



Te Pūkenga

**ITP Coordinated Learner Recruitment
Campaign Guidelines 2023**

RELEASED UNDER THE
OFFICIAL INFORMATION ACT 1982

This is a guide for the collective Institutes of Technology and Polytechnics transition into Te Pūkenga brand.

These templates are in use until further notice.

It is important to follow these guidelines to ensure you are representing Te Pūkenga brand clearly, and to the best of your ability.

We are wanting to bring our brands together so that they're recognisable and seen as a collective family.

It is noted that similarities are inevitable during this transition phase. Right now, it is not so much about looking new, but rather the aim is to create awareness that something new is coming as we collectively move closer to Te Pūkenga. The use of these guidelines will help bring ITP and Te Pūkenga together as a unified brand.

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Digital and print templates

The templates cater to the majority of required digital and print sizes. They have the ability to be resized and adjusted accordingly, if required.

Portrait (A5–A0, 1080x1920, 300x600, 480x600, 960x1200px)



160x600px



1080x1080px (300x300, 1200x1200, 640x640px)



300x250px



Landscape (A5–A0, 1200x628, 1200x627, 1920x1080, 1280x720, 600x314px)



728x90px (1140x240, 320x50, 970x250px)



Digital and print templates

Bottom aligned



Top aligned



Top expanded



Bottom expanded



Cultural (placeholder)



Text heavy



Triple logo



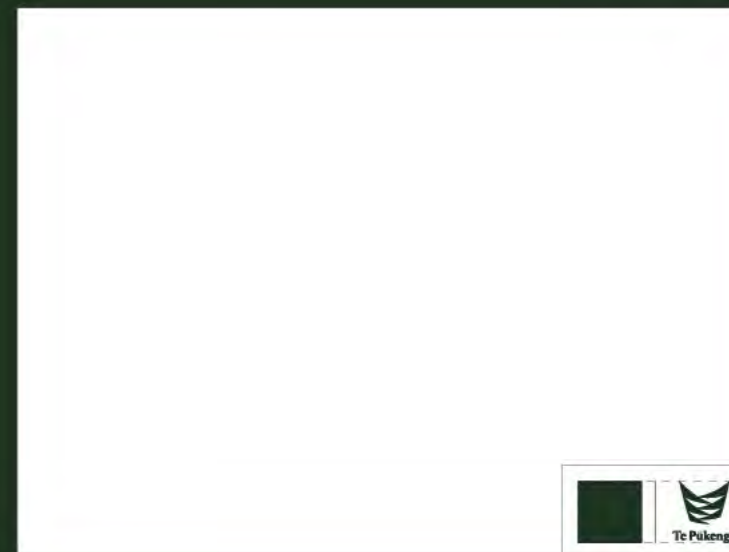
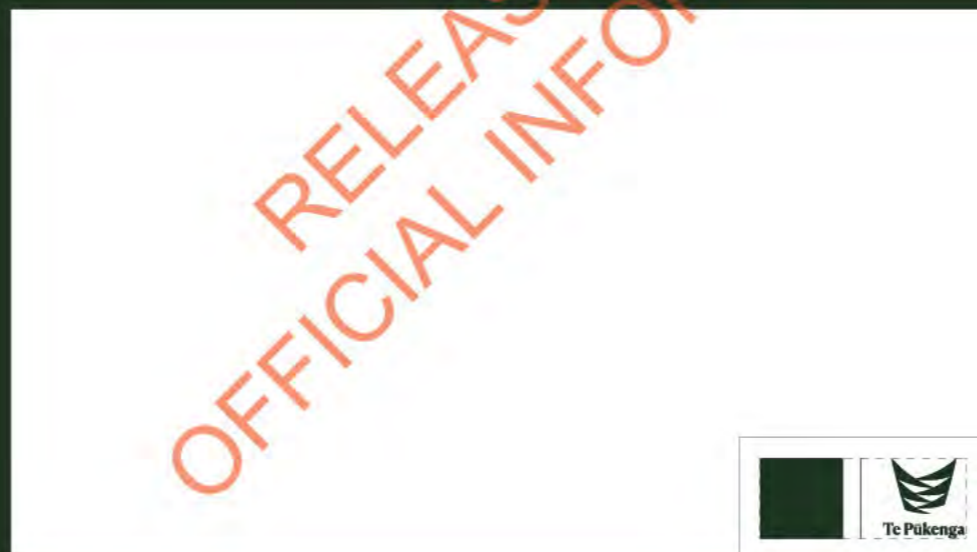
Presentation templates

These templates are only to be used in presentation formats such as PowerPoint for maximum text space.

Presentation 16:9



Presentation 4:3



Template alterations

Expanding

Templates can be expanded from the flat end to fill more or less of the canvas with Te Pūkenga green gradient, dependent on composition of page assets.

Scaling

The templates can be scaled up and down so long as X and Y dimensions are proportionally scaled.

In some cases the template may need both a rescale and space expansion.

