Te Papa Atawhai

Our identity
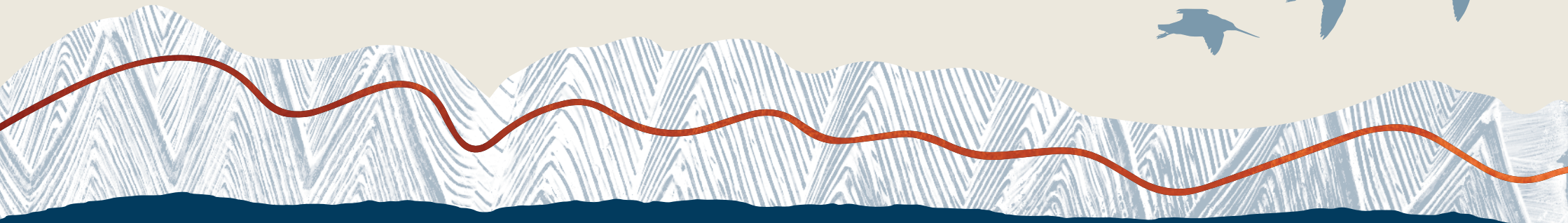
Department of
Conservation
Te Papa Atawhai

Our identity

Brand handbook

Contents

Introduction

1.0

What the DOC brand means

The DOC brand is at the heart of who we are as an organisation and represents us in our work and when we work with partners and communities.

**It's more than just a logo
– the sum of many pieces that
form our identity.**

Brand is how DOC presents itself to the world and how the world experiences DOC.

Everyone at the Department of Conservation (DOC) is a storyteller, sharing stories about our work and our country. Our brand supports you in sharing your DOC stories.

People put their trust in DOC and have expectations of what we say and do. This is why it's important to have consistency in everything we do. These brand guidelines have been developed to help you tell your DOC stories in a creative and consistent manner.

This handbook details everything you need to know about how DOC's brand is represented in your day-to-day work. We'll share how we got here, and how you can carry the brand forward every day across every story you tell.

Mangawhai, Northland. *Photo: Fraser Clements.*

Strategic approach

Fantail/pīwakawaka hunting insects over the Mana Island wetland. *Photo: Leon Berard*

Strategic approach

The Department of Conservation's brand has evolved alongside the organisation. As we grew, our brand grew in different directions. We began to look different depending on what space we were in: online, in print and in the field.

The current evolution of our brand is a strategic one. It tugs at our different looks and updates them in a way that reflects where we've been, where we are now, and where we're going. It tweaks some of our design elements to achieve a more consistent look and feel.

Now, when we begin to tell our stories in a similar way online, in print and out in the field, our customers' experience is a seamless journey at every interaction.

This is what helps to make DOC stand out and to make us trustworthy.

Brand at DOC

The importance of the brand

Our brand and its elements are core to who we are as an organisation.

A strong, trustworthy brand is important to the Department of Conservation and the work we do.

The best way to achieve this is is through consistency, so that every interaction with our visitors, communities, iwi and partners looks and feels the same.

Consistency helps people recognise us and makes our work visible. Ongoing recognition and visibility helps build regard. High levels of regard establish that strong, trustworthy brand we need.

Brand framework

Working with others is an integral part of what we do. We're collaborative by nature, working with our Treaty partner, communities, organisations and businesses on products, programmes and partnerships that connect people to nature and nature to the people. Collectively, alongside our Treaty partner and all those we work with, we can achieve great things for New Zealand.

Our Masterbrand is the overarching DOC brand that anchors everything that we do on our own and with others. Through our collaborations, we have a number of brand products, programmes and partnerships that are related to the Masterbrand. DOC's visual brand representation in these products, programmes and partnerships varies. An explanation of DOC's brand framework is shown on the right.

Masterbrand

This is the core DOC brand and anchors everything we do. Some of our Masterbrand elements – such as our logo, colours or fonts – are present when we collaborate on brand products, programmes and partnerships.

Department of Conservation
Te Papa Atawhai

Products

Our DOC products are the Great Walks, Day Hikes and Short Walks. They should be communicated simply and clearly.

Great Walks — Short Walks — Day Hikes

Programmes

We are involved in several conservation programmes. The focus for the programme brands is the programmes themselves, not DOC or the DOC logo.

Takahē RECOVERY — Kākāpō RECOVERY

Partnerships

Our relationships with our Treaty partner, businesses and community organisations help us carry out important conservation work and spread our conservation messages to a wider audience.
See page 70.

Department of Conservation
Te Papa Atawhai | AIR NEW ZEALAND

DOC Approved

A visual identifier only, this lock up represents an approval to operate in public conservation areas and does not signify an official relationship between the businesses and DOC.
See page 74.

Department of Conservation
Te Papa Atawhai
APPROVED

Visual identity

3.0

Mueller Lake, Hooker Valley Track, Aoraki/Mount Cook National Park. *Photo: Daniel Cook*

Visual identity

Our visual identity helps us tell our stories consistently and convincingly by inspiring people to engage in conservation.

We use specific colours, fonts, textures and images that together represent our visual identity.

Across the Department of Conservation we speak to different audiences in many different formats, so we've created a lot of flexibility within our visual style. Feel free to pick and choose from the range of visual elements to find the right pieces that help bring your stories to life without overwhelming your audience.

The following pages will provide guidance on how to use all the visual elements available to you. This will make sure DOC's stories are being told consistently and creatively, to help people recognise and engage with us.

DOC logo

Our logo reflects who we are and what we value. It tells our story.

There's **BLUE** to represent Ranginui, the sky father, and **GREEN** to represent Papatūānuku, the earth mother. Between them, the **WHITE** koru unfurls, representing their son, Tāne, god of the forest.

The koru symbolises life, growth, strength and our continuing conservation journey.

The shield wraps around these elements, providing protection and care, and its shape represents our role as stewards of New Zealand's public conservation lands and waters.

The shield is accompanied by identifying words: Department of Conservation and Te Papa Atawhai. 'Te Papa' comes from 'papa hou' or treasure chest, and 'Atawhai' represents our philosophy of caring for the natural world.

Our logo is at the core of our identity. It is essential that we respect the logo and what it represents. We expect everyone to use our logo correctly, without alteration. The following pages provide guidance on how to use the DOC logo. If you're uncertain about how to use the DOC logo, email **xxxxx@xxx.xxxx.xx** .

