SYMBOL GUIDELINES

JULY 2012

NEW ZEALAND
WW100

WW100

This toolkit has been designed to guide you when using the WW100 symbol for First World War Centenary projects and activities – from local projects to official state ceremonies.

The WW100 symbol is key to the recognition of all First World War Centenary commemorations. It represents "an entry point" to activities and information, such as participating in an event, visiting an exhibition or accessing an online resource.

The symbol marks a place where people can get involved in the Centenary, increase their understanding of the First World War or explore the significance of the War to New Zealand.

To maintain the integrity of the WW100 symbol, and link commemorative initiatives, it is important to apply it consistently.

When using the symbol online please link to http://ww100.govt.nz or some other part of the WW100 website.

For more information contact us at info@ww100.govt.nz

NEW ZEALAND
WW100

WW100 Symbol

The WW1 Centenary symbol consists of two centred circles – the outer one red, the inner, black. This robust, graphic mark is accompanied by the name chosen for the centenary programme: WW100 New Zealand.
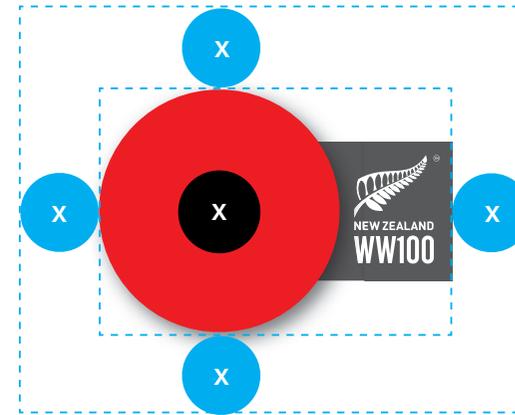
Please ensure the appropriate colourway and file format are used.
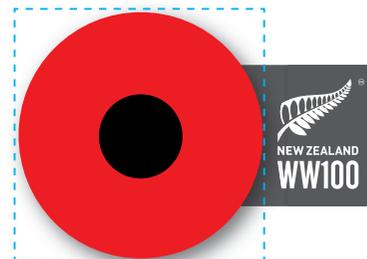
Our symbol

Clearspace
Leave a space of at least **X** between the symbol and any other element, including the edge of the page.
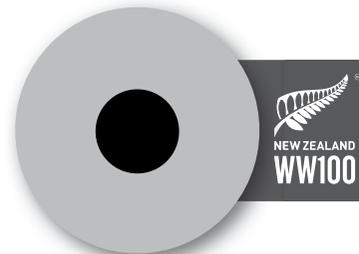

Minimum size
The outer circle of this lockup must never be smaller than 24mm in diameter in print applications.
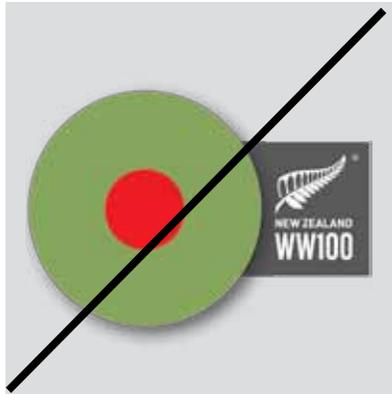In screen applications the diameter should be no smaller than 160px

24mm +

160px +

Single colour greyscale
The full colour/two colour symbol should be used wherever possible; the single colour, greyscale version should be used when black and white is the only printing option available to you.
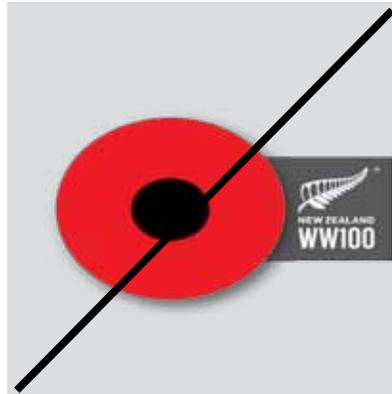
The WW100 symbol can be adapted to a range of events and experiences.
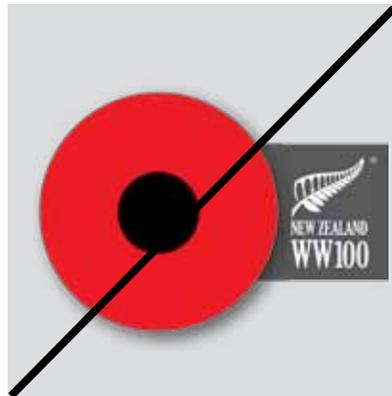**PLEASE DON'T:**

Change the colours

Stretch or squash the symbol

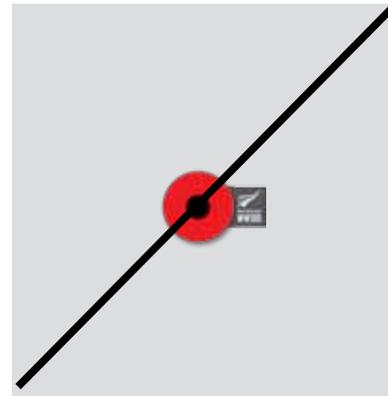Use background colour that lacks contrast from the symbol

Add any elements to the symbol, eg. the year
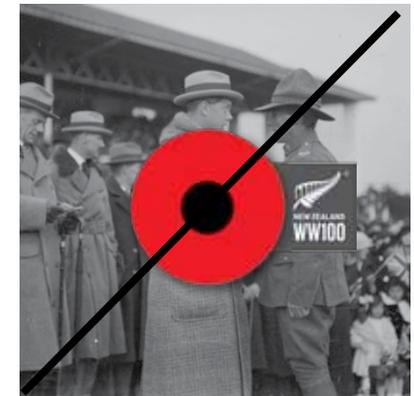

Change the font

Make any shape to contain the symbol

Use the symbol smaller than specified in these guidelines

Apply the symbol over people's faces.
Be respectful of the imagery.