

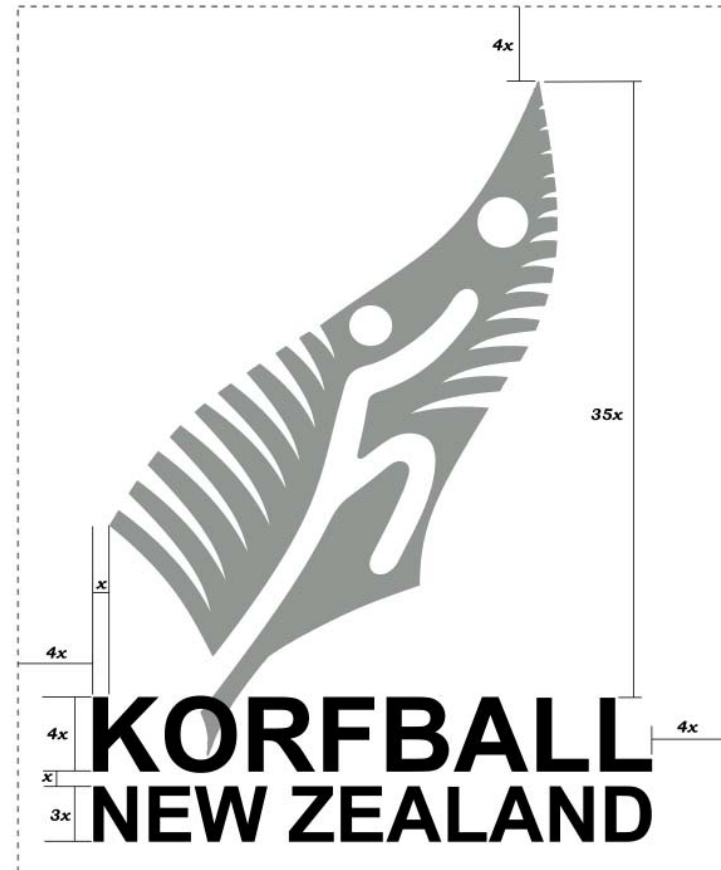


# Korfbal New Zealand Identity Style Guide

VISUAL SYMBOLS  
& TYPOGRAPHY

The Typography, size and relationship between the symbol and the name have been carefully designed, and it is important they be maintained in reproduction.

*4x = san serif height of KORFBALL*



## COLOURS

Colour is a very important element of the Korfball New Zealand identity. To maintain consistency and recognition always adhere to the following guidelines to maintain this consistency.

**BLACK** PMS BLACK  
**WHITE** PMS WHITE  
**GREY** PMS 430C

**GREY PAINT** Resene Raven  
 4GR50

**BLACK PAINT** Resene Black  
 10CS20

**WHITE PAINT** Resene Alabaster  
 8.5GR12

**BLACK** R: 0  
 G: 0  
 B: 0

**WHITE** R: 255  
 G: 255  
 B: 255

**GREY** R: 111  
 G: 116  
 B: 123

**Vinyl** Oracal  
 Premium 51  
 telegrey  
 076



FONT

For the Visual Continuity of the Korfball New Zealand identity to remain consistent, it is imperative that the type font is adhered to.

One type – Arial – has been chosen for use in the Korfball New Zealand Identity.

FONT FAMILIES

The Arial font is required to be displayed in “**BOLD**” as all times. When using the website signature, it is required to be in “**BOLD**” and “***ITALIC***”.

**Arial - Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**Arial – Bold - Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

**INCORRECT  
USAGE**



**KORFBALL  
NEW ZEALAND**

**Do not alter the identities  
configuration.**



**Do not use other font type**



**Do not enclose the space or  
surround/combine with  
other design elements.**

It is crucial that the Korfball New Zealand identity is not altered in anyway, as variations will cause confusion and dilute the intergary and effectiveness of the identity.

The identity should be displayed utiliting a generous amount of space surrounding it, please refer to the sizing on page 2 for the minimum space required

No part of this identity shall be parted, positioned on angles or altered as this will disrupt the integrity of the design.