

**NZTVA**

**NGĀ TAONGA WHAKAATA O AOTEAROA**

# **BRAND GUIDELINES**

2023

janda

# Welcome to a little place we like to call the brand guidelines.

This guide was designed to ensure a consistent look and feel throughout all communications. The brand serves as the first impression of our organisation, so we use it to communicate excellence. The following pages will teach you how to express our brand in the best possible way for audiences, whether in-person or online.

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# The NZTVA wordmark reflects Aotearoa New Zealand's multi-faceted identity, shaped by the unique history, geography, and culture of our country.

The NZTVA wordmark is inspired by rārangā (traditional Māori weaving) which plays a significant role in connecting with the past, honouring tīpuna (ancestors), and expressing Te Ao Māori (the customs and values of Māori).

The practice of rārangā also speaks to the arts, honing one's craft and celebrates our strong connection to the land and environment. Additionally, it represents the collaborative nature of screen production, where contributions from individual strands are each vital to the creative and technical process of bringing our stories to the screen.



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# Wordmark

The first row shows the principal version of our logo. We'd prefer you use our logo with the Māori translation included.

However, some use cases will steer you to the sole use of the wordmark. For example, this may happen when you are restricted on size.



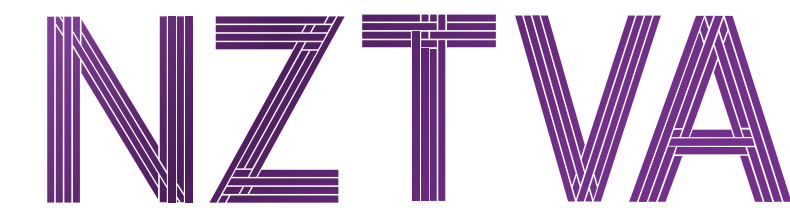
Primary logo



Secondary logo



Tertiary logo



## Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo are not compromised in the application. Note the two different dimensions due to the higher resolution available in print compared to that of screen-based media (300dpi vs 72dpi respectively).

### Print

To ensure legibility and impact, the logo should never be reproduced smaller than 20mm h in print.

### Digital

To ensure legibility and impact, the logo should never be reproduced smaller than 70px h in any digital communication.

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## Download our logos



Download our logos here to ensure a consistent look and feel throughout all communications, this branding is not to be modified without prior approval from NZTVA.

Simply click on the download button.

## Clear Space



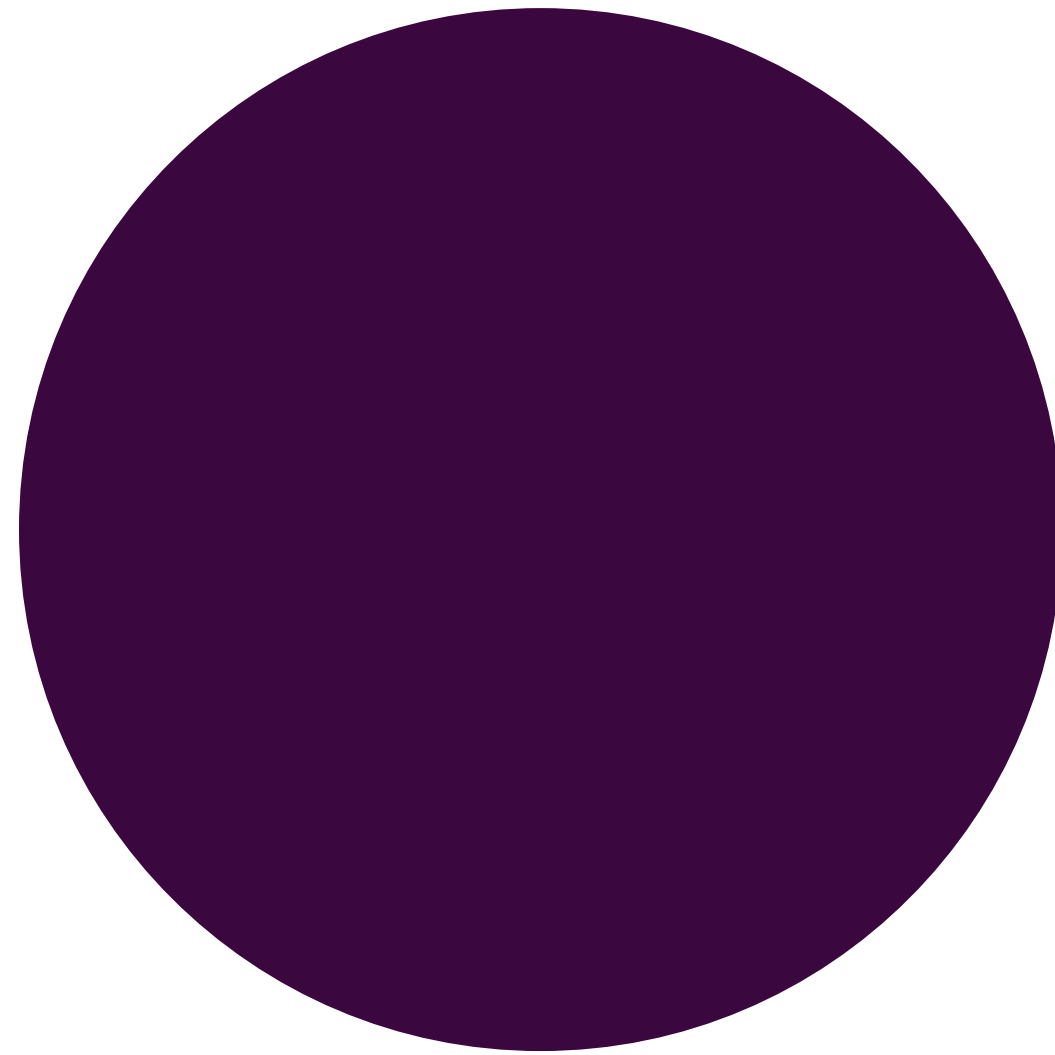
The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, and borders. This is to ensure that the logo retains a strong presence wherever it appears.

