



10 August 2023



Ref: OIA-2023/24-0058

Dear

Official Information Act request relating to style guides and branding for DPMC's website and printed materials

Thank you for your Official Information Act 1982 (the Act) request received on 11 July 2023. You requested:

I'm writing to make a request for information relating to your website and printed materials. Specifically, I'd like access to:

- your technical style guide/stylebook/guidelines/brand manual for producing online and printed material.*
- details of what fonts and colours you uses on their website and in print, including the licenses they're provided under and the cost of those licenses.*

Information being released

I have decided to release the relevant documents listed below. Some of these documents are being amended, but as they are not currently in use for any of our website content or publications they have not been included.

Item	Document Title	Decision
1	DPMC Style Guide	Released in full
2	DPMC Visual Guidelines for Professional Use	Released in full
3	DPMC Visual Guidelines for Internal Use	Released in full
4	DPMC Guidelines for Using the Logo	Released in full
5	NEMA Get Ready Visual Identity Guidelines	Released in full
6	NEMA Interim Visual Identity Guidelines	Released in full
7	NEMA Civil Defence Logo Guidelines	Released in full
8	Government House Brand Identity Guidelines	Released in full
9	Child and Youth Wellbeing Brand Guidelines	Released in full

Website fonts:

- Department of the Prime Minister and Cabinet website: Open Sans, Sans-Serif (open-source licence)
- Governor General website: Merriweather, Helvetica, Arial, Sans-serif, Candida Std (open-source licence)

- Child Youth and Wellbeing website: Merriweather, Helvetica, Arial, Sans-Serif (open-source licence), and Zooja Light (purchased for \$271.96 in 2019 for up to 20 desktop licences)
- Civil Defence website: Open Sans Condensed, Arial, Sans-Serif (open-source licence)
- Get Ready website: Open Sans, Sans-Serif, Bowlby One (open-source licence)

Fonts used in publications:

- Department of the Prime Minister and Cabinet: Arial, Open Sans (open-source licence)
- Child, Youth and Wellbeing: Kunststuff and Hand drawn (licensed through the design agency)
- The Officials Committee for Domestic and External Security Coordination: Source Sans Pro (open-source licence)
- Government House: Geotica Three (open font), Palatino Linotype (windows system font), Signet Roundhand CE ATT (open-source licence), and Calibri (windows system font)
- National Security Group: (upcoming publication) Ideal Sans (licensed through the design agency)
- NEMA: Open Sans, Arial (open-source licence)

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on the Department of the Prime Minister and Cabinet's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Clare Ward
Executive Director
Strategy, Governance and Engagement



DEPARTMENT OF THE
PRIME MINISTER AND CABINET
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

DPMC Style Guide

Released under the Official Information Act 1982

Released under the Official Information Act 1982

The purpose of this document is to provide DPMC staff with a set of guidelines to ensure the way we communicate is consistent and accessible to the general public.

Our style guide is designed to set a standard of communication, leading by example in how to speak to our audiences.

By making language accessible to people of all walks of life, we ensure understanding and respect. This set of guidelines doesn't cover every type of writing but will act as a guide for written communications generally.

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Visual design and page layout

Visual design

The DPMC Visual Identity Guidelines is a manual for graphic designers and a resource for staff to create DPMC material that is visually consistent. The guide is updated periodically, so please refer to the latest version available [under 'DPMC Branding'](#).

Selecting a graphic design agency

The CASS Web and Publishing team provides in-house design, print and web uploading services. If they are unavailable to meet your needs, we can design agencies from the All-of-Government panel. Please talk to the Communications team if you want to do this.

Word templates

To ensure consistency between DPMC documents created in Word, please use the DPMC templates, which include our logo and font styles. You can find these templates [under 'DPMC Branding' on Kāinga](#).

DPMC logos

Please email the Communications teams for a copy of the DPMC logo, or any others you require and [read the DPMC Visual Identity Guidelines](#) for instructions on using the DPMC logo.

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Voice & tone

The DPMC uses a voice, tone and writing style that is professional, uses plain language and is a direct but conversational tone of voice.

Plain Language

Plain language is clear, concise, well-organised, can be understood after one reading and follows recognised plain language guidelines. The Plain Language Act 2022 promotes the use of plain English in official documents and websites.

The Act requires that all public service agencies and Crown entities write their relevant documents in plain language.

The Act establishes plain language officers at each reporting agency to ensure plain language requirements are upheld. Our Plain Language Officer is the Director Strategic Communications and Engagement, but everyone has a role to play.

In practice, plain language looks like:

- short sentences
- active voice
- verbs instead of nouns (where possible)
- 'you' and 'your'
- contractions
- Māori words, including macrons.

Technical language

Although we use plain language, it's important that we retain technical, legal and regulatory naming conventions. Where possible, support these with a plain language explanation.

Legal language

- If we're talking about a legal requirement, or an ethical, professional or contractual obligation, use 'must'.
- If 'must' does not have enough emphasis, use 'legal requirement/legally entitled'.
- If a requirement is not legal but administrative, use 'need to'.

Quotation marks

- We use double quotation marks for speech
- We use single quotation marks for quotes within quotes
- We don't use quotation marks around document or publication titles – use italics to show words are part of a title instead.

Spelling

We use New Zealand spelling / Māori language

Jargon, initials and acronyms

- Don't assume readers will understand our jargon and acronyms - explain them in plain English that is clear and simple to understand.
- We spell out the word 'New Zealand' at all times, unless NZ is part of an official name. We can use the word 'kiwi' in informal sections where guidance or clauses of any Act are not mentioned.

Symbols and abbreviations

We use:

- percent (unless in tables)
- \$ (NZD\$, AUD\$, USD\$ if we need to indicate a currency)
- "&" only if it is part of a brand name.
- Etc
- I.e.
- E.g.

Bulleted lists

We use two types of bulleted lists – single-sentence lists and multi-sentence lists. When we are writing a single sentence list, we:

- start with a stem sentence that all points have in common
- start each point in lower case and only use a full stop on the last point
- sometimes use 'and' or 'or' on the second to last point
- place a comma after the last word before the 'and' or 'or'
- check that each point makes a full sentence when read with the stem.

Multi-sentence lists are introduced by a complete sentence

- Each point in the list is also a complete sentence.
- Each point can be 1-3 sentences long
- Each point begins with a capital letter and ends with a full stop.

If you need a list within a list:

- Use en dashes – hold down CTRL key and press minus key on number pad – rather than another set of bullet points
- Never mix styles of bullet within a list.

Grammar & Capital letters

- Proper nouns are people and place names (If a noun is plural or preceded by "a" or "an", it is not a proper noun)

- Capitalise job titles and locations when referring to a named person or place
- Give the name of the person or place the first time you refer to them. Use lower case for job titles and locations in subsequent references to the same person or place.
Example: Jenny Smith, Senior Advisor – then, the senior advisor.
- Use uppercase when referring to the Government of the day.

Titles of documents or publications

We use sentence case for the titles of documents or publications

Punctuation Section

Commas

- Commas group and separate words, phrases and clauses to make the meaning of their sentences clear.
- If the meaning of a sentence would be clear without commas, don't use them.
- Separate each item in a simple list with a comma, except the last two items where "And" does the work of a comma at the end of a list.
- Add a comma before the final "and" for clarity.
E.g. My favourite sandwiches are chicken and avocado, bacon, lettuce and tomato, and pastrami, cheese and pickle on white bread.
- Separate a phrase or clause when the sentence would have the same meaning with or without that information. E.g. Mary, who has two young children, has a part-time job.
- Use colons before and after quoted speech E.g. He said, "Tomorrow we'll go to the café." "I'll be there at one," said Mary.

Don't use a comma after direct speech that ends with an exclamation or question mark.

Contractions

"It's" is a shortened form of "it is".

"Its" is a possessive form and denotes something belonging to "it".

Dashes

Use an en dash (–) when breaking up a sentence. Always leave a space before and after the en dash.

Dates and time

Write dates in full in day, month and year order. We don't use ordinal numbers, such as 1st or 3rd in dates.

Financial year vs calendar year

- Use a forward slash for financial years (include the words “financial year”) Use a hyphen when writing about a period of two years. E.g. 2014/2015 financial year. The years 2014 – 15. Use the 12 hour clock
- Write “am” and “pm” in lower case, with no full stops or space after the hour. Use a full stop, not a colon, between the hour and minutes. E.g. 5pm, 5.30pm
- Use “to” to separate date ranges in proper sentences.
- Use a dash in tables, graphs, infographics or incomplete sentences.

Sentences	Graphs, tables, etc
6am to 9am	6-9am
6am to 7.30pm	6am-7.30pm

Full stops

- Use full stops at the end of sentences in the main content only
- Don't use full stops in page names, photo captions, headings, subheadings or initials.

Hyphens

Hyphens are used to join:

- separate words in compound words, and prefixes and suffixes to words.

Only use hyphens if the meaning would be unclear without them. Exceptions:

- Use a hyphen to separate a prefix from a name used as an adjective, or from a numeral e.g. post-Freudian, pre-1990.
- Use hyphens to avoid confusion with another word

Apostrophes

- Possessive apostrophes – something belongs to someone or something. If something belongs to one person, then add the apostrophe before the “s”. For possessive plural nouns, add an apostrophe after the “s”.
- When using possessive singular and plural proper nouns ending in “s”, add an apostrophe after the “s”. E.g.: Charles Dickens' novels, The Harris' horses
- The apostrophe replaces the missing letters when two words are written as one word, e.g. I'm, you've, he'll, she'd, hasn't

Don't use an apostrophe in plurals, unless something belongs to that plural

- Plurals that aren't owners, like FAQs
- Decades that aren't owners, like the 1990s
- Made up words, like ifs and buts, and Ps and Qs

Punctuation

Use round brackets () to add definition, clarification or comment. Brackets also help to break up a long sentence and minimise overusing commas.

Don't use brackets within brackets if you can help it – use commas or en dashes (not hyphens).

Only use in quotations to add clarity to somebody's quote or to avoid confusion

- “Though I live in Petone, I am originally from Mt Cook [Wellington]”

- Do not use angle <> or curly brackets {}

Latin forms (e.g., ie, etc)

Place a comma before and after a Latin form without using full stops. Don't use “etc” if there's an “e.g.” before it in the sentence.

Legal term abbreviations

section	s 1, s 9(2)(a)
subsection	subs (1)
paragraph	para (a), paras (a) and (b)
subparagraph	subpara (i)
clause	clause 1
regulations	reg 234, regs 65-7

Numbers

When writing numbers in proper sentences, spell out number one to nine, and use digits when writing numbers from 10 upwards. Use numerals only in graphs, tables and infographics.

The exception to this rule is to use the same kind of formatting for two numbers used in the same sentence or article. Consistency is key.

If a number begins a sentence, page name, image title, or subheading, write the number out in full.

E.g: Twelve plants are blooming and five have wilted.

Always use figures when you write about Acts, Bills and regulations.

E.g: Section 7 of the Unit Titles Act 2010.

We use commas to separate thousands when the number is over 10,000. When we talk about numbers in the millions, we use the word million instead of writing the number in full. Numbers can be written either \$10m, in graphs and tables or in full, \$10 million (with a space).

Writing number ranges

Correct	Incorrect
From 14 to 21 (in sentences)	From 14-21
14-21 (in graphs, tables and infographics)	

Official titles

Title	Refer to as	Begin letter with
Ministers	Hon Grant Robertson, MP	Dear Minister Robertson
Prime Minister	Rt Hon John Smith	Dear Prime Minister
Governor-General	His/Her Excellency the Governor-General	Your Excellency
Knights	Sir Edmund Hillary	Dear Sir Edmund
Dames	Dame Augusta Wallace	Dear Dame Augusta
Ambassador	Your Excellency or Ambassador	Your Excellency or Dear Ambassador
Mayors	The Mayor of Auckland	Dear Mayor or Sam Smith
High Court Judges	The Hon Justice Allen	Dear Judge or Dear Sir
	The Hon Justice Cartwright	Dear Judge or Dear Madam
Chief Justice	The Chief Justice, Dame Sian Elias	Dear Chief Justice
Councillors	Councillor John Pertwee	Dear Mr Pertwee

References to Ministers

The way we refer to Ministers of the Crown should be consistent throughout the Department.

When referring to the Prime Minister or Deputy Prime Minister, you can use:

- Prime Minister, Rt Hon Chris Hipkins / Deputy Prime Minister, Rt Hon Carmel Sepuloni (the first instance)
- Prime Minister Hipkins / Mr Hipkins and Deputy Prime Minister Sepuloni / Ms Sepuloni (subsequent mentions).

When referring to Ministers of the Crown, you can use:

- Minister of Finance, Hon Grant Robertson (the first instance)
- The Minister, Minister Robertson (subsequent mentions)

Organisation and company names

Organisation names can be written in full first, with the accepted abbreviation in brackets.

E.g. We write the Department of the Prime Minister and Cabinet in full, followed by its acronym in brackets. You can then use DPMC following the first reference.

E.g. The Department of Internal Affairs (DIA), then "DIA".

Writing for Web

People don't read content on the web as they do with print – usually they just skim read. On average,

only 25 percent of the words on a web page are read so make your writing concise and to the point!

Web content structure

When we're online, we read web pages in an 'F' shape and retain 30 percent less than when we're reading a print document.

When you're writing for the web, make sure content is easy to read and understood by:

- using frequent, informative headings and subheadings
- creating lists and/or bullet points
- writing short paragraphs
- putting links on separate lines.

Page name

Use plain English for page names and make them unique – the meaning of the page must be clear to people with no knowledge of the subject.

Snappy summaries

You have three seconds to grab someone's attention before they click away. The first paragraph needs to be well written, concise and summarise the main points.

Headings

- The first seven words of a heading, link or navigation label should include the information the user needs.
- Headings should be short, relevant, clear and in lowercase except for the first letter of the first word and any proper nouns.
- Sub-headings structure content so make sure they're meaningful to the reader.

Links

We use links to point to relevant content on our website, external websites or the best source of information.

- The link name should be the name of the web page you're going to or indicate what you'll find when you follow them.
- Use a verb to direct the reader to act or indicate what will happen, e.g.: download...
- Use hyperlinks instead of URLs
- Do not turn headings into links
- If possible, put links directly below the sentence or list they refer to.
- Include the link as part of the message.

When we link to documents or publications, we merge with link section:

- use the title of the document to create the link text
- include information about the document's file type and size in brackets at the end of the link. E.g: Taking that ship out again (PDF 747KB)

Meta description

Search engines (e.g. Google) sometimes use metadescription to provide information snippets about a site that they can match with search queries. Only the first 100 characters including spaces will be displayed in the search result, so your description or summary needs to be concise and understandable.

Formatting email addresses

Email addresses are:

- written out in full in lowercase
- always linked – E.g. name.lastname@department.govt.nz

Images, infographics, or diagrams

- Images should include useful information and enhance understanding of the surrounding text.
- Provide “alt text” (a short description) for each image to enable accessibility. The text should stand alone as a description of the image.

Get permission to use every photo

- We must have permission to publish a photo on our website.

Addresses

- New Zealand Post prefers no full stops, commas or spaces between numbers in addresses. Use a postcode at the end of towns or cities. Addresses without postcodes can cause delivery delays.

Web addresses and emails

- Don't underline website and email addresses on printed material.
- Only use one underline on electronic Word documents.

If a website or an email address ends a sentence, use a full stop as normal. Don't use http:// if there is a www in the website address.



DEPARTMENT OF THE
PRIME MINISTER AND CABINET
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

Visual Identity Guidelines

For professional use

Released under the Official Information Act 1982



HOW TO USE THE GUIDELINES

A consistent DPMC

DPMC is a central government agency made up of a number of different Business Units. We have a unique role as the trusted advisor, leader and steward of our system of executive government. We are unified by an overarching purpose: to advance an ambitious, resilient and well-governed New Zealand.

It is important we protect our visual identity – that we are consistent in how we use logos, colours, typography, layout and graphic devices both externally and internally. The way DPMC confidently and cohesively presents itself reflects upon the Department as a whole.

These guidelines should be used as a reference to ensure the Department’s visual identity is consistent in all collateral that is produced.

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz or the DPMC Communications team.

For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

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For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

LOGO

Our logo is made up of the New Zealand coat of arms (crest), our name and our Māori translation *Te Tari O Te Pirimia Me Te Komiti Matua*.

The use of the crest gives us automatic recognition both nationally and internationally, as well as the level of authority that a government central agency needs to command.

File types:

Word documents: .png

Websites/on-screen applications: .png

Print/designed documents: .ai or .eps

Preferred positive *(see page 9 for logo colour)*



Positive



Negative



Te Reo Māori



Minimum size

We have set a minimum size for our logo to ensure visual legibility.

