Dying Matters WEEK

Shaping Your Legacy

Brand Guidelines

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Primary Logos

The Shaping Your Legacy word mark should always be used alongside the Dying Matters Week roundal in one of the three formats.

At times you might see the Dying Matters Week roundal sitting away from the word mark in different layouts, please always use the lock ups provided and leave this to our marketing and design team.

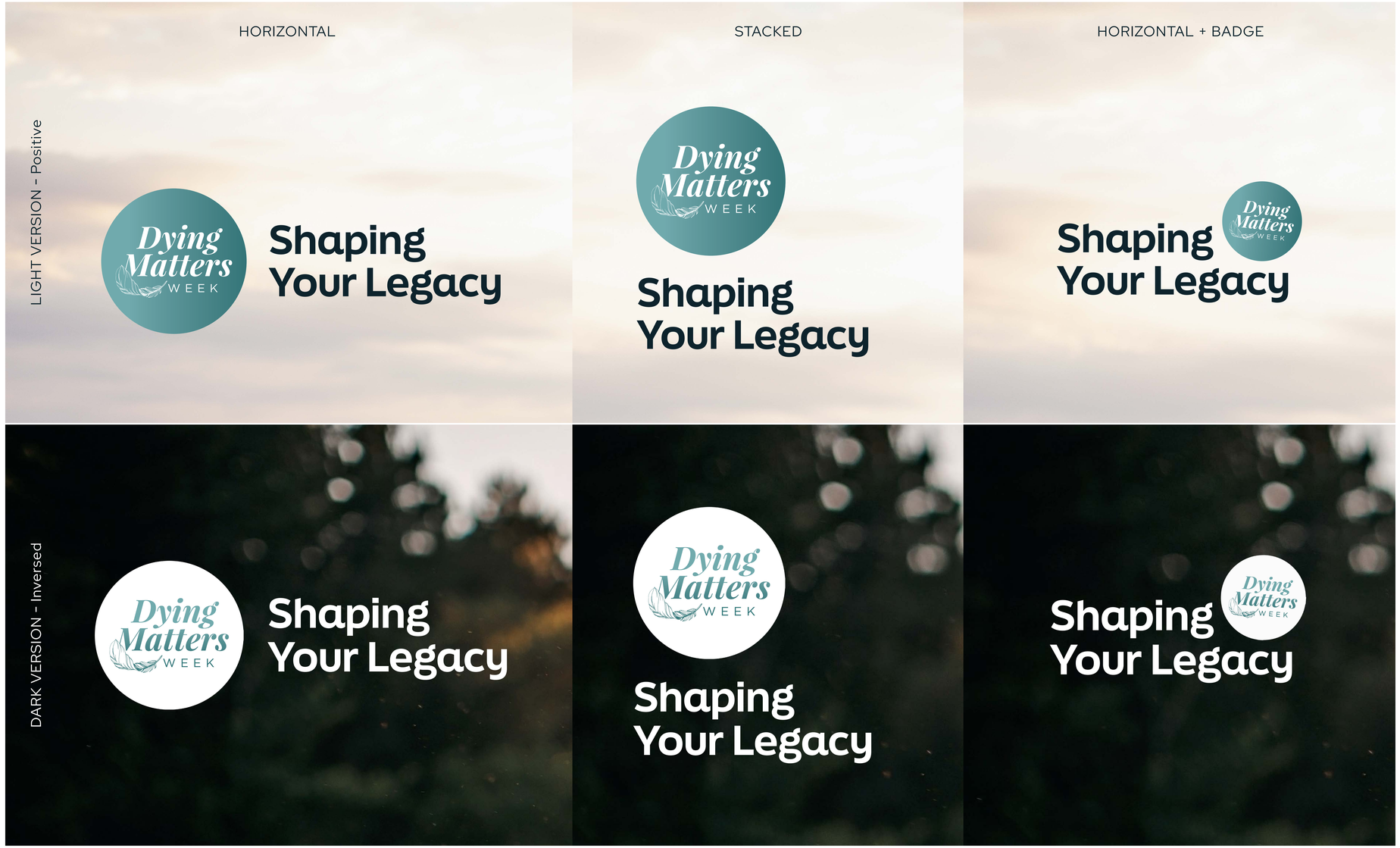
HORIZONTAL - Inversed

STACKED - Inversed

HORIZONTAL + BADGE - Inversed

Colour Variants

All logo variations are available in Dark and Light versions. Select the orientation and colour version that best suits the composition where the logo is being used.



Regional Lockup

To promote Dying Matters Week - Shaping Your Legacy in your area, use either the dark or light version of the logo lockup.

To add your region in the burnt orange box, colour pick or use the colour values to create or extend the burnt orange box, then use the brand font 'Red Hat Display', available as a Google font here. Regions are formated in CAPS .

Always format the date with the Month written in full as shown.

