

New Zealand Police Brand Use Guidelines



NOVEMBER 2022



NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa



Who We Are

Branding isn't just about a logo. Everything we do and say at New Zealand Police contributes to our brand and people's opinion of our brand. It is part of our purpose, our mission, our vision, our goals and all elements of Our Business.

No matter what district or workgroup you belong to, we all collectively contribute to the one brand – New Zealand Police. Our brand contributes to the overall perception of New Zealand Police and helps build trust and confidence.

The material we publish, our building signage, our campaigns, promotional material, and a wide range of other products all contribute to our brand.

One of our values is professionalism, so having a unified brand approach for Police is closely aligned with living our values.

This document sets out the guidelines for using the New Zealand Police brand in a consistent and professional way, supporting our values and building trust and confidence.

Please contact brand@police.govt.nz regarding:

- assistance or support with branding needs
- use of the Police brand in advertising (including TV documentaries/shows)
- sponsorships or external facing initiatives
- anything shown in this document.

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New Zealand Police logo

We are one united brand – New Zealand Police. Our logo is the central element in how we identify our organisation. While we have Police districts, to the public we are always New Zealand Police and the logo should reflect this. The logo should never be altered in any way and is protected by government legislation.



All use of the Police logo in advertising, sponsorship or external facing initiatives must be approved.

The primary logo can be requested through the **'Photo Library' on Ten One.**



PRIMARY LOGO - FULL COLOUR



PRIMARY LOGO - REVERSED

Logo variations

We should always strive to use our primary logo where possible. However, our logo variations give us flexibility in situations where the format does not suit the proportions of our primary logo.

All versions of the Police logo are available in reverse (white for dark backgrounds) and monochromatic (dark for light backgrounds) formats as required.

Our logo should never be the most prominent element on a page. It should be scaled to be noticeable without being imposing.

PRIMARY LOGO

We should always endeavour to use the primary logo which includes the te reo translation.



MINIMUM OF 40MM

SINGLE COLOUR LOGOS

Single colour logos are available in Police navy, white and black only.



REDUCED LOGO

Only for use at small sizes where our te reo Māori tagline becomes illegible.



MINIMUM OF 33MM

CLEAR SPACE

The logo should be given room to breathe so it isn't cluttered by surrounding elements or the edge of a page.

The reason for clear space is to ensure the logo visibility and impact.

The **minimum** amount of clear space is equal to the height of the 'P' in Police.



MINIMAL LOGO

These are only for use when the te reo Māori tagline and/or the Police crest become illegible.



MINIMUM OF 25MM



Improper use of the Police logo

The Police logo (and any logo variation) should not be edited or altered. The following are examples of improper (or outdated) use of the New Zealand Police logo.

! If you see any incorrect use of the Police logo, you can send it to brand@police.govt.nz



Do not use the old logos.



Do not alter the colour of the logo.



Do not use special effects such as drop shadows with the logo.



Do not position the logo at an angle.



Do not skew, stretch or warp the logo.



Do not crop the crest off the primary logo.



Do not change the size of graphic elements (such as the crest or koru) of the logo.



Do not place the full colour, navy or black logo on clashing background colours or dark images.

Always use the reversed logo.



Colour palette

Our colours are designed to capture the spirit of New Zealand Police. They are instantly recognisable visual anchors, derived from traditional associations with Police such as uniforms and patrol car lights.

PRIMARY COLOURS

New Zealand Police navy and white are the foundations of any content we create.

Police navy

RGB 0 22 75
CMYK 100 86 10 60
HEX #00164b
PMS 2768 C

White

RGB 0 0 0
CMYK 0 0 0 0
HEX #ffffff
PMS White

SECONDARY COLOURS

Our secondary palette of blue, cyan and red complements and enhances our primary colours.

Police blue

RGB 39 61 146
CMYK 100 92 5 0
HEX #223d92
PMS 287 C

Police cyan

RGB 0 189 242
CMYK 75 0 0 0
HEX #00BDF2
PMS 299 C

Police red

RGB 237 26 59
CMYK 0 100 80 0
HEX #ED1A3B
PMS 185 C

Supporting colour palette

GREYS

Greys are used as structural colours for text and graphic devices.

