



**Night 'n Day**

# Night 'n Day brand guidelines.

February 2010



# The Night 'n Day brand.

Every day, a consumer's impression of a brand is shaped, reinforced and challenged. Not just by the product itself, but by everything and everyone that is, and has been, associated with the brand.

A brand is more than just a name and a logo. It's a promise. The things that make Night 'n Day different are reflected in our brand promise.

It's a promise of a certain type of experience that people will have whenever and wherever they come into contact with us. A promise we must live and remind each other to live every day.

We can work together to create a consistent brand experience, and strengthen the unique identity of Night 'n Day.



# Our brand promise.

A brand promise is the statement that you make to customers that identifies what they should expect for all interactions with your people, products, services and company. Sometimes referred to as a "tag line," Night 'n Day's brand promise is defined as:

*We've got it when you want it!*

**Service - Product Range - Availability - Excellent Standards**

A truly strong brand makes a highly relevant and distinctive promise, then delivers it consistently across the board. This is no small task, and one that requires everyone within an organization to know and understand the brand promise and how each and every activity of the company connects with delivering that promise.

When a promise is broken, a customer may switch brands, leading to lost sales, lower profit, loss of jobs, declining stock prices and the eventual replacement of top management.

It takes every member of our company to deliver the brand promise.



# The Night 'n Day logo.

This page illustrates the approved Night 'n Day logo, the symbol, font and colours that make up the brand architecture.

The Night 'n Day brand has been created to work at many levels within our architecture: corporate; product; sub-brand; brand advertising, events and public relations applications.

It's important that our brand logos are always used correctly in external and internal communications. Follow these guidelines in all your programs to help protect and deliver the brand promise consistently at every touchpoint.

If you need help or have questions, contact :

**David Hellyer**

**Night 'n Day Support Centre**

**03 471 7662**

**0275 333 881**

**[david@nightnday.co.nz](mailto:david@nightnday.co.nz)**

Night 'n Day symbol

Night 'n Day logotype



Night 'n Day brandmark

# Using the logo.

The Night 'n Day brandmark may not be altered in any way. Do not stretch, skew or condense the brandmark. Never change the ratio of the symbol or wordmark in relation to the blue box.

The Night 'n Day Brandmark is always used in the portrait configuration.

In order to keep a consistent branding style, the elements of the Night 'n Day Brandmark must not be altered in any way and must be used only in the style outlined in this guide.



Night 'n Day brandmark



# The logo colours.

## Colours

The Night 'n Day brandmark should be reproduced in two colours.

The colours used are:

Blue: PANTONE Reflex Blue CV

Yellow: 100% Yellow

The 4 colour process equivalent of PANTONE Reflex Blue CV is C100%, M72%, Y0%, Black 6%

Single colour reproduction is in Black or 100% PANTONE Reflex Blue CV.

## Master artwork

Always use master artwork for reproduction. The Night 'n Day logo is available as master artwork from the Night 'n Day Support Centre.

## When referred to in text

When the Night 'n Day name is written in text (as shown here), always use initial caps, apostrophe and spacing as illustrated in this document.



# Preferred logo sizes.

## Preferred sizes

The Night 'n Day logo is used in a variety of applications. Whenever possible, the Night 'n Day logo should be used at a standard minimum of 25, 45 or 65mm in width.

## Large format

When a larger format Night 'n Day logo is required for display use (i.e., banners), you may enlarge the master artwork to the required size. Remember that the logo elements and their relationship must not be altered or modified in any way.

## Minimum size

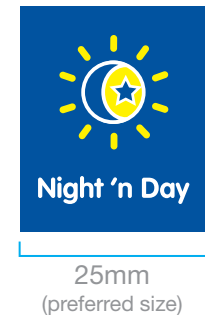
20mm is the minimum width for the Night 'n Day logo to be reproduced. Below this size, the integrity of the Night 'n Day logo is compromised and the product descriptor becomes illegible.

## Master artwork

Always use master artwork for reproduction. The Night 'n Day logo is available as master artwork from the Night 'n Day Support Centre.



20mm  
(minimum size)



25mm  
(preferred size)



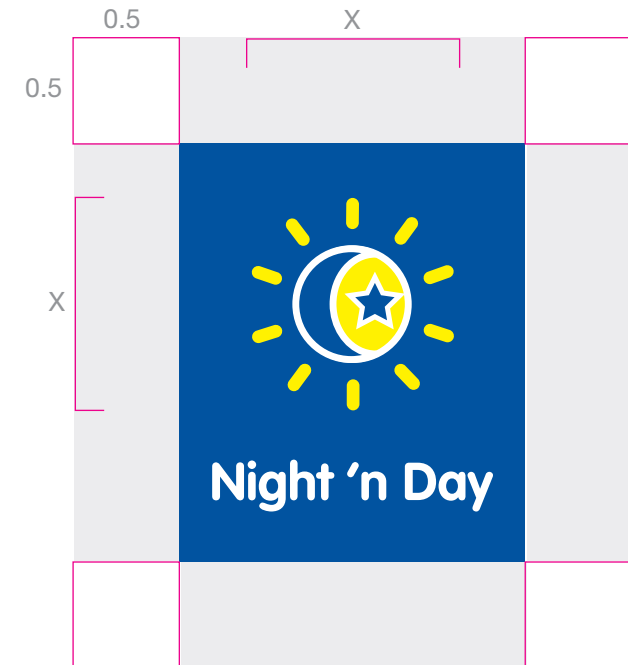
45mm  
(preferred size)

# Clear space.

The Night 'n Day logo should always stand out from other graphic elements. In order to protect the integrity of the logo and ensure maximum impact, a clear space area has been defined. This space should be kept clear of all type and other graphic elements.

## Minimum clear space

The minimum clear space is equal to half the height of the square determined by the Night 'n Day symbol, as illustrated on this page. The same principle applies to the Night 'n Day corporate logo.





**Night 'n Day**



If you create your own materials, please contact Night 'n Day  
Support Centre for approval before you go to press:

**David Hellyer**

**Night 'n Day**

**Phone: 03 471 7662**

**E-mail: [david@nightnday.co.nz](mailto:david@nightnday.co.nz)**

**[www.nightnday.co.nz](http://www.nightnday.co.nz)**