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Te Pūkenga

Te Pūkenga Work Based Learning marketing and advertising guidelines

Introduction

This is a guide for Te Pūkenga Work Based Learning (WBL) business divisions as they 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 WBL 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)*

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Digital and print templates

Bottom aligned

Top aligned

Top expanded

Bottom expanded

Cultural (placeholder)

Text heavy

Triple logo

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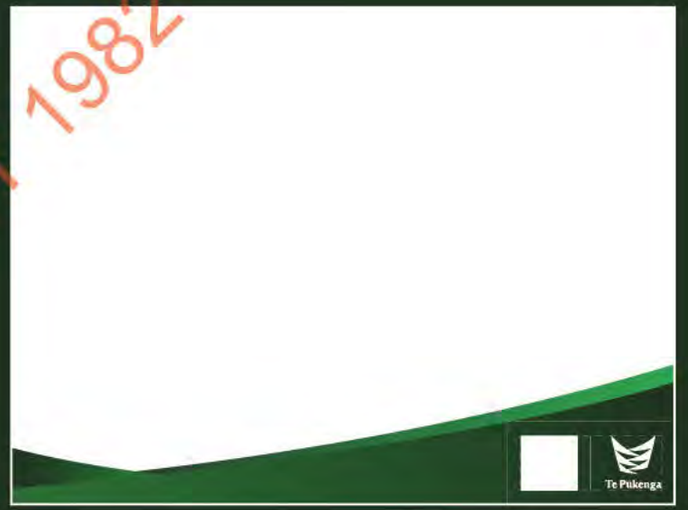
Presentation templates

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

Presentation 16:9

Presentation 4:3



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Template alterations

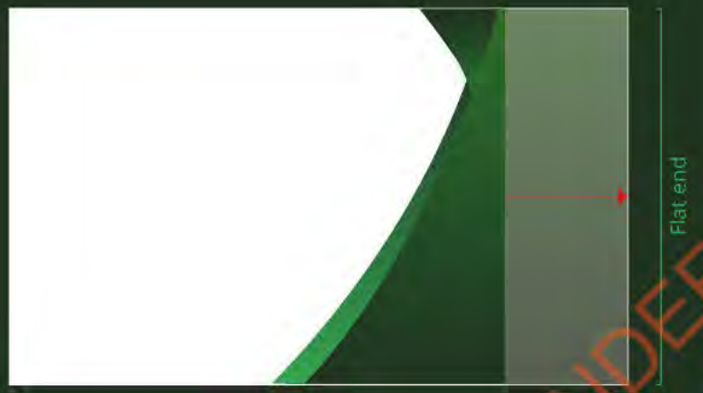
Expanding
Templates can be expanded from the flat end to fill more or less of the canvas with Te Pūkenga green gradient, dependent on composition of page assets.

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



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

Proportional scale-up or down

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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

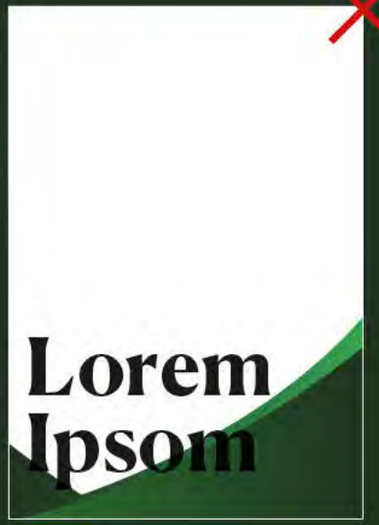
Mirror left

Scale to fit

Change gradients

Change vector

Cover template



Warp template to fit

Wrong template

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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.

