

Our brand

V1 June 2019

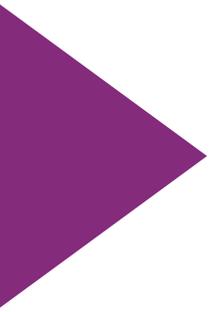


**Social Workers
in Schools**

Te Hunga Tauwhiro i te Kura

Contents

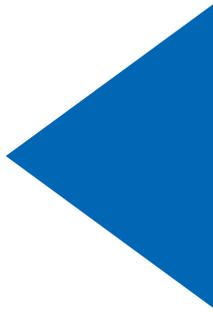
Our Vision and Purpose	3
Section 1: Logotype	4
Section 2: Colour	11
Section 3: Graphics	14
Section 4: Typography	16
Section 5: Photography	19
Section 6: Examples	21



Our vision

To have a compelling visual identity that 'tells the story' of Oranga Tamariki-funded Services in Schools/Te Hunga Tauwhiro I te Kura.

This visual identity has been developed with the input of SWiS social workers and providers, for whose use it is intended.



Our purpose

These brand guidelines have been created to provide technical assistance to providers of the Social Workers in Schools (SWiS) service.

Section one: logotype

Logo meaning

What the circles represent

Four concentric circles inside to outside

Centre ring

tamariki - child

Second ring

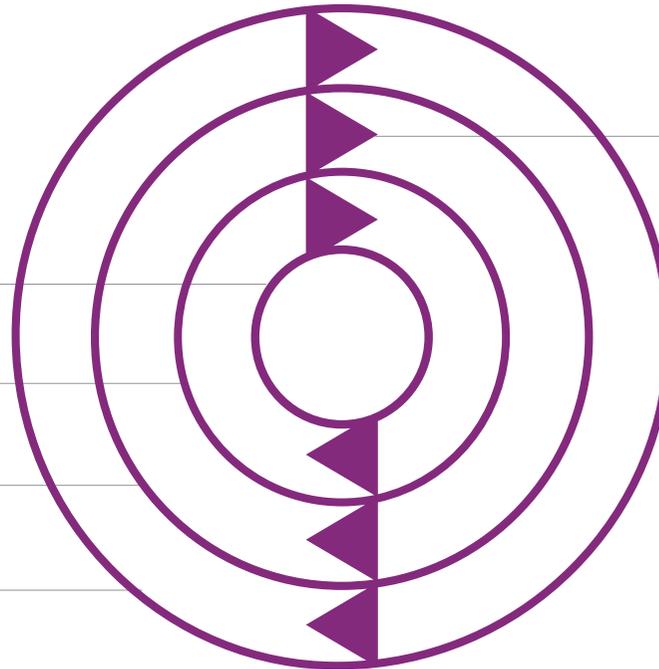
whānau - family

Third ring

kura - school

Outer ring

hapori - community



What the triangles represent

Niho Taniwha weaves the circles together. The mahi of the social worker is embedded inside this pattern as it moves through and between all four concentric circles

Niho

(teeth) represent strength, determination and resilience, which is nourished by 'feeding' on knowledge

Taniwha

(spirit) represents chiefs or guardians, whom may appear as signs and messages of care and wellbeing

Triangle

in the art world the triangle is often used to depict the female element (the womb, nurture, parental responsibility, care, safety)

Apex points

of the triangle niho shape represent aspiration, which is enhanced through the skill of social worker practice

Logotype

Construction & clear space

Horizontal.

The logotype and translation sits centred on the height of the circle.

Use the cap height of the S in “Social” as indication of clearspace needed around the logo.

Vertical.

The logotype and translation are left aligned.

For high res logo files and advice about how to use the identity please contact:
design@ot.govt.nz



Primary logotype

Horizontal is the preferred logo for most collateral



Horizontal English



Horizontal Te Reo Māori



Minimum print size



Horizontal English Positive



Horizontal Te Reo Māori Positive



Horizontal English Reverse



Horizontal Te Reo Māori Reverse

Secondary logotype

Use portrait for when space is a premium



**Social
Workers
in Schools**

Te Hunga Tauwhiro
i te Kura

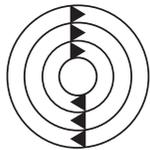
Portrait English



**Te Hunga
Tauwhiro
i te Kura**

Social Workers
in Schools

Portrait Te Reo Māori



**Social
Workers
in Schools**

Te Hunga Tauwhiro
i te Kura

Portrait English
Positive



**Te Hunga
Tauwhiro
i te Kura**

Social Workers
in Schools

Portrait Te Reo Māori
Positive



**Social
Workers
in Schools**

Te Hunga Tauwhiro
i te Kura

Portrait English
Reverse



**Te Hunga
Tauwhiro
i te Kura**

Social Workers
in Schools

Portrait Te Reo Māori
Reverse



**Social
Workers
in Schools**

Te Hunga Tauwhiro
i te Kura



20mm

Minimum print size

Logotype

NZ Govt relationship

Justified to width of 'Workers' on the horizontal version and full width of vertical version, where applicable at 40% tint of black.

