

Visual Identity Guidelines

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**Te Tari Ture
o te Karauna**
Crown Law

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Logo

The logo is available in CMYK (for professional printing) and RGB (for digital and online use) colour modes.

Full colour



Single colour



Black



Reversed



Logo size

Minimum size

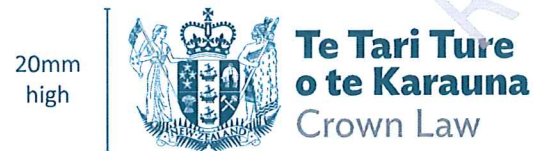


Minimum clear space



Always have a clear space surrounding the logo – the minimum clear space is equal to the height of the logo text 'Te Tari Ture o te Karauna'.

Recommended size for A4 documents – cover page



Recommended size for A4 documents – letterhead



Colours

The colour palette is made up of colours from the New Zealand Government Identity and the Coat of Arms used in the Crown Law logo.

Primary colour:

Secondary colours:

<p>Teal 90</p> <p>CMYK 94/58/40/25</p> <p>RGB 12/87/112</p> <p>HEX #0C5770</p>	<p>Yellow 30</p> <p>CMYK 0/8/40/0</p> <p>RGB 255/236/179</p> <p>HEX #FFECB3</p>	<p>Red 60</p> <p>CMYK 15/94/90/5</p> <p>RGB 200/53/50</p> <p>HEX #C83532</p>	<p>Grey 90</p> <p>CMYK 76/65/62/66</p> <p>RGB 33/39/42</p> <p>HEX #21272A</p>	<p>Green 50</p> <p>CMYK 73/15/90/2</p> <p>RGB 79/159/82</p> <p>HEX #4F9F52</p>	<p>Teal 70</p> <p>CMYK 85/35/25/5</p> <p>RGB 31/133/163</p> <p>HEX #1F85A3</p>
		<p>Red 40</p> <p>CMYK 2/56/33/0</p> <p>RGB 239/138/140</p> <p>HEX #EF8A8C</p>	<p>Grey 70</p> <p>CMYK 70/58/52/32</p> <p>RGB 33/39/42</p> <p>HEX #21272A</p>	<p>Green 30</p> <p>CMYK 45/0/57/0</p> <p>RGB 139/217/147</p> <p>HEX #8BD993</p>	

Typography

Source Sans Pro with Calibri is used for external and internal communication.

For headings:

Source Sans Pro Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

āēīōū ĀĒĪŌŪ

0123456789

!@#\$%><&*()-+=

For body:

