



**Te Pūkenga**

**Co-branding guidelines**

Last updated 18 August 2022

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# Strengthening our bonds

While we are separate strands, we are stronger together.

As we move towards a unified brand expression in 2023 the steps we take to get there are important in both maintaining the mana of the existing organisational brands, and in helping our many audiences make sense and meaning of the relationships between the brands.

This document outlines our approach to co-branding with our network. Co-branding will enable us to visually tell our story as a unified organisation where we are stronger together.

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Introduction

Kia ora, welcome to the co-branding guidelines for Te Pūkenga.

This document is a tool to help you successfully maintain a consistent and professional visual identity for Te Pūkenga. It describes the correct design practices necessary for preserving the integrity of the brand and avoiding visual inconsistencies across brand applications.

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# Stronger together

Te Pūkenga is bringing together a network of Institutes of Technology and Polytechnics, and Industry Training Organisations, to build a national system that puts learners (in particular Māori, Pasifika and disabled learners), and their whānau at the centre of everything we do.

This new network will deliver a consistent quality of education across all of New Zealand by putting learners at its centre. It aims to create ways of learning that are more in tune with where the world is heading, and that fit around people's lives to work for everyone.



# Horizontal double logo lockup

When partner logos are shown in close proximity to each other in a brand-neutral environment, Te Pūkenga logo will be placed on the right.

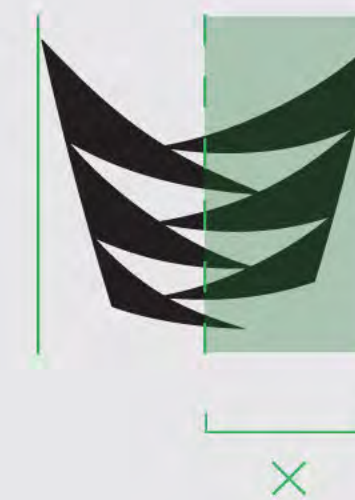


30mm minimum

### Clearspace and minimum size

This padding is based off the width of the *tohu* — and 1/2 width for our primary marks.

Note this is the minimum distance for space around the logo, and not a fixed amount.



# Horizontal double logo lockup

Horizontal double logo lockup

Working



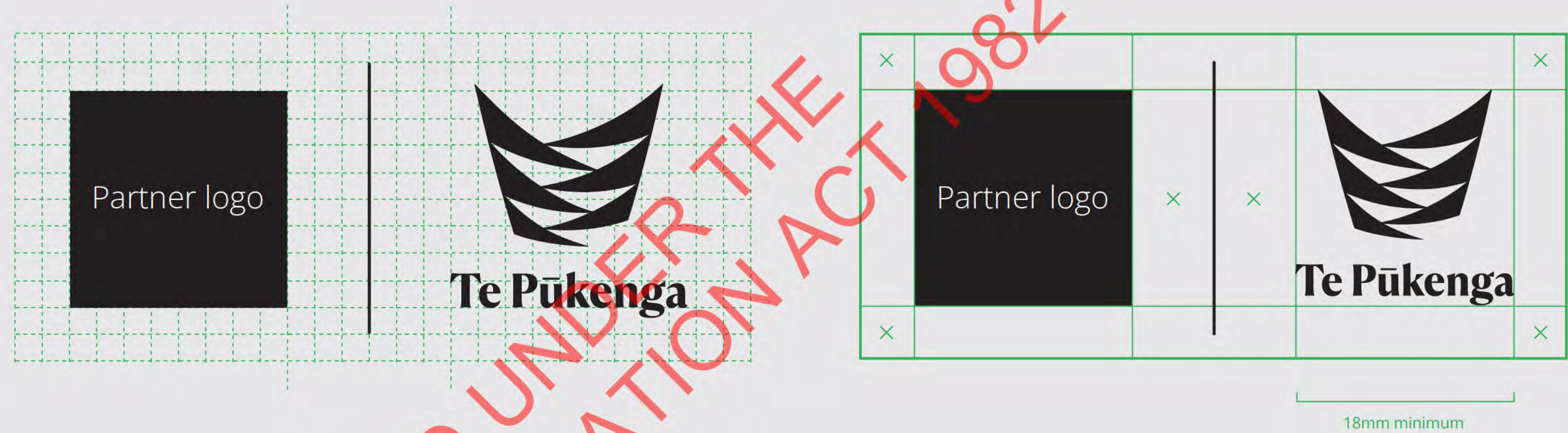
Horizontal double logo lockup

Examples



# Stacked double logo lockup

When partner logos are shown in close proximity to each other in a brand-neutral environment, Te Pūkenga logo will be placed on the right.



## Clearspace and minimum size

This padding is based off the width of the tohu — 1/3 width for our primary mark.

Note this is the minimum distance for space around the logo, and not a fixed amount.