Department of Conservation
Te Papa Atawhai

Photo: DOC
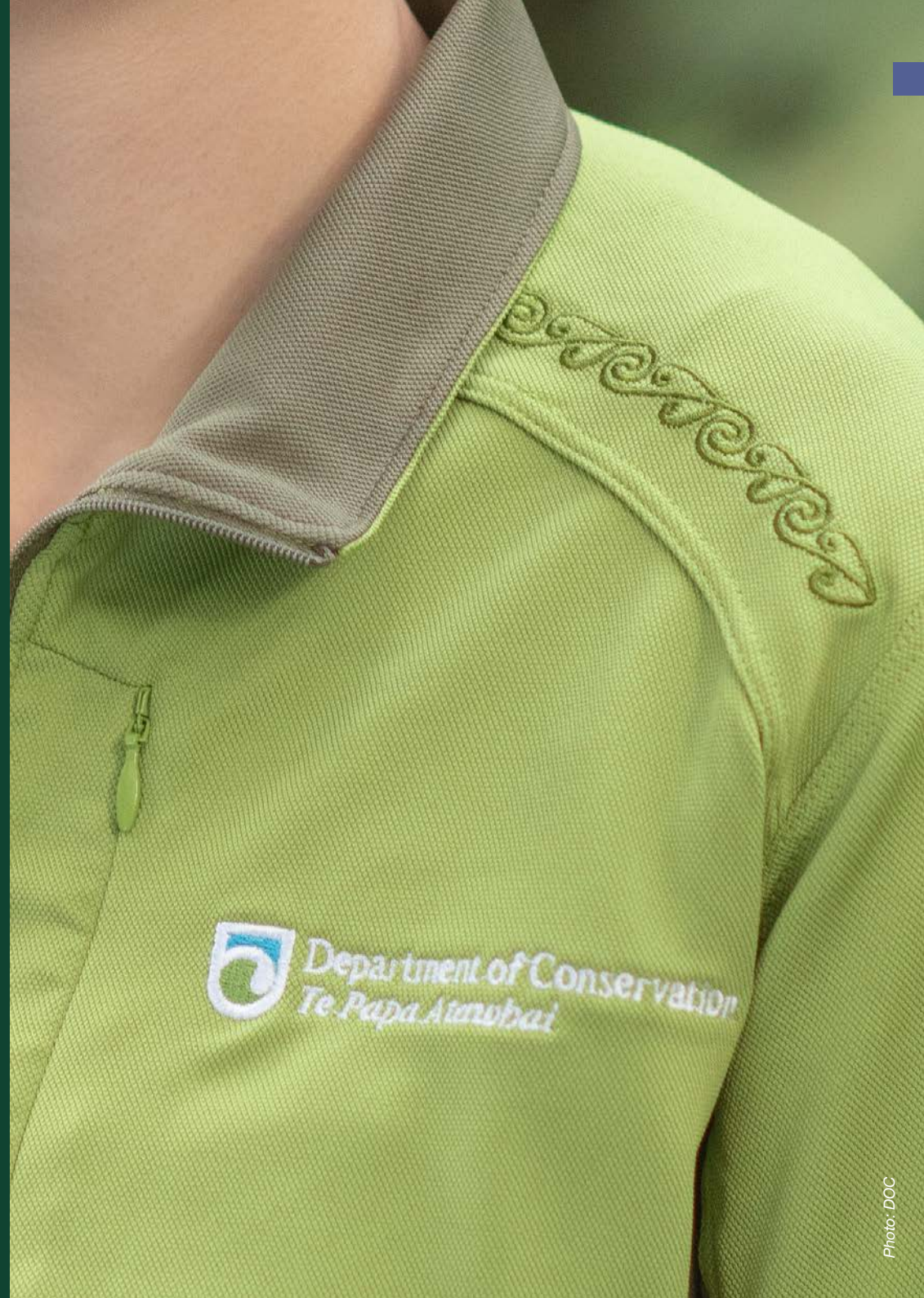
Appearance

Our preferred version is the 'horizontal short logo'. It should always be your default logo.

If you are restricted by size or format, we have two alternatives available:

• the 'horizontal long logo'

• the 'stacked or vertical logo'. This should only be used when you are limited by space or at the discretion of Brand and Creative Services. Check with us if you plan on using this logo.

If the DOC logo is to appear alongside other logos, choose the format that best matches the dimensions of the other logos.

Note: we no longer use the split logo (shield and words separated). See page 78.

Size

The minimum size that our logo can be used is 10 mm high for print and 35 pixels high for digital.

Horizontal short logo

Horizontal long logo

Stacked or vertical logo

Print:

10 mm

Digital:

35 px

Colour

Our logo should always appear in full colour, unless limited by the printing process. Depending on the background, there are four colourways you can use.

Preferred logo:

Full colour shield and green wordmark for use on light-coloured backgrounds.

Full colour shield and reversed-out white wordmark for use on dark backgrounds.

Alternative logo:

Reversed-out white shield and wordmark on a dark background for use in single-colour print jobs.

Black shield and wordmark for black-and-white printing. The koru in the shield is always white – never transparent, black or another colour.

Clear space

Use the exclusion zone (clear space) requirements as follows:

← **Clear space zone**

This is the height of two Ds taken from 'Department', stacked.

On busy backgrounds

When placed over a photograph or on a busy background, use a DOC green isolation box to house the logo, as shown at right. The box should be anchored to the bottom edge of the page, and sit a shield-width from the left edge.

Refer to 'Colours' on pages 31–33 for DOC green colour details.

In partnership

There are specific guidelines for using the DOC logo alongside a partner's logo or other logos. Consult with Brand and Creative Services first. For full details, see 'Community identity' on pages 69–71.

When using the logo:

Do:
Check with the Brand Team if you're uncertain about logo use or placement, especially before doing a big print run.

Do not:

Do not distort or stretch the logo

Do not change the proportions of the logo

Do not rotate the logo

Do not put anything within the koru, it must always stay white

Do not change the colour of the logo

Make sure there is enough contrast between the background and the logo. If not, use the logo with white text

When using the isolation box, do not use any colour other than DOC green

Do not use the logo on intricate and complex backgrounds

Te Tohu a Te Papa Atawhai

Te Tohu a Te Papa Atawhai encapsulates our purpose: Papatūānuku Thrives. This is central to Te Kaupapa a Te Papa Atawhai, which sets out the roles, behaviours, outcomes and principles of our organisation.

Using Te Tohu a Te Papa Atawhai

Te Tohu a Te Papa Atawhai is for internal use only and must only be used on work related to Te Kaupapa a Te Papa Atawhai. Use of Te Tohu a Te Papa Atawhai is managed by the Customer and Brand Team and the Organisational Development Unit. If you think you need to use Te Tohu a Te Papa Atawhai, email **xxxxxxx@xxx.xxxx.xx** .

How does this differ from the DOC logo?

Te Tohu a Te Papa Atawhai is a key component of the DOC logo, but it is **not** the DOC logo. The DOC logo is the shield accompanied by the words Department of Conservation Te Papa Atawhai. Te Tohu a Te Papa Atawhai should never be used as or in place of the DOC logo.

Te Tohu a Te Papa Atawhai

DOC logo

Further advice

For further information about Te Tohu a Te Papa Atawhai and Te Kaupapa a Te Papa Atawhai, please visit the DOC intranet.

All-of-Government logo

The all-of-government brand was introduced in 2007 to make taxpayer-funded programmes and services more visible and identifiable for New Zealanders. This means that it must appear on all Department of Conservation publications.

Two logos may be used:

New Zealand Government

Te Kāwanatanga o Aotearoa

The all-of-government brand is maintained by the State Services Commission. Full brand guidelines are available on their website: **www.ssc.govt.nz/govt-brand**

Note: The newzealand.govt.nz logo is not used as the URL no longer works.

New Zealand Coat of Arms

The New Zealand Coat of Arms represents the sovereign nature of New Zealand and the Government's authority.

Using the Coat of Arms

Its design reflects New Zealand's history as a bicultural nation, with a European female on one side and a Māori rangatira (chief) on the other. It is for government use only; its use outside government is administered by the Ministry for Culture and Heritage Manatū Taonga under the Flags, Emblems, and Names Protection Act 1981.

The Coat of Arms is used to signify that DOC is part of the Crown and, therefore, part of a unified public service. Its use should be limited to circumstances where we wish to signal the more formal or official aspects of our role. It is a public reminder of the authority the Department holds including in compliance, enforcement and other legislative functions.

The Coat of Arms is a useful way to emphasise when something has arisen 'from the Crown'. Examples include documents for the Governor-General's signature, Cabinet papers that have been proactively released, invitations from the Minister of Conservation to events, and certain formal publications and documents.

How does this differ from the all-of-government logo?

The all-of-government logo is service-oriented and must be used on all communications materials produced by the New Zealand Government. It is more widely used than the Coat of Arms.

Further advice

For further information on how to use the Coat of Arms, contact DOC's Government Services Team at **goverxxxxxxxxxxxxx@xxx.xxxx.xx** . For more general guidance, contact the Ministry for Culture and Heritage Manatū Taonga at **xxxx@xxx.xxxx.xx** .

Typefaces

Our typefaces, or fonts, represent visually how we tell our stories. They match our approach to conversations and communications: credible, truthful, well-mannered, and easy to work with.

The Department of Conservation uses two fonts:

Archer is our primary brand font. Archer strikes a balance between being friendly, forthright and inviting to read.

Different weights are available. Use Archer Book for large blocks of text, as serif fonts are easier to read. Use the other weights sparingly.

Helvetica Neue is our secondary font. Timeless and straightforward, it's a modern classic, much like DOC. Helvetica Neue is a sans serif font that is particularly useful for tables with numbers, as numbers in Archer tend not to align well.

Documents shared with other parties

When materials are being developed collaboratively between DOC and external parties, we use other typefaces to avoid formatting issues with external computers. This includes documents, such as PowerPoint presentations or Word documents.

In these situations, instead of Archer, use **Georgia**, and instead of Helvetica Neue, use **Arial**.

Very few computers will be licensed to use the DOC brand fonts. Documents created in Archer or Helvetica Neue will display substitute fonts such as Times New Roman or Courier, which will affect the appearance of your document.

Signs

DOC Sign is the only font used on signs, and signs are the only place we use DOC Sign. Our signs are well established throughout the country as markers that can be trusted, and there's a lot of value in that recognition and trust.

Digital content

For all digital content, including video and social media, use Archer and Helvetica Neue where possible.

When our preferred typefaces are not available, for instance when creating in-app content on social media, please talk to the Creative Services team about which typefaces to use.

Note: we use two web-specific fonts on our website for load-speed factors: Zilla Slab Regular and Clear Sans. These fonts should not be used anywhere else.

DOC brand fonts:

Archer

Helvetica Neue

DOC sign font:

DOC Sign

Substitute fonts:

Georgia

Arial

Kōwhaiwhai

DOC's kōwhaiwhai, a traditional heke (rafter) pattern, is particularly appropriate to us because of its symbolism and visual links with the DOC logo. The kōwhaiwhai was developed for the Department of Conservation and is not associated with a particular iwi or locality, but it is closely connected with the life-sustaining forces found in the four elements: earth, fire, air and water. Its deepest connection is with water, as water is the bearer of all life.

The pattern represents the flow of generations from grandparent to grandchild and the unfolding stream of time from solstice to solstice. All things moving into and out of the stream of life between Papatūānuku the earth mother and Ranginui the sky father are interconnected.

