aotearoa
people's
network
kaharoa

Brand Guidelines

Version 1.0

These guidelines define a standard set
of rules to be used when applying the
Aotearoa People's Network Kaharoa
branding ensuring consistency and clarity
while achieving maximum impact.

Introduction

The Aotearoa People's Network Kaharoa brand identity is the cornerstone of the Aotearoa People's Network Kaharoa brand. These guidelines outline how it is to be applied to brand communications. It is important that these guidelines are followed to ensure consistency across the diverse range of applications.

Included in these guidelines are templates for posters and signs that can be tailor made to suit a specific purpose, while still maintaining consistency of the brand identity.

The Aotearoa People's Network Kaharoa brand identity aims to be viewed as a mark of quality, providing reassurance of a consistent service, enabling New Zealanders access to free internet, digitisation, research, portable media and networking through their public library.

Titles

The full and correct name is Aotearoa People's Network Kaharoa. When and wherever possible, preference is to cite the full name, ensuring that the apostrophe is placed between the 'e' and 's' in *People's*. This version is most appropriate in a formal context.

However, the shortened version People's Network is also acceptable in a less formal context.

The full version, Aotearoa People's Network Kaharoa, should be cited at the first mention in a new document.

Thereafter, People's Network can be used as an abbreviation.

Website URL

The primary URL is www.aotearoapeoplesnetwork.org

The URL www.peoplesnetworknz.org.nz will also reach the Aotearoa People's Network website.

New Zealand Government logo

The New Zealand Government logo is an all-of-government brand identity introduced to make government services more visible and identifiable for New Zealanders. It has been designed to be used in conjunction with other government branding, such as the Aotearoa People's Network Kaharoa.

New Zealand Government

Logo Usage

The Aotearoa People's Network Kaharoa definitive logo consists of three elements. These are:

Symbol

Symbol rings

Logotype

These three elements should always be seen together in the Aotearoa People's Network Kaharoa logo lockup. It is however permitted to use the symbol rings as a supporting graphic. This would usually be used as a watermark. It should not dominate the design or interfere with the logo or the message. Examples of the correct weighting and implementation are used in these brand guidelines.

The logo can also be placed in a white surround as shown below. This can be used on covers and stickers but should only be used in its vector EPS form (ie, InDesign, Illustrator or Freehand print programmes - not as JPG) to ensure it displays correctly.

Minimum size

To retain clarity of the Aotearoa People's Network Kaharoa logo a minimum size has been established.

30 mm
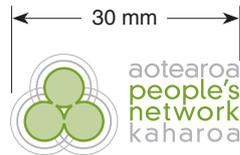
Clear space requirements

Illustrated below is the minimum clear space requirement for the aotearoa people's network kaharoa.

X represents minimum clear space around logo

X   X

X

X   X

Logo variants for Print

Use the appropriate logo for the situation you require and please ensure the logo will be placed so as to maximise clarity.

For use on white or very pale backgrounds (preferred version)

For use on black or very dark backgrounds

Single colour (Pantone 377)

Black and white

Black and white reversed

File Type

JPEG - low resolution
These are 72ppi for web or on-screen usage only. Avoid resizing. These should never be enlarged as the quality will deteriorate badly.

JPEG - high resolution
These are 300dpi for print usage. These should never be enlarged as the quality will deteriorate.

EPS
These vector-based files can be resized without losing the quality of the logo. Standard system software will not necessarily read this file type, but an EPS can be supplied to signwriters, designers, printers and other design industry professionals, who use the software required to read it.

Colour palette

aotearoa green
Patone 377 C
Patone 377 U

CMYK	c	45%	m	0%	y	100%	k	24%

RGB	r	134	g	163	b	30

network gray
Patone 429 C
Patone 429 U

CMYK	c	0%	m	0%	y	0%	k	35%

RGB	r	204	g	204	b	204

Logo variants for Web

Use the appropriate logo for the situation you require and please ensure the logo will be placed so as to maximise clarity.

For use on white or very pale backgrounds (preferred version)

aotearoa people's network kaharoa

For use on black or very dark backgrounds

aotearoa people's network kaharoa

Black and white

aotearoa people's network kaharoa

Black and white reversed

aotearoa people's network kaharoa

File Type

JPEG - low resolution
These are 72ppi for web or on-screen usage only. Avoid resizing. These should never be enlarged as the quality will deteriorate badly.

JPEG - high resolution
These are 150ppi for web or on-screen use. These can be enlarged to approx 150% however the quality will deteriorate if this size is exceeded.

