ORAN PARK

Brand Kit

Logo Usage

Businesses who use our logo for commercial purposes e.g. construction mesh banners, billboards and brochures, will need to seek our final approval.

If a student is doing an assignment on Oran Park, they do not need approval.
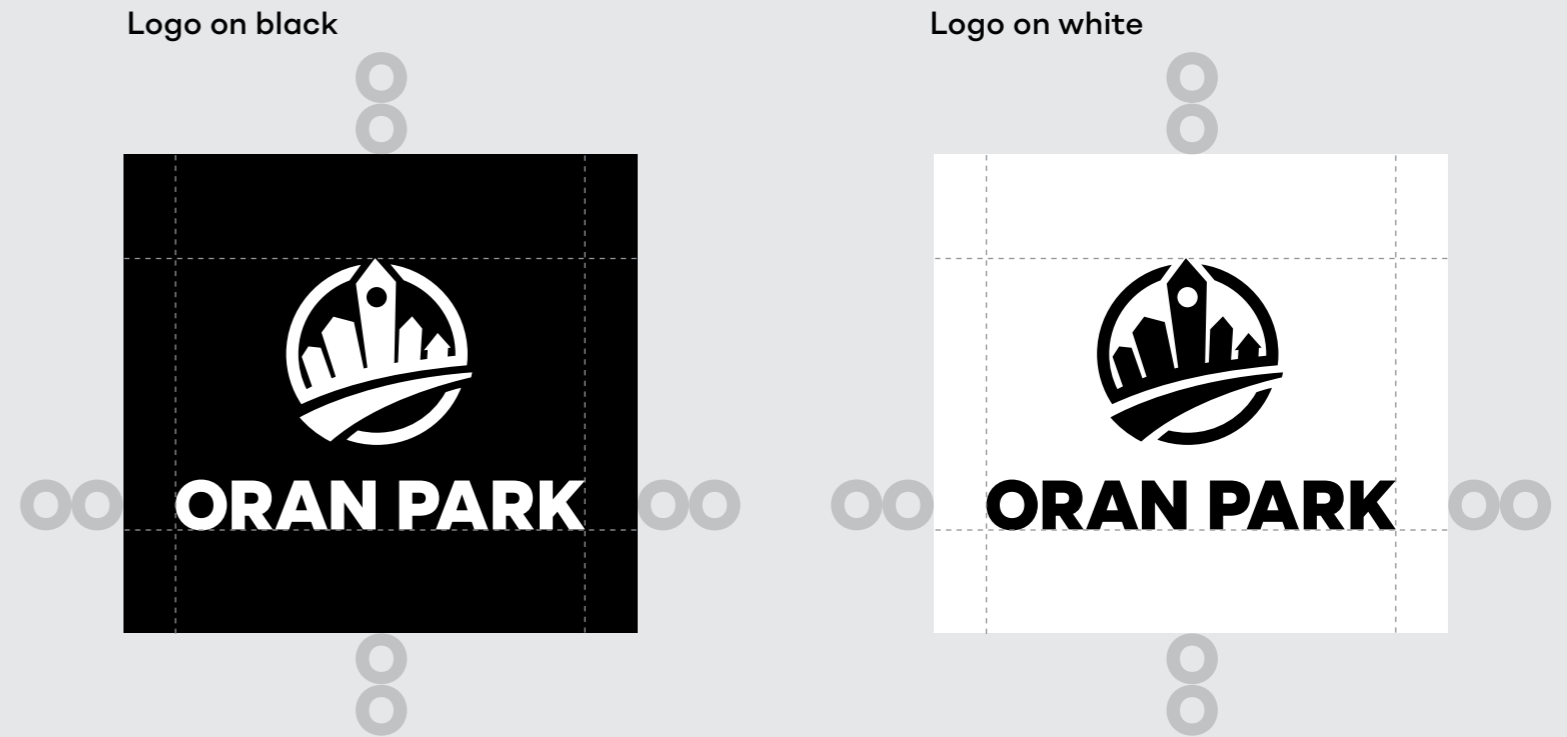
Previous

Current

1.2 Stacked logo lock-up

There are two logo formats available for use (see this page and next).

The stacked logo lock-up is the preferred or primary logo.

The clear space surrounding the logo should be two 'Oran Park' O's.