Natural objects are found within the form: the pītau (curled fern frond), the flowers of the whai ngutukākā (kākābeak), the pātiki (flatfish), tawa leaf, and mangōpare (hammerhead shark).

Use the kōwhaiwhai pattern sparingly, sensitively, and only where appropriate – usually in conjunction with Māori information or stories. It is not meant to be used simply for decoration. Kāhui Kaupapa Atawhai (KKA) has approved its use in either vertical or horizontal formats, as a watermark overlaid on imagery, and in different colourways. The individual shapes within the illustration should always remain whole and intact.

If you're uncertain about how to use the kōwhaiwhai, please check with Creative Services.

Photo: DOC

Colours

Drawn from nature, our colours form an integral part of our identity. They represent the unique biodiversity of New Zealand: our waters and skies, birds and wildlife, trees and flowers and our landscapes. They appear across everything we create, from the iconic wayfinding signs that anchor tramping experiences to the documents that communicate our conservation work.

TOP LEFT TO BOTTOM RIGHT: John Barkla, Brian Dobbie, James Mortimer, Vincent Zintzen, Alex Schwab, Jimmy Johnson, Chris Golding, Sabine Bernert, Jimmy Johnson, Gerard Hill, Wayne Baxter, Stephen Jaquiery ODT, Jimmy Johnson, Alex Schwab, Sue Lake.

This information is available as a one-page quick-reference guide at DOC-5733539

We started with our core colours:
the green and gold from our signs and the blue and green from our shield and evolved from there. We updated and expanded our colour palette so that we have more flexibility and more options to complement the diversity of what we do across the organisation and the work that we produce.

These colours were brought to life with names chosen by our staff. You may recognise our aptly named DOC green and DOC gold, and the blue and green from our shield as 'Ranginui' and 'Papatūānuku'.

The DOC colour palette is versatile. It's also image-driven, drawing heavily from the images that represent and inspire our work and our environment. This enables us to select from a range of colours to suit the stories we're telling.

Aside from photographs, these should be the only colours used on any official printed or digital DOC publications, documents and assets.

Our colour swatches to the right include CMYK, RGB, HEX and PMS codes (where applicable). The Microsoft Office document templates available on all DOC staff computers are pre-loaded with colours from the palette. It makes it easy for you to tell your stories and stay on brand.

If you need something more than the document templates offer or have any questions about using the colours, get in touch with Creative Services.

Photo: Keri Moyle

Tuatua
C0 M2 Y7 K8
R224 G220 B206
HEX #e0dcce

Bull kelp
C0 M18 Y100 K50
R116 G100 B41
HEX #746429

DOC green
C59 M0 Y53 K80
R25 G64 B54
HEX #194036
PMS 553

Brown kiwi
C25 M65 Y78 K70
R77 G36 B10
HEX #4d240A

Bubblegum coral
C0 M60 Y45 K0
R230 G135 B147
HEX #e68793

Pōhutukawa
C0 M88 Y58 K25
R179 G47 B72
HEX #b32f48

Kina
C43 M89 Y73 K27
R89 G37 B42
HEX #59252a

Tarawera
C33 M40 Y37 K0
R179 G154 B150
HEX #b39a96

DOC gold
C0 M24 Y94 K0
R255 G197 B29
HEX #ffc51d
PMS 123

Karaka
C10 M59 Y100 K0
R235 G132 B35
HEX #eb8423

Wētā
C18 M79 Y100 K21
R128 G51 B26
HEX #80331a

Otago skink
C25 M37 Y73 K2
R204 G159 B83
HEX #cc9f53

Gecko
C30 M7 Y100 K0
R210 G222 B61
HEX #d2de3d

Papatūānuku
C60 M0 Y100 K27
R81 G127 B58
HEX #517f3a
PMS 370

Pounamu
C74 M44 Y100 K23
R59 G78 B42
HEX #3b4e2a

Harakeke
C41 M26 Y71 K6
R143 G151 B82
HEX #8f9752

Hokianga
C60 M0 Y40 K0
R89 G195 B178
HEX #59c3b2

Moana
C80 M10 Y35 K5
R5 G161 B176
HEX #05a1b0

Tūī
C100 M37 Y44 K26
R7 G76 B85
HEX #074c55

Waiwera
C56 M25 Y45 K2
R117 G156 B145
HEX #759c91

Glacier
C50 M3 Y3 K0
R140 G210 B244
HEX #8cd2f4

Ranginui
C100 M10 Y0 K10
R29 G135 B201
HEX #1d87c9
PMS Process Blue

Takahē
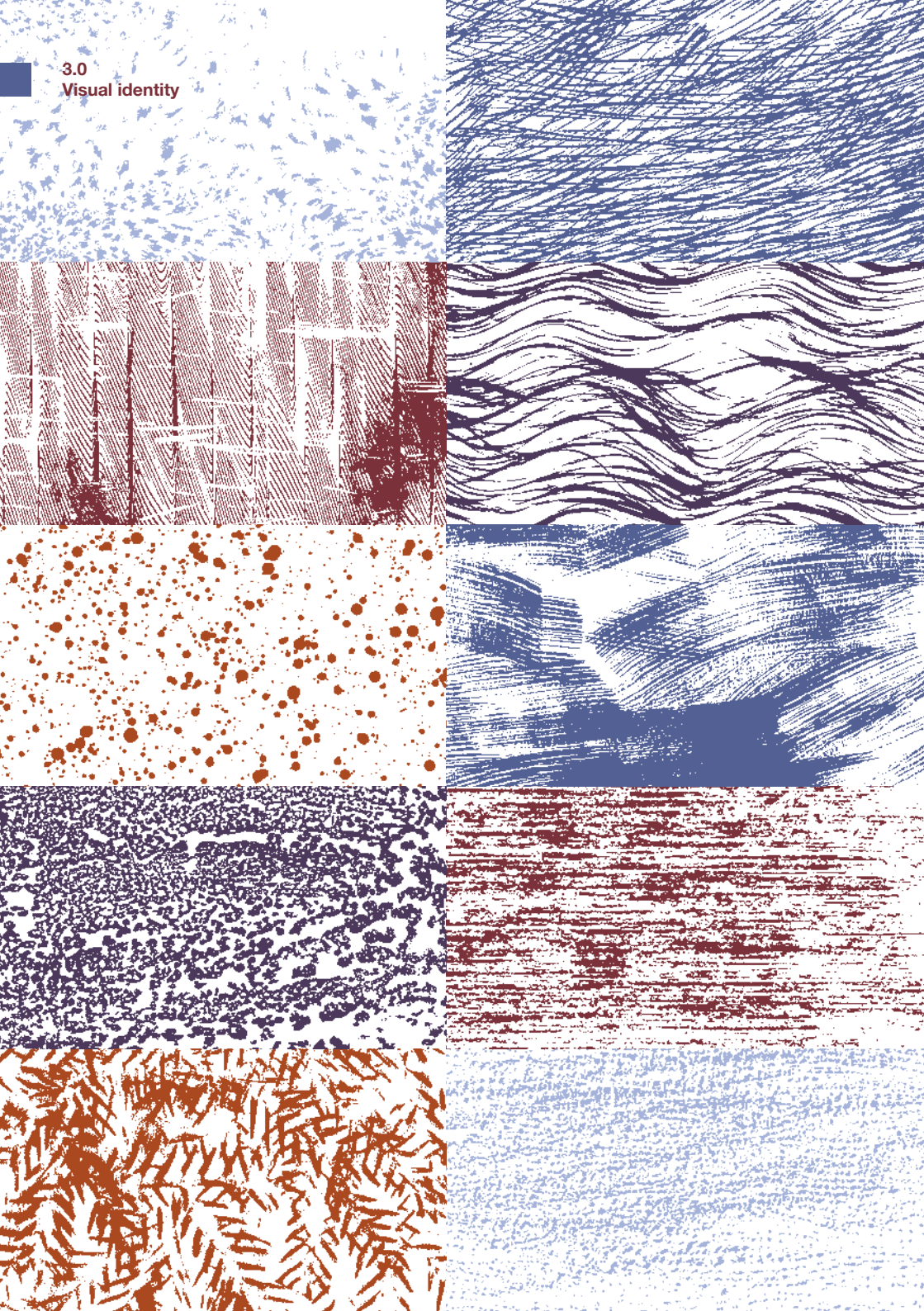C100 M74 Y35 K32
R1 G49 B74
HEX #01314a

Foveaux fog
C55 M32 Y24 K0
R122 G148 B174
HEX #7a94ae

Tarakihi
C34 M24 Y0 K0
R181 G189 B231
HEX #b5bdE7

Peripatus
C77 M67 Y18 K2
R76 G88 B137
HEX #4c5889

Ata Whenua
C80 M88 Y47 K17
R76 G54 B87
HEX #4c3657

Māui
C20 M5 Y0 K80
R56 G66 B70
HEX #384246

Textures

Using textures has been a distinctive part of the Department of Conservation's look and feel since 2011 – many of you will be familiar with the watercolour textures. We've evolved those into a larger set of textures that reflect the diversity of our iconic landscapes, flora, fauna and historic heritage sites. The new textures replace watercolour textures.