Measure clear space for the primary logomark by the height of the letter 'N'.

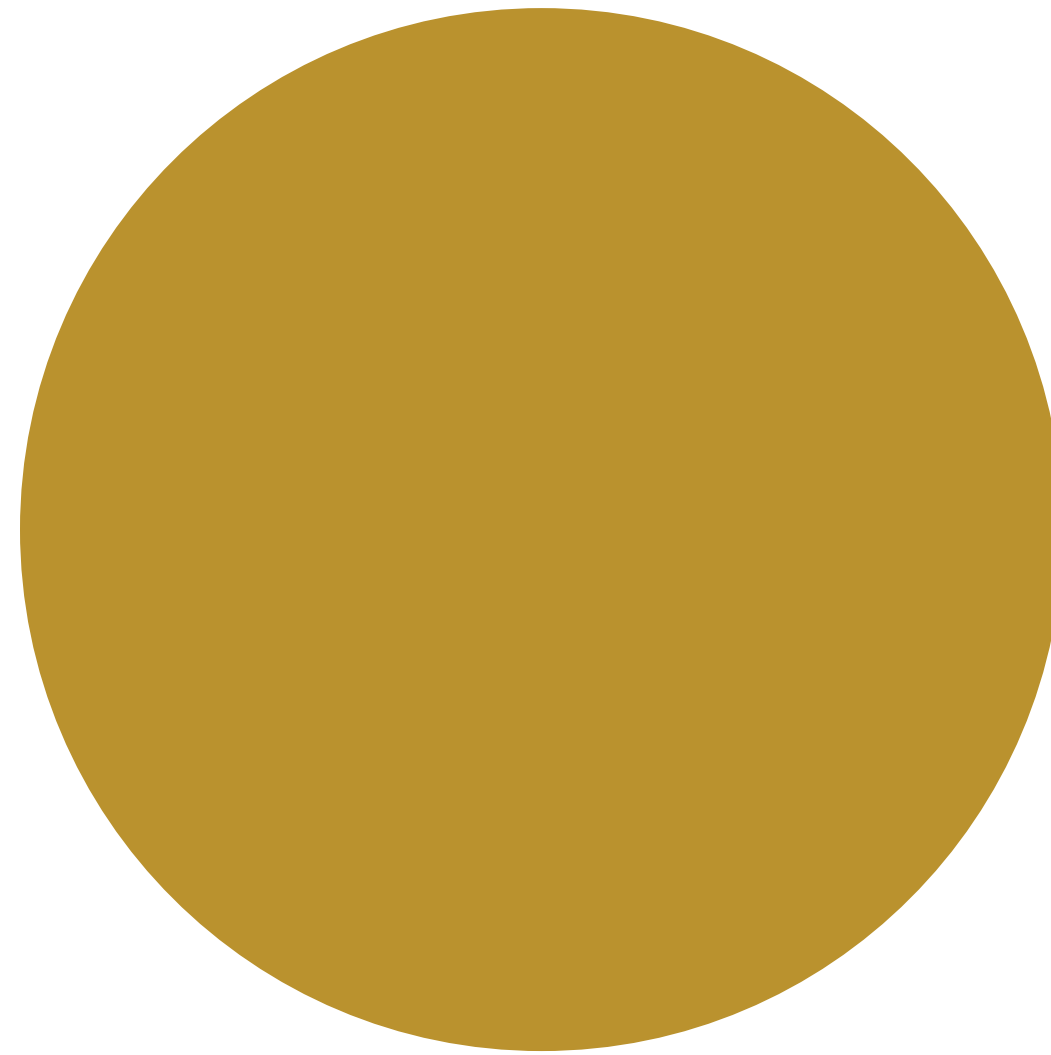
# Primary colors

Our color palette bridges marketing communications and product interface in order to enhance visual recognition.

