



## **Brand Guidelines**

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## Purpose of this document

This document has been created to help those members who are organising events on behalf of PSNZ, writing articles, producing materials etc.

It covers general guidelines for referring to PSNZ events and activities, use of the PSNZ logo and specifications for the PSNZ blue.

The PSNZ brand guidelines must be adhered to by all members .

## PSNZ

The Photographic Society of New Zealand Incorporated (PSNZ) promotes photography and image-making and aims to support photographers in realising their potential, irrespective of their level of knowledge, equipment or skills.

We have approximately 1300 members from within New Zealand as well as overseas, with 68 affiliated camera clubs throughout New Zealand. The Society acts as a public advocate for photography, its members and affiliated camera clubs throughout New Zealand.

[www.photography.org.nz](http://www.photography.org.nz)



Marlborough Sounds, Neil Gordon APSNZ

## General guidelines

The PSNZ brand includes the words, phrases, symbols, designs and other distinctive brand features associated with the Photographic Society of New Zealand and our services, including our exhibitions, competitions and resources.

We ask that you follow our brand guidelines, which are intended to promote consistent use of our brand assets: the letters 'PSNZ', the words 'the Photographic Society of New Zealand Incorporated', and our logos. This makes it easier for people to instantly recognise PSNZ communications, resources, and sanctioned events.

## General guidelines

### Do

- Use brand assets to refer to PSNZ, our activities and anything else we offer.
- Write 'PSNZ' as a single word with no spaces or dot between the letters and not preceded by 'the'.
- Write 'the Photographic Society of New Zealand Incorporated', preceding the full title with 'the'.
- Comply fully with our logo guidelines.
- Ensure the PSNZ logo is the largest, most prominent logo in any material where there is more than one logo.
- Use the templates we have provided to help you.
- Ask for help by contacting the Councillor for Communications and Marketing:  
[communications@photography.org.nz](mailto:communications@photography.org.nz)

### Do not

- Modify or alter brand assets in any way.
- Use brand assets in a way that suggests or implies partnership, sponsorship or endorsement by PSNZ, without the relevant Council or delegated officer permission.
- Use logos or other content that imitate or could be confused with PSNZ.
- Feature PSNZ on any materials associated with sexually explicit content, unlawful activity or other materials that would bring PSNZ into disrepute.

## Guide to referring to PSNZ events and activities

The following guidelines will assist you when referring to many of the events and activities that fall within the PSNZ umbrella.

When writing about any of the following PSNZ events and activities, this is the official wording and/or terminology to be used, e.g. when producing booklets or programmes relating to an event; in editorial for newsletters or magazines; when writing for the web and/or social media; when producing press releases or other forms of formal communication.

## Photographic Society of New Zealand Incorporated

**Example:** the Photographic Society of New Zealand Incorporated

Write **the Photographic Society of New Zealand Incorporated** – as first reference (using a small t for the).

If you refer to the Society more than once in any given article or writings, write **(PSNZ)** immediately following the first use of the full name, and the acronym of PSNZ can be used thereafter.

When PSNZ is used it should have no spaces or dots between the letters and not be preceded by 'the'.

## Society Council

**Example:** James Gibson, Councillor for Membership

Reference to the PSNZ Council should be written as **the PSNZ Council**.

Reference to any Council member should include their name and Councillor for – whatever portfolio they are responsible for.

## The PSNZ Canon National Exhibition

**Example:** PSNZ Canon National Exhibition

This should always be referred to in full and always including the sponsor's name – **PSNZ Canon National Exhibition**. This should never be abbreviated to Natex, as it used to be many years ago.

Canon, as the main sponsor and partner, invest a lot of money to support this exhibition/event as well as PSNZ.

When producing a booklet associated with this exhibition, the Canon logo must always be used.



## Referring to salons or competitions

**Example:** the Central Regional Salon

Always refer to the respective salon or competition with the full name.

All salons and competitions are listed on the PSNZ website.

## Referring to the Honours Board

**Example:** Bruce Girdwood FPSNZ, Chairman, PSNZ Honours Board  
Tracey Scott FPSNZ AFIAP FNZIPP, member of the PSNZ Honours Board

**Honours Board** is always written in full.

Reference to a member of the Honours Board should include their name (with any Honours), position, PSNZ Honours Board.

