Appendix B

Graphic Identity Guidelines
March 2008

DEPARTMENT OF
CORRECTIONS
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# Contents

The Department of Corrections Graphic Identity

THE LOGO

◆ The Department of Corrections logo comprises of the New Zealand coat of arms and the text 'Department of Corrections' in both English and Māori.

◆ The updated logo is arranged in a **horizontal** format only. There is no stacked or vertical version available.

◆ Please do not redraw the Department of Corrections logo. Electronically sourced artwork should be used in all cases.

◆ Do not rearrange or separate the coat of arms from the type. The coat of arms alone does not represent Corrections and should not be used on its own.

◆ See Logo File Types (page 11) when selecting logo files to use.

Positive
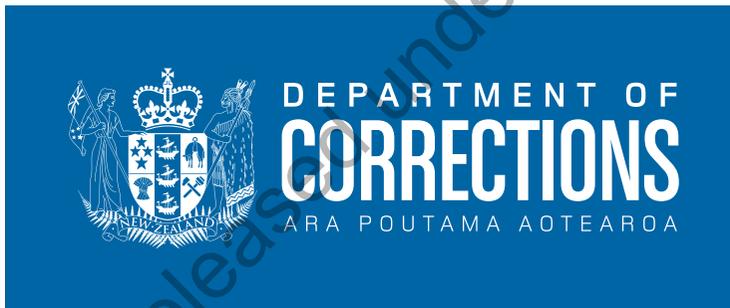
Reversed

CLEAR SPACE

◆ The minimum clear space around the logo is determined by the height of the crown, as shown below.

MINIMUM SIZE

◆ To ensure the logo is legible, in particular the Department's Māori name, the minimum logo size is 35 mm wide.

◆ Ideally the logo should appear larger than the minimum size, where possible.

◆ Strong legibility must be considered in all instances.

35mm

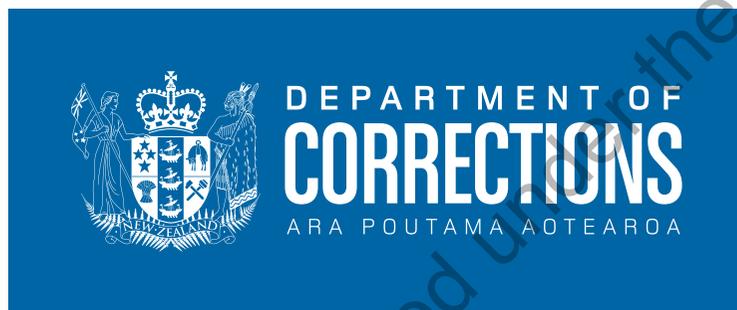◆ See page 5 Logo - Incorrect Uses: What Not to Do.

Logo Colour

◆ The Department of Corrections logo is printed in one colour on a solid colour background.

◆ Do not use the logo on a busy patterned background, or in any way that compromises legibility.

◆ The logo colour may be either Corrections Blue or black;

◆ Or reversed out in white on black or Corrections Blue.

◆ Make sure there is enough contrast between the logo and background to ensure strong legibility in all cases.

Positive

Positive

Reversed

Reversed

Logo - Incorrect Uses: What Not to Do

◆ Please do not redraw the Department of Corrections logo. Electronically sourced artwork should be used in all cases.

◆ Do not rearrange, separate the coat of arms from the type, or attempt to redraw either of them.

◆ The coat of arms alone does not represent Corrections and should not be used on its own.

◆ Do not distort the logo in any way.

◆ Do not change the colour of the logo. The logo colour may be either Corrections Blue or black, or reversed out in white on black or Corrections Blue.

◆ Do not place text or other graphic elements within the logo clear space. The minimum clear space around the logo is determined by the height of the crown. See The Department of Corrections Logo - Clear Space (page 3)

Sample text Sample text Sample

◆ Do not print or produce the logo smaller than the specified minimum size; 35 mm wide. Ensure the logo is legible, in particular the Department's Māori name.

◆ Do not use the logo on a busy patterned background, or in any way that compromises legibility.

◆ Never use the logo as a background graphic, or place text or other graphic elements over it.

◆ Do not use 'Reducing Re-offending' as a strap line as it is no longer applicable.

Corrections Official Corporate Colours

The Department of Corrections two official colours are Corrections Blue and Corrections Orange. Tints of these colours may also be used in brand applications, where appropriate.

