

Qualmark®

Brand standards for basic elements

01

Primary logo



Star rating logo



Endorsed logo



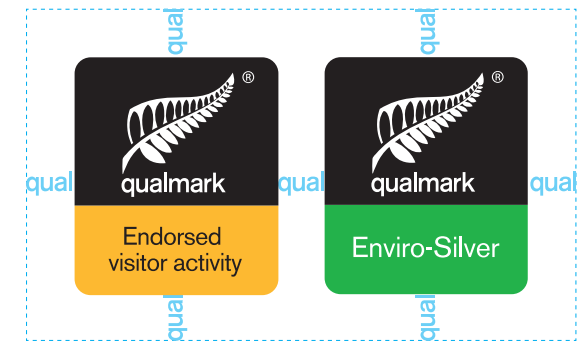
Enviro logos



Teaming up your Star Rating/Endorsed logo with your Enviro logo



Minimum Clear Space



Logo use

The example above shows how your Star Rating/Endorsed logo and Enviro logo work together, where applicable. The Enviro logo can be used *alongside* your Qualmark licence. It does not replace your Star Rating or Endorsed logo.

If you score the same in your next assessment in this area, you retain the logo you already have; and if your score increases or decreases you will be eligible to use the new logo according to that score (if applicable).

The Qualmark Enviro-Bronze, Enviro-Silver and Enviro-Gold logos are designed for use on your website, online listings and in other promotional material such as brochures. At present they are not designed for use on outdoor signage.

You are unable to alter the content or proportions in any way. The use of the Qualmark logo is restricted to registered participants only. If you are not a participant, you must obtain permission from Qualmark to reproduce the logo, or any element of the logo.

Any use of the elements other than that shown must be referred to Qualmark for prior approval. If you would like to discuss the use of these logos, please contact us by emailing enquiries@qualmark.co.nz

Note: The above logos/logo combinations are examples only.

Qualmark® General rules

02

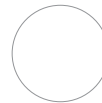
Colour usage



Black
C0 M0 Y0 K100
R26 G23 B24



Qualmark yellow
PMS 1235
C0 M30 Y90 K0
R247 G181 B18



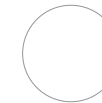
White



Black
C0 M0 Y0 K100
R26 G23 B24

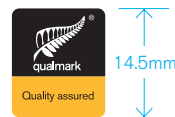


Enviro green
PMS 361
C80 M0 Y100 K0
R13 G176 B43



White

Minimum size and clear space



Typeface

Berthold Akzidenz Grotesk Bold
Berthold Akzidenz Grotesk Medium
Berthold Akzidenz Grotesk Regular
Berthold Akzidenz Grotesk Light
Berthold Akzidenz Grotesk Light Italic

Colour usage

Refer to the colour breakdown above when reproducing the logos. Promotional material is always printed in two colours, black and yellow.

When PMS colour is not available, the Qualmark logo should be reproduced in four colour CMYK format. When working in one colour use black and white only (use white where yellow PMS 1235 would otherwise be used).

Minimum size

The minimum size remains constant for all variants of the Qualmark logo. The smallest possible size that the logo can be reproduced and still remain legible, is mainly dictated by the accuracy of the chosen production technique. There are no limitations for a maximum size.

Clear space

This ensures an area of free space surrounding the logo, optimising visibility and recognition. The standard above applies to all Qualmark logos.

Typeface

The official typeface for all Qualmark communications is Berthold Akzidenz Grotesk. It is a face of many different weights giving flexibility to how it can be used.