



Introduction

font

colours

design elements

samples



MINISTRY OF JUSTICE

INTERNAL BRAND GUIDELINES

UPDATED: JAN 2020

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CONTENTS

These guidelines are for our Ministry people making items that will be distributed internally, such as RISE values posters or certificates for Thrive (our learning management system).*

IF THIS DOCUMENT IS OPEN IN ADOBE ACROBAT, YOU CAN NAVIGATE USING THE CONTENTS BELOW OR USING THE TABS AT THE TOP OF EACH PAGE

INTRO	DESIGN	SAMPLES
3 Our Ministry	13 Fonts	22 PowerPoint
4 Our values – RISE	15 Colours	23 Induction books
11 Our culture	16 Background textures	24 RISE posters
12 One look	17 Triangles	25 RISE window decals
	18 Text formatting	26 RISE post-it walls
	19 Photos	27 Thrive on JET
	20 Icon style	28 Team signs
		29 Desktop collateral

*This branding isn't for items aimed at an external audience, such as memos to stakeholders, policy reports for the public or posters in court. Word and PowerPoint templates for communicating with the public and business partners are available on JET.

Design companies making professionally laid-out items (aimed at an internal or external audience) should email edit.design@justice.govt.nz





OUR MINISTRY

This document is about how we communicate with each other: our identity, our personality, how we look, how we talk, who we are.

This set of guidelines* helps bring us closer together as an organisation, making our workplace and our interactions more inspiring, more energising, more **us** – to help us RISE together.

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OUR VALUES – RISE

You'll see this word a lot. It's far more than just a neat acronym.

Respect_Integrity_Service_Excellence

RISE is our set of values that we hold dear as an organisation.

RISE is our roadmap to delivering modern, accessible, people-centred justice services.

RISE exemplifies the people who work at our Ministry.

RISE also reflects our intent to grow as individuals, to improve as a team, and become a better ministry.

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Respect_ Integrity_ Service_ Excellence

Our values are not just words in a corporate manual. They represent who we are and how we act. They influence how we work with each other every day and shape the services we provide.

RISE is an action word. (Not by accident either.)

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RR

RESPECT

WE VALUE OTHERS AND THEIR CONTRIBUTIONS

- We freely share our knowledge and experience.
- We work together towards shared goals.
- We respect diversity and support one another.

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WE ARE HONEST AND OPEN

- We take personal responsibility.
- We have high professional standards.
- We are fair and impartial.

INTEGRITY

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S

SERVICE

WE DELIVER RESULTS

- We understand and meet the needs of those we provide services for.
- We take good care of relationships.
- We meet agreed timeframes.

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Introduction

font

colours

design elements

samples

E

EXCELLENCE

WE FOCUS ON QUALITY

- We focus on finding solutions.
- We encourage innovation to achieve better results.
- We acknowledge our achievements and successes.

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Introduction

font

colours

design elements

samples

Our values statement
is a constant reminder
of what today's effort is for:

RISE
TOGETHER

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OUR CULTURE

We hope you find this guide helpful and relevant. Really it's all about defining our culture, and giving you a bit of a steer on the way we do things. Keep it close. Share it with the newbie. Reference it when you're decorating your work area, launching an internal initiative, presenting to your team, having a conversation in a corridor or even composing a well-written post-it note.

Every page in this document reminds us of who we are, what we stand for and how we act. It's our ethos and the colours of our tribe. It's our Ministry.
ONE MINISTRY.

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ONE LOOK

Hey, we encourage you to wear different coloured socks to work, but when it comes to our Ministry messaging, a little consistency goes a long way. The following pages outline simple brand guidelines to help you create your internal communications.

It's not to hem you in, or make everything boring and dry, but rather to create a framework that's consistent, yet has the flexibility to allow you to produce material specific to your own team when making internal items.

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FONTS

Use Arial black italics for headings and Arial for subheadings and body text*.

HEADING

Text sample. Hicati nos mo dolor archiciis remquis ex et iusant inis ere. Uda doluptatur aut veliquam remolum ex eos saniaccusapiet apicium veliquo videliquis iur.

Voluptatum comni ut que consequi destrum re sinulla ccab il et ditis nos imaiio. Nam nusapid utatur maio torem eum in et harum ad ut dolor restempore plis sapid.

*Professionally laid-out items, as in the samples section, use font UNIT Black Italic (usually in all caps) for headings and Gotham Narrow for body text.

