

NZSCA Logo guidelines

'EST' Colour logo



'Member' Colour logo



Black logo



Black logo



Reverse logo



Clear space requirement



Recommended minimum size



There are 2 versions of the NZSCA logo.

The Association logo and the Member logo. The 'Est 2005' logo is for use by the Association itself. The official 'member' logo can be used to signify membership of the Association and is particularly useful for communications to clients, media or suppliers in the coffee industry.
















Logos are available as jpegs or EPS files. If you require logos in a different file format, contact NZSCA.

1. Spot Pantone® colour
2. CMYK process
3. Black
4. Reverse
5. RGB

NZSCA colour

The NZSCA colour can be achieved in either PANTONE®, RGB or CMYK as illustrated below.

The special (PANTONE®) colours should be used for reproduction wherever possible. The logo should only be reproduced using process colours (CMYK), eg digital signage or in black where absolutely necessary, eg newspaper advertising.

Spot colour	CMYK colour	RGB colour
 Black	 100k	 0r 0g 0b
 Pantone 626	 53c 4m 0y 0k	 97r 177g 227b
 Pantone 549	 5c 9m 26y 2k	 222r 206g 173b
 Pantone 1805	 0c 2m 4y 0k	 255r 251g 246b
 Pantone 4755	 5c 15m 22y 0k	 244r 222g 201b

PLEASE NOTE: When printing with process colours always ask your printer to match as closely as possible to the PANTONE® Colour Guide. Please note that while process colours will vary depending on the printing process, ink type and paper stock used, it is essential they are as close as possible to the special (PMS) coated colours.