PNG - low resolution
Portable Network Graphics (PNG) is a format designed for transferring images on the Internet, not professional graphics, and so does not support other color spaces (such as CMYK). 72ppi - avoid resizing.

Colour palette

aotearoa green

RGB   r 96   g 130   b 38

WEBSAFE #608226

network gray

RGB   r 88   g 88   b 88

WEBSAFE #585858

Typefaces

As the document templates and other literature will need to be edited and produced with many varying levels of computers and programmes,
a basic and universal font set is to be used. The fonts to be used are **Arial for PC** and **Helvetica for Macintosh**. These fonts are to be used for all headings and body copy.

A guide to sizes and weights follow *(the sizes stated are a guide proportionally and should followed as best as possible):*

Heading level 1:
18 - 45 pt.
Bold and can
be coloured green

Intro text:
12 - 18 pt.

Heading level 2:
12 pt.
Bold and can
be coloured green

Body text:
9 - 12 pt.
Coloured black

Heading 1

Dui erit dolesed min hendipis nullut praestrud mod dolore dit wiscil ing eugait ut lumsandreet dolenis eugait ut dionsed ming euis adipis ad eugue conullaore exeriuscipit alit.

Consectet in heniamet.

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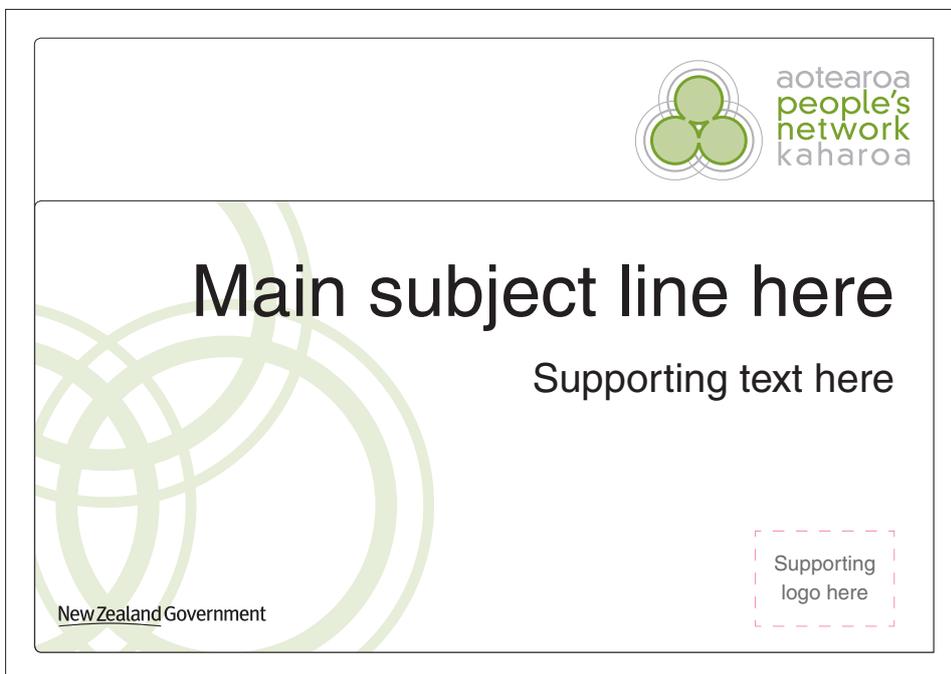Xerosto dolor ad dit ut ad magna faci blam.

Templates

To best achieve consistency across the brand, a full complement of templates have been produced. These are available in word form www.aotearoapeoplesnetwork.org
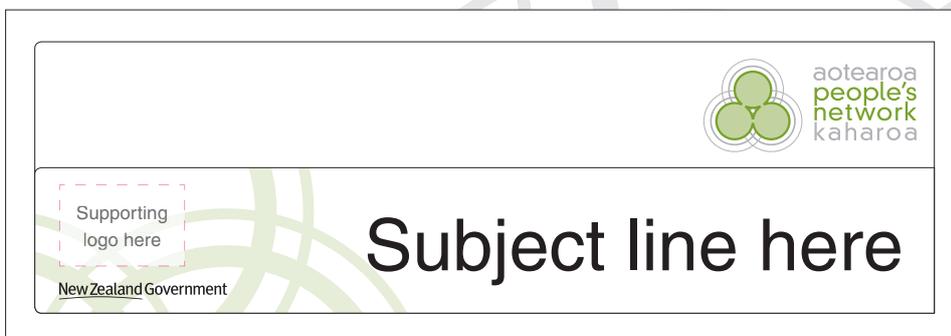
We encourage you, where ever possible to include the following phrase which explains the origin of the Aotearoa People's Network Kaharoa.