These sizes are measured by the width of the logo.



Width: 75mm



Width: 213px

Preferred size



Width: 90mm excluding clearspace for standard offline collateral

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

LOGO

Clearspace

A minimum clear space requirement for the logo applies – it is to be kept clear of text and imagery (except for background colours).

The clear space requirement is proportional to logo size and is defined by the height of the 'D' in 'DEPARTMENT'.

It must be a minimum of double the height of the 'D'.



Incorrect use

The consistent and correct application of the logo lockup will help to enhance DPMC's visual identity recognition on a national and international stage.

Do not change or recreate DPMC's logo, use only the logo files provided to you and use as outlined in this logo section.



For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

LOGO | Alternative options

These versions of the logo should only be used in specific circumstances, such as on social media platforms and web responsive layouts. Outside these, the primary logo is to be used (see page 4).

Vertical

For square formats only, such as social media display pictures.

English



Te Reo Māori



Acronym

For applications where it is necessary for the logo to be smaller than primary minimum size.

For mobile version of logo on web responsive layouts.

Vertical



Horizontal



For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

LOGO | Placement

The DPMC logo should be your primary logo whenever the Department is the lead agency. However, there will be circumstances where DPMC plays a supporting role underneath a Business Unit. This page will guide you on how to place the DPMC logo in these circumstances.

Government House is the only Business Unit which does not reference the DPMC brand in its external collateral and stationery.

We keep the Government House brand identity separate to preserve the apolitical nature of the role of the Governor-General as supported by Government House.

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

Internal

DPMC as the lead agency

The DPMC logo is to be placed on the top-left corner of the page.



DPMC as supporting role initiative

The DPMC logo is to be placed on the bottom-left corner of the page in 40% black.



External publications

Where DPMC is the lead agency, the New Zealand Government logo is to be placed on the bottom-right corner of the page in 40% black.



If there is space for only one logo (eg, an email signature), please add: **“(MCDEM/Cabinet Office) is a Business Unit of the Department of the Prime Minister and Cabinet”**



Cabinet Office is a Business Unit of the Department of the Prime Minister and Cabinet.



Cabinet Office is a Business Unit of the Department of the Prime Minister and Cabinet.

NEW ZEALAND GOVERNMENT LOGO

All external publications produced by the New Zealand Government must display a New Zealand Government brand signature.

Refer to **Government Brand Policy and Guidelines**, and the **Technical Application Style Guide** are available on the **State Services Commission website**.

www.ssc.govt.nz/

The New Zealand Government logo must be used on websites, advertising, signs and displays but is not required on building signs. Exemptions are available on application to the State Services Commission.

www.ssc.govt.nz/govt-brand

For publications place the New Zealand Government logo on the bottom-left corner of the back cover. Where space is limited it can be placed on the inside front cover alongside the publication information.

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

New Zealand Government

Te Kāwanatanga o Aotearoa

New Zealand Government

Width: 30mm

Te Kāwanatanga o Aotearoa

Width: 34mm

COLOURS

DPMC's colour palette is spearheaded by a primary grey, which represents DPMC as a whole. To accompany DPMC Slate is a gold colour to be used as a highlight.

DPMC



Nine colours are included to reference DPMC's major Business Units and programmes. These colours have been considered to represent DPMC as an inclusive collective of these groups and programmes.

Major Business Units/
Programmes



The secondary colours should be used in moderation to support DPMC Slate when referencing a particular Business group or programme. As a rule of thumb, a 70% primary colour, 20% Major Business Unit/Programme colour and 10% Highlight colour ratio can be followed. CSS Web and Publishing can provide some highlighter colours, if you so require.

Colour ratio



For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

COLOURS | Online swatches

When considering use of colour, be aware of the different versions of the colour swatches available depending on your desired output.

Pantone and CMYK are used for printing.

RGB and Hex are used for on-screen/digital/online items.

Setting up colours in Microsoft Word:

1. Go to the drop-down 'font colour' menu
2. Select 'More colours'
3. Select 'Custom' and enter the RGB values shown
4. Click OK

RGB

For on-screen items (eg websites, online tools, Word and Powerpoint documents)

R 103 G 108 B 125 70% 40% 20%	R 215 G 205 B 147 40%	R 0 G 0 B 0 70% 40% 20%	R 255 G 255 B 255	R 178 G 42 B 77 20%	R 203 G 67 B 128 25%	R 117 G 90 B 111 20%	R 91 G 32 B 111 20%	R 30 G 48 B 86 20%	R 0 G 63 B 135 20%	R 0 G 129 B 156 30%	R 5 G 102 B 120 20%	R 1 G 135 B 99 30%
NATIONAL SECURITY GROUP	CHILD WELLBEING & POVERTY REDUCTION GROUP	POLICY ADVISORY GROUP	STRATEGY, GOVERNANCE & ENGAGEMENT GROUP	CABINET OFFICE	MINISTRY OF CIVIL DEFENCE & EMERGENCY MANAGEMENT	GOVERNMENT HOUSE	THE POLICY PROJECT [PROGRAMME]	GREATER CHRISTCHURCH GROUP				

HEX

#676C7D	#D7CD93	#000000	#FFFFFF	#B22A4D	#CB4380	#755A6F	#5B206F	#1E3056	#003F87	#00819C	#056678	#018763
NATIONAL SECURITY GROUP	CHILD WELLBEING & POVERTY REDUCTION GROUP	POLICY ADVISORY GROUP	STRATEGY, GOVERNANCE & ENGAGEMENT GROUP	CABINET OFFICE	MINISTRY OF CIVIL DEFENCE & EMERGENCY MANAGEMENT	GOVERNMENT HOUSE	THE POLICY PROJECT [PROGRAMME]	GREATER CHRISTCHURCH GROUP				

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

COLOURS | Offline swatches

Mind the different versions of the colour swatches. Pantone and CMYK are used for printing, RGB and Hex for on-screen/digital items.

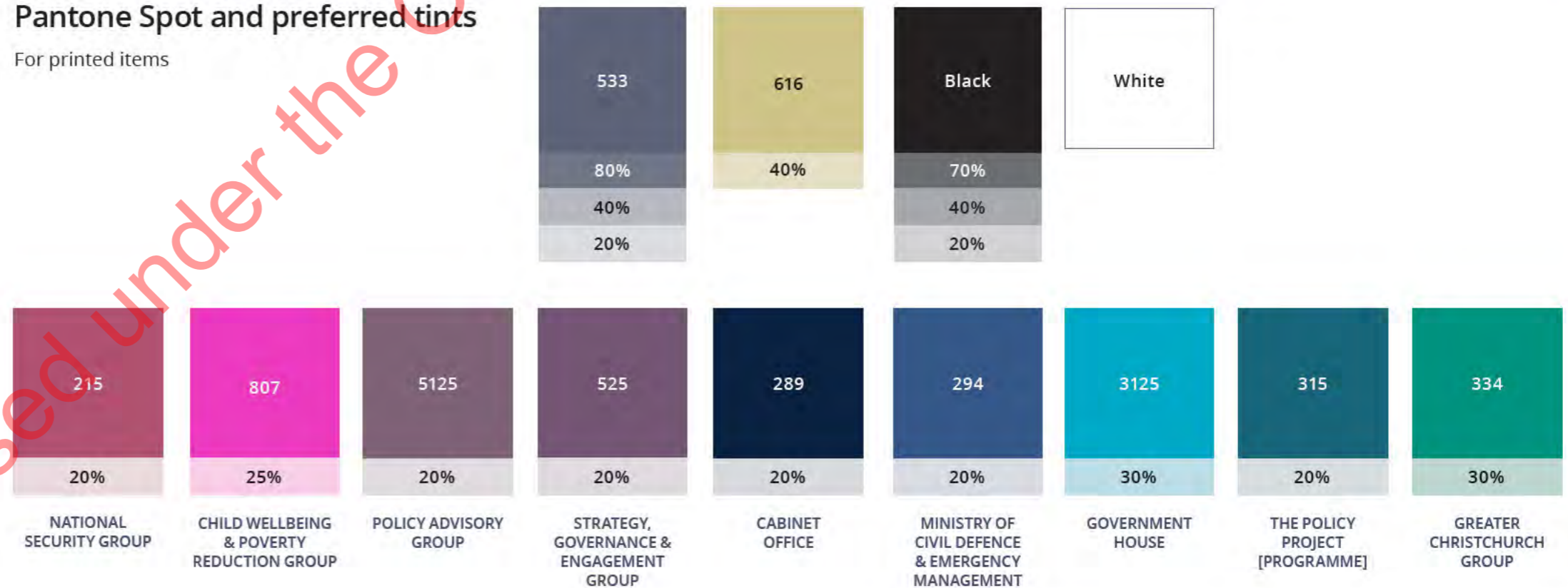
CMYK and preferred tints

For printed items



Pantone Spot and preferred tints

For printed items



For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

COLOURS | Contrast

All New Zealand government websites are required to comply to WCAG2.1 standards.

The requirement for colour contrast for text on backgrounds can be found under *Guideline 1.4 - Distinguishable: Make it easier for users to see and hear content including separating foreground from background.*

Any online text that uses a DPMC colour is required to use one that passes the contrast ratio for the font size and weight, as shown aside.

All DPMC colours are featured on DPMC's website.

DPMC Slate	#676C7D
DPMC Gold	#D7CD93
SGE Plum	#5B206F
CWPR Pink	#CB4380
NSG Red	#B22A4D
PAG Purple	#755A6F
CO Navy	#1E3056
MCDEM Blue	#003F87
GH Teal	#00819C
PP Turquoise	#056678
GCG Green	#018763

Tested on white (#ffffff) background

Contrast ratio	Text		Large Text		UI elements
	AA	AAA	AA	AAA	AA
5.22:1	✓	✗	✓	✓	✓
1.61:1	✗	✗	✗	✗	✗
11.16:1	✓	✓	✓	✓	✓
4.51:1	✓	✗	✓	✓	✓
6.3:1	✓	✗	✓	✓	✓
6.08:1	✓	✗	✓	✓	✓
13.02:1	✓	✓	✓	✓	✓
10.18:1	✓	✓	✓	✓	✓
4.62:1	✓	✗	✓	✓	✓
6.61:1	✓	✗	✓	✓	✓
4.51:1	✓	✗	✓	✓	✓

Tested on black (#000000) background

Contrast ratio	Text		Large Text		UI elements
	AA	AAA	AA	AAA	AA
4.01:1	✗	✗	✓	✗	✓
13.04:1	✓	✓	✓	✓	✓
1.88:1	✗	✗	✗	✗	✗
4.65:1	✓	✗	✓	✓	✓
3.33:1	✗	✗	✓	✗	✓
3.44:1	✗	✗	✓	✗	✓
1.61:1	✗	✗	✗	✗	✗
2.06:1	✗	✗	✗	✗	✗
4.54:1	✓	✗	✓	✓	✓
3.17:1	✗	✗	✓	✗	✓
4.64:1	✓	✗	✓	✓	✓

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

TYPOGRAPHY | Typefaces

We have two sets of typefaces – a Professional font for external publications and collateral made with design-orientated software such as the Adobe Suite, and a font for your Microsoft Office internal/external documents.

Primary (Professional)

Use Open Sans for external publications and designed collateral made with specialised design software such as the Adobe Suite. It is a non-standard typeface available for professional design use.

Aa
Open Sans

Weights:

Open Sans Bold
Open Sans Semibold
Open Sans Regular
Open Sans Light

Secondary (Microsoft)

Use Arial for internal/external documents made with Microsoft Office (eg, Word, PowerPoint, Visio, Excel). It is a standard typeface in most operating systems.

Aa
Arial

Weights:

Arial Bold
Arial Italic
Arial Regular
Arial Narrow (For maps)

For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

TYPOGRAPHY | In-house template styles

To maintain consistency across all DPMC and communications, the following type styles shown are used on DPMC word documents.

Text styles can be found in the Word style menu and are easy to apply.

Please do not change the Word text style setting for font, size, treatment etc as this will weaken the consistent approach of the DPMC visual identity.

Please use your discretion when creating new styles.

Heading 1 34pt Arial Bold, R103, G108, B125

Heading 2 20pt Arial Bold, 100% K

Heading 3 14pt Arial Bold, 100% K

Normal (Body) 11pt Arial Regular, 100% K


Table heading 1 10pt Arial Bold, White

Table heading 2 10pt Arial Bold, 100% K

Table text 10pt Arial Regular, 100% K

Page/iManage number 8pt Arial Regular, 100% K

UNCLASSIFIED



DEPARTMENT OF THE PRIME MINISTER AND CABINET
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

Heading 1 34pt Arial Bold [R103, G108, B125]

Heading 2 20pt Arial Bold

Heading 3 14pt Arial Bold

Normal (Body) 11pt Arial Regular

Example Table 1

Heading	Heading	Heading
Heading	Table font 10pt Arial Regular	

Example Table 2

Heading	Table font 10pt Arial Regular		

DPMC: [iManage number] UNCLASSIFIED Page 1 of 1

For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

VISUAL LANGUAGE | Icons and illustrations

We use a style that emphasises block colours in combination with vector line artwork.

For more complex illustrations, we keep to two colours or under in the illustration's colour scheme where possible.



If you would like to have icons and illustrations designed, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

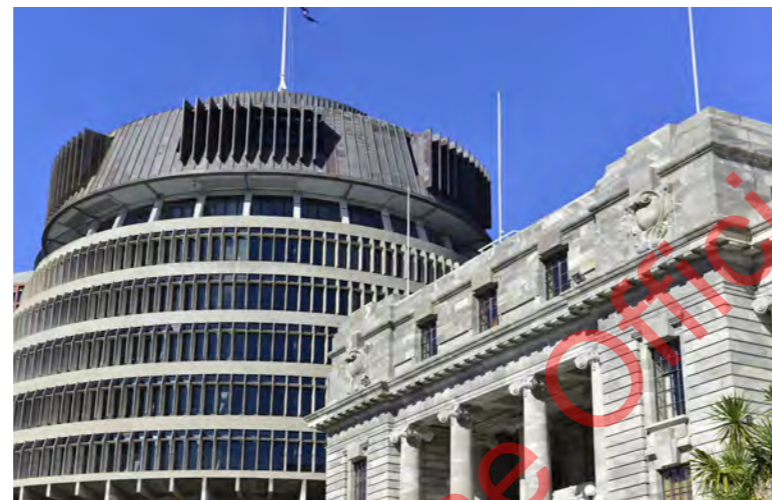
VISUAL LANGUAGE | Photography

Imagery plays a significant role in DPMC's visual identity.

Any imagery used should relate to your content and adhere to both privacy and copyright law.

Please contact the DPMC Communications team if you'd like to use photography or have any questions regarding photography.

Photo credits:
Department of the Prime Minister and Cabinet



For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

VISUAL LANGUAGE | Poutama

Our primary graphic device is a tukutuku, which is a poutama pattern stepping upward. This signifies both our growth and striving to always being better.

Our tukutuku was gifted to the Department and should be used respectfully. Please contact the DPMC Communications team for guidance around its use.

Positive (See *Colours* on page 9 for logo colour)



Negative



Placement

The pattern is to be placed on the bottom right corner of the page or banner it sits in.



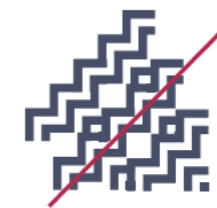
Incorrect use



DO NOT stretch or squeeze the poutama.



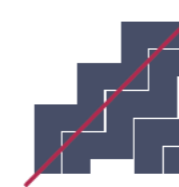
DO NOT change the colour of the poutama.



DO NOT make a pattern out of the poutama.



DO NOT rotate the poutama.



DO NOT change the thickness of the poutama.



DO NOT add or subtract elements from the poutama.