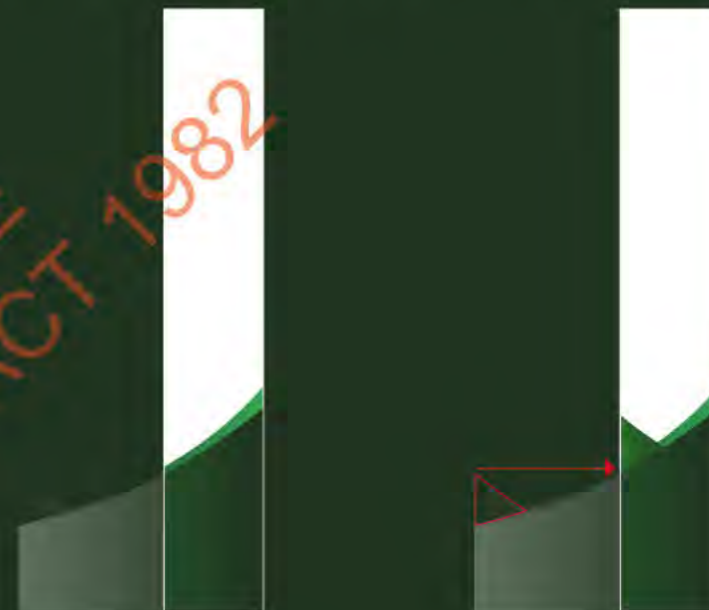
Please use this as a last resort and first check if there is a more appropriate template that has been provided before using these alteration techniques.

Expanding space

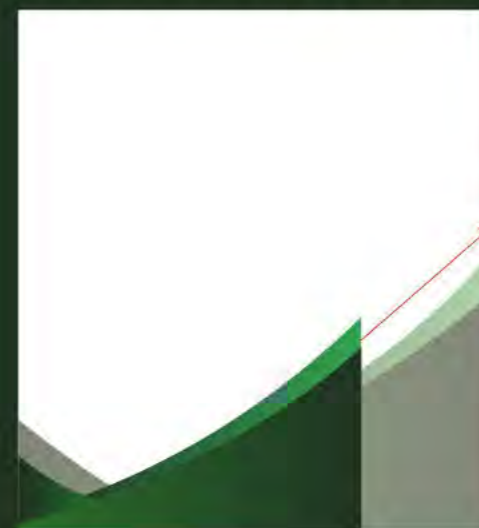


Flat end

Moving back layer in small, narrow spaces (*template provided*)



Proportional scale-up or down



Template use

Templates can be mirrored accordingly to allow for logo placement in either bottom/top left, bottom/top right, or bottom centered, in line with Te Pūkenga Brand Guidelines.

The supplied designs and gradients must not be altered unless it is to expand from the squared end.

Expand space



Mirror left



Scale to fit



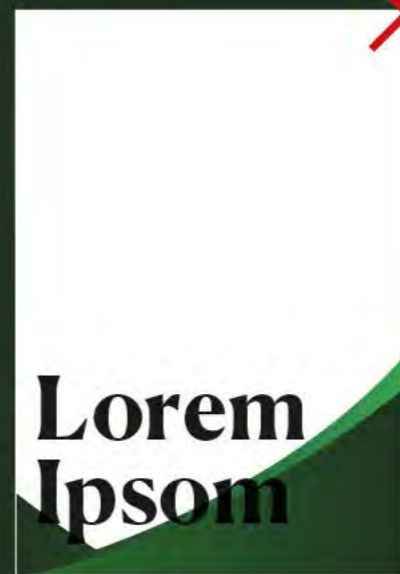
Change gradients



Change vector



Cover template



Warp template to fit



Wrong template



Dual and triple logos

The multiple logo template caters to both landscape and portrait logos.

When selecting a multiple logo style it is important to prioritise legibility and size for the intended canvas dimension.

Not all logos will fit the provided spaces perfectly so please use the spacing and padding guides to maintain a balanced hierarchy.

Please use white, black, or Te Pūkenga green versions of your logo when applying to the multiple lock-up, making sure all elements are the same colour.

The dividing line weight is fixed and will scale accordingly.

Portrait lock-up – dual



Landscape lock-up – dual



Portrait lock-up – triple



Landscape and portrait lock-up – triple



Dual and triple logos with URL

The multiple logo template caters to both landscape and portrait logos. The URL must be Open Sans medium and at least 9pt.

When selecting a multiple logo format it is important to prioritise legibility and visibility for the intended canvas dimensions.

URL and contact details can alternatively be used in the body copy or as an address block below the body copy.

Please use white, black, or Te Pūkenga dark green versions of your logo when applying to the multiple lock-up, making sure all elements are the same colour.

Portrait lock-up – dual



Landscape lock-up – dual



Portrait lock-up – triple



Landscape lock-up – triple



Dual and triple international logos

The International logo should only be used when advertising to an overseas audience or where the logo is seen in a location outside Aotearoa New Zealand.

The 'New Zealand' text is very small in the dual/triple format and may not be legible on smaller digital sizes. It is not recommended in these circumstances unless animated using the cycle through treatment page (page 26, options 3-4).

Please use white, black, or Te Pūkenga green versions of your logo when applying to the dual lock-up, making sure all elements are the same colour.

