BRAND
BOOK

Sustainable HB
CENTRE FOR CLIMATE AND RESILIENCE

CONTENTS

LOGO IDENTITY

The Sustainable HB logo is generally placed on the centre or bottom right hand side of materials.
It needs clear space around and above at least equal to the dimensions shown.
It can be used with or without the strapline, but the preference is to include the strapline.

LOGO VARIATIONS

Sustainable HB
CENTRE FOR CLIMATE AND RESILIENCE

Sustainable HB
CENTRE FOR CLIMATE AND RESILIENCE

BRAND COLOURS - PRIMARY

For simple materials, these three colours will usually be sufficient, and must always be established before secondary colours are used.

Native Forest Green

R = 46
G = 83
B = 59

C = 79
M = 44
Y = 78
K = 40

#2E533B

Pikopiko Lime

R = 138
G = 193
B = 65

C = 51
M = 2
Y = 99
K = 0

#8AC141

Sustainable Cream

R = 237
G = 216
B = 163

C = 7
M = 12
Y = 40
K = 0

#EDD8A3

BRAND COLOURS - SECONDARY

The Sustainable HB logo is not to be rendered in secondary colours. These are for text titles, emphasis boxes, and other graphic elements - always used after the main branding colours are well established in any given material.

Our primary and secondary colours and their names all echo the colours of the landscape of Aotearoa.

Kōwhai Yellow

R = 241   C = 7
G = 218   M = 9
B = 89   Y = 78
             K = 0
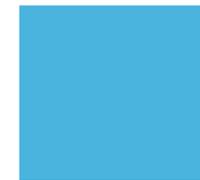
#F1DA59

Whio Blue

R = 34   C = 86
G = 116   M = 49
B = 165   Y = 16
             K = 1

#2274A5

Rangi Blue

R = 74   C = 64
G = 179   M = 11
B = 222   Y = 4
             K = 0

#4AB3DE

FONTS

Roboto

Roboto

Source Sans Variable

Source Sans Variable

FONTS IN USE

Headlines: Source Sans Variable Bold
Options: SHB green, or white on top of images

Subheadings can use secondary colours

Emphasis boxes can use secondary yellow

"Pull quotes can use secondary colours too."

Body text emphasis: Roboto Bold

Body text: Roboto Regular

Call out boxes as part of well established primary branding draw the eye.

Contact us:

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