# Stacked double logo lockup

## Stacked double logo lockup

### Working



## Stacked double logo lockup

### Examples





# Lockups with straplines

Horizontal double logo lockup

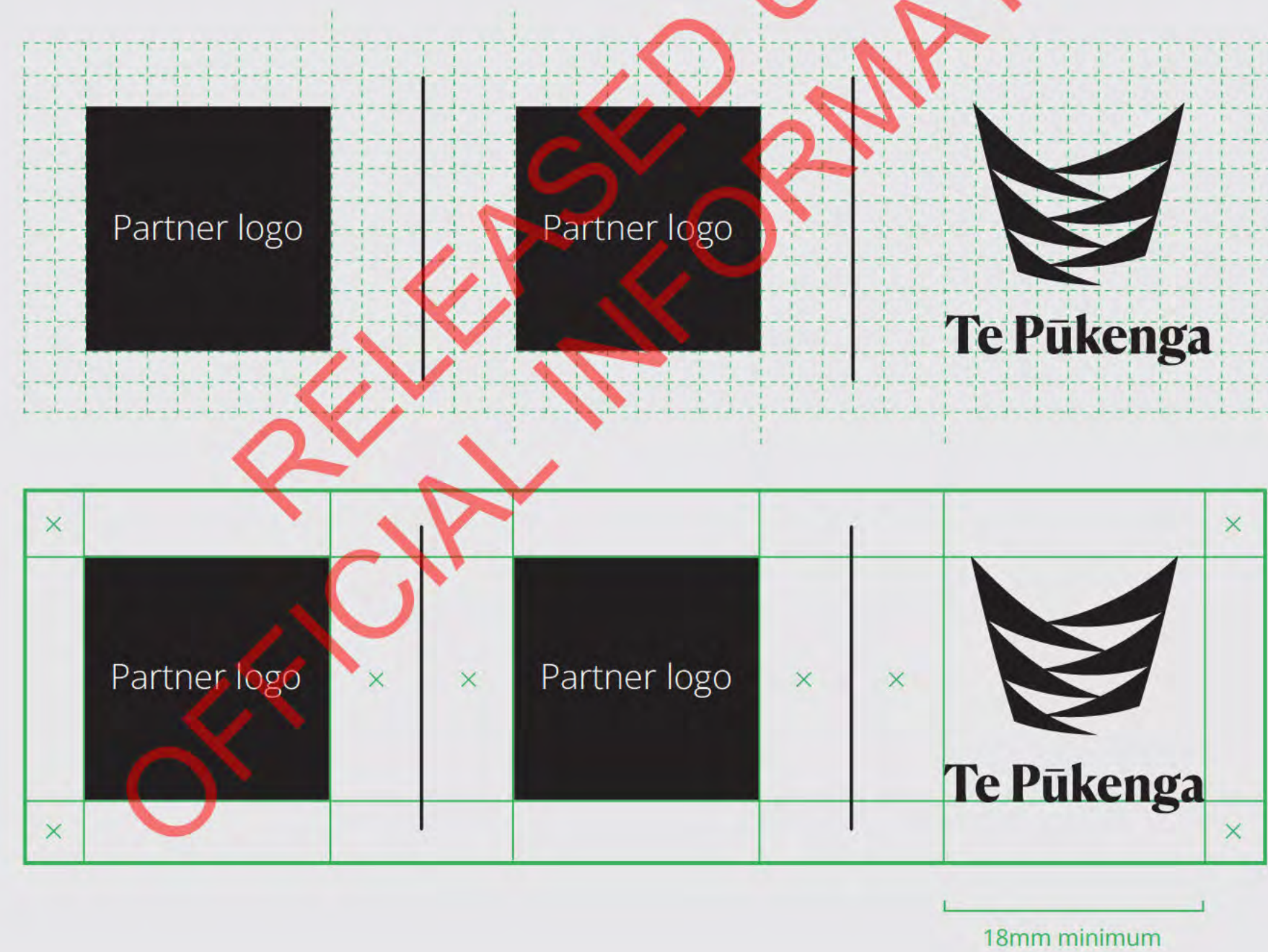
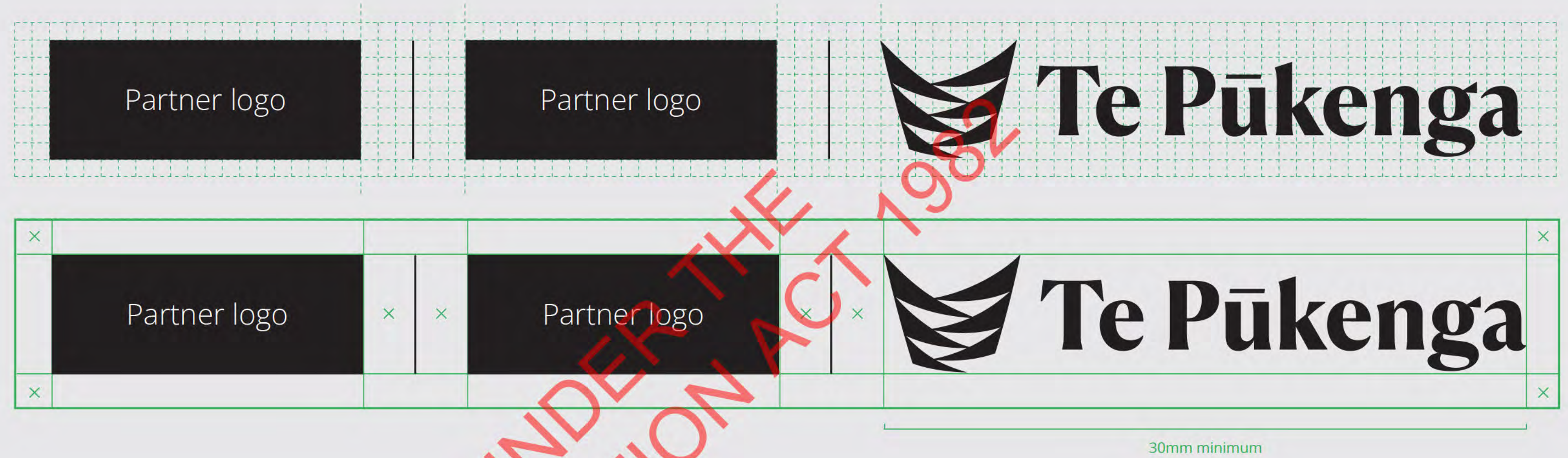


Stacked double logo lockup



# Horizontal and Stacked triple logo lockup

In some cases, three logos are required to be co-branded. When partner logos are shown in close proximity to each other in a brand-neutral environment, Te Pūkenga logo will be placed on the right.



## Clearspace and minimum size

This padding is based off the width of the *tohu* — and 1/2 width for our primary marks.

Note this is the minimum distance for space around the logo, and not a fixed amount.



