



Ara

Institute of Canterbury

Ara rau, taumata rau

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0.0

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1.0

Logo Preferred

The preferred version of the Ara logo comprises the triangular motif, Ara name and 'Institute of Canterbury' and 'Ara rau, taumata rau' wording.

The portrait format of the Ara logo should be used as the preferred default version wherever possible.

The secondary horizontal version of the Ara logo should be used where the application size or proportions would compromise legibility if the primary logo was used.



Ara

Institute of Canterbury

Ara rau, taumata rau

Primary logo



Secondary logo



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1.1

Logo

Limited use

The limited use version of the Ara logo comprises the triangular motif, Ara name and 'Institute of Canterbury', with no Māori wording.

The primary and secondary versions of the limited use logo can be used in applications where size restrictions render the Māori wording illegible.

Application of the limited use logo should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



Primary logo: Limited use



Secondary logo: Limited use



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1.2

Logo

Restricted use

The restricted use version of the Ara logo comprises the triangular motif and the Ara name, with no 'Institute of Canterbury' or Māori wording.

The primary and secondary versions of the restricted use logo can be used in applications where size restrictions render the 'Institute of Canterbury' and Māori wording illegible, or for other 'special' applications.

Application of the limited use logo should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



Primary logo: Restricted use



Secondary logo: Restricted use



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1.3

Logo

Minimum size

To ensure legibility, all formats and versions of the Ara logo have been assigned minimum sizes for application.

No Ara logo should be used smaller than the sizes shown on this page.

Primary logomark



Primary logomark: Limited Use



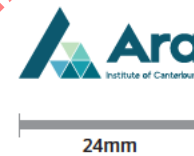
Primary logomark: Restricted Use



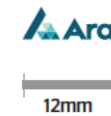
Secondary logomark



Secondary logomark: Limited Use



Primary logomark: Restricted Use



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1.4

Logo

Clear space

To allow the Ara logo to sit comfortably with other content, a minimum clear space requirement as been applied.

The minimum clear space required around the Ara logo at all times is equivalent to the width of the lowercase 'a' of the word Ara.

Please note: The clear space detailed on this page is a minimum requirement. Larger clear space areas may be used where appropriate.

Primary logo



Primary logo: Limited Use



Primary logo: Restricted Use



Secondary logo



Secondary logo: Limited Use



Secondary logo: Restricted Use



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1.5

Logo Misuse

To ensure integrity and consistency, all versions of the Ara logo must remain unaltered at all times.

Shown on this page are common examples of logo misuse. None of these formats are acceptable reproductions of the Ara logo.

Rearranging the elements



Changing the size of elements



Changing the colour of elements



Rotating the logo



Using the motif by itself



Using the logo too small



Placing a box around the logo



Using low resolution artwork



Replacing the 'A' with the motif



Adding elements to the logo



Compressing or stretching the logo



Using the wrong colour format



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1.6

Logo

Triangle placement

To allow the Ara logo to sit comfortably within the white triangle, a recommended clear space has been applied.

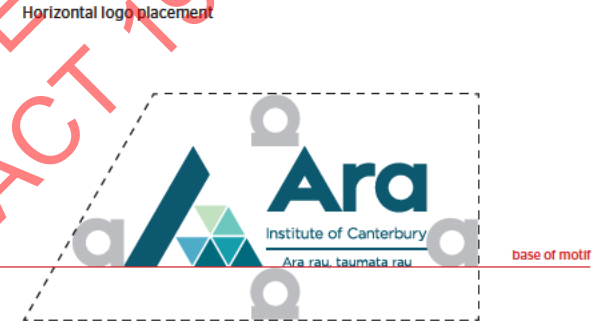
The clear space recommended around the Ara logo is equivalent to the width of the lowercase 'a' of the word Ara.

Please note: To create the clear space required between the motif and angle of the triangle, the lowercase 'a' needs to line up with the base of the motif.

Portrait logo placement



Horizontal logo placement



2.0

Colour Palette

The Ara colour palette is made up of various hues of blue and green.

Seven colours (with black and white) have been assigned for the basis of all marketing material.

Deep green is the brand colour and aqua is the colour used for recruitment.