LIGHT VERSION

Shaping Your Legacy

YOUR REGION HERE

7th - 13th September 2026

DARK VERSION

Shaping Your Legacy

YOUR REGION HERE

7th - 13th September 2026

Colours

The logos are created from the following brand colours.

Secondary colours can been used within the campaign assets, i.e. the box behind the region name.

BRAND COLOURS

DARK TEAL

CMYK	88 / 69 / 58 / 67
RGB	13 / 35 / 44
HEX	#0d232b

TEAL

CMYK	69 / 19 / 31 / 38
RGB	49 / 113 / 120
HEX	#307178

LIGHT TEAL

CMYK	58 / 19 / 31 / 0
RGB	112 / 170 / 173
HEX	#70a9ad

SECONDARY COLOURS

BURNT ORANGE

CMYK	15 / 73 / 92 / 3
RGB	205 / 98 / 51
HEX	#cd6233

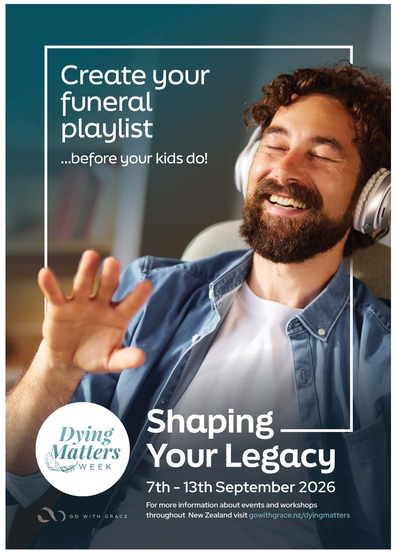
GOLD

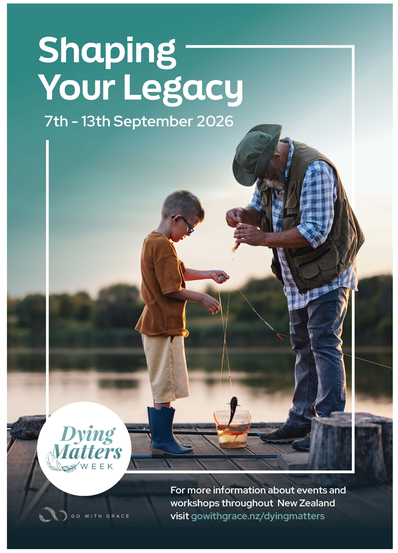
CMYK	19 / 24 / 33 / 0
RGB	207 / 187 / 167
HEX	#cfbba7

A4 Poster Campaign examples

These are available for use at: gowithgrace.nz/dyingmatters/event-toolkit

Editable versions to promote your event will be available at a later date, please do not edit these.

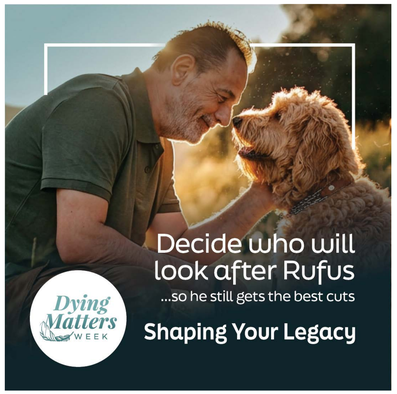


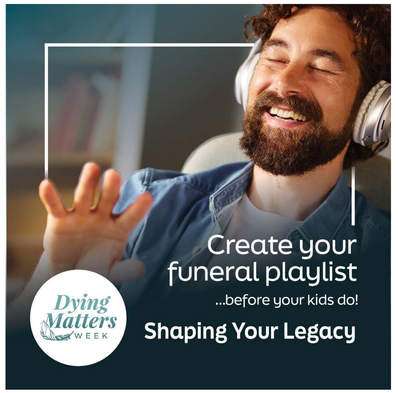


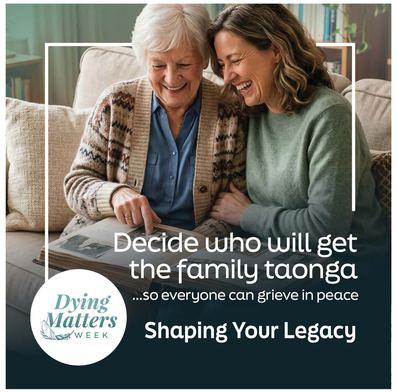
Social Campaign examples

These are available for use at: gowithgrace.nz/dyingmatters/event-toolkit

Editable versions to promote your event will be available at a later date, please do not edit these.







Regional Facebook examples

Examples of a Facebook header and social square.

These are available for use at: gowithgrace.nz/dyingmatters/event-toolkit

Brand guidance

If you have any questions about the use of the campaign brand mark, enquire with jo@gowithgrace.nz

Find out more at gowithgrace.nz/dyingmatters