# Horizontal and Stacked triple logo lockup

## Horizontal triple logo lockup

### Working



## Horizontal triple logo lockup

### Examples



## Stacked triple logo lockup

### Working



## Stacked triple logo lockup

### Examples

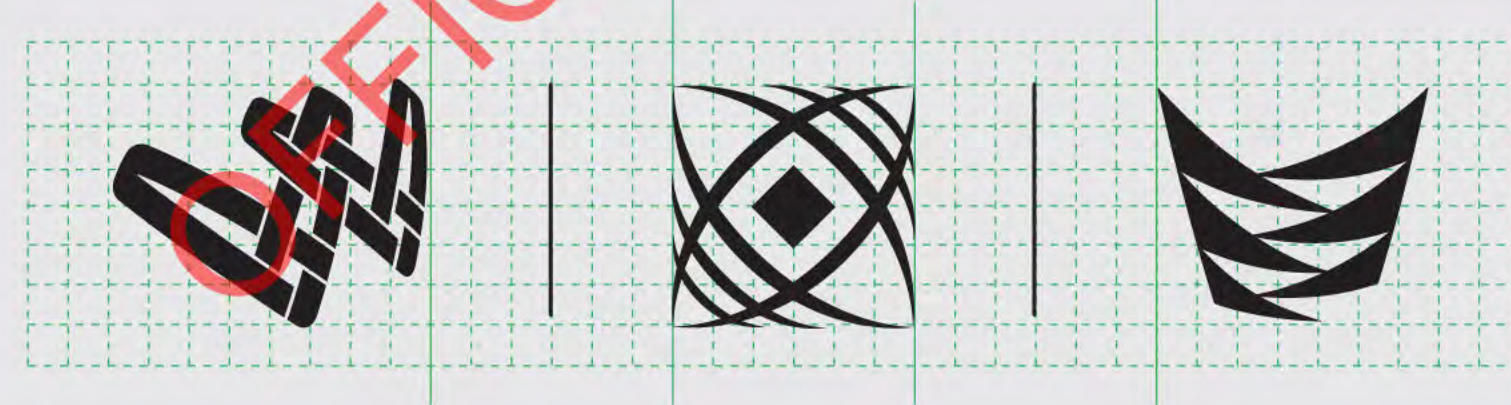


# Tohu double and triple mark lockup

This version should only be used with absolutely necessary and when supported by full Te Pūkenga branding.

## Double and triple mark lockup

Showing the workings of how the ratios were devised.



## Double and triple mark lockup

Examples



# Certificate

New Zealand Certificates, New Zealand Diplomas, and Microcredentials should be landscape.

Certificates must comply with NZQA policy.

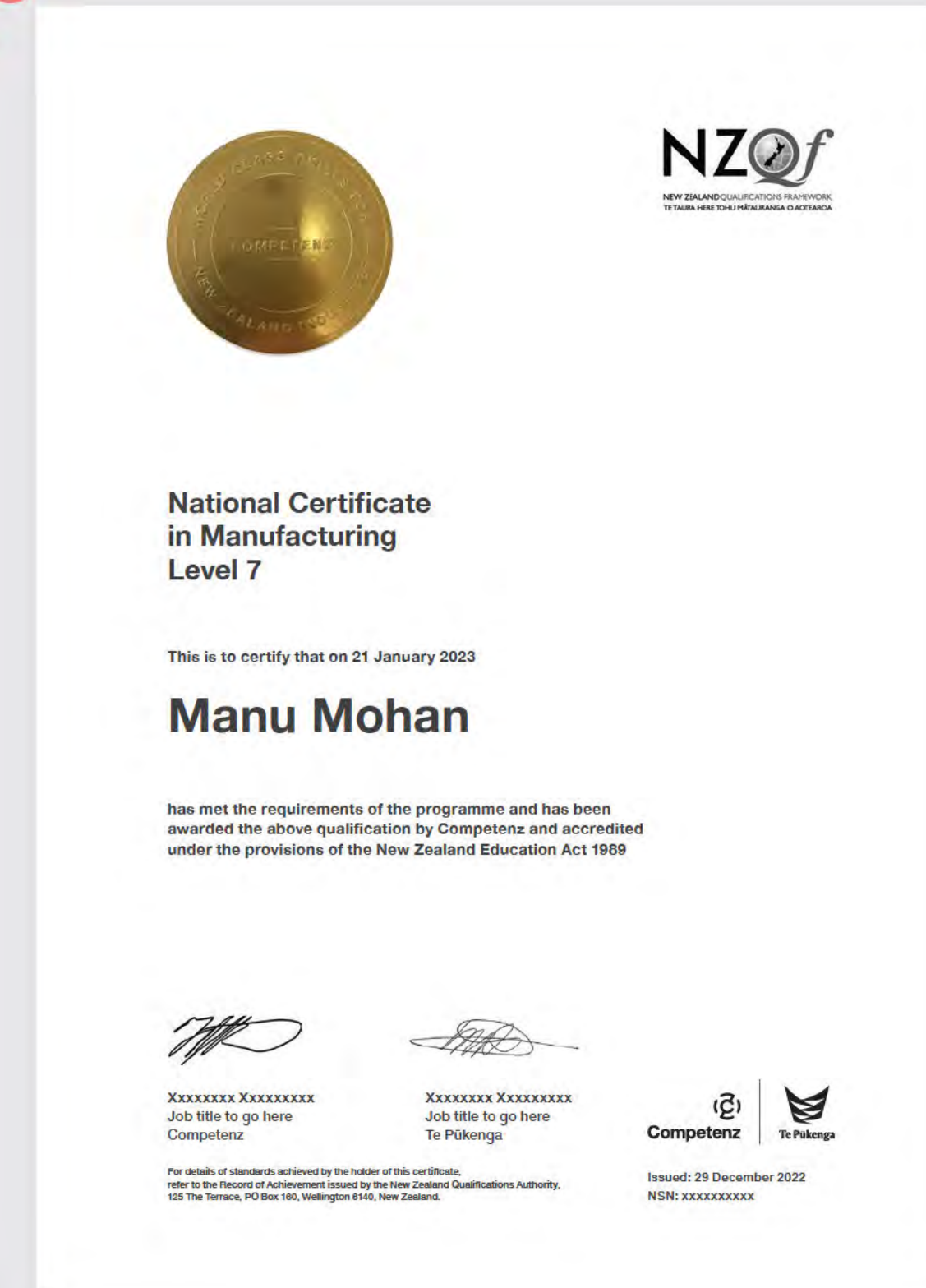
Qualifications level 7 and above can be portrait.