Logo on black

Logo on white

A horizontal logo lock-up is to be used where the layout for the stacked logo lock-up is restricted.
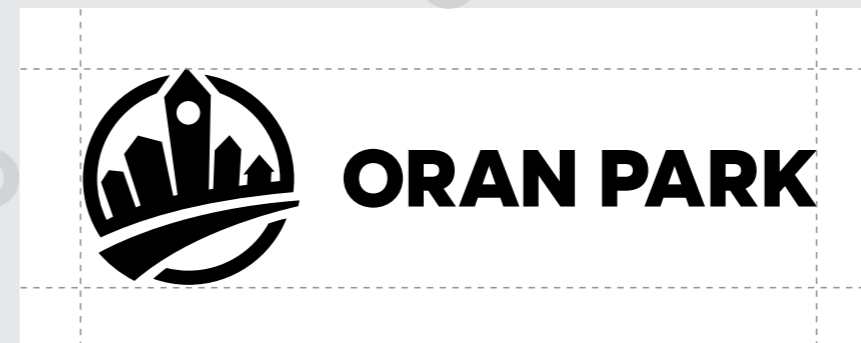
The clear space surrounding the logo should be two 'Oran Park' O's.

This logo is secondary – where possible the stacked version should be used.

Logo on black

Logo on white

1.4   Logo minimum size

To ensure brand visibility, the logo should never be used in smaller sizes than recommended here.

An amended version of the horizontal logo named 'small use logo' is also available for use in rare cases where the logo has to be reduced below the minimum size e.g. for digital banners.
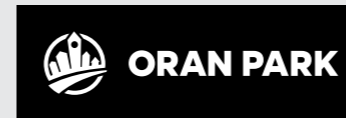
Square

35mm W

Horizontal


50mm W

Small use logo (restricted use)


46mm W

46mm W

1.5   Co-branding logos

Occasionally Oran Park may need to co-brand a piece of collateral.

A general guide is to keep the same X-height amongst logos, but due to the Oran Park logo block commanding dominance, there are times when the partner logo's X-height may have to be slightly larger.

