



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

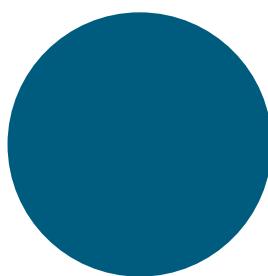


HORIZONTAL LOGO



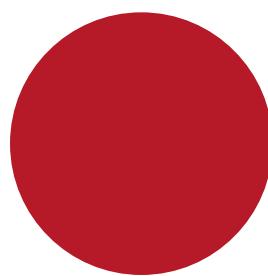
COLOUR

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.



VERTICAL LOGO



HORIZONTAL LOGO



GRayscale LOGO

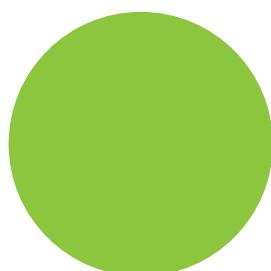


WHITE LOGO



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

VERTICAL LOGO



HORIZONTAL LOGO



GRayscale LOGO

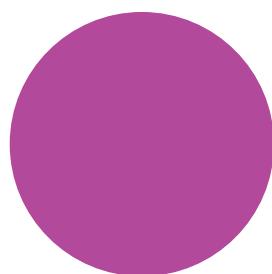


WHITE LOGO



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

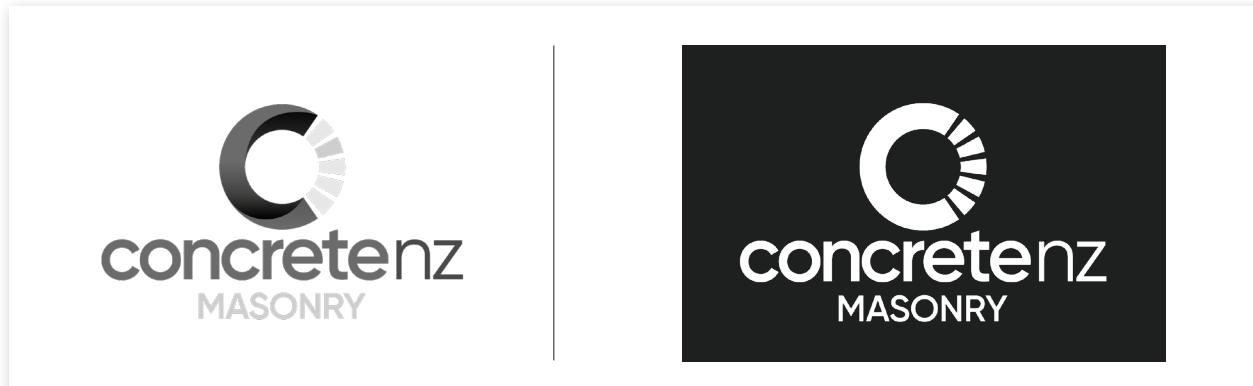
VERTICAL LOGO



HORIZONTAL LOGO



GRAYSCALE LOGO

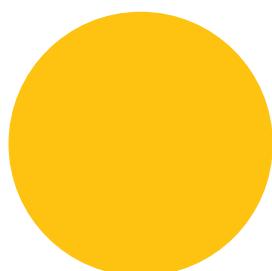


WHITE LOGO



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

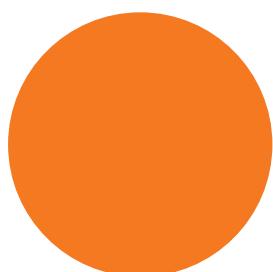


WHITE LOGO



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 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