**Signatures of verification:** A signature from a representative of the awarding organisation and role/job title is required. The use of NZQA staff signatures (such as used on National Certificates and Diplomas) are not permitted. This field must be completed by Te Pūkenga Chief Executive or other senior staff with authority to confirm award on behalf of the organisation.

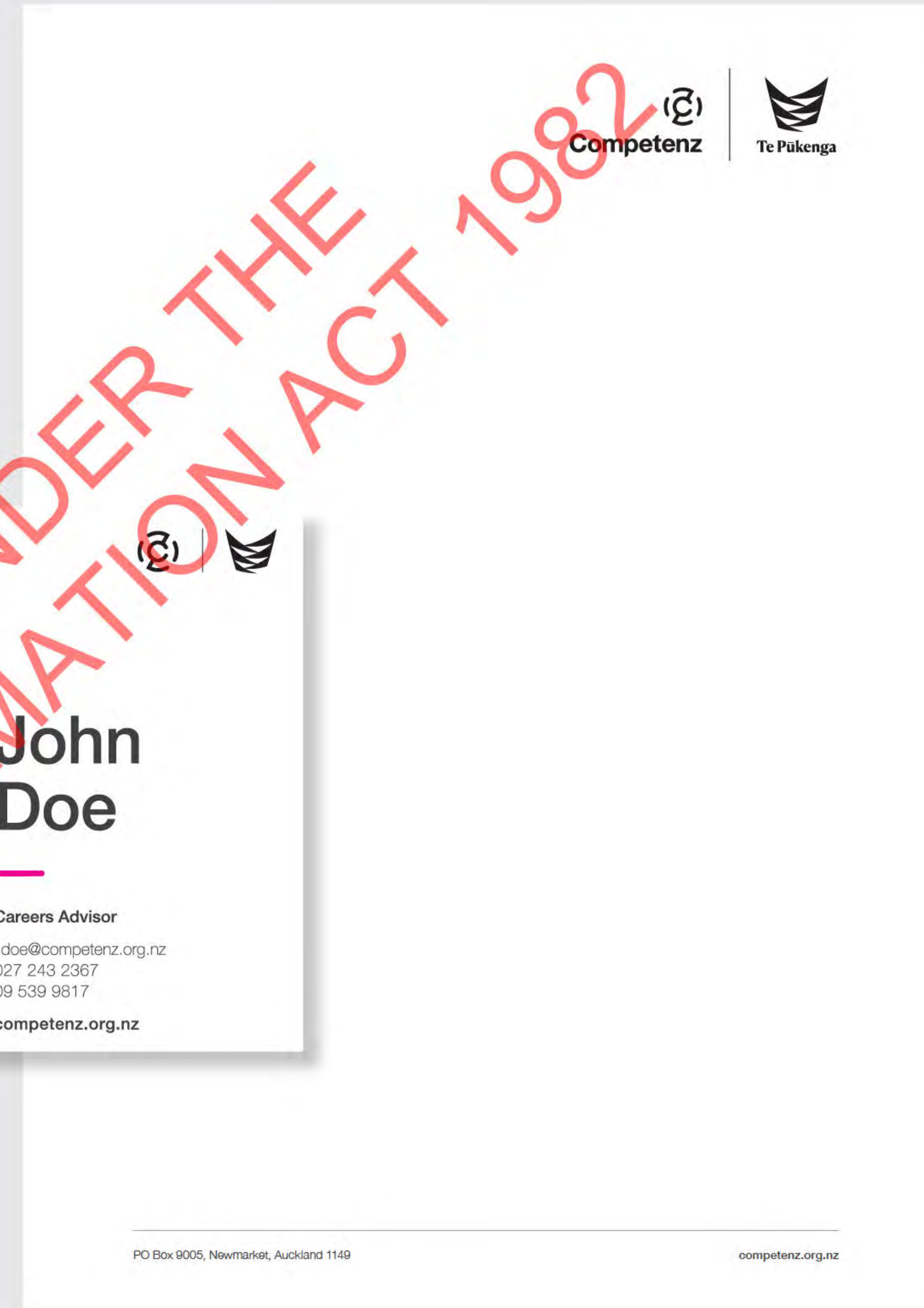
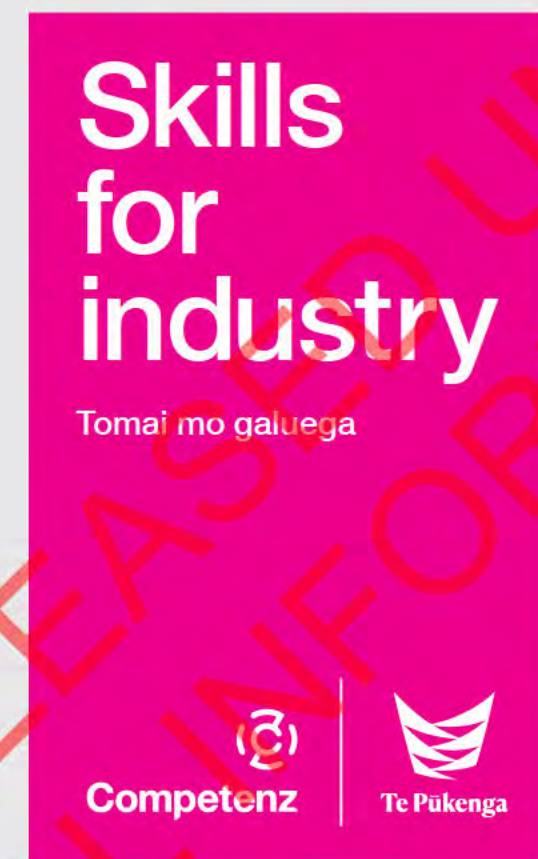
Landscape



