NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

BRAND GUIDE
2016
Collateral

Contents

Introduction

This brand guide is intended to promote consistent use of the Napier City Council brand. This makes it easier for people to recognize Napier City Council assests and communications and avoids confusion.

This edition is:

» NCC Brand Guide 2016 **Collateral**.pdf

For a simpler guide relating solely to logo use, see:

» NCC Brand Guide 2016 **Logo**.pdf

For more detailed brand guidance relating to photography, language, signage and other aspects of our visual identity system, see:

» NCC Brand Guide 2016 **Signage**.pdf

» NCC Brand Guide **Personality**.pdf

Brand Napier

Napier is a city with a very well documented history. The catastrophic events of 1931 shaped the city we know today, creating a unique urban environment that has provided a domestic and international tourism proposition that has been well leveraged over the years.

However, the time has come to stop exclusively looking back and look at all of what Napier is now – a vibrant, modern, multi-cultural city that has taken the creativity of the art deco era to its heart and channelled it into all sorts of fantastic culinary, viticultural, artistic, sporting and cultural ventures.

Napier is so much more than Napier then.

The characteristics that have made and are still making Napier:

Creative
Spirited
Tenacious
Proud
Strong
Intelligent
Optimistic

Brand direction

Our logo is representative of the landscape with strong fresh colours sitting free on clear space. It is modern and progressive, with a hint of our Art Deco renaissance through the typographic style of a 1930's inspired geometric sans serif.

Our brand style is representative of our geography – the interactive between land and sea, constantly changing and dynamic, fresh and clean, vibrant and energetic. This is most obviously seen in the changing abstract shapes in our border graphic elements.

We encourage keeping our brand alive with the changing and evolving graphic elements, mixes of colour within our pallette and fresh photography.

Brandmark

Primary brandmark

NCC-Logo-(cmyk).jpg
NCC-Logo-(cmyk).pdf
NCC-Logo-(rgb).jpg
NCC-Logo-(rgb).png
NCC-Logo-(spot).pdf

NCC-Logo-Rev-(cmyk).pdf
NCC-Logo-Rev-(rgb).png

NCC-Logo-(mono).jpg
NCC-Logo-(mono).pdf
NCC-Logo-(mono).png

NCC-Logo-Rev-(mono).pdf

Brandmark

Sub-brandmarks

Mayoral

Limited use

Only used on vehicle signage along with custom graphics to make this often unpopular vehicle friendlier.

Other applications of sub-brands only occur in site signage.

Brandmark
//Clearspace

1st level Clearspace

Clearspace unit of measure

Defined by half the height of the NAPIER capitals

Usage: with lockup sub-brand marks as below; lockup with contact details such as email signatures

2nd level Clearspace

2x Clearspace unit of measure

Defined by the full height of the NAPIER capitals

Usage: Use this double clearspace for all other uses.

231 Hastings Street, Napier 4110
Private Bag 6010, Napier 4142
t +64 **6 835 7579** *e* info@napier.govt.nz
www.napier.govt.nz

231 Hastings Street, Napier 4110
Private Bag 6010, Napier 4142
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www.napier.govt.nz

Combined 1st & 2nd level Clearspace Sub-brandmarks

Brandmark
//Clearspace

Example

Note: the visibility of the clearspace guides should always be turned off on any final output.
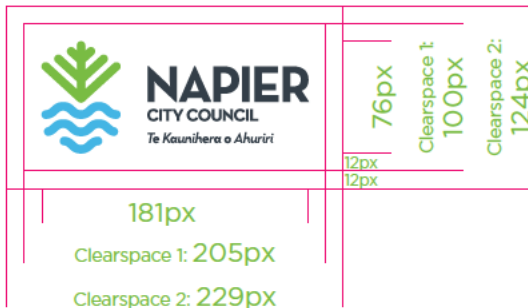
Brandmark
//Preferred size

Print positive & reverse

NAPIER
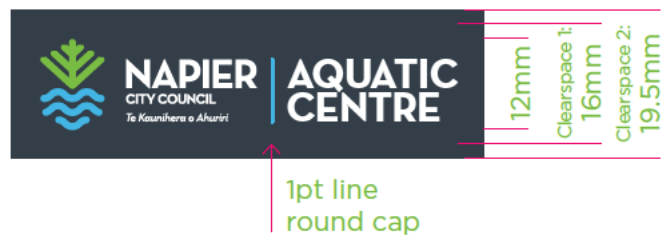CITY COUNCIL
Te Kaunihera o Ahuriri

21.5mm

Clearspace 1
28.5mm

Clearspace 2
35mm

Digital positive & reverse

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

76px

Clearspace 1:
100px

Clearspace 2:
124px

12px
12px

181px

Clearspace 1: 205px

Clearspace 2: 229px

//Minimum size

Print positive

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

11mm

Clearspace 1:
15.5mm

Clearspace 2:
18mm

Print reverse

NAPIER | **AQUATIC CENTRE**
CITY COUNCIL
Te Kaunihera o Ahuriri

1pt line
round cap

12mm

Clearspace 1:
16mm

Clearspace 2:
19.5mm

Digital positive & reverse

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

62px

Clearspace 1:
82px

Clearspace 2:
102px

10px
10px

148px

Clearspace 1: 168px

Clearspace 2: 188px

Print tiny size

NAPIER
CITY COUNCIL

6.5mm

10.6mm

15.6mm

19.7mm
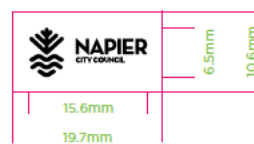
We recognise that sometimes the logo might need to be very small (eg. pen branding) and sometimes also printed digitally on low resolution hand held devices, such as parking tickets. In this instance, the Te Reo Māori line cannot be read anymore so we remove it.

