

Co-Brand Guidelines

Version 4 · 12/08/22

TOI-OHOMAI



Te Pūkenga

Horizontal double logo lockup

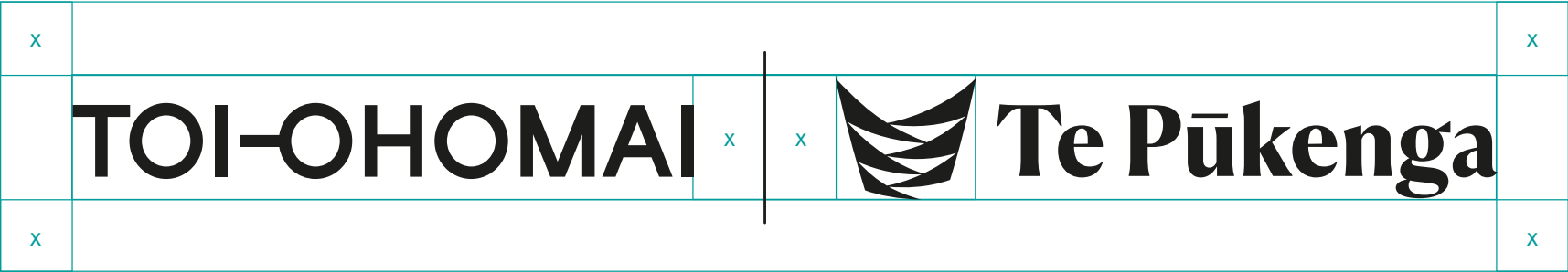
When partner logos are shown in close proximity to each other, Te Pūkenga logo will be placed on the right.

Clear Space minimum

This padding is based off half the width of the Te Pūkenga tohu. Note this is a minimum distance for space around the lockup, not a fixed amount.



Use Te Pūkenga logo width as the guide, minimum 30mm width.



minimum width 30mm/151px

i If a logo lock up does not exist and is needed this should always be created by the design team and added to as a new lock up to the Toi Ohomai suite of logos. No new logos can be developed by a supplier.

Stacked double logo lockup

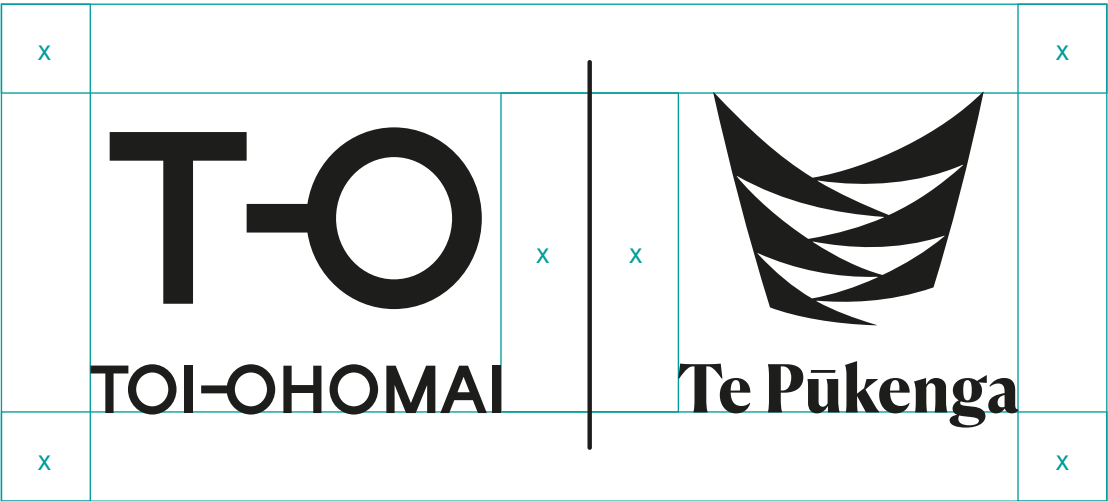
When partner logos are shown in close proximity to each other, Te Pūkenga logo will be placed on the right.

Clear Space minimum

This padding is based off 1/3 the width of the Te Pūkenga tohu. Note this is a minimum distance for space around the lockup, not a fixed amount.



Use Te Pūkenga logo width as the guide, minimum 18m width.



minimum width 18mm/5px

i If a logo lock up does not exist and is needed this should always be created by the design team and added to as a new lock up to the Toi Ohomai suite of logos. No new logos can be developed by a supplier.

All Lockups

The lockups have been designed for flexibility. Below are the set of lockups that can be used.

Graphic designers must advise on suitability of use for the lockup that uses monogram/tohu only.

Horizontal



Stacked



Tohu double mark lockup



This version should only be used with absolutely necessary and when supported by full Te Pūkenga branding.