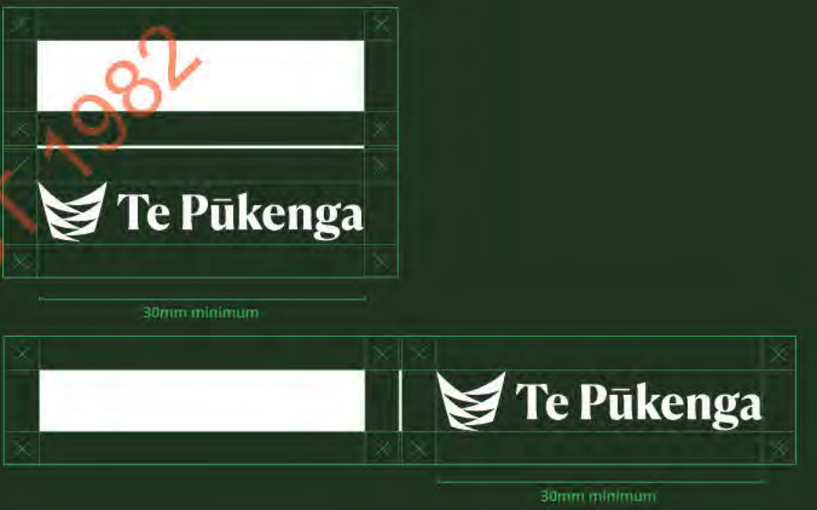
Not all logos will fit the provided spaces perfectly so please use the spacing and padding guides to maintain a balanced hierarchy.

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

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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

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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

Left or right aligning URL below logo

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

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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 heirarchy

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 heirarchy

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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

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 WBL will need a licence which covers all business divisions.

All ITOs will need their own licences.

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**

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Text on image use

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

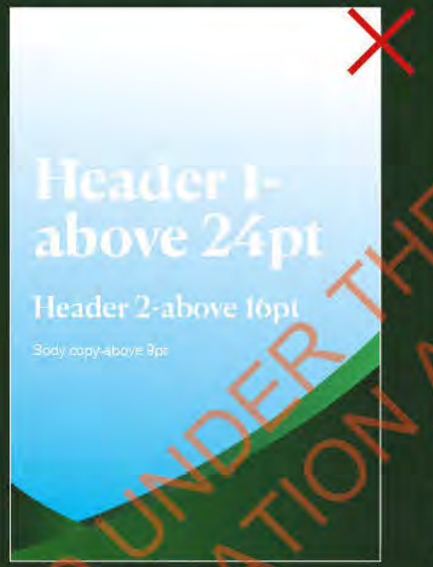
If you are using a busy image, increase the gradient opacity or consider changing to a different template (page 18). This is for accessibility reasons.