Please note: the use of 'Te Kāwanatanga o Aotearoa' with Te Reo Māori version of logo.

When logos are at minimum size, the NZ Govt logo (English or Te Reo) sits with it at 20mm or proportionally as they go up in scale.



Social Workers in Schools

Te Hunga Tauwhiro i te Kura

New Zealand Government



Te Hunga Tauwhiro i te Kura

Social Workers in Schools

Te Kāwanatanga o Aotearoa

Logotype

Partnerships



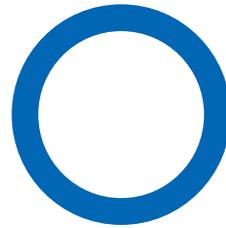
An indicator of sizing when sitting alongside partner logos.

Section two: colour

Primary colour palette

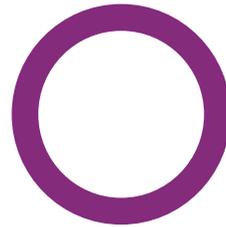
The approach to colour is bold and strong.

A primary palette of three colours make up the colours of the logo.



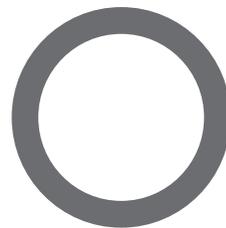
Deep blue.

C100 M60 Y0 K0
R0 G102 B179
#0066b3



Deep purple.

C57 M98 Y17 K3
R131 G44 B124
#832c7c



Slate.

C0 M0 Y0 K70
R109 G110 B113
#6d6e71

Accessibility

The web colour palette has been developed in conjunction with the brand guidelines. Some colours have been adjusted slightly specifically for web to ensure they adhere to the colour contrast accessibility guidelines.

All colours adhere to the WCAG 2.0 Colour contrast criteria as per New Zealand Government Web Toolkit requirements.

Tested with #ffffff (White) Background			TEXT		LARGE TEXT	
HEX/HTML VALUE	SWATCH	CONTRAST RATIO	AA	AAA	AA	AAA
Deep Blue	#0066B3 R0 G102 B179	5.91:1	✓	✗	✓	✓
Deep Purple	#832C7C R131 G44 B124	8.02:1	✓	✓	✓	✓
Slate	#6D6E71 R109 G110 B113	5.09:1	✓	✗	✓	✓

Tested with #000000 (Black) Background			TEXT		LARGE TEXT	
HEX/HTML VALUE	SWATCH	CONTRAST RATIO	AA	AAA	AA	AAA
Deep Blue	#0066B3 R0 G102 B179	3.55:1	✗	✗	✓	✗
Deep Purple	#832C7C R131 G44 B124	2.61:1	✗	✗	✗	✗
Slate	#6D6E71 R109 G110 B113	4.11:1	✗	✗	✓	✗