Portrait



# Letterhead and business card



# Brochures and handbooks

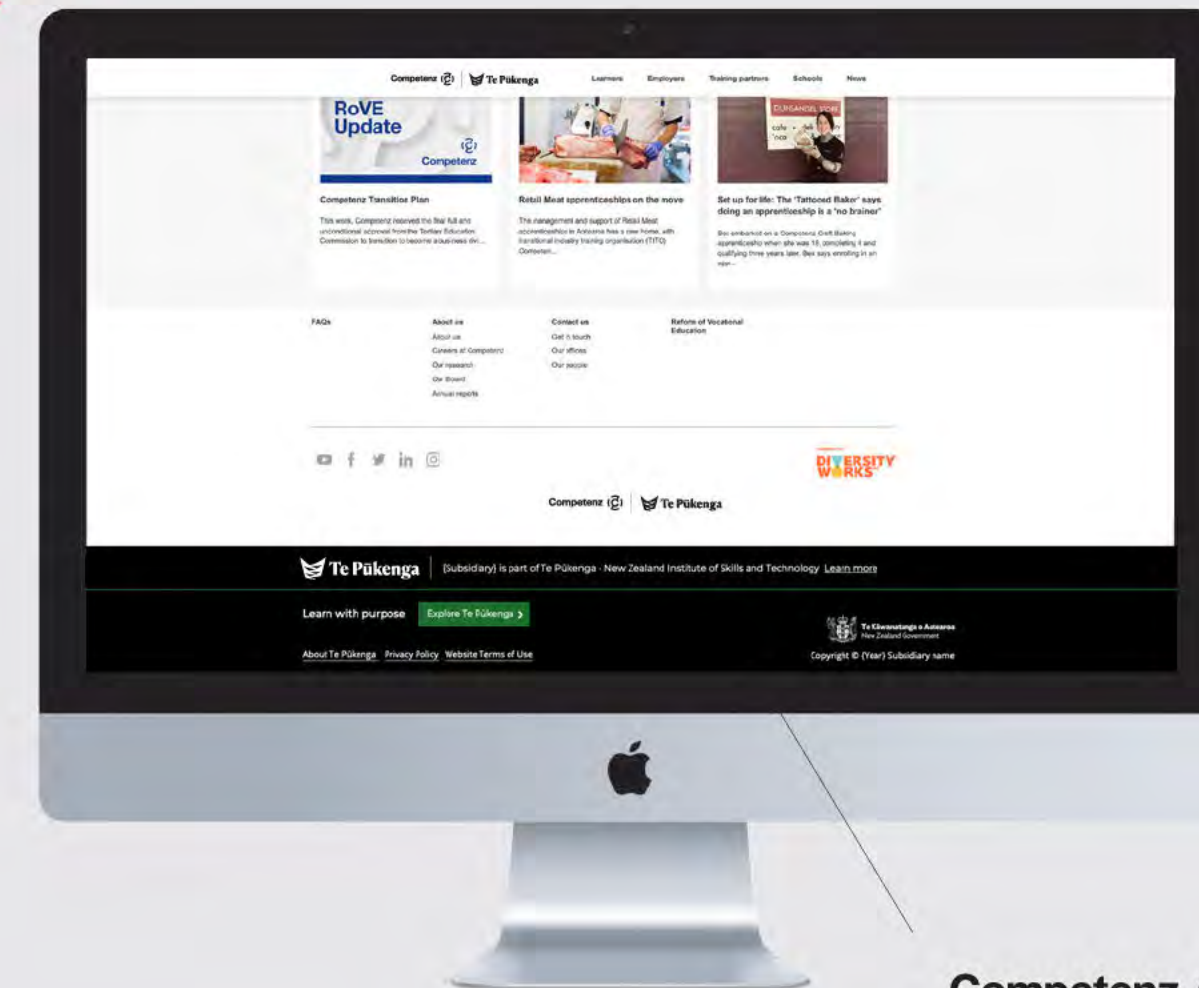
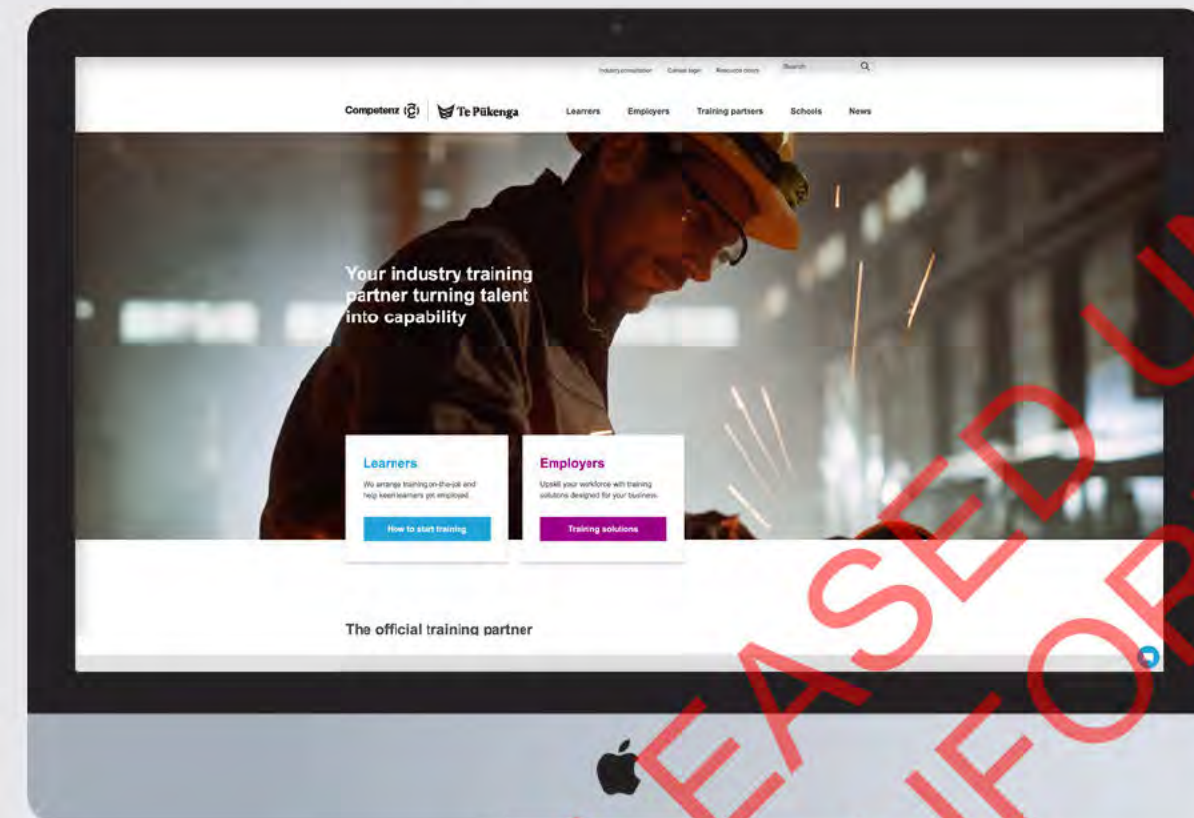


