



TAURANGA WESTERN BAY  
**COMMUNITY  
EVENT FUND**

**Tauranga Western Bay Community Event Fund  
Brand Guidelines**

# Tauranga Western Bay Community Event Fund Brand Guidelines



## TAURANGA WESTERN BAY **COMMUNITY EVENT FUND**

### Our Logo

The Tauranga Western Bay Community Event Fund logo is symbolic of the communities it supports through representing both the waves crashing against Tauranga and Western Bay of Plenty coastal beaches, as well as the rolling Kaimai Ranges which shelter us inland.

The five curves which construct the logo's icon serve as a visual representation of the collaboration between five local funders who make up the Tauranga Western Bay Community Event Fund (Acorn Foundation, BayTrust, Tauranga City Council, TECT and Western Bay of Plenty District Council).

### Our Name

The full name of this fund is the 'Tauranga Western Bay Community Event Fund' and therefore whenever the fund is referred to in written form, it needs to be referred to by the full name of 'Tauranga Western Bay Community Event Fund' or 'TWBCEF' as an acronym. Additionally, where there is room, it is appropriate to have the five funders listed, or logos shown (as per the new resource page).

**Personality** Strong | Modern | Collaborative | Approachable | Upbeat | Partners | Local

All brand communications whether spoken or in print should be true to its personality. Look to use imagery that aligns with the Tauranga Western Bay Community Event Fund and from events the fund has previously funded.

# Tauranga Western Bay Community Event Fund Brand Guidelines

## Our Logo - main colourways

The stacked logo will be used as our primary logo, as represented on the top left. However, in situations where vertical space is limited, the landscape version may be used (top right) as the secondary logo option.

At all times, ensure that sufficient blank space surrounds the logo for clear legibility.

A white background is preferable for the colour logo to be used but if it's not possible, instead, use the mono white versions as shown at the middle left and right.

The mono black, as well as white versions should only be used if monochrome is only available or the background image is busy.



# Tauranga Western Bay Community Event Fund Brand Guidelines

## Our Logo - incorrect usage

The logo must always be reproduced consistently and accurately to maintain the integrity and strength of the brand.

The examples shown here are not a conclusive list but just indicative of possible violations.

Do not stretch or distort the dimensions of the logo.

**Do keep the original ratios intact.**



Do not place colour logo on colour background.

**Do place on white/light background or use the monochrome version on a coloured background.**



The logo should always be reproduced at optimal resolution for screen and print to ensure clarity and legibility.

The minimum screen size @ 72ppi +

The minimum print size @ 240ppi +

## Tauranga Western Bay Community Event Fund Brand Guidelines

### TAURANGA CITY COUNCIL BLUE

**PRINT**  
CMYK 82 7 9 0

**DIGITAL**  
RGB 0 172 216  
HEX #00ACD8

### TECT CERULEAN

**PRINT**  
CMYK 65 25 20 0

**DIGITAL**  
RGB 94 159 188 HEX  
#5E9FBC

### ACORN FOUNDATION TEAL

**PRINT**  
CMYK 70 25 35 0

**DIGITAL**  
RGB 81 154 162  
HEX #519AA2

### BAYTRUST BLUE

**PRINT**  
CMYK 100 58 40 15

**DIGITAL**  
RGB 0 90 115  
HEX #005A73

### WESTERN BAY OF PLENTY DISTRICT COUNCIL DARK GREEN

**PRINT**  
CMYK 80 46 70 44

**DIGITAL**  
RGB 20 54 49  
HEX #143631

## Colour Palette

This colour palette has been created for visual communications unique to the Tauranga Western Bay Community Event Fund.

There are five distinct hues to the palette which are pulled from each related funder. A background colour shown throughout this document may be used as a background colour to the logo. It's specifications are:

**PRINT:** CMYK 5 0 0 10

**DIGITAL:** RGB 223 229 233 or HEX #DFE5E9

No other colours other than specified here should be applied to graphics created for the Tauranga Western Bay Community Event Fund.

# Tauranga Western Bay Community Event Fund Brand Guidelines

## Our Font

The font for all typography for the Tauranga Western Bay Community Event Fund is from the Maple font family. It is simplistic and clean with good legibility and has a range of weights available from Regular to Black Italic which is wide enough for the uses we require.

Tracking and letterspacing should both always be set to 0. It works well for digital and printed materials or resources and the recommended brand colour to use for typography is BayTrust Blue.

The Maple font is open-source and is included in the Adobe Fonts Library.

Maple                      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 . ! ? \$

The Maple Font Family:      Regular   *Italic*   **Medium**   *Medium Italic*   **Bold**   ***Bold Italic***   **Black**   ***Black Italic***

**Maple Bold** in all caps is the “**COMMUNITY EVENT FUND**” and Maple Regular in all caps is the strapline “TAURANGA WESTERN BAY” within the logo.

If needing to extend the logo with a supporting line e.g. “Proudly Supported By” or “Brought To The Community By”. In the occasion where there is a close association of repeated messaging with the logo, the font Maple Regular may be used.

# Tauranga Western Bay Community Event Fund Brand Guidelines

## Existing Resources (For Event Organisers)

We have the following resources to display and promote the Tauranga Western Bay Community Event Fund at events funded throughout Tauranga and Western Bay of Plenty.

- Tear drop flags in varying sizes of Small (2.2m tall), Medium (3.4m tall) and Large (4.6m tall) with **old Tauranga Western Bay Community Event Fund branding**.
- Pull Up Banners in size Regular (850 x 2000 mm) with **old Tauranga Western Bay Community Event Fund branding**.

These resources can be booked out by event organisers whose events are funded by the Tauranga Western Bay Community Event Fund via the fund's website [here](#).

Confirmed resources can be collected from either Expandesign (64 Fifteenth Ave, Tauranga) for events in Tauranga City Council (TCC) boundaries, or from Western Bay of Plenty District Council (WBOPDC) for events in WBOPDC boundaries.

# Tauranga Western Bay Community Event Fund Brand Guidelines

## Recognising Your Grant (For Event Organisers)

Now that your event planning is getting underway and you've received confirmation that you're receiving a funding grant from the Tauranga Western Bay Community Event Fund, you're able to plan how you'll acknowledge our support publicly to let the community know where our funding is going and encourage others planning community events to apply to the Tauranga Western Bay Community Event Fund also.

You can recognise and acknowledge our funding by:

- **Include our Logo** - You can acknowledge our funding by making our logo visible and acknowledged.
- **Use our Branded Resources** - We have branded resources that can be displayed at your event. These items are free to loan and can be booked using the booking form mentioned on the previous page.

*Please note that unfortunately the Tauranga Western Bay Community Event Fund itself does not have gazebos available for your event yet. However some of the Fund Partners do and you're welcome to book their gazebos out for free to use at your event also. Please be aware however that you are ONLY allowed to use their gazebos and no other resources of theirs so there is no confusion on the funding you have received.*

- **Mention our Support** - Whether you're publishing a media release, posting on social media, recording radio advertising, speaking at the event, or putting an ad in the paper, feel free to mention us. Please do ensure that whenever you refer to the fund in written form, it needs to be referred to by the full name of 'Tauranga Western Bay Community Event Fund' or 'TWBCEF' as an acronym. If you're after a quote, get in touch.
- **Share your Photos** - We love to see photos or footage from the events we help fund. Please send any (high resolution) photos or videos you have by email to [info@communityeventfund.nz](mailto:info@communityeventfund.nz) so we can share them with the team, on social media and on our website.