90%	60%	20%	10%
RGB 65 64 66	RGB 128 130 133	RGB 209 211 212	RGB 230 231 232
CMYK 0 0 0 90	CMYK 0 0 0 60	CMYK 0 0 0 20	CMYK 0 0 0 10
HEX #414042	HEX #808285	HEX #D1D3D4	HEX #E6E7E8

CYAN TINTS

Cyan tints are used for creating charts and infographics along with the main colour palette.

90%	60%	20%	10%
RGB 50 197 244	RGB 136 214 248	RGB 233 247 254	RGB 233 247 254
CMYK 63 0 0 0	CMYK 42 0 0 0	CMYK 14 0 0 0	CMYK 7 0 0 0
HEX #32C5F4	HEX #88D6F8	HEX #D7F0FC	HEX #E9F7FE

AUXILIARY COLOURS

Auxiliary colours are mostly used for infographics, tables or charts. They are used when our primary and secondary palettes are not enough. **We never use them regularly or dominantly.**

RGB 231 7 125	RGB 235 103 36	RGB 53 168 73	RGB 195 217 57	RGB 255 242 0
CMYK 2 100 14 0	CMYK 3 74 99 0	CMYK 78 8 100 0	CMYK 28 0 95 0	CMYK 0 0 100 0
HEX #E7067C	HEX #EB6724	HEX #35A849	HEX #C3D939	HEX #FFF100

Koru

The koru, a young fern frond, is the key graphic element that connects our brand to our identity as a nation.

The koru is a reference to te ao Māori and a celebration of Aotearoa New Zealand's unique heritage. Its connotations of encapsulation, protection and peace align with our values as an organisation and reiterate New Zealand Police's commitment to Māori.

Visual principles from the koru are embedded throughout our branding — always present but never distracting from the content our graphics support.

All versions of the Police logo (primary and abbreviated) must include the koru.

ROUNDED ON TOP

Follows the natural curve of a fern frond.

8° ANGLE

Representing the continuous forward momentum we strive for.

SHARP ON THE BOTTOM

Represents the solid foundations of Police.



A koru line design can be used for headers and footers of documents, and in presentation templates. Detail can be seen on **page 18**.

The Police crest

The Police crest is an integral part of New Zealand Police history and an important component of our logo. It is always preferred that the primary logo (with the crest) is used, rather than the crest on its own. It can be used on its own internally when a Police presence is required but space is limited.



Requests for use of the Police crest can be directed to brand@police.govt.nz



Police tohu

WHAKATAUĀKĪ

E tū ki te kei o te waka, kia pākia koe e ngā ngaru o te wā

Stand at the stern of the waka and feel the spray of the future biting at your face.

The words of the whakatauāki inspire courage in the face of adversity and thereby hint at the enormity of the task with which Police face. These words inspirationally capture Dr Apirana Mahuika's vision for a new relationship between Māori and Police.

TOHU USE

The tohu should be applied to all branded long-form publications (e.g. reports, corporate documents, strategies) as part of symbolising commitment to Māori and the Treaty of Waitangi.

The primary brand should always be the New Zealand Police logo, and the tohu must never be used to replace the Police logo.

Ideal placement of the tohu is on the front cover/first page or back cover/final page of a publication if space is limited.

The tohu can be applied in full colour, Police navy, or reversed (white) — with full colour being the preferred.



Due to space limitations of smaller form content such as brochures, flyers or advertising, it is not mandatory for the tohu to be present. However, this is something which can be considered by the Marketing and Brand team during the design process.

The tohu is a distinctive mark that symbolises New Zealand Police's commitment to Māori and the Treaty of Waitangi. It originates from the whakatauāki / proverb gifted to New Zealand Police in 1996 by respected Ngāti Porou Kaumatua and scholar Apirana Mahuika, who was a member of the Commissioner's Māori Focus Forum.



The three tohu designs can be requested through the **'Photo Library' on Ten One.**



TOHU - FULL COLOUR



TOHU - POLICE NAVY



TOHU - REVERSED

The design depicts 'ngaru', the waves of time, and 'haere whakamua', a vehicle towards common goals. Below the mark is the whakatauāki itself.

Applying the tohu with the New Zealand Police logo

Where space allows, the Police logo and tohu should sit beside each other.

When using together with the New Zealand Police logo, separate the marks by a minimum of one crest-width.

FULL TOHU

When using the full tohu (including the whakatauāki) it must be large enough to be legible, at least 40mm wide.



REDUCED TOHU

The tohu's whakatauāki may be removed when applied smaller than 40mm, or as a background graphic.

It must be large enough to be legible, at least 30mm wide.



