

## LOGO - primary

Hutt City wordmark with Māori translation.  
Our logo works great in its full vibrant colour,  
as one colour or reversed out.

Full Colour



Single Colour



The reversed version can sit on dark backgrounds and  
photography of sufficient contrast.



## LOGO - What not to do



Always use the logo in proportion.  
Don't stretch or squash.



Don't use full colour version on  
coloured or black background.



Don't use full colour version on  
photographs so it can't be read.

## LOGO - MINIMUM AND CLEAR SPACE

Minimum clearspace has been established to ensure that the logo is not crowded by typography or graphic elements. To ensure that the identity stands out, no other graphic element or typography should be positioned within the clearspace area. Wherever possible, minimum clearspace should be increased.

The minimum amount of clear space around the logo is defined by the width of 'H'. Use this measurement to define a minimum clear space around the logo at any given size.

To prevent incorrect use of the logo and also prevent it becoming illegible at smaller sizes, minimum size restrictions have been developed.



**Clear space** - Never crowd the logo, or place other elements in the control area. Control area measurement 'H' is the width of the 'H' in HUTT CITY.

### MINIMUM SIZE

To ensure legibility for the Hutt City logo, the minimum size of 24mm wordmark has been established.



24mm