

**YOUTH TOWN**

BRAND  
STANDARDS  
VERS.2

YOUTH TOWN

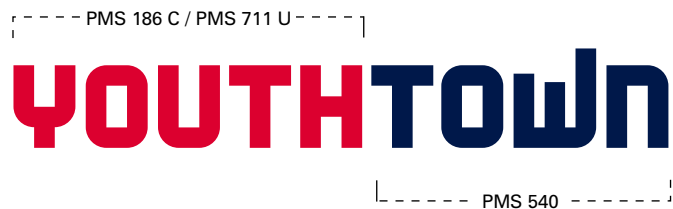
Logo

**YOUTH TOWN**

The place for physical, social  
and creative experiences.

**Typography**

World One is to be used when setting headlines.  
Zurich Roman (pc) / Univers Roman (mac) for body copy.



### On a White Background

The logo should wherever possible be reproduced positive, PMS 186 and PMS 540 on a white background. If printing is restricted to one colour the logo may be reproduced in black. Refer to PMS colour chart for accurate colour reference or see below.

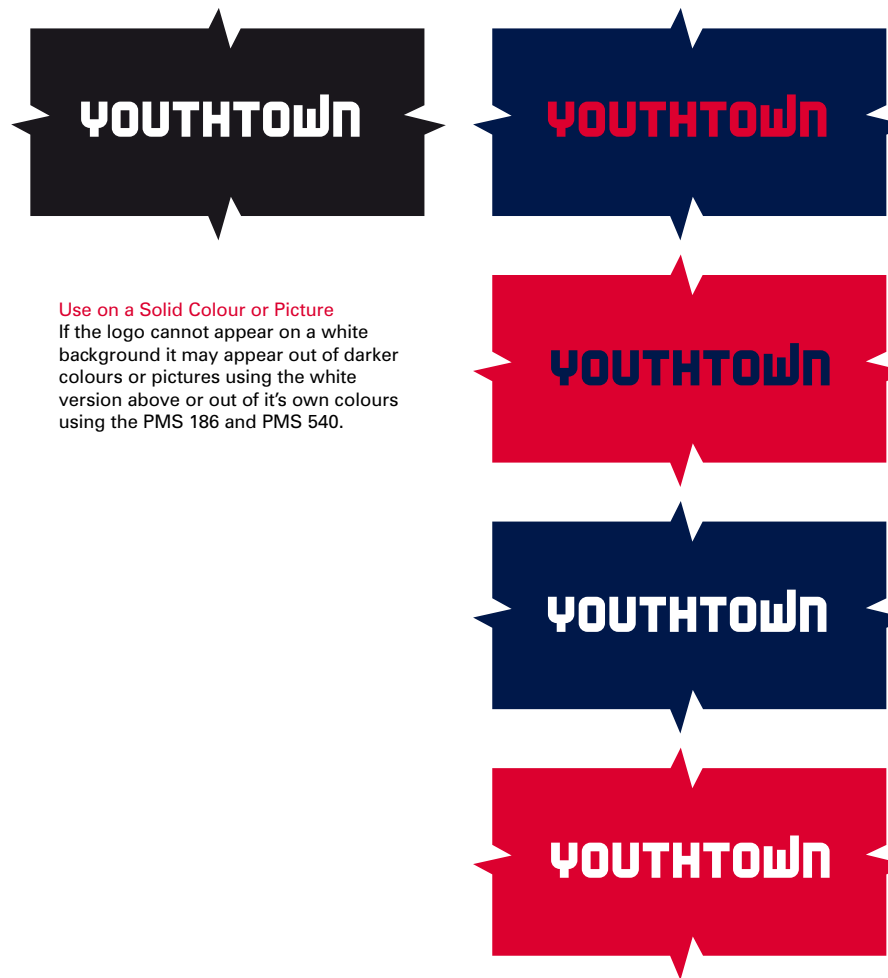
### Main Brand Colours

PMS 540 C  
PMS 540 U  
C100 M85 Y0 K63  
R0 G47 B93

PMS 186 C  
PMS 711 U  
C0 M100 Y80 K5  
R210 G37 B55

PMS 427 C, PMS 427 U, K20  
R 225 G 225 B 230

White Space



**Use on a Solid Colour or Picture**  
If the logo cannot appear on a white background it may appear out of darker colours or pictures using the white version above or out of it's own colours using the PMS 186 and PMS 540.

### Colour Palette

The dominant Youthtown colour should always be PMS 540 and PMS 186 supported by PMS 427. White space is an important part of the Youthtown brand and should always be considered. Refer to PMS colour chart for accurate colour reference.



Logo clear space = width of w

### Minimum Size

To ensure the logo is always clearly legible it must never be reproduced smaller than the sizes shown above.

### Clear Space

The logo must always appear with its minimum clear space around it, as shown above. No other elements must ever encroach into this area.

NEVER:



reproduce in colours other than those specified in these guidelines



rotate or skew



crop or bleed off the page



re-draw or alter in any way



add or remove elements



Place on unsuitable backgrounds or colours

For the supply of digital files contact:

**Greg Weller**

**greg@youthtown.org.nz**