Logo files
//Digital artwork

//Overview

Understanding our supplied files

NCC logo
NCC-Logo-(cmyk).jpg
NCC-Logo-(cmyk).pdf
NCC-Logo-(mono).jpg
NCC-Logo-(mono).pdf
NCC-Logo-(mono).png
NCC-Logo-(rgb).jpg
NCC-Logo-(rgb).png
NCC-Logo-(spot).pdf
NCC-Logo-Rev-(cmyk).pdf
NCC-Logo-Rev-(mono).pdf
NCC-Logo-Rev-(rgb).png

NCC sub brand example
NCC-Logo-Aquatic-(cmyk).jpg
NCC-Logo-Aquatic-(cmyk).pdf
NCC-Logo-Aquatic-(mono).jpg
NCC-Logo-Aquatic-(mono).pdf
NCC-Logo-Aquatic-(mono).png
NCC-Logo-Aquatic-(rgb).jpg
NCC-Logo-Aquatic-(rgb).png
NCC-Logo-Aquatic-(spot).pdf
NCC-Logo-Aquatic-Rev(cmyk).pdf
NCC-Logo-Aquatic-Rev(mono).pdf
NCC-Logo-Aquatic-Rev(rgb).png

NCC logo minimum size
NCC-Logo-Minimum-(cmyk).jpg
NCC-Logo-Minimum-(cmyk).pdf
NCC-Logo-Minimum-(mono).jpg
NCC-Logo-Minimum-(mono).pdf
NCC-Logo-Minimum-(mono).png
NCC-Logo-Minimum-(rgb).png
NCC-Logo-Minimum-Rev(cmyk).pdf
NCC-Logo-Minimum-Rev(mono).pdf
NCC-Logo-Minimum-Rev(mono).png
NCC-Logo-Minimum-Rev(rgb).png
NCC-Logo-Tiny-(mono).jpg
NCC-Logo-Tiny-(mono).pdf

Use **png** if the use is digital requiring a transparent background.

Use **jpg** if the use is print and you don't have professional design software.

For any professional, whether signwriter, design, advertising etc, we would expect you use **pdf.**
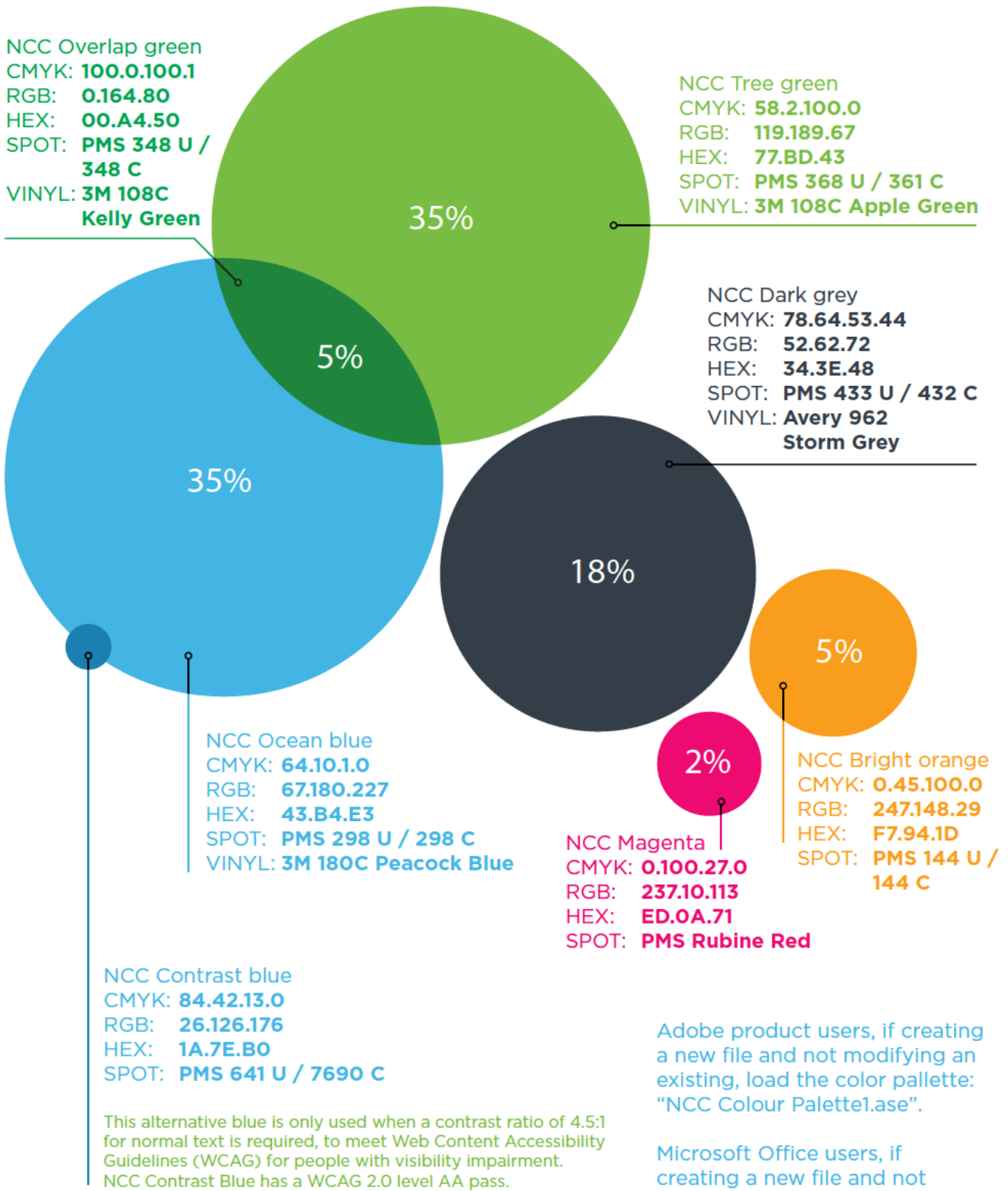
In each **pdf**, there is a clearspace layer to assist with positioning elements around the logo. This is turned **off** by default.
If using Indesign, to turn this on while designing, either do so when placing the logo graphic using the layers tab in the place dialog, or with the logo selected, choose Object / Object Layer Options...

Layer-1   Clearspace
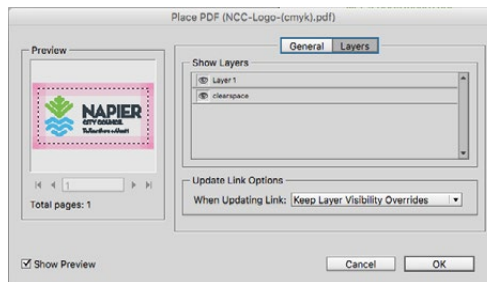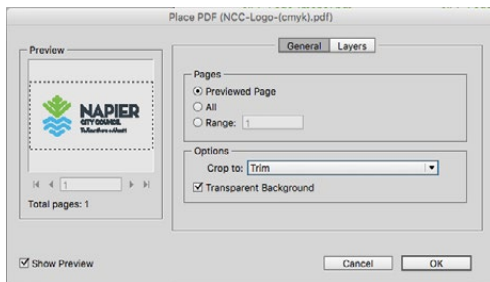
Place dialog/ Show Import Options.
Experiment with layers and the different 'Crop to:' options to find what suit your needs.

