



# Brand Guidelines

June 2021



Proven.  
Responsive.  
Ready.

# Brand Guidelines Content

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## Our Vision

To be New Zealand's compassionate leader in disaster response, demolition, and deconstruction.

## Our Mission

Always ready to respond to our clients to save the day and help them to build for tomorrow.

## Welcome to our Brand Guidelines

The high-quality service that our clients know us for had to be part of our personality within our brand guidelines.

We developed this document to show part of who we are and what we deliver to the world. It will help you understand and empower you to communicate our brand effectively, carrying our message to where it is needed. The various aspects of our brand messaging combine visuals, typography, and colors to create a consistent personification of who we are.

Please follow these guidelines to build on the Proven, Responsive and Ready reputation of Ceres Environmental New Zealand.

Developed by:



**CERES**<sup>NZ</sup>  
ENVIRONMENTAL

Main Logo.

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**CERES**<sup>NZ</sup>  
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Use with color.

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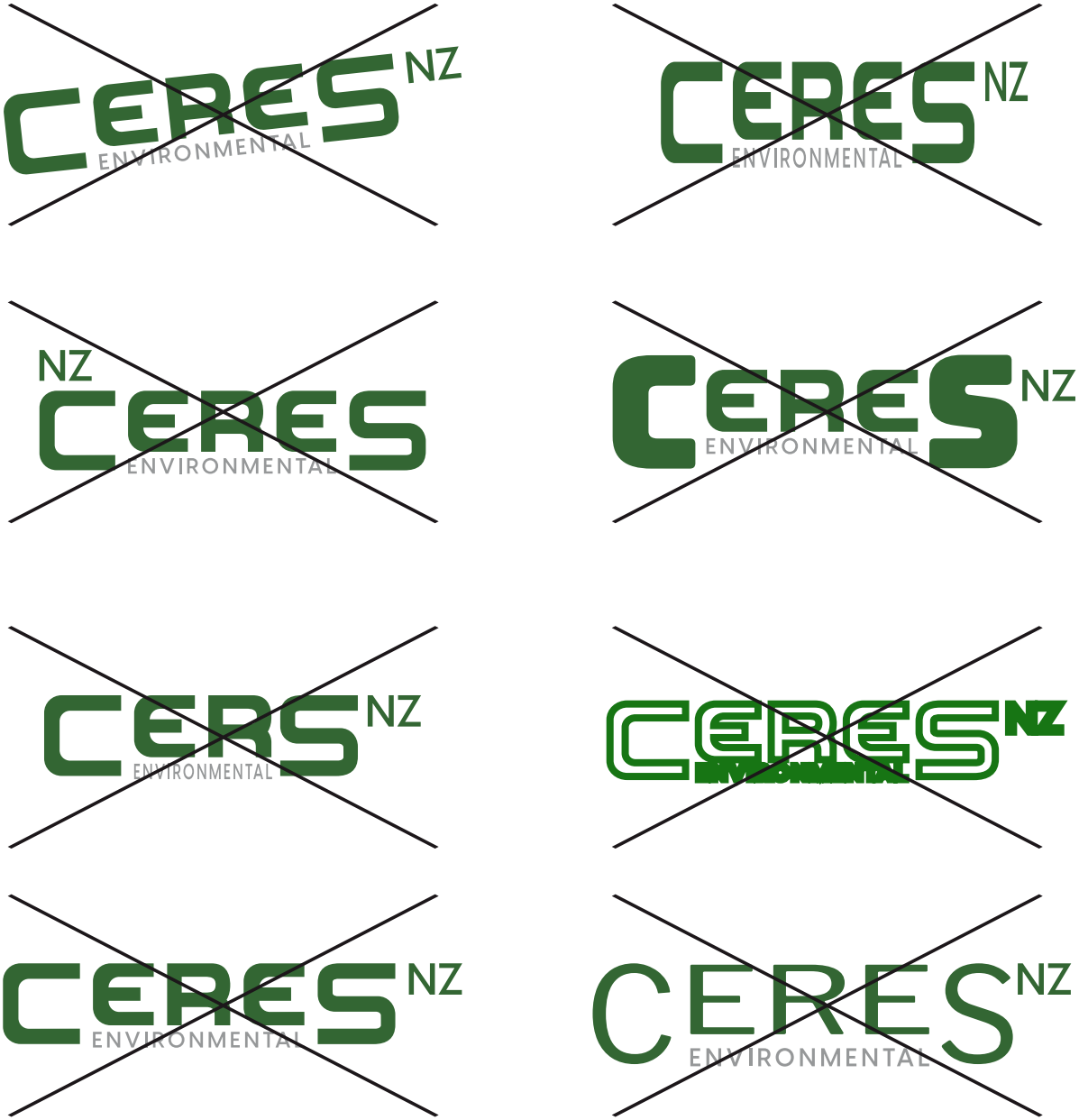
Clear Space



Minimum size.



