



NELSON BASKETBALL | BRAND STANDARDS GUIDE



BRAND STANDARDS GUIDE | INTRODUCTION

The Nelson Basketball brand is an extremely valuable asset, so we must remain vigilant in ensuring that its application is consistent. Every time a consumer comes into contact with the Nelson Basketball brand, whether that be on advertising, stationery or our merchandise, their perception of this brand can be influenced.

We therefore take the issue of the correct use of our brand very seriously and any proposed commercial use of any of our trademarks, whether they are included in this guide or not, must have the prior written approval of Nelson Basketball.

These standards are supplied for your information as a guide to the correct use of the Nelson Basketball trademark. As a partner, it is important that you are familiar with the application of our visual identity programme.

Should you have any enquiries, please contact the Nelson Basketball Executive Officer:

Chris Varcoe

Phone: 03 547 6419

Email: eo.nnbasketball@xtra.co.nz

BRAND STANDARDS GUIDE | ISOLATION AREA



To ensure that the Nelson Basketball logo maintains distinction from all other graphic elements, no type, symbols, or marks of any kind should intrude in the clear space area indicated.

BRAND STANDARDS GUIDE | INCORRECT USE



DO NOT:

- Distort the logo elements
- Place the logo on an angle
- Crop into the logo
- Use a different configuration
- Create extra elements
- Change the colour of the logo
- Change the proportion of the elements to each other

This is the official logo of
Nelson Basketball.

THE LOGO LOCKUP

The elements making up the Nelson Basketball brand logo lockup: the crest, the colour and the typography. These elements, combined in specifically predetermined configurations and proportions, form the basis of the brand identity and must be adhered to for all usage associated with the Nelson Basketball brand.

RE-CREATION OF LOGOS PROHIBITED

Never attempt to re-create logos.
Always use an original master copy.



1



FULL COLOUR VERSION

C	M	Y	K	C	M	Y	K
100	90	0	20	0	100	100	0
80	20	0	0	0	60	100	0
0	100	100	50				

2



FOUR COLOUR VERSION

PMS 2748 C	PMS 185 C
PMS 1815 C	PMS 151 C

3



TWO COLOUR VERSION

PMS 2748 C	PMS 185 C
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4



ONE COLOUR VERSION

C	M	Y	K
0	0	0	100

1. FULL COLOUR VERSION

For use on:

- Full colour print material.
- Signage.
- Web.

NOT TO BE USED ON APPAREL.

2. FOUR COLOUR VERSION

For use on:

- White apparel (screen-printing, sublimation and monogramming).

3. TWO COLOUR VERSION

For use on:

- Two colour print material.
- White apparel (screen-printing, sublimation and monogramming).

4. ONE COLOUR VERSION

For use on:

- Black and white print material (newspaper adverts, flyers, etc).

NOT TO BE USED ON APPAREL.



1. FOUR COLOUR VERSION

For use on:

- Dark blue apparel (screen-printing, sublimation and monogramming).

2. TWO COLOUR VERSION

For use on:

- Dark blue apparel (screen-printing, sublimation and monogramming).

3. ONE COLOUR VERSION

For use on:

- Dark blue apparel (screen-printing, sublimation and monogramming).



1. FOUR COLOUR VERSION

For use on:

- Light blue apparel (screen-printing, sublimation and monogramming).

2. TWO COLOUR VERSION

For use on:

- Light blue apparel (screen-printing, sublimation and monogramming).

3. ONE COLOUR VERSION

For use on:

- Light blue apparel (screen-printing, sublimation and monogramming).





BRAND STANDARDS GUIDE | FILE FORMATS

AI

Adobe Illustrator (AI) is a widely used graphic design program. Usually a file with the tag AI is an original design file, meaning that this is the file the designer created when originally developing your logo. AI files can be opened using Adobe Illustrator or (possibly) CorelDraw, and placed in Adobe Photoshop and Adobe InDesign. Most other programs will not be able to do anything with these files. (*Note: older versions of Illustrator won't be able to open newer AI files.*)

EPS

EPS stands for **E**ncapsulated **P**ost**S**cript. PostScript is a language used by many computer printers as well as professional printers, imagesetters and platesetters. This type of graphic file can be placed into almost any professional graphics application—from layout-based programs such as Adobe InDesign and Quark Xpress through to CorelDraw, Photoshop and Freehand. Drawing programs such as Adobe Illustrator and CorelDraw can also open EPS files and edit them. EPS files cannot, however, be used in office programs such as Microsoft Word and PowerPoint. They can be easily reduced or enlarged without loss of quality so they are generally good files to give to a professional printer for reproducing your logo on the printed page. (*Note: EPS files created by Adobe Photoshop will have none of these advantages.*)

PDF

PDFs (**P**ortable **D**ocument **F**ormat) are nearly ubiquitous and can be opened, but not altered, with Adobe Acrobat (free version available for download from www.adobe.com). They have many of the same advantages and caveats as EPS files, and can be as good, if not better, than EPS files for supplying logos. A PDF can be saved at screen, digital print, or press quality. Some differences in output can occur—always get a proof and compare to a printed copy.



TIFF

TIFF (**T**agged **I**mage **F**ile **F**ormat) files are an ideal format for photographs, both scanned and digital, but are not the best format for logos as they cannot be substantially resized without loss of quality.

JPG/JPEG

JPEG (**J**oint **P**hotographic **E**xperts **G**roup) files are like compressed TIFF files. The compression makes the files smaller and so they are useful for displaying photographs on websites and attaching to emails. They can also be placed in PowerPoint presentations and Microsoft Word files. They are not ideal for printing and cannot be substantially resized without loss of quality. Avoid making repeated changes to JPEG files as the compression loses information everytime the file is saved.

GIF/PNG

GIF (**G**raphics **I**nterchange **F**ormat) and PNG (**P**ortable **N**etwork **G**raphics) files were designed for graphics on the Internet, and are popular formats for displaying logos and graphics on websites; JPEG is considered a better format for displaying photographs or logos with gradients. They are not at all suitable for printing as they are generally low-resolution and have a limited colour-space.

Colour Space/Inks

Commercial printers will use CMYK (**C**yan **M**agenta **Y**ellow **black**) inks; on-screen graphics (including the Internet) use a RGB (**R**ed **G**reen **B**lue) colour space. Generally, what is displayed on the screen will not be an accurate representation of the printed page.

Recommendations

Logos should be supplied in AI, EPS or PDF formats for printing. The colours should be specified in either CMYK or Pantone inks, depending on the type of printing required.

For the Internet, or placing in Microsoft Word, PowerPoint, etc., RGB JPEGs should be supplied.



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104 Neale Avenue, PO Box 2141, Stoke, Nelson

Phone: 03 547 6419 • Fax: 03 547 6154

Email: eo.nnbasketball@extra.co.nz

www.nelsonbasketball.co.nz