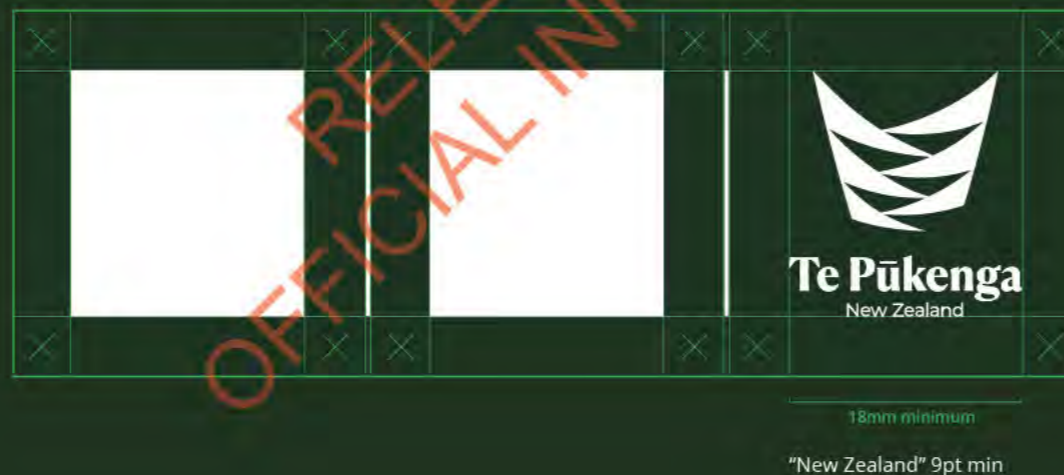
Portrait lock-up – dual



Landscape lock-up



Portrait lock-up – triple



Landscape lock-up – triple



Logo use

Refer to Te Pūkenga Brand Guidelines for additional size and placement restrictions.

Keep URL at a minimum of 9pt even if it extends beyond long width



Loremipsomloremipsom.ac.nz

Left or right aligning URL below logo



Loremipsomloremipsom.ac.nz

The tohu should only be used separately when absolutely necessary



Use best fitted version of logo for maximum size



Only remove URL when its not possible for the point size to be at least 9pt



Logo use

Do not alter the composition of the logo, partition line weight, font, or the scale proportions of each element.

Do not shrink a long URL below 9pt



Do not adjust partition line weight or logo size hierarchy



Do not re-colour logos



Do not use portrait lock-up triple since its not best suited for this space



Do not change URL font



Do not adjust position hierarchy



Text

Text is to follow Te Pūkenga brand guideline heirarchy and typefaces.

A gradient of dark to medium green should be added behind white text between 30-100% opacity (option of multiply effect). In instances where a back image has enough empty space and contrast, a gradient is not necessary.

Canela Deck bold font should only be used for text above 24pt, **medium** above 16pt, and anything smaller should use **Open Sans**.

It is important to prioritise the legibility of text on the selected canvas.

Refer to Te Pūkenga Brand Guidelines for font sizing and hierarchy.

Left aligned copy-A4



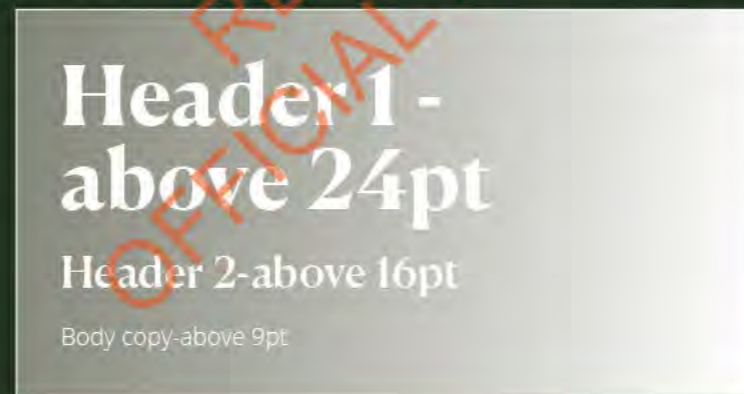
Centre aligned copy-A4



Text heavy-A4



Text and image only (when logo unnecessary or restricted)



Font licensing

As part of our coordinated recruitment solution, we need to be using the Canela Deck font across the network.

Due to our current make up, we need a number of licences:

Te Pūkenga licence will cover Te Pūkenga, Toi Ohomai, and Wintec.

Te Pūkenga WBL will need a licence which covers all business divisions.

All subsidiaries and ITOs will need their own licences.

Next year we will be able to move to one licence that covers us all.

You will need to purchase it from www.commercialtype.com/catalog/canela/canela_deck. You will need to include the number of workstations required to have the font. Canela Deck Bold and Medium are our chosen font weights.

Details are:
Font and weights: Canela Deck Bold and Canela Deck Medium
Foundry: Commercial Type
Licence: Desktop use only

If required, Te Pūkenga can cover the costs. You'll just need to purchase and invoice the costs to Te Pūkenga alongside a receipt. Any questions on this, please get in touch with marketing@tepukenga.ac.nz

Copy style

Messaging should follow Te Pūkenga writing style. This will ensure that our written communications bring our brands together, and is in line with Te Pūkenga values.

It is important to use the following commonly used messages where applicable.

Please refer to Te Pūkenga Writing Style Guide for further guidance on consistent use of language, tone and ways of writing.

Tagline

Learn with purpose

Phrases

Online learning:

- *Learn online*
- *Learn from anywhere*
- *Learn anytime, anywhere*

Flexible learning:

- *Flexible learning options*
- *Fit your learning around life*
- *Learning that works around you*

Free fees:

- *Learn for free*
- *Learn fee free*

Qualification / Programme

Certificate:

Certificate

Diploma:

Diploma

Degree:

Degree

Students

Learners:

Learner
Ākongā

Call to action

Learn more (referring to website):
Voice-over: *Learn more now at...*
Button: *Learn more*

Voice-over: *Start your journey at...*
Button: *Start your journey*
Button: *Start now*

Sign Up:

Apply now

Enrol:

Enrol now

Attend event:

Long:
Find out how to begin your learning journey at our <EVENT>

Short:

Start your journey at our <EVENT>

Text on image use

Prioritise the legibility of text on the selected canvas. Do not adjust any of the colours or fonts.

