



**ONLINE BRAND GUIDELINES**

 **THE LION  
FOUNDATION**

# INTRODUCTION

## **THE LION FOUNDATION BRAND.**

The Lion Foundation has been helping good causes all around New Zealand for over 23 years. We've worked hard on gaining a profile in the community and it's important to us that our new logo is clear, visible and looks the same wherever it's seen. So please follow the guidelines we've set out for use of our logo.

You should find something to suit every sign, shape or situation, but if you have any particular questions about how the logo should be used, please feel free to contact us.

And if you do use our logo, we'd appreciate it if you could email us a description or photo of how you plan to use it to **signage@lionfoundation.org.nz**. That way, we can check that it meets our guidelines.

**Thanks and good luck with your event or activity!**

# GUIDELINES FOR DOWNLOADING LOGOS

Please check with your printer to ensure the correct file format has been chosen to suit your project. When you have chosen your correct logo by usage, click the link beside the logo. You will be asked if you want to open the file or save it to disk. Please click the save button and select where you want to save it to on your computer.

When you download the logos you will receive a zipped file which contains both eps and jpeg versions of the logo in up to four different colour breakdowns: spot | cmyk | rgb | greyscale. To unzip the folder simply double-click on it.

## **As a guide to the colour breakdowns:**

### **Spot colour:**

- > Used in screen and standard printing.
- > Downloads in eps format only.

### **cmyk:**

- > Used in newspapers, magazines and any collateral where colour photographs are used.
- > Downloads in eps and jpeg format.

### **rgb:**

- > Used for TV, video, web and powerpoint.
- > Downloads in eps and jpeg format.

### **greyscale:**

- > Used in screen and standard printing.
- > Downloads in eps and jpeg format.

# CORPORATE LOGOS

## LOGO A



### **CORPORATE LOGO**

To be used when acknowledging the support of The Lion Foundation when accompanied by multiple logos.

[Click Here to Download Logo A](#)

## LOGO B



### **CORPORATE LOGO (RED-REVERSED)**

To be used as above on dark backgrounds.

[Click Here to Download Logo B](#)

## LOGO C



### **CORPORATE LOGO (BLACK)**

To be used as above when only black printing options are available.

- To be used on light backgrounds.

[Click Here to Download Logo C](#)

## LOGO D



### **CORPORATE LOGO (REVERSED)**

To be used as above when only black printing options are available.

- To be used on dark backgrounds.

[Click Here to Download Logo D](#)

# SINGLE LOGO PLACEMENT & MINIMAL SIZES

To work out the **absolute minimal** clearance measurement you take the 'x' height of The Lion Foundation type and half it.

A minimum distance of half an 'x' height must be maintained all around the logo creating a 'clearance area'. This system should be followed at all sizes.



The Lion Foundation logo should not be used any smaller than 25mm in length.



## FOR USE IN ADVERTISING

*Here for good*

### LOGO E



#### ADVERTISING LOGO

Logo to be used in all grant represented programme advertising.

- To be used on light backgrounds.

[Click Here to Download Logo E](#)

### LOGO F



#### ADVERTISING LOGO (RED-REVERSED)

To be used as above on dark backgrounds.

[Click Here to Download Logo F](#)

### LOGO G



#### ADVERTISING LOGO (BLACK)

To be used as above when only black printing options are available.

- To be used on light backgrounds.

[Click Here to Download Logo G](#)

### LOGO H



#### ADVERTISING LOGO (REVERSED)

To be used as above when only black printing options are available.

- To be used on dark backgrounds.

[Click Here to Download Logo H](#)

# SIGNAGE (LEAD)

## LOGO B



**LEAD SIGNAGE - CORPORATE LOGO**  
To be used as the lead signage at  
The Lion Foundation supported events.

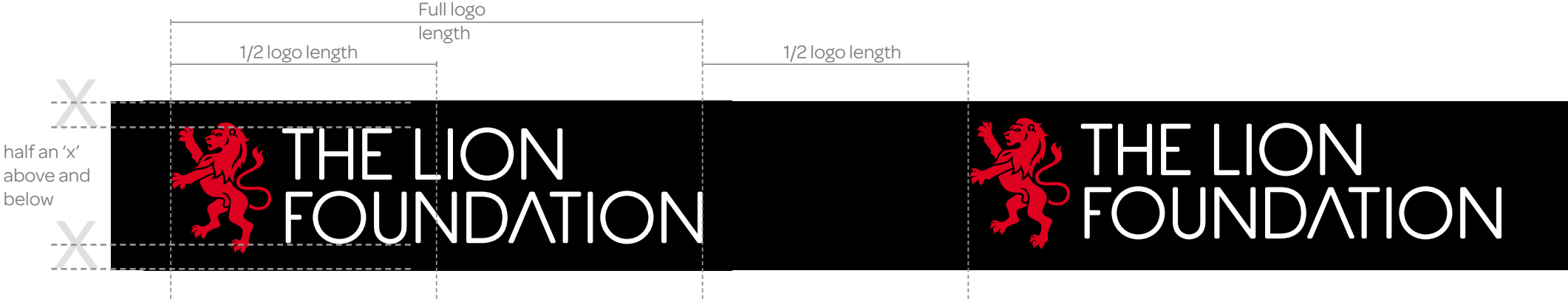
[Click Here to Download Logo B](#)



# MULTIPLE LOGO PLACEMENT

For grandstand environments, multiple logos work well. Please leave a half-logo length of black space between each logo, as per the diagram below.