These abstract patterns and textures can be used to represent different aspects of our work, especially in situations where photography may be unavailable or inappropriate to use.

The idea is to use the textures sparingly, but with purpose. They can be used in more subtle and varied ways than the watercolours. They add a tactile, human element to designs, and are a way to differentiate ourselves from other similar-looking New Zealand brands, particularly those in the tourism industry which use a lot of similar imagery to us.

The Microsoft Office document templates that are available on all DOC staff computers are pre-loaded with textures. It makes it easy for you to tell your stories and stay on brand.

If you need something more than the document templates offer or have any questions about using the textures, get in touch with Creative Services.

The next two pages show some examples that may inspire you to incorporate textures into your everyday work.

Protecting and restoring Aotearoa New Zealand's natural heritage

Our threatened species are being driven toward extinction by introduced predators such as possums, rats and stoats. Without predator control, the number of native forest birds will continue to decline. Where predators are controlled, our wildlife benefits.

To learn more about the goal to restore New Zealand's natural heritage, go to **www.doc.govt.nz/whypredatorfree2050**

Department of Conservation
Te Papa Atawbai

New Zealand Government

Case studies

Kiwi and 1080
There are about 68,000 kiwi left. Kiwi are declining by 2–3% per year in areas where predators are uncontrolled. Where predators are controlled, kiwi numbers increase by 6–11% per year.

To protect kiwi, pest control operations use aerial 1080 where the terrain is difficult and relatively inaccessible. From Haast in South Westland to the northern Ruahines and the Coromandel Peninsula, 1080 operations continue to protect kiwi from rats, stoats and possums.

Radio-tagged kiwi have been present through 1080 operations since 1990. Nearly 600 kiwi have been checked following 1080 drops and none has died from 1080 poisoning.

The Landsborough
In one of DOC's longest studies, native birds were found to have doubled in number after 20 years of sustained predator control in the Landsborough valley in South Westland. Trapping since 1998 and six aerial 1080 operations, each timed with rising rodent numbers, contributed to this outcome.

The results show that the numbers of mohua/yellowhead, tūī, korimako/bellbird, pīpipi/brown creeper, tītitipounamu/rifleman, riroriro/grey warbler and kākāriki/yellow-crowned parakeet all steadily increased over two decades.

Kākā, pīwakawaka/fantail, ngirungiru/tomtit and kererū numbers stayed stable and are competing with species that are now recovering. Just two species, tauhou/silvereye and koekoeā, the migratory long-tailed cuckoo, declined. Long-tailed cuckoos rely on mohua to raise their chicks so will take longer to recover while silvereyes are being outcompeted – for example by the much larger and more aggressive tūī.

These results highlight that where we control pests over whole valleys and forests, we can turn around the fortunes for a whole community of native birds.

WEST COAST

Walks in the Punakaiki area
Paparoa National Park

Department of Conservation
Te Papa Atawbai

CENTRAL NORTH ISLAND

Walks in and around Tongariro National Park

Department of Conservation
Te Papa Atawbai

COROMANDEL

Coromandel Recreation

Department of Conservation
Te Papa Atawbai

Auckland Island – Maukahuka
SAVING OUR ISLAND BIODIVERSITY FROM INTRODUCED PESTS

Maukahuka
PEST FREE AUCKLAND ISLAND

The Auckland Islands have the richest biodiversity of all New Zealand's subantarctic islands:

FLORA
196
native species, including unique megaherbs

INVERTEBRATES
280
insect species, 90 of which are endemic

BIRDS
38
native bird species, 9 of which are endemic

All these species are now restricted to the outer pest-free islands or cliffs on the main island

A rich biodiversity...
Thousands of seabirds breed on the Auckland Islands. Most of the world's white-capped mollymawks breed here (nearly 100,000 on Disappointment Island alone), as do the populations of the endemic lesser fulmar prion, Gibson's albatross, Auckland Island shag and yellow-eyed penguin.

There are also land birds unique to these islands, like the Auckland Island snipe, Auckland Island teal and Auckland Island rail.

...under threat from introduced pests
The islands' exclusive biodiversity has evolved in isolation over millions of years.

But since mammalian pests were introduced 200 years ago, ecological values have severely declined.

On the main Auckland Island, mammalian pests persist and have devastated birds, insects and vegetation.

Mammalian pests

Auckland Islands

Enderby Is
Rose Is
Ewing Is
Disappointment Is
Auckland Island
Adams Is
12km

Pest free   Pests remain

The Auckland Islands archipelago, in the southern Pacific Ocean, is a World Heritage Site. This is the largest of New Zealand's five subantarctic island groups with a total land area of 57,000 ha.

New Zealand's only subantarctic island where mammalian pests remain.

Main Auckland Island (46,000 ha) is New Zealand's fifth-largest island. The islands are surrounded by the massive (484,000 ha) Auckland Islands – Motu Maha Marine Reserve.

PIGS
▸ Eat and destroy plants, hindering vegetation recovery
▸ Disturb and eat ground-nesting birds
▸ Eat insects and destroy their habitats by digging for plant roots
▸ Compete with native birds and insects for food

CATS
▸ Prey on ground-nesting birds
▸ Eat insects
▸ Compete with birds for food and disturb birds' nests

MICE
▸ Eat flowers, seeds and seedlings
▸ Eat insects, including those that pollinate unique plants
▸ Compete with birds for food, and disturb birds' nests

Eradicating pests from Auckland Island
The Department of Conservation and partners are working hard to protect the islands' biodiversity. If we do nothing, more species will be destroyed.

The benefits of pest eradication are clear.
▸ Hundreds of native insect species recover.
▸ The Auckland Islands returns to an ecologically intact state.
▸ The mauri (life force) returns to this World Heritage Site.
▸ The pest-free habitat in the New Zealand subantarctic islands increases from 24,685 ha to 70,685 ha.
▸ Pests are removed from the last New Zealand subantarctic island.

Department of Conservation
Te Papa Atawbai

New Zealand Government

Your purchase will help
SAVE AND PROTECT NEW ZEALAND'S NATURE

Visit **doc.govt.nz** to find out more about how we help New Zealand's nature and how you can get involved.

Department of Conservation
Te Papa Atawbai

NOVEMBER 2015

Bog Paper
Awarua-Waituna wetland
Conservation for prosperity
Tiakina te taiao kia puawai

Kia Ora from the Awarua-Waituna wetland restoration team!

In this issue we look at some of the activity in the wetland this year. You will read how the restoration of the Waituna Creek is a major milestone in the history of the wetland. We also meet the newest recruit to the team.

Which predators have we caught in Awarua-Waituna over the winter?

Tiwai/ Awarua Bay	Coastal	Waituna
43 RODENTS	13 RODENTS	10 RODENTS
14 HEDGEHOGS	12 HEDGEHOGS	7 HEDGEHOGS
22 MUSTELIDS (FERRETS, STOATS AND WEASELS)	19 MUSTELIDS	12 MUSTELIDS
12 FERAL CATS	5 FERAL CATS	2 FERAL CATS

Sarah stumbled on this bittern nest while out doing tracking tunnels!

RIGHT Bittern chicks. Photo: Sarah Crump

Department of Conservation
Te Papa Atawbai

Standard signs and symbols

Our strongest brand asset is the DOC green and DOC gold that runs through most of our external Department of Conservation branding. It's the classic colour combination of our signage, our visitor centres and our fleet.

Occasionally we use DOC green and DOC gold in print when we want to elevate a document. It can also be used when we want to support brand recognition and recall, or on a resource that provides guidance or wayfinding messaging, such as our website. However, to maintain the impact of the green and gold, we use it sparingly.

Orientation signs

Orientation signs are safety and wayfinding tools and should not contain any interpretive or decorative visual content. They should be straightforward and legible. The font should be DOC Sign only, and maps and recreation symbols should be the only visual content. If you must include interpretation, separate this clearly from the core content.

For details, refer to the **sign layout diagram** (DOC-609896).

Directional signs

Directional signs indicate direction and/or time to a destination. Like orientation signs, directional signs should not contain any interpretive or decorative visual content. They should be straightforward and legible. The font should be DOC Sign Bold only.
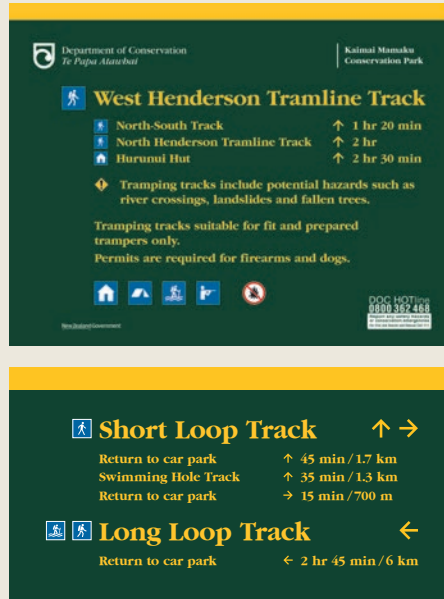

Alert signs

Alert signs are designed to notify visitors of risks and provide important safety information. Since this information functions as an immediate alert of risk to visitors, it needs to be easily identifiable and understood by everyone, regardless of their language.