If you are using a busy image, increase the gradient opacity or consider changing to a different template (page 18). This is for accessibility reasons.

You can use the 'multiply' effect on the gradient if it is more fitted and creates a clear text contrast against your image.

Please avoid putting text over faces or heads.

Gradient too soft



Non-primary gradient colour



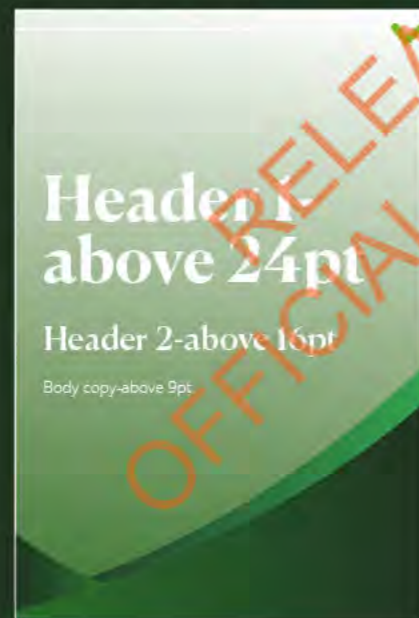
Changing font



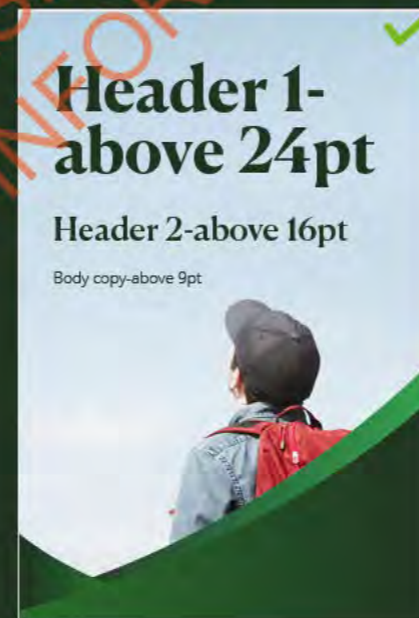
Too much text over image



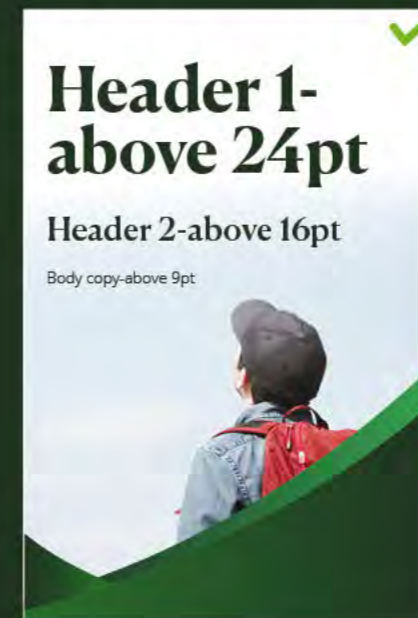
Medium green gradient



Green text on light image



White gradient on light image



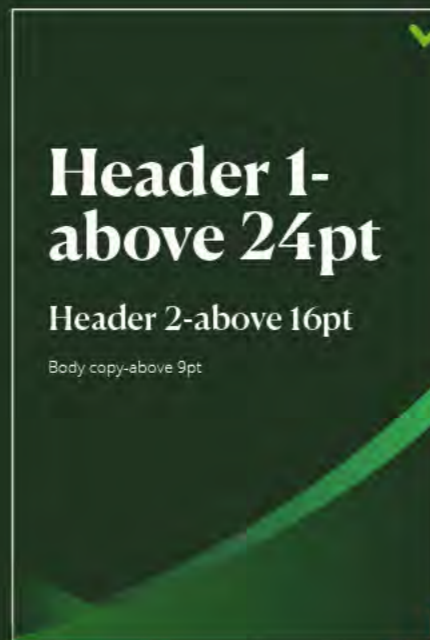
Text on colour

Prioritise the legibility of text on the selected canvas. Do not adjust any of the colours or fonts.

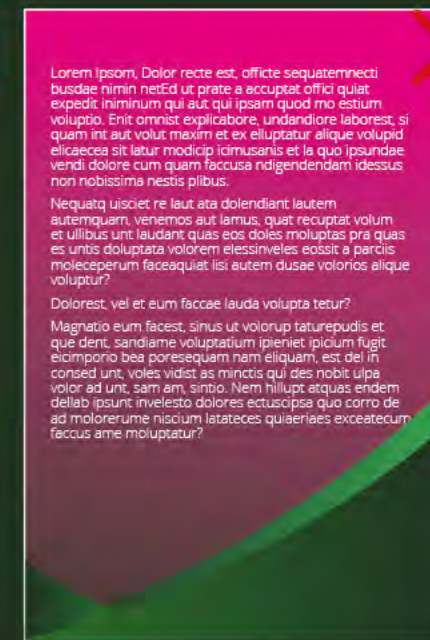
Use only white or dark green text for headers, and white or black text for body copy.