Colour
//Pallette & heirachy

NCC Overlap green
CMYK: **100.0.100.1**
RGB: **0.164.80**
HEX: **00.A4.50**
SPOT: **PMS 348 U /**
348 C
VINYL: **3M 108C**
Kelly Green

NCC Tree green
CMYK: **58.2.100.0**
RGB: **119.189.67**
HEX: **77.BD.43**
SPOT: **PMS 368 U / 361 C**
VINYL: **3M 108C Apple Green**

35%

5%

NCC Dark grey
CMYK: **78.64.53.44**
RGB: **52.62.72**
HEX: **34.3E.48**
SPOT: **PMS 433 U / 432 C**
VINYL: **Avery 962**
Storm Grey

35%

18%

5%

2%

NCC Ocean blue
CMYK: **64.10.1.0**
RGB: **67.180.227**
HEX: **43.B4.E3**
SPOT: **PMS 298 U / 298 C**
VINYL: **3M 180C Peacock Blue**

NCC Magenta
CMYK: **0.100.27.0**
RGB: **237.10.113**
HEX: **ED.0A.71**
SPOT: **PMS Rubine Red**

NCC Bright orange
CMYK: **0.45.100.0**
RGB: **247.148.29**
HEX: **F7.94.1D**
SPOT: **PMS 144 U /**
144 C

NCC Contrast blue
CMYK: **84.42.13.0**
RGB: **26.126.176**
HEX: **1A.7E.B0**
SPOT: **PMS 641 U / 7690 C**

This alternative blue is only used when a contrast ratio of 4.5:1 for normal text is required, to meet Web Content Accessibility Guidelines (WCAG) for people with visibility impairment. NCC Contrast Blue has a WCAG 2.0 level AA pass.

Adobe product users, if creating a new file and not modifying an existing, load the color pallette: "NCC Colour Palette1.ase".

Microsoft Office users, if creating a new file and not working from an existing template, load the office theme "NCC.thmx".

Colour
//Examples of hierachy

What to use where

White backgrounds are our predominant choice for the clean, modern appearance. However we can interchange this with NCC Grey as a background colour as the designer sees fit.

Note the use of green on it's own in the powerpoint slide example right, showing an Informing Napier Parking Prohibited temporary sign.

Our secondary colours of orange and magenta are used minimally, as per page 10 - Colour heirachy. Magenta has been chosen for the consultation brand - formally Napier Now.

CONTENT SLIDE

- Keep bu ets short
- No more than 5 bu ets per s de
- P ctures rather than text when poss b e
  - Remember the old adage
  - A picture says a thousand words

PARKING PROHIBITED

SAMPLE TITLE
Sample sub-title

What do you think?

Do you want to see more spaces like this? Let us know what you think.

Tell us at napier.govt.nz

BUSINESS BREAKFAST SERIES

October business speaker - Mike Taylor

Fanatical about the stock market from a young age, Mike founded Pie Funds in mid 2007, with $200,000 of capital and all the positivity in the world. Little did he know he'd be ploughing headlong into the Global Financial Crisis soon after. How did he survive? Learn how to maintain your customers' trust when the going gets tough, what true passion looks like, and the hallmarks of business success.

When: Friday 7 October 2016
Time: Arrive 7am for a light breakfast, 7.30am speaker begins
Venue: MTG Century Theatre, Herschell Street
Cost: $20 per person

Bookings essential: Register by Tuesday 4 October
at www.napier.govt.nz search keyword: #businessbreakfast

Typography
//Fonts

Overview

Our preferred chosen fonts are geometric sans-serif in style, based on the 1927 designed Futura.

Our heirachy of fonts starts with Neutraface, used in the logo in bold and demi italic styles. Designed in 2002, with art deco inspiration, yet highly readable in both caps and lower case.

On the napier.govt website our webfont alternative for Neutraface is Verlag.

We follow this with Gotham, designed in 2000, highly legible at all sizes and styles. This is our workhorse for use in everything other than titles. Very similar in style to Neutraface but without the quirky bits that make Neutraface special.

Finally, when forced to use default system fonts; on Windows OS we leave our geometric type styling, left with the neo-grotesque Arial. Arial would be used by NCC staff for html emails and documents produced internally.

We envisage all designers and signwriters, including NCC internal graphic designers to use Neutraface and Gotham for print documents and signage.

NEUTRAFACE DISPLAY TITLING - CAPS ONLY
NEUTRAFACE Text Bold & *Bold Italic*
NEUTRAFACE Text Demi & *Demi Italic*
NEUTRAFACE Text Book & *Book Italic*
VERLAG Black & *Black Italic*
VERLAG Bold & *Bold Italic*
VERLAG Book & Book Italic

GOTHAM Black & *Black Italic*
GOTHAM Bold & *Bold Italic*
GOTHAM Book & *Book Italic*
GOTHAM NARROW Black & *Black Italic*
GOTHAM NARROW Bold & *Bold Italic*
GOTHAM NARROW Book & *Book Italic*

ARIAL Bold & *Bold Italic*
ARIAL Regular & *Italic*

Typography
//Type heirachy

//Print - Brochures, Advertising, Policy documents

Titles / Headings

To keep our brand fluid and dynamic we have loose rules around typography usage, intended as a guide to allow the brand identity to grow in a uniform direction, with variations to maintain interest across a broad range of applications.

We interchange CAPS, Titlecase and lowercase to suit both the look and heirachy of the title.

Type is always left aligned.

As a guide for this treatment, if we prioritise the words of a title, the #1 priority word appears in capitals Neutraface Display Titling or Neutraface Text Bold, with the #2 priority type in Neutraface Text Bold Italic or Demi Italic.

For example, there are many policy documents, so 'policy' is not the top priority, hence DOG CONTROL *policy;* or for arguments sake, there are multiple types of camping potentially, 'paid' or 'by donation' or 'free', therefore *Freedom* is secondary and CAMPING is top priority.

