

All-of-Government Brand Technical Style Guide

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Introduction

In April 2007 the New Zealand Government introduced an all-of-government brand identity for use by State Services organisations. The brand has been developed to make government services more visible and identifiable for New Zealanders. It has been designed to be used in conjunction with existing government branding.

This style guide has been developed to assist government agencies, and their suppliers, with the technical application of the brand options. It provides information about the different brand options, guidance on common applications and examples of incorrect application. Agencies, and design professionals, should use this guide to ensure the brand is consistently applied at all times.

This style guide should be read in conjunction with the All-of-Government Brand Policy and Guidelines, which provides further details as to the range and scope of the New Zealand Government brand application.

Further information

The administration of this style guide is the responsibility of the State Services Commission.

Further guidance, policies, and artwork files, can be found at www.ssc.govt.nz/govt-brand or on the Public Sector Intranet.

Further queries can be directed to govt-brand@ssc.govt.nz or phone 04 495 6600.

newzealand.govt.nz

Brand signatures artwork

There are three logo devices (brand signatures) that may be used to identify communications material as having been produced by the New Zealand Government. The brand signatures must be reproduced in a consistent manner to preserve the integrity of the brand.

This style guide sets out the precise specifications of the brand signatures and how they may be applied in different situations.

All brand signature artwork is available in electronic form for all government agencies required to use the brand signatures. Please obtain these if you need to reproduce a New Zealand Government brand signature on your communications material. Do not try to recreate any of the brand signatures. The artwork is available from www.ssc.govt.nz/govt-brand or email govt-brand@ssc.govt.nz or phone 04 495 6600.

Design professionals unsure as to which New Zealand Government brand signature should appear on communications material should refer to the Brand Policy and Guidelines at www.ssc.govt.nz/govt-brand and/or consult with the government agency they are working with.

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Colour reproduction

The preferred colours for reproducing the New Zealand Government brand signatures are black, grey (60% black) or reversed out white. Other colours may be used where it is desired that the brand signatures should appear integrated with the look and feel of a particular campaign or communication piece. Examples of acceptable colour reproduction and integration are provided on pages 6 to 18 of this guide.



Clear space

The New Zealand Government brand signatures must, in all situations, be surrounded by adequate space to maintain their visual impact. The minimum clear space requirement is equal to the height of the lower case 'o' at whatever size the brand signature is reproduced (see diagram below). No typographic or graphic elements such as by-lines, other logos or imagery should encroach this clear space area.



Minimum sizes

The New Zealand Government brand signatures should never be reproduced any smaller than the minimum sizes indicated below.

'New Zealand Government' descriptor minimum size is: 25mm x 2.6mm.

'newzealand.govt.nz' URL minimum size is: 20mm x 2.6mm.

'Te Kāwanatanga o Aotearoa' Te Reo Māori descriptor minimum size is: 29mm x 2.6mm.

These minimum sizes will apply in particular when the brand signatures are to appear on small communication pieces. On larger material - A1 posters or billboards for example - the brand signatures should appear so that they can be easily seen and read.



Placement

It is preferred that the placement of the New Zealand Government brand signature is the bottom left or bottom right of communications material. Common placement of the brand will aid recognition over time.

Approvals

Government agencies are responsible for authorising the correct application of the New Zealand Government brand signature on their communications.

If an agency wishes to seek an exemption for use of the brand in their communications material then refer to the Brand Policy and Guidelines for the procedure to follow.

Examples of incorrect use

Do not alter the New Zealand Government brand signatures in any way including:

- Alter the shape of the curve positioned under New Zealand
- Compress, skew or expand the brand signatures
- Rearrange the elements that make up the brand signatures
- Change the font
- Position the brand signatures over copy or place other copy or elements within the allowed clear space
- Position the brand signatures on an angle; reproduce the brand signatures in black or a dark colour over a dark coloured background; reproduce the brand signatures in white or light colour on a light coloured background; or use more than one brand signature on any piece of communication.

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Examples of acceptable use – Press



HELP. IT'S WHAT WE NEED MOST.

Thank you for doing what you can to help save our precious rivers and lakes from Didymo. While the best minds in the world are working on the problem, we need you to continue to Check, Clean, Dry any gear between waterways every single time. So keep up the good work and spread the word. Your help now can make a difference for generations to come. To find out more visit www.biosecurity.govt.nz or call 0800 80 99 66.

