

1 Primary logos usage

Correct use and application of the Resene logo is important in maintaining the consistency of the Resene brand identity. The Resene logo has two primary versions and comes in colour and black & white variations. Examples of correct usage of each version are shown below. The logos MUST NOT be altered or manipulated in any way. If an authorised version has not been made available to you by Resene, do not try to recreate the logo.

Resene black logo on white background:



Resene colour logo on white background:

If a black-on-white only is required, use the Resene black-on-white logo above. DO NOT change the colour logo by deleting the multi-colour paint device background or by changing the colour mode to greyscale.



Resene vertical ColorShop logo on white:



Resene horizontal ColorShop logo on white:



Resene white logo on black (or any other colour) background:



Resene colour logo on black background:

If a white-on-black only is required, use the Resene white-on-black logo above. DO NOT change the colour logo by deleting the multi-colour paint device background or by changing the colour mode to greyscale.



Resene vertical ColorShop logo on black:



Resene horizontal ColorShop logo on black:



Wherever possible Resene logos should be used on a 'rich black' background.

2 Secondary logos usage

In addition to the primary logos shown on page 1, the resene logo can also be used in some instances without the 'The Paint The Professionals Use' strapline. Below are examples of how the Resene logo is used without the TPTPU line on various secondary Resene logos. They MUST NOT be altered or manipulated in any way. If an authorised version has not been made available to you by Resene, do not try to recreate the logo.

Resene black logo, no TPTPU on white background:



Resene Engineered Coating Systems logo on white:



Resene Construction Systems logo on white:



Resene Automotive & Light Industrial logo on white:



Resene white logo, no TPTPU on black background:



Resene Engineered Coating Systems logo on black:



Resene Construction Systems logo on black:



Resene Automotive & Light Industrial logo on black:

