



PROMO GEAR
WEBSITES
GRAPHIC DESIGN



*Te Ara Oranga -
creating a pathway
by working together
towards individual and
whānau wellbeing.*

*The logo concept
presents the service
name with a stylised
Putiputi (flower)
illustrating to bloom
or to blossom.*

POSITIVE COLOURS



CMYK C=100 M=42 Y=0 K=0
RGB R=0 G=123 B=195
Web# 007ac3
Pantone 300C



CMYK C=0 M=0 Y=0 K=100
RGB R=0 G=0 B=0
Web# 000000
Pantone Black C



CMYK C=100 M=85 Y=35 K=25
RGB R=25 G=54 B=97
Web# 183661
Pantone 534C

GRADIENT MIX



CMYK C=60 M=0 Y=100 K=0
RGB R=114 G=191 B=68
Web# 71bf43
Pantone 369C



CMYK C=75 M=0 Y=100 K=75
RGB R=0 G=72 B=17
Web# 004811
Pantone 3308C

FONTS

Minion Pro - Regular

Minion Pro - Bold

Lipstick Script SSK - Bold



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BLACK & WHITE



CMYK C=0 M=0 Y=0 K=60
RGB R=129 G=129 B=129
Web# 818181
Pantone Black C - 60%



CMYK C=0 M=0 Y=0 K=100
RGB R=0 G=0 B=0
Web# 000000
Pantone Black C

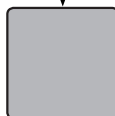


CMYK C=0 M=0 Y=0 K=0
RGB R=255 G=255 B=255
Web# fffffff
Pantone -

GRADIENT MIX



CMYK C=0 M=0 Y=0 K=85
RGB R=77 G=77 B=77
Web# 4d4d4d
Pantone Black C - 85%



CMYK C=0 M=0 Y=0 K=33
RGB R=183 G=183 B=183
Web# b7b7b7
Pantone Black C - 33%

FONTS

Minion Pro - Regular

Minion Pro - Bold

Lipstick Script SSK - Bold