

MetService brand style guide



Overview

From the storm warning that safeguards a fishing fleet, to forecasts that help power companies meet demand, whether you're staying dry, staying safe or staying ahead of the competition, MetService, as New Zealand's oldest continuous scientific institution is right there with you.

Our brand represents our organisation within New Zealand and further afield, and these guidelines outline how our branding can be used.

If you've got questions about the MetService brand, our guidelines, or need to request a logo or files, please contact the MetService design team through DesignTeam@metservice.com

MetService headquarters can be seen in this image, nestled at the top of the Wellington Botanic Garden.



Our Mangopare

The Mangopare represents strength, leadership, agility, tenacity, unrelenting determination, courage, and wealth.

The twin Mangopare design reflects the two key aspects of our business; weather prediction and oceanography and their interrelationship. The twin Mangopare are equally balanced, each component as vital as the other.

To emphasise our brand, we show Mangopare symbol in different ways.



MetService Logo

Recent changes to the MetService logo see the kerning adjusted to keep inter-character spacing consistent, and the 'Mangopare' have been resized in the horizontal application to match the sizing in the stacked version. A direct Maori translation of our name 'TE RATONGA TIRO RANGI' has been also added to the brand, reinforcing the bi-culturalism embodied by the Mangopare. This translation lockup must always be included whenever the MetService logotype is applied.

Stack type

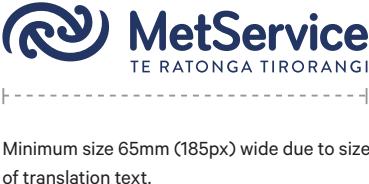


Minimum size 23.5mm for print or 120px for digital wide.



Clean space around the logos is required to maintain brand presence and hierarchy.

Horizontal type



Minimum size 65mm (185px) wide due to size of translation text.



Clean space around the logos is required to maintain brand presence and hierarchy.



MetraWeather Logo

MetraWeather, the international commercial brand of the Meteorological Service of New Zealand, is a global leader in providing innovative weather information services, contributing to the bottom line of businesses and the wellbeing of millions of people around the world.

Stack type



Clean space around the logos is required to maintain brand presence and hierarchy.

Horizontal type



Clean space around the logos is required to maintain brand presence and hierarchy.



MetOcean Logo

MetOcean Solutions is a science-based consultancy that offers specialist numerical modelling and analytical services in meteorology and oceanography. We provide high quality environmental data and expert interpretation to meet the rigorous requirements of the offshore and maritime industries as well as regulatory, defence and government agencies. MetOcean Solutions is a division of state-owned enterprise, Meteorological Service of New Zealand (MetService).

Stack type



Minimum size 23.5mm for print or 120px for digital wide.



Clean space around the logos is required to maintain brand presence and hierarchy.

Horizontal type



Minimum size 65mm (185px) wide due to size of translation text.



Clean space around the logos is required to maintain brand presence and hierarchy.

Group Logo

MetService, MetraWeather and the newly-aligned MetOcean logos are available in either horizontal or stacked versions. Both variations can be used in a horizontal three-grouping as shown. These logos must not be grouped in any other formation. Padding between the logos can be justified by utilising the hammerheads as a guide.

Stack type



Horizontal type



Alternative Logotype

The grouped icons represent the weather, and are regularly used with the MetService logo across different platforms. The icons can be used singularly, as a stand-alone grouping, or stacked with the logotype (example below).

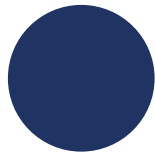


Alternative options



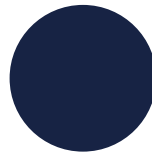
Colour palette

The colour palette strengthens visual consistency with the app and the website design, as well as broader coherency across all brands, platforms, products and graphic outputs.