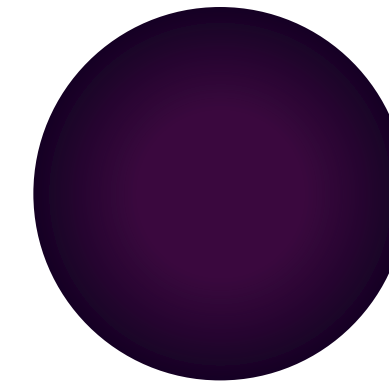
These colours speak to excellence and celebration.



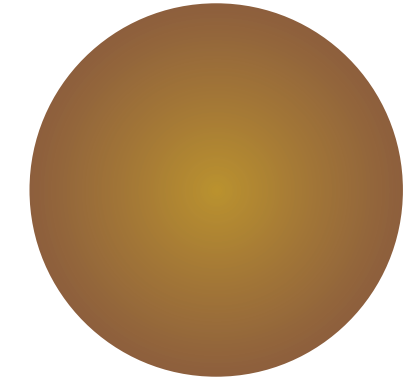
Primary purple  
CMYK - 75/100/36/51  
RGB - 58/10/62  
HEX - 3A0A3E



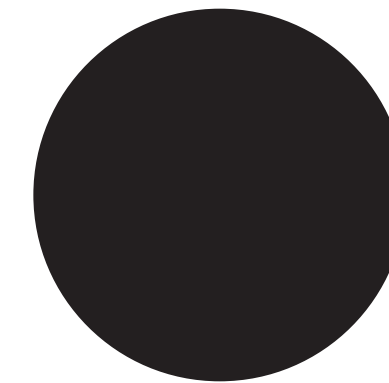
Primary gold  
CMYK - 27/40/100/4  
RGB - 186/145/46  
HEX - BA912E



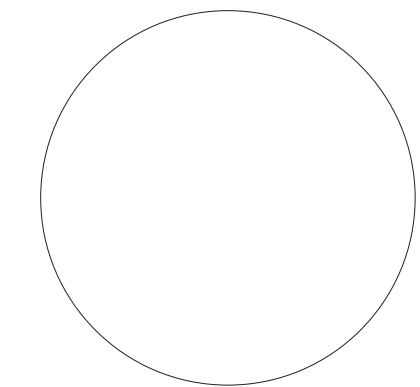
Dark purple  
(used in gradient)  
CMYK - 85/95/45/72  
RGB - 28/0/40  
HEX - 1C0028



Dark gold  
(used in gradient)  
CMYK - 35/60/80/23  
RGB - 159/127/71  
HEX - 9F7F47



Black  
CMYK - 0/0/0/100  
RGB - 0/0/0  
HEX - 000000



White  
CMYK - 0/0/0/0  
RGB - 255/255/255  
HEX - FFFFFFFF

# Primary typeface

## ARCHIVO

Archivo is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license.

Use Archivo for headline text including page titles, digital headers and pull-out quotes.

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### Regular

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidunt odio sed dolor consectetur interdum. Aliquam in varius eros, viverra semper enim. Nunc gravida tristique metus vel feugiat consectetur.

### Medium

Cras sit amet arcu libero. Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Nunc nec faucibus Curabitur auctor, odio sit amet dignissim vulputate, diam metus pretium orci, ut auctor est quam

### Bold

**Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra. Cras dignissim accumsan felis, laoreet malesuada ligula mattis sed. Nunc ultrices vel tellus consequat tempus. Aliquam metus augue tincidunt**

# Secondary typeface

## MONTSERRAT

Montserrat is a contemporary sans serif typeface family which comes in a wide variety of weights—from Light to Black and is available via an open source license. When Montserrat is not available, it is acceptable to use Arial.

Montserrat is ideal for large amounts of text, detailed information, and where space is limited. We never use Montserrat for our main messages such as headlines.

C c

### Regular

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidunt odio sed dolor consectetur interdum. Aliquam in varius eros, viverra semper enim. Nunc gravida tristique metus vel feugiat consectetur.

### Medium

Cras sit amet arcu libero. Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Nunc nec faucibus Curabitur auctor, odio sit amet dignissim vulputate, diam metus pretium orci, ut auctor est quam

### Bold

**Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra. Cras dignissim accumsan felis, laoreet malesuada ligula mattis sed. Nunc ultrices vel tellus consequat tempus. Aliquam metus augue tincidunt**

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