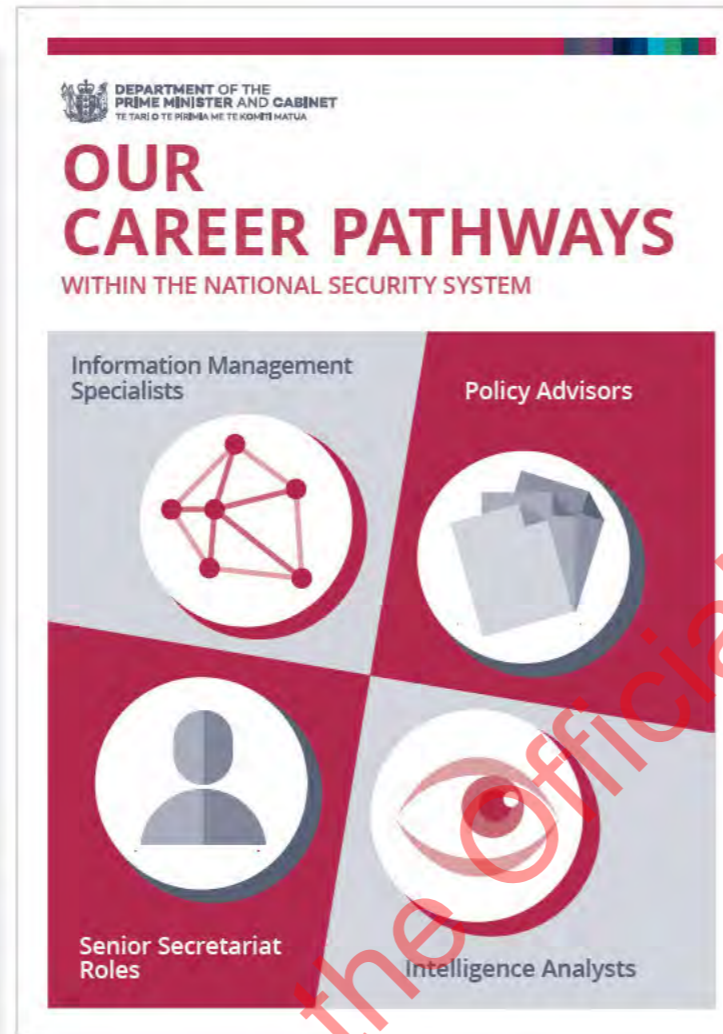
For more help, please contact CSS Web & Publishing at web.publishing@cass.govt.nz

SAMPLES | Publications/printed collateral

Annual report



Posters



Business card



Optional:

DPMC staff may also include the DPMC NZ Business Number on business cards.

This number is a unique identifier available to all NZ Businesses. Please refer to the admin team about updating your business card.

For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

SAMPLES | Templates

Word templates

UNCLASSIFIED

DEPARTMENT OF THE PRIME MINISTER AND CABINET
TE TARI O TE PIRIHIA ME TE KŌWHIRI MATUA

Business Planning Subcommittee Agenda

Meeting Date: Click here to enter a date.

Chair:

Venue:

Attendees:

Time	Agenda Item	Lead	Purpose	Paper (Y/N)
1.00pm	Welcome and apologies			
1.05pm	Minutes and actions			
1.25pm				
1.30pm				
1.40pm				
1.50pm				
1.00pm	Welcome and apologies			
1.05pm	Minutes and actions			
1.25pm				
1.30pm				
1.40pm				
1.50pm				

DPMC xxxxxx Page 1 of 1

STAFF IN CONFIDENCE

STAFF IN CONFIDENCE

DEPARTMENT OF THE PRIME MINISTER AND CABINET
TE TARI O TE PIRIHIA ME TE KŌWHIRI MATUA

Variation to the Secondment Agreement

The Department of the Prime Minister and Cabinet and the HOST AGENCY in relation to the secondment of SECONDEE

Extension of secondment term – for the period END DATE to NEW END DATE

This variation confirms discussions and agreement reached regarding an extension to the end date of the secondment arrangement between the Department of the Prime Minister and Cabinet (DPMC) and the HOST AGENCY for the secondment of SECONDEE (the Secondee).

The original secondment as detailed in the Secondment Agreement variation letter (DPMC document reference X) had an end date of END DATE. This secondment is now extended to NEW END DATE.

All other terms and conditions of the secondment remain the same as in the original Secondment Agreement.

Signed

DPMC MANAGER
POSITION
DPMC
Date

HOST MANAGER
POSITION
HOST AGENCY
Date

Read, agreed and understood by:

SECONDEE
The Secondee
Date

DPMC 2877 88 Page 1 of 2

STAFF IN CONFIDENCE

Powerpoint – Standard

DEPARTMENT OF THE PRIME MINISTER AND CABINET
TE TARI O TE PIRIHIA ME TE KŌWHIRI MATUA

Standard format presentation

Slide ratio: 4:3

Heading 1

Chart title

Segment	Percentage
Dark Blue	75%
Red	15%
Light Blue	10%

Presentation title | 1

For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

These are also available as Widescreen Powerpoint templates.

SAMPLES | Internet/online

DPMC website

The screenshot shows the DPMC website homepage. At the top, there is a navigation bar with links for 'Home', 'Contact us', and 'Media', along with a search box. Below this is a dark header with the DPMC logo and the text 'DEPARTMENT OF THE PRIME MINISTER AND CABINET'. The main content area features a large heading 'Department of the Prime Minister and Cabinet (DPMC)' and a sub-heading 'About'. Below this, there are several links: 'Ministerial List', 'Cabinet Office', 'The Policy Project', 'New Zealand Royal Honours', and 'New Zealand Intelligence Community?'. A section titled 'What are you looking for?' contains three columns of featured content: 'Ministerial List', 'Nominate someone for a New Zealand honour', and 'The Policy Project'. Below this, there are three more columns: 'Greater Christchurch recovery and regeneration', 'Cabinet Manual', and 'The Ministry of Civil Defence & Emergency Management'. Each column includes a small image and a brief description.

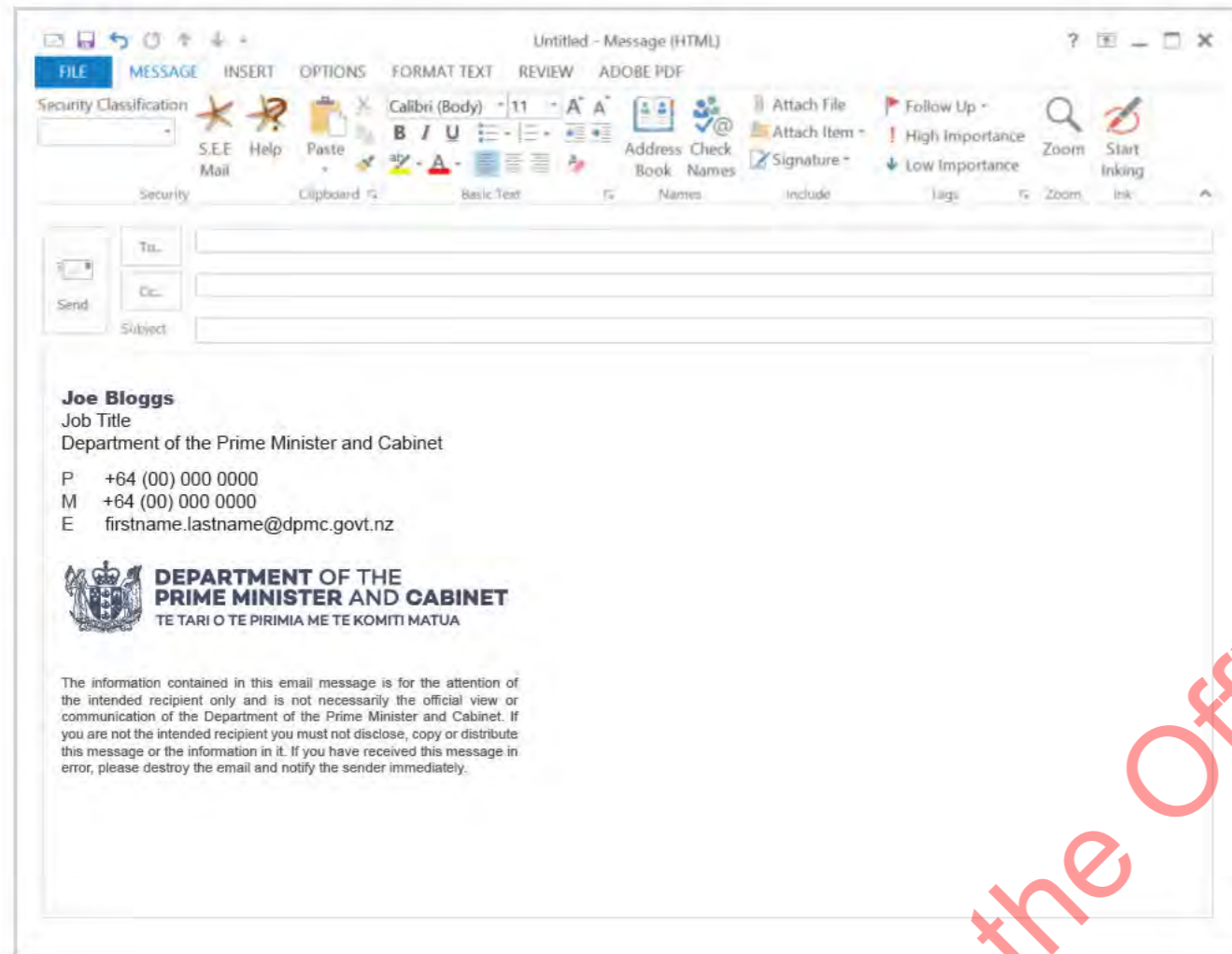
The screenshot shows the Government House website. The header is similar to the DPMC website, with navigation links and a search box. The main heading is 'Government House'. Below this, there is a sub-heading 'The Governor-General of New Zealand?' and a link to 'New Zealand Royal Honours'. A section titled 'Government House in Wellington' provides information about the official residence of the Governor-General. It includes a photo of the Rt Hon Dame Patsy Reddy, GNZM, QSO. Below this, there is a section titled 'Government House in Auckland' which describes the smaller residence in Auckland.

The screenshot shows the National Security Group (NSG) website. The header is similar to the DPMC website. The main heading is 'National Security Group (NSG)'. Below this, there is a sub-heading 'New Zealand Intelligence Community (NZIC)?' and a link to 'About'. A section titled 'The National Security Group provides leadership across New Zealand's all risks national security community to strengthen national resilience, develop situational understanding, and improve coordination and collaboration on nationally significant issues.' includes a list of Ministers responsible for national security. Below this, there is a section titled 'Latest publications' and 'Latest news'.

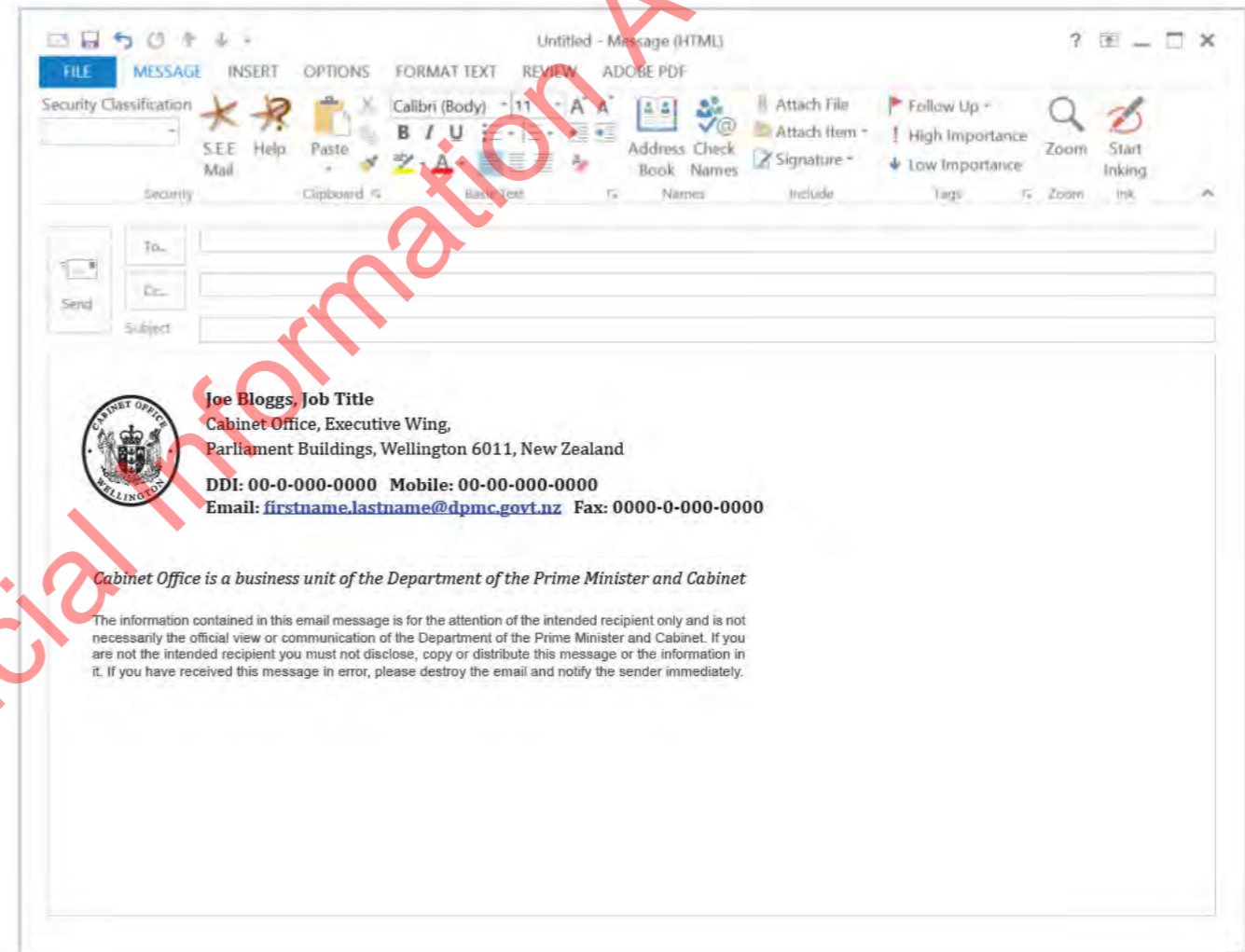
For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

SAMPLES | Internet/online

DPMC email signature



Cabinet Office email signature



For more help, please contact
CSS Web & Publishing at
web.publishing@cass.govt.nz

For more help, please contact:

CSS Web & Publishing

web.publishing@cass.govt.nz

or the DPMC Communications team



**DEPARTMENT OF THE
PRIME MINISTER AND CABINET**
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

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DEPARTMENT OF THE
PRIME MINISTER AND CABINET
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

Visual Identity Guidelines

For internal use

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HOW TO USE THE GUIDELINES

A consistent DPMC

DPMC is a central government agency made up of a number of different Business Units. We have a unique role as the trusted advisor, leader and steward of our system of executive government. We are unified by an overarching purpose: to advance an ambitious, resilient and well-governed New Zealand.

It is important we protect our visual identity – that we are consistent in how we use logos, colours, typography, layout and graphic devices both externally and internally. The way DPMC confidently and cohesively presents itself reflects upon the Department as a whole.

These guidelines should be used as a reference to ensure the Department’s visual identity is consistent in all collateral that is produced.

For more help, please contact
the DPMC Communications team.

LOGO

Our logo is made up of the New Zealand coat of arms (crest), our name and our Māori translation *Te Tari O Te Pirimia Me Te Komiti Matua*.

The use of the crest gives us automatic recognition both nationally and internationally, as well as the level of authority that a government central agency needs to command.

File types:

Word documents: .png

Websites/on-screen applications: .png

Preferred positive *(see page 5 for logo colour)*



Positive



Negative



Te Reo Māori



Minimum size

We have set a minimum size for our logo to ensure visual legibility.

These sizes are measured by the width of the logo.



Width: 75mm



Width: 213px

Preferred size



Width: 90mm excluding clearspace for standard offline collateral

For more help, please contact the DPMC Communications team.

LOGO

Clearspace

A minimum clear space requirement for the logo applies – it is to be kept clear of text and imagery (except for background colours).

The clear space requirement is proportional to logo size and is defined by the height of the 'D' in 'DEPARTMENT'.

It must be a minimum of double the height of the 'D'.



Incorrect use

The consistent and correct application of the logo lockup will help to enhance DPMC's visual identity recognition on a national and international stage.

Do not change or recreate DPMC's logo, use only the logo files provided to you and use as outlined in this logo section.



DO NOT stretch or squeeze the logo.



DO NOT rotate the logo.



DO NOT display the logo on top of pictures or text.



DO NOT change the colour of the logo.



DO NOT add or subtract elements from the logo.

For more help, please contact the DPMC Communications team.

COLOURS | Microsoft Office

DPMC's colour palette is spearheaded by a primary grey, which represents DPMC as a whole. To accompany DPMC Slate is a gold colour to be used as a highlight.

DPMC

DPMC Slate R 103 G 108 B 125	DPMC Gold R 215 G 205 B 147	Black R 0 G 0 B 0	White R 255 G 255 B 255
70%	40%	70%	
40%		40%	
20%		20%	

These colours are shown here in RGB to match the colour space used in Microsoft Office.

