



CONCRETE NZ LOGOS GUIDELINES FOR USE

APRIL 2022

CONCRETE NZ CONTENTS

About	3
Brand Logos	3
Primary Logos	4
Primary Logo Strapline	4
Logo Family	5
Cement Sector Group	6
Learned Society	7
Masonry Sector Group	8
Readymix Sector Group	9
Plant Audit Scheme	10
Precast Sector Group	11
Precast Certified Plant	12
Reinforcing Stakeholder Group	13
Font Guidelines	14
Improper Usage	14
Examples of Concrete NZ Logos in Use	15

CONCRETE NZ ABOUT

Established in 2017, Concrete NZ is the industry body charged with positioning concrete as the construction material of choice for a modern and resilient New Zealand.

Concrete NZ seeks to represent the concrete industry with a consolidated voice, bringing confidence, knowledge and leadership to members, industry and regulators.

BRAND

Brand is used to describe the sum total of how an organisation is perceived. Branding is about shaping that perception. A good brand should deliver a precise message, provide credibility, connect emotionally, motivate, and create loyalty.

A key aspect of an organisation's brand is the visual identity built around a logo.

LOGOS

Concrete NZ logos can be used by current Full and Associate members to promote their membership of the Association.

Concrete NZ will provide logo artwork files upon request. Only artwork files provided by Concrete NZ may be used. Images captured from websites, publications and other sources may not be used. Alterations or variations of the logo are prohibited.

The use of Concrete NZ's suite of logos must adhere to the following guidelines:

- The height and width of the logo must be constrained to its original proportions. The logo should stand alone and not be integrated into other logos.
- The logo may be used in connection with the member's business and marketing materials, including but not limited to, stationery, business cards, print ads and brochures, etc.
- The logo may be placed on the member's website as a link to www.concretenz.org.nz to identify the company as a Concrete NZ member.

With the exception of the Plant Audit Scheme and Precast Certified Plant logos, all other Concrete NZ logos must **not** be used in any manner that may reasonably be construed as Concrete NZ endorsing a member company, product or service.

- The logo can only be used by the Full or Associate members approved by Concrete NZ and must not be distributed to any other person.
- Use of the logo must be discontinued should membership not be renewed or is terminated.
- Concrete NZ has the discretion to withdraw any member the right to use the logo if it is judged to have been used inappropriately.
- Any previous logo such as the Cement and Concrete Association of NZ (CCANZ), Precast NZ (PCNZ), NZ Ready Mixed Concrete Association (NZRMCA), NZ Concrete Masonry Association (NZCMA), NZ Concrete Society and NZ Portland Cement Association (NZPCA) are not to be used.

CONCRETE NZ PRIMARY LOGO

As with all Concrete NZ logos, the primary logo has two approved versions – vertical and horizontal.

VERTICAL LOGO



HORIZONTAL LOGO



CONCRETE NZ PRIMARY LOGO STRAPLINE

A variation of the Concrete NZ logo includes the strapline 'Building Resilience'.

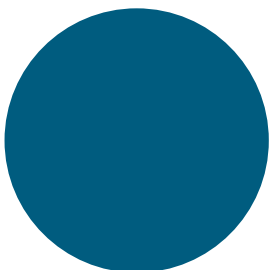
VERTICAL LOGO



HORIZONTAL LOGO

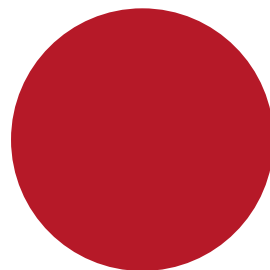


COLOUR The primary Concrete NZ logo colour palette is made up of Concrete NZ's two main colours.



CONCRETE NZ BLUE

CMYK
C100 M0 Y0 K55
RGB
R0 G92 B127
HEX #005C7F



CONCRETE NZ RED

CMYK
C10 M100 Y90 K0
RGB
R182 G25 B40
HEX #B61928

CONCRETE NZ LOGO FAMILY

The family of Concrete NZ logos can be arranged in a group, as in the examples below.



