spinning planet

Internet Technology & Design

Spinning Planet Branding Style Guide

Essential guidelines to maintain the integrity of Spinning Planet branding style and methods.

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The Logo

The Spinning Planet Logo is a combination of the planet mark, typography and colour. At all times these three elements will be used together unless detrimental to the logo.

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Logo Usage

Normal

The logo in general use will be placed on a white background with clearance stated on the previous page. When placed on a white background full colour is to be used.

Black

The logo is to be used in full colour at all times. However in some circumstances it is unavoidable (newspapers, Fax, etc). If this issue arises use the black version.

White

If the logo has to be placed onto a dark background the alternate white logo should be used. When possible it should be placed on the Spinning Planet Navy Blue.

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Size and Spacing

Spacing Restrictions

To maintain clarity and legibility the logo should have an area of clear space surrounding it.

The area of space can measured as the height of the letter "a" as illustrated.

Minimum Size

The logo *with* the tagline should not be reproduced smaller than 80mm to enable clear legibility.

The logo *without* the tagline may be used under 80mm but should not be reproduced smaller than 30mm to retain clear rendition and legibility.

x = height of "a" in logo

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80mm

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30mm

What Not to Do

Icon

The planet mark by itself should never be used by itself. However exceptions can be made when it is used as an icon such as a favicons. If used in this way the full logo must be on display somewhere else on the media.

Colour / Distort / Rotate

The logo should be used in its original form at all times, it must not be changed colour, distorted or rotated at any time.

Except when used as an icon in conjunction with the full logo

Never change the colour of the logo

Never distort the logo in any way

Never rotate the logo

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Colour Palette

Primary Colour

Spinning Planet Blue

Secondary Colours

80% Black
White

SPOT	:	Pantone 281 C
CMYK	:	100, 72, 0, 32
RGB	:	0, 62, 126
HTML	:	# 003E7E

SPOT	:	Pantone 447 C
CMYK	:	69, 63, 62, 58
RGB	:	51, 51, 51
HTML	:	# 333333

CMYK	:	0, 0, 0, 0
RGB	:	255, 255, 255
HTML	:	# FFFFFF

Typefaces

Headings

Our brand typeface used
for headings is Univers Light
Condensed.
Print Size: 25-50pt approx.
Web Size: 30-60px approx.

Body

Our brand typeface used for
body copy is Helvetica Neue
Light. The Helvetica Neue Light
version should be used for
most text with the exception
of sub-headings and buttons
in which case Helvetica Neue
Bold may be used.
Print Size: 25-50pt approx.
Web Size: 30-60px approx.

Other

For all other uses Helvetica
Neue Light or Helvetica Neue
Bold should be used.

Univers Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Stationary Examples
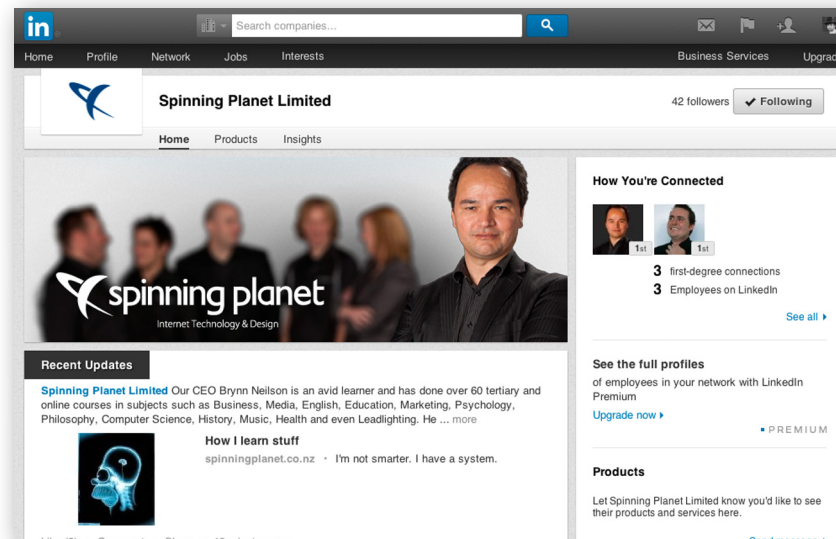
Business card

Letterhead

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Internet Technology & Design

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Phone: (06) 825 6515
Toll Free: 0800 123 WEB (123 932)

support@spinningplanet.co.nz
www.spinningplanet.co.nz

Dear Mr Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tortor nibh, tempor sit amet interdum sed, feugiat id justo. Sed vel enim mauris. Integer ut facilisis justo. Cras lobortis mi vel sodales varius. Ut vel magna luctus, lacinia sem nec, tempus lorem. Vestibulum eleifend purus sed suscipit fermentum. Proin lectus lectus, suscipit vitae dolor a, condimentum aliquet eros. Proin cursus tempor nisi, ac pharetra nibh molestie eget.

