

Our Identity *Quick Guide*

Version Two: *Issued February 2021*



FOUNDATION NORTH

*Pūtea Hāpai Oranga
Funding to Enhance Lives*

Descriptor *Who we are*

We are Foundation North, we are proud to be supporting major community events, projects, facilities and not-for-profit organisations in Auckland and Northland since 1988.

The word '*Foundation*' not only says what we are, it describes how we help build communities.

'*North*' not only says where we are it also says where we are heading. We are heading towards a better future for our communities.

Together the name reflects:

Pūtea Hāpai Oranga
Funding to Enhance Lives



Our Logo

Handle with care!

FULL COLOUR

This is our primary logo. Show it confidently and reproduced well so it is always clearly legible.



ONE COLOUR

This version of the logo should be used in situations when full colour printing is not available.



SMALL SCALE - *Limited Use*

This version of the identity has been graphically simplified to allow scaling to very small sizes.

It is limited to scenarios where the identity is being used between the following size range:

Largest: 25mm wide
Smallest: 15mm wide



One colour *Examples*



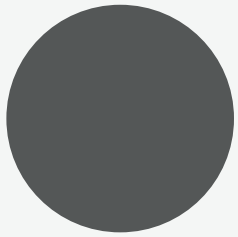
Small scale *Examples*



T-shirt

*Sponsorship
document*

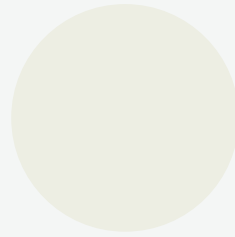
Colours



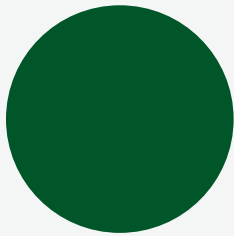
Dark grey
C65 M55 Y55
K30
R84 G87 B87
Pantone 425C



Light grey
C17 M10 Y16 K0
R210 G215 B210
Pantone Cool Grey 2C



Stone
C6 M3 Y10 K0
R237 G238 B227



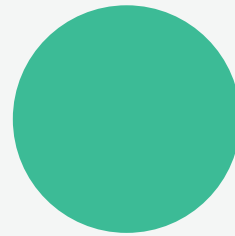
Dark green
C100 M20 Y100
K50
R0 G86 B40



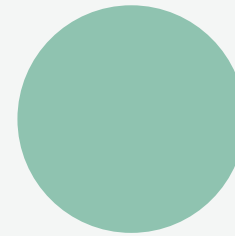
Forest green
C100 M0 Y100 K0
R0 G166 B81



Grass green
C40 M0 Y100 K0
R166 G206 B57



Sea green
C70 M0 Y55 K0
R60 G187 B150



Teal green
C45 M7 Y35 K0
R143 G195 B176



Orange
C0 M80 Y95 K0
R240 G90 B40



Yellow
C0 M33 Y85 K0
R248 G177 B64



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