The Police and New Zealand Government coat of arms

The New Zealand Police coat of arms represents the sovereign nature of New Zealand and the Government's authority.

It is for government use only and should not be edited or altered. Any use outside of government must have permission from the Ministry of Culture and Heritage.



The coat of arms should only be used on Police uniforms. Any Police use of the coat of arms must be approved by Capability capability@police.govt.nz



NEW ZEALAND POLICE COAT OF ARMS



NEW ZEALAND GOVERNMENT COAT OF ARMS

Tukutuku chevron

While a chevron is common with policing around the world, the tukutuku chevron is a central part of New Zealand Police's branding that has been created to distinctly represent New Zealand Police, as well as our Māori history.

It can be applied as a footer to publications, as a background pattern or a graphic element to enhance a design. It is also used widely on Police signage.

THE TUKUTUKU

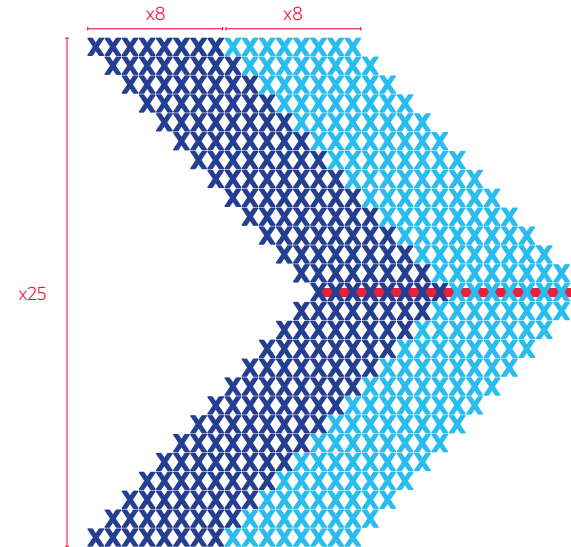
The design comes from traditional tukutuku panels, an ornamental flax latticework used to decorate Māori meeting houses.

These panels are created by two weavers, working together on each side of the frame in kaupapa (partnership). The final panel represents the dialogue between each weaver and the narrative depicted in the design of the weaving.

New Zealand Police's tukutuku is woven between New Zealand Police and the communities we serve. Our design depicts a continuous forward pursuit of excellence in the form of a chevron, an insignia historically tied to Police.

THE KORU

A red line runs through the middle of the full colour tukutuku. The line relates to the red koru in our logo. As a motif, it represents ancestry and the passing of knowledge.



The thickness of the red koru when used as a footer.



The thickness of the red koru when used as a large graphic device, i.e. a full page graphic or decal.



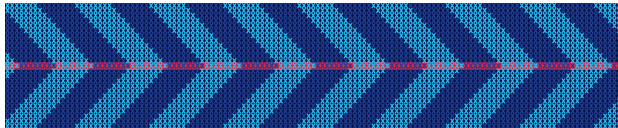
Full colour tukutuku chevron

The full colour tukutuku chevron is used as a footer or large-scale graphic, i.e. full page graphic or decal.

! Do **not** place text/images on top of the tukutuku chevron.
Do **not** use the tukutuku chevron as anything other than a footer or full page graphic, i.e. header, page divider.

FULL TUKUTUKU PANEL

The tukutuku weave pattern is primarily used with a navy background.



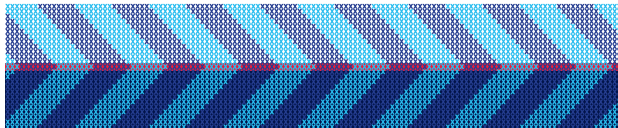
ANGLE CROP FOOTER

A tukutuku footer may be cropped on an 8° angle. This method is especially useful when space is limited.



HALF TUKUTUKU PANEL

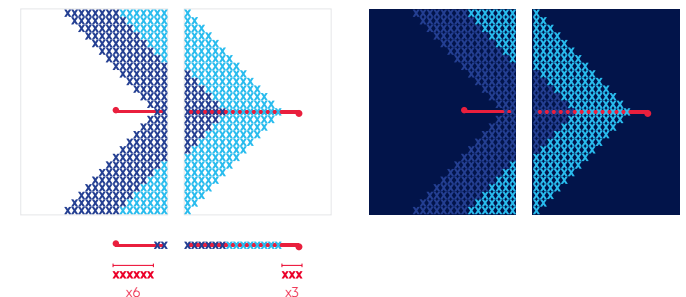
The tukutuku weave pattern may be used with a navy background on the bottom half of the panel.