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Etiam eu tellus in quam blandit lacinia blandit vitae dui. Vestibulum scelerisque nunc odio, ac euismod eros sodales in. Etiam risus augue, tempus eu tempor sit amet, accumsan vel erat. Quisque non orci rutrum lectus congue consequat.

Morbi ac dui mollis, varius ante eu, adipiscing leo. Cras cursus ipsum auctor vehicula pharetra. Nunc et lectus nec leo porttitor consectetur vel eget massa. Curabitur consectetur leo neque, quis varius lectus auctor eget. Suspendisse lacus quam, malesuada ut vestibulum ac, molestie non metus. Phasellus fermentum odio porttitor ipsum vehicula aliquam. Etiam vel malesuada metus. Praesent at consequat erat, vitae molestie arcu. Duis sit amet accumsan ligula. Donec malesuada consectetur posuere. Integer non velit at justo tincidunt convallis. Praesent sagittis lacinia sollicitudin.

Kind Regards,

Josh Hunt

Professional Web Design & Hosting • *E-commerce* • *Internet Marketing*

Josh Hunt
Web Designer

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Social Media Examples
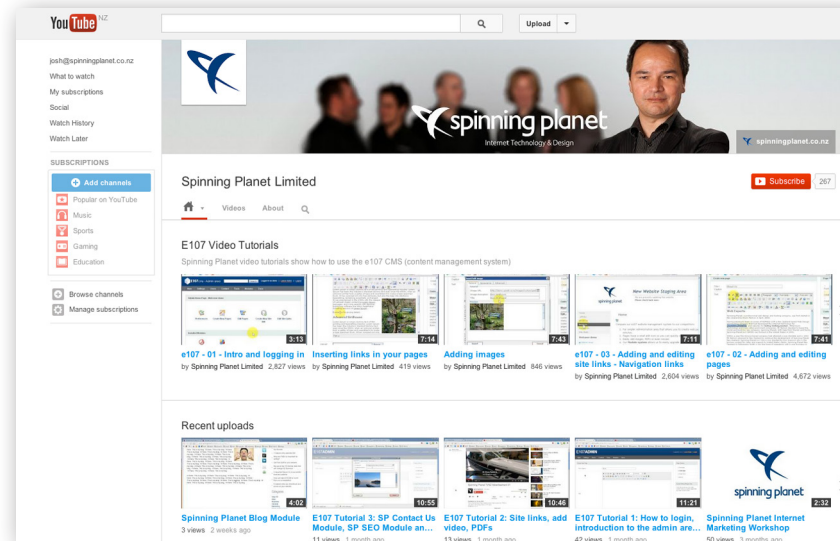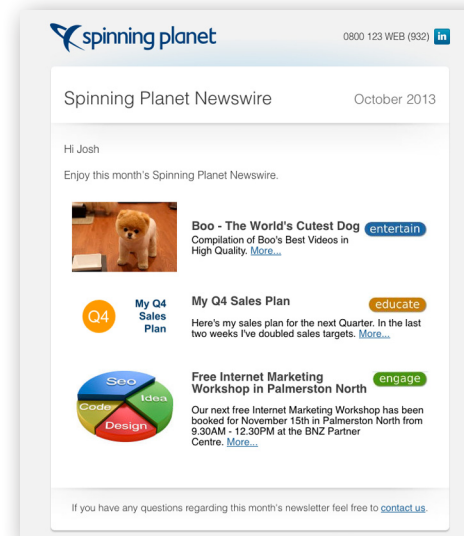
Facebook

LinkedIn

Social Media Examples

YouTube

Newsletter

Website
Example

Inquiries

This Style Guide was developed by Spinning Planet New Zealand. All media elements such as logos and sample documents should be requested through Spinning Planet.

Copies of the original working files for this style guide are held in the Spinning Planet archives and may be obtained upon request.

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