It is at the designer's discretion to determine the best proportion to provide a balanced weighting, keeping clear space in mind.
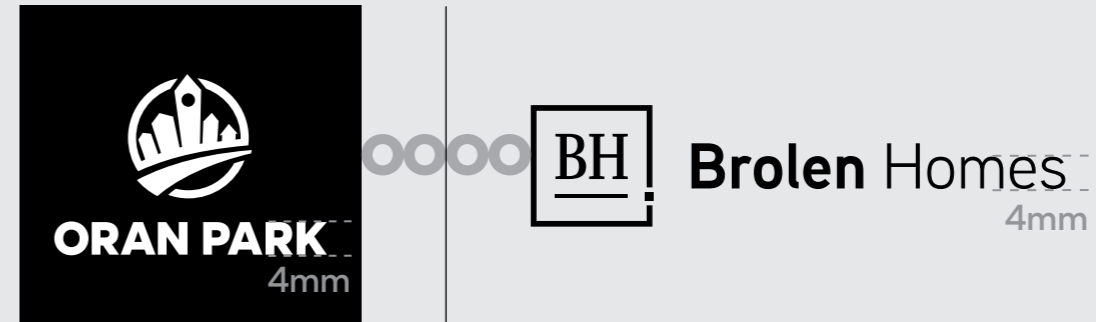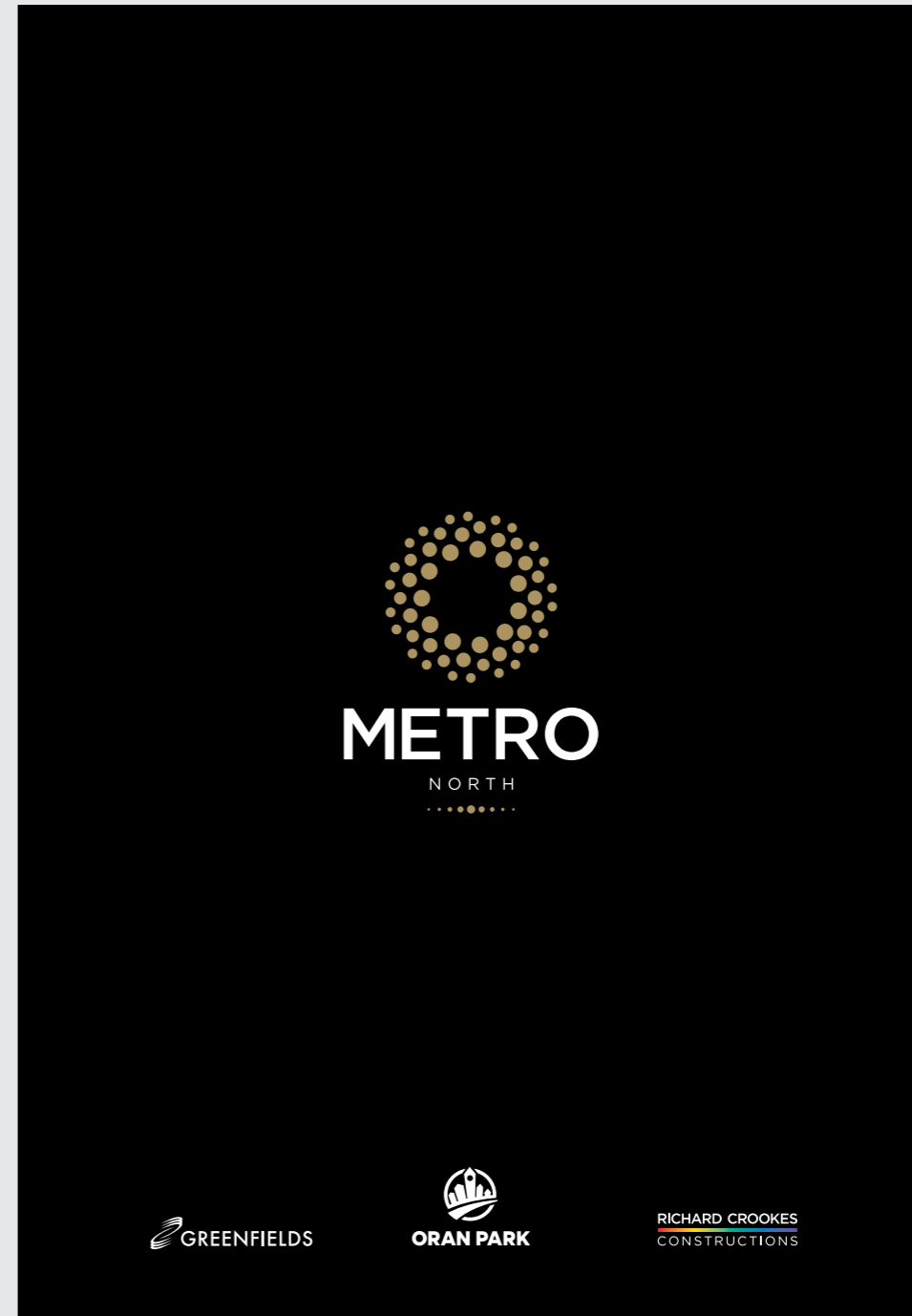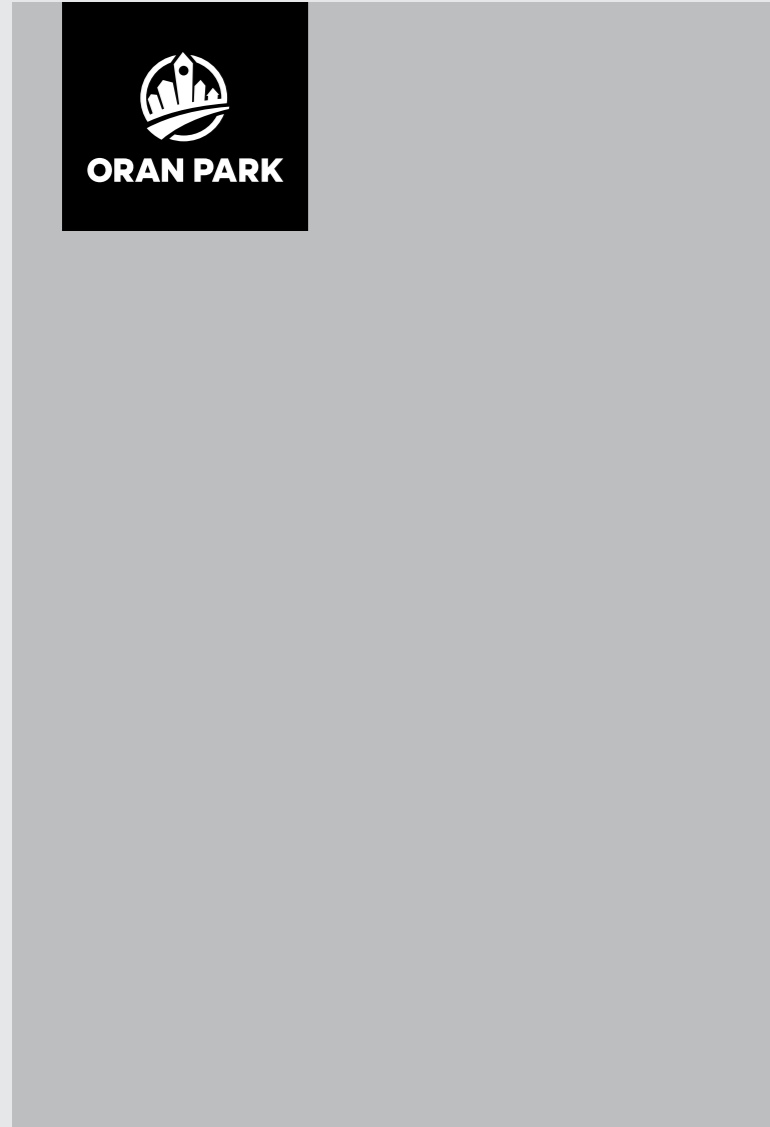

