



Sustainable
Business
Network

Level 3, Old Sofrana House
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Brand Guidelines





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Brand Guidelines

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Brand Mark

1.

The SBN brand mark is comprised of a symbol and corresponding logotype, which have been carefully crafted to ensure balance, legibility and clear reproduction. There are three variations of the logotype. The horizontal and vertical versions are the main ones and must be used on all internal

and external communication. The abbreviated version should only be used for small scale when the logotype is not legible enough.

Horizontal Version



Vertical Version



Abbreviated Version



Clear Space

1.1



To protect the clarity and visual integrity of the SBN Brand Mark, it needs adequate breathing space on all sides. The clear space is determined by the width of the 3 lines from the symbol as shown on the figure. Please ensure that no elements sit within this clear space.

Minimum Size

1.2

For legibility reasons, the SBN Brand Mark should not be printed below the recommended minimum size and should not be displayed on screen below the recommended minimum size as shown below.



Min 40mm / Min 82px



Min 25mm / Min 46px



Min 15mm / Min 25px

Colour Variation

1.3

The SBN Brand Mark can be represented in one or two colours as shown below. Make sure to refer to the Colour Palette section of these brand guidelines to use the right colours. Special care should be taken when highlighting the word Network, only inverse colours from our palette should be used to do this.



Incorrect Use

1.4

It is important that the SBN brand mark is used correctly and consistently across all applications. If it is not, then the impact and recognition of the brand will be compromised. The following are examples of what not to do with the brand mark:



Do not change the font.



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Do not mix colours within the symbol or the logotype and do not use off-brand colours.



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Do not change the position of the symbol or the logotype.

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Do not stretch or distort the Brand Mark.



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Powered by SBN

1.5

It is important that when using the Now Crowd, Circular Economy Accelerator and Million Metres logos that we associate the SBN brand with them. Below is a guide on how best to do this.



Powered by Sustainable Business Network

1.6

It is important that when using the Now Crowd, Circular Economy Accelerator and Million Metres logos that we associate the SBN brand with them in its full form. Below is a guide on how best to do this.



Typeface

2.

PT Serif Bold

PT Serif is an elegant wedge serif typeface which can be used for headings on external documents where BW darius is not licensed. It is an open source Google Font available for free download.

abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ

0123456789,.:’”!?”&*\$

Typeface

2.1

Work Sans

Light
Regular
Medium
Semi Bold
Bold

Work Sans is a sans serif typeface with friendly curves and geometric shapes. This typeface must be used on all the SBN external communications. It is an open source Google Font available for free download.

**abcdefghijklm-
nopqrstu vwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

0123456789,.:’”!/?&*\$

Typeface

2.2

Arial
Light
Italic
Bold

Arial is a sans serif system typeface with friendly curves and geometric shapes. This typeface must be used on all the SBN external communications where Work Sans is not available.

**abcdefghijklm-
nopqrstu vwxyz**
ABCDEFGHIJKLMNOP
QRSTUVWXYZ

0123456789,.:’”!/?&*\$

Use of Typeface

2.3

PT Serif for headings.

Leading around same size
as point size.

Tracking set to 0

Making New Zealand a more sustainable nation.

Use Work Sans
for body text.

Leading slightly larger
than point size.

Tracking set to 20

The Sustainable Business Network is the largest and longest-standing organisation dedicated to sustainable business in New Zealand. It includes hundreds of businesses who connect through events, resources and projects to help make New Zealand a more sustainable nation.

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Colour Palette

3.

These colours have been chosen with care to enhance recognition of SBN and to provide enough variety when it comes to the website or corporate events. Print Pantone through lithographic

printing where possible to achieve strong, bright and vibrant colours. CMYK values are for printing when it is not possible to use Pantone. RGB and HEX values are for all screen and web applications.

Primary Colours



Secondary Colours



Social Media

4.

Circular
Social Icon



Rounded Square
Social Icon



Square
Social Icon





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Thanks