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

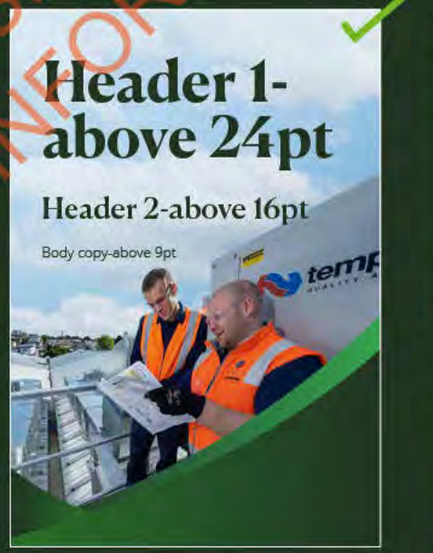


Changing font

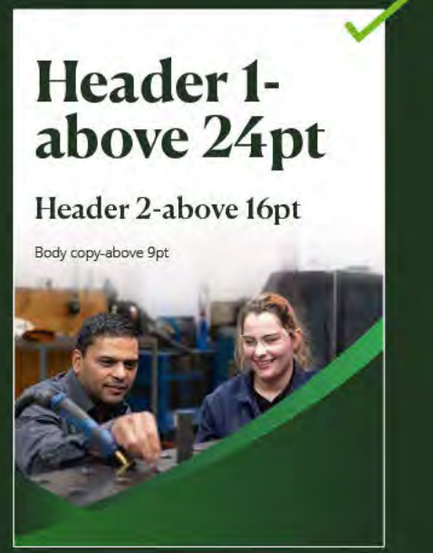
Too much text over image

Medium green gradient

Green text on light image



White gradient on light image



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Text on colour

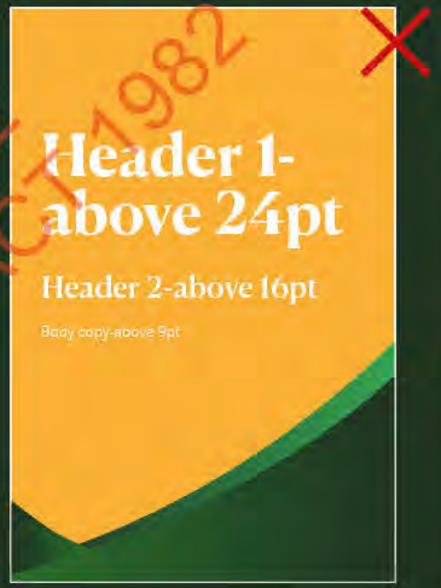
Prioritise the legibility of text on the selected canvas. Do not adjust any of the colours or fonts.

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.

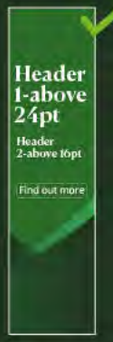
Use Te Pūkenga primary colour palette for backgrounds

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



Coloured backgrounds when imagery doesn't work

*



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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.

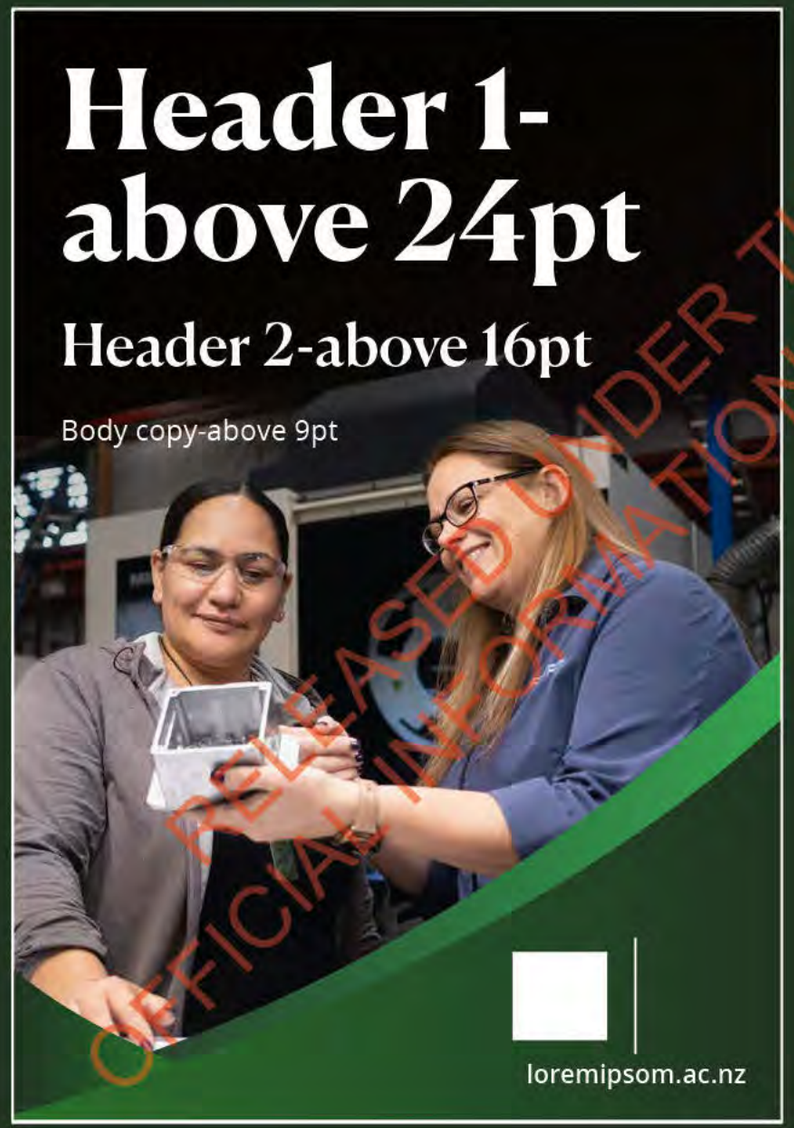
Do not overly crop heads or faces, or put text over heads or carved figures. This is for cultural reasons.