The DOC sign catalogue includes options for alert signs in the classic DOC green and DOC gold colours. You may also use yellow warning symbols and the colour red when designing alert signs and posters, even though these are not brand colours, as these are internationally recognised colours associated with alerts and potential dangers.

Common alert signs are available to order from DOC's print provider. If you need to customise them, Creative Services can help.

> For full details, refer to our **sign catalogue** (DOC-2754386).
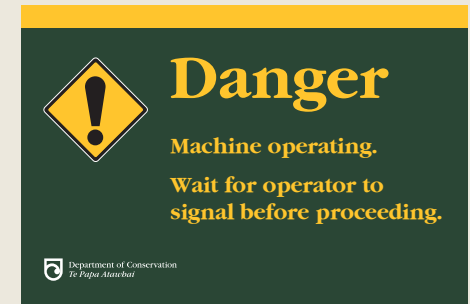
Outdoor recreation symbols

DOC worked with Standards New Zealand in 2005 to update the New Zealand Outdoor Recreation Symbol Standard NZS 8603. All agencies responsible for the management of tracks and outdoor visitor structures are required to follow these standards.

NZ8603 Outdoor Recreation Symbol Standard (selected sections) (DOC-218840).

**Sign Standard Update and FAQ document**, dated September 2017 (DOC-218811).

Interpretation signs

Interpretation signs are designed to inform and enhance the experience while visitors are at a location or site. They are often placed further down a track or historic site and are designed to be encountered after a visitor has oriented themselves and read the relevant safety information.

When designing interpretation signs, DOC's visual brand should be maintained, but you have the flexibility to use different fonts and illustrations if they're better suited to the environment, landscape and storytelling at place.

If you require support when designing interpretation signs, contact Creative Services.
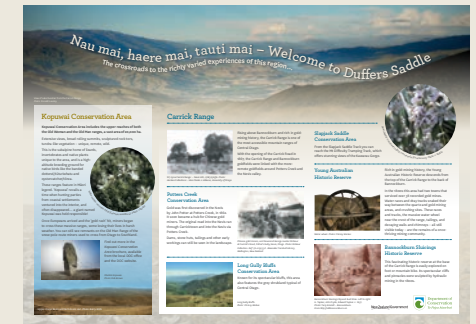
Imagery

Images (photographs) are central to storytelling at the Department of Conservation. We use images of recreation, nature, and conservation to support our stories and capture people's imaginations. They bring our conservation activities to life and connect people with nature.

Our images are images of us, and they should reflect the diversity of who we are, what we do, and who we do it for. Our images are natural, spontaneous, accurate and uniquely ours.

We prioritise images that incorporate DOC elements such as our signs or our people, as this helps differentiate our images from standard New Zealand tourism images.
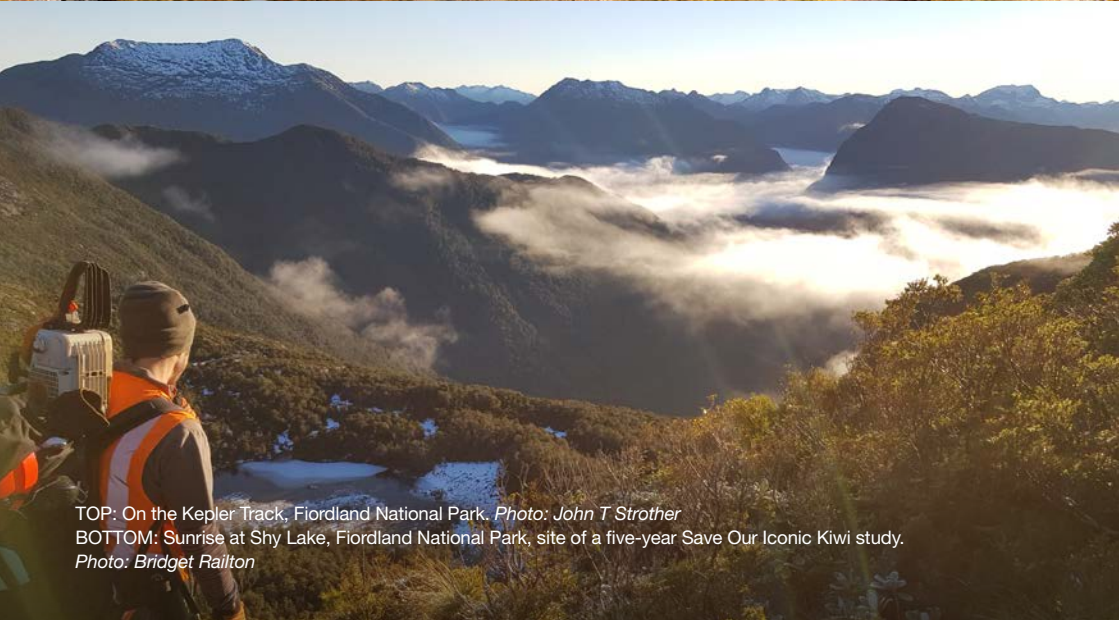
TOP: Croesus Track, West Coast. *Photo: Baptiste Maryns*
LEFT: DOC officer Iain Graham with his Conservation Dog Rein, searching for a rowi (descending along Gorge Creek). Ōkārito sanctuary, South Island, New Zealand. *Photo: Stefano Unterthiner*
RIGHT: Crooked Spur Hut, Canterbury. *Photo: Udit Suda*

We prefer images that reflect people in places rather than showing wide, empty vistas.

We select images that reinforce responsible visitor behaviour.

We only use images where staff and visitors have the right clothing and gear and are exhibiting correct techniques.

TOP: On the Kepler Track, Fiordland National Park. *Photo: John T Strother*
BOTTOM: Sunrise at Shy Lake, Fiordland National Park, site of a five-year Save Our Iconic Kiwi study.
Photo: Bridget Railton

TOP: Packing out rubbish. *Photo: DOC*
BOTTOM: Lake Hāwea – hiking down from Isthmus Peak. *Photo: Amanda Edmonds*

Our images are of Aotearoa and nowhere else.
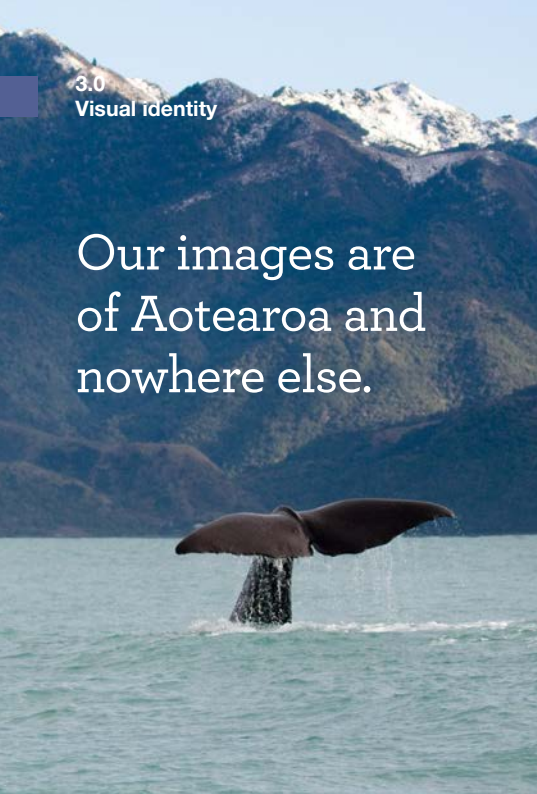
We use images of all New Zealand's people and visitors – all genders, ages, ethnicities and abilities.

We use images of all New Zealand's birds and wildlife, plants and trees, mountains and hills, rivers and coastlines.

TOP LEFT: Sperm whale, Kaikōura. *Photo: Andrew Walmsley*
TOP RIGHT: Mamaku/black tree fern, Kaimai Range. *Photo: Paul Schilov*
BOTTOM: Rock wren, Homer Tunnel, Fiordland National Park. *Photo: Rod Morris*

TOP: Iris Burn Waterfall, Kepler Track, Fiordland National Park. *Photo: Keri Moyle (www.signsoflife.co.nz)*
BOTTOM LEFT: Whakapapanui Stream, Tongariro National Park, Ruapehu District. *Photo: Alan Cressler*
BOTTOM RIGHT: Fern and Tanguru chafer beetle, Te Pākeka/Maud Island Scientific Reserve, Marlborough. *Photo: Sabine Bernert*

We seek images with interesting angles and perspectives, and of places beyond the popular, well-trodden spots.

