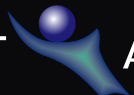# TRUST AORAKI STYLE GUIDE
a visual guide to the use of the brand name/logo 'Trust Aoraki Ltd'

Trust Aoraki Ltd uses 5 different styles for a logo to allow the logo to fit into any space and onto any background. Below are the 5 different styles used and also the dark background alternatives.

This style is the first choice for Trust Aoraki and should be used over all others when suitable.

This style has a thin border to help make the logo stand out more if on a congested area and needs to be more distinguishable.

This style is very similar to the above style but has a thick border to help make the logo stand out more if on a congested area and needs to be more distinguishable.
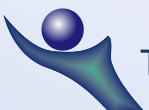
This style is a compact version for use in a square area or if the first style does not fit.

This style is to be used when the icon is the first part of the logo to be viewed when reading from left to right or when the Trust Aoraki logo is to be in front of another logo or event.
Example:

TRUST AORAKI ART AWARDS

This style is to be used when only a single colour is required. This applies to all other styles above.

FONTS AND COLOURS

The logo consists of 2 parts, a graphic form and a text heading. These 2 parts are to be used in conjunction with each other.
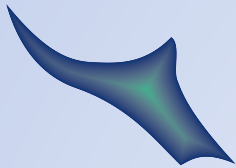
PANTONE 2748   WHITE

THE GRAPHIC FORM
The circle element uses a radial gradient that flows from PANTONE 2748 to WHITE

PANTONE 2748   PANTONE 346

The hand element uses a blend that flows from PANTONE 2748 to PANTONE 346

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The font used is Trebuchet MS