KORU ENDING

This method is most used where the tukutuku is a full page or large-scale graphic, i.e. full page graphic or decal.

The red koru in the tukutuku chevron can be extended.



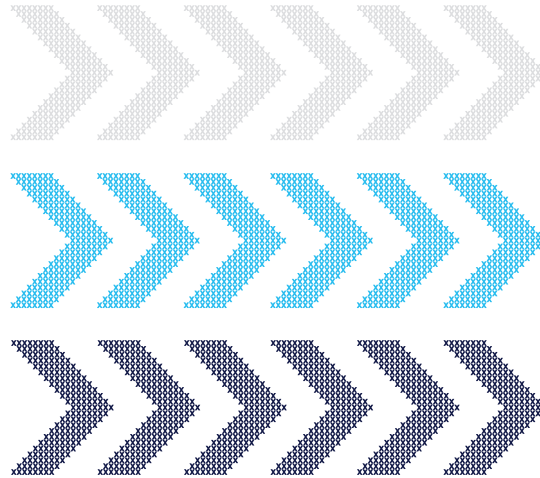
Single colour tukutuku chevron

The tukutuku chevron can be applied as a single colour graphic. This application must be used sparingly. Overuse can quickly make a design too cluttered/busy.

! The single-colour tukutuku chevron must **only** be used in the colours indicated below. A tukutuku chevron design can be requested through the 'Photo Library' on Ten One.

SINGLE COLOUR OPTIONS

The tukutuku chevron can **only** be used in three different colours, light grey, Police cyan and Police navy.

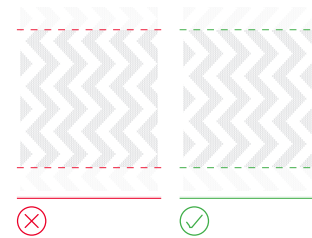


TUKUTUKU AS A PANEL

The tukutuku chevron can be used as a panel. This is mostly used as a watermark, covering a full page.

The paneling should always be cropped at the top and bottom edge of a 'row', never through a row.

All rows should always depict a full-height chevron to ensure the graphic visually points to the right.



BULLET POINT

The tukutuku chevron can be used as a Police-branded bullet point. It must be the height of the font.



Turning of the Tide Koru

The Turning of the Tide koru mark represents New Zealand Police's vision of achieving better outcomes for New Zealanders through working in partnership with iwi.

It can be used as a single pattern in relevant documents, repeated as a pattern/panel, or on entryway signage and internal meeting room glazing.



The Turning of the Tide koru can be requested through the **'Photo Library' on Ten One.**

SINGLE COLOUR OPTIONS

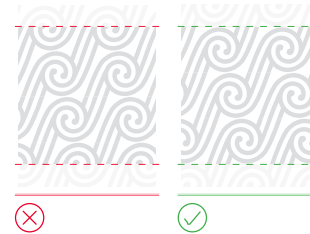
The Turning of the Tide koru can **only** be used in four colours, light grey, Police cyan, Police blue or Police navy.



TURNING OF THE TIDE KORU AS A PANEL

The Turning of the Tide koru can be used as a panel. This is mostly used as a watermark covering a full page, or as a decal.

The paneling should always be cropped at the top and bottom edge of a 'row', never through a row.



Koru line

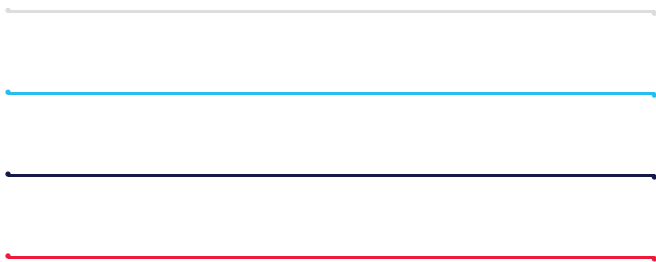
The koru line is a representation of the koru from the New Zealand Police logo. The koru line can be used for the headers and footers of documents, and in powerpoint templates.

This can also be used to separate sections and titles.

The size and scale of the koru line should not be a dominating feature.

