

Brand Guidelines for using Youthtown Logo:



Thank you for choosing to acknowledge the support of your Youthtown grant by with placement of a Youthtown logo.

Here are some basic Brand Guidelines that we ask you to follow:

- Logo use is only approved when referencing the support of this grant and is not to be transferred to other areas of business
- As the logo contains the words “Supported By” there is no need to use with any accompanying words. Please remember this is a grant and not a sponsorship so we would ask that you **never** refer to Youthtown as a sponsor of your programme or event.
- Youthtown logo colours should not be changed in any way or the PMS colours altered.
- Full colour logo use is our preference but Youthtown logo can be used in black and white or in grey scale. Logo colours should never be used in negative form - i.e. be reversed out of a colour or background image. Youthtown Marketing has high print quality versions of these logos in a variety of formats which are available on request.
- Youthtown logo should not be cropped, stretched or distorted in any way
- Ensure a clear space is around the logo at all times. Clear space refers to a distance of X surrounding each side of the logo. X is equal to half the height of the letter Y of Youthtown.
- Using the Youthtown logo is not a condition of this grant. However if you choose to use it in order to acknowledge the support you have received then Youthtown reserve the right to approve where and how you are proposing its use.
- Final artwork of anything containing the Youthtown logo should be signed off by Youthtown Marketing department before final production and we ask that you build in sufficient time allowances to your timeline for this to be achieved. Sign off can be achieved by emailing the proposed logo use to marketing@youthtown.org.nz

If you have any questions or concerns, please do not hesitate to contact the Youthtown Marketing Team marketing@youthtown.org.nz