 **BIOSECURITY**
NEW ZEALAND

NEW ZEALAND. IT'S OUR PLACE TO PROTECT.

New Zealand Government

Examples of acceptable use – Press



HELP. IT'S WHAT WE NEED MOST.

Thank you for doing what you can to help save our precious rivers and lakes from Didymo. While the best minds in the world are working on the problem, we need you to continue to Check, Clean, Dry any gear between waterways every single time. So keep up the good work and spread the word. Your help now can make a difference for generations to come. To find out more visit www.biosecurity.govt.nz or call 0800 80 99 66.

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New Zealand Government

Examples of acceptable use – Press



HELP. IT'S WHAT WE NEED MOST.

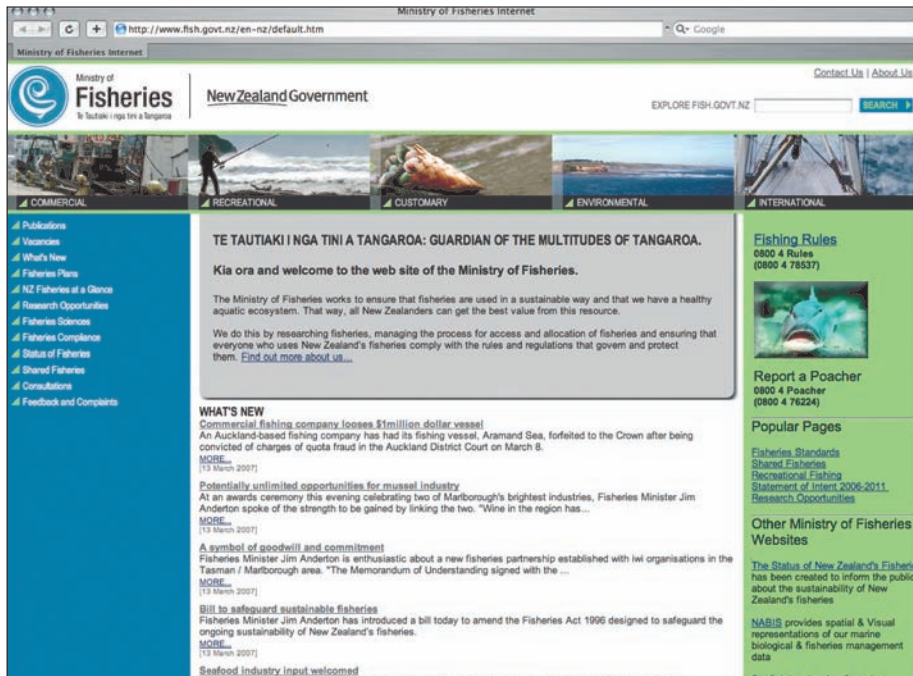
Thank you for doing what you can to help save our precious rivers and lakes from Didymo. While the best minds in the world are working on the problem, we need you to continue to Check, Clean, Dry any gear between waterways every single time. So keep up the good work and spread the word. Your help now can make a difference for generations to come. To find out more visit www.biosecurity.govt.nz or call 0800 80 99 66.

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Examples of acceptable use – Website