Deep Spring



PMS 7699
C60 M0 Y0 K70
R12 G88 B110

Blue



PMS 2389
C65 M15 Y15 K0
R80 G172 B200

Deep Green - Brand



PMS 2223
C100 M20 Y30 K35
R0 G106 B124

Mid Green



PMS 319
C55 M0 Y30 K0
R109 G200 B191

Dark Green



PMS 2220
C80 M20 Y30 K0
R0 G156 B173

Light Green



PMS 2254
C25 M0 Y30 K0
R193 G225 B193

Aqua - Recruitment



PMS 2218
C70 M0 Y30 K0
R39 G189 B190

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2.1

Colour

Logomark colour formats

The Ara logo can be used in four different colour formats: Full colour, single colour (deep spring), black or white. The logo can be used on light or dark backgrounds.

Full colour



CMYK
RGB

Single colour: Deep spring



PMS 7699
C60 M0 Y0 K70
R12 G88 B110

Black



PANTONE Black
C0 M0 Y0 K100
R0 G0 B0

White



White
C0 M0 Y0 K0
R255 G255 B255

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3.0

Typography Primary typefaces

The typeface family 'Stag' has been assigned to the Ara brand with both serif and sans serif options available. These are detailed below with each weight having an italic option.

Stag Sans:

- Stag Sans Light
- Stag Sans Book
- Stag Sans Medium
- Stag Sans Semibold
- Stag Sans Bold
- Stag Sans Black

Stag is the Ara primary typeface and should be used on all external printed material. It is available in a range of weights with Māori characters allowing for effective contrast and flexibility across a range of design applications. This unique typeface adds a sense of freshness and recognisability to the Ara brand.

Stag Sans Light	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ
Stag Sans Book	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ
Stag Sans Medium	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ
Stag Sans Semibold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ
Stag Sans Bold	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ
Stag Sans Black	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNopQRSTUVWXYZ



3.0

Typography Primary typefaces

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Stag Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Stag Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Stag Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Stag Semibold

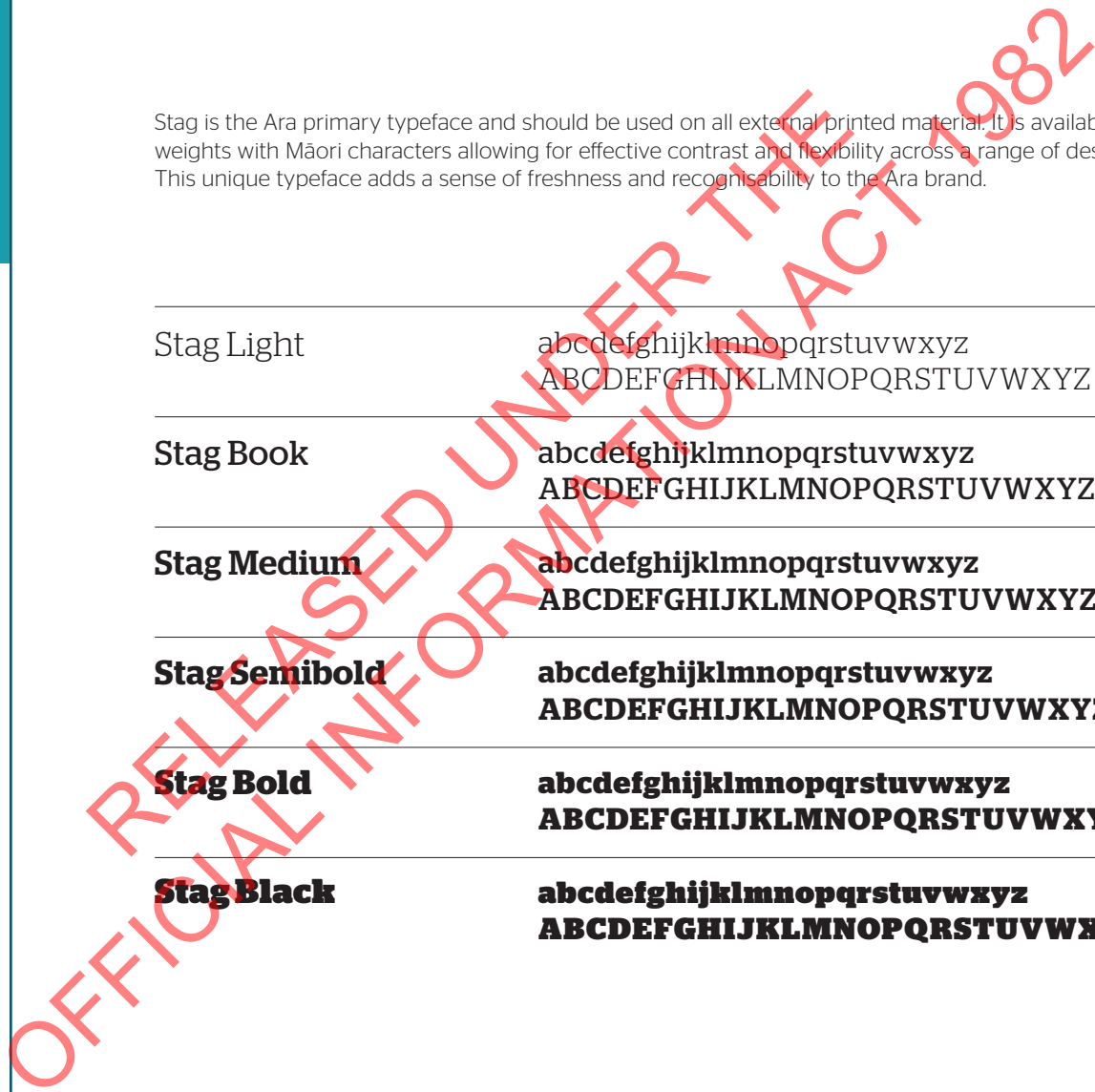
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Stag Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Stag Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz



3.1

Typography

Word processing typefaces

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Arial family of typefaces is available for all word processing requirements.

Body copy:

- Arial Regular
- Arial Regular Italic

Headings and highlight text:

- Arial Bold
- Arial Bold Italic
- Arial Black

Stag is the Ara primary typeface and should be used on all external printed material. Due to licensing restrictions, we are unable to use Ara for our word processing requirements. We have selected these readily available cross platform typefaces. Arial (san serif) to be used for all word processing requirements and Calibri (san serif) for all typed correspondence and electronic communication. To retain consistency across our publications and correspondence, only use these typefaces.

Arial Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ



3.2

Typography

Electronic communication typefaces

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Calibri family of typefaces is available for all electronic communication requirements.

Body copy:

- Calibri Regular
- Calibri Regular Italic

Headings and highlight text:

- Calibri Bold
- Calibri Bold Italic

Stag is the Ara primary typeface and should be used on all external printed material. Due to licensing restrictions, we are unable to use Ara for our word processing requirements. We have selected these readily available cross platform typefaces. Arial (san serif) to be used for all word processing requirements and Calibri (san serif) for all typed correspondence and electronic communication. To retain consistency across our publications and correspondence, only use these typefaces.

Calibri Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Regular Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Calibri Bold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Calibri Bold Italic

***abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ***



3.3

Typography Common usage

The correct use of formats and typographical layout will help to maintain consistency throughout the broad range of Ara collateral.

Date format:

Day, date month year

Tuesday, 21 August 2012

Time format:

Single number only, no gaps between number and time of day.
Use a full stop (not a colon) for 'past the hour' times.

9am-4pm, 10am, 12pm
10.30am

Number format:

Numbers under 10 are written as words.
Numbers 10 and above are written as numbers.
Try to keep a number with its meaning if it falls at the end of a line. Use a non breaking space.

one, two, three
11, 20, 50, 100
25 years, 100 people.

Name format:

Try not split a person's name if it falls at the end of a line in a paragraph; use a soft return or non breaking space to keep the whole name together.
This also applies to 'New Zealand'.

Mrs Jane Brown
New Zealand

Programme names:

Refer to qualifications using their full name, or describe them as a 'programme'.
Do not refer to a qualification as a 'course'.
Level must be spelled in full with a capital L, and not be placed in brackets when used in conjunction with a qualification.