Setting up colours in Microsoft Word:

1. Go to the drop-down 'font colour' menu
2. Select 'More colours'
3. Select 'Custom' and enter the RGB values shown
4. Click OK

Major Business Units/Programmes

NSG Red R 178 G 42 B 77	CWPR Pink R 203 G 67 B 128	PAG Purple R 117 G 90 B 111	SGE Plum R 91 G 32 B 111	CO Navy R 30 G 48 B 86	MCDEM Blue R 0 G 63 B 135	GH Teal R 0 G 129 B 156	PP Turquoise R 5 G 102 B 120	GCG Green R 1 G 135 B 99
20%	25%	20%	20%	20%	20%	30%	20%	30%
NATIONAL SECURITY GROUP	CHILD WELLBEING & POVERTY REDUCTION GROUP	POLICY ADVISORY GROUP	STRATEGY, GOVERNANCE, & ENGAGEMENT GROUP	CABINET OFFICE	MINISTRY OF CIVIL DEFENCE & EMERGENCY MANAGEMENT	GOVERNMENT HOUSE	THE POLICY PROJECT [PROGRAMME]	GREATER CHRISTCHURCH GROUP

Colour ratio



For more help, please contact the DPMC Communications team.

TYPOGRAPHY | Typeface and Word template styles

To maintain consistency across all DPMC and communications, the following type styles shown are used on DPMC Word documents.

Our font for your Microsoft Office internal/external documents is Arial.

You can find our Word templates in Kāinga.

Text styles can be found in the Word style menu and are easy to apply.

Please do not change the Word text style setting for font, size, treatment etc as this will weaken the consistent approach of the DPMC visual identity.

Please use your discretion when creating new styles.

Aa
Arial

Weights:

Arial Bold
Arial Italic
Arial Regular
Arial Narrow (For maps)

Heading 1
34pt Arial Bold,
R103, G108, B125

Heading 2
20pt Arial Bold, 100% K

Heading 3
14pt Arial Bold, 100% K

Normal (Body)
11pt Arial Regular, 100% K

Table heading 1
10pt Arial Bold, White

Table heading 2
10pt Arial Bold, 100% K

Table text
10pt Arial Regular, 100% K

Page/iManage number
8pt Arial Regular, 100% K

UNCLASSIFIED

DEPARTMENT OF THE
PRIME MINISTER AND CABINET
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

Heading 1 34pt Arial Bold
[R103, G108, B125]

Heading 2 20pt Arial Bold

Heading 3 14pt Arial Bold
Normal (Body) 11pt Arial Regular

Example Table 1

Heading	Heading	Heading
Heading	Table font 10pt Arial Regular	

Example Table 2

Heading	Table font 10pt Arial Regular		

DPMC: {iManage number}

UNCLASSIFIED

Page 1 of 1

For more help, please contact the DPMC Communications team.

TEMPLATES | Powerpoint

To maintain consistency across all DPMC and communications, the following type styles shown are used on DPMC Powerpoint presentations.

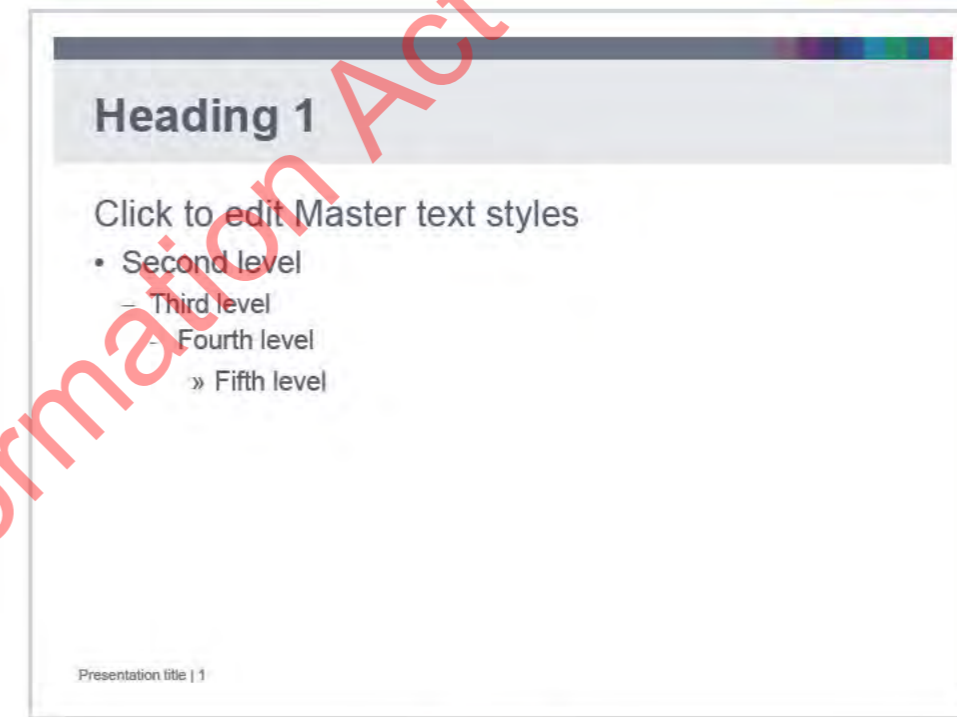
You can find our Powerpoint template in Kāinga.

To use our preset slide layouts to suit your content while keeping visually consistent within DPMC's visual identity, you can right click on a slide in your presentation, select 'Layout' and select the slide layout that best suits your content.

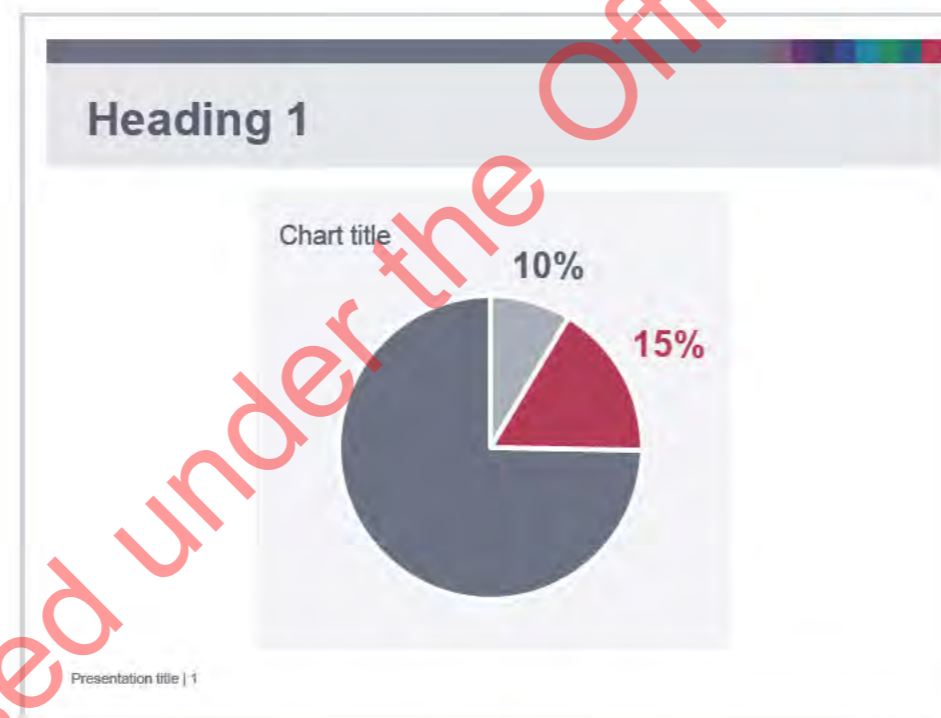
Presentations are available in Standard and Widescreen. Standard is our default option.



TITLE



CONTENT



CHART



SECTION BREAK

For more help, please contact the DPMC Communications team.

For more help, please contact:

DPMC Communications

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**DEPARTMENT OF THE
PRIME MINISTER AND CABINET**
TE TARI O TE PIRIMIA ME TE KOMITI MATUA



SIMPLE USE OF THE DPMC LOGO

These are basic parameters around the use of our logo to ensure its legibility and integrity. For more detailed information on accepted logo use, please contact DPMC's Communications team.

Preferred positive (colour)



Positive



Negative



Te Reo Māori

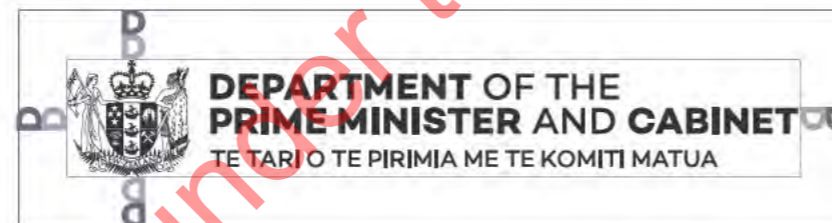


Clearspace

A minimum clear space requirement for the logo applies – it is to be kept clear of text and imagery (except for background colours).

The clear space requirement is proportional to logo size and is defined by the height of the 'D' in 'DEPARTMENT'.

It must be a minimum of double the height of the 'D'.



Size

Our logo has two key sizes to consider based on width. Widths are calculated excluding clearspace.

Minimum width:
75mm / 213px

Preferred width:
90mm

Incorrect use

DO NOT:

- change or recreate DPMC's logo.
Use only the logo files provided to you and use as outlined in this guideline.
- stretch or squeeze the logo.
- rotate the logo.
- display the logo on top of pictures or text.
- change the colour of the logo.
- add or subtract elements from the logo.

For more help, please contact the DPMC Communications team.

GET READY

**VISUAL IDENTITY
GUIDELINES (2021)**



**National Emergency
Management Agency**
Te Rākau Whakamarumaru

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LOGO

Summary

The Get Ready logo reflects the union of the 'Get Ready, Get Thru' and 'Happens' campaigns. It combines the design elements of the two brands into a single logo.

By pooling all of our public education resources into one website, it helps to ensure that our visual identity and messaging stays consistent and up to date.



Logo Variations

1. Full Colour:

- Preferred version of logo.
- Should be used against dark backgrounds.

2. Reversed:

- Should be used against light backgrounds.

3. Positive:

- Should be used in black-and-white documents.
- Alternatively, may also be used when logo has to be a single colour.

4. Negative:

- To be used when logo has to be a single colour.
- To be used against dark backgrounds only.

GET READY

GET READY

GET READY

GET READY

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LOGO | ALTERNATIVES

Alternative Logos

The alternative versions of the Get Ready logo can be used interchangeably with the default logo for the Get Ready brand.

This version of the logo features the URL for getready.govt.nz and should always be used in instances where it is necessary to direct people to the Get Ready website for more information.

New Zealand Government Logo

All external publications produced by the New Zealand Government must display a New Zealand Government brand signature.

Refer to Government Brand Policy and Guidelines, and the Technical Application Style Guide are available on the State Services Commission website.

www.ssc.govt.nz/

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GET READY

.govt.nz

GET READY

.govt.nz

GET READY

.govt.nz

GET READY

.govt.nz

LOGO | SIZE

Size:

The preferred size, excluding clear space, is **20mm high**.

The minimum size, excluding clear space, is **8mm high**.

File Types

Word Document:

.png

Websites/Digital:

.png

Print/Design documents:

.eps

Internal use/Design files:

.ai

Incorrect Use

Do not:

- Stretch or squeeze the logo.
- Place the full colour logo against a light background or the reversed logo against a dark background.
- Place the logo against a busy background.

8mm | **GET READY**

10mm | **GET READY**

15mm | **GET READY**

20mm | **GET READY**

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LOGO | PLACEMENT

Placement

The Get Ready logo should be placed in the top-left, or bottom-left hand corner where appropriate.

This can be adapted based on the format of the publication as long as the end result is visually similar to other Get Ready design collateral.

Clear Space

A minimum clear space requirement for the logo applies – it is to be kept clear of text and busy backgrounds.

The clear space requirement is proportional to logo size. The size of the 'A' in the Get Ready logo is used to define the minimum clear space boundary.



COLOURS

Primary

The Get Ready colour palette borrows from the National Emergency Management Agency's colours to ensure that branding stays consistent across all channels of communication.

Secondary

Two shades of blue have been selected as secondary colours for the Get Ready brand. These colours should be used as required to support the primary brand colours.

New Zealand Shake Out

Two additional colours are also included for use in New Zealand Shake Out communications and design collateral. These colours should only be used for Shake Out communications and not as secondary colours for Get Ready.

NEMA Blue (Primary)

RGB: 0, 90, 156
HEX: #005a9c
CMYK: 100, 56, 0, 18
Pantone: 294CVC

NEMA Yellow (Primary)

RGB: 255, 242, 0
HEX: #fff200
CMYK: 0, 0, 100, 0
Pantone: Process Yellow C

NEMA Blue-Gray (Secondary)

RGB: 105, 162, 215
HEX: #69a2d7
CMYK: 58, 26, 0, 0

Get Ready Sky Blue (Secondary)

RGB: 221, 236, 249
HEX: #ddecf9
CMYK: 12, 2, 0, 0

Shake Out Navy (New Zealand Shake Out)

RGB: 32, 72, 113
HEX: #204871
CMYK: 95, 75, 32, 17

Shake Out Cyan (New Zealand Shake Out)

RGB: 35, 176, 230
HEX: #23b0e6
CMYK: 69, 11, 0, 0

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TYPEFACES

Primary

The Get Ready brand has two primary typefaces for use in internal and external publications and collateral.

These typefaces are: **Bowlby One NZ**, a display typeface available from Google Fonts that should be used sparingly for titles and headings, and **Open Sans**, a versatile sans-serif available from Adobe Fonts that should be used for all other collateral.

Secondary

The secondary typeface for the Get Ready Brand is Arial. Arial should only be used for internal/external documents that have been made using Microsoft Office products (e.g. Word, PowerPoint, Visio, Excel).

Arial is a standard typeface available on most operating systems.

Bowlby One NZ

Aā Eē Iī Oō Uū

Bowlby One NZ Regular

Open Sans

Aā Eē Iī Oō Uū

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Open Sans Extrabold

Arial

Aā Eē Iī Oō Uū

Arial Regular

Arial Bold

Arial Black

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CONTACT



**National Emergency
Management Agency**
Te Rākau Whakamarumarū

These guidelines are to ensure a consistent look and feel for the Get Ready brand, and not to restrict your creativity.

For more help, or if you have any questions about the correct usage of the Get Ready logo or the Get Ready Visual Identity Guidelines (2021) please contact the National Emergency Management Agency (NEMA) Communications Team at:

emergency.management@nema.govt.nz

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**National Emergency
Management Agency**
Te Rākau Whakamarumarū

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**Interim Visual Identity
Guidelines (2021)**

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Contents

Background + Functions	01
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Colours	09
Patterns + Photography	11
Typefaces	12
Contact Us	14

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The National Emergency Management Agency (NEMA) is the Government lead for emergency management. We help build a safe and resilient Aotearoa New Zealand by empowering communities before, during and after emergencies.

Emergencies can have consequences for people, communities, property, infrastructure, the economy and the environment. NEMA works with central and local government, communities, iwi, and business to make sure responses to and recoveries from emergencies are effective and integrated.

Depending on the emergency, NEMA leads or supports the response and recovery.

NEMA's key functions are steward, operator and assurer of Aotearoa New Zealand's emergency management system.

As steward, we provide strategic leadership for risk reduction, readiness, response and recovery activities, and build emergency management capability and capacity.

As operator, we lead or support the response to and recovery from emergencies while also supporting the operation of the emergency management system.

As assurer, we will provide assurance that the emergency management system is fit for purpose.



Our Values:

Courageous | Kia māia
We stand up.

Connected | Kia honohono
We join together.

Committed | Kia manawanui
We believe in what we do.

Respect | Kia taute
We do it with respect.

The National Emergency Management Agency's (NEMA's) vision for Aotearoa New Zealand is one where:

- All communities are better prepared to respond to and recover from emergencies – especially those groups that belong to disproportionately affected communities.
- Māori participation in the emergency management system is recognised, enabled and valued.
- The impacts of emergencies on people, the economy and the environment are reduced.
- The emergency management system is well-coordinated, high-performing and enjoys widespread trust and confidence.

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Logo

The National Emergency Management Agency (NEMA) interim logo is an adaption and development of the 'Ministry of Civil Defence & Emergency Management' (MCDEM) logo*.

Logo Variations

1. Full Colour:

- Preferred version of logo.
- Use against light backgrounds.

2. Black-and-White:

- Use against light backgrounds.
- Should be used in black-and-white documents.
- The black and white elements of this logo **must** be #000000 and #ffffff, not transparent.

3. Reversed:

- Use against dark backgrounds.

4. Black-and-White Reversed:

- Use against dark backgrounds.
- The black and white elements of this logo **must** be #000000 and #ffffff, not transparent.

*How is NEMA different from MCDEM?

