



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

# **Te Tuakiri o Te Kāwanatanga o Aotearoa**

## **New Zealand Government Identity**

**He Kupu Ārahi Motuhake mō te Tāera | Technical Style Guide**



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## Te kupu whakataki | Introduction

The information contained in this document is intended as general guidance for use of the expanded New Zealand Government Identity, formerly called the All-of-Government Brand Identity.

The use of the New Zealand Government (NZ Govt) Identity applies to all Public Service agencies and some agencies within the wider public sector.

### Further information

The administration of this Technical Style Guide is the responsibility of Te Kawa Mataaho Public Service Commission.

Further guidance, policies and artwork files can be found on [Te Kawa Mataaho's website](#) or on the Public Sector Intranet (PSI).

Further queries can be directed to Te Kawa Mataaho's [Communications and Engagement Team](#) or by phoning 04 495 6600.



**Te Kāwanatanga o Aotearoa**  
New Zealand Government



## Te Waitohu o Te Kāwanatanga o Aotearoa New Zealand Government Logo mark

There are five versions of the logo mark that may be used to identify communications material as having been produced by the New Zealand Government. The logo marks must be reproduced in a consistent manner to preserve the integrity of the brand.

This technical style guide sets out the precise specifications of the logo marks and how they may be applied in different situations.

### EXPANDED - COAT OF ARMS

This logo is the preferred version for government agencies to use.

### COMPACT - COAT OF ARMS

As the NZ Govt logo is responsive, we have provided a compact or "stacked" version of the logo for when there are space considerations, for example when the expanded logo may not fit or the logo is to be viewed on mobile.

### EXPANDED - WORDMARK

Public Service departments and Crown agents whose primary logo includes the New Zealand Coat of Arms may use the wordmark on the same page to avoid

duplication of the Coat of Arms. You can find more information in the Policy and Guidelines [here](#).

### COMPACT - WORDMARK

The compact wordmark provides an option for responsive space considerations on layouts where the expanded may not fit.

### GOVT.NZ URL MARK

GOVT.NZ logo mark can be used on (predominantly) digital content to refer to or reference other available government services. When space is limited, for example on a social media post or digital ad, the GOVT.NZ logo should be used.

All logo marks should link through to [www.govt.nz](http://www.govt.nz).

### FAVICON

The NZ favicon is to be used on the tab of a website, so it can easily be identified as a government service.

**Examples of these logos in use are set out in this document on pages 11-18.**



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

EXPANDED - COAT OF ARMS



**Te Kāwanatanga  
o Aotearoa**  
New Zealand Government

COMPACT - COAT OF ARMS

**Te Kāwanatanga o Aotearoa**  
New Zealand Government

EXPANDED - WORDMARK

**Te Kāwanatanga  
o Aotearoa**  
New Zealand Government

COMPACT - WORDMARK

**GOVT.NZ**

URL MARK

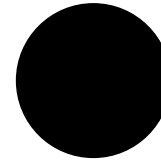
**NZ**

FAVICON

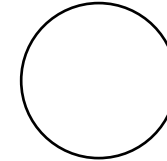
## Ngā tae | Colour reproduction

The New Zealand Government logo mark is monochromatic, and the only colours for reproducing them are black or reversed out white.

Transparent versions make it suitable for use on multiple coloured backgrounds, but the logo must remain monochromatic.



BLACK



REVERSED OUT  
WHITE



**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

## Te wāhi wātea | Clear space

The New Zealand Government logo mark must, in all situations, be surrounded by adequate space to maintain its visual impact.

**For logo lockups with the Coat of Arms**, clear space is defined as the height of the Coat of Arms shield (escutcheon) from each maximum point of the logo.

**For the wordmark logo**, the minimum clear space requirement is equal to the height of the upper case 'A' at whatever size the logo mark is reproduced.

No typographic or graphic elements such as by-lines, other logos or imagery should encroach this clear space area.



