

Using the Creative Communities Scheme logo

These guidelines provide information on the use of the Creative Communities Scheme logo. If you have any queries regarding the use of the logo, please contact:

Communications team, Creative New Zealand

Phone: 04 473 0880 or ccsadmin@creativenz.govt.nz

When to use the logo

When a project receives Creative Community Scheme funding, the applicant must acknowledge the assistance of the scheme on any promotional material.

The Creative Community Scheme logo should be the first choice for publicity purposes. In cases where it is either impossible or inappropriate to use the logo, please use the sentence below.

With the support of the [insert council name eg. Ashburton District] Creative Communities Scheme.

How to use the logo

Each council or local territorial authority has a specific Creative Communities Scheme logo.

You can download these logos here <http://www.creativenz.govt.nz/en/about-creative-new-zealand/logos/creative-communities-scheme-logos>

Please don't distort the logo, apply different colours, alter the logo or change the orientation of the logo. It has been designed to be used horizontal.

An example:

If an applicant applied to the Ashburton Creative Communities Scheme and was successful, they will need to use the logo below.

Ashburton District



Minimum size: It should be no smaller than 25mm line in length

Always print the logo in solid black where possible. If black is not available use the darkest spot colour in your colour palette.



← 25mm →

Make sure there is a clear space around the logo. This area should be, at minimum, equivalent to the depth of the panel



Wherever possible, place the logo on a **simple white or light coloured background** so that it can easily be identified and read. Where this is not possible, you may reverse the logo, making it white on a solid dark colour background (preferably black). If you choose to use the logo this way it should be no less than 50mm wide so that it can easily be identified and read.