# Website

The common footer provides a consistent approach to introducing Te Pūkenga to each subsidiary website. A primary purpose is to link to content that outlines the changes for who learners will be enrolled with, plus provides a link to search networkwide learning options. A code package is available for easier implementation.

## Navigation

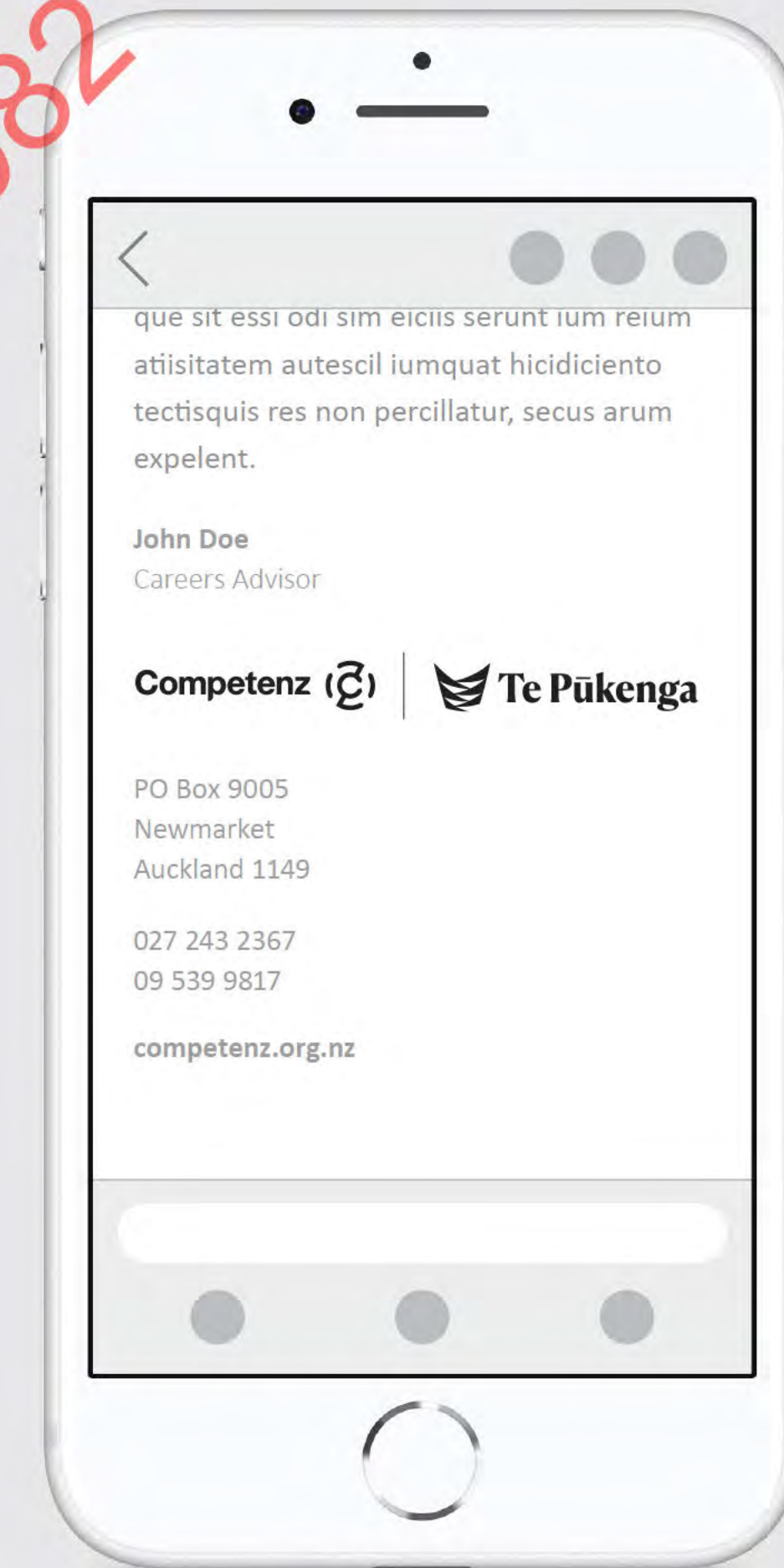
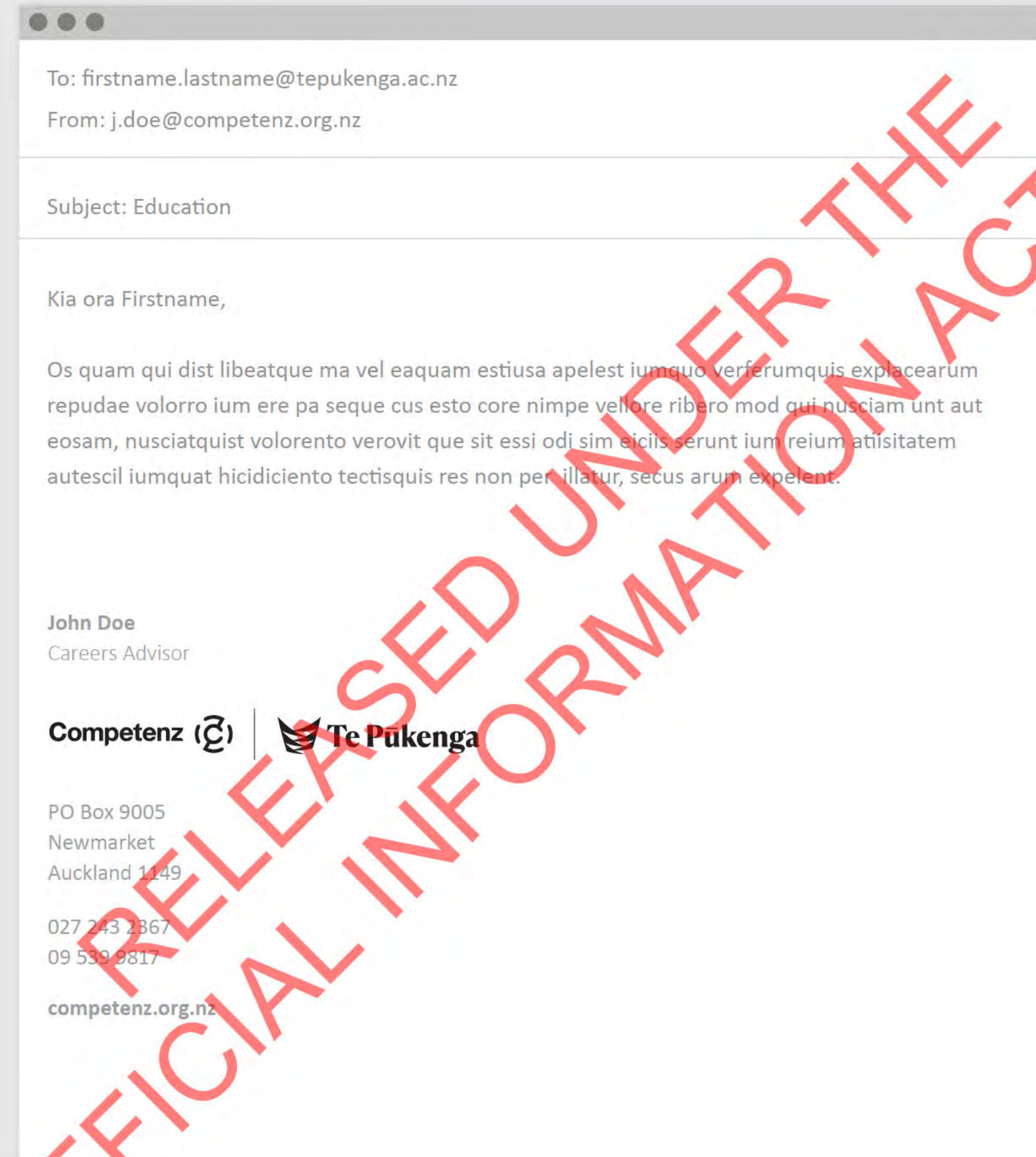
## Footer