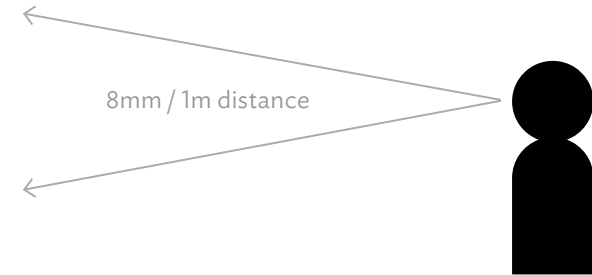
## Te rahi | Sizing

Maintaining consistent sizing, proportions, and clear space will ensure that the New Zealand Government logo mark is clearly seen and recognised by anyone who views it.

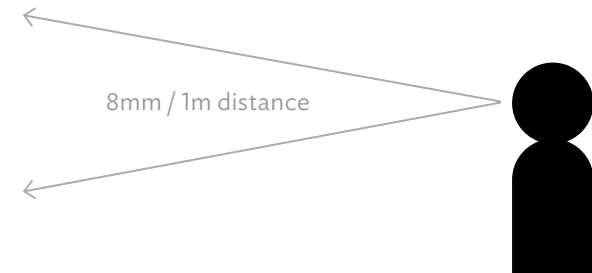
The absolute minimum reproduction size of the logo to maintain readability is 11mm in height. This size loses some details in the Coat of Arms, however maintains clear text readability. The recommended minimum optimal size is no less than 13mm in height, as this allows for more detail in the Coat of Arms but is still small enough to be used effectively.

Sizing for environmental graphics should take view distance into account in order to maximise the impact of the logo. Generally, for every 1 meter of viewing distance, the logo should increase in size by 8mm to ensure readability. This may vary depending on lighting conditions, signage material, and council rules.