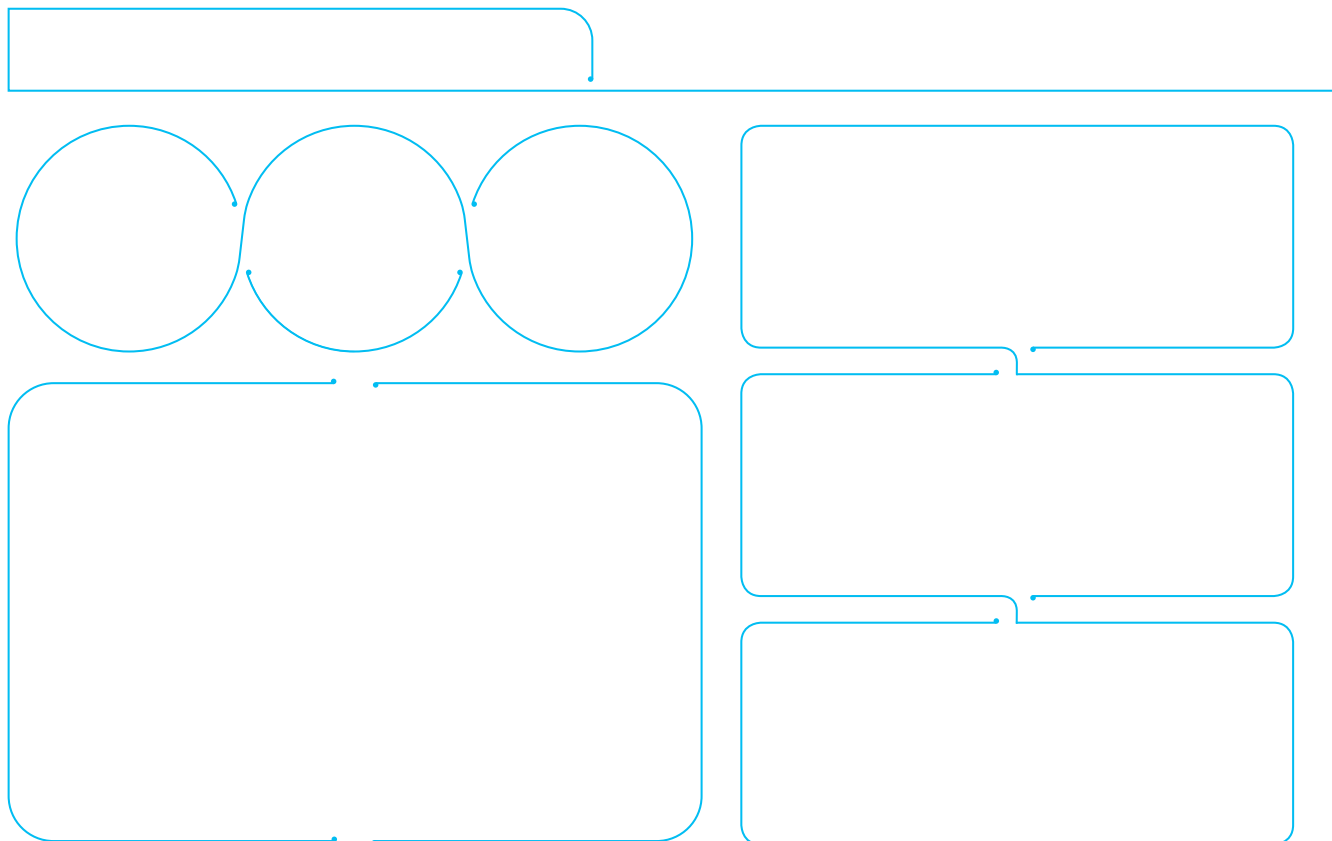
COLOUR OPTIONS

The koru line can **only** be used in light grey, Police cyan, Police navy or Police red.



HOUSING

The koru line can be used to 'house' important information or headings.



Workgroup lockups

For overarching workgroups only.

For example, Media and Communications may have one but the Marketing and Brand team (in Media and Communications) would not.



FOR USE IN

- internal presentations
- workgroup reports
- strategy documents.



NOT FOR USE IN

- external facing campaigns and initiatives
- advertising
- email signatures.

Workgroup lockups have been developed where there is a benefit in highlighting the workgroup to particular audiences.



Workgroup lockups are available on a case by case basis. To request a lockup for your workgroup, please contact brand@police.govt.nz

You will need to provide a strong case for requesting one. This will need to include why the primary New Zealand Police logo is not sufficient.