Incorrect Usage



The logo must be used as is and not be altered in any way; this means that you MUST NOT:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space or crop the logo in any way.
- Change font type of the logo.



## Brand Messaging

### Our Brand Positioning.

For entities who need a proficient team for disaster response and demolition. Ceres Environmental is here to help.

### Our Brand Promise.

You can rely on us to swoop in and make things better.

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ENVIRONMENTAL

### Our Brand Essence

Four decades of providing service you can rely on.

### Our Value Proposition.

We come equipped with an experienced team and high-quality machinery that will get your job done!





Aa

AaBbCcDd EeFf  
GgHhIiO123456789  
+;%@\*

Visby CF Font  
Rorrum nimperiam quiam, conet  
ommoditias aliassit fugit, eost occum  
facipsam faccum in eatem eossunt  
etur sapis rerspid estem qui ad  
moluptati nimod.

Aa

Regular.

AaBbCcDdEeFfGgHhIiJk LiMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
O123456789 (&?!/,:;-\_\*)

Aa

Oblique.

AaBbCcDdEeFfGgHhIiJk LiMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
O123456789 (&?!/,:;-\_\*)

Aa

Bold.

AaBbCcDdEeFfGgHhIiJk LiMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
O123456789 (&?!/,:;-\_\*)

Aa

Bold Oblique.

AaBbCcDdEeFfGgHhIiJk LiMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
O123456789 (&?!/,:;-\_\*)

Merriwheater Font  
Secondary Typeface

Aa

AaBbCcDd EeFfGg  
HhIi0123456789  
+;%@\*

**M**erriwheater Family Font  
Rorrum nimperiam quiam, conet ommoditias aliassit fugit,  
eost occum facipsam faccum in eatem eossunt.

Typography.  
Secondary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:\_\*")

Bold Italic. *AaBbCcDdEeFfGgHhIiJjK LlMmNnOo*  
*PpQqRrSsTtUuVvWwXxYyZz*  
*0123456789 (&?!/,;:\_\*")*

Bold. **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo**  
**PpQqRrSsTtUuVvWwXxYyZz**  
**0123456789 (&?!/,;:\_\*")**

Body Text.

Body Text

We offer a full suite of services,  
including website design,  
print collateral, branding,  
email marketing, search  
engine optimization, and web  
applications.

Merriweather Regular  
8 pt Type / 12 Leading

Body Text

We offer a full suite of services, including  
website design, print collateral, branding,  
email marketing, search engine  
optimization, and web applications.

Merriweather Regular  
11 pt Type / 16 Leading



# Color Palette.

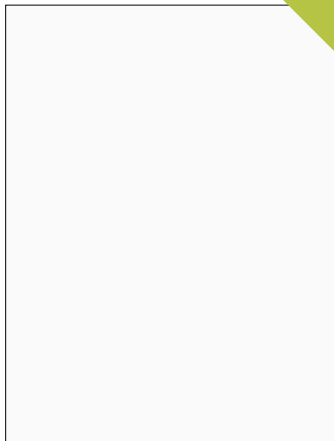
## Color Palette. Primary Color System



**\*Killarney\***  
HEX: #37723b  
RGB: 55, 114, 59, 100



**\*La Rioja\***  
HEX: #acbf17  
RGB: 172, 191, 23, 100



**\*Desert Storm\***  
HEX: #fafafa  
RGB: 250, 250, 250, 100



## Color Palette. Secondary Color System



**\*Heavy Metal\***  
HEX: #2c2c2c  
RGB: 44, 44, 44, 100



**\*Lunar Green\***  
HEX: #404040  
RGB: 64, 64, 64, 100

# Examples



Examples



Examples







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Reach. Connect. *Engage.*

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