CONCRETE NZ
CEMENT SECTOR GROUP

The Cement Sector Group has its own logo and colour.

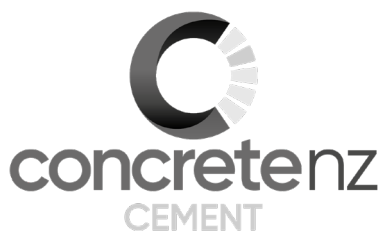
VERTICAL LOGO



HORIZONTAL LOGO



GRAYSCALE LOGO

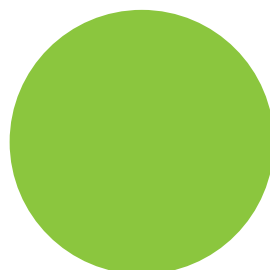


WHITE LOGO



COLOUR

The Cement Sector Group's colour palette is made up of Concrete NZ's two main colours and an identifying colour – green.



CEMENT GREEN

CMYK

C50 M0 Y100 K0

RGB

R162 G192 B55

HEX #A2C037

CONCRETE NZ LEARNED SOCIETY

The Learned Society has its own logo and colour.

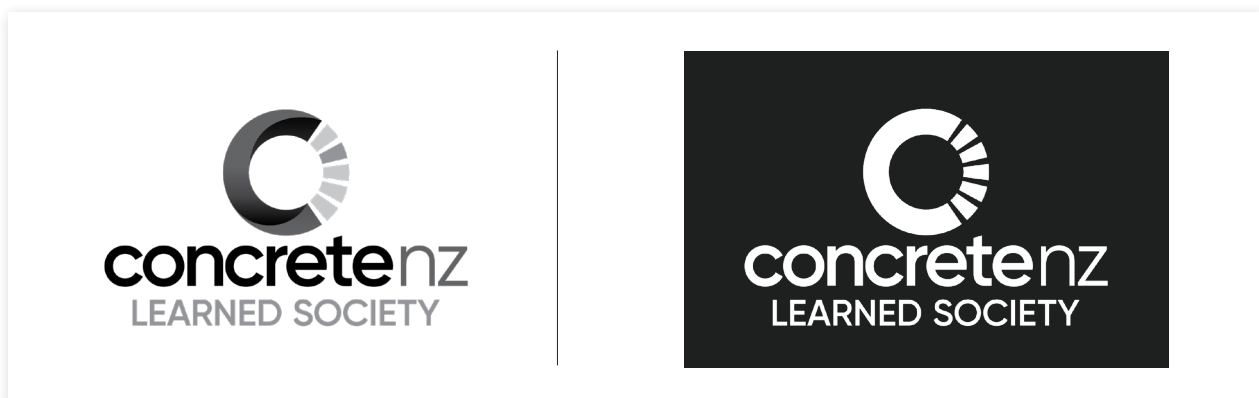
VERTICAL LOGO



HORIZONTAL LOGO



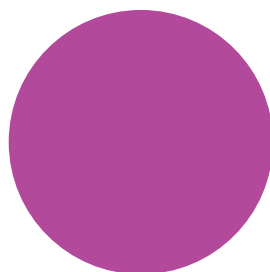
GRAYSCALE LOGO



WHITE LOGO



COLOUR The Learned Society colour palette is made up of Concrete NZ's two main colours and an identifying colour – purple.



LEARNED SOCIETY PURPLE

CMYK

C30 M85 Y0 K0

RGB

R161 G67 B141

HEX #A1438D

CONCRETE NZ
MASONRY SECTOR GROUP

The Masonry Sector Group has its own logo and colour.