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

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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

Bottom expanded template where text won't work over image

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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

Using template expansion guide to re-proportion space

Using full fitted image

Over cropping image and low text legibility

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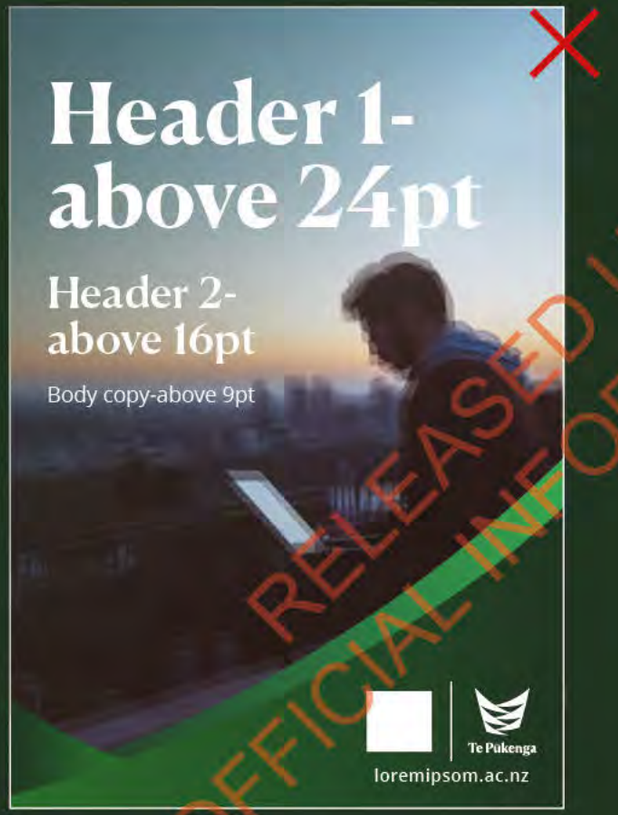
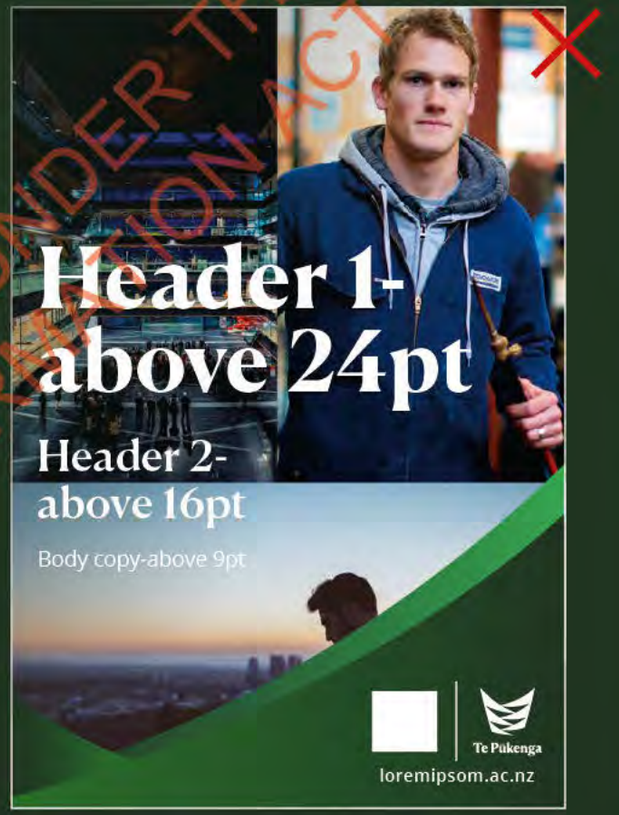
Image use