Neutraface Text Bold Italic →
Neutraface Text Bold →

Informing
NAPIER

Neutraface Text Bold Italic →
Neutraface Display Titling →
Neutraface Text Demi Italic →

August 2016
RATES
news

Neutraface Text Demi Italic →
Neutraface Display Titling →

Freedom
CAMPING

Neutraface Display Titling →

DOG CONTROL

Neutraface Text Demi Italic →

policy

Neutraface Text Demi →

Reviewed May 2014

Typography
//Type heirachy

//Print - Stationery, Brochures, Advertising, Policy documents

Sub Head and Body Copy

Gotham is our main body
copy and sub-head font.
It is also used for headlines
on notices and signage
where practicality is
paramount, such as warning
and road traffic alert signs.

When use of our corporate
fonts Gotham and
Neutraface is not possible
due to licensing constraints,
please substitute the fonts
with Arial as specified here.

Type is always left aligned.

Gotham Book
Gotham Bold
Gotham Bold Italic

231 Hastings Street, Napier 4110   **t** +64 **6 835 7579**
Private Bag 6010, Napier 4142   **f** +64 6 835 7574
www.napier.govt.nz   **e** info@napier.govt.nz

Neutraface Bold Italic
Neutraface Bold
Supplied as graphic

Informing
NAPIER

Neutraface Display
Titling

MEETING CANCELLATION

Gotham Book

The **Community Development Committee meeting** scheduled for Wednesday 25 November 2015 has been cancelled.

The **City Development** meeting scheduled for **Wednesday 25 November at 3.00pm** will still go ahead.

Gotham Medium

Wayne Jack
CHIEF EXECUTIVE

Gotham Book
Gotham Book

Gotham Bold Italic
Gotham Bold

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www.napier.govt.nz

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

Neutraface Demi Italic

Application for

Neutraface Bold

RESOURCE CONSENT

Gotham Book

(Resource Management Act 1991)

Gotham Bold

Section 1: Applicant Details

Gotham Book

Name of owner:
Contact person:
Owners mailing address:

Street address/
registered office:

Office use only:

Consent number:
Receipt number:
Date:
GST No: 10-8890-324
Consent to be processed by Wo
Documents to be forwarded In
  ◯ Application
  ◯ Site Plan

Typography
//Type heirachy

Email signatures

Email body text and signatures are covered in detail on pages x to x. Due to the current inability of email client applications to work to any standards, html emails need to use system fonts. We have therefore adopted the lowest common denominator for sans serif type on most operating systems.

InfoCouncil created documents will use Arial.

1. ARIAL Regular, **Bold & *Bold Italic***

Website

Napier City Council have purchased webfonts to enable the use of Verlag online.
Verlag is the closest we can get to Neutraface for title use, without an exorbitant fee.
For the napier.govt.nz site and subsites our heirachy is as per right, using fallback font choices as per numbering as a backup.

We use Sentence case and Title Case as much as possible online for maximum readability.

//Titles

1. **VERLAG Black & *Black Italic***
   VERLAG Bold & ***Bold Italic***
2. **ARIAL Bold & *Bold Italic***

//Secondary Headings

1. VERLAG Bold & ***Bold Italic***
2. **ARIAL Bold & *Bold Italic***

//Body Copy

ARIAL Regular & *Italic*

Graphic elements
//Shapes

Origin

The abstract coloured shapes we use throughout our collateral add a colourful and changing dynamic element to many of our designs, enabling a sense of movement and vibrancy

These abstract shapes are derived from our core logo elements, as shown right - the tree and the sea. These brand elements flow and mix as does the relationship between land and sea.

This brand system delivers a strong and modern identity consistently across multiple Council divisions and associated entities.

Shapes can be positioned independently, creating interesting negative spaces. Alternatively just one abstract crop of a shape can be used. However an abstract crop of the tree shape should only ever be in green; likewise an abstract crop of the waves should only ever be in blue.

We often overlap the shapes creating our third colour (overlap green).

Graphic elements
//Shapes

Border, header, footer anchoring graphics

While a selection has been provided in the folder //NCC Abstract shape crops with logical composition placement names such as TopLeft, these are intended as a useful quick method of implementing the design style but we envisage this design abstract to be forever changing to suit the needs of the layout and help to keep our brand fresh and dynamic. Most of these can work equally well when rotated or flipped and positioned elsewhere, eg. use a TopLeft rotated 180° in a BottomRight position.

When using the pdf versions over another colour background, you may need to isolate the blending (Indesign Effects pallete/Illustrator Transparency pallete - checkbox bottom left) as the blue has a multiply effect applied.

The cmyk pdf's provided include 3mm bleed and can scale to any size; the jpgs are limited in size and are in cmyk colour format; the png's are rgb colour format and pixel rasters, therefore limited in scaling.

NCC_TopLeft_1.

NCC_TopRight_1.

NCC_BottomRight_1.

NCC_TopLeft_2.

NCC_TopRight_2.

NCC_BottomRight_2.

NCC_TopLeft_3.

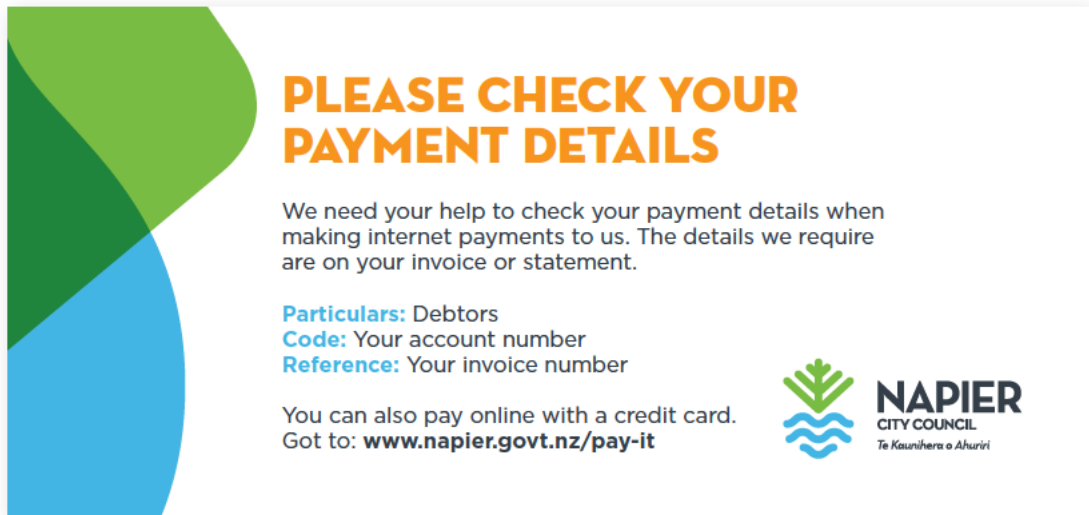NCC_TopRight_3.