Corrections Blue

100%
75%
50%
25%
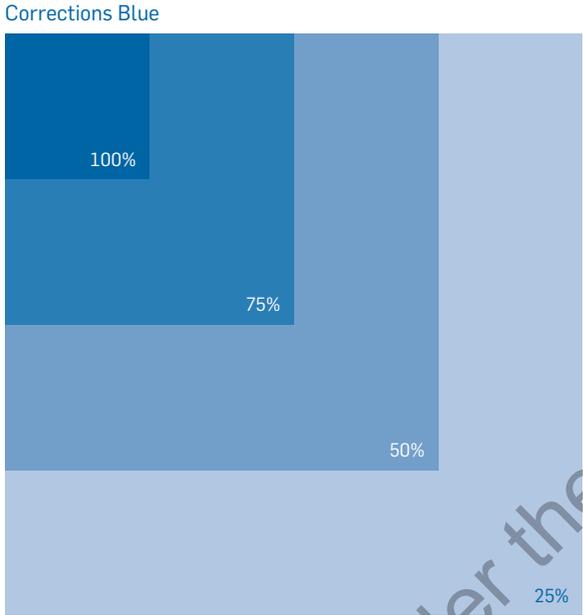
Spot
Coated:
Pantone 301 C
Uncoated:
Pantone 3015 U

CMYK
100, 40, 0, 20

RGB
0, 69, 123

Web
Hex #006699

Corrections Orange

100%
75%
50%
25%
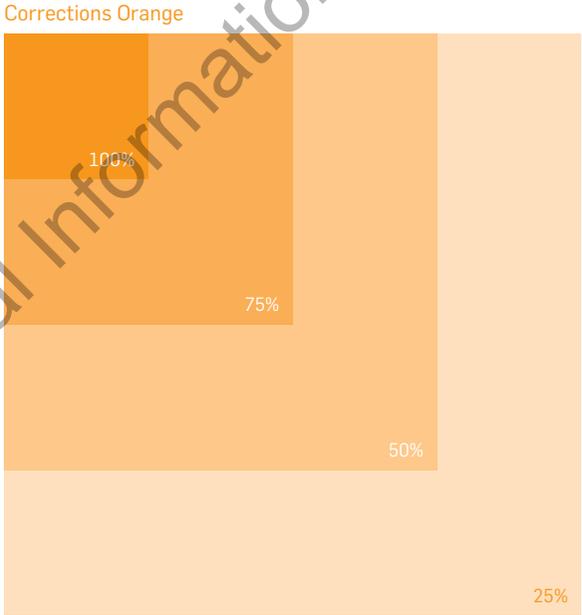
Spot
Coated:
Pantone 144 C
Uncoated:
Pantone 130 U

CMYK
0, 45, 100, 0

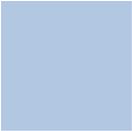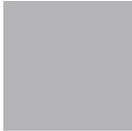**RGB**
222, 135, 3

Web
Hex #FF9900

Assigned Colours for Business Groups

The following colours have been assigned to represent the four main Business Groups of the Department of Corrections. These colours have been drawn from the Official and Secondary Colour Palettes. (See page 6: Official Corporate Colours and page 7: Secondary Colour Palette.) 'Visual matches' should be used as a rough guide only.

	CORPORATE	REHABILITATION & REINTEGRATION (RR)	PRISON SERVICES	COMMUNITY PROBATION & PSYCHOLOGICAL SERVICES (CPPS)
MAJOR	**CORRECTIONS BLUE** **Spot** Pantone 301 **CMYK** 100, 40, 0, 20 **RGB** 0, 69, 123 **Web** Hex #006699	**CORRECTIONS ORANGE** **Spot** Pantone 144 **CMYK** 0, 45, 100, 0 **RGB** 222, 135, 3 **Web** Hex #FF9900	**MIXED INK 3** **Mixed Ink** Pantone 301 - 10% Pantone 144 - 40% **CMYK** 10, 20, 40, 10 **RGB** 222, 190, 153 **Web** Hex #DEBE98 **Visual match to** Pantone 7502	**50% CORRECTIONS BLUE** **Spot** 50% Pantone 301 **CMYK** 50, 20, 0, 10 **RGB** 114, 158, 202 **Web** Hex #6699CC **Visual match to** Pantone 542
MINOR	**25% CORRECTIONS BLUE** **Spot** 25% Pantone 301 **CMYK** 25, 10, 0, 5 **RGB** 177, 197, 225 **Web** Hex #B1C5E1 **Visual match to** Pantone 2708	**50% CORRECTIONS ORANGE** **Spot** 50% Pantone 144 **CMYK** 0, 24, 50, 0 **RGB** 253, 200, 138 **Web** Hex #FFCC99 **Visual match to** Pantone 156	**MIXED INK 1** **Mixed Ink** Pantone 301 - 45% Pantone 144 - 100% **CMYK** 42, 54, 100, 28 **RGB** 125, 95, 38 **Web** Hex #7d5f26 **Visual match to** Pantone 140	**50% CORRECTIONS GREY** **Spot** 50% Pantone Cool Grey 11 **CMYK** 0, 0, 0, 35 **RGB** 153, 153, 153 **Web** Hex #999999 **Visual match to** Pantone Cool Grey 5