The Aotearoa Peoples' Network Kaharoa is a collaborative project between the National Library of New Zealand and [include you organisation's name here].
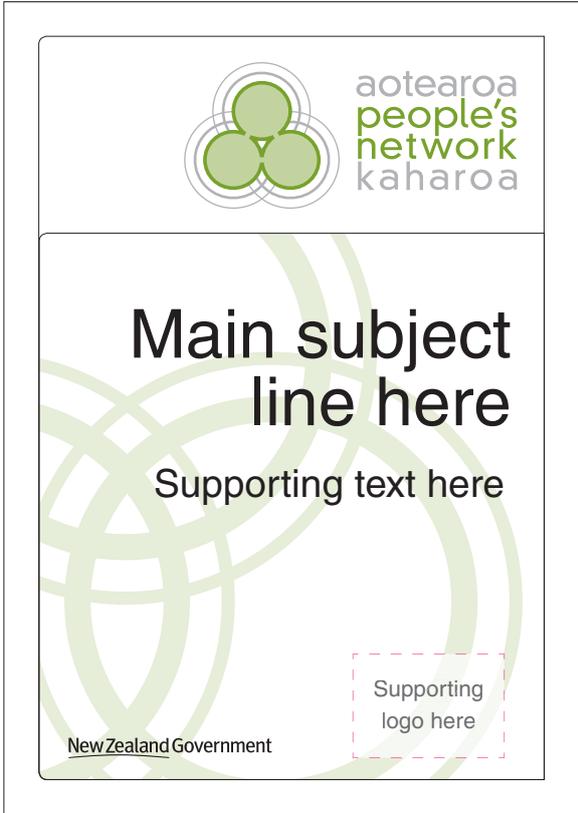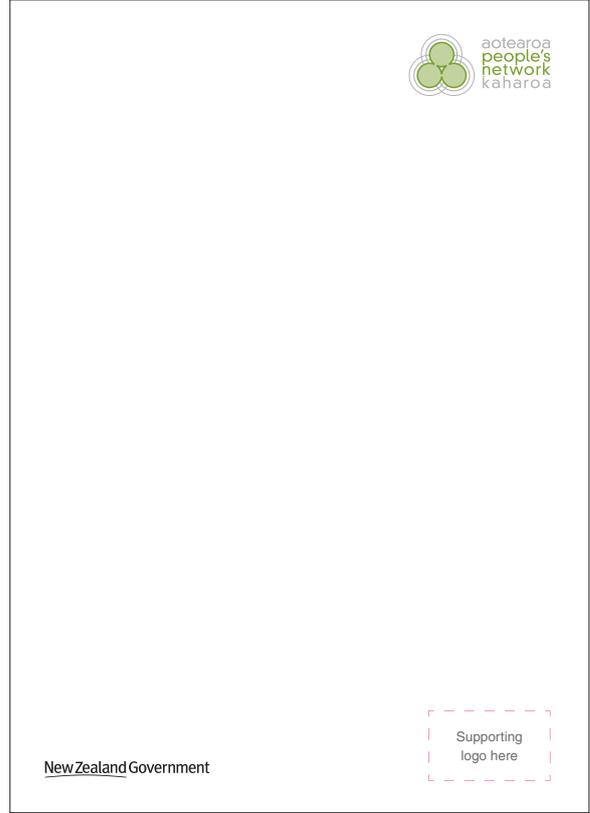
A3 Sign

aotearoa
people's
network
kaharoa

Main subject line here

Supporting text here

Supporting
logo here

New Zealand Government

A3 Horizontal Sign

aotearoa
people's
network
kaharoa

Supporting
logo here

Subject line here

New Zealand Government

A4 Sign

aotearoa
people's
network
kaharoa

Main subject line here

Supporting text here

Supporting
logo here

New Zealand Government

A4 Letterhead

aotearoa
people's
network
kaharoa

New Zealand Government

Supporting
logo here

A5 Horizontal Sign

aotearoa
people's
network
kaharoa

Main subject line here

New Zealand Government

Supporting
logo here

Stickers

These are available to brand equipment and display the availability of service.

Small 40mm

aotearoa
people's
network
kaharoa

Medium 100mm

aotearoa
people's
network
kaharoa

Window Sticker 200mm

aotearoa
people's
network
kaharoa

aotearoa
people's
network
kaharoa