



Brandidentity

MANUAL



Brand**elements**

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Introduction

A Volatile Cocktail of
Nylon, Titanium
and
air

The NZONE Skydive brand is designed to touch on our deepest fears and encourage us to overcome them. Clean, brave, strong, the brand dives into our dark places and pushes us to go beyond our fear. The look is always moody, challenging, exciting and exhilarating.



EMBRACE
THE **FEAR**



logo main

THE DO'S AND DON'TS

The NZONE Skydive logo is to remain at all times true to it's original design. When the word NZONE is written in body copy the letters should be capitalised. NZONE should always be followed by the words Skydive

Nzone



NZone



NZ ONE



NZONE



NZONE Skydive



logo variants

LOGO VARIANTS

The NZONE Skydive logo comes in variants.

Standard logo (A)

Domestic logo (B)

International logo (C)

International Logo, example given Chinese logo (D)

Standard

A



B



C



D



Reverse



logo space

CLEAR SPACE

A clear-space of the Capital E in the logo is to be kept as white space around the logo at all times.

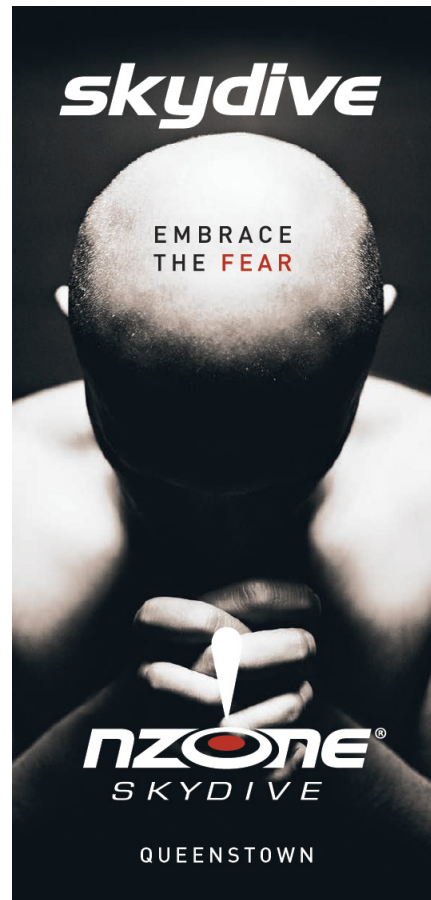


by-line

BY-LINE

The signature sign off for NZONE Skydive is 'embrace the fear' this has been with the brand since conception. It predominantly is used when accompanied by the hero baldman image. See brochure cover as an example of usage.

The word FEAR should always be presented in red and the other words remain black. All the words should be presented as capitals.



2015 Brochure cover

EMBRACE
THE FEAR

EMBRACE
THE FEAR

EMBRACE
THE FEAR ✗

EMBRACE
THE FEAR ✗

EMBRACE
THE FEAR ✓

EMBRACE
THE FEAR ✗

EMBRACE THE FEAR ✓

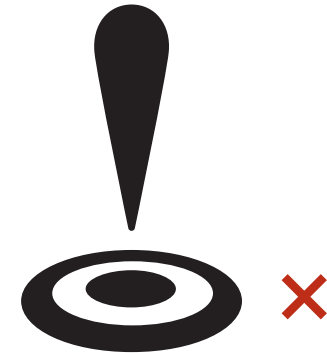
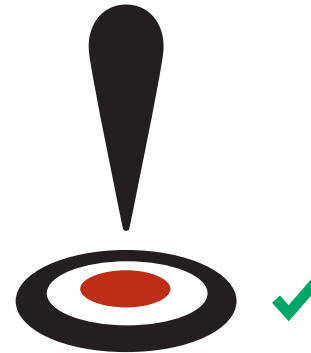
drop zone icon

THE DROP ZONE ICON

The drop zone icon or exclamation mark can be used to enhance an advertising message or poster, but should be used sparingly. See the example of the inside of the current brochure.



2015 Brochure inside flap



colour + font

COLOUR

The NZONE Skydive colour palette is very simple, dramatic and strong. Black, White and a deep Red are the primary colours to be used.

NZONE BLACK



100 K
Pantone process black
R 0 G 0 B 0

NZONE DEEP BLACK



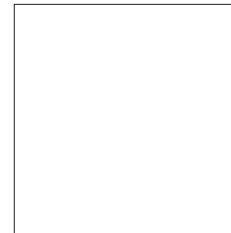
100 K 20 C 20 y 20 m
Deep black used for large area's
where black is required.