### Extended logo



### Stacked logo

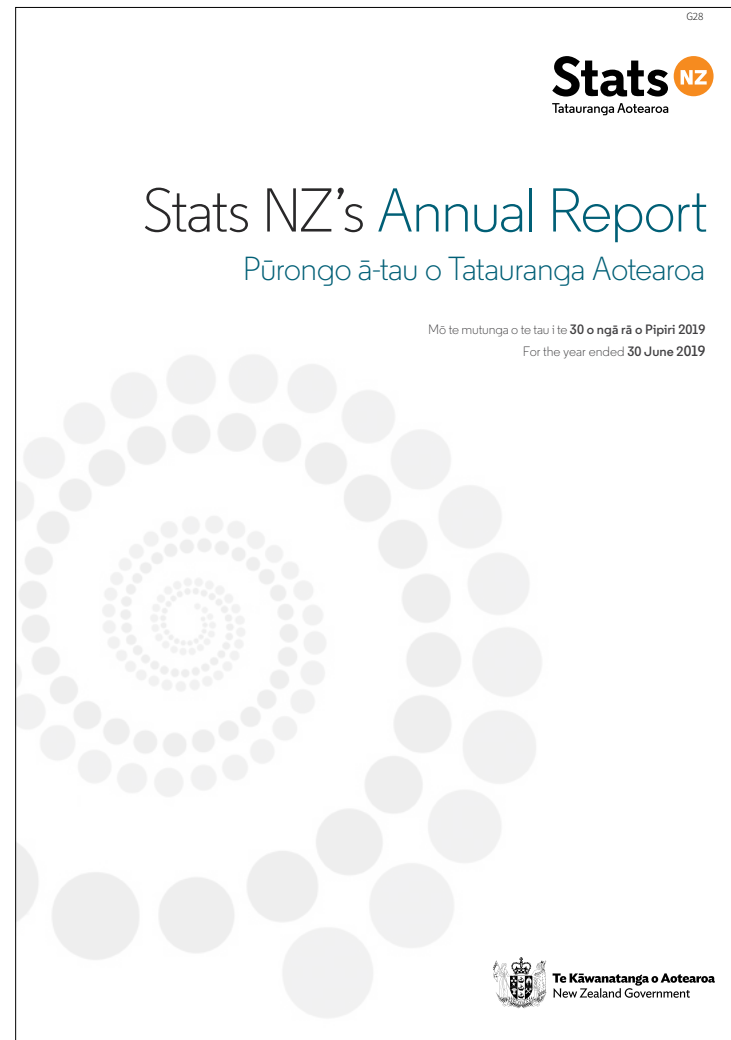




## Te wāhi | Placement

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

Please refer to [Te Kaupapa Here me Ngā Aratohu Policy and Guidelines](#) if there are any questions on whether or not to use of the logo mark.



## Code of Conduct

For the Directors of Public Finance Act  
1989 Schedule 4A Companies



Public Finance Act 1989 Schedule 4A companies are an important part of the public sector and must have the trust and confidence of the Government and New Zealanders.

### ACTING IN THE SPIRIT OF SERVICE

Boards oversee the operations and performance of Public Finance Act 1989 Schedule 4A companies. A key requirement of our role is to act with the highest levels of integrity and professional and personal standards.

### RESPONSIBILITIES UNDER THIS CODE

#### PERSONAL INTEGRITY

##### We are honest and open

We act with honesty and with high standards of professional and personal integrity.

We are truthful and open. We speak up in board meetings on decisions or advice that may be detrimental to the public interest.

##### We are fair

We deal with people fairly, impartially, promptly, sensitively and to the best of our ability.

We do not act in a way that unjustifiably favours or discriminates against particular individuals or interests. We help create an environment where diverse perspectives and backgrounds are encouraged and valued. We treat other directors and staff employed by the company with courtesy and respect.

##### We speak up

We report unethical behaviour when we see it. We treat all concerns raised by others seriously.

We support the company to have clear policies and procedures in place that help expose serious threats to the public interest, and encourage open organisation cultures where all staff feel safe speaking up.

#### PROFESSIONAL CONDUCT

##### We use our positions properly

When acting as a director, we do not pursue our own interests at the expense of the company's interests.

We do not misuse official or company resources for personal gain or for political purposes. We behave in a way that reflects well on the reputation of the company and do not do anything to harm that reputation.

We never seek gifts, hospitality or favours for ourselves, members of our families or other close associates. We inform the Chair or other proper authority, or otherwise follow our company's procedures, in relation to any offers of gifts or hospitality. We ensure that, where a gift or hospitality is accepted, it is recorded in a register as required under the company's procedures.

Issued by the Public Service Commissioner under section 17(3) of the Public Service Act 2020

Te Kāwanatanga o Aotearoa  
New Zealand Government

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## Ngā tauira o te hē

### Examples of incorrect use

Do not alter or try to recreate any of the New Zealand Government logo mark in any way including:

- Alter the size of the Coat of Arms in relation to the logo
- Rearrange the elements that make up the logo mark
- Compress, skew or expand the logo mark
- Change the font
- Reproduce the logo mark in black or a dark colour over a dark coloured background
- Reproduce the logo mark in white or light colour on a light coloured background
- Use more than one logo mark on any piece of communication
- Position the logo mark over copy or place other copy or elements within the allowed clear space.