Same X-Height
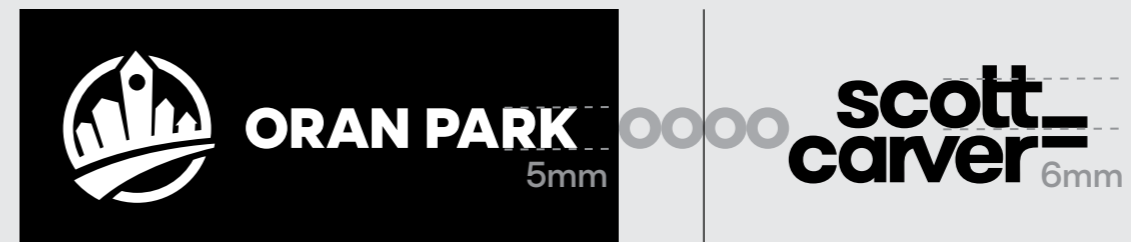
Similar X-Height

1.5   Co-branding logos

When Oran Park is used as a secondary logo, it can be removed from the logo block lockup. However, the logo must be placed on a solid colour background.
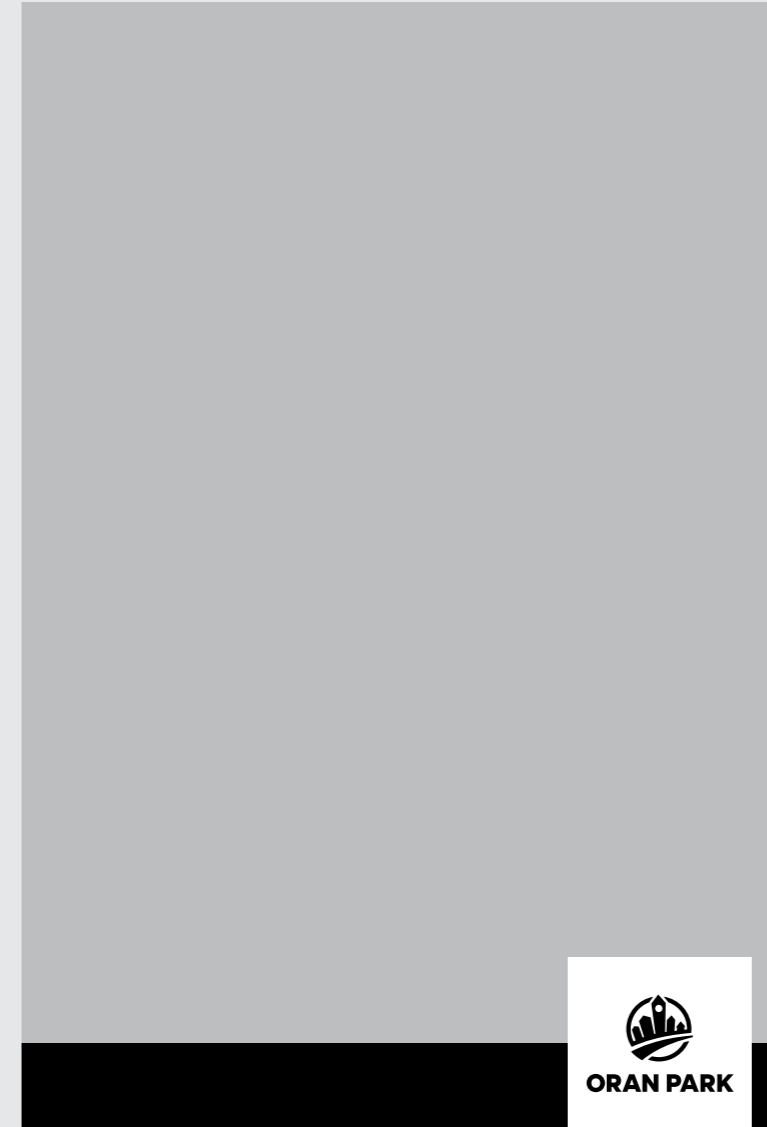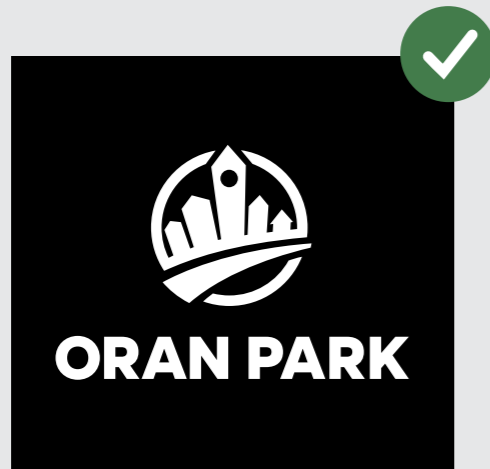
1.6   Logo positioning

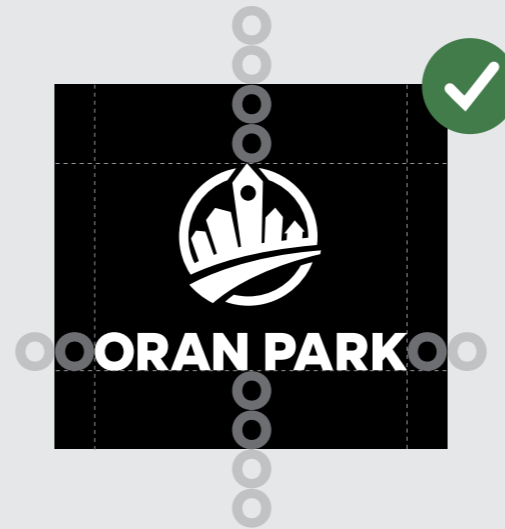**Top left**

Top right

Housed in footer
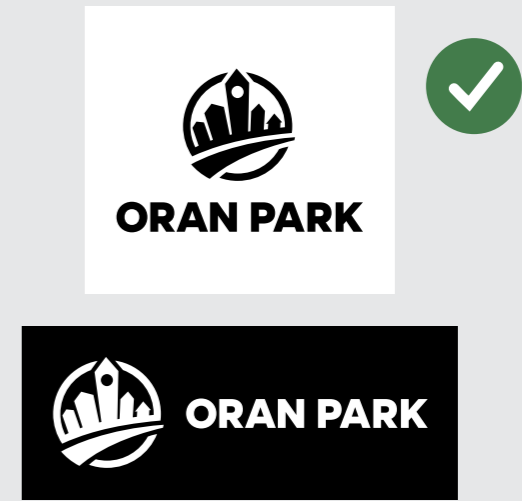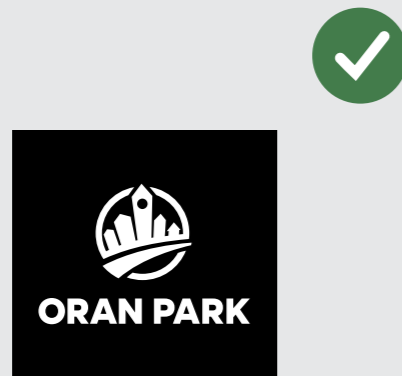