NCC_TopLeft_4.

NCC_BottomRight_3.

Graphic elements
//Shapes & borders

Examples

PLEASE CHECK YOUR PAYMENT DETAILS

We need your help to check your payment details when making internet payments to us. The details we require are on your invoice or statement.

Particulars: Debtors
Code: Your account number
Reference: Your invoice number

You can also pay online with a credit card.
Got to: www.napier.govt.nz/pay-it

Border 5pt colour graduation "Green top Left to Blue @-45°" from template "15815 NCC InformingNapier Ad Samples.indd".
Adjust the gradient angle and start and end points to ensure the 100% green meets the green shape, likewise blue.
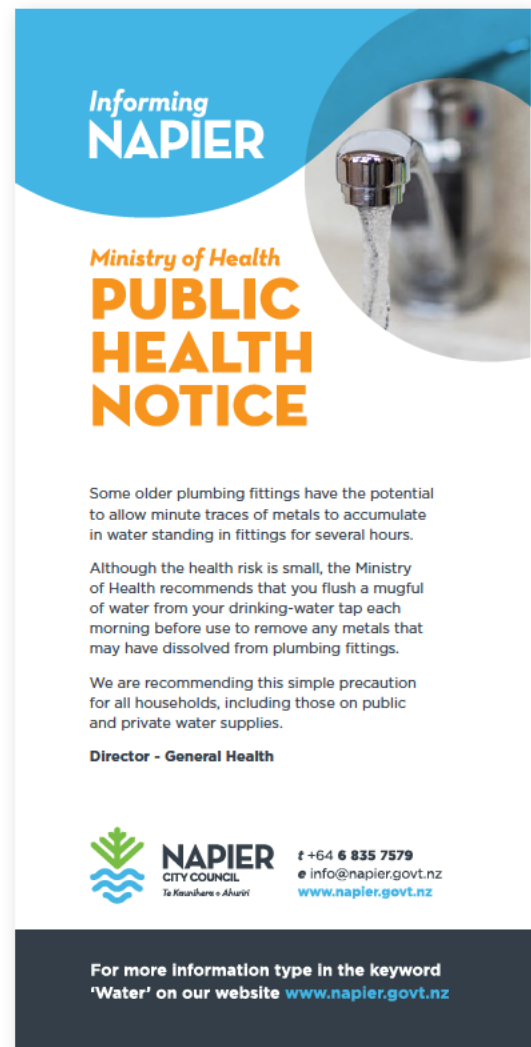
Informing
NAPIER

MEETING CANCELLATION

The **Community Development Committee meeting** scheduled for Wednesday 25 November 2015 has been cancelled.

The **City Development** meeting scheduled for **Wednesday 25 November at 3.00pm** will still go ahead.

Wayne Jack
CHIEF EXECUTIVE

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www.napier.govt.nz

Informing
NAPIER

Ministry of Health
PUBLIC HEALTH NOTICE

Some older plumbing fittings have the potential to allow minute traces of metals to accumulate in water standing in fittings for several hours.

Although the health risk is small, the Ministry of Health recommends that you flush a mugful of water from your drinking-water tap each morning before use to remove any metals that may have dissolved from plumbing fittings.

We are recommending this simple precaution for all households, including those on public and private water supplies.

Director - General Health

t +64 **6 835 7579**
e info@napier.govt.nz
www.napier.govt.nz

For more information type in the keyword 'Water' on our website www.napier.govt.nz

Stationery

//Print

Letterhead

14 mm

40 mm

14 mm

28 mm

21.5mm high

Date

Address Line 1
Address Line 2
Address Line 3
CITY 0000

Dear Name

Type style in template = Normal
Arial 10.5pt / 14pt leading

14 mm

28 mm

Follow on pages have no brand graphics, plus the margins extend to 28mm at the top and 14mm at the bottom.

Section 0111 Ddolectatius que cuptatur apicima gnatiis sunt excessincium estibus eveles simus dipsunt aditist, quaturepudit omnis quos accus, untiur minvenist.

Solorepe consequist, omnihic tet voluptaque voluptam anias aceperi osamet alis dunt aut harum velit inctatis nime nonsequam, se voluptatecte veligenis sectusa pro que pre, quat magnatios et veliasp elescillab ide sit omnis porit parumquibus, occullatur suntiam, officitis verovit am volorepera volorectat erum eum essus ipsam sequid quas et latem qui de dolut quis moditi doluptatquas quatur, sa vitaecto miliqua menditatem ut aceatquis velenim laximagnamet hilicienes ius volo bearit pro mint debiti dis et que conserio explani conet audandae. Et iliscim volorrum nis explibus a arcilitat.

Udicips aestion commolu ptaturibus asperrum si sequas reris autem fugitaeribus estrum ium faceati nciae. Nem si quia sim nobis cone mi, tem a paris quunt, quid quatian debistemquam fugiae eatur? Ur a que et as mintiis preici dolum ut laccum volut volorpore eiusam que peliquatis et volorep udiscia cume quam arum, omnisqu atemque cuptia conecusaeped utenimus molupti beatiam et landend igent.

Eritis aut exerum hilistrum aut officipit, comnime velest deliberor acium con excerum non ratus eum que molorest et laut et idiore mi, officaborro qui consequos volupta tquibus saectem seditatius cus inus quam fugiatem recusametur raectur sequi aut ex es acitas sit optat fugiae plicidem voluptas explatur? Ebitati sunt re cor aborro to volut facepel mincia voloribuscid et, officiatium haribus veligendit perum exerum harchici intum harum faces dolecup tatempores ad evercit iisinis inus delibus et et quas et des dita nobis quat aut et audae dolupta temquatem quatus di acerundis ute qui dolesecum duciditio ilit occus, am ipienis in cum exerum eni comnisc idendi dollor sequide llectistist, sam sequo doluptas cuptibus quaspedit atem. Nam, conection expel il et aperione est, quas adis volorem velique non evellec turerum am vero magnatiam, suntibusae. Nem volescilis eatur, officip santis earchil landendias quatus.

ta cum es perum ut poria cor apiendem qui as demolup tature maxime ipid eatem sum facia conserum ut aut hiliat.

