



# TRADESTAFF

*Industrial Employment Solutions since 1996*

## **Tradestaff Visual Branding Guidelines**

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# Who is Tradestaff?

Tradestaff is proudly a privately owned New Zealand company specialising in Industrial Employment Solutions.

Tradestaff has become New Zealand's leading supplier of casual and permanent workers to the trade sector since inception in 1996.

The Tradestaff Group is committed to the management of an operationally flexible workforce that consistently displays high standards of output, workplace behavior and professionalism while providing our clients with an exceptional service experience.

Tradestaff offers a nationwide network of branches, each responsible for a wider regional area. The branch network is constantly expanding and currently consists of offices located from Queenstown to Auckland. While we are a nationwide company, we see ourselves as being local in every market.

# Logos



## **Tradestaff Logos:**

Tradestaff currently operate two main logos both in banner format; the Tradestaff Swoosh Banner and the Tradestaff Straight Banner (examples to the left.) The text component and other components (excepting the Tradestaff Cog) are never to be produced outside of this format.

## **Logo Positioning:**

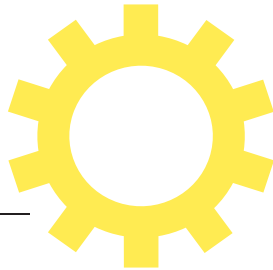
As the Tradestaff logos are banners often used to head up visual communications, it is acceptable for the logos on occasion to be positioned over process images and other solid background colours however Solid Yellow and Solid White backgrounds are preferred whenever possible. Under no circumstances are the Tradestaff banners to be placed over a blue background.

## **Spacing and Sizing:**

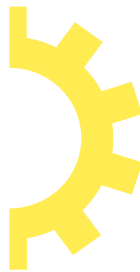
The Tradestaff banners should not be produced less than 55mm x 30mm except by prior Head Office consent. When the logo is sized 210mm wide there should always be a MINIMUM non text space of 20mm.

# Tradestaff Cog

Full Cog



Half Cog



Quarter Cog



## Tradestaff Cogs:

Tradestaff cogs are the only component of the Tradestaff logos to be produced separately to the Tradestaff Banners. The Tradestaff cog should only be produced as a Full Cog or as a Half Cog. Whilst the Quarter Cog has been used as part of previous brand and visual communication materials, all new materials should feature either the full or half cog if required. The Tradestaff Cog has a total of 10 “bars” and should never be redraw with more or less “bars”.

## Positioning:

The Tradestaff Half Cog is designed to be used at the side or bottom of a document or heading, the Full Cog can be used wherever required inside a document provided there is no other conflicting art impeding on its position. When either cog is positioned as a single cog, it is always to be positioned straight (eg. the top “bar” should always be pointing upwards.) When two cogs are positioned together it is acceptable for one of the cogs to be positioned on an angle to allow the cogs to appear as if they are interlocking (example left, bottom.)

# Colours and Fonts



Tradestaff Blue  
Pantone 280



Tradestaff Yellow  
Pantone 107



OPTIMA FONT  
**OPTIMA BOLD**

## Colour Translation:

Tradestaff have two specific corporate colours in use, Tradestaff Blue (PMS 280) and Tradestaff Yellow (PMS 107). Wherever possible, these colours should be represented as Pantone Spot colours however the following variations are also acceptable:

**Pantone Spot Colours:** PMS 280(Blue) and 107(Yellow)

## CMYK Breakdown:

Tradestaff Blue

Cyan 100%, Magenta 72%, Yellow 0%, Black 18%

Tradestaff Yellow

Cyan 0%, Magenta 4%, Yellow 79%, Black 0%

**RGB:** 0 43 127

**Hexadecimal:** #002B7F

## Single Colour Logo Use:

The Tradestaff banner can sometimes be used as a single colour logo for some materials, however the materials themselves must be single colour documents themselves made up of only Tradestaff Blue (eg, all text etc)

The Tradestaff single colour banner should only ever be produced in PMS 280 (please see example on left), and no other colour translations are permitted. The Tradestaff banner should never be produced in Black and White and should never be reversed.

## Corporate Typeface:

Tradestaffs current corporate typeface is OPTIMA, which is used in either its normal format or commonly in Bold. Tradestaffs corporate typeface should be applied wherever possible in visual communication documents.