VERTICAL LOGO



HORIZONTAL LOGO



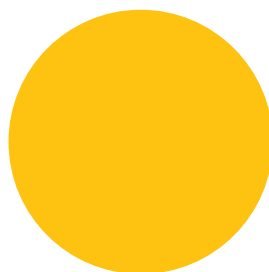
GRAYSCALE LOGO



WHITE LOGO



COLOUR The Masonry Sector Group's colour palette is made up of Concrete NZ's two main colours and an identifying colour – yellow.



MASONRY YELLOW

CMYK

C0 M25 Y100 K0

RGB

R238 G194 B22

HEX #EEC216

CONCRETE NZ
READYMIX SECTOR GROUP

The Readymix Sector Group has its own logo and colour.

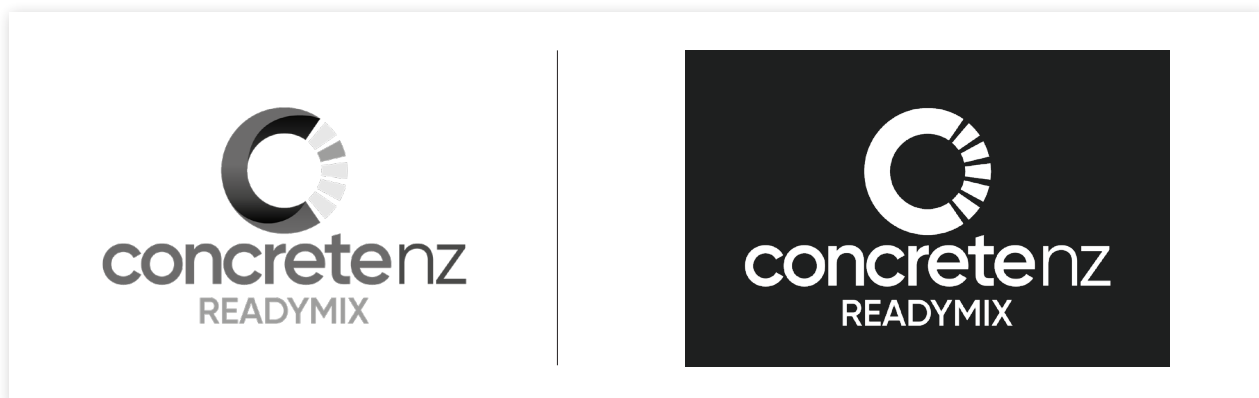
VERTICAL LOGO



HORIZONTAL LOGO



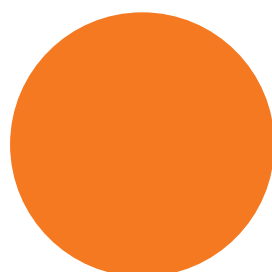
GRAYSCALE LOGO



WHITE LOGO



COLOUR The Readymix Sector Group's colour palette is made up of Concrete NZ's two main colours and an identifying colour – orange.



READYMIX ORANGE

CMYK

C0 M65 Y100 K0

RGB

R211 G113 B28

HEX #D3711C

CONCRETE NZ PLANT AUDIT SCHEME

The Concrete NZ Plant Audit Scheme audits Readymix Sector Group members' concrete plants as defined in NZS 3104 *Specification for Concrete Production*.

The Scheme provides an independent and rigorous audit of the quality systems in place at the ready mixed concrete plant.

