



NZ LOUVRES

Brand Style Guide

nzlouvres.co.nz

LOGO DESIGN

The name, 'NZ Louvres' provides authority and dominance in the Louvre market whilst also taking full advantage of SEO and search opportunities.

The NZ Louvres logo is clean and modern. Black is the dominant colour and reinforces the NZ made feature of the brand. The word "Louvres" is in bold indicating that this is the flagship product. The brandmark is simple and easily recognisable.

The tagline "Love your lifestyle" has been chosen as this encompasses all uses and all markets.



LOGO DESIGN

Reverse logo application.



LOGO USAGE EXAMPLES

The logo may not be adjusted other than scaling. Elements may not be removed or adjusted to form a new variation of the logo. Elements must remain proportionate to each other and legible. Colours must not differ from those set out in the style guide.

DO NOT ALTER LOGOTYPE SCALE



DO NOT ALTER LOGO COLOUR



DO NOT ALTER BRAND MARK SCALE



DO NOT ADD PERSONALISED TAGLINES



DO NOT ADJUST LOGO TRANSPARENCY



DO NOT STRETCH/ADJUST PROPORTIONS



REVERSE LOGO APPLICATION EXAMPLES

The logo may be reversed out when overlaying a stronger/contrasting background colour. The logo should not be obstructed by imagery and should always remain legible.



LOGO USE

MINIMUM CLEARSPACE

To ensure the NZ Louvres logo is not compromised or obstructed by surrounding copy or imagery a minimum clearspace around the logo is required as per the displayed proportions. The size of the clear space is proportionate to the height of the letter 'L' in NZ Louvres).

MINIMUM SIZE

To make sure the logo is clear and legible. The logo must be at least 15mm high in print and at least 100 pixels high in on-screen usage.

MINIMUM LOGO CLEARSPACE



MINIMUM PRINT LOGO SIZE



MINIMUM ONLINE LOGO SIZE



ACCOMPANYING BRAND ELEMENTS

We have designed an accompanying logo to use together with the NZ Louvres branding. It has been developed to reflect both the NZ made and sustainability benefits of your product. We recommend providing an explanation of this logo (as per the example) whenever this logo is used.

Other accompanying brand elements able to be used by NZ Louvres are;

1. The NZ Made logo, and
2. The Sustainable Business Network logo.

Care should be taken to ensure these elements are used in line with their own brand guidelines and any license agreements with the governing organisation.

**Proudly Made in
New Zealand** 

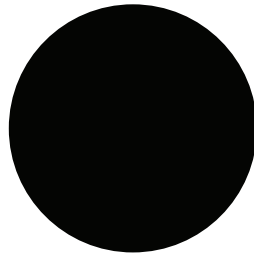
NZ Louvres uses innovative and environmentally sustainable business practice in manufacturing their products. You can be assured that when you purchase from NZ Louvres you are making a responsible choice in the selection of your premium lifestyle product.



**Sustainable
Business
Network**

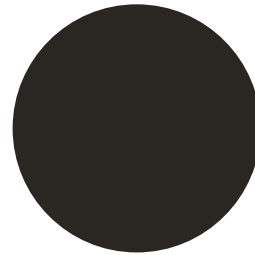
COLOUR PALETTE

Colours should be reproduced according to the displayed colour values to maintain consistency across the NZ Louvres brand.



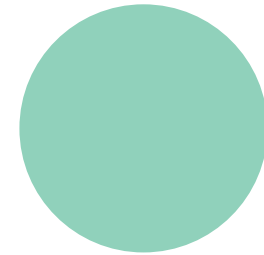
NZ LOUVRES RICH BLACK

PANTONE BLACK 6 C
C75 M68 Y67 K90
R0 G0 B0
#000000



NZ LOUVRES CHARCOAL

PANTONE BLACK C
C66 M64 Y67 K67
R46 G42 B37
#2e2a26



NZ LOUVRES GREEN

PANTONE 337C
C43 M0 Y33 K0
R145 G209 B186
#8fd4bc

TYPOGRAPHY PRINT BASED

Typefaces that may be used with the NZ Louvres brand are: Raleway Bold and Raleway Light as title fonts eg. on business cards or letterhead, Neris Light Italic for subheadings, Open Sans Regular for body copy and Aleo Bold for stand out features and highlighted text.