**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**Te Kāwanatanga o Aotearoa**  
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New Zealand Government

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**Te Kāwanatanga o Aotearoa**  
New Zealand Government

Et pro ate necta dent qui ut pre, eum dit,  
eum dolunt estorer eicipsuntem rem fuga.  
Gende nos alia sinvellabo. As aut laborum  
eatii volum sit aut que mincimi, cum adit  
optatorem harci iduciet el iunt, sin rectorro

Ngā tauira o te tika  
Examples of acceptable use

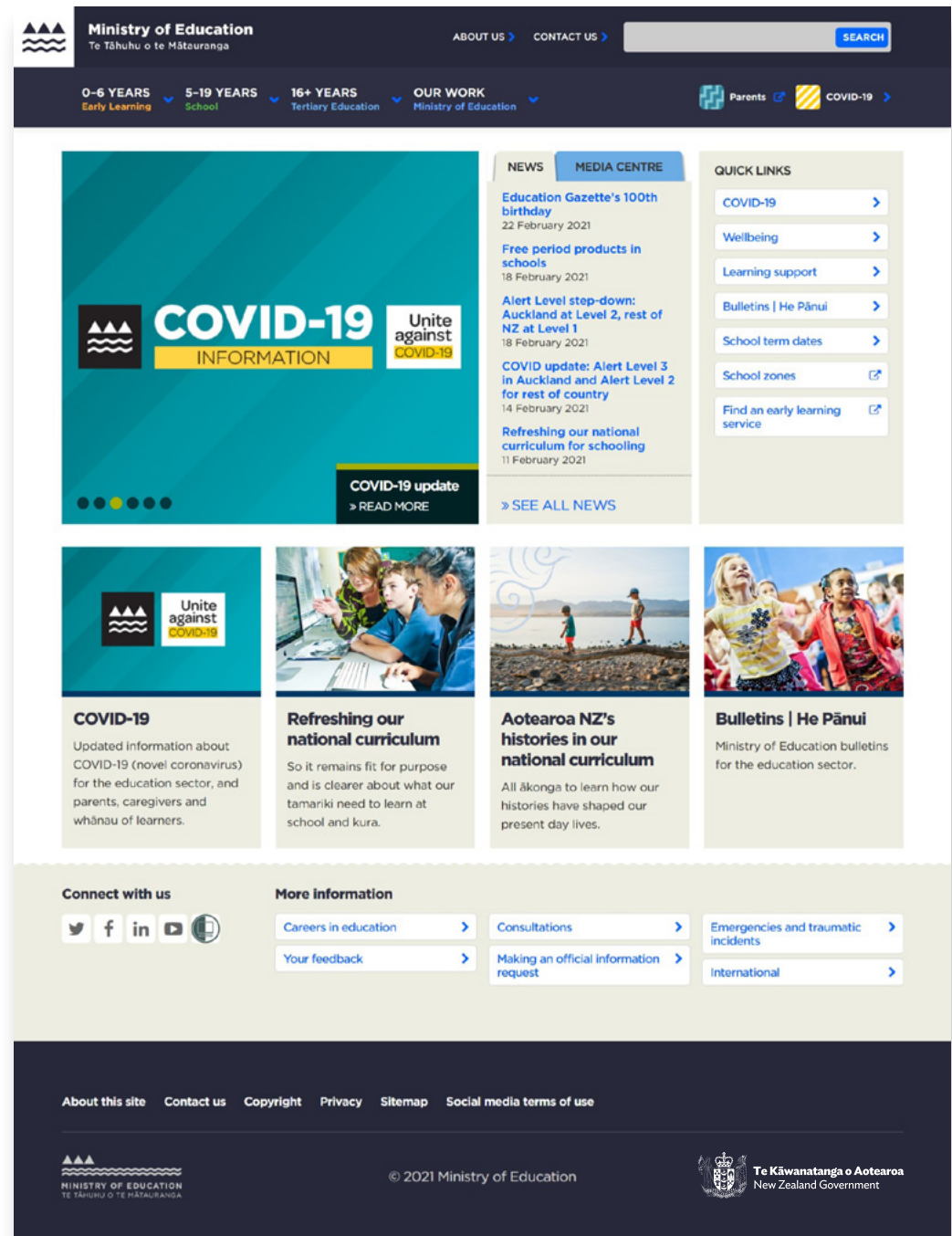
Statement of Intent



# Ngā tauira o te tika

## Examples of acceptable use

### Website





Ngā tauira o te tika  
Examples of acceptable use

Press



## Ngā tauira o te tika Examples of acceptable use

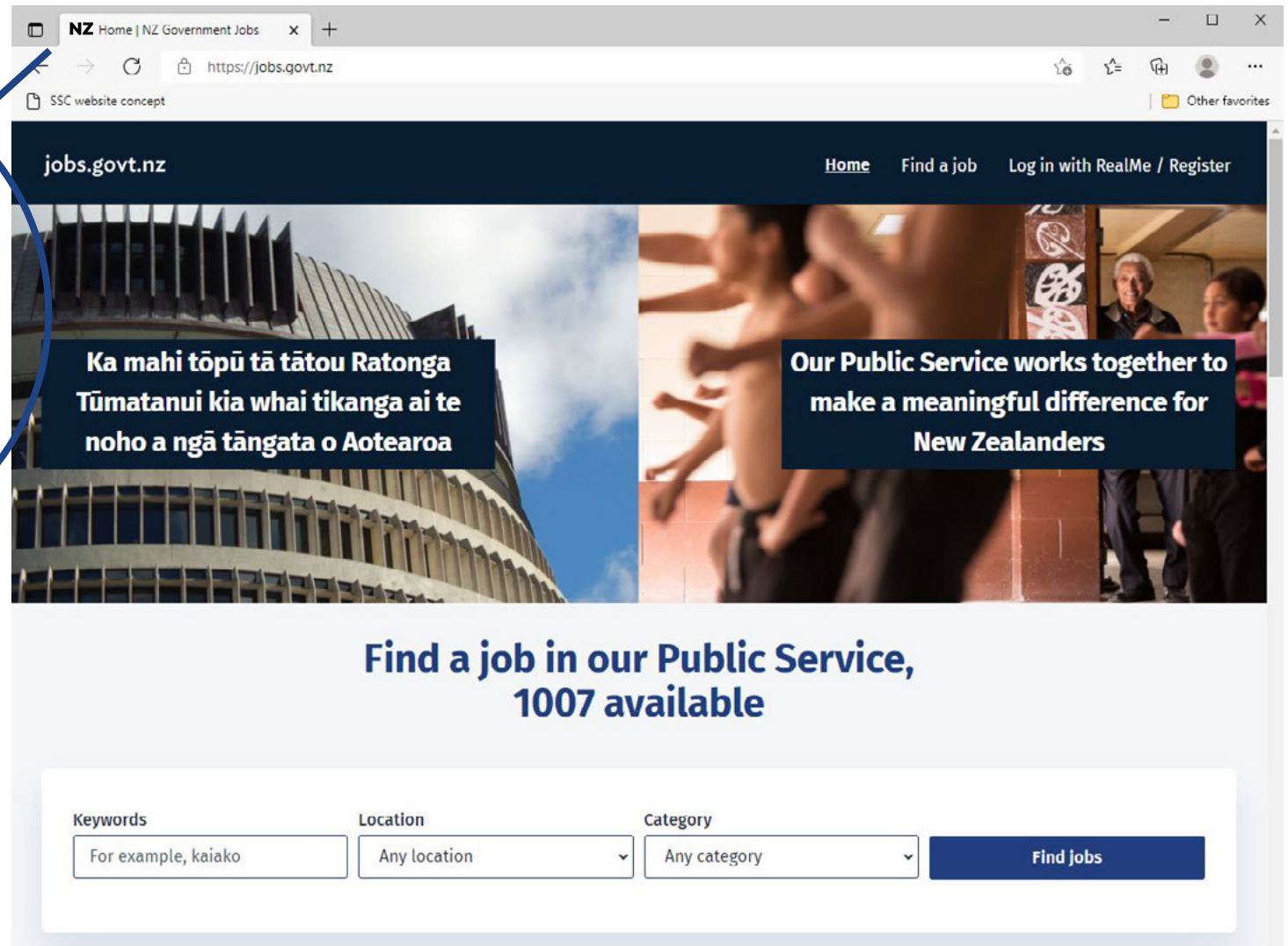
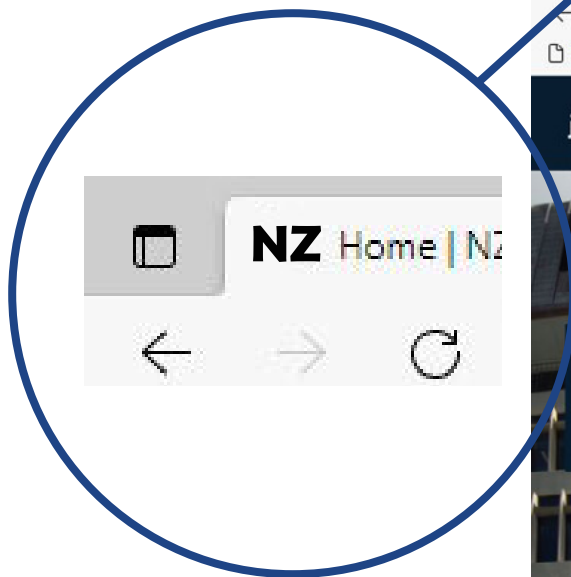
### Annual Report

