RNZ LOGO USAGE GUIDELINES
AUGUST 2021

RNZ brand guidelines

RNZ PRIMARY LOGO

File name: 2021_rnz-logo-primary

File name: 2021_rnz-logo-primary-invert

Smaller version

The primary logo contains Te Reo Irirangi o Aotearoa over three lines, however an additional version exists for smaller scale applications where Te Reo Irirangi o Aaotearoa sits over two lines.

Do not remove Te Reo Iririangi o Aotearoa from the logo. If you need to discuss a particular usage you can contact us on RNZ@RNZ.CO.NZ

Smaller size version with Te Reo Irirangi o Aotearoa over two lines for smaller scale

File name: 2021_rnz-logo-smaller

Smaller size version with Te Reo Irirangi o Aotearoa over two lines for smaller scale

File name: 2021_rnz-logo-smaller-invert

Sizing and clearance

A basic guide for clearance around the logo is to use the 'N' character from the RNZ logotype. Te Reo Irirangi o Aotearoa should always have equal clearance around the left and right sides. A light grey or transparent box can be used behind the Te Reo Irirangi o Aotearoa text for legibility.

MINIMUM SIZES

The minimum sizes are to preserve the legibility of the text elements. When the logo is to be used at small sizes the smaller sized logo with Te Reo Irirangi o Aotearoa over two lines can be used.

Checklist

✔ Proportions of the logo have been maintained (not squashed or stretched)

✔ The text elements of the logo are legible at the finished size

Version	Minimum size:	Print	Screen
Primary logo with Te Reo Irirangi o Aotearoa over three lines		10mm tall	48 pixels tall
Smaller logo with Te Reo Irirangi o Aotearoa over two lines		5mm tall	36 pixels tall

Placement

USE WITH IMAGERY

Provided there is sufficient contrast for the logo to be clear and legible, it may be used over imagery.

Use the inverse logo when with a darker photo background.

Logo used at 6mm height so the smaller logo is selected

Use the inverted logo on dark backgrounds or where there is insufficient contrast.

EXCLUSIONS

Always ensure there is sufficient contrast between the background image and the colours of the logo so that all elements of the logo can be clearly seen.

Do not remove Te Reo Irirangi o Aotearoa from the logo.

If you need to discuss a particular usage or requirement please contact us on RNZ@RNZ.CO.NZ

❌ *Do not place the logo on a red that is close to the RNZ red.*

❌ *Use only the inverted or outline logo on dark backgrounds.*

❌ *Do not remove Te Reo Irirangi o Aotearoa from the logo*

RNZ referred to in copy

For written and spoken copy RNZ must always be referred to as such and *not* as 'Radio New Zealand'.

This includes URLs, ie: **www.RNZ.co.nz** or **WWW.RNZ.CO.NZ**

This also applies to RNZ National, RNZ Concert and RNZ Pacific, i.e. not using 'National Radio', 'Concert Radio', 'Radio New Zealand International' or 'RNZ International'.

RNZ Black
Hex #050000
R5 G0 B0
C50 M50 Y50 K100

RNZ Red
Hex #DA2128
R218 G33 B40
C10 M100 Y100 K0

RNZ

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RNZ TE REO IRIRANGI O AOTEAROA

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