HEADING FONT

Raleway Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

HEADING FONT

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUBHEADING FONT

Neris Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

BODY COPY FONT

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MADE IN NZ FONT

Aleo Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

TYPOGRAPHY WEB BASED

Typefaces that may be used on the NZ Louvres website are: Raleway for headings and subheadings and large CTA (call to action) text, and Raleway Light or Open Sans Regular for body copy.

HEADING & SUBHEADING FONT

Raleway Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

BODY COPY FONT

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DESIGN ELEMENTS

Photo Circles

In addition to great photography of NZ Louvres products, the latest brand update includes using photos within circles.

In all instances any photography of the product should be clean and crisp, high resolution and have the product easy to be seen as one of/the main focus of the image. All photography should portray a lifestyle the audience would love.

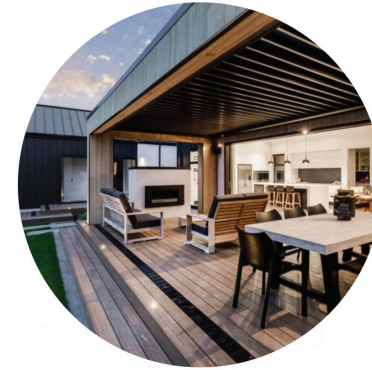
Louvre Blades

The louvre blades found in the NZ Louvres logo are another design element that can be used in marketing collateral.

They should be used on their own (not with logotype still attached) in the background and should be faded or have transparency applied so as not to obstruct the readability of any messaging

Welcome to NZ Louvres, where we pride ourselves in creating innovative and environmentally sustainable outdoor solutions of the highest quality, right here in New Zealand.

[Find out more](#)



Make your choice the Sustainable one – look after our environment

NZ Louvres practice and enforce the highest of industry standards; we take pride in our responsibility to the environment. NZ Louvres sources local raw materials and components for all our builds that ensure we are as sustainable as possible. NZ Louvres are proud to be a member of the Sustainable Business Network.

To create truly sustainable products, we are aligned with aluminium supplier, [McKechnie®](#) via a License Agreement which enables us to offer extremely low embodied carbon aluminium in our final products. McKechnie® are firmly committed to a long term environmental and sustainable future. They are the only aluminium extruder in New Zealand to operate a remelt allowing them to recycle scrap aluminium and provide better control of the composition of their products. This means our products have a high recycled content and a low carbon footprint.

