

**SAMPLES AND GUIDELINES FOR USING
CHRISTCHURCH STORY RESOURCES**

Sample – Opportunity pillar on own

The 3 key Opportunity pillars are:

Grow
Connect
Find Balance

Use flat colour or 90% transparency on the fold graphic.

The **Find Balance** pillar talks to our great lifestyle. Christchurch is the best place in the world to be a Kiwi.

When using the Find Balance pillar please use the lock-up provided.



Sample – Opportunity pillar with substantiator

The **Connect** pillar talks about connections to people and places locally, nationally and internationally.

When using the Connect pillar please use the lock-up provided.

It's possible to add a phrase to substantiate the pillar.

Colour for fold graphic pulled from the image.



Sample – Opportunity pillar with substantiator and photo credit

The **Grow** pillar talks to the opportunity for growth across all areas of life; business, personal, lifestyle, family, health and well-being.

When using the Grow pillar please use the lock-up provided.

The colour fold graphic can fold over any edge. Text should be a sans-serif type such as Gotham or Helvetica.

Some images must be credited to the photographer. In this case place the credit below the image in a dark grey (70% black).



Sample – Opportunity pillar with quote and photo credit

The lock-up can be placed above or below your quote or substantiator, depending on your hierarchy requirements.



Banner Samples

