



**National Emergency
Management Agency**
Te Rākau Whakamarumarū

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**Interim Visual Identity
Guidelines (2021)**

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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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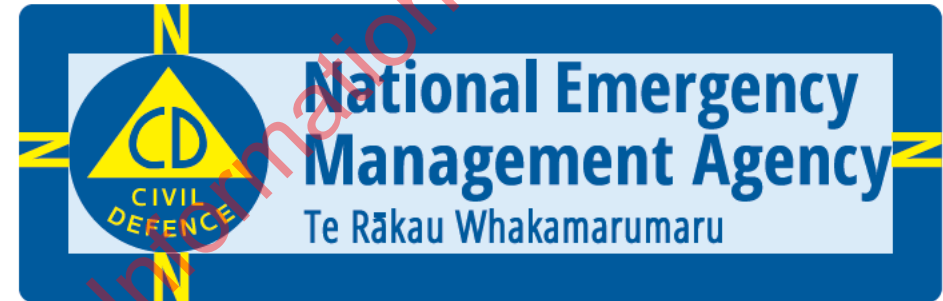


Clear Space

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.



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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

NEMA Blue RGB: 0, 90, 156 HEX: #005a9c CMYK: 100, 56, 0, 18 Pantone: 294CVC	60%	40%	20%
NEMA Yellow RGB: 255, 242, 0 HEX: #fff200 CMYK: 0, 0, 100, 0 Pantone: Process Yellow C	60%	40%	20%
NEMA Blue-Gray RGB: 105, 162, 215 HEX: #69a2d7 CMYK: 58, 26, 0, 0	60%	40%	20%
NEMA Charcoal RGB: 49, 44, 45 HEX: #312c2d CMYK: 68, 66, 62, 63	60%	40%	20%

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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

NDRS Teal
RGB: 2, 171, 197
HEX: #02abc5
CMYK: 75, 11, 19, 0

75%
50%
25%

NDRS Green
RGB: 0, 166, 127
HEX: #00a67f
CMYK: 81, 9, 66, 0

75%
50%
25%

NDRS Red
RGB: 178, 3, 80
HEX: #b22550
CMYK: 24, 98, 58, 9

75%
50%
25%

NDRS Yellow
RGB: 255, 206, 52
HEX: #ffce34
CMYK: 0, 19, 89, 0

75%
50%
25%

NDRS Orange
RGB: 248, 152, 56
HEX: #f89838
CMYK: 0, 48, 88, 0

75%
50%
25%

NDRS Pink
RGB: 241, 102, 128
HEX: #f16680
CMYK: 0, 75, 31, 0

75%
50%
25%

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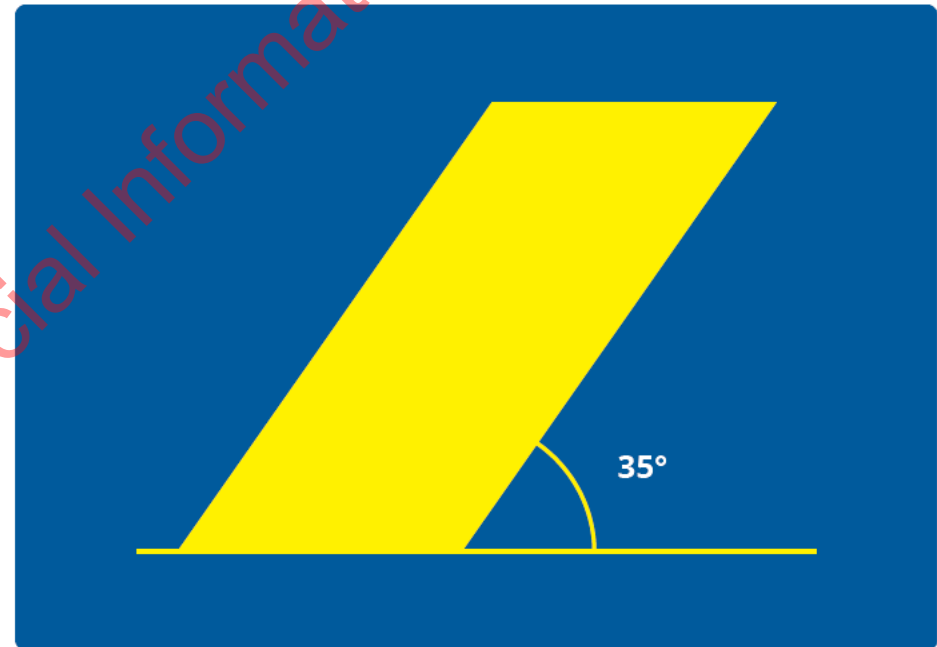
Patterns

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:

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