the logo.



DO NOT alter the angle of the logo.



DO NOT use the logo on a busy background.



Logo Usage - Letterhead

All stationery that represents the club must include the logo, correctly used as stated in this brand manual.



ADDRESS
WEB
CLUBHOUSE
OFFICE/FAX
EMAIL

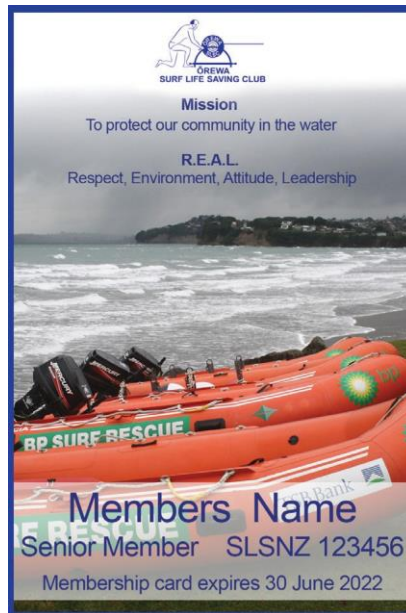
P.O.Box 109
Orewa 0946
www.orewasurfclub.co.nz
09 426 5058
09 427 8574
admin@orewasurfclub.co.nz

Sponsors logos



Logo Usage - Membership Cards

Example of membership cards.



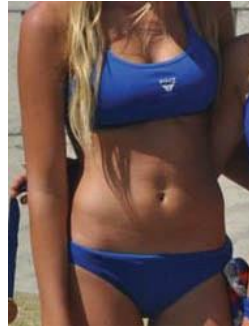


Uniform

The Ōrewa Surf Life Saving Club logo must be on the left chest of shirts. The logo must be 'Ōrewa Blue' or white if on a blue shirt. 'Ō-rewa' symbol can be used on the back of clothing and must be in the 'Ōrewa Blue' or reversed out in white if on a blue shirt. Surname can be added to right breast of swim jacket only. Do not have the owners names on the back of jackets/ shirts etc.

Do not use the Ōrewa Surf Life Saving Club logo on coloured clothing other than royal blue or white.

ALL uniform design must be approved by the Board before being created.





**For further enquiries
please contact...**

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