



KIWIRPG BRAND AND LOGO GUIDELINES, April 2022 * kiwirpg.com

This logo (device and wordmark) was created by Tim (@TimDenee) and Tim (@dreadconquest) and represents KiwiRPG, a role-playing game creative community for Aotearoa New Zealand.

Use this logo to distinguish role-playing games and related works that are made with the creative input of residents, citizens or friends of Aotearoa New Zealand.

It represents the values that we hold precious:

- honouring and acknowledging Te Tiriti o Waitangi and its guiding principles of partnership, protection and participation
- respecting and supporting the dignity of all, regardless of belief, race, gender/sexuality, or ableness
- standing against hate and prejudice

If you also uphold these values and want to make use of this logo on your work, you may access these files directly. We ask that you let the KiwiRPG community know by using the contact form on the KiwiRPG website: <https://www.kiwirpg.com/about-us/>

Practical Guidelines

The entire logo (device and wordmark) is preferably used together in the form shown, but the device can be used independently if the entire logo also appears elsewhere.

In particular, the device can be used alone if the scale of representation would make the wordmark too small to be legible.

Please don't break up, rearrange, or crop the text of the wordmark - it must all appear legibly and as shown.

The typeface can be altered to anything you like, even though this is direct branding heresy.

Keep a clear space around the logo at least equal to the x-height of the text. The device alone can be used on a solid background of white or black, or framed in a rectangle as shown. Please don't use other frames or borders.

Yes Dylan, the logo can be redrawn by hand.

The logo should be used in black on white, or white on black, or in black or white on a colour, an illustration or a photo.

This logo represents our community and our values. Don't use it in a way that brings the community into disrepute or conflicts with our values.

ENDS