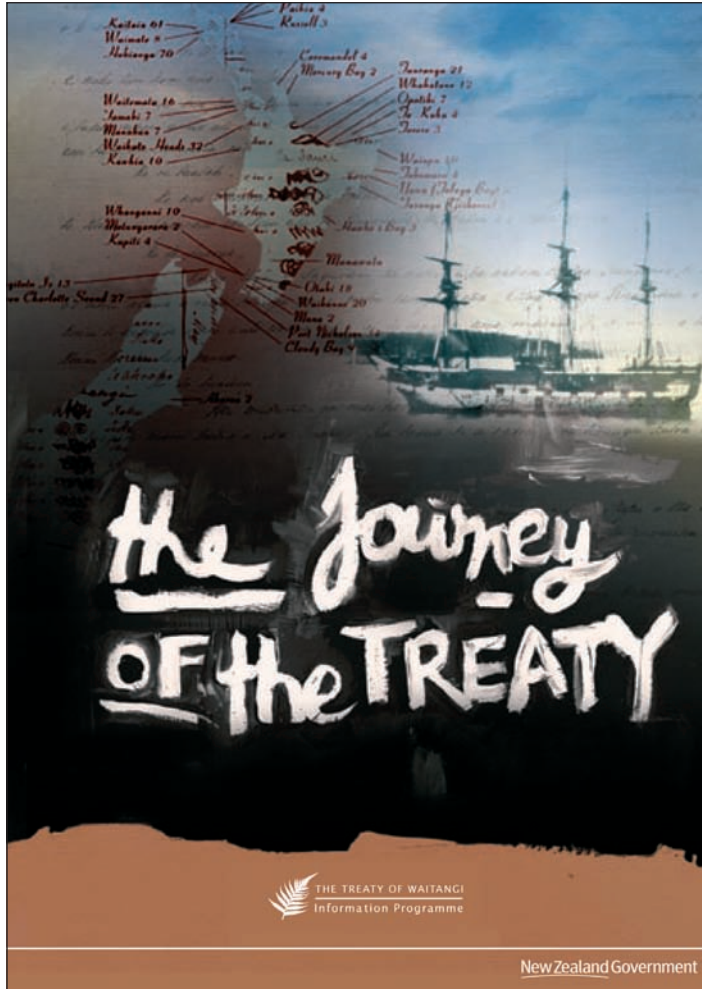
Examples of acceptable use – Billboard



Examples of acceptable use – Television Commercial



Examples of acceptable use – Brochure



Examples of acceptable use – Te Reo Māori Brochure

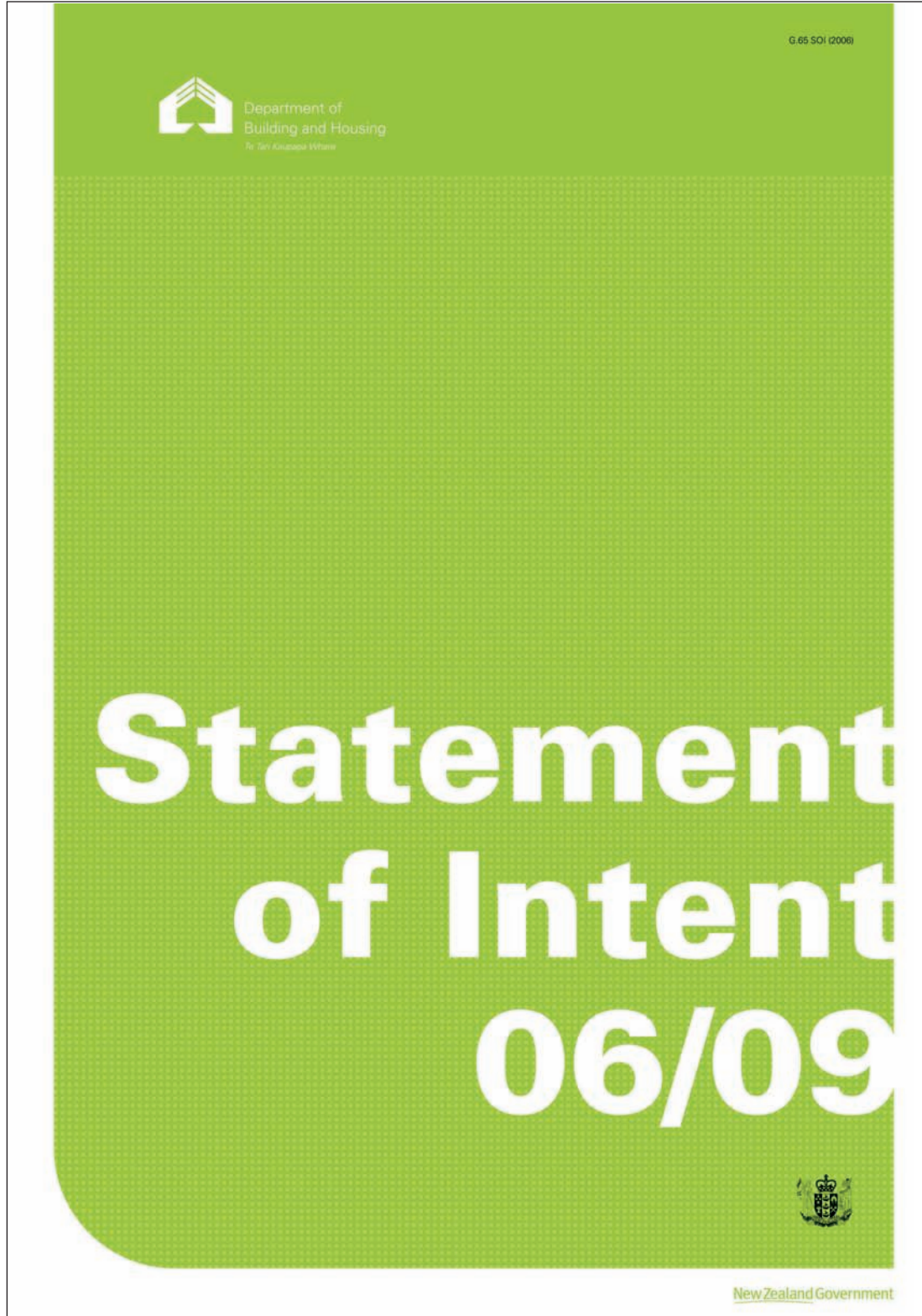


**Te Rēhita Ārai Mate
ā Motu (NIR)**
Ko te hopu i ngā pārongo ārai mate
HE PĀRONGO MĀ NGĀ MĀTUA



Te Kāwanatanga o Aotearoa

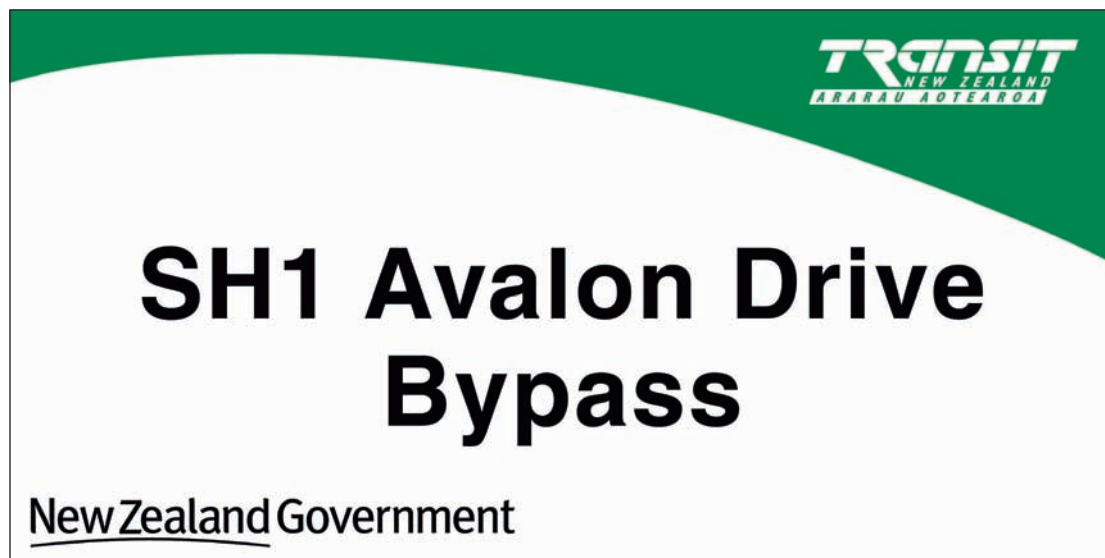
Examples of acceptable use – Statement of Intent



Examples of acceptable use – Annual Report



Examples of acceptable use – Road Signage



Examples of acceptable use – Stationery



Examples of acceptable use – Radio

Audio signatures may be used at the end of radio advertisements where there is sufficient time within the script to include them.

An example of the Radio Brand Signature available for use is:

“Brought to you by the New Zealand Government”

This can be translated as appropriate.

Links to other information:

All-of-Government Brand policy and Guidelines (www.ssc.govt.nz/govt-brand)

Cabinet Guidelines on government advertising (www.dpmc.govt.nz)

Guidance on government advertising in election year (www.ssc.govt.nz)

Use of Coat of Arms (www.mch.govt.nz)

Advice on briefing advertising agencies (www.caanz.co.nz)

Government procurement guidelines and guide to GETS tendering system (www.med.govt.nz)

Notes

[newzealand.govt.nz](https://www.newzealand.govt.nz)

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Te Kāwanatanga o Aotearoa