As a departmental agency, NEMA has greater autonomy than MCDEM had. The government has also given NEMA an important stewardship role that requires it to lead and coordinate across the emergency management system (including central and local government) for all hazards and all risks.

1.



National Emergency Management Agency

Te Rākau Whakamarumarū

2.



National Emergency Management Agency

Te Rākau Whakamarumarū

3.



National Emergency Management Agency

Te Rākau Whakamarumarū

4.



National Emergency Management Agency

Te Rākau Whakamarumarū

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Placement

The National Emergency Management Agency (NEMA) interim logo should always be placed on National Emergency Management Agency branded communications, collateral and uniforms.

If the National Emergency Management Agency (NEMA) is the lead agency it is preferred that the logo is displayed in the top left or top right of communications material. If the National Emergency Management Agency (NEMA) is acting as a supporting agency it is preferred that the logo is displayed in the bottom left or bottom right of communications material.

Incorrect Use

Do not:

- Alter the logo in any way.
- Compress, skew or expand the logo.
- Rearrange the elements of the logo.
- Change the typeface, font or colours of the logo.
- Position the logo over type.
- Position the logo on an angle.
- Position the 'Full Colour' or 'Black-and-White' logo on a dark background OR position the 'Reversed' or 'Black-and-White Reversed' logo on a light background.

New Zealand Government Logo

All external publications produced by the New Zealand Government must display a New Zealand Government brand signature.

Refer to Government Brand Policy and Guidelines, and the Technical Application Style Guide that are available on the State Services Commission website.

www.ssc.govt.nz/

New Zealand Government

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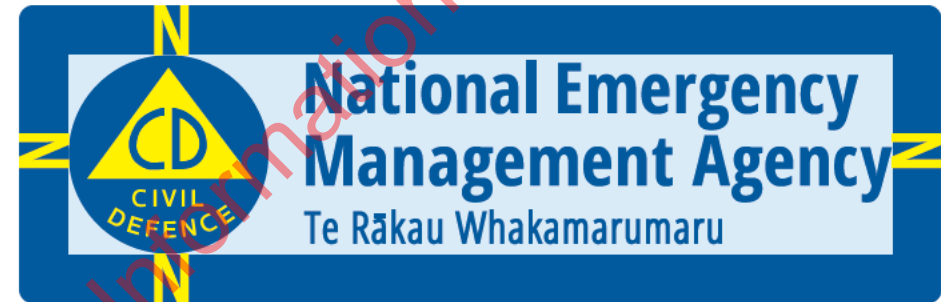


Clear Space

A minimum clear space requirement for the National Emergency Management Agency (NEMA) interim logo applies – it is to be kept clear of text and imagery including photography (except for solid background colours).

The clear space requirement is proportional to the National Emergency Management Agency (NEMA) interim logo size. The size of the capital 'N' is used to define the minimum clear space boundary.

When the National Emergency Management Agency (NEMA) interim logo sits alongside another brand logo or mark, please take into consideration their minimum space rules.



Logo | Sizes + File Types



Size:

The preferred size for the National Emergency Management Agency (NEMA) interim logo, excluding clear space, is 20mm high.

The preferred minimum size for the logo, excluding clear space, is 12mm high. This size has been chosen to ensure legibility.

File Types

Word Documents: .png

Websites/Digital: .png

Print/Design Documents: .ai and .eps

Internal Use/Design Files: .ai and .eps

12mm



National Emergency Management Agency
Te Rākau Whakamarumarū

15mm



National Emergency Management Agency
Te Rākau Whakamarumarū

20mm



National Emergency Management Agency
Te Rākau Whakamarumarū

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Logo | Civil Defence Logo

The National Emergency Management Agency (NEMA) interim logo is made up in part by the New Zealand Civil Defence logo. This logo and its appropriate usage has been defined within the Civil Defence Emergency Management Regulations 2003.

The legislation relevant to the use of the New Zealand Civil Defence logo is available to read here: [Civil Defence logo legislation](#).

Please note, a person commits an offence if that person uses the New Zealand Civil Defence logo without authorisation; or if they conceal, remove, alter, deface, or obliterate a New Zealand Civil Defence logo – this includes the New Zealand Civil Defence logo contained within the National Emergency Management Agency (NEMA) interim logo.

A person who commits an offence is liable on conviction to a fine not exceeding \$500.



Logo | Alternatives

The National Emergency Management Agency (NEMA) interim logo and its variations should be considered the default when selecting which logo to use.

In some specific circumstances however, there may be reason/s to need an alternative version of the logo.

For example:

For applications where it is necessary for the logo to be smaller than primary minimum size OR when the logo is used on corporate apparel the recommended choice is the acronym version of the National Emergency Management Agency (NEMA) logo.

The versions of the National Emergency Management Agency (NEMA) logo that do not have the Civil Defence logo element should only be used with approval from the Executive Leadership Team (ELT).

This is because the Civil Defence logo is our most recognisable graphic device. It aids in the recognition of the National Emergency Management Agency (NEMA) brand because people know and trust 'Civil Defence' across the country.





Primary Colours

The National Emergency Management Agency (NEMA) primary colour palette has been adapted and developed from the 'Ministry of Civil Defence & Emergency Management' (MCDEM) colours. This decision has been made in order to aid with recognition as the National Emergency Management Agency (NEMA) continues to evolve.

The National Emergency Management Agency (NEMA) primary colour palette consists of four colours:

- NEMA Blue
- NEMA Yellow
- NEMA Blue-Gray
- NEMA Charcoal



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Secondary Colours

In addition to the primary colour palette, the National Emergency Management Agency (NEMA) may require additional colours that act in support of their primary colours.

The secondary colours featured here are an approximation of the colours used in the National Disaster Resilience Strategy (2019) or NDRS.

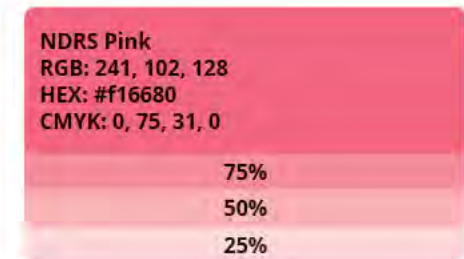
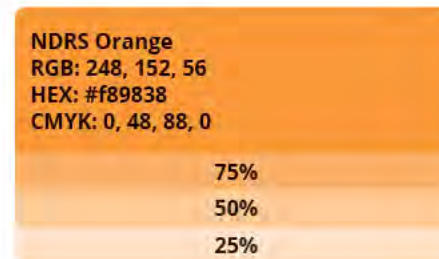
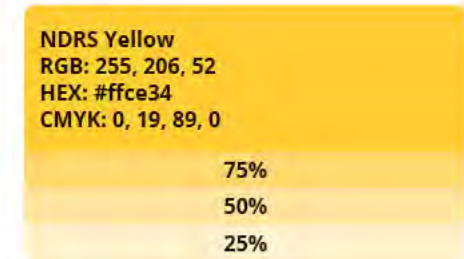
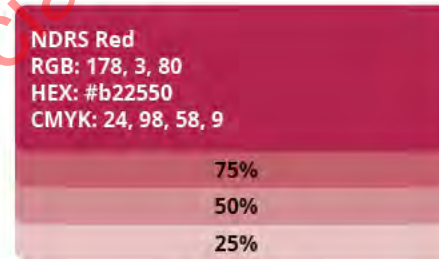
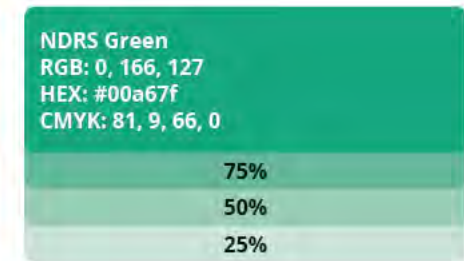
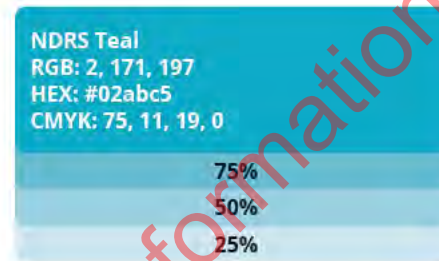
Please note: the National Disaster Resilience Strategy (2019) is not a National Emergency Management Agency (NEMA) document.

These colours have been chosen because the NDRS is an All of Government strategy that guides how we prepare for, respond to and recover from disasters and by aligning the National Emergency Management Agency's (NEMA's) visual identity with this document we are facilitating consistency throughout the emergency management sector.

These colours should be used in moderation to support the primary and secondary colours.

The National Emergency Management Agency (NEMA) colour palette offers six secondary colours.

This colour palette is non-exhaustive. Additional colours may be used as long as the end result is visually similar to other National Emergency Management Agency (NEMA) design publications and collateral - if in doubt contact: emergency.management.nema.govt.nz



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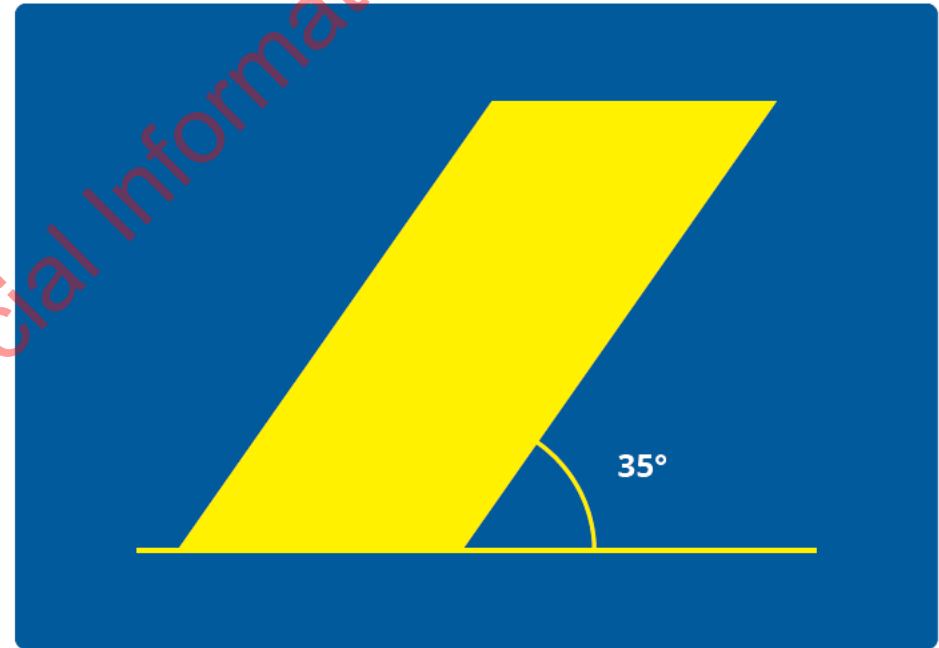
Patterns

The National Emergency Management Agency (NEMA) uses hazard lines as a graphic device for use in internal and external publications and collateral. The primary colouration of these hazard lines should be NEMA Yellow on NEMA Blue, however they may be edited or recreated in a range of colours, sizes and spacing.

To guarantee consistency across internal and external publications and collateral for the National Emergency Management Agency (NEMA), please ensure that the shear X angle of the hazard line is set at 35°. If for any reason this cannot be achieved due to software or formatting limitations the 35° shear X angle can be foregone – as long as the end result is visually similar to other National Emergency Management Agency (NEMA) design collateral.

Photography

Photographs must be full colour or duotone – either NEMA Blue and white (#ffffff), NEMA Blue and NEMA Yellow or NEMA Yellow and black (#000000).



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Typefaces

The National Emergency Management Agency (NEMA) has two primary typefaces for use in internal and external publications and collateral made using design software such as the Adobe Creative Suite.

The primary typefaces are:

- Open Sans Condensed Bold (Headings)
- Open Sans (Body)

When Open Sans Condensed Bold and Open Sans are not available please use the National Emergency Management Agency (NEMA) secondary typefaces.

[Open Sans is available for free from Google Fonts](#)

The secondary typefaces are:

- Arial Narrow Bold (Headings)
- Arial (Body)

The secondary typefaces may be used for email, Word, Excel and PowerPoint.

Open Sans
Condensed Bold
Aā Eē I ī Oō Uū

Open Sans
Aā Eē I ī Oō Uū

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

Arial
Narrow Bold
Aā Eē I ī Oō Uū

Arial
Aā Eē I ī Oō Uū

Arial Regular
Arial Bold
Arial Black

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When using the National Emergency Management Agency (NEMA) typefaces:

- Open Sans Condensed Bold or Arial Narrow Bold should always be used for titles and headings where appropriate.
- Open Sans or Arial should be used for secondary headings, body copy and footnotes.
- Body copy should be either 12pt (preferred) or 10pt (minimum) to ensure readability and accessibility.
- If any type needs to be accentuated or have attention drawn to it **use bold**, do not underline type unless it is an interactive hyperlink.
- Italic type should be used sparingly. This is because large sections of type in italics can have a negative impact on readability and accessibility.
- Body copy and most typography should be left aligned, if using any other alignment ensure readability and accessibility are paramount.
- Do not force justify type.

The featured type acts as a guide for setting type in publications and designed collateral. It is **not** a definitive set of rules, and can and should be adapted based on your needs.

Open Sans

**Title/Heading
(28pt)**

**Secondary Heading
(14pt)**

Body Copy (12pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Footnotes (8pt)

Waltz, bad nymph, for quick jigs vex.

Arial

**Title/Heading
(28pt)**

**Secondary Heading
(14pt)**

Body Copy (12pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Footnotes (8pt)

Waltz, bad nymph, for quick jigs vex.

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Contact Us

These guidelines are to ensure a consistent look and feel for the National Emergency Management Agency (NEMA) interim brand, and not to restrict creativity.

For more help, or if you have any questions about the correct usage of the National Emergency Management Agency (NEMA) interim logo or the National Emergency Management Agency (NEMA) interim Visual Identity Guidelines (2021), please contact the National Emergency Management Agency (NEMA) Communications Team at:

emergency.management@nema.govt.nz

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Civil Defence Logo

The National Emergency Management Agency (NEMA) interim logo is made up in part by the New Zealand Civil Defence logo. This logo and its appropriate usage has been defined within the Civil Defence Emergency Management Regulations 2003.

The legislation relevant to the use of the New Zealand Civil Defence logo is available to read here: [Civil Defence logo legislation](#).

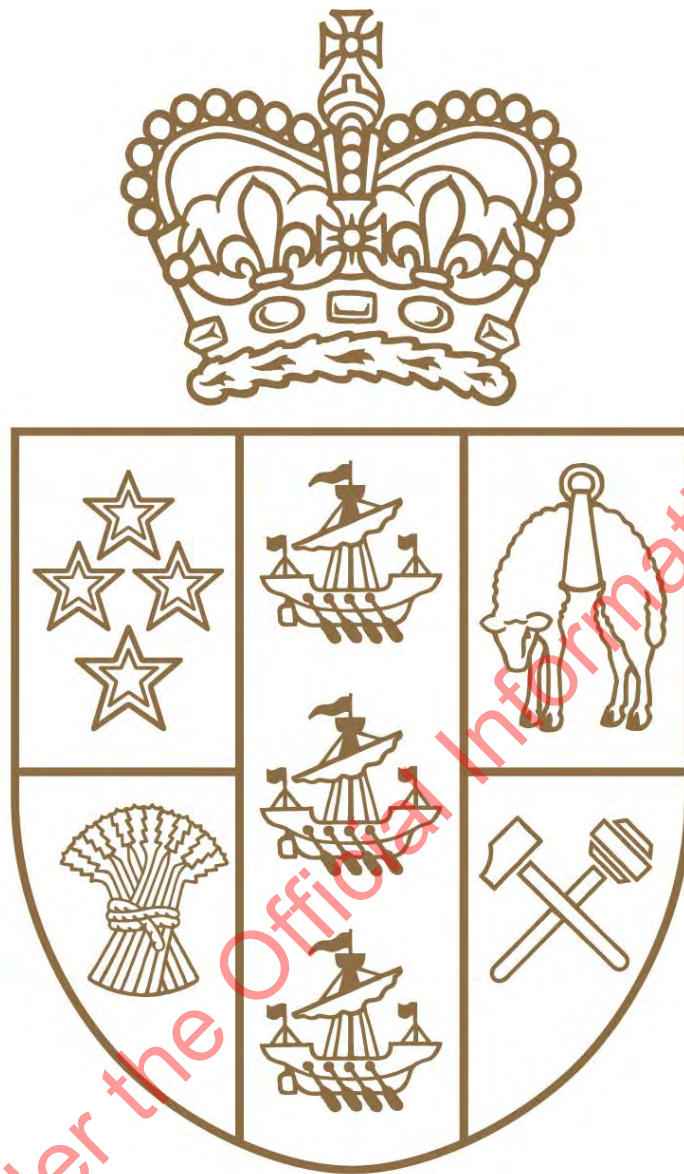
Please note, a person commits an offence if that person uses the New Zealand Civil Defence logo without authorisation; or if they conceal, remove, alter, deface, or obliterate a New Zealand Civil Defence logo – this includes the New Zealand Civil Defence logo contained within the National Emergency Management Agency (NEMA) interim logo.