Stationery Colours

Stationery Colours have been taken from the <u>Assigned Colours for Business Groups</u> (see page 8).

|	CORPORATE	REHABILITATION & REINTEGRATION (RR)	PRISON SERVICES	COMMUNITY PROBATION & PSYCHOLOGICAL SERVICES (CPPS)
TEXT	CORRECTIONS BLUE ◆ **Spot** Pantone 301	CORRECTIONS ORANGE ◆ **Spot** Pantone 144	MIXED INK 1 ◆ **Mixed Ink** Pantone 301 - 45% Pantone 144 - 100%	50% CORRECTIONS BLUE ◆ **Spot** 50% Pantone 301
	OFFICE OF THE CHIEF EXECUTIVE Facility Name, Region	**REHABILITATION & REINTEGRATION** Facility Name, Region	**PRISON SERVICES** Facility Name, Region	**COMMUNITY PROBATION & PSYCHOLOGICAL SERVICES** Facility Name, Region
LINES	25% CORRECTIONS BLUE ◆ **Spot** 25% Pantone 301	50% CORRECTIONS ORANGE ◆ **Spot** 50% Pantone 144	MIXED INK 3 ◆ **Mixed Ink** Pantone 301 - 10% Pantone 144 - 40%	50% CORRECTIONS GREY ◆ **Spot** 50% Pantone Cool Grey 11

Secondary Colour Palette

The following colours have been chosen to complement the Department of Corrections official colours. These colours, have been created by mixing the Department of Corrections Blue (Pantone 301) with Corrections Orange (Pantone 144) in varying percentages. Corrections Grey (Pantone 11) is an additional colour that has been added to the palette, to extend and enhance the use of the main corporate colours choices.

Tints of these colours may also be used in brand applications, where appropriate. 'Visual matches' should be used as a rough guide only.

Mixed Ink 1
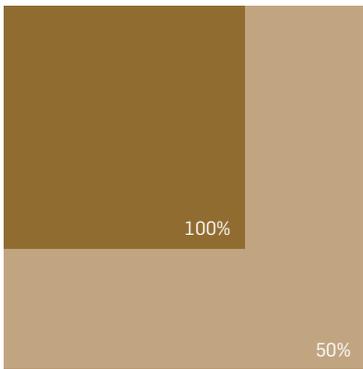
100%
50%

Mixed Ink
Pantone 301 - 45%
Pantone 144 - 100%

CMYK
42, 54, 100, 28

RGB
125, 95, 38

Web
Hex #7d5f26

Visual match
Pantone 140

Mixed Ink 2

100%
50%

Mixed Ink
Pantone 301 - 10%
Pantone 144 - 80%

CMYK
10, 45, 80, 0

RGB
221, 115, 75

Web
Hex #DD9B4B

Visual match
Pantone 7411

Mixed Ink 3
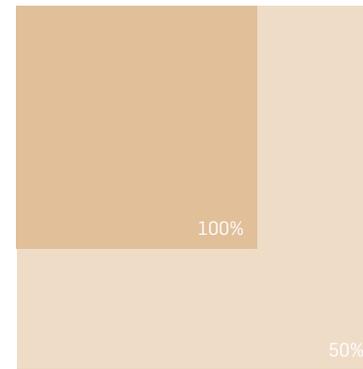
100%
50%

Mixed Ink
Pantone 301 - 10%
Pantone 144 - 40%

CMYK
10, 20, 40, 10

RGB
222, 190, 153

Web
Hex #DEBE98

Visual match
Pantone 7502

Mixed Ink 4

100%
50%
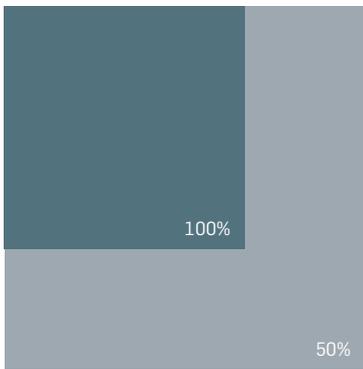
Mixed Ink
Pantone 301 - 70%
Pantone 144 - 40%