The workgroup's name should align with the end of 'Police'. If the name is lengthy, align to the end of the closest word.

The workgroup's name should sit below the logo at a distance equal to one tukutuku chevron in height.



The distance between the tukutuku chevron and workgroup's name must be at least one iteration of the chevron.

The amount of tukutuku chevron before the workgroup's name may vary, but must be at least six iterations of the chevron, i.e. >>>>>>

External-facing graphic identities

EXTERNAL-FACING GRAPHIC IDENTITY CRITERIA

- must be a major area of work for New Zealand Police where a graphic identity reinforces it with the public
- must support a message that will stand the test of time
- any public facing advertising or campaigns with identities must be approved and developed by the Marketing and Brand team.



FOR USE IN

- advertising or campaigns
- social media
- printed material and collateral.



NOT FOR USE IN

- email signatures.

New Zealand Police has a select number of graphic identities to support key priorities and areas of work. They have each met strict criteria and must be approved, developed and designed by Media and Communications.



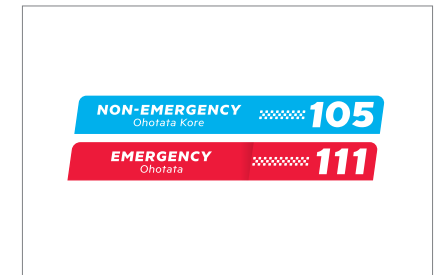
Approved external-facing graphic identities usually appear alongside the New Zealand Police logo. **They typically do not appear on their own.**



Key criteria met: Road policing is an ongoing major area of work for the organisation.



Key criteria met: Recruitment is an ongoing major priority for the organisation.



Key criteria met: Major area of work for Police, important information for the public to know.



Key criteria met: This is part of our positioning externally for our recruitment as part of a strong value proposition for joining New Zealand Police.

Internal-facing graphic identities

INTERNAL-FACING GRAPHIC IDENTITY CRITERIA

- must support a key priority or goal for New Zealand Police, supporting Our Business
- must be relevant to the large majority of staff
- must be a major programme of work for New Zealand Police
- must NOT be a workgroup. Workgroups should **not** have their own graphics.



FOR USE IN

- internal publications
- internal reports
- internal campaign material.



NOT FOR USE IN

- email signatures.

New Zealand Police has a select number of graphic identities to support key priorities and areas of work. They have each met strict criteria and must be approved, developed and designed by Media and Communications.



Workgroups should not have their own graphic identities without a strong rationale for doing so.

All identities must be approved, developed and designed by Media and Communications in the first instance brand@police.govt.nz



Key criteria met: Key priority for the organisation, relevant for all frontline staff.



Key criteria met: Key priority for the organisation, relevant to the majority of Police staff.



Key criteria met: Key programme of work for the organisation, relevant to all Police staff.



Key criteria met: Wellness of our people is of high importance to New Zealand Police.



Key criteria met: Recruitment and career progression of our people is of high importance to New Zealand Police, relevant to all Police staff.



Key criteria met: Key programme work for the organisation, relevant to all Police staff.

In approved situations, specialist workgroups (such as AOS, STG, SAR) have had symbols developed for recognition of service, for use as commemorative pins, on certificates and awards, and for non-uniform items for members of those groups (such as training t-shirts).

These are not operational uniform items and should not be used as part of the Police uniform or worn or displayed in an operational setting. Any requests regarding uniform use should go through the Capability Group capability@police.govt.nz

New Zealand Government logo

The New Zealand Government logo identifies work produced by the New Zealand Public Service.

Application of the New Zealand Government logo must follow the Public Service Commission's guidelines, which can be found at:
www.ssc.govt.nz/govt-brand



Te Kāwanatanga o Aotearoa
New Zealand Government

Our fonts

Our fonts are the architecture of any material we produce. They play a major part in how our messaging appears in a professional and consistent manner.

We use three fonts which have been selected for effect, flexibility and accessibility. We use these fonts for different purposes across our brand.

PRINT

Metric is our primary brand typeface.

It is used for all external-facing print applications, such as notices, manuals, brochures, flyers, corporate reports and posters.

Aa

Metric

Metric Bold

Metric Bold Italic

Metric Semibold

Metric Semibold Italic

Metric Medium

Metric Medium Italic

Metric Regular

Metric Regular Italic

Metric Light

Metric Light Italic

Metric Thin

Metric Thin Italic

DIGITAL

Source Sans Pro is our primary brand typeface for digital content.