TOP LEFT: Nīkau forest on the Heaphy Track, Kahurangi National Park. *Photo: Matt Sturgess*
TOP RIGHT: Kākā landing in a pōhutukawa tree on Kapiti Island. *Photo: Leon Berard*
BOTTOM: Sculpted by the wind. *Photo: Jorinna Prinz*

Credit

We must have permission for every image we use in everything that we do – reports, presentations, brochures, social media posts – everything. We must also correctly credit their creator, and in some instances, pay them. Images licensed for DOC or for third-party use remain the copyright property of the photographer.

If using photos or videos of children, you must obtain permission from the children's guardians, so take special care. The permission request form should include why and where the images will be published and who will have access them. Remember that if permission to use an image is granted for a specific publication, you will need to seek permission to use it for another purpose.

Unless otherwise specified, content produced and supplied by DOC is Crown copyright and licensed under the Creative Commons Attribution 4.0 International licence. Take care when using third-party images in a work, as copyright in these remains with the copyright owner.

We only use images that:

- we have permission to use
- are not fake, computer-generated or clip art
- show places that are not over-visted
- look different from New Zealand tourism organisations
- show people's whole heads (as a mark of respect)
- represent DOC's purpose and vision
- are of New Zealand.

Size

For use in print, photos should be at least 300 dpi or ppi to ensure they are of sufficient quality and resolution (no fuzzy or pixelated images). Anything under 1MB will generally be too small to use for print.

Photos should appear no smaller than 60 mm x 45 mm.

For a gallery of images to use, visit the DOC image library on the information management and library page of the DOC intranet or check out our **Brandkit** at **https://doc.brandkit.io**

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Using text with images

Captivating photos and compelling videos are powerful storytelling methods that we regularly use, particularly on our digital channels. It's important that they look like DOC – right down to the text that goes with them.

Here are general guidelines. Full technical specs including text positioning, text sizing, titles and end slates for videos are available in our **technical guidelines** (currently under review).

Photo credit

As already noted, every image we use in everything that we do must be correctly credited to its creator.

When adding the photo credit as text on an image, style it as follows (in Helvetica Neue font):

Whio released into the Manganuioteao River. *Photo: Miles Holden*

Web accessibility

DOC is required to provide web content that complies with the Web Accessibility Standard – both on the intranet and DOC website. The main requirement is that we provide content in HTML where possible. This means any content we have online as images, PDFs and other documents must be provided as readable text (the equivalent HTML) on the web page.

For more information about web accessibility, go to the 'DOC on the web' page on the intranet and talk to the intranet and web teams.

The Web Content Accessibility Guidelines are available at **http://www.w3.org/TR/WCAG20**

Overlay text

When overlaying text, including captions and descriptions on videos and images, follow these general guidelines:

- The preferred typefaces for social media and video content are Archer and Helvetica Neue.

- When you can't use the preferred typefaces, for instance when creating in-app content on social media, use the serif and sans serif typefaces that most closely resemble the DOC brand typefaces.

- Text colour should be white.

- If using a colour block as a background for text (as shown here to the right), select a colour that complements the colours and tones in the video content.

- Please do not cover the faces of people or wildlife with text.

- When creating videos for social media, use open captions so if the video is muted or viewers are hearing impaired, they are still able to enjoy the video.

- Text colour combinations must meet the Web Content Accessibility Guidelines 2.0. Examples are:

Māui with white text

Kina with white text

Wētā with white text

Pōhutukawa with white text

Pounamu with white text

Papatūānuka with white text

Tūī with white text

Takahē with white text

Photo: DOC

Uniforms

Our uniforms connect to and promote our brand and cultural heritage. They underscore the Department of Conservation's connectedness to the land, and strengthen the role of our rangers as the face of DOC.

Colours

The uniform colours are recognisably DOC. They also have meaning. The classic green colour represents mokopuna, and the subdued natural colours represent kaumātua.

Early Māori history is also represented through the grey that is primarily used on trims, as pakohe (argillite) was a material used for tool-making, and a fundamental part of Māori civilisation in Aotearoa.

Some uniform items are also accented with hi-vis colours for safety purposes.

Cultural integration

The uniforms convey Māori culture through integrated designs, with cultural elements featured in every uniform item.

The kōwhaiwhai pattern connects the uniform with DOC's origins and helps strengthen our commitment to the Treaty of Waitangi.

A manu graphic featured on zipper pulls represents small unseen forest birds referred to as Te Tini o te Hākuturi – the spirit guardians of the forest. The graphic symbolises drawing knowledge from our ancestors and the role of kaitiaki (guardians), safeguarding and nurturing the natural environment.

The use of toki (adze) zipper pulls acknowledges the importance of the toki in the cultural past of Aotearoa. It provides a way to increase the mana of employees, represents an everyday tool for increasing conservation in Aotearoa and symbolises a synergy between mana whenua and DOC.

Modifications

The DOC uniforms must not be modified in any way. This includes adding any other logos (partner, programme or otherwise) or items like patches or pins.

The only exceptions are DOC's Threatened Species Ambassador's identifying patch and the Kōrero Tohu developed by Te Puni Kōkiri to recognise DOC employees who are qualified and fluent speakers in te reo Māori. Te Puni Kōkiri and DOC encourage the use of te reo Māori in everyday situations to help breathe life into the Māori language.

Photo: DOC

Photo: DOC

For more on the integration of cultural elements into DOC uniforms, go to 'Our uniform' at: **www.doc.govt.nz/our-uniform** and watch the video.

Further details are available in the **DOC uniform catalogue** (DOC-5536570) and the **uniform SOP** (DOC-5536719).

Photo: DOC

Our voice

4.0

Written identity

Our written identity is our voice. It's how we tell the Department of Conservation's stories about research, conservation, species, recreation, our heritage, and everything in between.

We have a tone, style and manner that come together to form our written identity or brand voice.

Our voice is genuine, warm and inclusive, and speaks with authority.

The following pages will provide guidance on our overarching brand voice that should be present across all DOC communications. We also provide guidance on a number of variations of our brand voice to suit the diversity of our audiences, channels and topics.

Credible communication

Everything we say and write reflects how people see the Department of Conservation. It's important that we communicate in a way that reflects who we are: an organisation that is credible, respectful and provides accurate, easy-to-understand information.

To help ensure we do this consistently, across all of DOC, we have some general rules to keep in mind when you're writing. The rules below help make it easier for people to recognise who we are and understand what we're saying.

Plain English

Plain English is clear, concise and easy to read. It uses common words and terminology, so the widest range of people can understand the information, including visitors to New Zealand.

It should be conversational, friendly, gender-neutral, matter-of-fact and free of clichés, wordy phrases and jargon. Use plain English even when writing for a technical audience.

Department of Conservation

The first time you mention the Department of Conservation, use our full name. After that, you can shorten it to DOC or the Department (note the capital D). All three letters are capitalised; it is DOC, not DoC.

Grammar and spelling

Correct grammar and New Zealand spelling conventions must be followed for all external communications. We use British spelling not American spelling, eg -ise not -ize, colour not color. If you are uncertain about spelling or grammar, such as the use of apostrophes, ask a colleague to review your work, run a spelling and grammar check on your document or look it up online. We use the Concise Oxford English Dictionary.

Official place names

Official place names must be used. The LINZ Gazetteer at **https://gazetteer.linz.govt.nz** lists official place names. If a name has not been through an assessment process, then what appears on the LINZ Gazetteer is the default official name. If LINZ gives more than one option or does not list the name, DOC must make a judgement on what is the most appropriate name to use.

Regional variants must not be used if there is an official name. However, when there is a widely-used local (or iwi) name, we can refer to this in conjunction with the official name and can use it thereafter. The official name must be used on the cover and in the first instance.

More information is available from DOC's **Writing Style Guide** at **intranet/styleguide** (currently under review).

Māori language

DOC's Māori Language Policy (DOC-5494630) details how we support the Government's Māori Language Policy and promote the use of te reo Māori by DOC staff. The policy aims to increase the visibility of te reo Māori at DOC, to improve the proficiency and use of the language by DOC staff and to make sure DOC delivers quality services in te reo Māori.

All DOC staff have a responsibility to champion te reo Māori. This means using the language correctly and at every opportunity.

We include tohutō (macrons) in Māori words, where appropriate. Bear in mind there can be regional differences in spelling and tohutō use that may be appropriate to use in regional documents/materials. Check the online Māori Dictionary at **https://maoridictionary.co.nz** to find out which words should contain tohutō. You can also talk to your local Pou Tairangahau.

Tohutō must be used for official place names that have them.

Full details about these rules, including the use of te reo Māori, and writing and web style guides, are available on the intranet.

Brand voice

Think of our voice as our personality. It's how we tell our stories and engage with our audiences. It also includes our tone and style.

Voice is the character of a brand. It describes our personality, which can be serious and authoritative, as in safety messaging, or more personal and conversational, as in a web blog. This is less how a brand speaks and more how it acts. Our language is clear, straightforward and easy to understand, no matter how complex the topic at hand. The work that we do is for everyone, so we need to communicate in a way that everyone understands. We don't want to overwhelm or confuse anyone.