*White text on light green isn't accessible when it's small and therefore should be used sparingly.

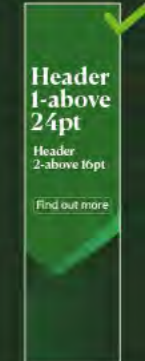
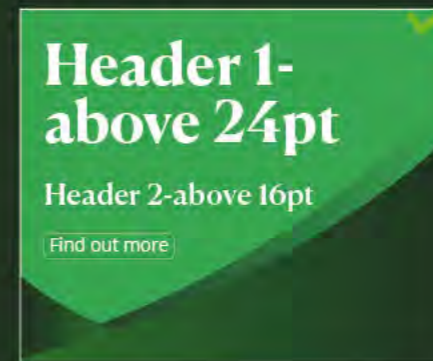
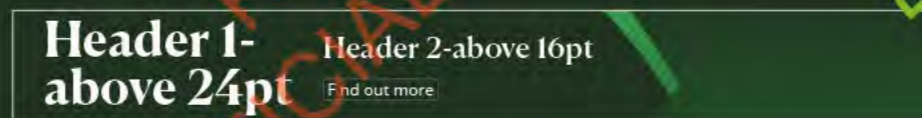
Use Te Pūkenga primary colour palette for backgrounds



Do not block colour with colours outside of Te Pūkenga primary palette



Coloured backgrounds when imagery doesn't work



Using ITP colours

Each ITP will be able to use **one** core brand colour as a part of their provided template.

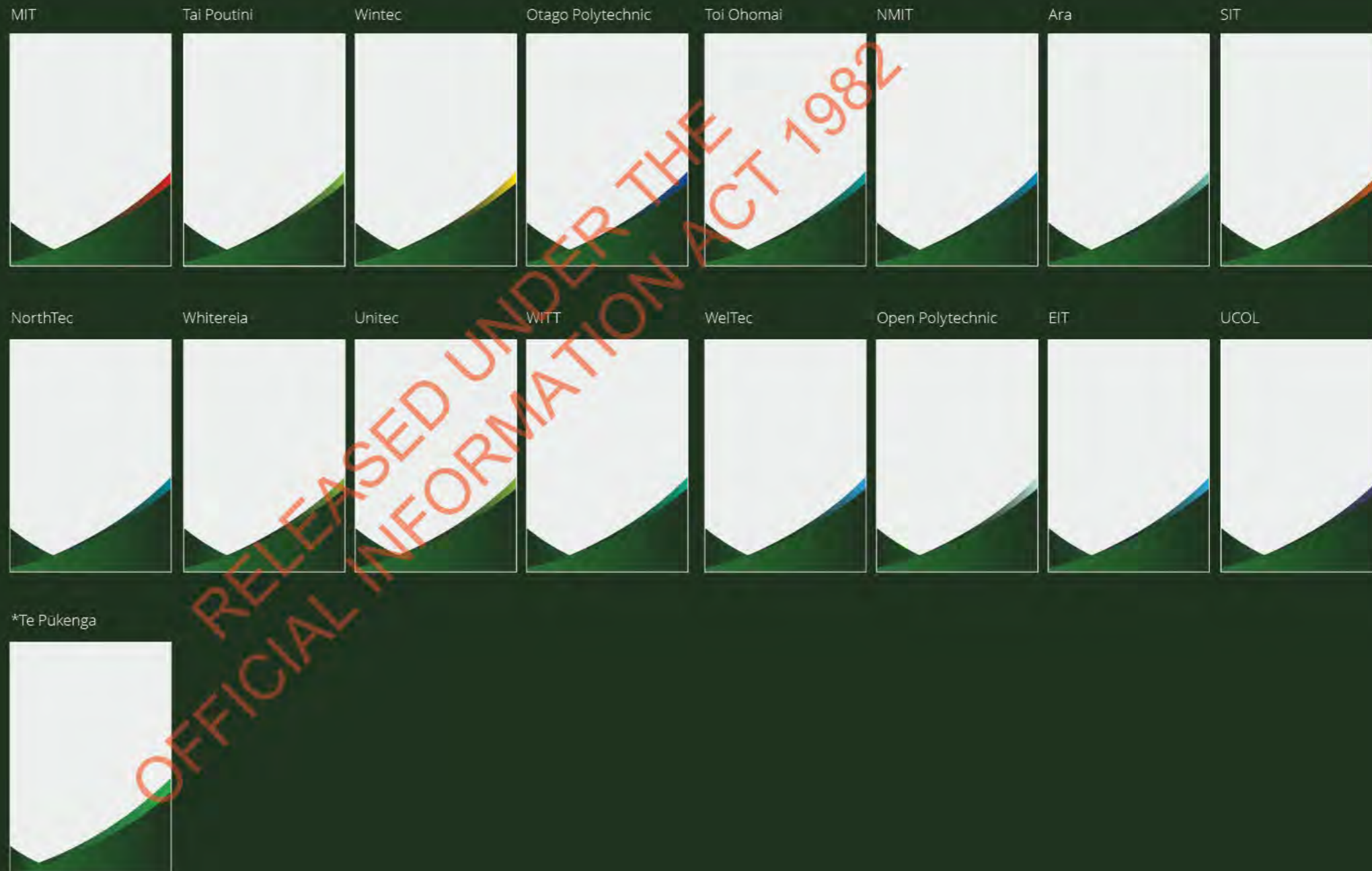
This core colour will gradient into Te Pūkenga dark green.