NZONE RED

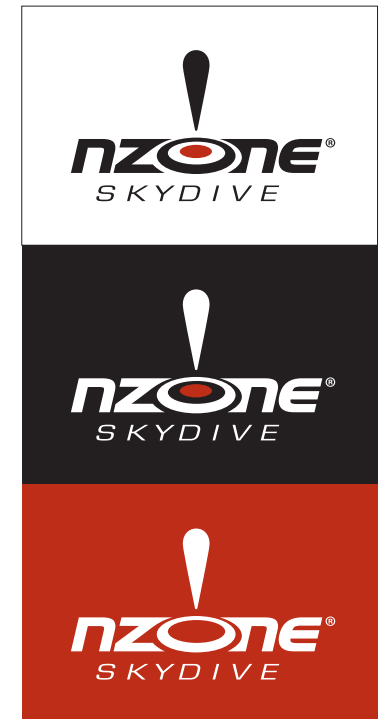


91M 100Y 24K
Pantone 1805c
R 190 G 48 B 26

NZONE WHITE



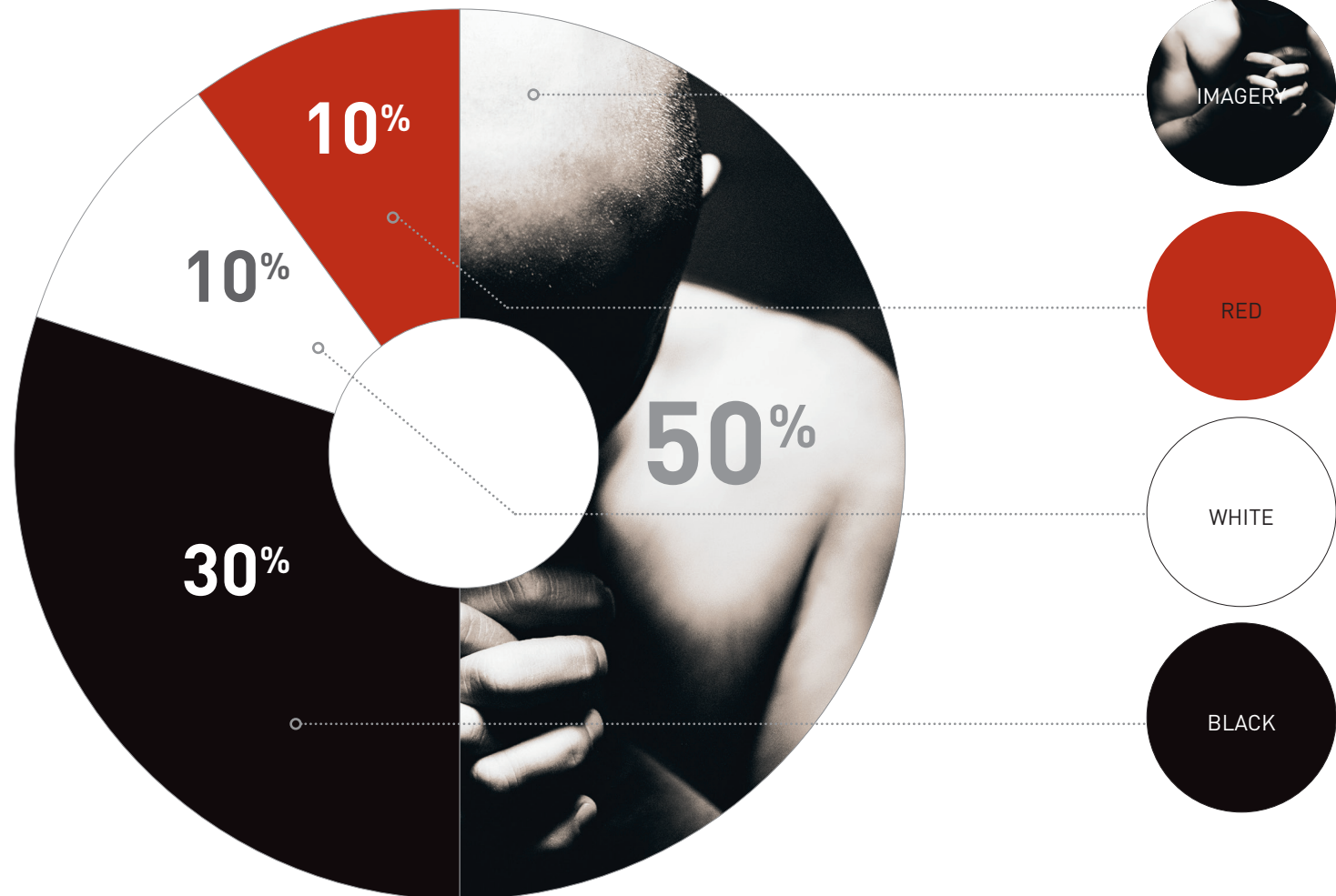
0C 0M 0Y 0K
Opaque white
R 255 G 255 B 255



