

## National Coworking Day Style Guide

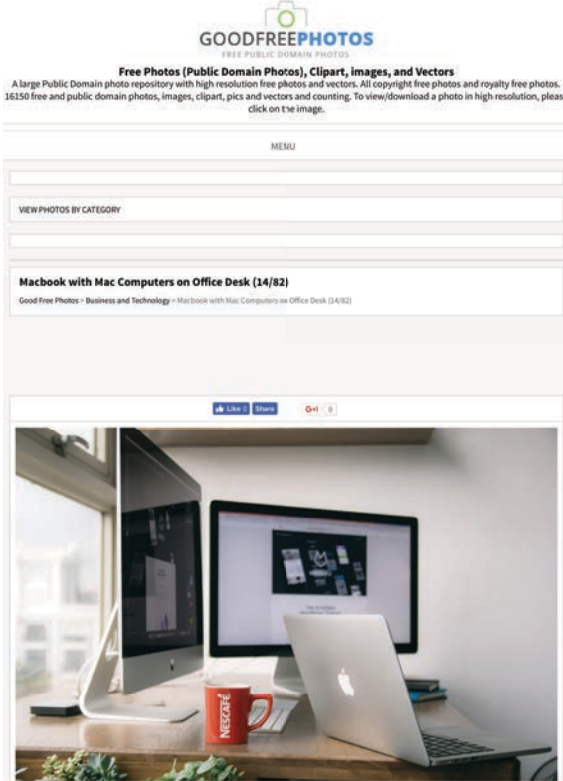
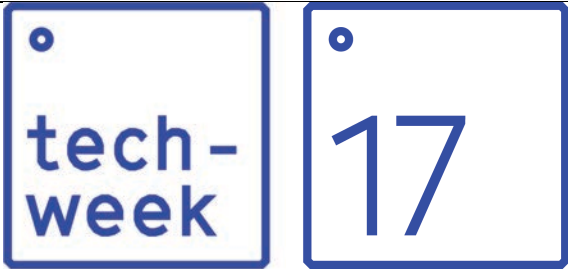
### National advertising poster

Available in editable (space name and address details only) Photoshop (PSD) format – other formats available upon request –  
Via download from [nationalcoworkingday.nz/resources](http://nationalcoworkingday.nz/resources).



Item	Source	Style	Copyright
Background image.		Colours unchanged, size reduced, layers added of laptop, cups and hand.	Creative Commons including commercial reuse

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	Evans Family Collection: Mrs. Evans t CM Ross Ltd. Tearooms – Palmerston North. Sourced via: <a href="http://www.digitalnz.org">www.digitalnz.org</a> from Manawatu Heritage		
MacBook	<p>GoodFreeImages – public domain library</p> 	Cutout, rotated, black and white colour, scaled.	Public domain
Title Font	Arial Black (400pt)	#FFFFFF colour	Included with Windows and Mac OS
Coworkin g space name Font	Arial Black (300pt)	#FFFFFF colour	Included with Windows and Mac OS
Coworkin g space address	Arial Black (150pt)	#FFFFFF colour	Included with Windows and Mac OS
TechWee k Logo	 <p>Supplied via TechWeek resource download</p>	R44 G44 B251	TechWeek licence reuse for the event. No known size or placement restrictions

## Registered Coworking spaces map

Periodically updated and published at [nationalcoworkingday.nz](http://nationalcoworkingday.nz) website by Double Farley.



<p>Background Map for co-working spaces registered</p>		<p>Colours modified to black and white. Rescaled. Map built in Storyline learning content creation system.</p>
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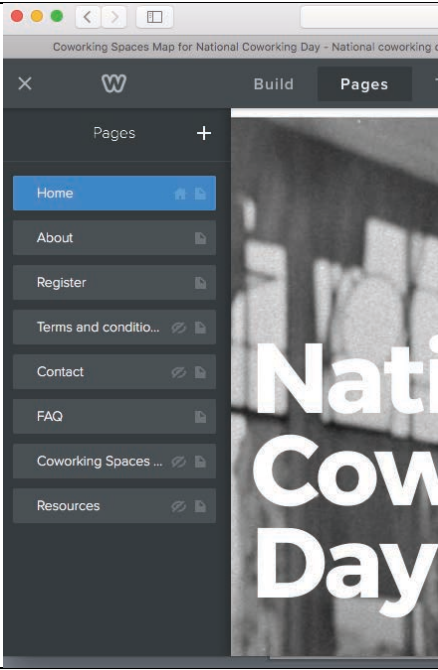
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	Map background: Sir George Grey Special Collections, Auckland Libraries, NZ Map 4366 Source: <a href="http://www.aucklandcity.govt.nz/dbtw-wpd/exec/dbtwpub.dll?BU=http%3A%2F%2Fwww.aucklandcity.govt.nz%2Fdbtw-wpd%2FHeritageImages%2Findex.htm&amp;AC=QBE_QUERY&amp;TN=heritageimages&amp;QF0=ID&amp;NP=2&amp;MR=5&amp;RF=HIOR&amp;recordSearch&amp;QI0=%3D%22NZ Map 4366%22">http://www.aucklandcity.govt.nz/dbtw-wpd/exec/dbtwpub.dll?BU=http%3A%2F%2Fwww.aucklandcity.govt.nz%2Fdbtw-wpd%2FHeritageImages%2Findex.htm&amp;AC=QBE_QUERY&amp;TN=heritageimages&amp;QF0=ID&amp;NP=2&amp;MR=5&amp;RF=HIOR&amp;recordSearch&amp;QI0=%3D%22NZ Map 4366%22</a>		
TechWeek logo, Fonts	As National Advertising Poster		
Thumbtack icon	Public domain icon sourced from Piktochart icon set.	Converted to PNG, recoloured to match TechWeek logo.	Public Domain.