A person who commits an offence is liable on conviction to a fine not exceeding \$500.

New Zealand Government



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*Government House
New Zealand*

Brand Identity Guidelines

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Foreword

This document provides guidance to Government House staff in the use of designs that convey the “brand identity” of the House and the Office of the Governor-General. These designs are set out in the following sections.

An important objective of establishing these guidelines is to establish consistency in this brand identity. For this reason there is a strong expectation that the designs set out here will be applied as specified, without variations.

If circumstances do arise in which staff can see benefit in altering something specified here, or adding something new, then please consult the Official Secretary. Please consult the Official Secretary as well in the event of questions or clarifications.

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The Governor-General's flag

The Governor-General's flag was officially flown for the first time at ceremonies at Government House Auckland on 5 June 2008 and at Government House Wellington on 17 June 2008. The dark blue flag features the Shield of the New Zealand Coat of Arms surmounted by a Royal Crown in the centre. In heraldic terms the official description is: "A flag of a blue field thereon the Arms of New Zealand ensigned by the Royal Crown all proper."



The flag replaced the previous flag approved by King George V in 1931 and adopted by New Zealand in 1937. That flag was of a standard pattern designed for use by Governors-General of the then Dominions of the British Empire and was dark blue with the Royal Crest surmounted by a crowned lion in the centre and the words "New Zealand" in a scroll beneath.



The design for the flag followed a review of the Governor-General's flag and emblems requested by Government House in 2005 and undertaken by the New Zealand Herald of Arms, Phillip O'Shea. The review was called for because it was considered that the old flag lacked distinctive New Zealand elements and reflected an era before New Zealand became an independent nation.



The current flag is one of several used by New Zealand's Governors or Governors-General over the years. The first flag used by the then Governor from 1869 to 1874 was the Union Jack with four five pointed white stars on the red ground of the St George's Cross.



That design was based on a misinterpretation of the Order in Council and was corrected in 1874. This flag design featured the Union Jack with the Governor's Badge in the centre. The Badge was composed of the letters "NZ" in the centre of four five-pointed stars all in red within a wreath of green laurel leaves. In 1907, the laurel was replaced with a wreath of green fern fronds.



Logo

The principal Logo consists of three elements:

- A. Royal Crown
- B. Shield of the New Zealand Coat of Arms
- C. Government House New Zealand

The position and proportions of these three elements are fixed and not to be altered in any way. The logo should not be rotated or stretched. The principal logo consists of two colours, the Crown and Shield in Gold and the Wordmark in Special Grey. Refer to 'Logo with Colours' for more information.



*Government House
New Zealand*

The Logo is supplied in four primary lock-ups:

1. CROWN & SHIELD WITH WORDMARK.

Principal logo. Used externally in applications where the descriptive wordmark is appropriate for identifying Government House New Zealand and the detail of the crown and shield can be celebrated.



2. CROWN & SHIELD ONLY. Used internally in applications where the wordmark is not necessary to identify Government House New Zealand and the detail of the crown and shield can be celebrated.



*Government House
New Zealand*

3. CROWN ONLY WITH WORDMARK. Limited use. Used externally in applications where the shield cannot fit appropriately without loss of detail and where the descriptive wordmark is appropriate for identifying Government House New Zealand.

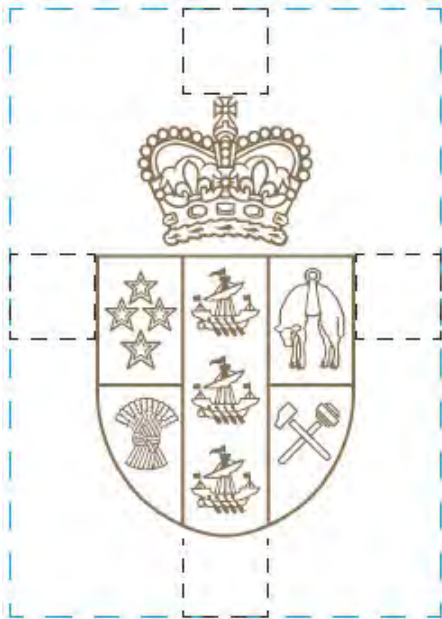


4. CROWN ONLY. Limited Use. Used internally in applications where the shield cannot fit appropriately without loss of detail and where the wordmark is not necessary to identify Government House New Zealand.

Logo Restrictions

Scale

When reproducing the logo at a small size please don't go below the minimum measurements.



Width of centre panel squared = clearspace

Minimum size logo

14mm



Width of centre panel squared = clearspace

Minimum size logo

16mm



Government House
New Zealand

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Logo Restrictions Continued

Scale

When reproducing the logo at a small size please don't go below the minimum measurements.

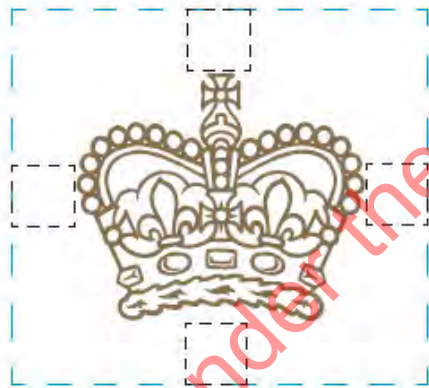


Width of fleur de lis squared = clearspace

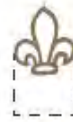


Minimum size logo

16mm



Width of fleur de lis squared = clearspace



Minimum size logo

14mm



Used externally in applications where the shield cannot fit appropriately without loss of detail and where the descriptive wordmark is appropriate for identifying Government House New Zealand.

Logo with Colours

Standard Colours

The principal logo consists of two colours, the Crown and Shield in Gold and the Wordmark in Special Grey. Black and reversed-out logos are available for monochrome and coloured background publications. No other colour is to be used for the logos unless expressly authorised by the Official Secretary in writing.

When applying the logo to publications, areas of isolation must be adhered to. Refer to 'Logo Restrictions' for more information.

Exceptions: Logos may be embossed. Internal spaces within logo may be frosted for use on glass.

- Alter the colours of the logo;
- Substitute a typeface for the Wordmark;
- Place the Government House logo on products for sale by a commercial company without formal written approval of the Official Secretary;
- Place the logo on inappropriate backgrounds;
- Alter the proportions or relationship of the Crown, Shield, or Wordmark; and
- Reduce the areas of isolation around the logo.



Designer's Colour Palette

The colour palette is for use in the design of publications

Primary Colours

Colour plays an important role in building brand recognition and familiarity. For this reason, Gold Foil, Gold, Special Grey, Black, and White are the primary colours.

		
GOLD FOIL	GOLD	SPECIAL GREY
23228 Oki Laser Compatible	PMS 872 C32 M36 Y63 K3 R175 G151 B109 HTML #AE976D	PMS 439 C66 M76 Y70 K71 R88 G76 B83 HTML #584C53
	RICOH Compatible C39 M49 Y73 K3	RICOH Compatible C55 M68 Y65 K70
	INDIGO Compatible C32 M36 Y63 K3	INDIGO Compatible C66 M76 Y70 K71

	
BLACK	WHITE
C0 M0 Y0 K100 R29 G29 B7 HTML #1D1D1B	C0 M0 Y0 K0 R255 G255 B255 HTML #FFFFFF

Special Colour and Treatment

Secondary colours provide variation and assist with layering/navigating content. Turquoise and Cream are available as a supporting colour palette.

	
TURQUOISE	CREAM
PMS 3125 C100 M0 Y25 K0 R0 G171 B197 HTML #00ABC5	PMS 9224 C0 M6 Y10 K0 R255 G239 B225 HTML #FFEFEE1
RICOH Compatible C75 M0 Y25 K0	RICOH Compatible C0 M4 Y10 K0
INDIGO Compatible C84 M0 Y21 K0	INDIGO Compatible C0 M4 Y13 K0

Brand Font

Logo Font

Candida Std Suite. Complementary, primarily italicised and used for the wordmark under the Government House Logo (Crown and Shield)

Candida Std
Candida Std Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Brand Font

Geotica Three Suite. For Royalty, default font used for display and headings on Government House signage and external publication headings.

Geotica Three
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Palatino Linotype Suite. Complements Geotica Three, used as alternative heading or body of external publications where Geotica Three is used for headings.

Palatino Linotype
Palatino Linotype Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Secondary Font

Calibri Suite. Legible, used within body of document when clarity is required. E.g. all external letters, emails, and documents.

Calibri
Calibri Bold
Calibri Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Special Font

Monotype Corsiva. Regal, used as sole font within documents that present a royal appearance. Post nominals must be clearly legible E.g. TE's visitors log, book inserts

Monotype Corsiva
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Typography

Recommended uses for Geotica Three, Palatino Linotype, and Calibri

Always use these fonts to maintain consistency

Do not add any additional fonts as this will dilute the intent

Display

Headings

Subheading

Introduction

Body text

Quote

Caption/Instruction

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Paper Stock

Readily available, normal standard commodity lines, unlikely to discontinue in near future.

Marketing Collateral

External publications, booklets, and pamphlets.	Novatech Satin 100-350GSM *when printing apply aqueous coating
---	--

Event Stationery

Invitations, invitation envelopes, RSVP cards, menu cards, place cards, toast cards, investiture programme, reserved seat cards, and coat check tags.	Advance Laser 70-350 GSM
---	-----------------------------

Official Stationery

Letterhead, SD envelopes, compliment cards, and business cards.	Mataura Falls Brilliant White 90 or 297 GSM *No watermark
---	---

Governor-General Stationery

Letterhead, SD envelopes, and compliment cards.	Mataura Falls Brilliant White or Mataura Falls Natural 90 or 297 GSM *No watermark
---	--

Congratulation Cards and Congratulation Card Inserts	Advance Laser 70-350 GSM
--	-----------------------------

*Minimal stock to be ordered as particular to incumbent Governor-General. Stationery logo may be embossed or printed.

Applications

Enclosed here are specific applications and illustrative examples of:

Event stationery:

Invitations (TE's, HE, Hx, Blank)

RSVP Cards

Menu Cards

Place Cards

Toast Cards

Investiture Programmes

Reserved Seat Cards

Coat Check Tags

Official stationery:

Letterheads A4 & A5

Envelopes DL & C6

Compliment Slips

Business Cards

Governor General's personal stationery:

Letterheads (A4 & A5)

Envelopes (DL & C6)

Compliment Slips

Business Cards

Congratulation Cards (Card & Insert)

Marketing Collateral:

Secondary Graphics

Imagery

Advertising / Posters

Signage

Graphics

Email & Signature Block

Event Stationery

Invitation Cards



RSVP Cards



Event stationery:

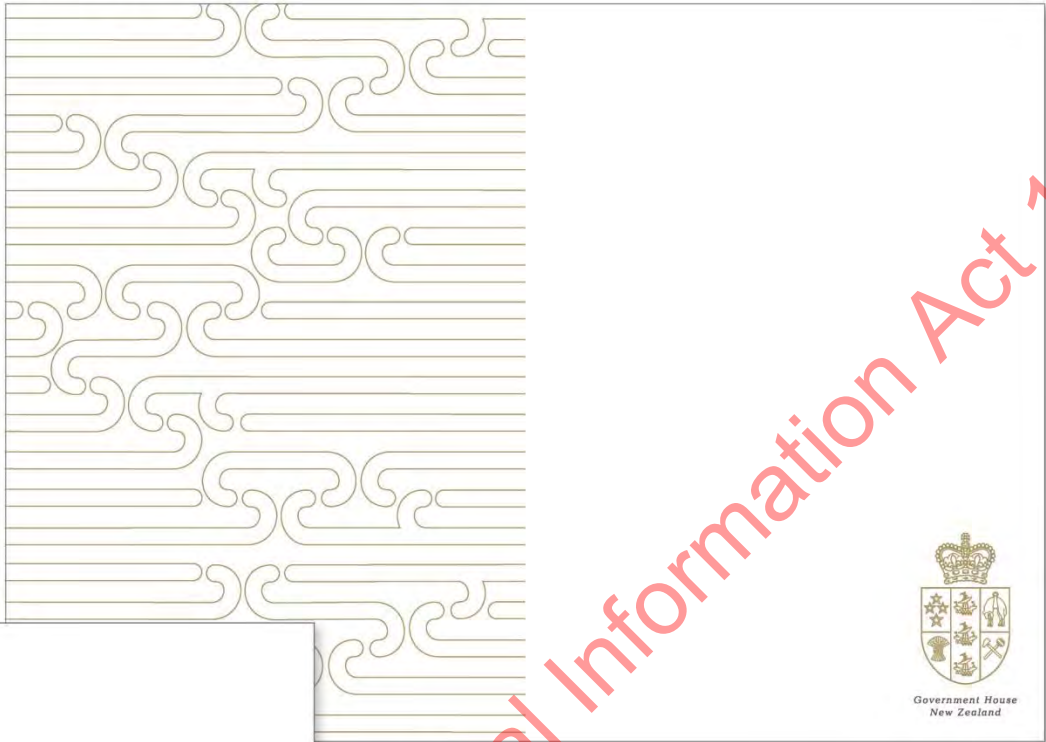
Invitations (TE's, HE, Hx, Blank)

RSVP Cards

Invitation Cards

Event Stationery Continued

Menu Cards



Toast Cards



Place Cards



Event stationery:

Menu Cards

Place Cards

Toast Cards

Event Stationery Continued

Investiture Programmes

God Defend New Zealand

E Ihowā Atua,
O ngā iwi mātou rā
Āia whakarangone;
Me aroha noa
Kia hua ko te pai;
Kia tau to atawhai;
Manaakitia mai
Aotearoa

God of Nations at Thy feet,
In the bonds of love we meet,
Hear our voices, we entreat,
God defend our free land,
Guard Pacific's triple star
From the shafts of strife and war,
Make her praises heard afar,
God defend New Zealand.



Reserved Seat Cards



Coat Check Tags



Event stationery:

Investiture Programmes

Reserved Seat Cards

Coat Check Tags

Official Stationery

Letterheads A4 & A5



Business Cards



Envelopes DL & C6

Compliment Slips



Official stationery:

Letterheads A4 & A5

Envelopes DL & C6

Compliment Slips

Business Cards

Governor-General's Personal Stationery

To be decided by incumbent Governor-General with consideration of Brand Guidelines. Ensure small stocks are ordered to avoid surplus.

Governor General's personal stationery:

Letterheads A4 & A5

Envelopes DL & C6

Compliment Slips

Business Cards

Congratulation Cards (Card & Insert)

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Governor-General's Personal Stationery Continued

Congratulation Cards

Congratulation Card Inserts



Governor General's personal stationery:

Congratulation Cards (Card & Insert)

Secondary Graphics

Typographic blocks of text can be used to emphasise information and also used in a creative layout where the copy is the focus.

New Zealand's Governor-General

The Governor-General is appointed on the recommendation of the Prime Minister to serve as the representative of the Queen of New Zealand. The Governor-General is a non-partisan symbol of unity and leadership, with the holder of the Office fulfilling important constitutional, ceremonial and community leadership roles. As New Zealand is a constitutional democracy, neither the Governor-General nor the Queen take an active or initiating role in the executive functions of Government, and by convention they almost always act on the advice of Ministers.

In the more than 160 years since the first Governor, William Hobson, was appointed, the role has changed as New Zealand has evolved from a dependent colony to an independent nation. The Governors and early Governors-General were appointed by the British Government to not only undertake the duties of the Sovereign, but also to represent its interests and those of the British Empire. With the adoption of the Statute of Westminster in 1947, New Zealand became a fully independent nation and the role of Governor-General formally changed to being the Sovereign's representative.

Until the late 1960s, the Governors-General were from the British military or aristocracy. From the appointment of the first New Zealand-born Governor-General in 1967, the first Māori in 1985, the first woman in 1990, and the first of Asian and Pacific descent in 2006, the role has continued to evolve. Their backgrounds have been equally diverse, with previous careers as judges, military officers, an ombudsman, a mayor, an archbishop, a surgeon, a diplomat and a farmer and prime minister. Governors-General have increasingly travelled abroad, promoting national interests and representing New Zealand at major international events.

From an agent of a once global empire, the Governor-General of the 21st Century is a New Zealander who represents the Head of State in New Zealand, and New Zealand to the rest of the world.