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

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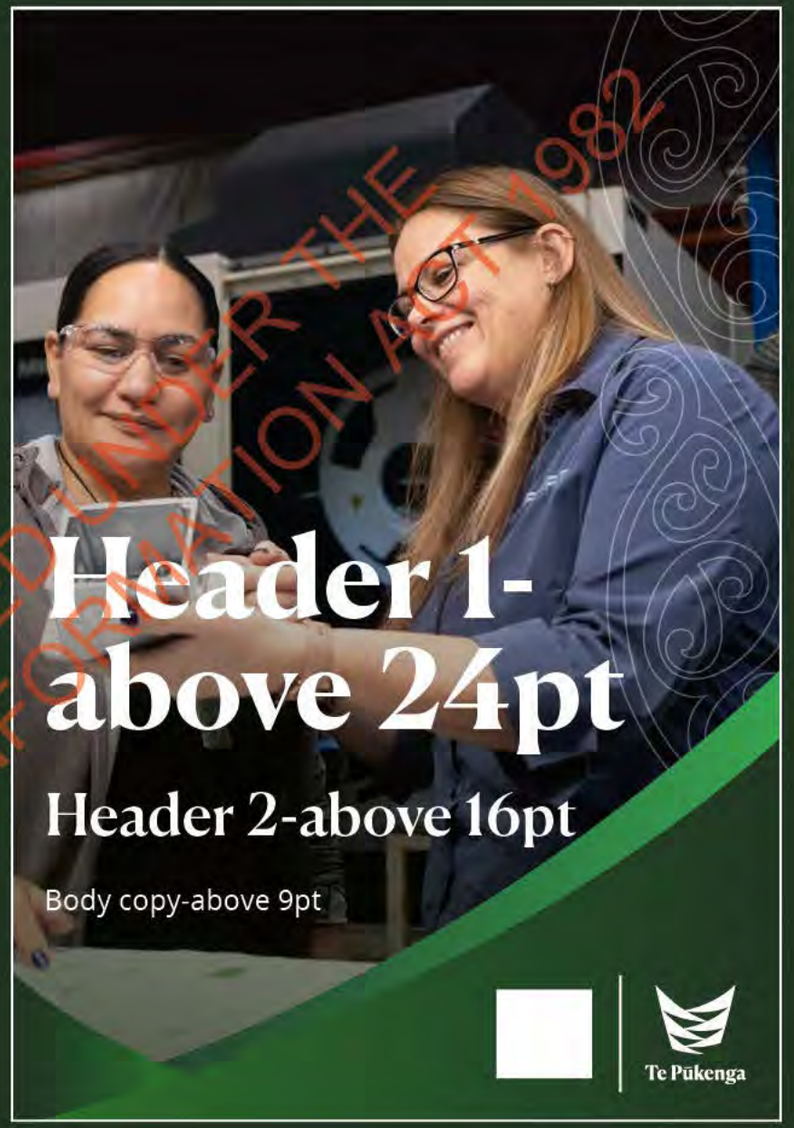
Cultural patterns

