

HORTICULTURE NEW ZEALAND - BRAND OVERVIEW

This is a guide to the basic elements that make up the refreshed Horticulture New Zealand brand. We have a updated logo, colour palette and fonts. For more information contact: hugh.chesterman@hortnz.co.nz

Master logo



Logo variations



Colours

Primary



HEX 005455
RGB 0. 85. 86
CMYK 95. 50. 60. 30
PMS 7722 C



HEX 4b877a
RGB 75. 135. 123
CMYK 64. 16. 45. 25
PMS 625 C

Secondary



HEX 2eb569
RGB 47. 181. 106
CMYK 75. 0. 80. 0
PMS 7480 C



HEX 77b0aa
RGB 119. 177. 170
CMYK 55. 15. 35. 0
PMS 563 C



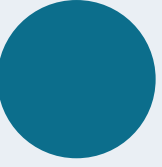
HEX 97a2ad
RGB 152. 163. 174
CMYK 43. 30. 25. 0
PMS 7543 C



HEX 7fc241
RGB 128. 195. 66
CMYK 55. 0. 100. 0
PMS 376 C



HEX 3ec1cf
RGB 62. 194. 207
CMYK 65. 0. 20. 0
PMS 319 C



HEX 006e8c
RGB 0. 111. 141
CMYK 90. 45. 30. 10
PMS 7468 C



HEX f1613b
RGB 242. 97. 60
CMYK 0. 77. 83. 0
PMS 171 C

Typography

Brand font: Avenir Next

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative font: Open Sans
(when Avenir cannot be used)

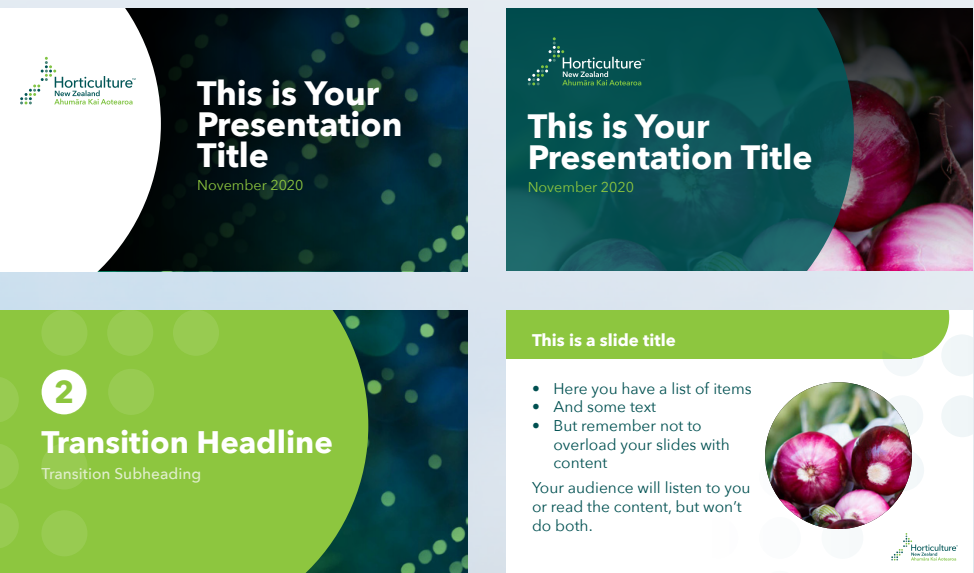
AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Examples of application

Business Card



Presentation template



Correct use of our name

For internal and external communications, it is important that we are consistent in how we refer to our organisation. So either use **Horticulture New Zealand** or **HortNZ** only, not Horticulture NZ, Hort New Zealand etc.

We advocate for New Zealand growers in an ever-changing environment