Government House The official residence of the Governor-General of New Zealand

OPEN DAY VISITOR INFORMATION

This guide will assist you on your visit to Government House. If you need help, just ask one of our staff wearing distinctive t-shirts. Here are a few things to remember: No food or drink is allowed inside Government House. Last entry is 3.30pm and final visitors should depart by 4.30pm. Please do not take baby strollers into the House. Take care as you walk around the House and use the handrail on the stairs. Take care in the grounds as some of the tracks are uneven. Please carry backpacks or place them on your front. Unless otherwise advised, there are no restrictions on photography. Enjoy your visit! For more information about Government House, visit www.gg.govt.nz

VISITORS GUIDE

www.gg.govt.nz



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Imagery

Imagery should express the rich history and culture of Government House, paying respects to our British and New Zealand heritage.

When using standalone images of Government House and its grounds, images should be of high quality, well illuminated, and concentrate on the beauty and detail of the building and its traditions.

Images featuring Government House staff or guests should illustrate real people in a relaxed and welcoming quality and portray an authentic feel. Images should reflect the diversity of staff and guests reflective of our New Zealand community.


Imagery may be used in full colour or half tone.



Advertising / Posters

Visitor Guide

Government House - Then and Now



Government House is the official residence of the Governor-General, the representative of the Queen of New Zealand. It was designed in the office of the Government Architect, John Campbell, the designer of Parliament Buildings, principally by his assistant, Claude Paton. Built between 1909 and 1910, it is one of New Zealand's most nationally significant heritage buildings. Lord Bledisloe (1910-12) was the first Governor to live in the House.

As well as being the home and office of the Governor-General, it is also a venue for important events, including State Welcomes for visiting Heads of State, investiture and credentials ceremonies and the swearing in of new governments. It also plays a key role as a place where Their Excellencies engage with a wide range of community organisations. Members of the Royal Family, Heads of State and other distinguished guests often stay at the House when making official visits to New Zealand.

Government House has eight guest suites, a self-contained apartment for the Governor-General and family, as well as a ballroom, conservatory, sitting rooms, service rooms, kitchens and a wing of offices.

The House has a floor area of more than 4,200m² and is located on 12ha of grounds. As well as the Gatehouse, other buildings and facilities include a tennis court and pavilion, a small swimming pool, a World War I-era bomb shelter, and several residences and garages.

In 2008, after almost a century of use, the House closed for major strengthening and refurbishment costing more than \$40 million. The Conservation Project involved seismic strengthening, removal and replacement of the roof and the stucco panels, removal of asbestos, repainting the exterior in heritage colours, improved disabled access, and the replacement or upgrading of the water, wastewater, storm water, power, gas, communication, heating, lighting and fire protection systems. There were significant changes to the interior layout to improve functionality and enhanced standards in the guest suites, and also significant upgrades to outbuildings and improved exterior layout of the surrounding grounds.

The House was reopened by the Rt Hon Sir Anand Satyanand, Governor-General, on 24 March 2011.


New Zealand's Governor-General

The Governor-General is appointed on the recommendation of the Prime Minister to serve as the representative of the Queen of New Zealand. The Governor-General is a non-partisan symbol of unity and leadership, with the holder of the Office fulfilling important constitutional, ceremonial and community leadership roles. As New Zealand is a constitutional democracy, neither the Governor-General nor the Queen take an active or initiating role in the executive functions of Government, and by convention, they almost always act on the advice of Ministers.

In the more than 160 years since the first Governor, William Hobson, was appointed, the role has changed as New Zealand has evolved from a dependent colony to an independent nation. The Governors and early Governor-Generals were appointed by the British Government to not only undertake the duties of the Sovereign, but also to represent its interests and those of the British Empire. With the adoption of the Statute of Westminster in 1947, New Zealand became a fully independent nation and the role of Governor-General formally changed to being the Sovereign's representative.

Until the late 1960s, the Governors-General were from the British military or aristocracy. From the appointment of the first New Zealand-born Governor-General in 1967, the first Māori in 1985, the first woman in 1990, and the first Asian and Pacific descent in 2006, the role has continued to evolve. Their backgrounds have been equally diverse, with previous careers as judges, military officers, an ophthalmologist, a lawyer, an archbishop, a surgeon, a diplomat and a former prime minister. Governors-General have increasingly travelled abroad, promoting national interests and representing New Zealand at major international events.

From an agent of a once global empire, the Governor-General of the 21st Century is a New Zealander who represents the Head of State in New Zealand, and New Zealand to the rest of the world.



Government House - The official residence of the Governor-General of New Zealand

VISITORS GUIDE
www.gg.govt.nz

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Exterior

- 1 Bomb shelter
- 2 Conservatory garden
- 3 Tennis court
- 4 Conservatory Hall
- 5 Royal Queen's garden
- 6 To West entrance
- 7 North lawn
- 8 Black Allan sculpture planted by the Queen and Prince Philip
- 9 Gate planted by Prince Charles
- 10 Conservatory Garden
- 11 Gatehouse



Interior

THE ROOMS AT A GLANCE
The Ballroom is used for large dinners, investiture ceremonies and receptions while the Ballroom kitchen is used as a finishing kitchen and servery for dinners and receptions. The Medallion Conservatory is used for informal lunches and meetings and afternoon tea. The Blundell Room is used for small receptions, credentials ceremonies for new Ambassadors and meetings with Heads of State. The Council Room is where the Executive Council met until the mid-1970s and is now used as a library and for meetings. The Fergusson Room is the study for the Governor-General's spouse while the Hobson Room is the Governor-General's study. The Liverpool Room is used for meeting dignitaries and senior officials, usually over morning or afternoon tea. The Gallery Suite is one of eight guest suites for visiting dignitaries. The Fitzroy Room is a small dining room while the Norman State Dining Room is used for the long-table. The Trapezius is the official entrance to the House.








Government House
Wellington

All our tours and programmes are free of charge

Regular Public Tours: book online or by phone.

Tours for Community Groups: organised and tailored for your group.

Education Programmes for Schools: curriculum aligned and designed to meet your needs.

For bookings and information please visit our webpage:

www.gg.govt.nz/tours

Call the Visitor Centre Team: 04 382 0837

Email us: bookings@govthouse.govt.nz

Follow the Governor-General of New Zealand  

Signage

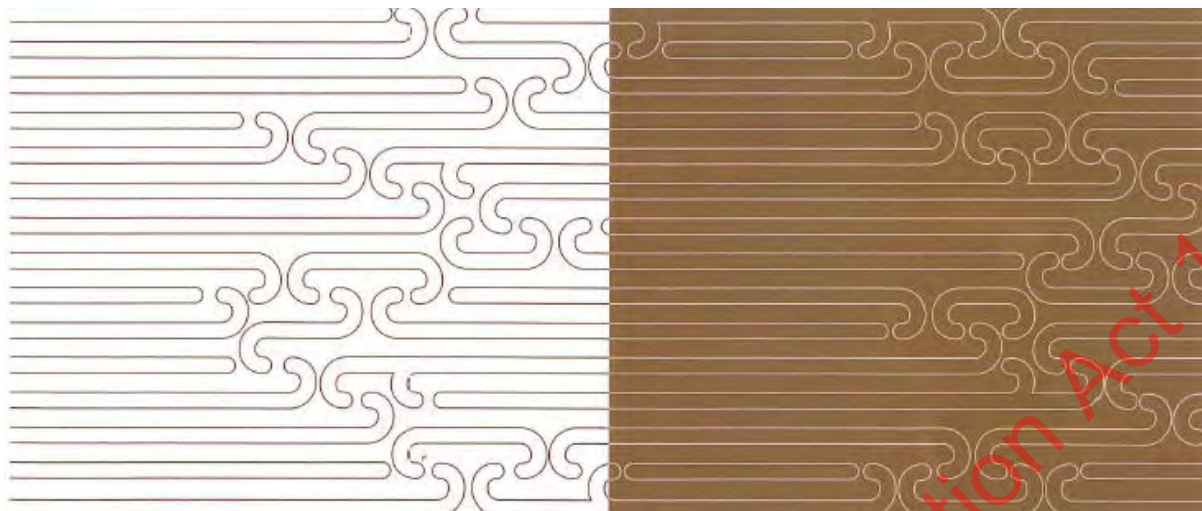
Internal Signage



External Signage



Graphics



Government House Floor Vents

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Website

The Government House website is administered by the Government House Public Affairs team. The website and all its content, except where stated, are owned by Government House and subject to copyright. Refer to 'Copyright' for more information.

The screenshot shows the homepage of the Government-General website. At the top, there is a navigation bar with the following links: [The Governor-General](#), [Role & Functions](#), [Government House](#), [New Zealand Honours](#), and [Resources](#). A search bar is located in the top right corner.

The main content area features a large heading: **Nau Mai, Haere Mai. Welcome to the website of the Governor-General of New Zealand.** Below this, there is a paragraph: "The Governor-General, Lt Gen The Rt Hon Sir Jerry Mateparae, is the personal representative of New Zealand's Head of State, Queen Elizabeth II of New Zealand. On this site, you can find out about the [role and functions](#) of the Governor-General, and access information about the [restoration of Government House](#) and [visiting Government House](#)." This is followed by a link to a [biography](#), a [diary of future engagements](#), and [latest speeches](#) or [view photographs](#). There is also a link to [view speeches](#) by current and former Governors-General on constitutional issues.

Below the main text, there is a section for [New Zealand Royal Honours](#), [sending Congratulatory Messages](#), or [inviting and hosting](#) the Governor-General to your event and [writing to Their Excellencies](#).

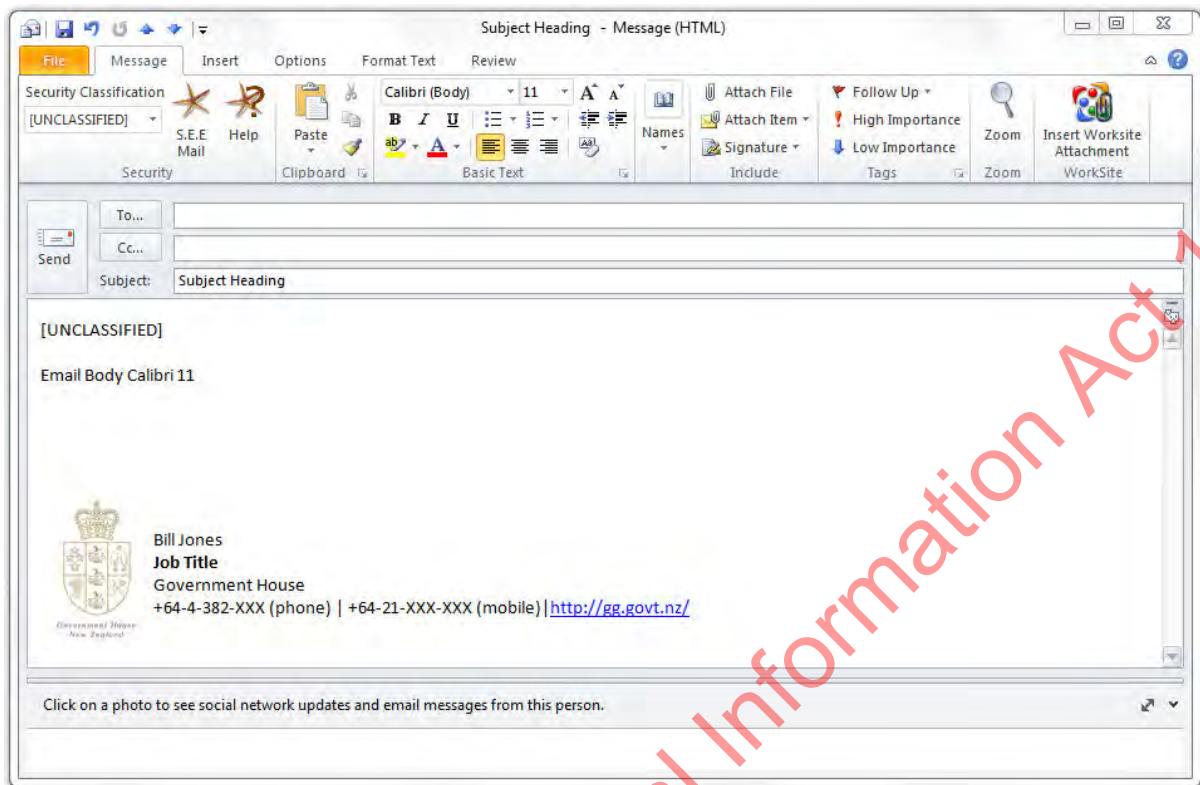
To the right of the main text is a photo of Lt Gen The Rt Hon Sir Jerry Mateparae and Lady Janine Mateparae. Below the photo is the caption: "Their Excellencies, [Lieutenant General The Right Honourable Sir Jerry Mateparae](#), and [Lady Janine Mateparae](#)." Below this is a social media section titled "Follow the Governor-General" with icons for [Twitter](#), [Facebook](#), and [Share](#).

On the far right, there is a "News" section with three items: "12 Feb 2016 [Waihi Tunnellers Memorial](#) [More](#)", "8 Feb 2016 [Operation Neptune](#) [More](#)", and "7 Feb 2016 [Consular Corps Reception](#) [More](#)".

At the bottom of the page, there are three columns of content: "Media resources" (with links to [Press Releases](#), [Speeches](#), [Engagements](#), and [Image Gallery](#)), "Government House tours" (with text: "Tours of Government House Wellington for the public, schools and community groups are being offered, starting in the [New Visitor Centre](#)." and a [Find out more](#) link), and "Features" (with text: "The Governor-General's Anzac of the Year Award 2016" and a [Find out more](#) link).

The footer contains links for [Site map](#), [Contact us](#), [Copyright](#), [Privacy](#), and [About this site](#), along with the URL [newzealand.govt.nz](#).

Email & Signature Block



Copyright

Government House holds the copyright and other proprietary rights on all images, logos and websites contained in these guidelines.

You are not permitted to copy and sell or exploit any of this material for commercial purposes.

Images can be used for personal and non-commercial purposes free of charge without Government House permission, as long as the source and copyright status of the material is acknowledged, the material is reproduced accurately and it is not used in a derogatory or misleading way.

The use of the Government House logo and photography requires prior written permission.

Approval & Queries Contact Information

For approvals or any queries about the Government House Brand Guidelines and its application, contact Public Affairs at GHinfo@govthouse.govt.nz.

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**Child and Youth Wellbeing
Brand Guidelines**

Version 1.0 July 2019

Email: ChildYouthWellbeing@dpmc.govt.nz

our
VISION
NEW ZEALAND, AOTEAROA



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THE BEST PLACE
FOR CHILDREN & YOUNG PEOPLE
IN THE WORLD



**Child and Youth
Wellbeing**

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Our brand essence	05

2. Our core elements

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Section 1:
A guide to our identity



Welcome to the Child and Youth Wellbeing Guidelines. These guidelines have been developed to ensure that the visual identity, imagery, colour palette, graphic devices, and graphic elements are applied consistently to the Child and Youth Wellbeing brand collateral and engagement material.

The standards outlined in this guideline apply to all corporate stationery, advertising, print, signage, online and promotional items.

To ensure consistent application of the identity it is necessary to follow the specifications in these guidelines. Therefore the logo must not be altered. CMYK and spot colour electronic artwork is available for use in **print** applications such as signage, promotional material, clothing and print advertising.

For **on-screen** applications such as television, internet, multi-media and computer graphics, use RGB colour that best suits the medium.

Ensure the correct format and colour variant is selected for the appropriate application. The selection will depend on the manufacturing process and file size, particularly in the case of promotional material such as large banners. Full colour and single colour versions of all assets have also been provided. Print proofs are recommended for colour and quality checking prior to going to full print on jobs.

If you have any queries regarding the application of these guidelines, please email the Child and Youth Wellbeing brand advisor at: ChildYouthWellbeing@dpmc.govt.nz

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Our brand essence

Whakatō te kākono aroha
i roto i o tātou taimariki
kia puawai i roto i tō rātou
tupuranga aranui oranga.

Plant the seed of love in
our children and they will
blossom, grow and journey
towards the greatest
pathway of life.



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Section 2:
Our core elements



Our logo

Our visual identity consists of our Tree of Wellbeing and our Child and Youth Wellbeing wordmark.

The tree symbol captures the essence of the C&YW strategy.

'Plant the seed of love in our children and they will blossom, grow and journey towards the greatest pathway of life.'

The Tree of Wellbeing is made up of flourishing koru branches, strong roots and human figures representing the cycle of life, the intergeneration bonds and support of whanau.

The contemporary slab serif typography complements the shapes and flow of the koru patterns in the symbol.



