



WAIKATO DIOCESAN
School for Girls

Waikato Diocesan School for Girls Brand Usage Guide

Monday 24 May 2010

Waikato Diocesan School for Girls Crest Usage

Full colour

The master crest is the preferred mark of Waikato Diocesan School for Girls and should be used on all internal and external branding.



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One colour

If full colour printing is not necessary, then a grayscale or black & white crest may be used.



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Grayscale crest



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Black & white crest

Minimum size

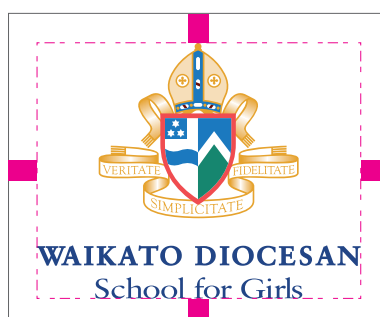
The minimum size at which the master crest can be reproduced is 30mm width.



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Clear space

To maintain the integrity of the Waikato Diocesan School for Girls crest, it must be kept clear of all other graphics and type. As shown here, the mark should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the mark from being lost or crowded. The width of the capital 'W' is the distance of clear space required around the crest. In the case of the horizontal crest, the exclusion zone is measured around the crest and then around the Waikato Diocesan School for Girls' logotype. This allows usage of the crest with text on heading banners, business cards and other collateral.



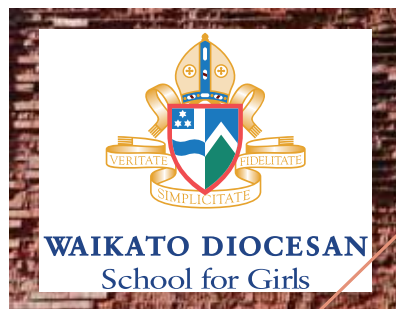
Incorrect usage

It is imperative that the brand is used in an appropriate manner.

The following examples show how the Waikato Diocesan School for Girls brand must not be represented.



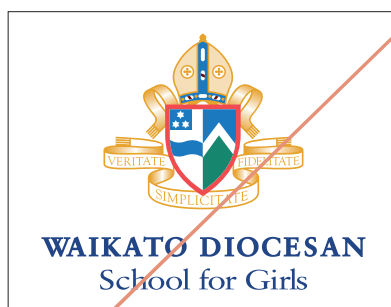
Disruptive background – the crest is lost on too complex a background



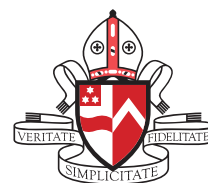
Incorrect clear space



Crest without logotype



Crest shown with a border



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Incorrect colour value



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Crest is stretched



WAIKATO DIOCESAN
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Crest is stretched



WAIKATO DIOCESAN
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Crest is stretched

Note: Any exceptions to the standard guidelines for usage of the crest must be approved by the Communications and Marketing Manager, or Principal.

Preferred Fonts for Word Documents

Heading Font

The preferred fonts are **Adobe Garamond**, **Apple Chancery** and **Futura Bold**.
If this is not available on your PC, then please use **Georgia**.

Body Copy Font

The preferred font is **Futura**.
If this is not available on your PC, then please use **Tahoma**.

Slogan: “Making the Dio Difference”

The preferred font is **Apple Chancery** and the wording should be capitalised as above with the word “the” in lower case.

Colour Palette

Primary Colours



Spot: PMS 131

Spot: PMS 300

Spot: PMS 341

Spot: PMS 185

Spot: PMS 1817

Spot: PMS 281

CMYK:
9/39/95/0

CMYK:
84/47/0/0

CMYK:
85/27/66/7

CMYK:
0/86/67/0

CMYK:
32/98/100/50

CMYK:
100/72/0/32

RGB:
230/163/46

RGB:
26/121/191

RGB:
20/134/111

RGB:
240/75/80

RGB:
105/16/13

RGB:
34/69/134

Colour specifications have been supplied for PMS, Process/CMYK and RGB.

- **PMS: Pantone Matching System**
These are the printing ink colours for when a piece of work is being printed in spot colours.
- **Process/CMYK:**
These are the 4-colour equivalents of the PMS spot colours. When a piece is being printed in 4 colour (sometimes called full colour, process colours or 4 process colour), this combination of Cyan, Magenta, Yellow and Black (CMYK) – which are the 4 process colours used on a printing press – will achieve the closest rendition of the specified spot (PMS) colours.
- **RGB: Red, Green, Blue**
These are the online screen colour specifications for situations where the graphics will only appear on screen.