## NationalCoworkingDay.nz website

Item	Source	Style	Copyright
<a href="http://www.nationalcoworkingday.nz">www.nationalcoworkingday.nz</a> URL	Registered by Double Farley on Only Domains – 12 months from Jan 2017	n/a	Under reuse licence for event from Double Farley
URL hosting service	Weebly via Double Farley account	Weebly template 'Run Birds Eye2'	Creative Commons 4.0 by Weebly

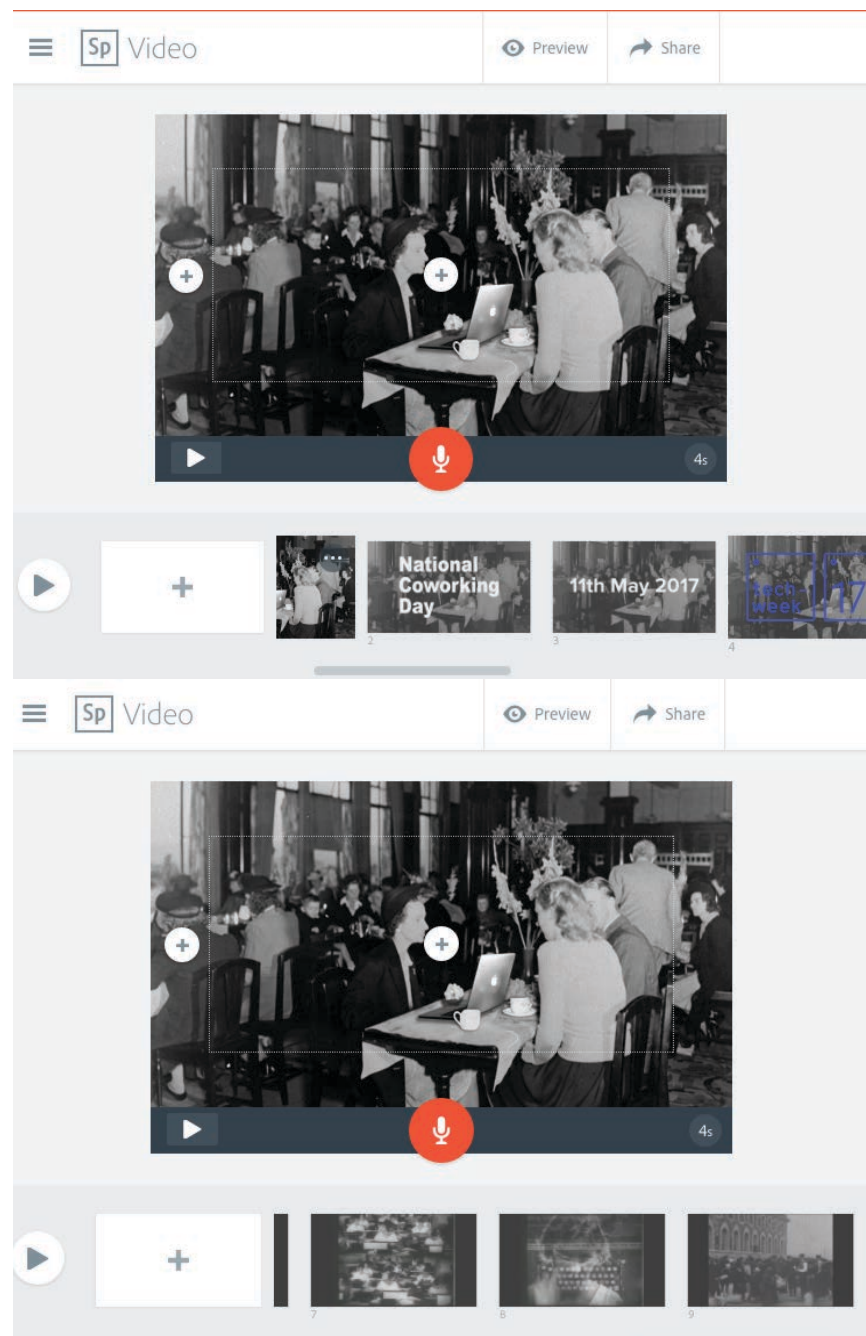
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Content and Pages as of 28/03/2017		Limited set for Coworking spaces owners to register and FAQs	Content Licensed Creative Commons 3.0 by Double Farley
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## National Coworking Day advertising video(s)

\*\*\* Currently in production as of 28/03/2017 with expected release by 31/03/17\*\*\*

One or more short online videos with text information about the National Coworking Day for members of the public. Designed to inform and entertain, the style builds upon the archive poster images and includes public domain licensed archive film clips, gentle humour, plus a brief introduction to Coworking.



### **Additional vintage photography**

Following the same design themes and, most importantly, the same licence for reuse. Double Farley has identified a series of vintage photographs for use by coworking spaces to help advertise this event as seen fit by the owners. A few design limitations will still apply to ensure the National event retains its identity.