colour + font

COLOUR DISTRIBUTION

The NZONE Skydive colour palette is distributed in marketing material with the following percentages. This is a general guideline, every marketing case will be different, but should generally follow the spirit of the brand colour and image distribution shown here.



colour + font

FONT

For headline copy Hanzel is used.
Hanzel can be used as straight or
Italic depending on application.

Hanzel Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hanzel Normal italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hanzel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hanzel Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

colour + font

FONT

For sub headlines Bebas Neue is use.

For body copy Din is used. A variety of weights including Regular, Medium, Bold can be used depending on application.

BEBAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Din Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Din Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

imagery

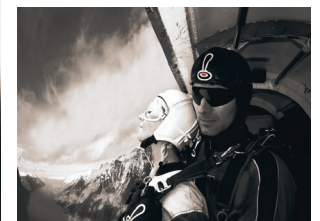
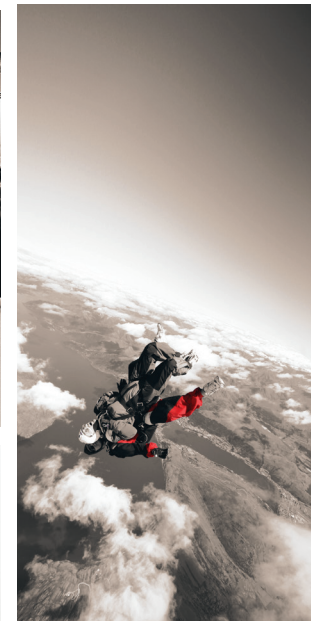
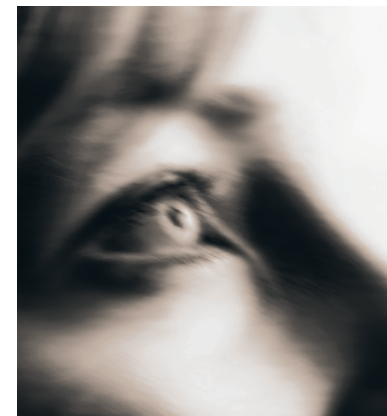
The NZONE Skydive imagery collection is made up of dramatic black and white photography with a hint of a sepia tone. The images from the brochure and other images are available via Dropbox. No colour imagery should be used.

HERO IMAGE

Referred to as the 'Baldman' this image is iconic to the NZONE Skydive brand and is used on almost all external advertising material.

SUPPLEMENTARY IMAGES

When supplementary images are used in advertising, the images must convey the look and feel of the NZONE Skydive Brand. These images can have elements of red from the jumpsuit/aeroplane etc coming through. See far right image for an example.



supplementary logos

Over the past years a number of additional logo's and devices have been added to the family. These include altitude logos, photograph options, solo courses and awards.

SUPPLEMENTARY LOGOS

EXOSFEAR - Altitude logo, jump from 15,000 feet. To be used when appropriate.

TROPOSFEAR - Altitude logo, jump from 12,000 feet. To be used when appropriate.

STRATOSFEAR - Altitude logo, jump from 9,000 feet. To be used when appropriate.

ADRENALINE SHOTS - Photo and video logo, to be used when selling options for footage of jump.

XLR8 - Solo jump program, to be used when selling the Solo course.

ENDORSEMENT LOGOS

These five logos are used on the brochure and can be used on advertising and publicity documents where there is appropriate room.

EXOSFEAR™

TROPOSFEAR™

STRATOSFEAR™

ADRENALINE™
shots

XLR8®
ACCELERATED FREEFALL



Endorsement logos