Introduction

Napier City has a famous image, built on its Art Deco heritage. Napier City Council has purposely incorporated this heritage into the City of Napier brand.

Our corporate identity is how the rest of the world sees us and it is important, especially for a large organisation with separate business units like our own, to keep a consistent corporate identity throughout. Corporate standardisation helps people recognise that a message has come from the Napier City Council, regardless of who, or what department, has sent it.

The logo is one of the strongest branding tools for our organisation. Therefore, it is a requirement to put the City of Napier logo on all internal and external Council information, promotions and correspondence that Napier City Council is responsible for, and primarily involved with.

We use the City of Napier logo, along with standardised formats for letters, faxes and other correspondence to create a strong and identifiable brand for our staff and our customers.

Our customers are primarily the ratepayers of Napier and they expect to be informed of what is happening in their city in an organised, effective and efficient way.

The Brand Policy & Guidelines ensure that all users work together to consistently portray a professional, reliable and efficient image throughout Napier City Council.

*Neil Taylor*

Chief Executive
Use of the City of Napier Logo
The City of Napier logo must be included on all advertisements, promotions and external communications the Napier City Council has funded and/or contributed to. This includes, but is not limited to, all printed advertising such as newspapers, brochures, magazines and flyers.

If an individual, company or organisation (for example advertising agency and/or graphic designer) has been commissioned to participate in the design and/or implementation of a marketing plan and/or advertising campaign on behalf of any Napier City Council department, facility or service, the City of Napier logo must be inserted in all advertising and promotion.

Policy for General Use
Napier City Council may approve the use of the Coat of Arms and/or the City of Napier logo on receipt of a request in writing.
Certain conditions may also be imposed on its use.

The Napier City Council may also revoke and vary the conditions of consent by notifying the person to whom consent was given, at Council’s pleasure.

The application for approval may be included on any sponsorship and/or funding application.

Napier City Council would, in most circumstances, like the opportunity to be associated with events and/or activities it supports.

Authority is delegated to the Chief Executive and Heads of Departments to approve the use of the Napier City Council Coat of Arms and City of Napier Logo on related documents, publications and materials associated to projects, activities and events that have received Napier City Council support. The use of the Coat of Arms is defined in a Napier City Council bylaw.

Sponsorship
On acceptance of a sponsorship opportunity, Napier City Council will endorse the use of the City of Napier logo for any promotional and administrative purposes relating to that particular sponsorship agreement provided the appropriate guidelines are followed.

The use of the City of Napier logo for sponsorship purposes emphasises Napier City Council’s commitment to the Napier community.

The policy and guidelines on the use of the City of Napier logo must be adhered to at all times.

Special Requests
If you have any special requests regarding the use of Napier City Council branding, in the first instance contact Corporate Support (on ext. 8819 or email wp@napier.govt.nz) or alternatively, the Chief Executive’s office.
Napier City Council Brand

Brand
A combination of attributes that give an organisation a distinctive identity and value relative to its competitors, advocates, stakeholders and customers.

Brand attributes are both tangible and intangible - a name, a visual logo or trademark, products, services, people, personality, reputation, brand loyalty, culture and inherent values.

Corporate Identity
Napier City Council produces a large number of publications both internally (within the Council organisation) and externally (information to the people of Napier and its visitors). Any internal or external publication directly reflects the type of organisation we are and aspire to be, and directly influences the branding of Napier City Council as a whole.

Our corporate identity is how the rest of the world sees us and it is important, especially for large organisations with separate business units, to keep a consistent identity throughout.

Brand recognition for Napier City Council aides in communicating, promoting and informing Napier residents and visitors.
Brand Elements

The Napier City Council’s official logo is made up of three key components:

1. Napier City Council word mark
2. Napier City Council logo crest
3. Napier City Council fan strip

It is of the utmost importance that Napier City Council’s corporate identity is clear and distinctive. The three elements of the logo must not be altered, substituted or re-proportioned in any way. The logo must not be distorted or stretched.

Word Mark

The Broadway font has been used for over five years and carries the image of Napier – The Art Deco City. CITY OF will be two thirds the size of NAPIER text.

For example:

![CITY OF NAPIER](image)

Logo Crest

The logo crest symbolises the past, present and future of Napier City Council. It is a stylised version of the official City of Napier coat of arms.

Fan Strip

The fan graphic creates a strong identity for Napier City Council. The fan border is made up of two CMYK colours: dark blue (PMS 2767) and bronze (PMS 7504). The fan border can also be used as a decorative graphic as a symbol of Napier’s Art Deco heritage.

The official City of Napier Logo must be used in its entirety on all official documents such as letterhead, facsimile, memorandum, reports, forms and/or any printed material that is used for communication both internally and externally.

Napier City Council Tag Line

The Council’s tag line can be utilised on any Council-related collateral.
Sub Brands

Napier City Council’s facilities and services that have a separate brand to that of the City of Napier must include the City of Napier logo on all official documentation and advertising. This indicates to Napier residents and visitors that these facilities and services are a part of Napier City Council and its customers.

