

DEERESearch LOGO AND STYLE GUIDE



- In text, references to the company Deeresearch Ltd should be formatted “DEEResearch”.
- Any public use of the logo is to be **approved beforehand by the Board**.
- The logo comprises the dR motif and the word DEEResearch.
- The **motif and word DEEResearch must not be used separately** and must not be used in different proportions.
- The typography must never be redrawn or reset.
- **White space** equivalent to twice the height of the capital letter D in the word DEEResearch should be maintained around all sides of the logo.
- The **minimum size** for any reproduction of the logo is 20mm in length (excluding white space required).
- When only **one colour** is available for reproductions, that colour must be black.
- When **reproduced in colour**, the following **PMS** colours should be used: PMS 279 and PMS 380 (for darker blue).
- However, sometimes, it may be necessary to reproduce the logo in process colour. The **process equivalent colours** are: 70 cyan, 30 magenta, 100 cyan, 40 magenta, 20 black (for darker blue).
- The positive version of the logo (in black and white or in colour) should be used on a white background.
- When the logo is applied to a dark coloured or photographic background, the logo elements may be **reversed** in white out of that background.
- The reversed version of the logo may only be used where the tonal background is visually greater than 60% black.
- **Electronic versions** of the logo are available by contacting DEEResearch, c/o Game Industry Board, PO Box 10702, Wellington, Ph (04) 382 8626, Email DEEResearch@nzgib.org.nz.