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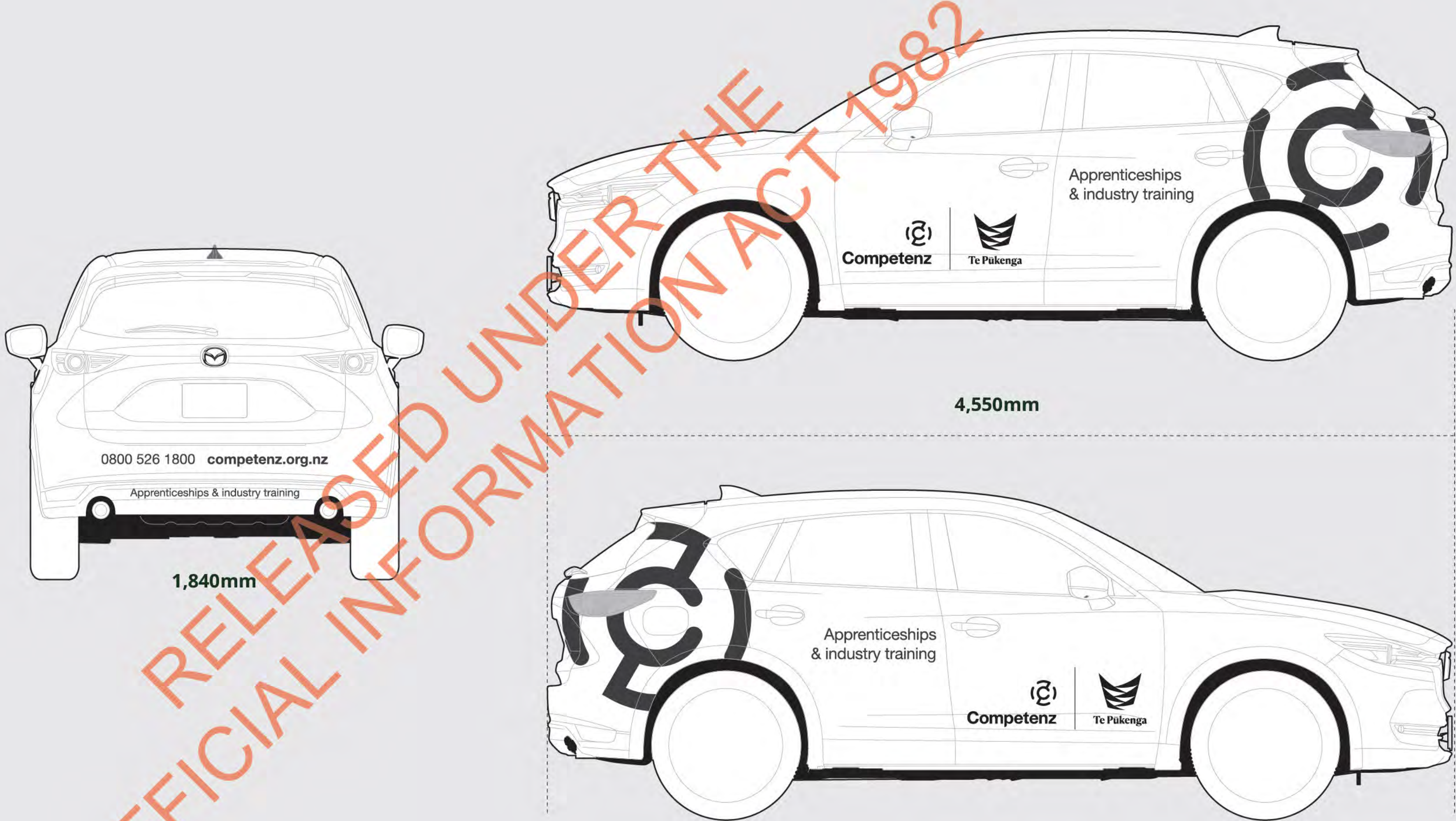
# Email signature



