



Niseko Visual Identity Style Guide



May 2007

Introduction

This guide defines all parameters of the Niseko Visual Identity and is written to ensure the correct presentation of the Niseko nameplate and corporate style.

The Niseko Master Artwork CDs and DVDs contain master nameplates and digital artwork templates for all items presented in this manual.

The Niseko visual identity and its elements have been specifically designed to reflect its individuality while maintaining a unified style for Niseko.

Nameplates should be used where possible, as a symbol to identify Niseko. The nameplates combined with the way in which they are presented is the essence of Niseko Visual Identity. Consistency of style, the way in which Niseko communication material is laid out, completes the identity and ensures a professional and recognisable image for the brand.

Only the combinations of the Niseko nameplate and styles shown in this style guide are acceptable.

Always use the master digital files from the CDs and DVDs and refer to the appropriate pages in this style guide for detailed information about the correct reproduction of these images.

Ensure any person producing artwork for Niseko is given this style guide as well as the digital masters from the CDs and DVDs.

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Primary Nameplate Version B



Primary Nameplate Version B: Clear Space

Always allow clear space around each nameplate at all times.
This space should always be at least the width of the letter “n” of the nameplate at the size that it is to appear.



Primary Nameplate Version B: Minimum Size

To ensure optimum legibility, the Niseko nameplate, including its clear space, must never appear smaller than 30mm width.



Primary Nameplate Version B: Preferred colour and background options

If the nameplate must appear on a coloured background, the following examples are the preferred options.

If the nameplate appears over an image background, it should be reversed out of a dark image background, or set in full colour or solid black over a light image background.



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Corporate Colour Scheme

Shown are the Niseko corporate colours. No other colours are admissible.

Use Pantone colour for spot colour printing, process values for full colour printing and RGB values for digital display.

Primary Colours	Pantone Coated	Pantone Uncoated	Process	RGB
Bright Blue	PMS Process Cyan C	PMS Process Cyan U	C100 M0 Y0 K0	R0 G143 B208
Light Blue	PMS 3005 C	PMS 3005 U	C100 M25 Y0 K0	R0 G115 B176
Mid Blue	PMS 300 C	PMS 300 U	C100 M50 Y0 K0	R0 G82 B147
Dark Blue	PMS 286 C	PMS 286 U	C100 M75 Y0 K0	R0 G52 B120
Light Grey	PMS Cool Grey 7 C	PMS Cool Grey 7 U	C20 M15 Y10 K20	R150 G155 B156
Dark Grey	PMS Cool Grey 11 C	PMS Cool Grey 11 U	C20 M10 Y10 K60	R77 G79 B83



Corporate Typeface

Primary

The primary Niseko corporate typeface is called Futura LT.

It is available in Book & Bold.

We recommend that this primary typeface be used for printed marketing collateral only.

It can be obtained at <linotype.com>

Futura LT Book
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura LT Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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Corporate Typeface

Internal

The internal Niseko corporate typeface is called Helvetica.

Helvetica is available in two weights. Light & Bold weights and their italic versions provide sufficient variations for all uses in internal stationery items, body copy and similar uses.

When ordering typesetting for body copy, specify the above weights in the appropriate size.

For most situations it is recommended not to use sizes less than 6.5pt and no more than 12pt. 8pt and 10pt are excellent sizes for readability in printed literature.

Niseko staff are recommended to use Helvetica Light 10pt for correspondence.

Helvetica Bold is used to highlight.

Helvetica Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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Corporate Typeface

Screen

Niseko corporate typeface for on screen usage is called Helvetica.

Helvetica should be used for the Niseko website and also for Powerpoint presentations.

Helvetica is available in Regular, Italic, Bold and Bold Italic.

Helvetica Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Helvetica Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890



Niseko Artwork Templates

The Niseko Artwork Templates have been designed to support the Niseko Visual Identity.

Artwork Templates include:

- Marketing Collateral
 - Niseko Tourism Brochure
- Signage
 - Niseko Event Banners
- Merchandise
 - Niseko T-shirts

Artwork Templates

Dimensions and layout must remain as shown. Typeface, weight and colour must remain as shown. Corporate colours must be used as shown. It is important to always specify the official Niseko colours.

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