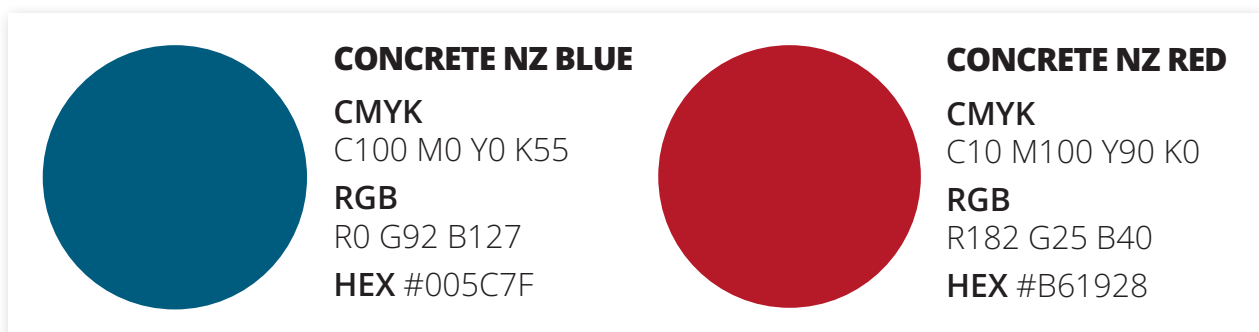
The use of Concrete NZ's Plant Audit Scheme logo is restricted to those members whose ready mixed concrete plants have a current Certification of Audit under the Scheme.



Examples of the Plant Audit Scheme logo in use.



COLOUR The Plant Audit Scheme's colour palette is made up of Concrete NZ's two main colours.



CONCRETE NZ
PRECAST SECTOR GROUP

The Precast Sector Group has its own logo and colour.

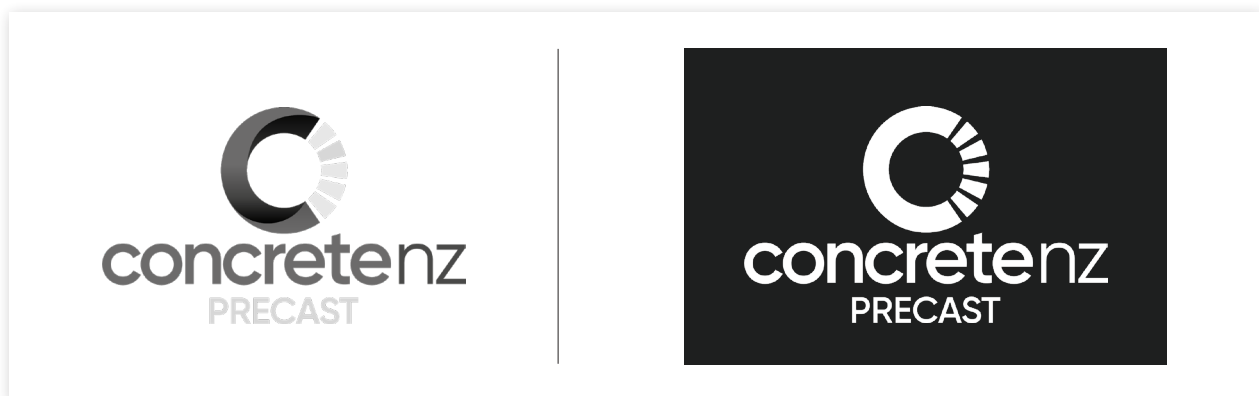
VERTICAL LOGO



HORIZONTAL LOGO



GRAYSCALE LOGO

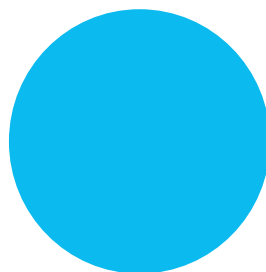


WHITE LOGO



COLOUR

The Precast Certified Plant's colour palette is made up of Concrete NZ's two main colours and an identifying colour – blue.



PRECAST BLUE

CMYK

C70 M0 Y0 K0

RGB

R11 G187 B239

HEX #0BBBEF

CONCRETE NZ PRECAST CERTIFIED PLANT

The Precast Certified Plant has its own logo and colour.

Purchasing from a Concrete NZ Precast “Certified Plant” provides confidence that the product has been manufactured by an established operator with suitable facilities, experienced personnel and appropriate quality management systems.

Concrete NZ Precast Certified Plants make a significant investment in their manufacturing equipment, workforce training and oversight protocols with the objective of producing excellent product.