Source Sans Pro should be used for all external digital application. This includes the Police website, social media, apps and online advertising.

Aa

Source Sans Pro

Source Sans Pro Black

Source Sans Pro Black Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Source Sans Pro Semibold

Source Sans Pro Semibold Italic

Source Sans Pro Regular

Source Sans Pro Regular Italic

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro Extra Light

Source Sans Pro Extra Light Italic

INTERNAL

Arial is our staff typeface and should be used on all emails, presentations and internal documents.

Aa

Arial

Arial Bold

Arial Bold Italic

Arial Regular

Arial Regular Italic

Font styling

This page outlines the standard font settings. Use these as a guide to structure your content.

Leading and tracking is relevant for those using professional design software only.

EXTRA LARGE HEADING

Font 52pt Bold Italic
Colours navy, cyan, white

NZ Police

Leading 52pt
Tracking 20

STANDFIRST / INTRO COPY

Font 16pt Light
Colours 90% black, white

Deliver the services New Zealanders expect and deserve.

Leading 18pt
Tracking 0

LARGE HEADING

Size 28pt Bold Italic
Colours navy, cyan, white

Policing by consent

Leading 26pt
Tracking 20

PARAGRAPH HEADING

Font 12pt Semibold
Colours navy, cyan, white

Focused prevention through partnerships

Leading 13pt
Tracking 0

MEDIUM HEADING

Size 18pt Bold Italic
Colours navy, cyan, white

Be Safe, Feel Safe

Leading 18pt
Tracking 10

BODY COPY

Font 10pt Regular/Light
Colours navy, cyan, black, white

New Zealand Police is working with the community to make New Zealanders be safe and feel safe. With over 15,000 staff, we provide policing services 24 hours a day, every day.

Leading 13pt
Tracking 0

SECTION HEADING

Size 16pt Bold Italic
Colours navy, cyan, white

To prevent crime and harm through exceptional Policing

Leading 16pt
Tracking 0

SMALL TITLE

Font 8pt Medium
Colours 60% black, 60% white

TO HAVE THE TRUST AND CONFIDENCE OF ALL

Leading 10pt
Tracking 100

Photography

Our photography celebrates the diversity of our staff and the unique communities they work in. It is focused on everyday mahi; telling a story of connection and empathy. Imagery should show our people, and genuine interaction with the community wherever possible.

A talent release form can be requested through brand@police.govt.nz



Always ensure correct uniform and equipment are worn in photographs.

A talent release **must always** be signed by staff and members of the community when used in our photos.



Avoid cropping heads and be aware of cultural sensitivities. Contact the Iwi and Community Group if you're unsure.

Do not overly edit, filter or stylise photography.



A library of approved Police imagery is available for download on the Ten One image library.

Other image requests can be sent to brand@police.govt.nz

Social media branding

A professional and consistent look and feel to New Zealand Police's social media presence is an important part of how our followers see the organisation.



All enquiries regarding social media content should be sent to social.media@police.govt.nz



Branded promotional items

BUSINESS CARDS

Business cards are ordered via SAP



Stationery and promotional items are available to order via the SAP ordering system, or through the Marketing and Branding team.

Note: There will be a cost for production.

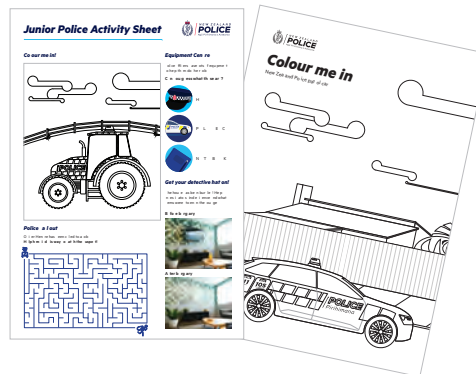
!
For requests for new branded Police stationery or promotional items email brand@police.govt.nz

PROMOTIONAL PRODUCTS

Pull-up banners



Activity sheets for kids



Pens



Badges



Stickers



Posters



Publications

Branded publication templates are available to download from Ten One. Where a more extensive design is required, contact the Marketing and Brand team.