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To emphasise text, we use:

- an underscore
- **ALL CAPS**
- varied colours within a **word** or **sentence**

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COLOURS

As well as our standard Ministry colours (dark blue and bright blue), a mix of six extra colours and five gradients can be used for internal items.



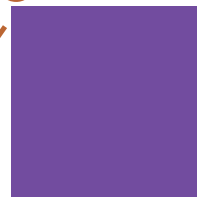
MOJ DARK BLUE
RGB 38-62-120
#253F78



GREEN
RGB 194-217-77
#C2D94E



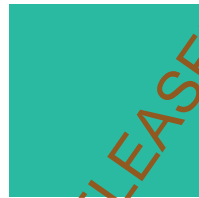
YELLOW
RGB 255-242-0
#FCEE21



PURPLE
RGB 114-76-159
#724C9F



MOJ BRIGHT BLUE
RGB 0-135-192
#0787C0



TEAL
RGB 42-186-162
#29BAA1



GOLD
RGB 255-203-5
#FFCC08



DARK PURPLE
RGB 68-57-150
#443C96



DARK PURPLE GRADIENT

BLUE GRADIENT

GREEN GRADIENT

BLUE/YELLOW GRADIENT

TEAL GRADIENT

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Introduction

font

colours

design elements

samples

BACKGROUND TEXTURES



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TRIANGLES

Combinations of our colours can be used in triangles and added to the corners of items.



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TEXT FORMATTING

We use Arial Black Italics for headings and Arial for subheadings and body text*.

To emphasise text, we use:

- an underscore
- ***ALL CAPS***
- varied colours within a **word** or **sentence**

Have a look in the Samples section for more ideas.

*Professionally laid-out items, as in the samples section, use font UNIT Black Italic (usually in all caps) for headings and Gotham Narrow for body text.



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PHOTOS

There's no trick to the style of photography we encourage. We want to feature **REAL** people, starting with **OUR PEOPLE**. We're looking for natural energy and positivity through action and expression.



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ICON STYLE

If your group needs an icon made, email us at edit.design@justice.govt.nz

**RISE
TOGETHER**

WOMEN'S NETWORK
SUPPORTING OUR WOMEN

YOUNG PROFESSIONALS NETWORK
BUILD SUPPORTIVE RELATIONSHIPS & DEVELOP YOUR CAREER

Thrive
► It starts with knowledge

DISCOVERY
INFORMATION KNOWLEDGE INSIGHT

DISCOVERY | INFORMATION
KNOWLEDGE
INSIGHT

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Icons should always be big enough and given enough space to make sure they're easy to read.

For example, the RISE icon needs clear space around it of at least the height of the 'T' from 'TOGETHER'. The minimum size of the icon should be 27mm wide.



minimum
width: 27mm

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Introduction

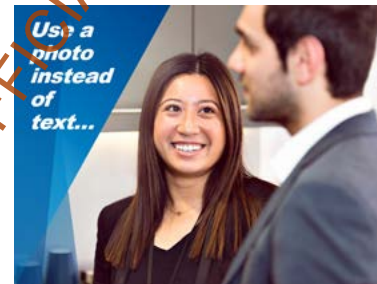
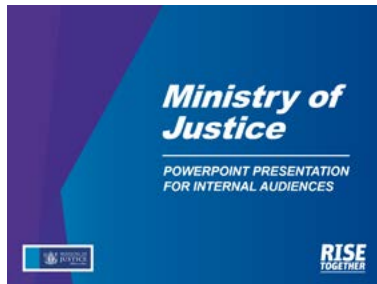
font

colours

design elements

samples

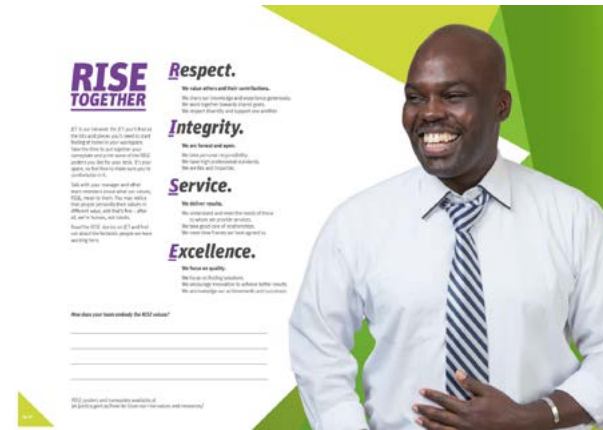
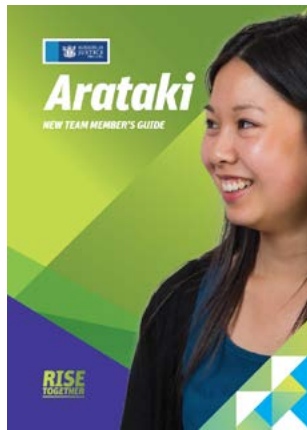
POWERPOINT



