Niseko Visual Identity Style Guide

May 2007

Introduction

This guide defines all parameters of the Niseko Visual Identity and is written to ensure the correct presentation of the Niseko nameplate and corporate style.

The Niseko Master Artwork CDs and DVDs contain master nameplates and digital artwork templates for all items presented in this manual.

The Niseko visual identity and its elements have been specifically designed to reflect its individuality while maintaining a unified style for Niseko.

Nameplates should be used where possible, as a symbol to identify Niseko. The nameplates combined with the way in which they are presented is the essence of Niseko Visual Identity. Consistency of style, the way in which Niseko communication material is laid out, completes the identity and ensures a professional and recognisable image for the brand.

Only the combinations of the Niseko nameplate and styles shown in this style guide are acceptable.

Always use the master digital files from the CDs and DVDs and refer to the appropriate pages in this style guide for detailed information about the correct reproduction of these images.

Ensure any person producing artwork for Niseko is given this style guide as well as the digital masters from the CDs and DVDs.

Primary Nameplate Version B

Job #			
	TRS	07	075
Title	Niseko Visual Identity Style Guide		
Item	Primary Nameplate		
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Primary Nameplate Version B: | Clear Space

Always allow clear space around each nameplate at all times.

This space should always be at least the width of the letter "n" of the nameplate at the size that it is to appear.

Primary Nameplate Version B: | Minimum Size

To ensure optimum legibility, the Niseko nameplate, including its clear space, must never appear smaller than 30mm width.

Minimum size = 30mm

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Job #		TRS	07	075
Title	Niseko Visual Identity Style Guide			
Item	Primary Nameplate – Clear space and Minimum size			
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Primary Nameplate Version B: Preferred colour and background options

If the nameplate must appear
on a coloured background,
the following examples are the
preferred options.

If the nameplate appears over
an image background, it should
be reversed out of a dark image
background, or set in full colour
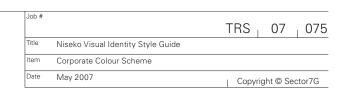or solid black over a light image
background.

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Title	Niseko Visual Identity Style Guide			
Item	Primary Nameplate – Preferred colour and background options			
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Corporate Colour Scheme

Shown are the Niseko corporate colours. No other colours are admissible.

Use Pantone colour for spot colour printing, process values for full colour printing and RGB values for digital display.

Primary Colours	Pantone Coated	Pantone Uncoated	Process	RGB
Bright Blue	PMS Process Cyan C	PMS Process Cyan U	C100 M0 Y0 K0	R0 G143 B208
Light Blue	PMS 3005 C	PMS 3005 U	C100 M25 Y0 K0	R0 G115 B176
Mid Blue	PMS 300 C	PMS 300 U	C100 M50 Y0 K0	R0 G82 B147
Dark Blue	PMS 286 C	PMS 286 U	C100 M75 Y0 K0	R0 G52 B120
Light Grey	PMS Cool Grey 7 C	PMS Cool Grey 7 U	C20 M15 Y10 K20	R150 G155 B156
Dark Grey	PMS Cool Grey 11 C	PMS Cool Grey 11 U	C20 M10 Y10 K60	R77 G79 B83

Corporate Typeface

Primary

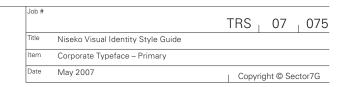The primary Niseko corporate typeface is called Futura LT.

It is available in Book & Bold.

We recommend that this primary typeface be used for printed marketing collateral only.

It can be obtained at <linotype.com>

Futura LT Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura LT Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

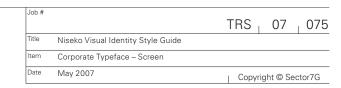| Job #		TRS	07	075
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Corporate Typeface

Screen

Niseko corporate typeface for on screen usage is called Helvetica.

Helvetica should be used for the Niseko website and also for Powerpoint presentations.

Helvetica is available in Regular, Italic, Bold and Bold Italic.

Helvetica Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Job #		TRS	07	075
Title	Niseko Visual Identity Style Guide			
Item	Corporate Typeface – Screen			
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