Section three: graphics

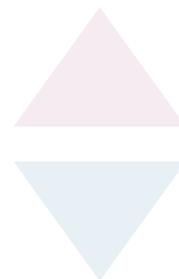
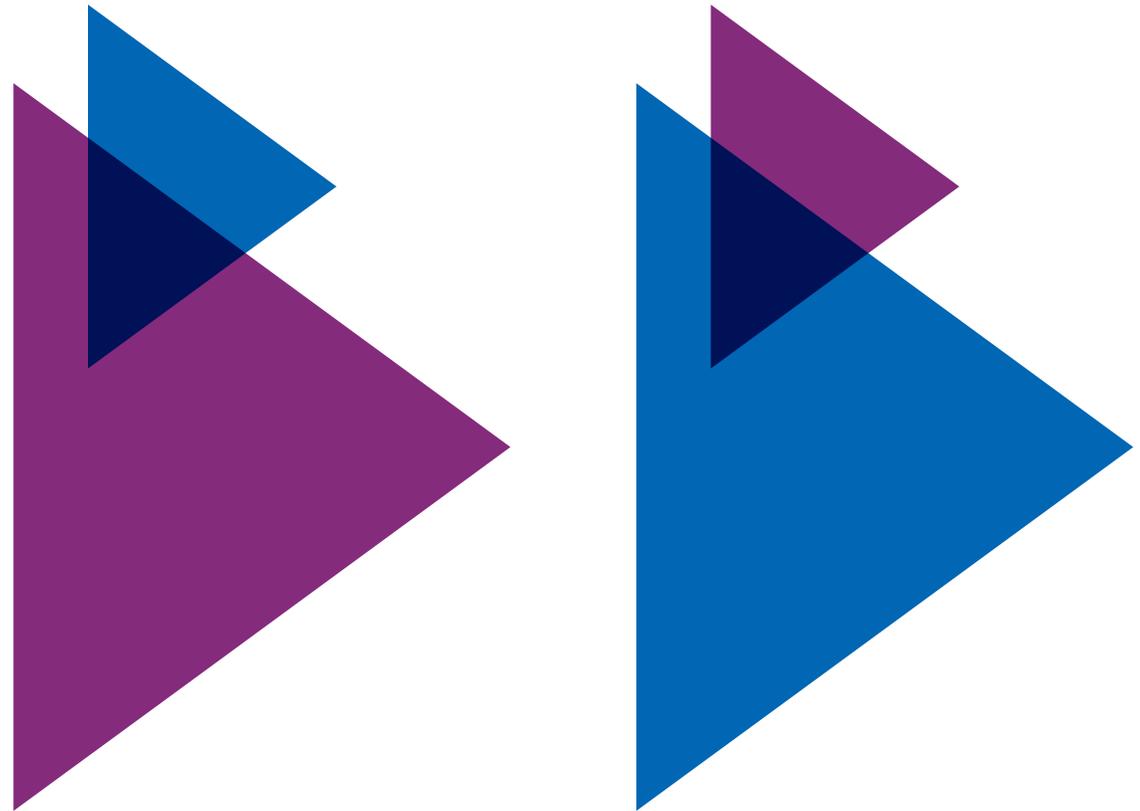
graphics

We use the niho element from our logo to create eye-catching focal points and as a marker to key information.

The overlap of the colours represents the synergy/spark between social worker/whānau, school and the child or young person when they interact and work together.

Predominantly pointing forward, this alludes to our aspiration and the growth of our tamariki.

As a background beneath text, the graphics are used at 10% of their colour.



Section four: typography

Primary typeface

Display typography is an important element of the brand and is bold, confident and strong.

Headlines are set in Roboto to create bold, clean dynamic layouts both off and online.

**You can't
argue with
someone's
story.**

**abcdefghijklm
nopqrstuvwxyz**

**AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890,.? !@#%&*()"';**

Primary typeface

Roboto, available free from Google Fonts, is our typeface used for both headlines and body copy across print and online.

A full range of Māori macrons (tohutō) are included.

Don't set text any smaller than 10pt and ideally 12pt to make text accessible to all readers.

Minimum size for online text is 14px but ideally at least 16px to maximise accessibility.

Aa

Roboto Bold

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījk lmnoōpqrstuūvwxyz
1234567890,.? !@#\$%^&*()":;='÷×

Aa

Roboto Medium

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījk lmnoōpqrstuūvwxyz
1234567890,.? !@#\$%^&*()":;='÷×

Aa

Roboto Regular

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījk lmnoōpqrstuūvwxyz
1234567890,.? !@#\$%^&*()":;='÷×

Aa

Roboto Light

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījk lmnoōpqrstuūvwxyz
1234567890,.? !@#\$%^&*()":;='÷×

Section five: photography

Style

For the photography, we see real people.

We use individuals in greyscale and the supporting graphics add the colour.

Contact us for access to our photo library. design@ot.govt.nz



Section six: examples

Examples

English and Te Reo postcards



Examples

English and Te Reo facilitator cards



Examples

Pull up banners



Option one



Option two

Examples

Business cards

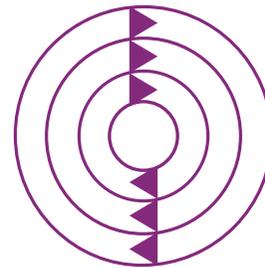


Please feel free to contact us if you have any questions.

Social Workers in Schools, care of:
Oranga Tamariki – Ministry for Children
0508 326 459
design@ot.govt.nz

[New Zealand Government](#)

Te Kāwanatanga o [Aotearoa](#)



**Te Hunga Tauwhiro
i te Kura**

Social Workers in Schools