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INDUCTION BOOKS



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Introduction

font

colours

design elements

samples

RISE POSTERS



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Introduction

font

colours

design elements

samples

RISE WINDOW DECALS

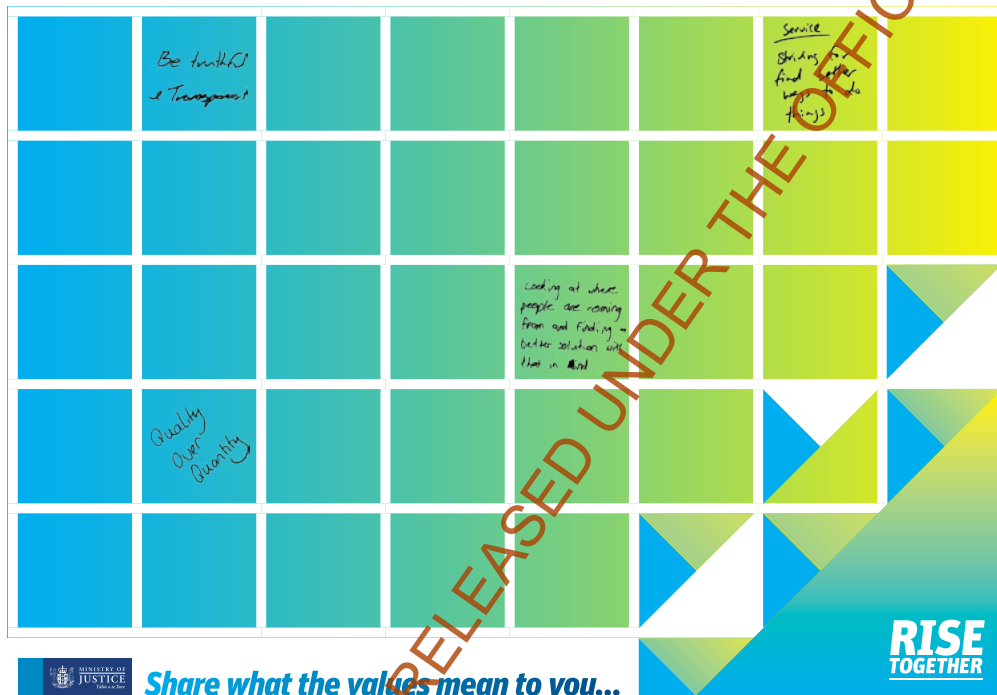


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RISE **POST-IT WALLS**

For our people to write on and share what the RISE values mean to them.



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Introduction

font

colours

design elements

samples

THRIVE (LEARNING MANAGEMENT SYSTEM)

ON **JET**



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Introduction

font

colours

design elements

samples

TEAM SIGNS



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Introduction

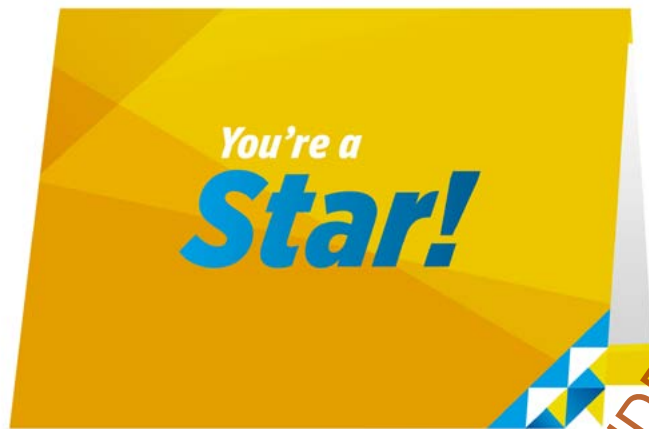
font

colours

design elements

samples

DESKTOP COLLATERAL



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GOOD LUCK!

Email us at edit.design@justice.govt.nz
if you have questions or need help.

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