Calibri Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

āēīōū ĀĒĪŌŪ

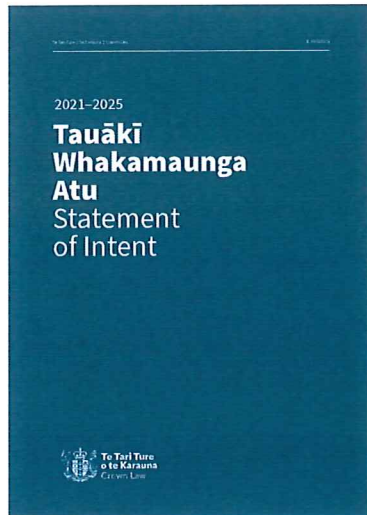
0123456789

!@#\$%><&*()-+=

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Publications

Statement of intent



Annual report

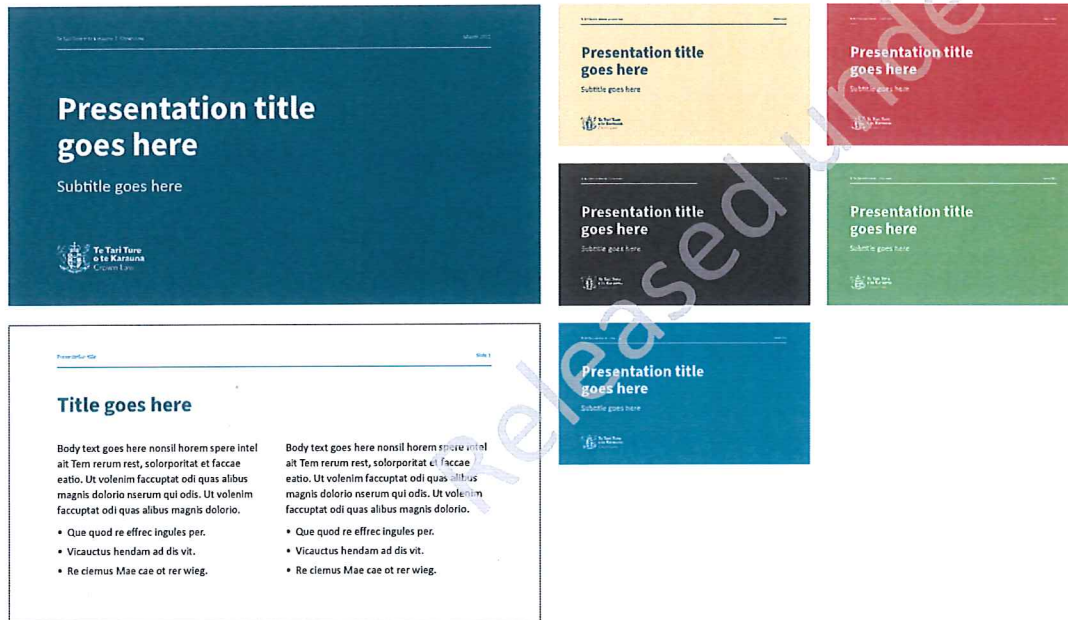


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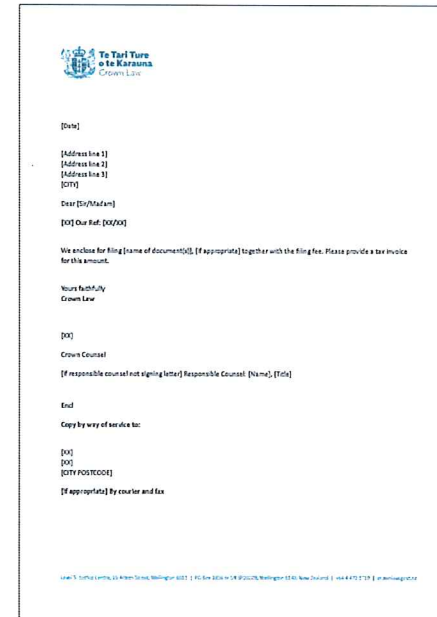
Templates

Our templates ensure consistent application of the Crown Law brand across presentations and correspondence.

Presentation template



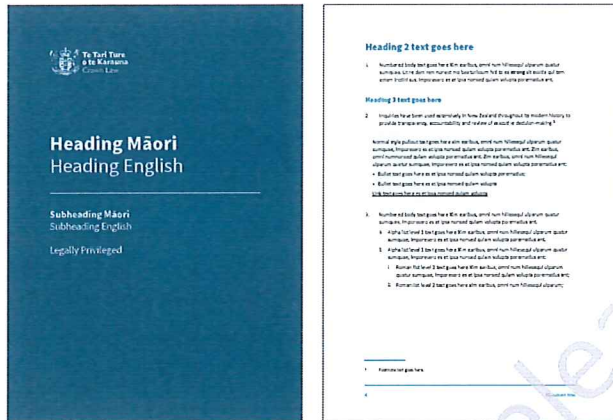
Letterhead template



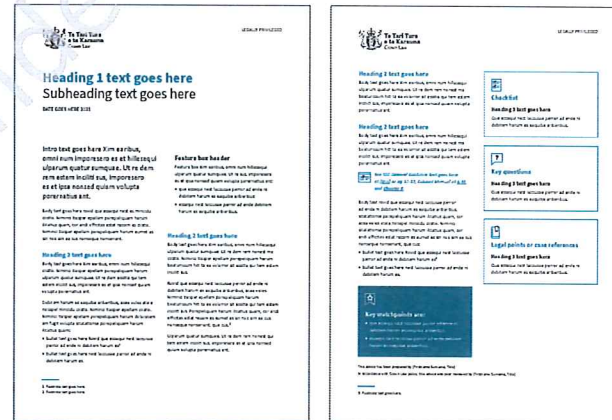
Templates

Our templates ensure consistent application of the Crown Law brand across reports and guidance.

Report templates



Guidance templates



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