All marketing and promotion of these Napier City Council facilities and services must include the City of Napier logo with one of the following supporting phrases:

- Proudly supported by Napier City Council
- A Napier City Council Facility/Service
- A Napier City Council [insert department name] Project

Facility/Service Sub Brand

Napier City Council has legal and statutory requirements to provide and maintain a number of assets, services and facilities for Napier. These core services and assets of Napier City Council must therefore be legally and physically associated with the Napier City Council and its corporate brand – the City of Napier logo.

Napier City Council also builds, maintains and operates a number of assets, services and facilities that they do not have a legal obligation or requirement to provide.

It is vital that these assets, services and facilities are used by Napier residents and visitors, and therefore require separate branding from that of the corporate Napier City Council branding in order to position and differentiate themselves in a competitive market.

However, these assets, services and facilities also need to associate themselves with Napier City Council and therefore must include the City of Napier logo with the supporting phrase A Napier City Council Facility/Service on all branded material.

Facility/Service Sub Brand examples:

Below is a list of some of the facilities and services that apply to this sub brand. For a full list, in the first instance contact Corporate Support (on 834 4199 ext. 8819 or email wp@napier.govt.nz) or alternatively, the Chief Executive’s office.

- Napier and Taradale Libraries
- Napier Aquatic Centre
- National Aquarium of New Zealand
- War Memorial Conference Centre
- Napier Municipal Theatre
- Hawke’s Bay Museum and Art Gallery
- Kennedy Park Top 10 Resort
- McLean Park
- Rental and Retirement Flats
Sub Brands

Supported By Sub Brand
Below can be found a few examples that apply to this sub brand. For a full list, in the first instance contact Corporate Support (on 834 4199 ext. 8819 or email wp@napier.govt.nz) or alternatively, the Chief Executive’s office.

- Rotary Pathways Trust
- Creative Napier
- Keep Napier Beautiful
- Settlement Support Hawke’s Bay
- Waste Weka
- E-Day

Project Sub Brand
For clarification on the use of this sub brand, in the first instance contact Corporate Support on 834 4199 ext. 8819 email wp@napier.govt.nz or alternatively, the Chief Executive’s office.
Colour Specifications

Colours of the City of Napier Logo Crest

The City of Napier logo is in four-colour process (CMYK).

Other versions that may be used are:

- **One colour process** (PMS 2767C)
- **One-colour black** (greyscale, ie. black and tints of black)
- **Monotone black line art** (100% black only)

Please refer to page 12 for further information.

Napier City Council Colours

The City of Napier logo colours are based on the PANTONE® Colour Standard specified; PMS stands for Pantone Matching System.

For accurate matching, refer printers and other suppliers to PANTONE Colour Publications. Note that the PANTONE Colour Standard is specified as C, meaning coated. All uncoated inks must be mixed to match the coated specifications shown. The Napier City Council identity is best represented by the use of these colours, or neutral colours that do not detract from the official Napier City Council blue and bronze.

Since differences in substrates and processes can affect colour, the CMYK equivalents are guidelines only and must not be considered exact matches. To ensure consistent results, always proof carefully against the PANTONE Colour Standard. Colour variation is inherent in the printing process.

*Please note:* Colours shown throughout this guide are for demonstration purposes only. For accurate colour standards, refer to the current edition of the PANTONE Colour Formula Guide.

*PANTONE is Pantone Incorporated’s international colour check standard for colour reproduction and colour-reproduction materials.
Colour Specifications continued...

Secondary Colour Palette
These secondary colours have been carefully chosen to complement the Napier City Council primary colours.
Colour Specifications continued...

Accent Colour Palette

The accent palette can be used for typography and solid areas where appropriate. No matter what the usage, the accent palette must always be used sparingly and purposefully.

In the first instance, aligning the colour needs to be approved via Corporate Support. If you have any special requests regarding the use of the Napier City Council colour palettes, please contact the Chief Executive’s office at Napier City Council. Alternatively, enquire via the Napier City Council website: www.napier.govt.nz

Use of the Logo Online

For online use, one of the logo formats below may be inserted into your HTML page. The border indicates the white space boundary. The logo may be smaller than the examples shown, however they must never appear smaller than the minimum size shown on page 13.

Below are the RGB and hexadecimal colours for use on the web.
Fan Pattern

Graphic Elements – Fan Pattern
The fan pattern may be used on any collateral, document or merchandise to complement the identity of Napier City Council. It can be used in conjunction with the Napier City Council logo, however it must not encroach on the clear space requirements outlined on page 13.

When the fan is used as a graphic element, it may bleed off the edge of a page, but at least 65% of it must be visible.

It must never be rotated on to its side or placed upside-down.
Fan Strip

Graphic Elements – Fan Strip
The fan strip may be used on any collateral, document or merchandise to complement the identity of Napier City Council. It can be used in conjunction with the Napier City Council logo, however it must not encroach on the clear space requirements outlined on page 13.