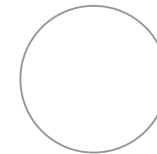
Main Blue

RGB R23 G35 B68
HEX #172344
CMYK C97 M88 Y43 K47



Dark Blue

RGB R35 G53 B99
HEX #233563
CMYK C98 M87 Y33 K23



White

RGB R255 G255 B255
HEX #FFFFFF
CMYK C0 M0 Y0 K0



Digital - Radial Gradient

RGB R48 G127 B190 - R36 G56 B115
HEX #307fbe - #243873
CMYK C80 M43 Y2 K0 - C100 M89 Y26 K12



Typography

MetService use 'Calibre'. MetService also used the free font style 'Open Sans' for documentation and presentations.

Calibre (Semi-bold) Heading Sentence Case

**A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n
o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
% ! @ # \$ ^ & * () _ + { } " ' : ?**

Calibre (Regular) - Sub-heading Sentence Case

Calibre (Regular) - Body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % ! @ # \$ ^ & * () _ + { } " ' : ?

Open Sans (Bold) Heading Sentence Case

**A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p
q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
% ! @ # \$ ^ & * () _ + { } " ' : ?**

Open Sans (Semi-bold) - Sub-heading Sentence Case

Open Sans (Regular) - Body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 % ! @ # \$ ^ & * () _ + { } " ' : ?



Do and Don't

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.

✓ Do



Use dark blue if it's necessary.

✓ Do



White logo for dark background colour.

✓ Do



You can use singular icon for highlighting platforms

✗ Don't



Don't use weather icons in different orders and parts

✗ Don't



Absence of Maori translation.

✗ Don't



Wrong ratio.

✗ Don't



Use different colour

✗ Don't



Don't use logo with icons in different orders.



Do and Don't

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



Do



Don't



Greater than the other one's logo size.



Don't



Absence of one of MetService brands.



Photography

Our images should be shot in a way that captures the beauty of the weather in New Zealand. It's clean and vibrant. For international brand, which is MetraWeather, they can use the local beauty with the weather, but weather should be more focused than their own culture.

Where possible, we should also leave a generous amount of negative space in the frame to create room for visual elements such as logo lock-ups and headline copy. When a model is in a photo, the background should be related to the weather context.



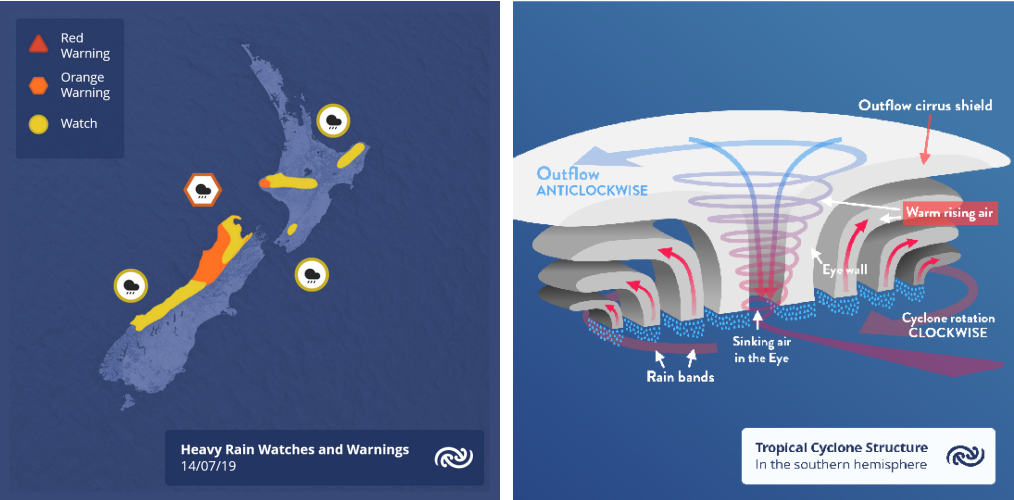
Mangopare in social media

The Mangopare symbol often appears our social media in order to make a credit that it's MetService's contents.

Video



Social media



Print