NZ Government logo mark is placed with the Coat of Arms. To avoid duplication the Coat of Arms should only be used once on a page.



## Ngā tauira o te tika Examples of acceptable use

### Favicon







**Ngā tauira o te tika**  
**Examples of acceptable use**

**Radio**

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

An example of the radio audio signature available for use is:

“Brought to you by Te Kāwanatanga o Aotearoa |  
The New Zealand Government”



## Ngā umanga hou me ngā umanga e whaitohu ana anō New agencies or those rebranding

New agencies and those looking to rebrand (see [Policy and Guidelines](#)) should adopt a logo mark that is in keeping with the NZ Govt Identity logo mark. Agencies are also encouraged to consider adopting other elements of the Identity in their branding review or development, helping to create a common Public Service visual identity. Examples of the desired logo mark are below. Te Kawa Maataho can support agencies to develop these logos. For assistance contact [communications@publicservice.govt.nz](mailto:communications@publicservice.govt.nz).



**Te Kawa Mataaho**  
Public Service Commission



**Te Tūāpapa Kura Kāinga**  
Ministry of Housing and Urban Development

## Typography

### Main typeface

The New Zealand Government identity uses Ideal Sans as its primary typeface. Ideal Sans is a humanist sans serif favouring handmade letterforms with flared stems, fluted terminals, and very few symmetries. These attributes make Ideal Sans engaging at large sizes, perform well at small ones, and give the typeface a sense of warmth, craftsmanship, and humanity.

This typographic personality helps reinforce the tone of government messaging; not overly formal, easily accessible and approachable, while still being confident and genuine. The humanist, handmade nature of the letterforms is accentuated by thicker weights, and imbues the government wordmark with a kind of Kiwiana aesthetic.

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### Alternative typeface

For general usage, outside of designed artefacts when Ideal Sans is not available, Source Sans Pro will be used.

This font is available throughout all MS Office products.

For accessibility, body text should always be no smaller than 12pt.

### Ideal Sans

**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$&© 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$&© 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$&© 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$&© 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$&© 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**

### Source Sans Pro

**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$& © 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**AaBbCcDdEeFfGgHhIiJj ĀāĒēĪīŌōŪ ŀ!?\$& © 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**1234567890!@#\$\$%^&\*() ĀāĒēĪīŌōŪ ŀ!?\$& © 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**  
**1234567890!@#\$\$%^&\*() ĀāĒēĪīŌōŪ ŀ!?\$& © 1368<sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**

## Colour Palette

An expanded colour palette was developed from extensive research into previous colour use by public service agencies and Crown entities, past AoG visual language, and common colours sampled from iconic and uniquely New Zealand landscapes and cultural sites.