Occumqui nullate eos il invellore idi beris qui ullaut et dicimusam il moluptatur autate vernam hullabo. Nam, ex et ate in eatibus et ius por sum et et explaut voluptio molorrumqui dolut aut odit, quam et voluptatur simaxim illabo. Obistem evendita ipsum ut imincto estem aliquat aperume nonseque sitasped eum que aut dit, susdandus ipsuntem hicilit estius aut harum apitate volo id ut latur maio. Neque assequo eos aborernatur?
Ectio blatis esed quis minctur, suntiostiat lignihi liaecabo. bus sentur? Quis ducia andantus.

28 mm

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|www.napier.govt.nz   *e* info@napier.govt.nz

10 mm

Gotham Book 7.5/11pt

Gotham Bold

1.5pt line round cap

Gotham Bold Italic

Neutraface Text Bold 8pt

OFFICE OF THE MAYOR
231 Hastings Street, Napier 4110
Private Bag 6010, Napier 4142

t +64 **6 834 4198**
e info@napier.govt.nz
www.napier.govt.nz

Stationery
//Print

Business card

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

Rebecca Ainsworth
MARKETING MANAGER

t +64 **6 833 9957**
m +64 **27 495 2043**
e rebeccaa@napier.govt.nz

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Napier 4142
New Zealand
www.napier.govt.nz

Preferably the x-height of the name
aligns with the x-height of the top
address line.
Margins 7mm.
Both type columns are aligned to
the bottom margin.

Gotham Book, Bold, Bold Italic 7pt/8.4pt

Gotham Book 6.5pt/7.5pt, Space after 3.2mm

Neutraface Text Bold 9pt

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

Kirsten Simcox
MARKETING COORDINATOR &
PHOTOGRAPHER, CORPORATE
COMMUNICATIONS

t +64 **6 834 4194** / ext **8194**
m 027 598 9848
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New Zealand
www.napier.govt.nz

www.napier.govt.nz

When the left column content exceeds the right
column height, align from the bottom margin
and let the left go higher. Reduce the 'space
after' paragraph setting on the persons title if it's
getting too high, as in this example.
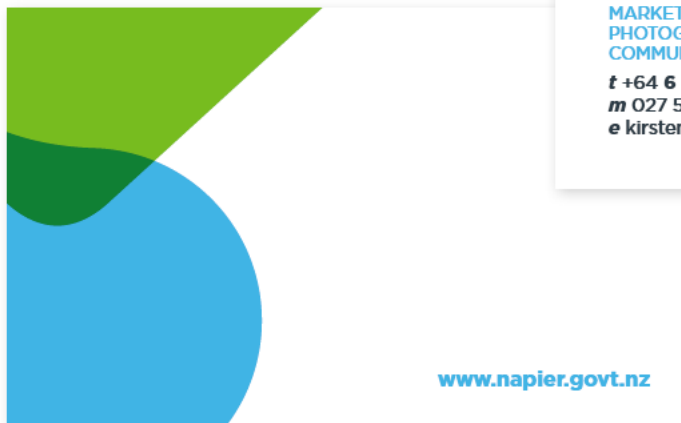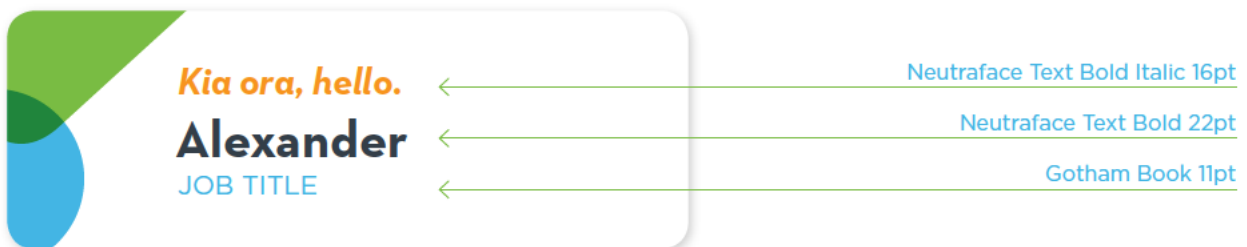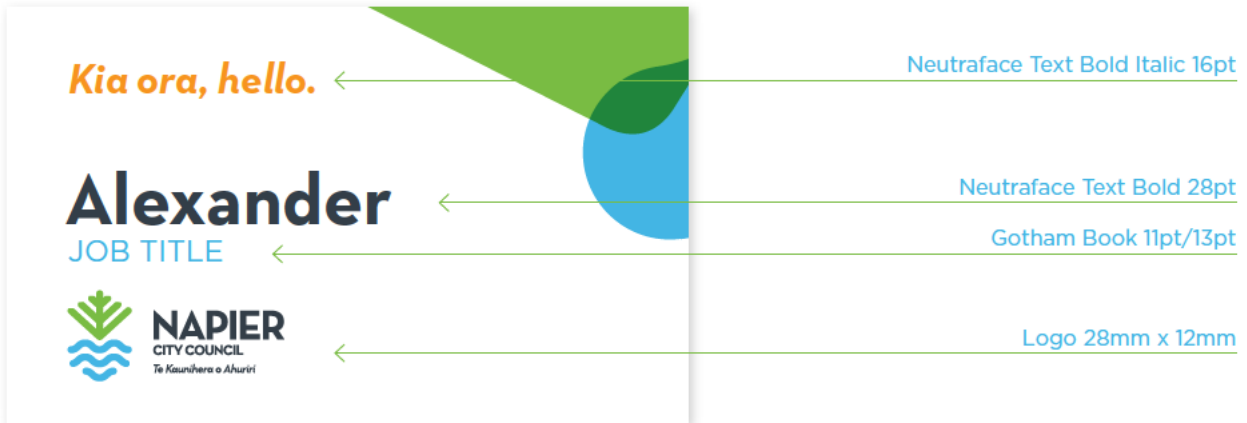
Business card reverse side

Paper stock

Our brand preference is for uncoated stock to reflect our caring
relationship with our environment, as guardians.
Advanced Laser or similar is an excellent choice for it's practical features
and price, bright whiteness and natural feel.

Stationery
//Print

NCC employee name badge

Kia ora, hello.