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# Car branding

Mazda CX5  
Colour: Light  
Scale 1:20



# Car branding

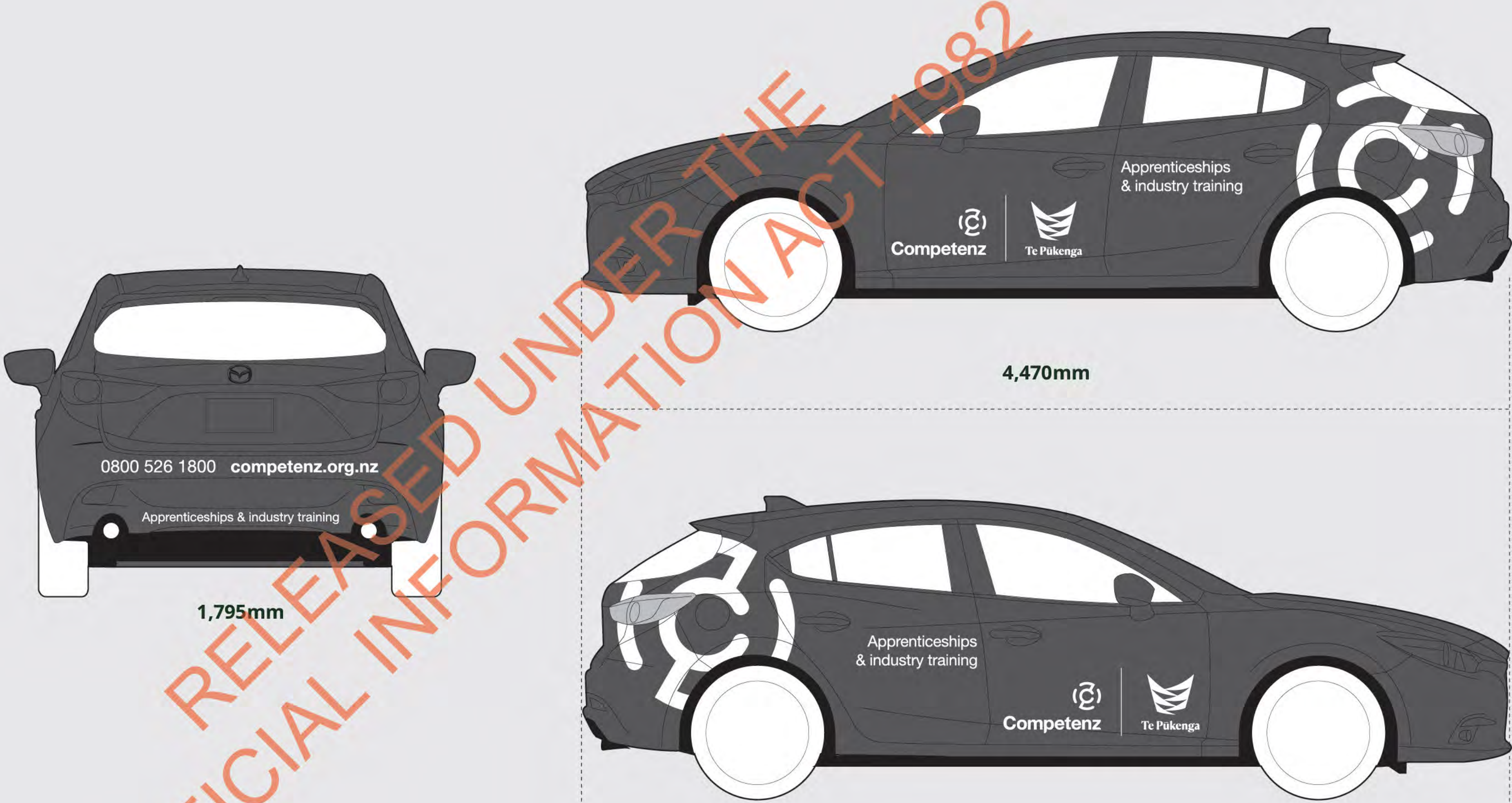
Mazda 3 hatchback

Colour: Dark

Scale 1:20

2017 model shown here

Adjustments may be required for latest model



# Car branding

Hyundai Ioniq 5  
Colour: Light

2021 model shown here  
Adjustments may be required for latest model



# Signage

When partner logos or names are shown in close proximity to each other in a brand-neutral environment, Te Pūkenga logo will be placed on the right.

## Typography

### Examples



## Horizontal double logo lockup

### Examples



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# Signage



# Ngā mihi Thank you

Te Pūkenga co-branding guidelines  
Last updated 18 August 2022

We hope this guide provides you with an overview of how to co-brand with Te Pūkenga. As you create new assets and material please share your final artwork with us so we can keep a copy on file.

If you're having trouble with anything in this guide, you're missing brand elements or you just have a question, please contact our Communications and Marketing team at: [marketing@tepūkenga.ac.nz](mailto:marketing@tepūkenga.ac.nz)

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