



**Wellbeing
Waikato**
TOIORA O WAIKATO

Research.
Knowledge.
Storytelling.



Brand Guidelines

MASTER LOGO



MASTER LOGO_ON DARK BLUE



LOGO NO TAGLINE



MASTER LOGO_ON LIGHT BLUE



MONOGRAM



BRANDMARK



ICON



COLOUR PALATTE



HEX **#0D3E70**
RGB **13/62/112**
CMYK **100/83/30/16**



HEX **#419AB2**
RGB **65/154/178**
CMYK **73/24/24/0**



HEX **#5CAEC1**
RGB **92/174/193**
CMYK **63/15/20,0**



HEX **#8EC4C2**
RGB **142/196/194**
CMYK **44/7/24/0**

COLOUR GRADIENT