Do not adjust Te Pūkenga green side of gradient below 50% proportion.

*If you don't want to use your brand colour, a Te Pūkenga option is available.

Note: The colour examples to the right are examples and not exact. It will be your job to add in your brand colour of choice to the provided templates.

One core brand colour with gradient into Te Pūkenga dark green



*Te Pūkenga

Using ITP colours

It is important that only **one** existing brand colour is used in order to avoid overly colourful and busy designs.

If no image is used as a backing then refer to Te Pūkenga Brand Guidelines primary colour palette.

Adding two colours or changing gradient



Colour blocking with old brand colour



Imagery

Choose from your strongest imagery, and consider options that leave enough space for the amount of text you are intending to layer.

Use the shadow gradient to increase text legibility.

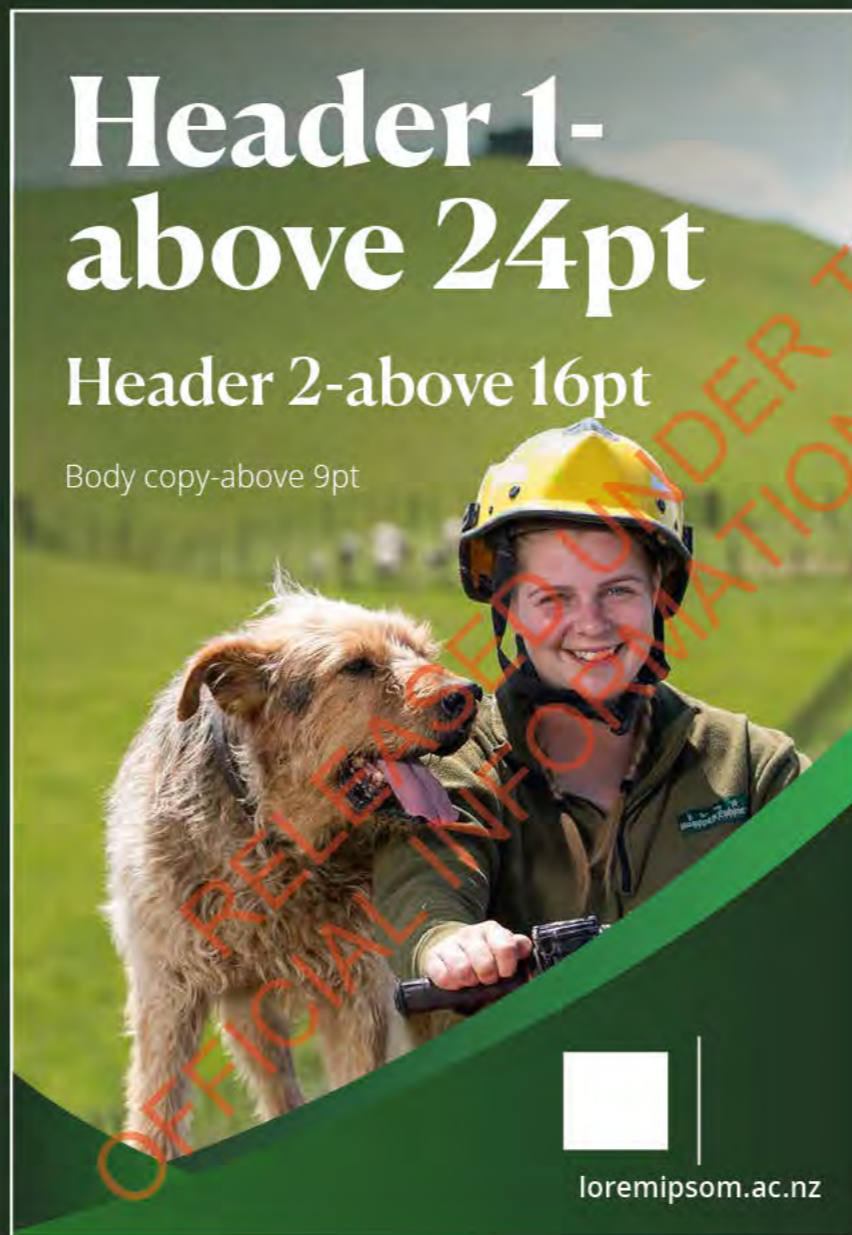
Do not overly crop heads or faces, or put text over heads or carved figures. This is for cultural reasons.

Avoid stock imagery. If you do need to use stock be sure that the tone of your imagery reflects real people or Aotearoa New Zealand.

Imagery inspiration quote:

"Where the learning is shared and reciprocal. Between teacher and learner, employer and employee. Handing down. Weaving together."

Top aligned copy



Bottom aligned copy



Image space

In cases where imagery isn't as strong or does not fit the canvas, you can use the alternative templates to reduce image space.

It is recommended to keep headers short, however this template can also be used when headers are too long and your image can't accommodate.

Top expanded template where text won't work over image



Top expanded template where text won't work over image. The layout features a dark green background. In the top right corner, there is a white square placeholder and the Te Pūkenga logo. The main text is white and reads: "Header 1- above 24pt", "Header 2- above 16pt", and "Body copy- above 9pt". At the bottom, there is a photograph of a woman in a black raincoat crouching by a stream, holding a small object. A large, diagonal watermark reading "OFFICIAL INFORMATION ACT 1982" is overlaid across the image.

