

Primary logo

Our primary logo is a vertical lockup which is to be used whenever possible. When the primary logo is not appropriate, then the use of the secondary, white, mono or small space logos is recommended.



Secondary logo

Our secondary logo can be used when placed onto a dark background where the copy is more readable in white.



White logo

The white logo supplied has a transparency applied to allow it to appear on top of gradient backgrounds. It may also appear on top of the dark areas within photography to ensure its readability.



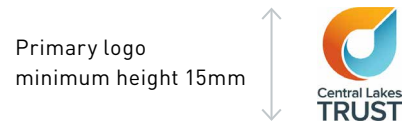
Mono logo

This mono version is only to be used in instances where colour is not an option, such as in newsprint.



Small space logo

To ensure legibility, the primary logo should not be printed below 15mm height.



When the primary logo is not appropriate (such as when the logo is going to be small) then this small space logo is recommended.

The small space logo has the same variations (secondary, white and mono) as the primary version which have to be used following the same rules.



Logo file formats

Each logo has been supplied in the following formats. Please use the one appropriate for your output:

AI

The .ai file is Adobe Illustrator's native file and won't be able to be viewed on most machines without the software installed. It is however the most versatile format for designers to use when creating artwork for both print and web.

JPG

The .jpg file retains a white background and is compatible with most applications. Ideally a JPG would be used for uploading to website with a white background, in-house print at small-medium scale and email signatures. Please note that a JPG should not be scaled over 100% of its original size as it will cause pixelation and appear blurry.

PNG

The .png file is appears commonly in the web and digital world because of its versatility and clear background. Like the .jpg, it should only be applied for small-medium scale usage as the same pixelation can occur. The advantage is you can overlay a .png image over any colour background or an image free from the white frame that the .jpg has.

PDF

If you are having issues with printing the blend, use the PDF which has all elements embedded.

CLEAR SPACE

Use the letter 'T' in the Central Lakes Trust logo as shown here to determine a safe area of clear space around the logo.



Proudly Supported by CLT Logo

This logo is used parallel to other brands. The clear space must be kept at all times. The Secondary and White version of the logo is always placed on a Central Lakes Trust Grey background block.

PRIMARY

SECONDARY

MONO

WHITE

STANDARD

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SMALL SPACE

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SMALL SPACE LS

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To get the logo artwork for use, contact Carryn Colton at carryn.colton@clt.net.nz.
Note that all artworks which contain the logo need to be approved by Central Lakes Trust before released.
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Designed by: **fluid**.co.nz