

## 2.2

## Logo

## Primary and Secondary

④

**SOUNZ** 

Centre for New Zealand Music **Toi te Arapūoru**

⑤

**SOUNZ** 

⑥



⑥



⑦

**SOUNZ** 

Centre for New Zealand Music **Toi te Arapūoru**



35mm

⑦

**SOUNZ** 



25mm

4

**Primary Logo**

SOUNZ Centre for New Zealand Music Toi te Arapūoru is our full name (primary logo) or SOUNZ for short.

The descriptor (which includes the Maori translation) always appears below the primary logo as shown.

5

**Secondary Logo**

When using the logo at small sizes, and for use in internal communications use our secondary logo. When communicating with an audience who is already familiar with SOUNZ use the secondary logo.

6

**Clear Space**

To protect our logo preserve a margin of clear space around all four sides, as shown. No other graphic elements or text should be placed within this area. The clear space zone can be slightly smaller for electronic applications due to space restrictions.

7

**Minimum size**

In order for the logo to be recognisable it's important not to reproduce the logo smaller than is indicated here. Legibility of the descriptor will be a good indicator as to the minimum size acceptable.