Tone is how you use your voice in different situations. We adjust our tone according to who we're talking to and what we're talking about. Separating voice and tone means we really engage our readers. Our default tone is friendly, inviting and knowledgeable. We welcome everyone to engage, learn and collaborate with us. We're an authority on conservation, nature and recreation in a way that compels people to trust us without being intimidated by us. We want our stories to help connect us with our communities.

Style is more about what our writing looks like, for example where to use capitals, how to spell certain words, reminders on grammar and vocabulary. This might also include design elements.
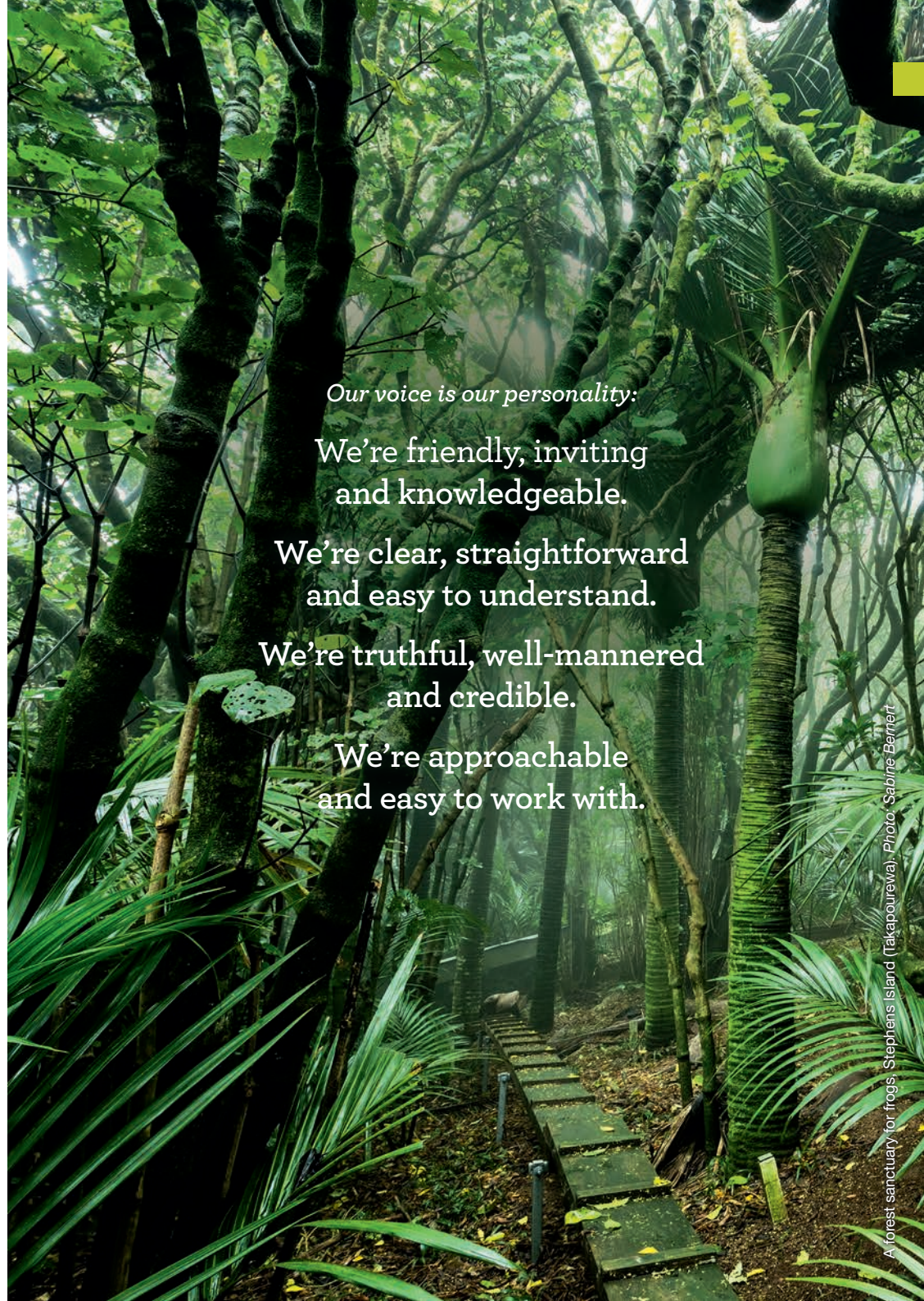
Our voice is our personality:

We're friendly, inviting and knowledgeable.

We're clear, straightforward and easy to understand.

We're truthful, well-mannered and credible.

We're approachable and easy to work with.

A forest sanctuary for frogs, Stephens Island (Takapourewa). *Photo: Sabine Bernert*

Variations of brand voice

Our audiences, channels and topics are key to communicating our stories so that they have the desired impact.

Here's some guidance on how to adapt DOC's brand voice. Remember that you should always retain our core brand voice across all communications.

Audience

When communicating anything, always think of our audience first. Know who they are and why we're engaging with them.

Our language should be appropriate to their familiarity with and education level on the topic we're discussing. If we're communicating with scientists or subject-matter experts, we may use a more precise, technical vocabulary than if we're communicating with our volunteers or visitors.

Channel

Channels refer to the platform or medium through which we're communicating our message, such as social media, the intranet or a sign at a Visitor Centre. Consider where we're communicating our message and what's expected on that channel. Our voice should adapt to fit the channel so that our stories and messages have the best chance of being properly received.

Topic

Some topics are more serious and some topics are more light-hearted. For example, 1080 and health and safety are topics where we adopt a more serious voice, regardless of the channel we're using.

Climbing Te Paki sand dunes. *Photo: Rachael McMillan*

Identity in partnerships

5.0

Recently released kakī/black stilts on the wing, Tasman Valley, Aoraki/Mount Cook. *Photo: Elicia Milne*

Community identity

The Department of Conservation works in partnership with our Treaty partner, communities, organisations and businesses.

The nature and purpose of these relationships vary, but we always make sure we partner with organisations with shared values. We make sure DOC has brand visibility and that the relationship is a clear partnership, not a sponsorship or endorsement.

The following pages will guide you on how the DOC brand exists within commercial and community partnerships.

Brand representation in partnerships

When working in partnership with our Treaty partner, communities, organisations, other government agencies and businesses, the Department of Conservation logo often sits alongside one or more logos. To us, collaboration with our partners signifies mutual respect, and that should be reflected in the positioning of and relationship between the logos.

Commercial partnerships

When DOC's logo exists together with one or more partner logo it's called a 'lock up'. Lock ups can only be created when there is a defined partnership between DOC and the other organisation.

All lock ups must be reviewed and approved by Brand before being implemented.

DOC's logo should always sit to the left of the partner logo. As with the general logo guidelines, the preferred version of the DOC logo to use with partner logos is the horizontal short logo. Use of the horizontal long or vertical logo in a partner lock up is at the discretion of Brand and Creative Services.

To the right are the clear space area requirements for partner lock ups.
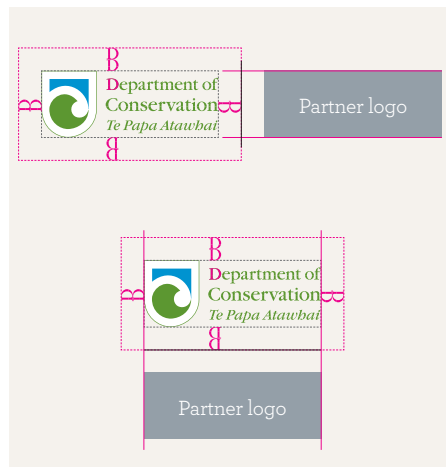
Community partnerships

When DOC is involved in community initiatives, our logo should appear in relation to the degree of our involvement in the initiative.

Our logo must always appear correctly (see 'DOC logo' pages 16–21). No dividing line between our logo and others should be used, as this is reserved for use in commercial partnership lock ups only.

Use of the DOC logo in community partnerships should be approved by Brand before use.

Department of Conservation
Te Papa Atawhai

AIR NEW ZEALAND

Department of Conservation
Te Papa Atawhai

Kiwi bank.

Department of Conservation
Te Papa Atawhai

Partner logo

Department of Conservation
Te Papa Atawhai

Partner logo

A hongi seals a new era of management, Allan Halliday (Te Ruapekapeka Trust Chairperson) and Sue Reed-Thomas (DOC Director NNI). *Photo: Shaughan Anderson*

DOC Approved

6.0

DOC Approved

DOC Approved is a label that identifies that a business has passed a series of environmental and safety standards to be approved to operate in public conservation areas. These businesses are usually referred to as concessionaires.

DOC Approved is a visual identifier only and does not signify an official relationship between the Department of Conservation and the business, such as a partnership or programme. It may only be used by businesses with a current permit and legal agreement with DOC and may only be used electronically.

