



BRAND GUIDELINES

Feb 2017

Incorrect Use

The MHFT logo cannot be altered from standard unless by express permission of the NZMCA, or it's staff. The logo must always include the NZMCA wings, and '.com' element.

The logo must have acceptable spacing around it, and must not be used at anything less than 100px in height.

The Motorhome Friendly Towns logo must not be altered outside of it's current guidelines



Do not alter the angle of the logo (as shown above)

Do not alter, or remove elements of the logo (example above)

Acceptable Variations

Below are a couple of examples of acceptable alternate versions of the MHFT logo



Typefaces

Below are the typefaces that must be used when using the MHFT brand. They were chosen for their look, style and legibility. Download them for free from Google fonts.

Lato abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato is the base paragraph/subheader font for MHFT, it can be used at any weight and size as long as the result is readable and visually consistent.

Pacifico abcdefghijklmnopqrstuvwxyz

Pacifico must not be used in all caps - this is not visually pleasing as it is a script font. The typeface will primarily be used in headers and sub headers, NOT as main text body.

Raleway abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

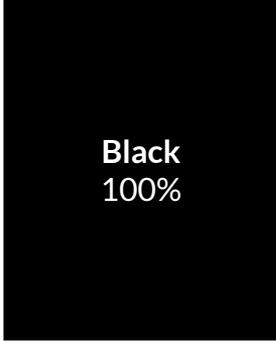
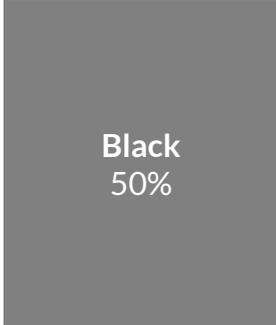
Raleway can be used as an alternative option over Lato in cases where it looks more visually appropriate. Raleway's numbers might not work for all design purposes - discretion advised.



This is the CSC 'certified self-contained' logo/sticker that must be used in all material related to MHFT special events with parking. The NZMCA takes self-containment very seriously and it must be consistently used throughout any material.

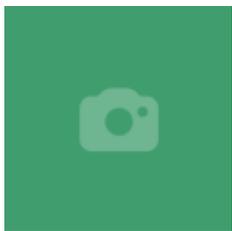
Colour Palette

For print work refer to SPOT and CYMK. For all web based work refer to RGB or HEX

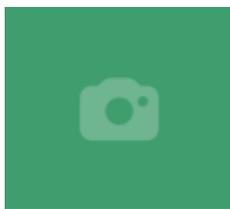
	SPOT PMS 7738C		SPOT PMS 282 C		SPOT PMS 185 C	
	CYMK C: 85 M: 10 Y: 94 K: 28		CYMK C: 100 M: 68 Y: 0 K: 54		CYMK C: 0 M: 90 Y: 86 K: 0	Black 100%
	RGB R: 8 G: 125 B: 63		RGB R: 0 G: 45 B: 98		RGB R: 239 G: 64 B: 54	
	HEX #087d3f		HEX #002d62		HEX #ef4036	Black 50%

Default Graphic Sizes

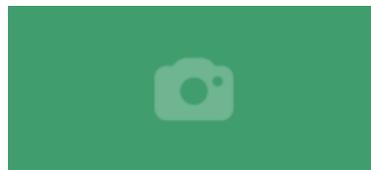
Below are the various default sizes for graphics used on the MHFT website



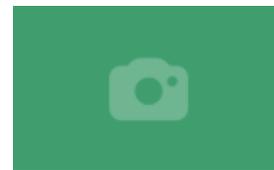
Event Tile
510x510



Promo Tile
300x250



Website Banner
1394x357



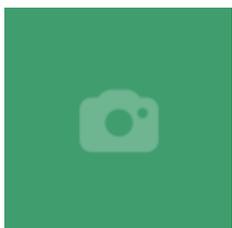
Mobile Banner
750x420



Event Photos
600x600

Event Tiles

An explanation on what information ideally needs to be added on MHFT event tiles



Event tiles are usually the first aspect of an event promoted on MHFT that the user sees. Therefore it's important that all relevant information is present and clear to potential event attendees. Information such as the name of the event, when and where it is are the three most important bits of information we suggest is a part of an effective event tile. MHFT suggests a size of **510x510, RGB at 300 DPI** when sending it to us. This means we have greater control over how it appears on the website and don't have to request you resend it to us at the right size.