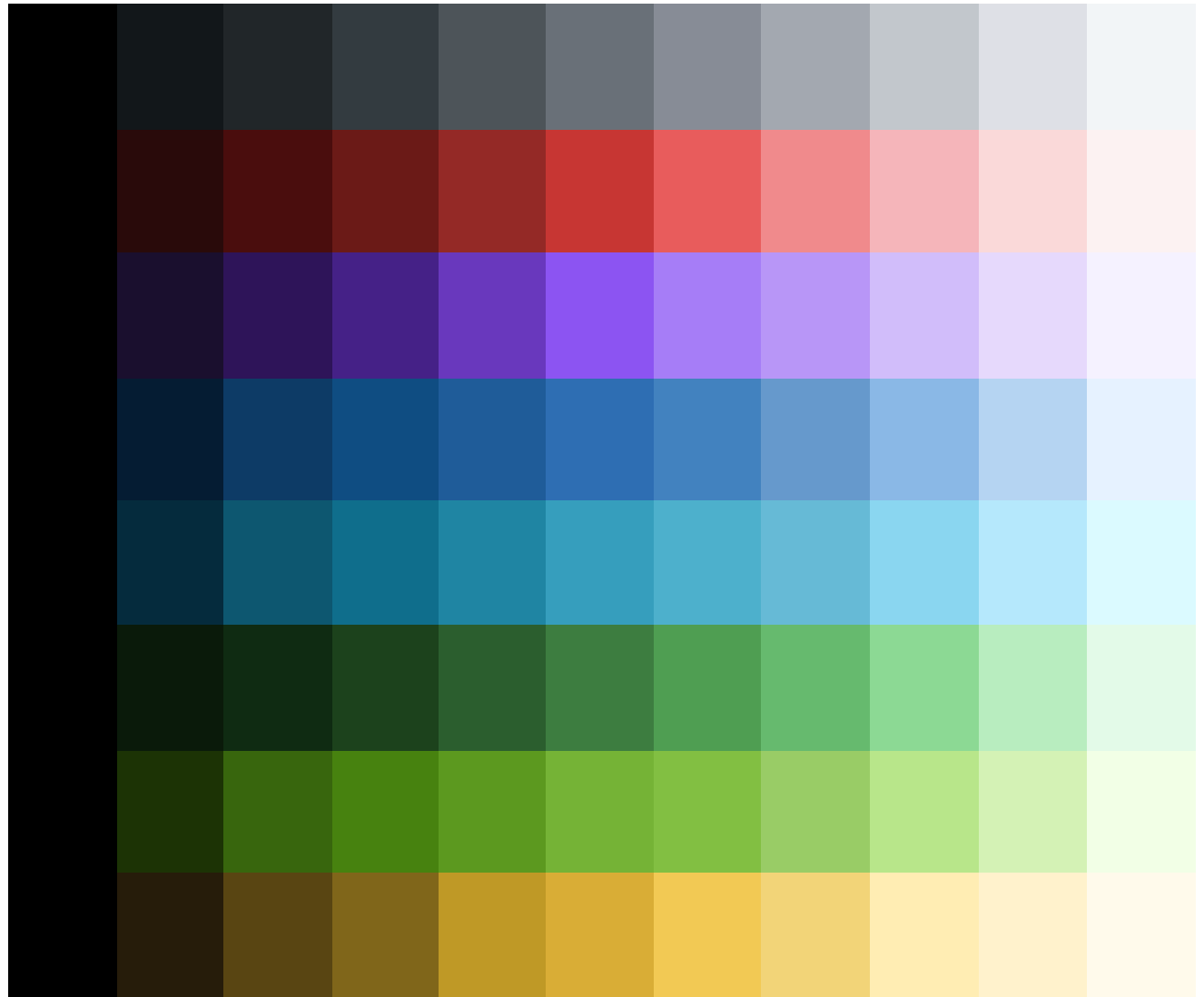
A vibrant set of blues sits at the centre point of the palette, reflective of the primary AoG branding in use since the early 2000s.