This ensures the logo stands out clearly and confidently.



# SIGNAGE (SUPPORT)

## LOGO I



### SUPPORT SIGNAGE LOGO

Only to be used in conjunction with Logo B.  
Should not be used in isolation.

[Click Here to Download Logo I](#)



# WHAT NOT TO DO

## EXAMPLE A.

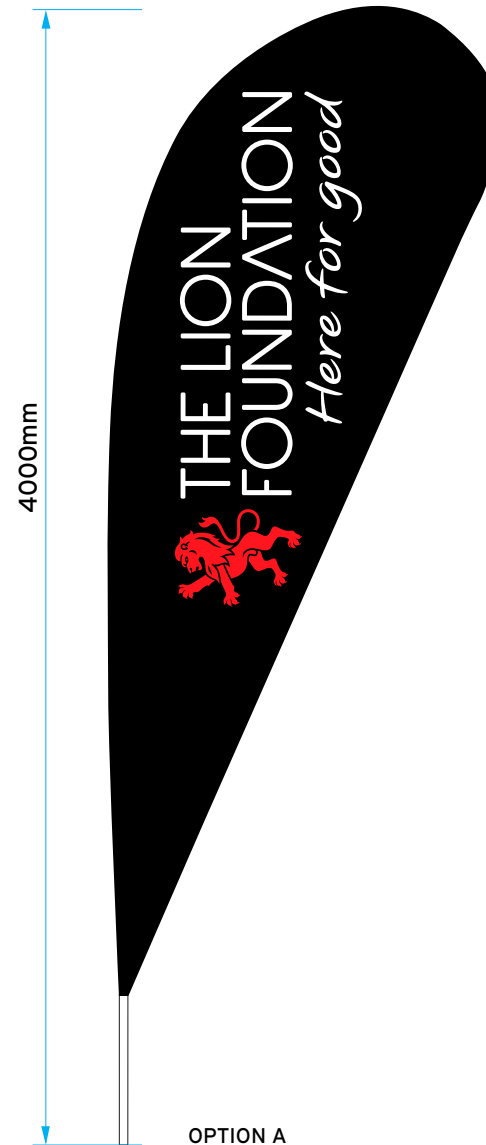
It's tempting with large banners to fill them up with logos! This results in a decorative pattern, but lacks clarity and simplicity.

The solution is to leave a half-logo length space between each logo.



A.

## SIGNAGE (SUPPORT)



### TEAR DROP

To be used in combination with lead signage where room permits

# OTHER MERCHANDISE

## LOGO J



### **CLOTHING LOGO (TRANSFER ARTWORK)**

Please read the downloadable pdf for transfer instructions.

[Click Here to Download Logo J](#)

[Download Transfer Instructions](#)

## LOGO B



### **BOATS & VEHICLES**

To be re-sized according to the amount of space. Remember the clear space ruling on the logo.

[Click Here to Download Logo B](#)

# NAMING RIGHTS

To be used when an event or place is named LION FOUNDATION... or THE LION FOUNDATION... There will always be a word or words following the above. For example: LION FOUNDATION HOUSE or THE LION FOUNDATION SUMMER SERIES.

The words that follow should be in the same typeface and size as LION FOUNDATION or THE LION FOUNDATION.

The typeface alphabet is available for you to download as a vector file to give to your printer or signwriter for them to use in their graphics programs. This file type does not work in programs like word or powerpoint.

**File:** LF\_NamingRightsLogo\_alphabet

**Type:** Vector file for printer/signwriter only

## LOGO K

LION FOUNDATION

### EVENT OR BUILDING

To be used where The Lion Foundation has naming rights at an event or on a building. Our preference is that you use this black type version.

[Click Here to Download Logo K](#)

## LOGO L

LION FOUNDATION

### EVENT OR BUILDING

To be used as above on dark backgrounds.

[Click Here to Download Logo L](#)

## LOGO M

THE LION FOUNDATION

### EVENT OR BUILDING

To be used where The Lion Foundation has naming rights at an event or on a building. Our preference is that you use this black type version.

[Click Here to Download Logo M](#)

## LOGO N

THE LION FOUNDATION

### EVENT OR BUILDING

To be used as above on dark backgrounds.

[Click Here to Download Logo N](#)

# PROUDLY SUPPORTED BY LOGO

## LOGO O



### **SUPPORTED BY LOGO**

Logo to be used in all grant represented programme advertising.

- To be used on light backgrounds.

[Click Here to Download Logo O](#)

## LOGO P



### **SUPPORTED BY LOGO (RED-REVERSED)**

To be used as above on dark backgrounds.

[Click Here to Download Logo P](#)

## LOGO Q



### **SUPPORTED BY LOGO (BLACK)**

To be used as above when only black printing options are available.

- To be used on light backgrounds.

[Click Here to Download Logo Q](#)

## LOGO R



### **SUPPORTED BY LOGO (REVERSED)**

To be used as above when only black printing options are available.

- To be used on dark backgrounds.

[Click Here to Download Logo R](#)

We do have a limited number of stock signage items available on request.

Please email us on  
**[signage@lionfoundation.org.nz](mailto:signage@lionfoundation.org.nz)**  
to check the availability for your event.