Horizontal logo along top

Do use current logo

Do follow clearance space

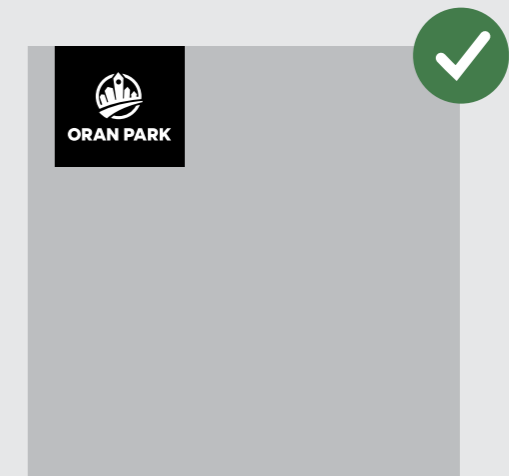**Do** use whatever logo format is appropriate

35mm W

Do follow minimum size rules

Do remove logo block when using the logo on a solid colour with no other text/imagery
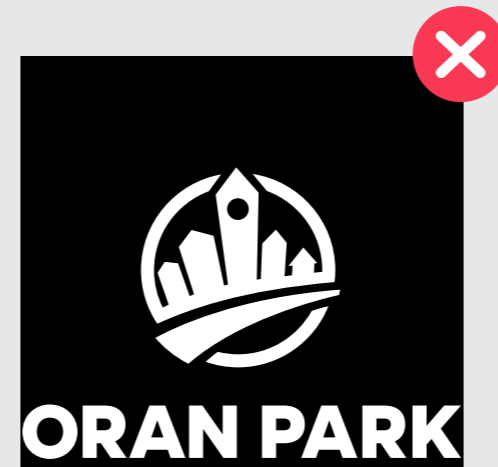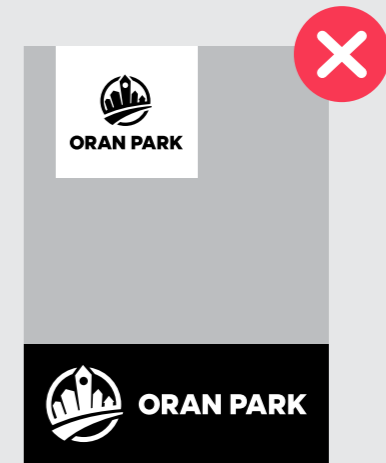

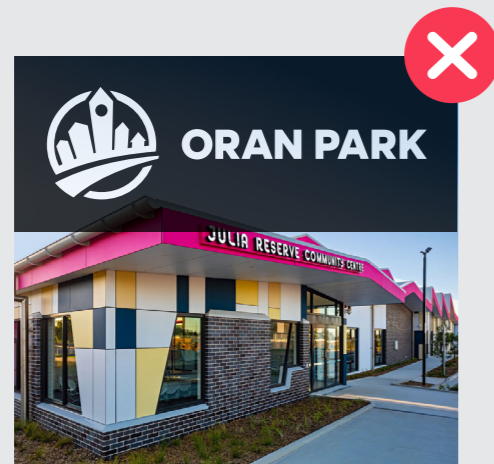**Do** consider placement and proportion of logo

1.8   Logo don'ts
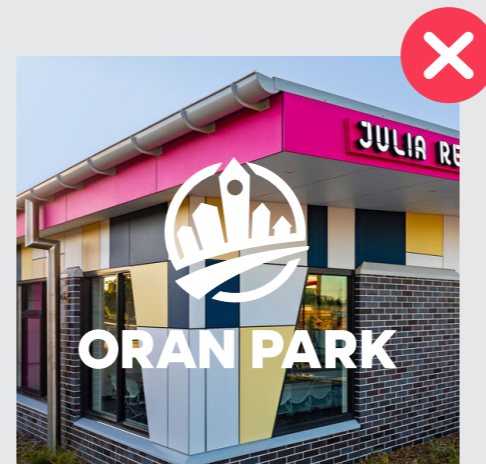

Don't use old logo versions

Don't adjust the
logo block proportions

Don't use multiple logo
formats in one application

Don't use opacity

Don't place logo without
block on busy background

Don't alter the logo in
any way

Thank you