New Zealand Lacrosse

Colours

Any disseminated information, materials or marketing initiatives should use the colour palette outlined here.

Colours

All logos and wordmarks are already set in the outlined colour scheme and should not be changed. If formatting documents using Microsoft Office, the RGB can be custom set for fonts and images by selecting 'more colours' under the colour options and then the 'custom' tab. The RGB codes can then be typed in individually.

Use of our brand colours guarantee top brand presence throughout all media. The New Zealand Lacrosse colour scheme is made up of three colours:

> Black
> Grey
> White

Black
PANTONE: Black
CMYK: C0/M0/Y0/K100
RGB: R0/G0/B0
HEX:#000

Grey
PANTONE: Cool Gray 10c
CMYK: C62/M53/Y48/K19
RGB: R99/G101/B105
HEX: #636569

White
PANTONE: White
CMYK: 0%
RGB: R255/G255/B255
HEX: #FFF

Logo

The New Zealand Lacrosse logo is the signature of our brand. Using it consistently will build brand awareness and install recognition with our audience.

All regions and clubs are also asked to follow the same branding protocols, should they integrate any New Zealand Lacrosse logos or wordmarks on their websites, printed materials or signage. A copy of this document will be supplied as a point of reference.

Our logo

The logos and wordmarks that make up the New Zealand Lacrosse design system are the most important visual statement of our brand. They are our public 'face', with distinctive shapes and colours that combine to give us a recognisable presence in the sport industry.

It is important that our logos and wordmarks are always consistently applied and easily seen.

Use of any of the New Zealand Lacrosse logos or wordmarks by any other organisation or individual must be approved by the New Zealand Lacrosse Board.

Note: Always use the word mark provided. Never use the typeface to 'type' the logo.

Primary logo

Logo versions

Primary
NZ Lacrosse logo in black

Alternative
NZ Lacrosse logo in black and silver

Primary logo

Alternative logo

Icon versions

Primary
NZ Lax icon in black

Alternative
NZ Lax icon in black and silver

Primary icon

Alternative icon

Colour variations

Our logo can be placed on a white (light) or black (dark) background. Make sure to use the correct logo version on the contrasting background colour.

White and silver on black (primary)

White on black (secondary)

Black and silver on white (primary)

Black on white (secondary)

Protecting the logo

Free zone

The rules of this guideline document are not to be broken. In defence of foul play, we have defined a 'penalty zone' around the logo to ensure its design integrity. No other graphical or text element may enter this zone.

For the primary logo this free zone is indicated by the width and height of the word mark letters 'LA'.

Minimum size

The primary logo should never be printed or reproduced below 20mm.

For digital and screen applications, the primary logo should never be set smaller than 150px in width.

Indicator

20 mm / 150px

Free zones

Free zone

Free zone

Free zone

Free zone

Protecting the logo

Don'ts
The logo must always be reproduced in its original state and according to the guidelines. These examples illustrate modifications that must be avoided.

- Do not alter the colour of the logo
- Do not stretch, rotate or skew the logo
- Do not place the logo on a different background color than determined in the guidelines
- Do not use the logo as an outline
- Do not add any effects on the logo
- Always make sure there's enough contrast when placing the logo on imagery