When the strip is used as a graphic element, it may bleed off the edge of a page, but must retain its proportions and not be less than 3mm high.

The fan strip must never be rotated on to its side or upside-down.

No other colours or tints may be used when applying the fan strip. Only use 100% PMS 2767C and PMS 7504C. No one-colour applications are acceptable.
Typeface (Font)

**Typefaces**

Typography is key to consistent communications at Napier City Council. The two typefaces for Napier City Council communications are Lucida Sans and Broadway.

The large x-height, clear forms and open spacing of the Lucida Sans font family create rhythmic, readable text at all sizes.

Broadway exudes the Art Deco spirit of the 1920s, and is still seen in city scenes all over the world. This font must be used exclusively in large sizes and not in general text.

**Lucida Sans – Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
ABCDEFGHijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Lucida Sans – Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
ABCDEFGHijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Lucida Sans – Demibold Roman**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
ABCDEFGHijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Lucida Sans – Demibold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
ABCDEFGHijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Broadway**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
ABCDEFGHijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```
Official Typefaces Policy
This policy dictates the official typefaces to be used in producing any material on behalf of Napier City Council.

Typeface one – Lucida Sans

Lucida Sans is the first of two official typefaces for Napier City Council and will be used in all typed correspondence and documentation, such as:

- Any letters, memorandums, legal documents, contracts, fax messages, emails, compliment slips and business cards written on behalf of and/or for Napier City Council
- All body/paragraph text of any report, policy, annual plan, minutes and other official documents written on behalf of and/or for Napier City Council
- All major headings and titles when typeface Broadway is not used
- Headings/titles and body of most advertising and promotions
- In the body of all official signage when typeface Broadway is not used

Typeface two – Broadway

Broadway is the second official typeface for Napier City Council and may be used as an alternative to Lucida Sans for all major headings and titles. Do not use Broadway for general text.

Examples of when Broadway is to be used include:

- On the City of Napier logo
- As titles on fax message cover sheets, memorandums, compliment slips and business cards
- As heading/titles of booklets, flyers and other printed material, both internally (within council) and externally (for the residents of Napier and visitors)
- Headings/main title pages of internal reports, policy, annual plans, minutes and other official documents when typeface Lucida Sans is not used
- Headings/titles on external printed material including advertising and signage
Applying the Brand

Primary Logo
The Napier City Council identity is a customised logo. To reproduce the logo, approved artwork files must be used. The Napier City Council logo is a piece of artwork, not a font. It should never be hand-typeset.

The logo must not be inserted in text. When the Council name appears in text, it must be spelled out as ‘Napier City Council’.

Positive Reproduction
For all applications, the primary logo should be used in the colours specified. The CMYK primary logo is Napier City Council’s predominant mark and should be used whenever possible.

In applications where there is only one colour available, or the background does not lend itself to the full-colour rendition, there is a one-colour version of the logo in PMS 2767C.

A one-colour, black version of the logo is available for use in situations that print in greyscale (ie. black and tints of black). This version may only be used when the logo must appear in black and white, such as newspapers.

A monotone black line art logo may only be used for purely black and white media (ie. 100% black only).
Applying the Brand continued...

Clear Space
The Napier City Council logo must be surrounded by a clear space at least equal to the width of ‘N’ in ‘Napier’. The clear space is measured from the top, right, left, and bottom-most points of all areas of the logo.

Minimum Size
The minimum allowable reproduction height for the primary Napier City Council logo is 14mm high.
For applications that may require a size smaller than that specified, please contact Corporate Support at Napier City Council.

No other design elements may be positioned within this space, including typography, photography, and illustration. As a general rule, more clear space is preferred.
Applying the Brand continued...

**Vertical Logo**

There may be occasions when the primary logo needs to be more compact, eg. vertical applications.

Logos look their best when they are set off from other elements and have some ‘breathing room’ around them.

This format should be used for only the most inflexible applications, when an extreme vertical shape is demanded.

To use this format, prior approval is required. Please contact the Chief Executive’s office at Napier City Council. Alternatively, contact Corporate Support.
## Incorrect Brand Usage

<table>
<thead>
<tr>
<th>Do Not</th>
<th>Do Not</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>tilt or transform the logo in any way.</td>
<td>reproduce the logo in colours other than those specified on page 6.</td>
<td>rearrange or extract any elements of the logo.</td>
</tr>
<tr>
<td>apply a drop shadow.</td>
<td>reproduce the logo at a height smaller than those indicated on page 13.</td>
<td>enclose the identity within shapes defined by white or any other background colour.</td>
</tr>
<tr>
<td>alter the composition of the logo.</td>
<td>add any modifiers to the logo; sub brands outlined on page 5 are acceptable.</td>
<td>set the logo on a competitive background that will detract from its legibility.</td>
</tr>
</tbody>
</table>

To clearly communicate the goals and vision of the organisation, it is imperative that the identity is reproduced consistently.

Please note: No reverse reproduction is allowed.