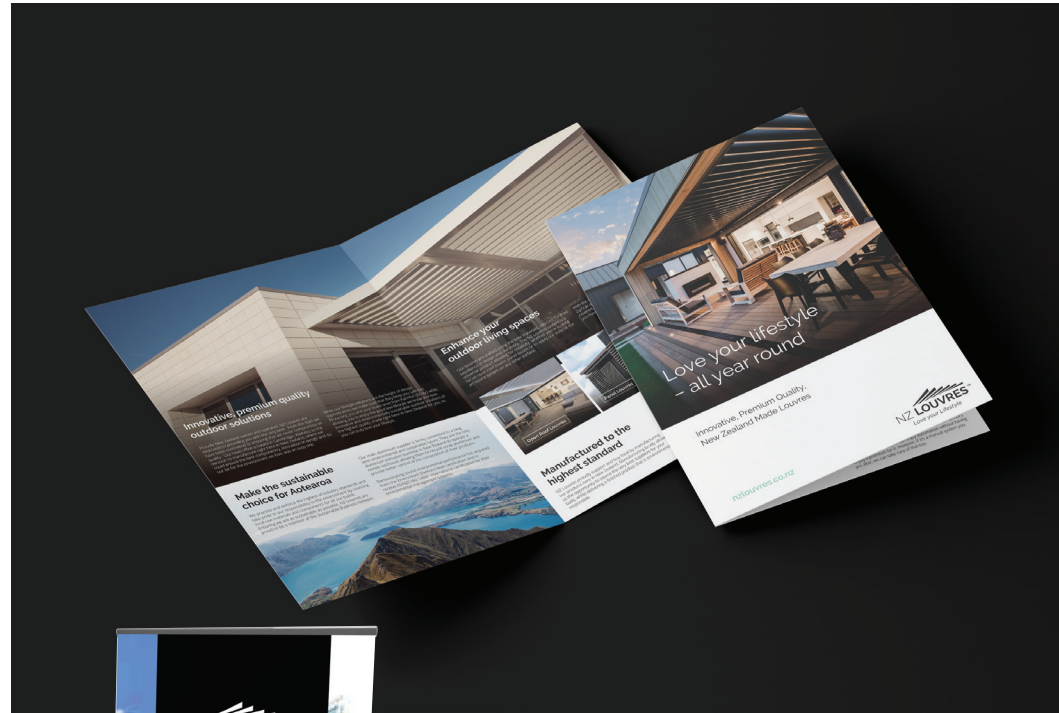
McKechnie® are the only New Zealand Aluminium extruder to achieve a third-party CEMARS® product certification by Enviro-Mark Solutions Ltd. Other environmental credentials include an Enviro-Mark Diamond Certification and AS/NZS ISO 14001 international certification for their environmental management systems.



Achieving a carbon footprint of 1.21kg of CO₂e per kg of Aluminium on a scope 1 and 2 basis which is 90% better than the global average (13.5kg*CO₂e per kg of Aluminium) CEMARS® third party certified. The moving average kg of CO₂e per kg of Aluminium on a Scope 1 and 2 is based on CEMARS® audits since 2015/16. (*Full Life Cycle is 5.62kg of CO₂e per kg of Aluminium. *Source: Rio Tinto)

BRANDING APPLICATIONS

The NZ Louvres logo and brand can be applied to a wide range of marketing collateral such as t-shirts, brochures, posters, stationery, email signatures, flags, pull-up banners or on your website or social media platforms.



BRANDING APPLICATIONS – EMAIL SIGNATURE

The NZ Louvres logo and brand can be applied to a wide range of marketing collateral such as t-shirts, brochures, posters, stationery, email signatures, flags, pull-up banners or on your website or social media platforms.



Nadia Haua

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NZ Louvres

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nzlouvres.co.nz



Email Signature Styles & Details

Overall Styles:

Font-family: Helvetica, Arial, San Serif; font-size: 12px; line-height: 14.4px.

Logo:

NZ Louvres Black Logo (Width:160px, Height:75px)

Line 1:

Name (font-weight: bold; colour: rgb(0, 0, 0))

Separator: /

Title (Uppercase; colour: rgb(33, 33, 33))

Line 2:

Email (hyperlink to email address, colour: rgb(104, 196, 160))

Separator: /

Phone Number (colour: rgb(33, 33, 33))

Spacer (10px high)

Lines 3-6: Generic NZ Louvres Head Office Details

NZ Louvres (font-weight: bold; colour: rgb(0, 0, 0))

0800 848 949 (colour: rgb(33, 33, 33))

PO Box 1147, Cambridge 3450 (colour: rgb(33, 33, 33))