Alexander
JOB TITLE

NAPIER CITY COUNCIL
Te Kaunihera o Ahuriri

Neutraface Text Bold Italic 16pt

Neutraface Text Bold 28pt

Gotham Book 11pt/13pt

Logo 28mm x 12mm

Kia ora, hello.
Alexander
JOB TITLE

Neutraface Text Bold Italic 16pt

Neutraface Text Bold 22pt

Gotham Book 11pt

Guest name badge

Kia ora, hello.

**Alexander
Alexander**
COMPANY NAME
2ND LINE

NAPIER CITY COUNCIL
Te Kaunihera o Ahuriri

Neutraface Text Bold Italic 16pt

Neutraface Text Bold 28pt/25pt

Gotham Book 11pt/13pt

Logo 24mm x 10mm

Stationery

//Email

Generic brand

Kind regards

Holley

Holley Merry
ANIMAL CONTROL ADMINISTRATION OFFICER

Napier City Council, Private Bag 6010, Napier 4142
t +64 **6 834 4177** **www.napier.govt.nz**

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

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Find us on
Facebook

Body text - Arial 10pt

Name: Arial Bold 11pt

Title: Arial Regular Caps 9pt, space after 4pt

Contact: Arial Regular 10pt

Phone/Web: Arial Regular 10pt (+64)/ Bold 10pt

T: M: F: Arial Bold Italic 10pt

Disclaimer: Arial Regular 10pt.

Kind regards

Kirsten

Kirsten Simcox
MARKETING COORDINATOR & PHOTOGRAPHER,
CORPORATE COMMUNICATIONS

Napier City Council, Private Bag 6010, Napier 4142
t +64 **6 834 4194** / ext **8194** *m* 027 598 9848
www.napier.govt.nz

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

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Colours:
Body Copy: Black
Name, Title, URL: Blue R26 G126 B176 Hex 1A.7E.B0
Address, Phone: Grey R52 G62 B72 Hex 34.3E.48
Disclaimer: Grey R191 G191 B191 Hex BF.BF.BF

Note that the contact details wrap for narrow email windows and mobile devices, flowing to more lines from a bottom alignment.
The bottom alignment position is spaced 26 pixels from the highest point of the logo.

Similarly the disclaimer wraps to more lines but from a top alignment, spaced 26 pixels from the lowest point of the logo.

Stationery

//Email

Sub-brand

Kind regards

Sheryl

Sheryl Reed
MANAGER NAPIER LIBRARIES
Napier Library, 22 Station Street, PO Box 940, Napier 4140
t +64 **6 834 4142** **www.napierlibrary.co.nz**
www.facebook.com.napierlibraries

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Kind regards

Bill Dalton, Mayor

Bill Dalton
MAYOR OF NAPIER
Napier City Council, Private Bag 6010, Napier 4142
t +64 **6 834 4198** *m* 027 337 9303 **www.napier.govt.nz**

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Stationery
//Email

Event promotion

Kind regards

Kirsten

Kirsten Simcox
MARKETING COORDINATOR & PHOTOGRAPHER, CORPORATE COMMUNICATIONS

Napier City Council, Private Bag 6010, Napier 4142
t +64 **6 834 4194** / ext **8194** *m* 027 598 9848 **www.napier.govt.nz**

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

botanic beats
Thursday 17 March 6-8pm
BOTANICAL GARDENS

GET
Tickets

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Find us on
Facebook

Stationery
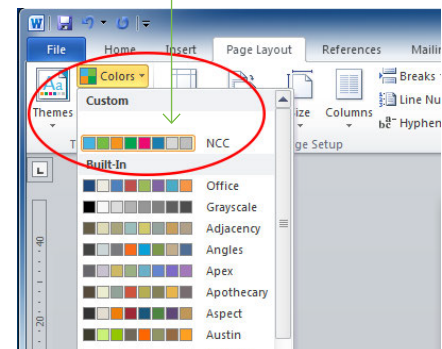## //Print

Letterhead template

From the Word template provided, use the Normal style for body text, set to Arial 10.5pt / 14pt leading. All styles are predefined in the template styles list, or load the Office theme "NCC-Word.thmx"
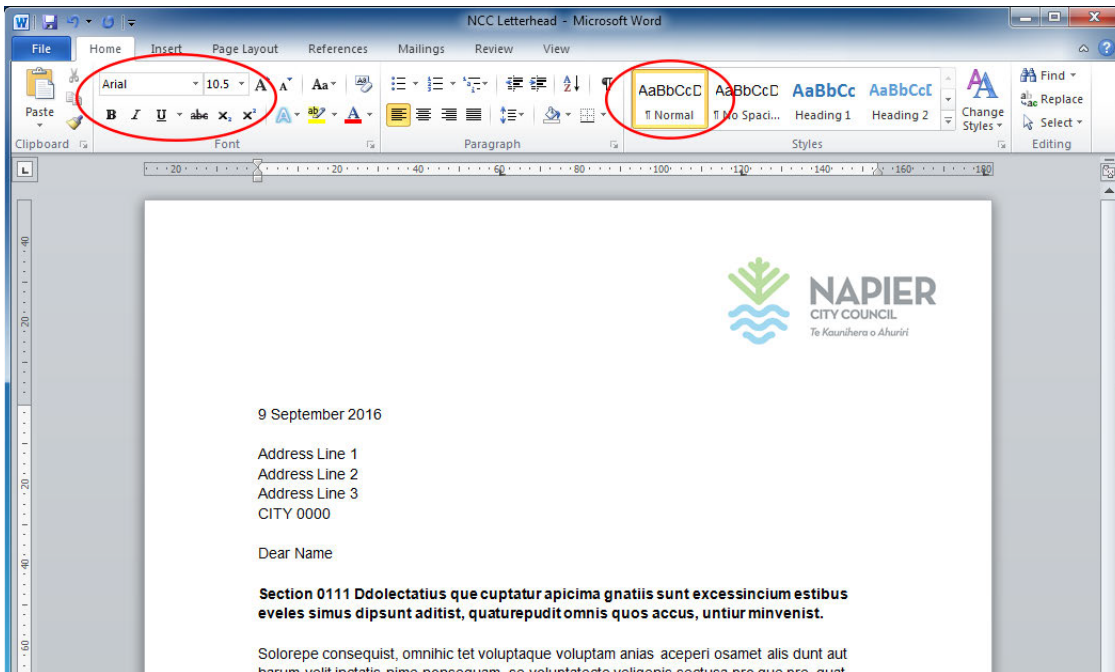
When using colours, if you're using a template you'll see the NCC colour palette in the colors drop-down, along the top row of the colour selection drop down menu, called Theme Colors.
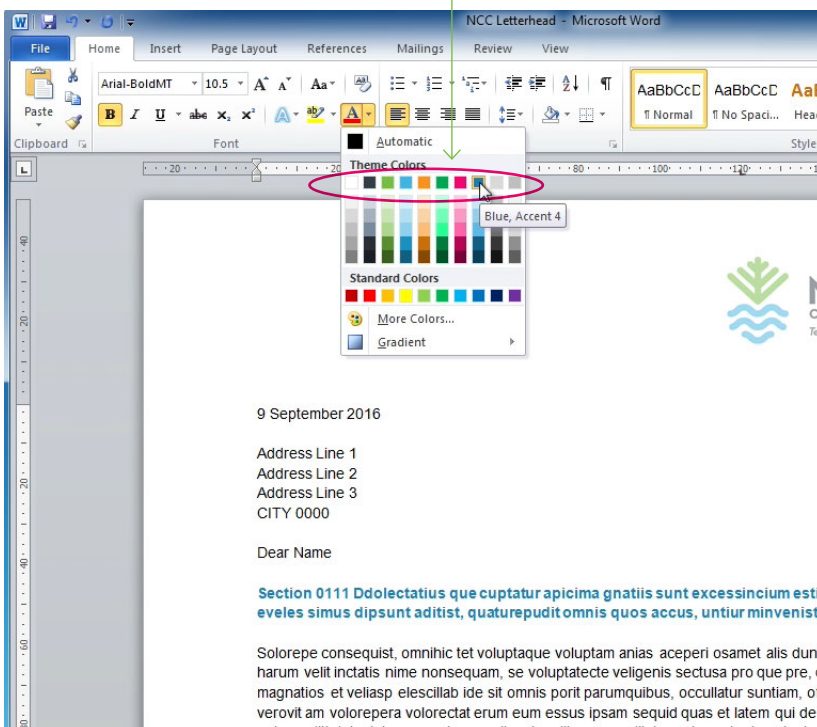
If you don't see the NCC colour pallette already when you click to slect a colour, load the Office theme "NCC-Word.thmx"