! Templates available to download here:
tenone.police.govt.nz/page/brand-and-image
 Design requests can be sent to
tenone.police.govt.nz/form/design-request-form

POWERPOINT TEMPLATE

For use on internal or external presentations, it includes a variety of layout options. The template is available on Ten One, search 'NZ Police Powerpoint'.



LETTERHEAD TEMPLATE

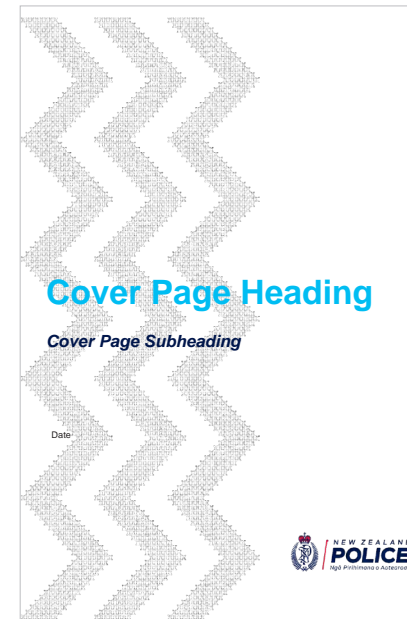
The Police letterhead is available in Word under 'Police Forms'.



REPORT TEMPLATE

Suitable for most internal reporting/publications. These templates are Word documents but have been developed with a consistent look and feel to the branding.

They have been designed so staff can work on content without the need of a graphic designer.



CERTIFICATE AND INVITATION TEMPLATES

We have a range of certificate and invitation templates available for use. All enquiries regarding these designs should be sent to brand@police.govt.nz

Email signatures

- the **only** logo used in email signatures should be the New Zealand Police logo
- any references to workgroups, business units or service centres should be included in the copy block of the email signature rather than as an extra graphic or icon
- no other images or graphics should be included as part of the email signature.



The four approved email signatures can be accessed on Ten One to load into Outlook as a new signature. Search 'Brand' to download them.

Email signatures used by staff should be consistent in terms of the format, the different branding elements used, as well as using the correct New Zealand Police logo.

Our email signatures are one way that we demonstrate professionalism as an organisation.

Staff should only use approved email signatures.

STANDARD EMAIL SIGNATURE

Regards,

First name Last name *(pronouns - optional)*
Job Title
 Workgroup or Business unit
 District – optional inclusion

P +64 1 234 5678
 M +64 21 123 4567
 E Firstname.Surname@police.govt.nz

POLICE TOHU EMAIL SIGNATURE

Regards,

First name Last name *(pronouns - optional)*
Job Title
 Workgroup or Business unit
 District – optional inclusion

P +64 1 234 5678
 M +64 21 123 4567
 E Firstname.Surname@police.govt.nz

RAINBOW COMMUNITIES EMAIL SIGNATURE

Regards,

First name Last name *(pronouns - optional)*
Job Title
 Workgroup or Business unit
 District – optional inclusion

P +64 1 234 5678
 M +64 21 123 4567
 E Firstname.Surname@police.govt.nz

PACIFIC RESPONSIVENESS EMAIL SIGNATURE

Regards,

First name Last name *(pronouns - optional)*
Job Title
 Workgroup or Business unit
 District – optional inclusion

P +64 1 234 5678
 M +64 21 123 4567
 E Firstname.Surname@police.govt.nz

Vehicle livery and decals

Please ensure the Marketing and Brand team and Fleet Service Group are consulted regarding all design of livery for Police vehicles.

This includes but is not limited to all operational vehicles, mobile police bases, aircrafts and vessels, as well as branding on non-operational fleet vehicles.



For all initial livery enquiries please consult the Fleet Service Group fleet.pnhq@police.govt.nz

PATROL CAR



EAGLE HELICOPTER



VESSEL



Signage

A consistent design presence has been developed for police stations and offices. Various signage elements are available in various formats, both for internal and external areas of buildings. The National Property Group manages new builds and major renovations, liaising with the Marketing and Brand team for sign off.

Signage requests can be sent to brand@police.govt.nz

Note: costs for signage design and production will be the responsibility of the district or service centre the signage is for.



A signage manual is available for guidance on branding Police property.

INTERNAL SIGNAGE

For use on internal walls, glass panels and doors. Signage options include privacy decals, functional wayfinding signage and branded elements for aesthetic purposes.



EXTERNAL SIGNAGE

For police stations and buildings. A consistent design makes our stations easily recognisable to the public. More subtle options are available for buildings that are not public-facing.





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