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



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Cultural pattern use

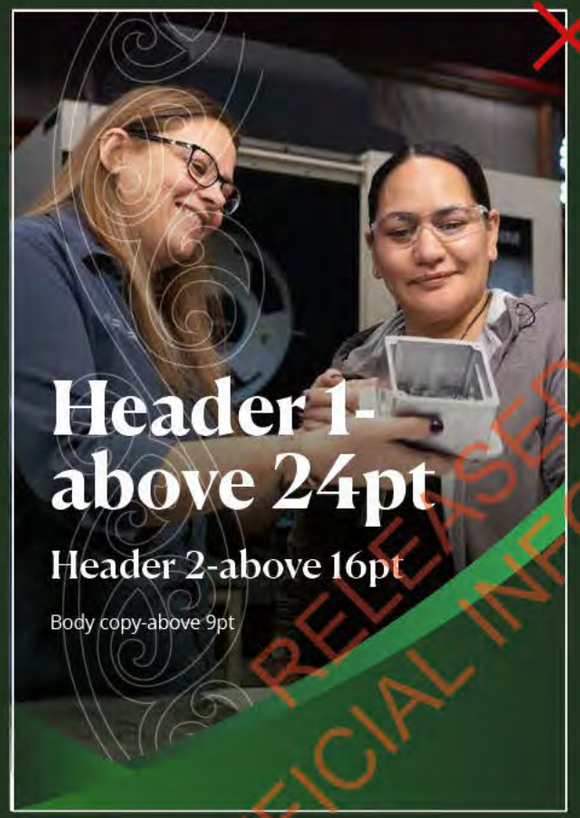
It is important to keep your design within the custom space outside of the footer design.

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

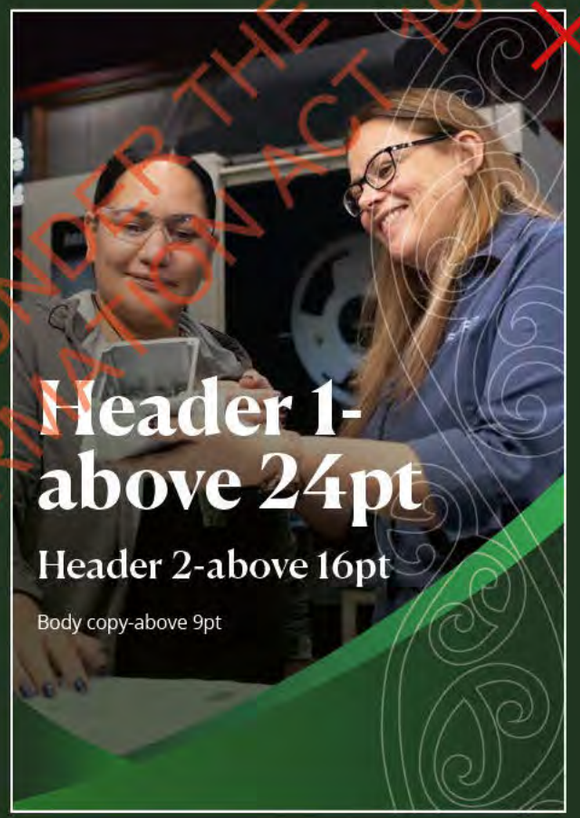
Do not crop or use a pattern over faces or heads.

Be cautious and culturally considerate when applying your pattern.

Pattern over heads or faces/ behind text



Pattern over template



Pattern inside template

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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

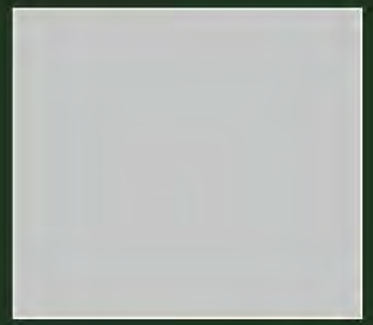
Logo + CTA fade-in

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

Option four: End frame only with logo transitions *(for a triple logo or where a dual logo will not fit)*

Te Pūkenga logo and Call to Action fade-in

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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

Existing video with re colour

Logo fade-in

Option two: End frame only with re-colour

Option three: Start and end frame

Logo ▸ fade-out

Existing video

Logo fade-in

Option four: End frame only

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Button style

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

Keep button text size above 9pt.