The use of the Concrete NZ Precast Certified Plant logo is restricted to those members whose precast concrete plants have a current certified status under the Scheme.

Concrete NZ Precast Certified Plant Scheme logo has two approved versions - vertical and horizontal.

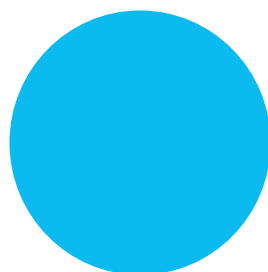
VERTICAL LOGO



HORIZONTAL LOGO



COLOUR The Precast Certified Plant's colour palette is made up of Concrete NZ's two main colours and an identifying colour – blue.



PRECAST CERTIFIED PLANT BLUE

CMYK

C70 M0 Y0 K0

RGB

R11 G187 B239

HEX #0BBBEF

CONCRETE NZ REINFORCING STAKEHOLDER GROUP

The Reinforcing Stakeholder Group has its own logo and colour.

VERTICAL LOGO



HORIZONTAL LOGO



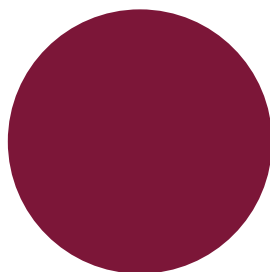
GRAYSCALE LOGO



WHITE LOGO



COLOUR The Reinforcing Stakeholder Group's colour palette is made up of Concrete NZ's two main colours and an identifying colour – maroon.



REINFORCING MAROON

CMYK

C34 M98 Y63 K35

RGB

R124 G25 B56

HEX #7C1938

CONCRETE NZ FONT GUIDELINES

Concrete NZ's official typeface is Open Sans from Google Fonts. It is available as a free download at <https://fonts.google.com>.

Light Open Sans

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789

Regular Open Sans

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789

Bold Open Sans

**abcdefghijklmnop
qrstuvwxyz**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

0123456789

CONCRETE NZ IMPROPER USAGE

1. Do not stretch, alter or distort the logos.



2. Do not change the colour palette of the logos.



4. Do not use colour palettes of other sector group logos.



3. Do not slant or place the logo at an angle.



5. Do not alter or remove text or graphics of the logos.



NOVEMBER 2020


concretenz
 LEARNED SOCIETY

NEWS

I RESCHEDULED CONFERENCE

As with every other aspect of society, COVID-19's lockdowns reached into the Society's plans. Its scheduled 2020 conference was cancelled, but in the continuation of the year's annual commitment to the industry:

By Failing this year, the Society has been scheduled for 14-16 October 2021, the same venue - Rotana Hotel, near the Port of Auckland.

Assuming the title has been changed to 'The World that will change as a result of the pandemic', the International Builders' Organisation will be the main sponsor and the speakers' availability will be the limiting factor on the programme.

As always, we will want to continue to provide opportunities for companies to display a presence and attract exhibitors at the end of the conference.

RESCHEDULE
 2020 → 2021

2020 CONCRETE PRIZE WINNERS

The Society has awarded two Concrete Prize winners - The University of Auckland, New Zealand, and The University of California, Berkeley, USA.

The Concrete Prize is awarded annually to the best concrete structure in New Zealand. It was established in 1964 by the Concrete Society of New Zealand. The prize is awarded to the best concrete structure in New Zealand. The prize is awarded to the best concrete structure in New Zealand. The prize is awarded to the best concrete structure in New Zealand.

As has also been mentioned in the past, the prize is awarded to the best concrete structure in New Zealand. The prize is awarded to the best concrete structure in New Zealand. The prize is awarded to the best concrete structure in New Zealand. The prize is awarded to the best concrete structure in New Zealand.

Recent award winners include:
 • High performance concrete (HPC) and high performance concrete (HPC) for the New Zealand prize. This remains a sought after opportunity to showcase the achievement of a concrete structure.
 • A structure was also recognised for its quality, durability and aesthetic appeal.