Stationery
//Print

Internal comms template

Word style sheets as marked below

Heading 1 - Arial Bold 30pt

Heading 2 - Arial Bold 10.5pt

Normal - Arial Regular 10.5pt

Normal Bullets - Arial 10.5pt

Heading 3 - Arial Bold 10.5pt

28mm

28mm

Image jpeg placed in

EMAIL MANAGEMENT Arial Bold 30pt

Why? Arial Bold 10.5pt
Napier City Council has an obligation under the Public Records Act 2005 to "Create and Maintain Records". Arial Regular 10.5pt

Which?
Not every email constitutes a record, only those which evidence a decision, activity, transaction or add information required to meet financial, legal, audit or other statutory requirements.

Return long lines to avoid long ragged lines

Where?
Email records should be saved into our Electronic Document Records Management System (EDRMS) "InfoSource".

Who?
The sender is responsible for filing outgoing emails, and you are responsible for determining which incoming emails should be saved.

Tips
- **Keep to one topic** – create new emails for new topics.
- **Have a specific subject** – use a clear and descriptive subject title/line.
- **Limit attachments** – save the attachment to EDRMS and send a link instead.
- **Manage chains** – indicate if no reply is needed.
- **Handling** – handle as few times possible, once open, decide whether to deal, delegate or delete.
- **When sent a CC or BCC** – these can be deleted when no longer required for business purposes.

Benefits

Access When saved into InfoSource, everyone can access the record.

Completeness Emails and other activity related records will be filed together.

Disposal Emails can be disposed of in accordance with legislation.

Space server space is reduced as duplicate emails are deleted.

Compliance staff can locate all records required to comply with LGO MA requests.

Contact our Records Team for assistance
helpdesk@napier.govt.nz

14mm

14mm

NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

Stationery
//Print

Media release and Memo templates

From the Word template provided, use the Normal style for body text, set to Arial 10.5pt / 14pt leading.
All styles are predefined in the template styles list, or load the Office theme "NCC-Word.thmx"

Media Release

Title

Date

Image caption: [Enter caption text here]

[Enter body text here.]

ENDS

For media inquiries contact:

Fiona Fraser
MANAGER COMMUNICATIONS & MARKETING
Napier City Council
t: +64 6 834 4144
m: 027 501 3921
e: fiona.fraser@napier.govt.nz

231 Hastings Street, Napier 4110
Private Bag 6010, Napier 4142
www.napier.govt.nz

t +64 6 835 7579
f +64 6 835 7574
e info@napier.govt.nz

Memo

To:	[Click here to start....Push TAB to enter next field....]		
Cc:	[CC Names...]		
Date:	[Click here to enter date]	File Ref:	[File Number]
Subject:	**[Enter Subject here]**		

[Memo Content here...]

[Enter your name]
[ENTER JOB TITLE]

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Private Bag 6010, Napier 4142
www.napier.govt.nz

t +64 6 835 7579
f +64 6 835 7574
e info@napier.govt.nz

Forms
//Print

Margin 14mm

Neutraface Text
Demi Italic & Bold
25pt/21pt

Gotham Book 10pt

Gotham Bold
10pt/12pt

Gotham Book
8.5pt/12.5pt

Line weight 0.25pt
NCC Blue

Circle 20% tint NCC
Blue, 4.6mm

NAPIER CITY COUNCIL
Te Kaunihera o Ahuriri

Application for
RESOURCE
CONSENT
(Resource Management Act 1991)

Office use only:

Consent number:

Receipt number:

Date:

GST No: 10-8890-324

Consent to be processed by Works Asset: ◯ Y ◯ N

Documents to be forwarded include:

◯ Application

◯ Site Plan   ◯ **Sent**

Section 1: Applicant Details

Name of owner:	
Contact person:	
Owners mailing address:	
	Postcode:
Street address/ registered office:	
	Postcode:
Owner's contact details:	Landline:	Mobile:
After hours:	Email:
Fax:	Website:

Section 2: Site Address

Street address of building:

Legal Description of land:

Certificate of title:
(Copy of certificate of title together with diagram, current within three months of application to be attached)

◯ Copy of certificate of title, no more than three months old
◯ Copy of certificate of title to be obtained on your behalf

Section 3. Proposal (Provide sufficient description of building work to enable scope of work to be fully understood)