Bottom expanded template where text won't work over image



Bottom expanded template where text won't work over image. The layout features a dark green background. In the top right corner, there is a photograph of a woman in a yellow helmet and green jacket sitting on a blue and yellow vehicle, with a dog next to her. The main text is white and reads: "Canela Deck", "Bold should only be used above a 24pt Font Size", "Header 2- above 16pt", and "Body copy- above 9pt". In the bottom right corner, there is a white square placeholder and the Te Pūkenga logo. A large, diagonal watermark reading "OFFICIAL INFORMATION ACT 1982" is overlaid across the image.

Image space

Use these templates or techniques in difficult spaces to keep your imagery clear and text tidy.

Using Te Pūkenga green to fit image in tight space

**Header 1-
above 24pt**

Header 2-above 16pt

[Learn more](#)



Te Pūkenga



Using template expansion guide to re-proportion space



**Header 1-
above 24pt**

Header 2-above 16pt

[Learn more](#)



Te Pūkenga



Using full fitted image

**Header 1-
above 24pt**

Header 2-above 16pt

[Find out more](#)



Te Pūkenga



Over cropping image and low text legibility

**Header 1-
above 24pt**

Header 2-above 16pt

[Find out more](#)



Te Pūkenga



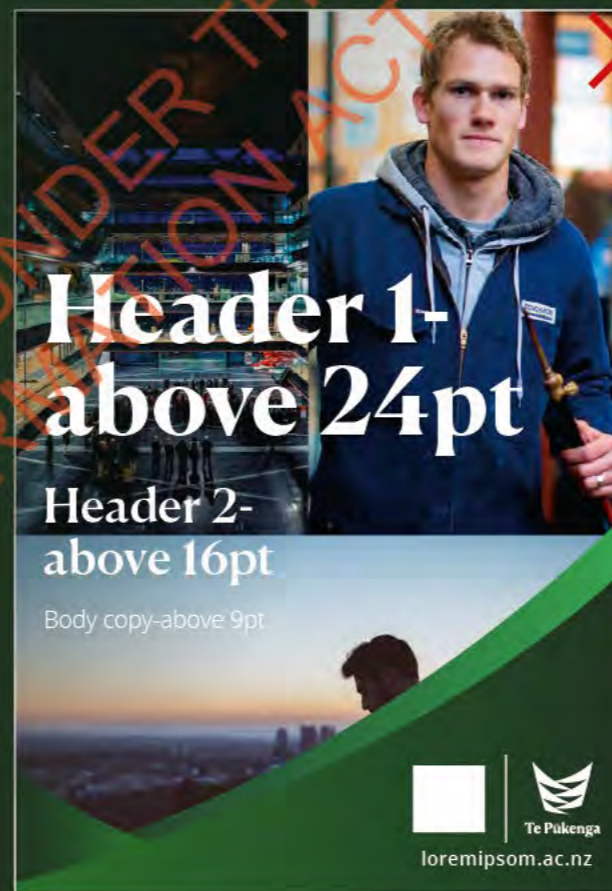
Image use

It is important to use high quality photography/imagery and to keep the template as clean and minimal as possible.

Low quality or weak imagery



Collaging images



Text over busy image space



Cultural patterns

If you have a brand pattern that has cultural significance and importance it can be applied to imagery through an outlined overlay.

Before they're used in this new context it is important and is your responsibility to consult with your Māori and Pacific groups around the change in use of your patterns.

Te Pūkenga is a different brand to the one your patterns were designed for so contact your artist to ensure the purpose is still accurate and in alignment with their original intention and meaning.

Outlined pattern over image with 50% opacity



Cultural pattern use

It is important to keep your design within the custom space outside of the footer design.

A soft opacity outline is recommended unless it goes against the artist's guidelines.

Do not crop or use a pattern over faces or heads.

Be cautious and culturally considerate when applying your pattern.

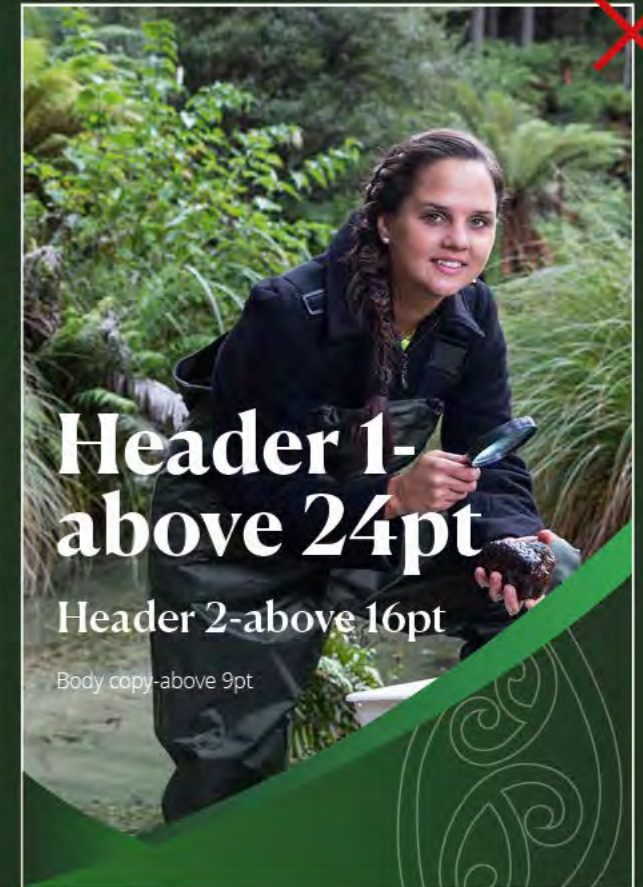
Pattern over heads or faces/ behind text



Pattern over template



Pattern inside template



Audio visual

End frames are to be added to the end of all video assets. Start frames are optional but recommended.