Our award winners for 2020 are:
 • The University of Auckland, New Zealand.
 • The University of California, Berkeley, USA.
 • The University of California, Berkeley, USA.
 • The University of California, Berkeley, USA.

I SEMINAR REVIEW

Again, with COVID-19, the Society intends to resume its regular seminar programme next year. This list of three – and four – seminars is a selection of the topics that will be held in the three main venues (Auckland, Wellington, and Christchurch). The detailed seminar will be resumed and set to a date to follow.

Topic: The seminar will be the same as the previous one, with seminar held in the three main venues and being organised by a partner.

The Institute of Engineers will also provide the venue of the seminar. The seminar will be held in the three main venues (Auckland, Wellington, and Christchurch). The detailed seminar will be resumed and set to a date to follow.

Topics to be covered include:
 • a seminar on concrete technology for housing and other applications of concrete.
 • a seminar on concrete technology for housing and other applications of concrete.
 • a seminar on concrete technology for housing and other applications of concrete.

Scheduled for the 2020 year, the US Concrete Concrete Prize winners will be based on the winners' and being undertaken at the University of Auckland. The prize is awarded to the best concrete structure in New Zealand. The prize is awarded to the best concrete structure in New Zealand.

The seminar is a joint presentation by the Society and the Institute of Engineers.



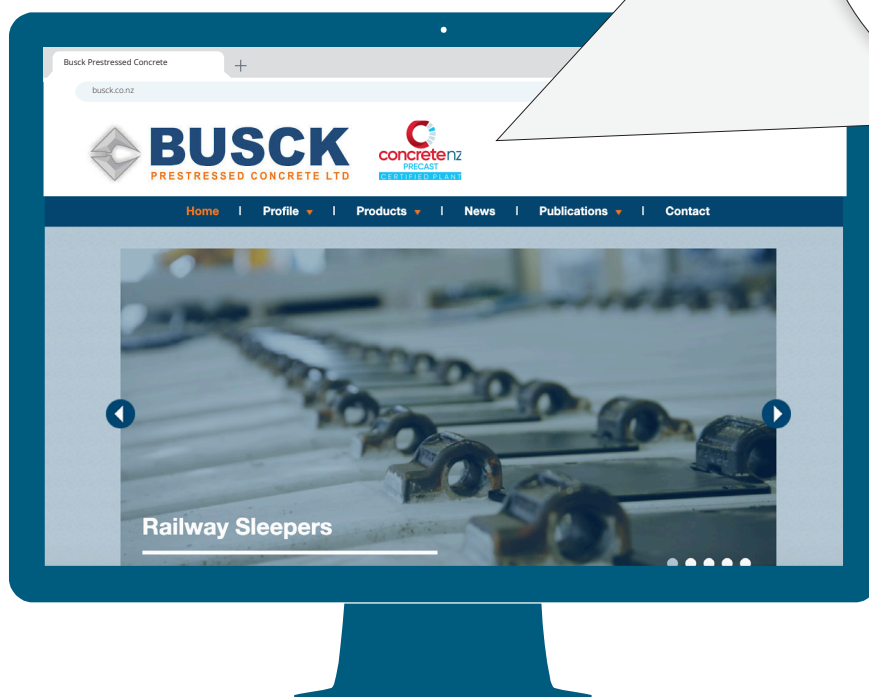
Concrete NZ - Learned Society
 100 Victoria Road, Auckland
 E: concretenz@concretenz.org.nz

11 OCTOBER 2020



CONCRETE NZ EXAMPLES OF LOGOS IN USE - MEMBER RESOURCES

Concrete NZ logos are powerful marketing tools and are available for use by current Full and Associate members to promote their membership of the Association (*see page 3*).







CONCRETE NZ

PO BOX 448, Level 4
70 The Terrace
Wellington 6140

P +64 4 499 8820
F +64 4 499 7760
E admin@concretenz.org.nz
W www.concretenz.org.nz