## Referring to the Judge Accreditation Panel

**Example:** Shona Jaray APSNZ, Chair, Judge Accreditation Panel

**Judge Accreditation Panel** is always written in full.

Subsequent references to the panel in the same media (*internal documents only*) may use 'the JAP'.

Reference to a member of the Judge Accreditation Panel should include their name, position, Judge Accreditation Panel.

## CameraTalk

**Example:** CameraTalk

When referring to our digital magazine **CameraTalk**, it is all one word with a capital 'T' and no space between the two words.

## Honours letters

**Example:** Lynn Clayton Hon PSNZ APSNZ EFIAP ESFIAP or Geoff Beals APSNZ

When first referring to a member with an Honours distinction in any written medium, the Honours letters always follow the member's name. Do not use a comma after the person's name, or to separate the letters of multiple Honours. Subsequent reference to the member in the same media does not require the letters.



## Logo story

The photographer's art is about working with and controlling light. While we use cameras and computers as our tools, we create visual experiences through the use of light.

The designer of the PSNZ logo acknowledged the importance of light and therefore shade, and also stressed the significance of composition, particularly in landscape photography.

New Zealand is recognised as a country of spectacular landscapes, many of which contain high mountain/volcanic peaks. Such landscapes were therefore selected as a visual metaphor. The interplay of light and shadow on this metaphor is represented by a construct of darts describing both the arrival of light and, in an inverted form, the departure of light (shadows). The hard, clean edges of the graphic are further restated in the choice of a geometric sans serif letter form.

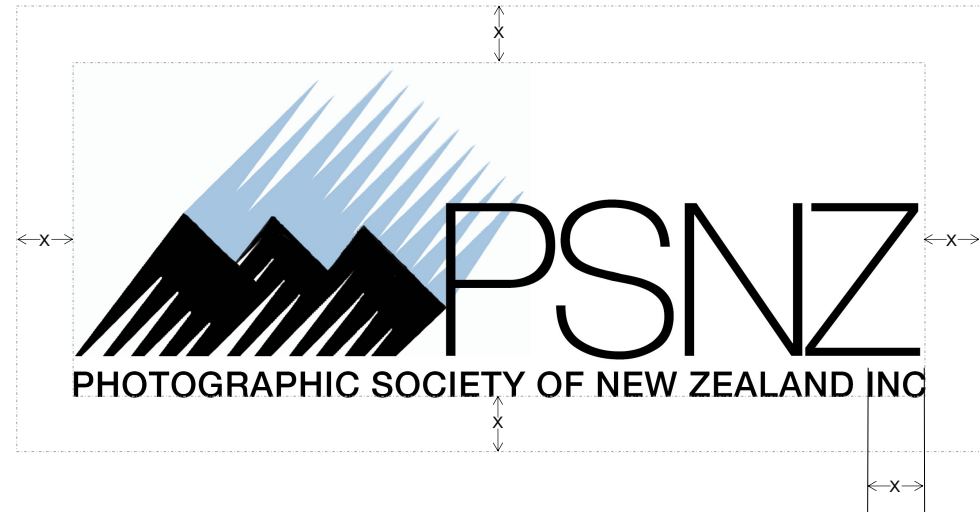
## Minimum size

In print and online media, the logo should be at least 6mm wide to ensure that all text within the logo is legible.

Use of judgement should be made for the size of the logo depending on where it is being used, e.g. booklet, banner, letter, etc.



## Clear space requirements



The minimum clear space around the logo must be the width of the INC text.

To help the logo be legible and visible, no other logos or other graphic elements are to appear within this space.

Logo Guidelines

# Allowed



It is important that the logo is not altered in any way.

**Do not** alter the shape, proportion, rotation or colour of the logo in any way.

The PSNZ logo is available from:  
the Webmaster, the Secretary, the Councillor for Membership or the Councillor for Partnerships and Sponsorship.

# Not allowed



# PSNZ preferred fonts

**Century Gothic**

Print media

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**0123456789**  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*  
*0123456789*  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*  
*0123456789*

**Arial**

Web media

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**0123456789**  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*  
*0123456789*  
*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*  
*0123456789*

## PSNZ blue

#abc5e1  
RGB 166 197 225  
CMYK 33 13 3 0

## Contact

For more information or assistance with branding, contact

Councillor for Communications and Marketing  
[communications@photography.org.nz](mailto:communications@photography.org.nz)

[www.photography.org.nz](http://www.photography.org.nz)



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