Open Sans Regular (sentence case)

Learn more

Learn more

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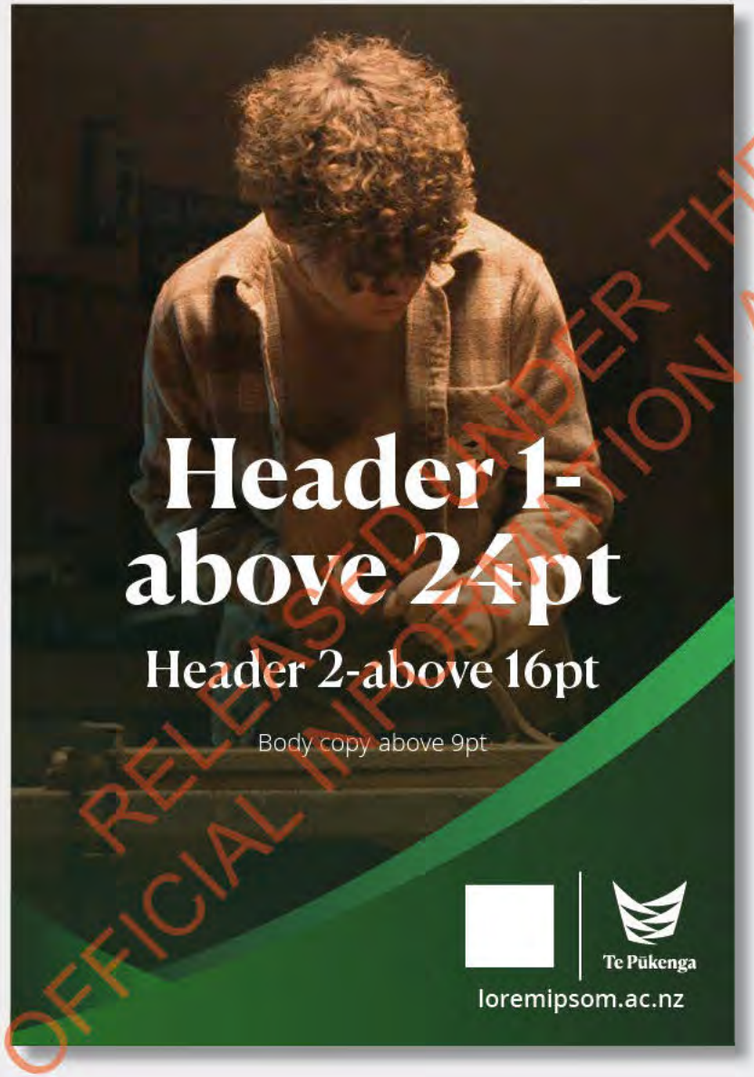
Front and back cover example

