MASTERTON TRUST LANDS TRUST

est. 1872

STYLE GUIDE

Consistency

It's important that the Masterton Trust Lands Trust (MTLT) identity is applied correctly and consistently across all formats.

For the brand to communicate clearly and powerfully, the "MTLT" logo must be applied correctly and consistently.

The Wordmark ("MTLT") is created in a specially designed typeface. The wordmark and the logo Symbol are set within specific proportions and relationships.

The Wordmark and Symbol must never be recreated or manipulated in any way by either manual or electronic methods. Please ensure you only use logo files supplied by the Masterton Trust Lands Trust.

Clear Space

When using any of the logos, a clear space area guarding against the encroachment of typography, illustrations or any other graphic element must be maintained.

There are some applications where the clear space rule is by necessity different, for example in signage and online applications. Unless you are dealing with a specialised application with its own guidelines, the clear space shown here must be adhered to.
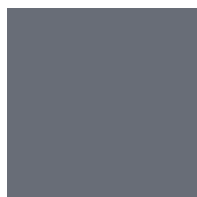
Supporting Colours

The following colours can be used for supporting elements such as text, text boxes and footers.

C77 M70 Y53 K51	C62 M51 Y42 K13	C0 M50 Y100 K0
R49 G50 B62	R104 G108 B118	R247 G147 B30
Web #31323E	Web #686C76	Web #F7931E

Black and White Use

Wherever possible, the full colour version of the Logo should be used. However, where the use of the preferred full colour logo is neither possible nor suitable due to specific restrictions on cost, sponsorship or manufacturing methods, the greyscale, black or white version can be used.

Incorrect Use of the Logo

The following examples illustrate some common mistakes made when using the logo. Please use master digital artwork from Masterton Trust Lands Trust to avoid mistakes and ensure consistent brand recognition and integrity.

Incorrect Logo Type

Incorrect proportions

Incorrect outlines

Distortion of Logo

Incorrect proportions

Incorrect use of colours

Obstructive Image background

Incorrect, old Logo