



TRADESTAFF BRANDING GUIDE



Who is Tradestaff?

Tradestaff is proudly a privately owned New Zealand company specialising in Industrial Employment Solutions since 1996.

The Tradestaff Group is committed to the management of an operationally flexible workforce that consistently displays high standards of output, workplace behavior and professionalism while providing our clients with an exceptional service.

Tradestaff offers a nationwide network of branches, each responsible for a wider regional area. The branch network consists of offices located from Queenstown to Auckland. While we are a nationwide company, we see ourselves as being local in every market.

Under the Tradestaff umbrella, Tradestaff Global and Tradestaff Workwear operate with separate branding guidelines. For more information contact marketing@tradestaff.co.nz

Tradestaff Voice

Tradestaff's mantra is 'Cool and Easy'. It is important that all our branding conveys this message in a way that is suitable for both our corporate clients and our 'Tradie' employees.

Tone in all communications needs to avoid being either too corporate or too casual. Profanities are to be avoided and language should come across as friendly, respectful, and approachable.

Use of relevant emojis in text is acceptable but shouldn't be overused.



Logos

Current Logos are as below. Logos are not to be edited outside of the format without prior approval of Marketing team, marketing@tradestaff.co.nz

All Logo can be found and downloaded at <https://www.tradestaff.co.nz/brand-guidelines>



Tradestaff Standard Logo - Square
To be used where square logo is required



Tradestaff Standard Logo
To be used as first choice logo where possible



Tradestaff Standard Logo - With website
Alternative option to standard logo where applicable



Tradestaff Banner
Alternative option to standard logo where applicable



Tradestaff Standard Logo - White
Used where applicable



Tradestaff Standard Logo - Te Reo Maori version
Used where applicable (Taumata Mahi - Best in the field of work/getting work)



Tradestaff Logos - Transparent
White text transparent
Blue text transparent

Size - Logos are to be no smaller than 100px on the shortest side without prior permission from Tradestaff.

Colours & Fonts

PMS Colours - Yellow 107 & Blue Pantone 072

Hex Colours - Yellow #F5E326 & Blue #10069F

Logo Font - Optima

Text Font -



PANTONE®
Blue 072 CP



PANTONE®
107 C

Single Colour Logo use:

The Tradestaff banner can sometimes be used as a single colour logo for some materials, however the materials themselves must be single colour documents themselves made up of only Tradestaff Blue (e.g. all text etc.)

The Tradestaff single colour banner should only ever be produced in Pantone 072 and no other colour translations are permitted. The Tradestaff banner should never be produced in Black and White and should never be reversed.

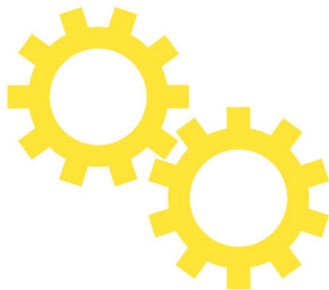
Corporate Typeface: Tradestaffs current corporate typeface is OPTIMA, which is used in either its normal format or commonly in BOLD. Tradestaff corporate typeface should be applied wherever possible in visual communication documents.

Tradestaff Cog

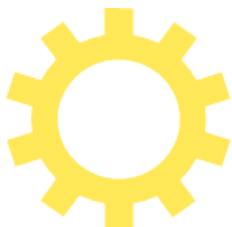
Tradestaff Cogs are the only component of the Tradestaff logos to be produced separately to the Tradestaff Banners. The Tradestaff cog should only be produced as a Full Cog or as a Half Cog. Whilst the Quarter Cog has been used as part of previous brand and visual communication materials, all new materials should feature either the full or half cog if required. The Tradestaff Cog has a total of 10 "bars" and should never be redrawn with more or less "bars".

Positioning

The Tradestaff Half Cog is designed to be used at the side or bottom of a document or heading, the Full Cog can be used wherever required inside a document provided there is no other conflicting art impending on its position. When either cog is positioned as a single cog, it is always to be positioned straight (eg the top "bar" should always be pointing upwards.) When two cogs are positioned together it is acceptable for one of the cogs to be positioned on an angle to allow the other cogs to appear as if they are interlocking



Tradestaff Full Cogs



Tradestaff Single Cog

Social Media Accounts

Below are links to all active Tradestaff Social media accounts



Facebook - <https://www.facebook.com/tradestaffnz/>



Instagram - <https://www.facebook.com/tradestaffnz/>



YouTube - <https://www.facebook.com/tradestaffnz/>



LinkedIn - <https://www.facebook.com/tradestaffnz/>



Website - <https://www.tradestaff.co.nz/>

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