Front



Back

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Digital asset examples

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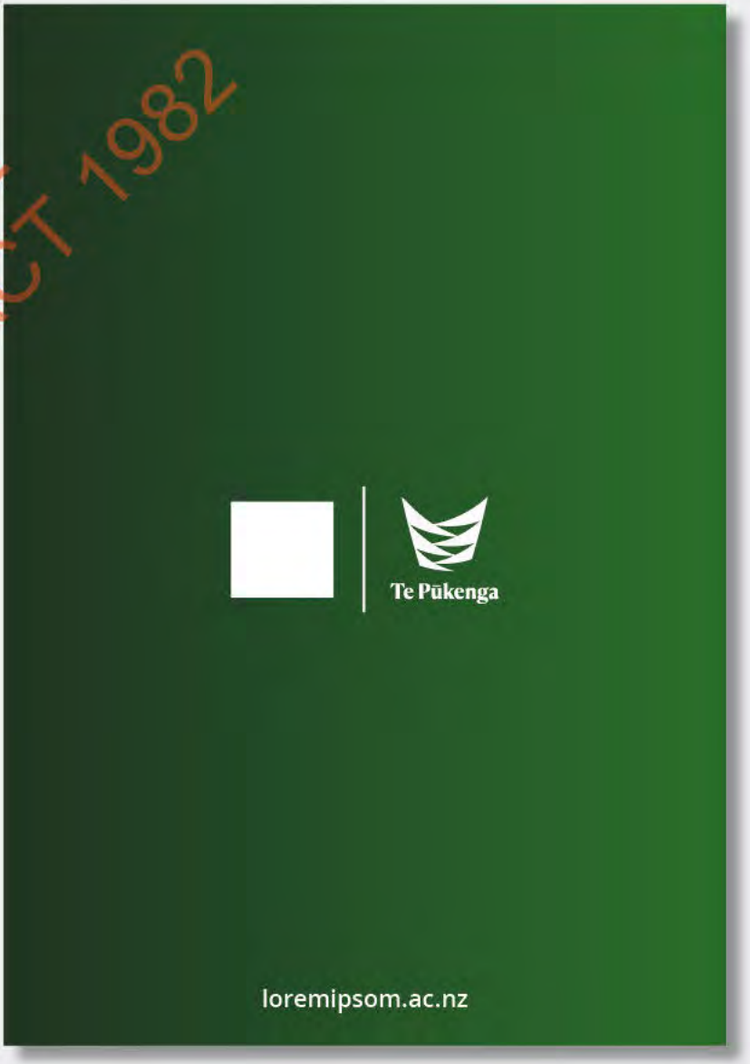
Front and back cover example

Front

Back



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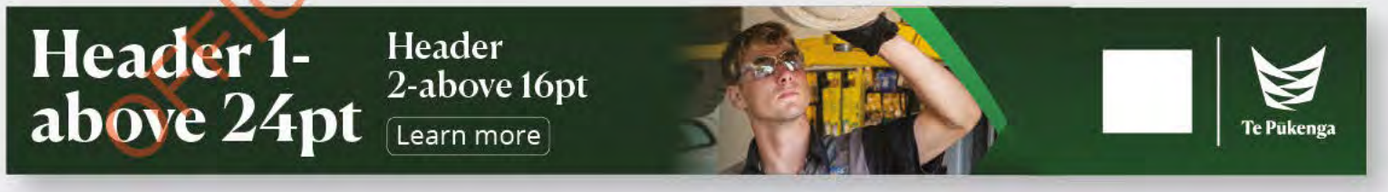
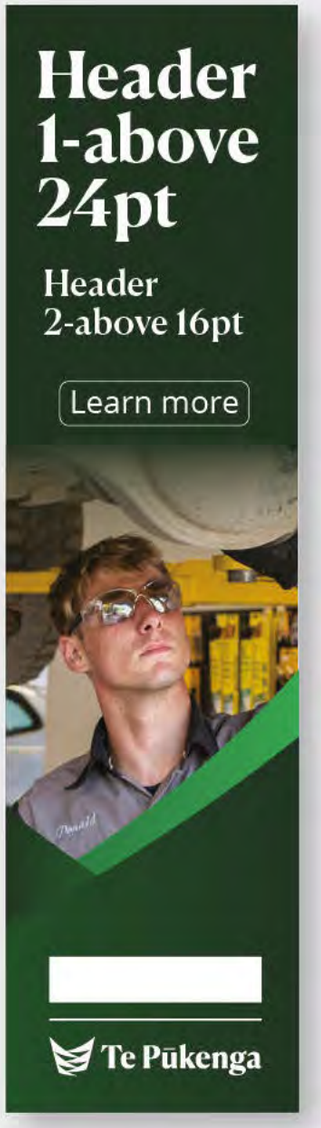
Digital asset examples





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Flyer and brochure examples

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Ngā mihi
Thank you

Te Pūkenga Work Based Learning
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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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