



Birds NZ Brand Guide

UPDATED MAY 2024

The Birds New Zealand logo is the property of the Ornithological Society of New Zealand Incorporated. It is an important communication tool for identifying the society, member identity and attracting new members. By treating it with respect and using it with consistency we help build the Birds NZ brand in the hearts and minds of the public.

As demonstrated above the society can be referenced in full as Birds New Zealand or shortened to Birds NZ. We will try to avoid the use of BirdsNZ (no space).

LOCKUPS

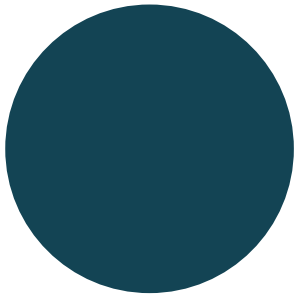
The logo comes in both portrait and landscape lockups.

You should use the lockup that best suits the space you have to fit the logo.



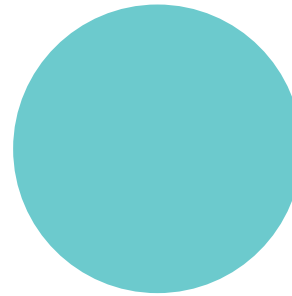
COLOUR

The brand has three core colours. One primary and two secondary.



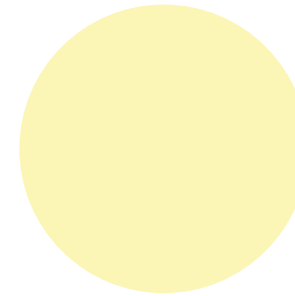
DARK TEAL

C93 M64 Y48 K36
R18 G67 B84
#124354



SKY

C54 M0 Y22 K0
R108 G202 B205
#6CCACD



HIGHLIGHT

C2 M0 Y36 K0
R252 G246 B182
#FCF6B6

CLEARSPACE

Please leave clear space around the logo.



MINIMUM SIZE

Please make sure that 'New Zealand' is always clearly readable.
Use the measurements below as a guide only.



SINGLE COLOUR

Use the logo in black and white or dark teal.



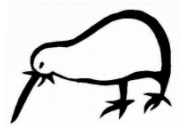
OVERLAY

Use the white version of the logo on images.



REGIONALLY

The logo should always be used on regional publications. Where publications have their own logo, the two logos should be used together, as demonstrated below.

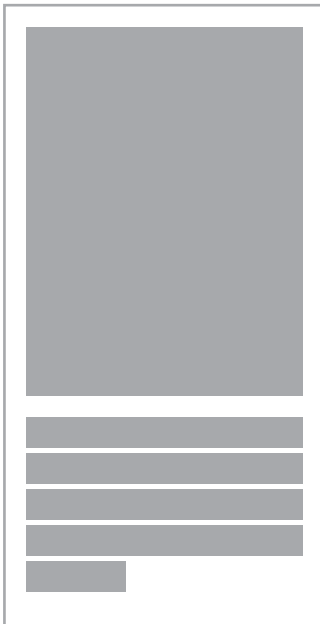


Apteryx

Far North Regional Newsletter

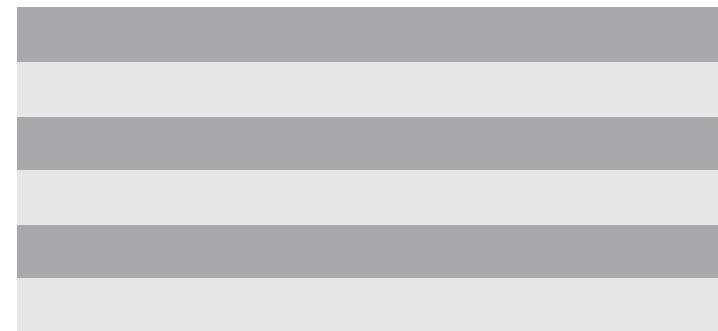
ISSUE 45

May 2018



FAR NORTH EVENTS

May 2018



DON'TS

Be creative with the content, not the brand.



PHOTO: SHAUN LEE



TYPEFACE

Birds New Zealand use the typeface 'Nunito Sans' on our website and brochure. The font is freely available on:

Google Fonts

<https://fonts.google.com/specimen/Nunito+Sans>

Font Squirrel

<https://www.fontsquirrel.com/fonts/nunito-sans>

Adobe Fonts

<https://fonts.adobe.com/fonts/nunito-sans>

Nunito Sans

*Ucit volorio vollupt aturit ad maximus
molupta ium, tenet aceatur si aut voluptat
eaquis voluptas exerovi dionem dus
volupta pa ventis aut voluptur?*

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Fugita sitiorr oriatusant labore dolupta quibus aut vendae nulles repudis libuscimos?

Please ensure you have authority from the Birds New Zealand council or your Regional Representative before using the logo.

Please contact eo@birdsnz.org.nz if you require access to the logo files or have any questions.