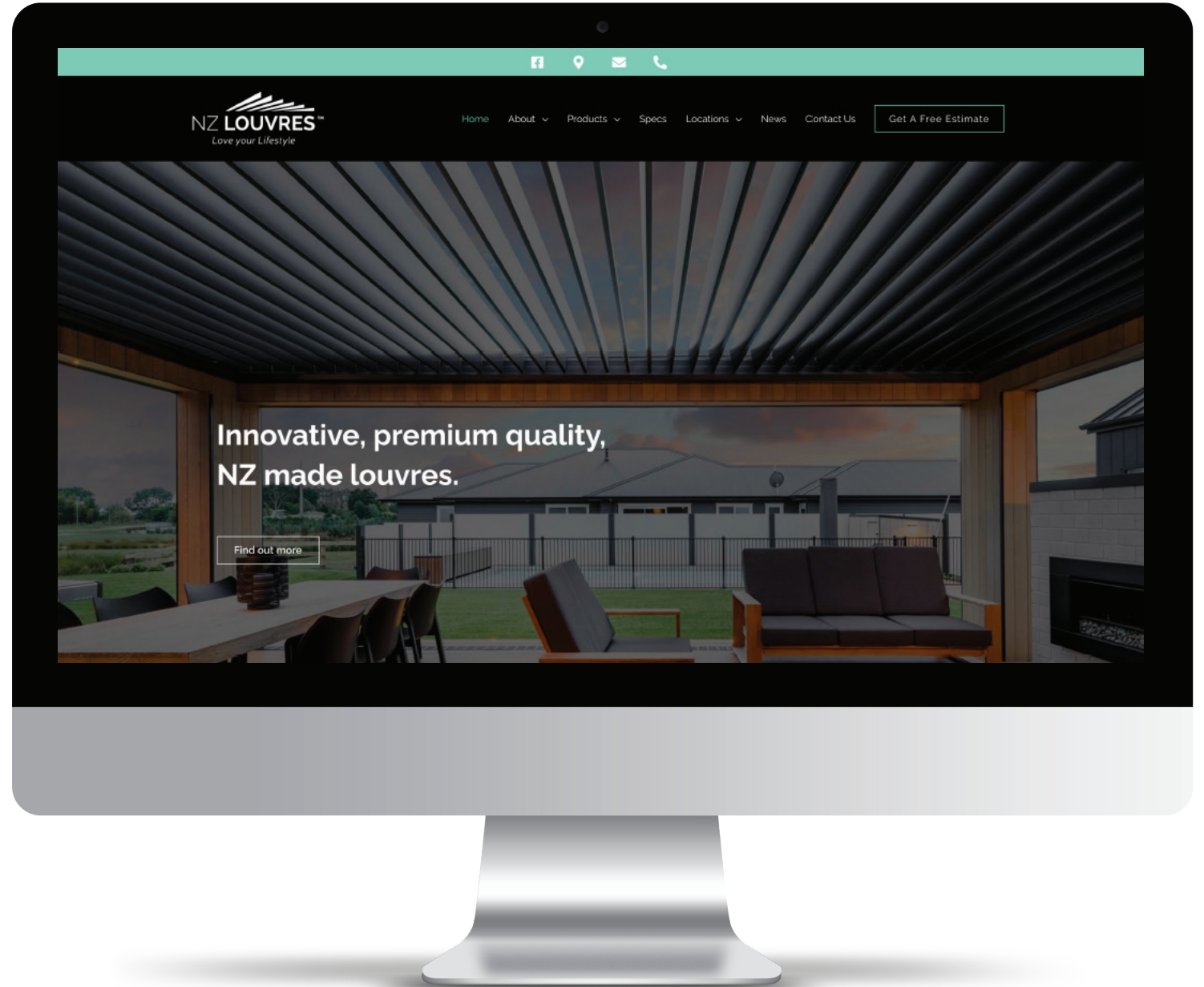
nzlouvres.co.nz (hyperlink to website, colour: rgb(104, 196, 160))

Social Media Icons:

Circle icons, 24px width, displayed inline, icon linked to relevant social media profile.

BRANDING APPLICATIONS – WEBSITE

The NZ Louvres branding applied across their new website launched in June of 2021.



BRANDING
APPLICATIONS



BRANDING
APPLICATIONS



Block out harmful UV rays and bring the
indoors out or the outdoors in, with a premium
designed, top quality product from NZ Louvres

Proudly Made in
New Zealand 


Love your Lifestyle