

Full logo



White



The white logo for Pounamu green, SIM red and dark photographs, as in the website footer. The full-colour logo never sits on these backgrounds, where the red symbol and black lettering disappear.

SIM in red with New Zealand in black, beside the symbol: two koru inside a brushstroke square. It is the only configuration, used everywhere from the website header to covers, signage and merchandise. Minimum width 30 mm in print, 150 px on screen. Never recolour it outside the colourways described below. Never redraw, outline, rotate or stretch it, or add effects. The symbol appears on its own only as the favicon, app icon and social media avatar.

Favicon and app icon



48 px



32 px



16 px

Exclusion zone

Measured from the symbol

Keep clear space on every side equal to the height of the symbol, measured at the size the logo is used. Nothing sits inside that space: no type, rules, photograph edges or other marks. The same rule applies to every colourway, and the words are never separated from the symbol.



Colour usage



White on Pounamu green



Full colour on Sand



On white (for logo marquees / limited printing)



Full colour on white



One colour, white on SIM red



On black (for logo marquees / limited printing)

For accessibility, only ever use the logo in these colour variations and never place the full-colour logo on Pounamu green or red.

Identity colours

PRIMARY SIM red PANTONE 485 C CMYK 9, 96, 100, 1 RGB 218, 43, 31 / HEX #DA2B1F SIM Red	PRIMARY, HEADINGS Pounamu green PANTONE 627 C CMYK 84, 55, 69, 62 RGB 20, 51, 45 / HEX #14332D Black Green	BODY TEXT Charcoal PANTONE Black 7 C † CMYK 0, 0, 0, 96* RGB 54, 54, 54 / HEX #363636 Body text	
ACCENT Accent green PANTONE 2295 C CMYK 14, 0, 53, 0 RGB 224, 236, 146 / HEX #E0EC92 Accent Green 100	TINT Accent green 75 PANTONE 2295 C at 80% † CMYK 11, 0, 44, 0* RGB 239, 250, 169 / HEX #EFAA9 Accent Green 75	TINT Accent green 50 PANTONE 2295 C at 60% † CMYK 6, 0, 31, 0* RGB 247, 255, 198 / HEX #F7FFC6 Accent Green 50	TINT Accent green 25 PANTONE 2295 C at 30% † CMYK 2, 0, 15, 0* RGB 251, 255, 228 / HEX #FBFFE4 Accent Green 25
SURFACE Sand PANTONE Warm Gray 1 C at 60% † CMYK 7, 7, 11, 0* RGB 239, 236, 229 / HEX #EFECE5 Sand 50	PAGE Sand 25 PANTONE Warm Gray 1 C at 20% † CMYK 1, 2, 4, 0* RGB 252, 251, 248 / HEX #FCFBF8 Sand 25		

Pantone and CMYK for SIM red (485 C), Pounamu green (627 C) and accent green (2295 C) are from the original SIM NZ brand guide. † Closest Coated equivalents for the other colours: the accent green tints are screens of 2295 C and the Sands are screens of Warm Gray 1 C. Check these against a swatch book and a printed proof before the first print run. * Closest-match CMYK conversions from HEX; Charcoal is black only so small type prints sharp.

Text

Charcoal (#363636) for body copy and Pounamu green (#14332D) for headings on white, Sand and the accent green tints. On Pounamu green panels set text in white, with accent green for links, button labels and eyebrows. On SIM red panels set text in white.

Using red

SIM red is the signal colour. It carries the logo, the Donate and Serve with us buttons, and bold panels with white text. Red is not a body text colour: keep it to short labels and links on white, and never set it on Pounamu green or Deep green. As a shorthand this is the closest match to Coca Cola Red when a pantone book guide is not handy.

Tint pairing

Pair each surface with its own ink: white, Sand and the accent green tints with Charcoal or Pounamu green text and red accents; Pounamu green and Deep green with white text and accent green highlights; SIM red with white text only.

Contrast and accessibility

Text must always be easy to read. Charcoal or Pounamu green on white, Sand or the accent green tints, and white or accent green on Pounamu green or Deep green, pass the accessibility standard at any size. White on red passes too. Red on Sand, and accent green or Sand on red, only work for large headings. Red on Pounamu green or Deep green never passes, and nor does accent green on light colours. On screen, anything clickable shows a clear outline when reached by keyboard.

Headline typeface

abcdefghijklm

LITERATA / REGULAR (PAGE TITLES, HERO HEADINGS AND LEAD-INS)

abcdefghijklmnopqrstuvwxyz

LITERATA / ITALIC (SECTION HEADINGS SUCH AS FAQs)

Important: Setup to utilise a small type optical size to ensure the type is more evenly balanced/weighted than the large size optical rendition. Especially important when paring Hanken and Literata together in headings like in Together Magazine.

0123456789

LITERATA / SEMIBOLD (SHORT LEAD-INS ON PANELS)

Body typeface

abcdefghijklm

HANKEN GROTESK / REGULAR (BODY TEXT, THE DEFAULT)

0123456789

HANKEN GROTESK / BLACK (STATEMENTS AND HEADER BUTTONS)

Body text is 16 px on a 1.4 line height, and 18 px on 1.7 in stories. Ragged right, never justified. Sentence case throughout, including buttons; the only uppercase style is the eyebrow, Hanken Grotesk Bold with 0.25 em tracking. Buttons and card titles use Bold.