Tree of Wellbeing

**Child and Youth
Wellbeing**

Wordmark

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Logo variations

The vertical C&YW logo has a larger symbol above the wordmark. This logo version ensures the symbol gains maximum recognition.

The horizontal logo provides flexibility to make the C&YW wordmark more prominent.

Warm Gray colour logo

When producing collateral through digital printing, the Warm Gray colour logo is the preferred version. This version should be used whenever possible for all environmental signage and digitally printed corporate collateral. This logo should always be placed on a light background.

Warm Gray logo



**Child and Youth
Wellbeing**

Vertical lockup



**Child and Youth
Wellbeing**

Horizontal lockup

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Logo colour variations





The vertical C&YW logo has a larger symbol above the wordmark. This logo version ensures the symbol gains maximum recognition.

The horizontal logo provides flexibility to make the C&YW wordmark more prominent.

Black and white

The black and white logo may only be used where reproduction methods restrict the use of the full colour logo, i.e. newspapers or on a light coloured background.

The black and white logo is made up of 100% black (CMYK 0,0,0,100).

<p>Black logo</p>  <p>Vertical lockup</p>	 <p>Horizontal lockup</p>
<p>Reverse logo</p>  <p>Vertical lockup</p>	 <p>Horizontal lockup</p>

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Minimum size and clear space

Minimum clear space

A clear space surrounding the logo should be kept free from typography, photography, illustration and all other graphics.

A minimum isolation area of 'x-height' must surround the logo in any application.

The 'x-height' is equal to the height of the tree trunk in the symbol.

Minimum size

There may be some circumstances when the logo needs to be produced at smaller sizes. The minimum size for reproduction in print and on screen is illustrated below.

Minimum clear

Minimum size

20mm (58 pixels)
Minimum size for print & screen

38mm (110 pixels)
Minimum size for print & screen

13mm (38 pixels)
SYMBOL ONLY
Minimum size for print & screen

Child and Youth Wellbeing

Child and Youth Wellbeing

Child and Youth Wellbeing

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Using our logo

Presenting the C&YW logo in a consistent way is vital to maintaining the brand.

Please follow these simple best practice guidelines to ensure brand integrity.

Approved use of our reversed logo on high contrast backgrounds and photos.

Approved use of our full colour logo on high contrast backgrounds.

Approved use of our full colour logo on high contrast backgrounds.

Approved use of our full colour logo on high contrast backgrounds.

Approved use of our logo as a 30% opacity watermark on backgrounds and photos.

Approved use of our black logo on high contrast textured backgrounds.

Approved use of our black logo on high contrast textured backgrounds.

Approved use of our reversed logo on high contrast textured backgrounds.

~~Do not squash our logo.~~

~~Do not stretch our logo.~~

~~Do not rotate our logo.~~

~~Do not rearrange our logo.~~

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Colours

Achieving an accurate colour match across printed and online material can be difficult, as colours may change when printed and vary from screen to screen. To achieve the best consistency it is important to use the swatches shown.

Our CMYK colours should be used to achieve greater consistency when printing. Where screen production is concerned, RGB colours have been selected that match (as closely as possible). However, colour reproduction may vary from screen to screen.

Primary colour palette

Our primary colour palette consists of warm gray, pink and black. The warm gray is used in our logo, the pink is the leading colour in our communications and black is represented in our photography.

Secondary colour palette

Our secondary colour palette consists of a spectrum of vibrant colours that represent our wellbeing outcomes. They should be used to add vibrancy to text and complement our leaf rubbings.

Primary colour palette



<p>Warm Gray C 45, M 45, Y 50, K 10 Pantone Coated Warm Gray 8 Hex #8b7e74 R 139, G 126, B 116</p>	<p>Pink/Outcome 1 C 0, M 100, Y 45, K 0 Pantone 1925 C Hex #ed125f R 237, G 18, B 95</p>	<p>Black C 0, M 0, Y 0, K 100 Pantone Process Black C Hex #000000 R 0, G 0, B 0</p>
--	--	---

Secondary colour palette



<p>Rose/Outcome 2 C 0, M 90, Y 75, K 0 Pantone Red 032 C Hex #ef4044 R 239, G 64, B 68</p>	<p>Orange/Outcome 3 C 0, M 60, Y 100, K 0 Pantone 151 C Hex #f58220 R 245, G 130, B 32</p>	<p>Mint/Outcome 4 C 85, M 0, Y 53, K 0 Pantone 3265 C Hex #00b198 R 0, G 177, B 152</p>	<p>Light Blue/Outcome 5 C 85, M 15, Y 10, K 0 Pantone 299 C Hex #00a1ce R 0, G 161, B 206</p>	<p>Purple/Outcome 6 C 60, M 80, Y 0, K 5 Pantone 2587 C Hex #764d99 R 118, G 77, B 153</p>
--	--	---	---	--

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Typography

The type styles we use say a lot about the tone of our brand. The Kunstuff font family has been carefully chosen to be modern, approachable and easy to read.

This hand written type style has been specifically drawn to add an authentic children's voice to the brand's visual language.

It contrasts approachability with the formality of a the Kunstuff typeface.

External print applications.

To maintain its authentic nature, this type should always be hand written for external publications.

Web & digital applications.

For web applications, a alternative handwritten typeface has been chosen. This typeface is called Zooja Light Pro.

Child and youth

Kunstuff Black (Merriweather Black for web)

Plant the seed of love in our children

Kunstuff Light (Merriweather light for web)

CHILDREN and
YOUNG PEOPLE
are LOVED, SAFE
and NURTURED

Apelenis aliquid quaturiat ma consedi psandestrum dit eat abo. Namendi atecturios quatatem facest, id expedic tem quiamusciis moluptaquia vellit dolut lab int pos magnam quame. Apelenis aliquid quaturiat ma consedi psandestrum dit eat abo. Namendi atecturios quatatem facest. Apelenis aliquid quaturiat ma consedi psandestrum dit eat abo. Namendi atecturio. Namendi atecturios quatatem facest. Apelenis aliquid quaturiat ma consedi psandestrum dit eat abo. Namendi atecturio.

Hand written - illustrated type (Zooja light for web)

Kunstuff Light (Merriweather light for web)

33%

Apelenis aliquid quaturiat ma consedi psandestrum dit eat abo. Namendi atecturios quatatem facest, id expedic tem

"WE HEARD FROM
MORE THAN 10,000
NEW ZEALANDERS"

Hand written - illustrated type (Zooja light for web)

Kunstuff Light (Merriweather light for web)

2019-20

Kunstuff Black (Merriweather Black for web)

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Typefaces

The following set of external and in-house fonts are the only typefaces permitted for use within the C&YW identity. They help to make the identity fresh, professional, approachable and consistent.

External typefaces for print Kunstuff

Our external primary typeface is Kunstuff. This typeface is used for all external facing printed collateral, signage, corporate stationery and merchandising material.

Hand drawn - illustrated type

This hand written type style has been specifically drawn to add an authentic children's voice to the brands visual language.

Where possible for printed collateral key messages should be hand drawn. Please contact Cato Brand Partners if you require any bespoke hand drawn messages.

External typefaces for web Merriweather

Our web typeface is Merriweather. This typeface is used for all internal documents.

Zooja Light Pro

For web applications, this alternative handwritten typeface enables the voice of the child to be expressed in a digital format.

EXTERNAL PRINT ONLY		EXTERNAL WEB ONLY	
Kunstuff Black and Light	Hand drawn - Illustrated type	Merriweather Black and Light	Zooja Light PRO
Aa	AA	Aa	Aa
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz (!@#%&*) 1234567890	CHILDREN and YOUNG PEOPLE are LOVED, SAFE and NURTURED	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz (!@#%&*) 1234567890	CHILDREN and YOUNG PEOPLE are LOVED, SAFE and NURTURED
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz (!@#%&*) 1234567890		ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz (!@#%&*) 1234567890	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz (!@#%&*) 1234567890
Children and young people	CHILDREN and YOUNG PEOPLE	Children and young people	CHILDREN and YOUNG PEOPLE

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Section 3:
Our visual language



Wellbeing leaf rubbings

Our wellbeing leaf rubbings reinforce our six strategic outcomes.

Outcome 1: Heart
symbolises being loved, safe and nurtured.

Outcome 2: Apple
symbolises having what you need.

Outcome 3: Star
symbolises being happy and healthy.

Outcome 3: Koru
symbolises learning and development.

Outcome 3: Spiral
symbolises being accepted, respected and connected.

Outcome 3: Positive
symbolises being involved and empowered.



Outcome 1



Outcome 2



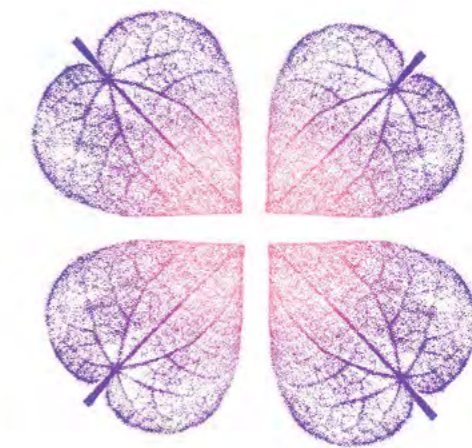
Outcome 3



Outcome 4



Outcome 5



Outcome 6

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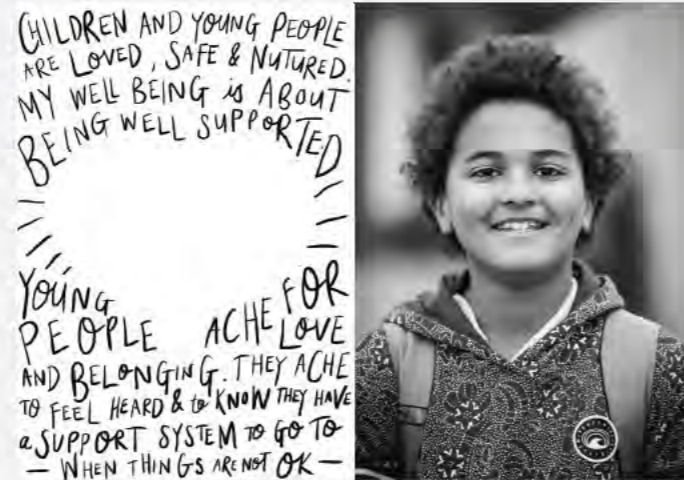
Wellbeing leaf stories

We have captured real New Zealand children and what wellbeing means to them.

The photographs are authentic, proud, relevant and optimistic.

Photography has the flexibility to be used in either portrait or landscape.

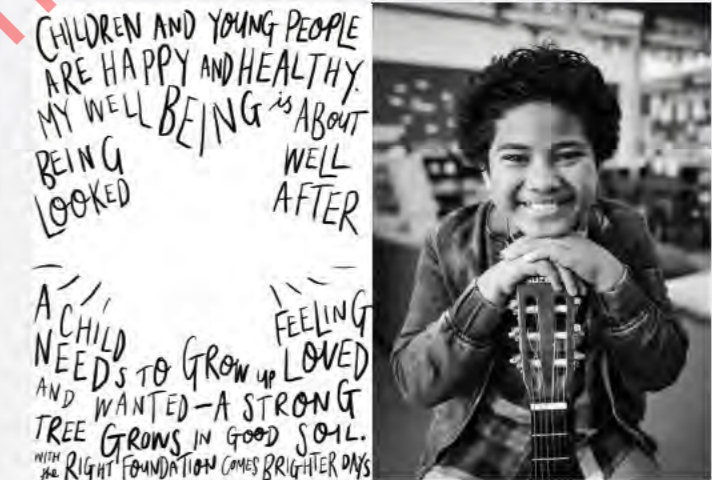
Our photo library has been treated as black and white to provide the most contrast with the vibrant colours of our leaf rubbings.



Outcome 1



Outcome 2



Outcome 3



Outcome 4



Outcome 5



Outcome 6

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Individual leaf rubbings

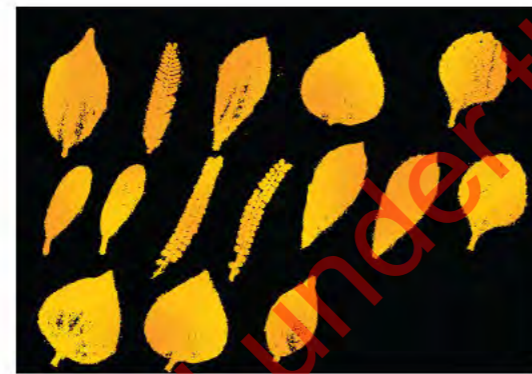
Our leaf rubbings symbolises the voice of children and youth. Rendered in the six different colour options of the outcomes they are used to add vibrancy, authentic, warmth and hope.



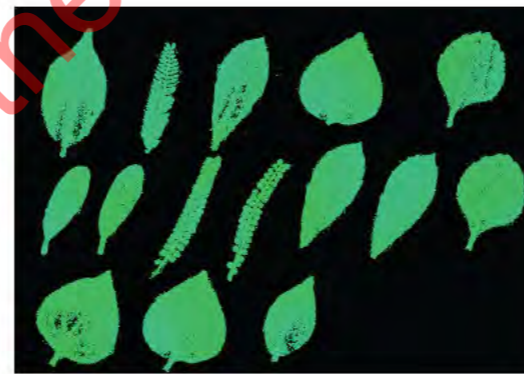
Pink leaf rubbings



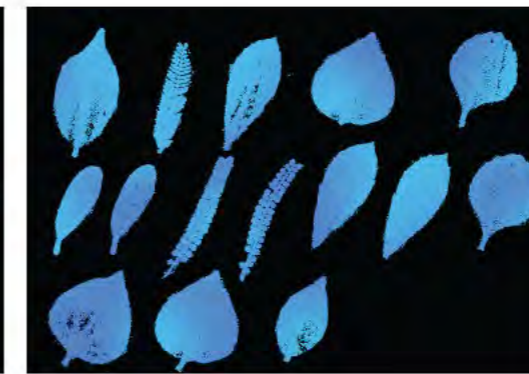
Rose leaf rubbings



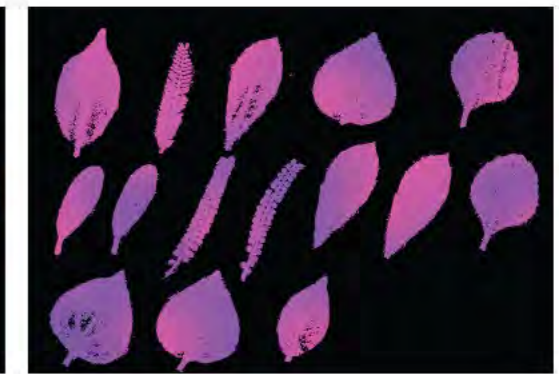
Orange leaf rubbings



Mint leaf rubbings



Light Blue leaf rubbings



Purple leaf rubbings

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Using leaves with photography

Our individual leaf rubbings can be placed over the top of our photography to add a touch of vibrancy.

The placement of the leaf should highlight the mood of the individual or highlight the subject of the photograph.



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Our image library

We have captured real New Zealand children and what wellbeing means to them.

The photographs are authentic, proud, relevant and optimistic.

Photography has the flexibility to be used in either portrait or landscape.

Our photo library has been treated as black and white to provide the most contrast with the vibrant



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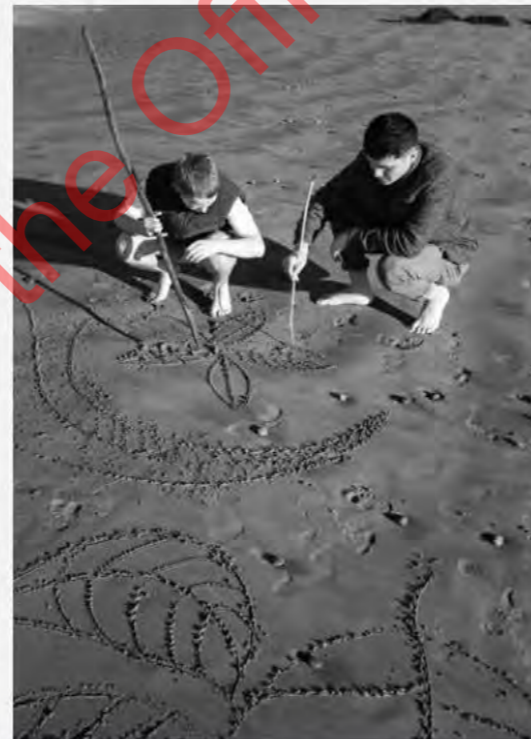
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**Child and Youth
Wellbeing**

Brand Guidelines

Version 1.0 July 2019

Email: ChildYouthWellbeing@dpmc.govt.nz