The template is a simple opacity fade-in/fade-out transition with a dual logo and CTA. This style should work across all asset sizes. Options three and four are for when a space is too small to display all logos at once.

Animation effects are minimal during this phase as Te Pūkenga creative is still in the works.

Use Open Sans Regular for any subtitles. Make sure that any subtitles are clear and easy to read on top of detailed footage.

Subsidiaries can continue to use their own licensed music tracks while Te Pūkenga creative is still underway.

300x250, 300x600, 729x90, 970x250px, etc.

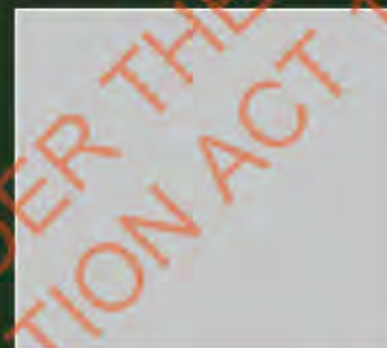
Option one: Start and end frame (recommended)

Logo ▶ fade-out



Option two: End frame only

Existing footage



Logo + CTA fade-in



Option three: Start and end frame with logo transitions (for a triple logo or where a dual logo will not fit)

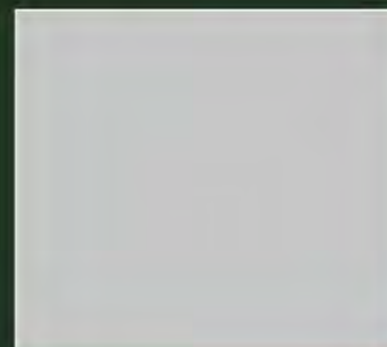
Te Pūkenga Logo ▶
fade-out



Logo two fade-in ▶ fade-out
Logo three fade-in ▶ fade-out



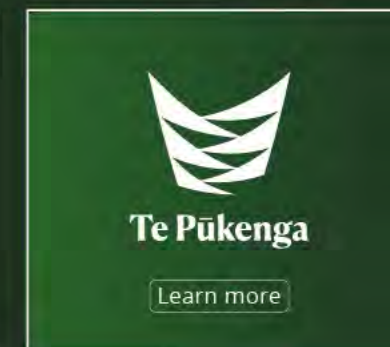
Existing footage



Logo two fade-in ▶ fade-out
Logo three fade-in ▶ fade-out



Te Pūkenga logo and
Call to Action fade-in



Audio visual

It is recommended but optional to re-colour video graphics to Te Pūkenga primary palette.

1920x1080px

Option one: Start and end frame with re-colour (recommended)

Logo ▶ fade-out



Option two: End frame only with re-colour

Existing video with re colour



Logo fade-in



Option three: Start and end frame

Logo ▶ fade-out



Option four: End frame only

Existing video



Logo fade-in



Button style

The button design is minimal during this phase as Te Pūkenga creative is still in the works.

Refer to page 14 for Call to Action button text options.

Keep button text size above 9pt.

Open Sans Regular (sentence case)

Learn more

Learn more

Front and back cover example

Front



Back



Digital asset examples

**Header 1-
above 24pt**

Header 2-above 16pt

Body copy-Above 9pt

[Learn more](#)

 | 
Te Pūkenga
loremipsom.ac.nz

**Header 1-
above 24pt**

Header 2-above 16pt


[Learn more](#)


 | 
Te Pūkenga

Header 1-above 24pt

Header 2-above 16pt

[Learn more](#)



 Te Pūkenga

Flyer and brochure examples



**H1 - headline here
60pt Canela bold**

H2 - 24pt Canela Bold

Body copy - 16pt Open Sans Regular. Omnis es dolerienist faccusandae proreri busandis.

loremipsom.ac.nz

*Disclaimer: 5.5pt Open Sans Light



MANUKAU
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TECHNOLOGY
Tū Whaka Tāwhiri • Te Manukau



**H1 - headline here
60pt Canela bold**

H2 - 24pt Canela Bold

Body copy - 16pt Open Sans Regular. Omnis es dolerienist faccusandae proreri busandis. Poreri busandis utatest iumquae velenis doluptas nsernat ectatatur aut at.

URL loremipsom.ac.nz

*Disclaimer: 5.5pt Open Sans Light



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Tū Whaka Tāwhiri • Te Manukau

Press examples



Build a solid future

Trades courses start in February and March.

Explore the options and apply at ara.ac.nz



Create every day

Start a design degree in February.

Choose your specialty and apply at ara.ac.nz



Cook up a storm

Start a certificate or diploma in cookery in February.

Explore the options and apply at ara.ac.nz



Invent tomorrow

Engineering degrees and diplomas start in February.

Explore the options and apply at ara.ac.nz



Ngā mihi
Thank you

ITP Coordinated Learner Recruitment
Campaign Guidelines 2023

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

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