VERTICAL LOGO



HORIZONTAL LOGO



GRayscale LOGO

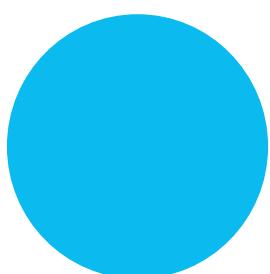


WHITE LOGO



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

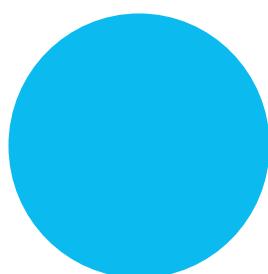


HORIZONTAL LOGO



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

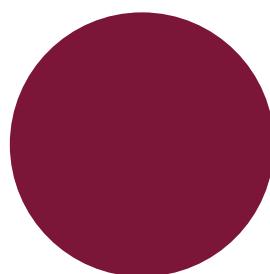


WHITE LOGO



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

abcdefghijklmnp
qrstuvwxyz

ABCDEFGHIJKLMNP
QRSTUVWXYZ

0123456789

Regular Open Sans

abcdefghijklmnp
qrstuvwxyz

ABCDEFGHIJKLMNP
QRSTUVWXYZ

0123456789

Bold Open Sans

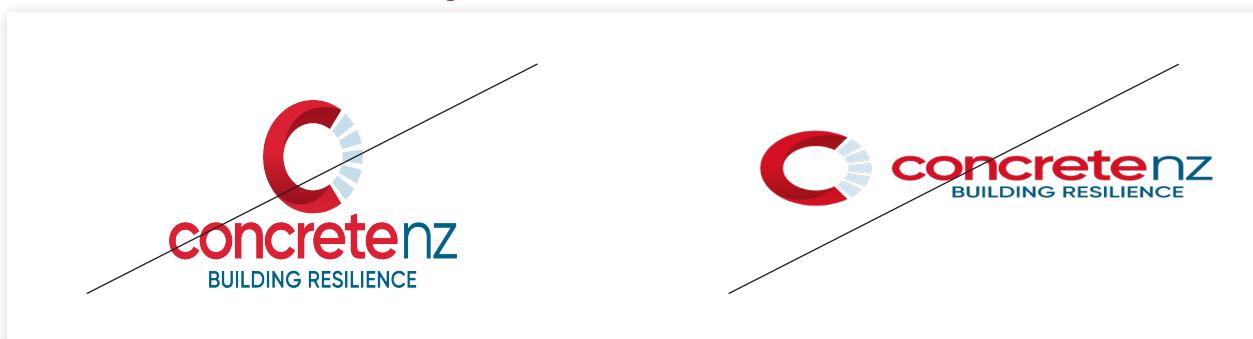
abcdefghijklmnp
qrstuvwxyz

ABCDEFGHIJKLMNP
QRSTUVWXYZ

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.

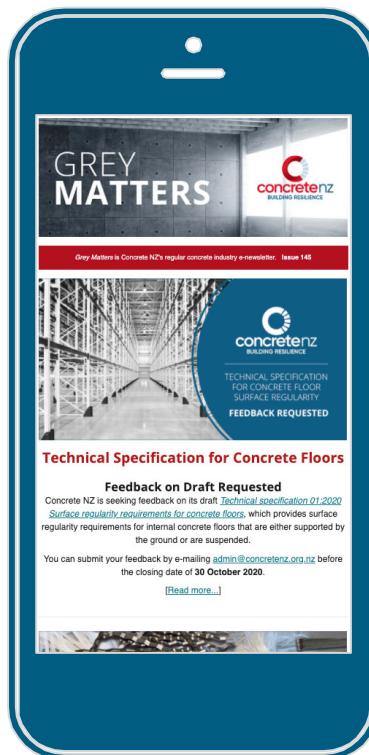
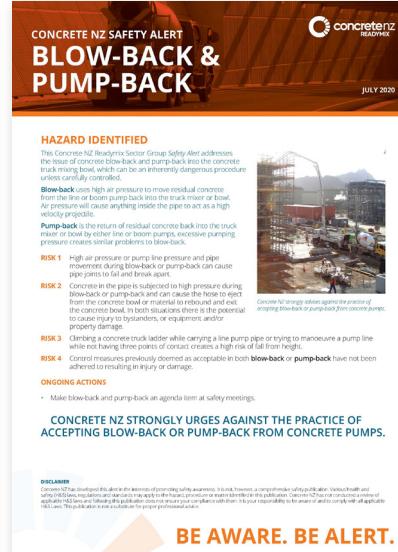


5. Do not alter or remove text or graphics of the logos.



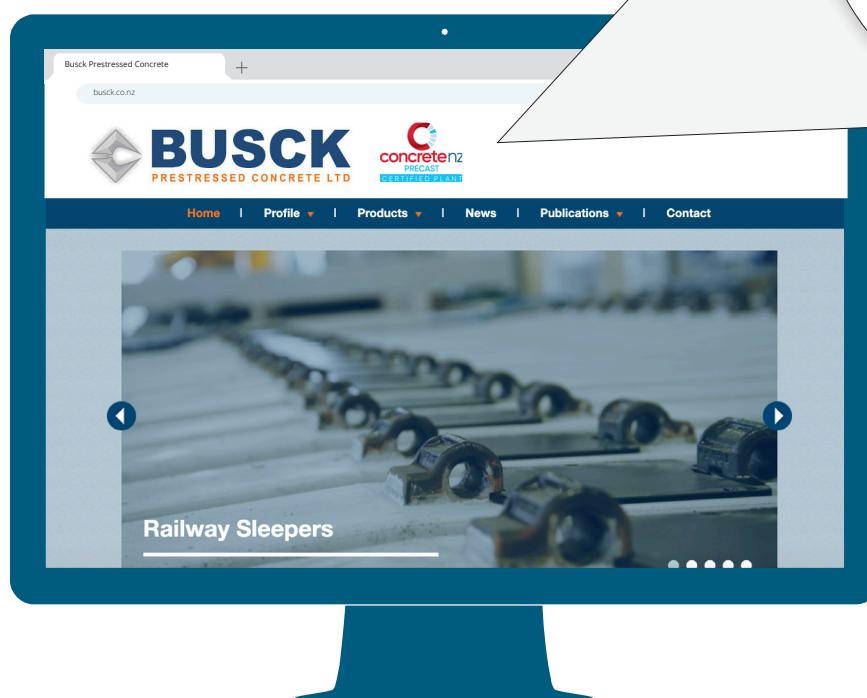
CONCRETE NZ

EXAMPLES OF LOGOS IN USE - CONCRETE NZ RESOURCES



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).







concretenz
RESILIENCE



concretenz
READYMIX



concretenz
REINFORCING



concretenz
LEARNED SOCIETY

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