Approved businesses should email **DOCApprxxxx@xxx.xxxx.xx** for an electronic version of the logo.

Department of Conservation
Te Papa Atawhai
APPROVED

Buller's and white-capped albatrosses fighting for fish scraps. *Photo: Leon Berard*

Summary 7.0

Wharariki Beach, Golden Bay. Photo Mirca Fredrick

Summary of the DOC brand elements

Think of this handbook as your toolkit for telling your
Department of Conservation stories. Not everyone at DOC will
use everything in the handbook, but these core elements are
most likely to be used by most DOC staff on a regular basis.

Logo

Our logo reflects who we are and what we
value. It tells our story and is at the core of
our identity.

We expect everyone to use our logo
correctly, without alteration.

Our name

When shortening the Department
of Conservation, all three letters are
capitalised – it's DOC, not DoC.

Typography

Credible, truthful, well-mannered and easy
to work with. Our typography represents
our personality and how we tell our stories.

Primary fonts:

Archer

Helvetica Neue

**DOC sign font:**

DOC Sign

Substitute fonts:

Georgia

Arial

Colours

Drawn from nature, our colours represent the
unique biodiversity of New Zealand.

Tuatua	Bull kelp	DOC green	Brown kiwi
Bubblegum coral	Pōhutukawa	Kina	Tarawera
DOC gold	Karaka	Wētā	Otago skink
Gecko	Papatūānuku	Pounamu	Harakeke
Hokianga	Moana	Tūī	Waiwera
Glacier	Ranginui	Takahē	Foveaux fog
Tarakihi	Peripatus	Ata Whenua	Māui

Images

Our images bring our conservation stories to life
and reflect the diversity of New Zealand.
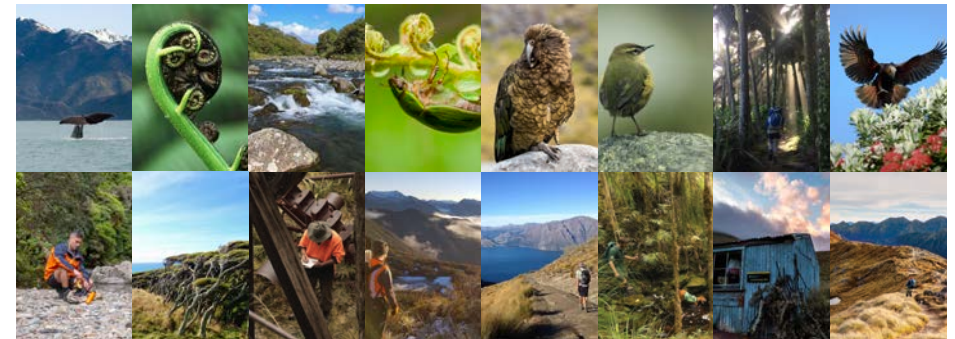
Brand voice

Our voice is our personality:

We're friendly, inviting and knowledgeable.

We're clear, straightforward and easy to understand.
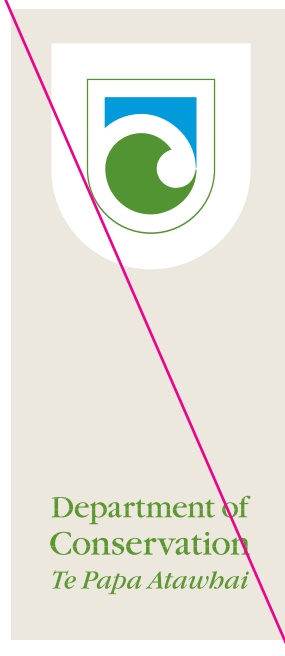
We're truthful, well-mannered and credible.

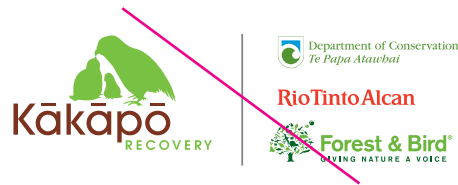We're approachable and easy to work with.

What's out, DOC?

As we grow, it's natural for our look to evolve.
We've phased out some of our old styles.

Here are some things that are no longer
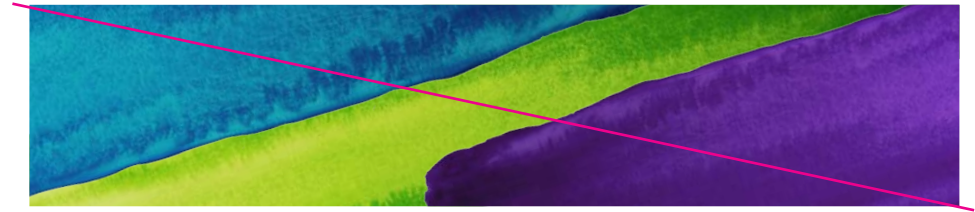part of our brand identity:
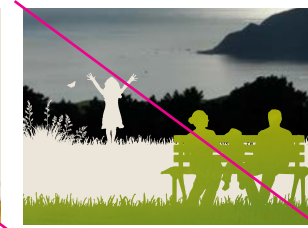
The split logo

Lock ups with former partners

Old colour palette

Watercolour swatches

Images within shapes **Illustrations like this** **Where possible, use images of staff wearing the new uniform**

Old 'straplines' and purpose and vision statements

New Zealand is the greatest living space on Earth
Kāore he wāhi i tua atu i a Aotearoa, hei wāhi noho i te ao

To work with others to increase the value of conservation for New Zealanders
Kia piki te oranga o te ao tūroa, i roto i te ngātahitanga, ki Aotearoa

Conservation for prosperity
Tiakina te taiao, kia puawai

Conservation leadership for our nature
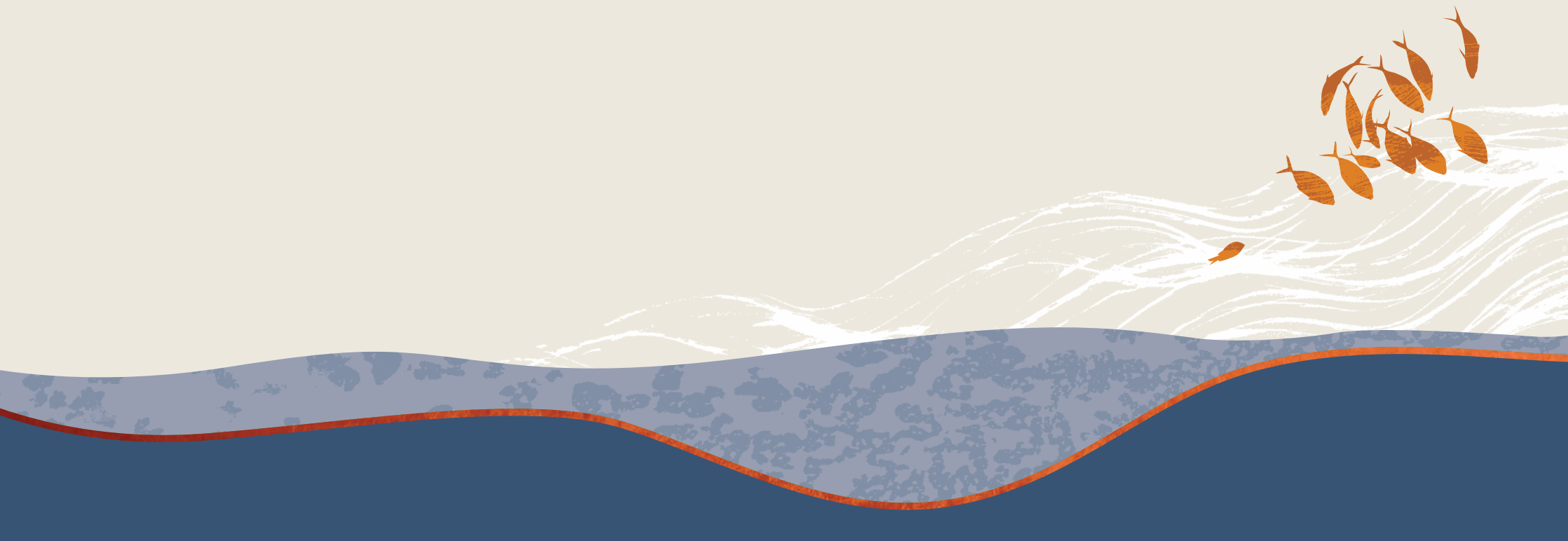Tiakina te hi, Tiakina, te hā o te Āo Tūroa

Further information

For all enquiries and questions regarding the Department of Conservation brand, please visit intranet/brand or contact the Brand Team at **branx@xxx.xxvt.nz**

Yellow-crowned kākāriki on Mana Island. *Photo: Leon Berard*

Notes

Toitū te marae a Tāne-mahuta,
Toitū te marae a Tangaroa, Toitū te tangata.

If the land is well and the sea is well,
the people will thrive.