Certificate in Carpentry Level 3

Study area names:

When used in general copy, study areas should not have a capital letter

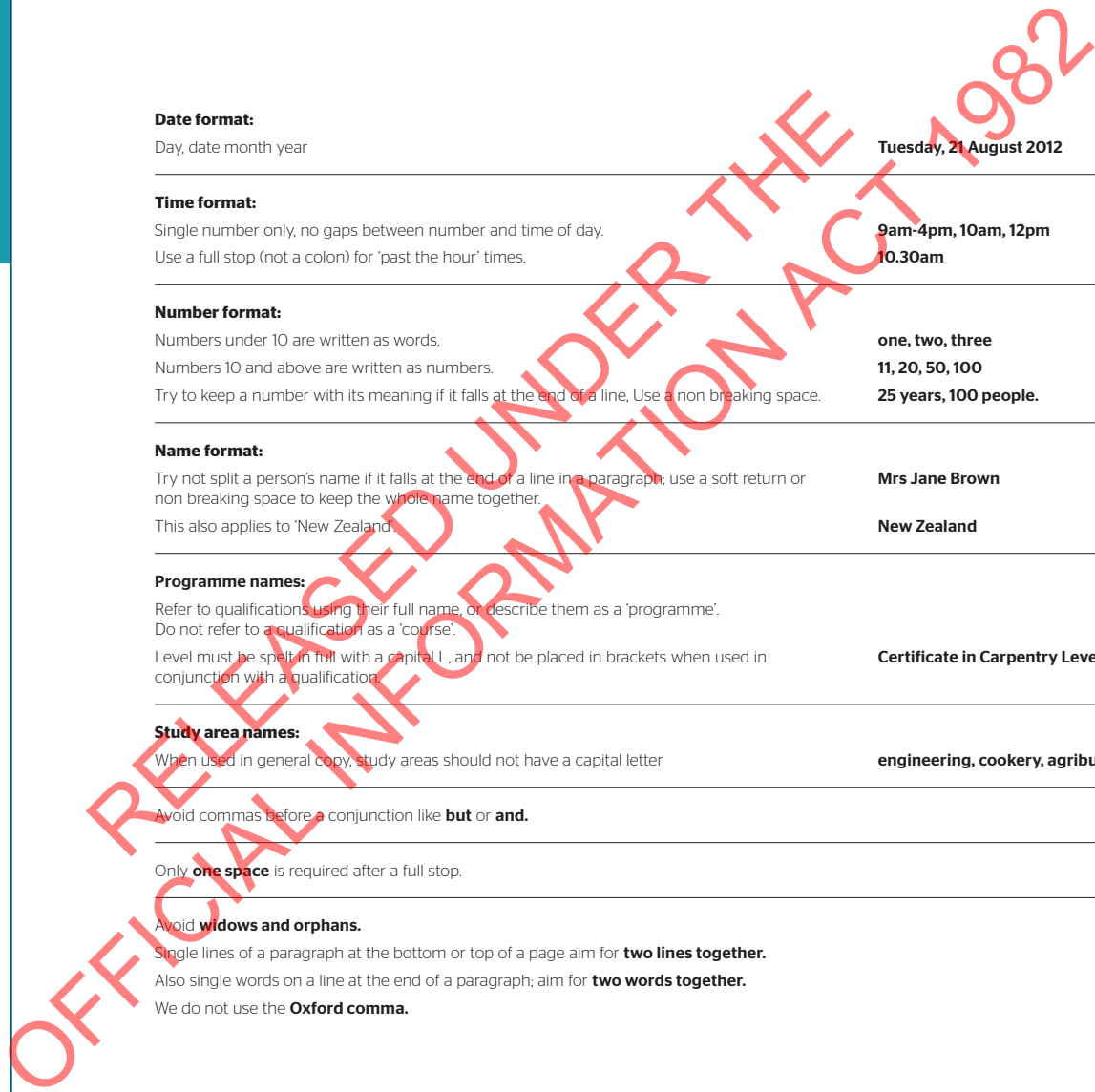
engineering, cookery, agribusiness

Avoid commas before a conjunction like **but** or **and**.

Only **one space** is required after a full stop.

Avoid widows and orphans.

Single lines of a paragraph at the bottom or top of a page aim for **two lines together**.
Also single words on a line at the end of a paragraph; aim for **two words together**.
We do not use the **Oxford comma**.



4.0

National Schools NASDA

NASDA and the New Zealand Broadcasting School sit outside traditional naming conventions as they are both national academies with significant brand equity.

Primary use is for all printed material with the limited use option available for digital spaces only.

Primary use



Limited use



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4.1

National Schools NZBS

NASDA and the New Zealand Broadcasting School sit outside traditional naming conventions as they are both national academies with significant brand equity.

Primary use is for all printed material with the limited use option available for digital spaces only.

Primary use



Limited use



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