Substantial work was done to ensure no colour in this palette is similar in hue to major New Zealand political parties.

The resulting palette is a set of colours that portrays a singular government identity, comprised of many discrete departments and agencies all working together, connected to the land, the sea, and the people.

The full palette is designed to be applicable to myriad situations from print work, brand colourways, environmental graphics, paints and materials, and more.

For digital applications, any 5-step change in colour will result in a colour combination that meets government's legislative requirements for accessibility for the visually impaired.



## Recommended Core Colours

The colours shown here constitute the recommended core group of colours which are the most frequently used in the extended palette. While the other colours are useful for accenture, accessibility, interfaces, or products, this core group applies to most print and electronic materials.

<b>GREY 100</b> 18-22-25 #121619	<b>GREY 70</b> 77-83-88 #4D5358	<b>GREY 20</b> 221-225-230 #DDE1E6
	<b>RED 70</b> 149-40-38 #952826	<b>RED 20</b> 249-216-218 #F9D8DA
	<b>PURPLE 70</b> 104-57-189 #6839BD	<b>PURPLE 20</b> 230-218-252 #E6DAFC
<b>BLUE 100</b> 6-29-51 #061D33	<b>BLUE 70</b> 31-91-153 #1F5B99	<b>BLUE 20</b> 182-212-242 #B6F4F2
	<b>TEAL 70</b> 31-133-163 #1F85A3	<b>TEAL 20</b> 182-232-252 #B6E8FC
	<b>GREEN 70</b> 43-95-46 #2B5F2E	<b>GREEN 20</b> 183-238-190 #B7EEBE
	<b>YELLOW GREEN 70</b> 92-153-31 #5C991F	<b>YELLOW GREEN 20</b> 212-242-182 #D4F2B6
	<b>YELLOW 70</b> 191-153-38 #BF9926	<b>YELLOW 20</b> 255-243-204 #FFF3CC



## Imagery

Imagery should be selected carefully and illustrate the themes of the document. Images should be contemporary and reflect real life.

Our imagery should reflect the diversity of New Zealand, and not look posed, clichéd, or staged. The people and places selected should be from a range of professions and backgrounds.

Imagery of places should be a mix of urban and landscape, focusing on the rich environment of New Zealand it's people.

When placing images, please crop them in an appropriate manner. Do not crop close to a person's head or place graphics over their face or abdomens.





## Ētahi atu ārahitanga e whai hua ana Other useful guidance

All logo mark artwork is available in electronic form for all government agencies required to use the logo marks. Please obtain these if you need to reproduce a New Zealand Government logo mark on your communications material.

The artwork is available by emailing Te Kawa Mataaho's [Communications and Engagement Team](#) or by phoning 04 495 6600 and asking for the Communications and Engagement Team.

Design professionals unsure as to which version of the New Zealand Government logo mark should appear on agency communications material should refer to the New Zealand Government Identity [Policy and Guidelines](#) and/or consult with the government agency they are working with.

[Te Tuakiri o Te Kāwanatanga o Aotearoa | New Zealand Government Identity Policy and Guidelines](#)

[Cabinet Guidelines on government advertising](#)

[Guidance on government advertising in election year](#)

[Use of the Coat of Arms in New Zealand](#)

[Advice on briefing advertising agencies](#)

[Government Procurement Guidelines](#) and guide to [GETS tendering system](#), as part of the services provided by [MBIE](#)





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New Zealand Government

For more information contact  
Te Kawa Mataaho's Communications  
and Engagement Team at  
[communications@publicservice.govt.nz](mailto:communications@publicservice.govt.nz)