CMYK
78, 51, 48, 12

RGB
70, 105, 114

Web
Hex #466972

Visual match
Pantone 7545

Mixed Ink 5

100%
50%
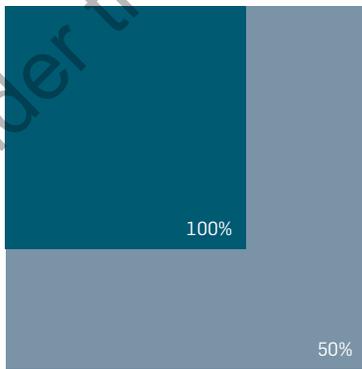
Mixed Ink
Pantone 301 - 100%
Pantone 144 - 40%

CMYK
100, 60, 45, 23

RGB
0, 81, 102

Web
Hex #005166

Visual match
Pantone 3035

Corrections Grey

100%
50%
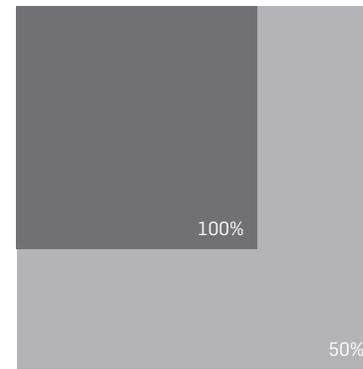
Spot
Pantone Cool
Grey 11 C

CMYK
0, 0, 0, 70

RGB
102, 99, 102

Web
Hex #666666

Typefaces

NOTES FOR PRINT AND DESIGN SUPPLIERS

The two corporate typefaces for all communications associated with The Department of Corrections are **Foundry Monoline** and **Flama**.

SIGNAGE

The typeface **Frutiger** may continue to be used for existing collateral, such as signs.

Please use Foundry Monoline for any new work produced. A variety of weights (in addition to examples shown here) are available for purchase for both Mac and PC.

ALTERNATIVE

Arial may be used where the corporate typefaces are not available. For example, in emails, Word documents, and on the internet.

ABCabc

Foundry Monoline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Foundry Monoline Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Foundry Monoline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

ABCabc

Flama Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Flama Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Flama Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

ABCabc

Frutiger Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

ABCabc

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Logo File Types

Please use the logo files listed here and on the next page for all communications associated with The Department of Corrections.

FILE FORMATS

◆ **EPS** files are one of the most versatile formats available. These logos are suitable for offset printing. They are vector based, so can be scaled up or down without loss of quality. They can also be placed on different coloured backgrounds.

◆ **JPEG** files are for onscreen use only. They are 72dpi, and may be scaled down, but not up in size. Two size variations are available; large and small.

◆ **TIFF** files are less versatile. These logos are suitable for offset and digital printing purposes. They are 400dpi and may be scaled down, but not up in size.

COLOUR FORMATS

◆ **SPOT** colours are single colour inks used in offset printing where a separate plate is made for each colour printed. They are also called Pantone® or PMS colours.

◆ **CMYK** stands for cyan, magenta, yellow and black, and refers to the colours used in the four colour printing process for offset or laser printing.

◆ **RGB** values and colours are suitable for onscreen display or projection based uses.

◆ **WEB** refers to the values suitable for internet or web environments.

Master Logo Files

There are 33 different logo files which relate to the version of colour and layout needed.

Please use the correct logo file for each purpose as shown in Logo File Types (page 11).

See The Department of Corrections Logo (page 3) for explanations of positive and reversed logos.

▼ 📁 EPS
- DOC Logo_Black_Positive.eps
- DOC Logo_Black_Reversed.eps
- DOC Logo_CMYK_Positive.eps
- DOC Logo_CMYK_Reversed.eps
- DOC Logo_PMS301_Positive.eps
- DOC Logo_PMS301_Reversed.eps
- DOC Logo_RGB_Positive.eps
- DOC Logo_RGB_Reversed.eps
- DOC Logo_White.eps

▼ 📁 JPG Large
- DOC Logo Large_Black_Positive.jpg
- DOC Logo Large_Black_Reversed.jpg
- DOC Logo Large_CMYK_Positive.jpg
- DOC Logo Large_CMYK_Reversed.jpg
- DOC Logo Large_PMS301_Positive.jpg
- DOC Logo Large_PMS301_Reversed.jpg
- DOC Logo Large_RGB_Positive.jpg
- DOC Logo Large_RGB_Reversed.jpg

▼ 📁 JPG Small
- DOC Logo Small_Black_Positive.jpg
- DOC Logo Small_Black_Reversed.jpg
- DOC Logo Small_CMYK_Positive.jpg
- DOC Logo Small_CMYK_Reversed.jpg
- DOC Logo Small_PMS301_Positive.jpg
- DOC Logo Small_PMS301_Reversed.jpg
- DOC Logo Small_RGB_Positive.jpg
- DOC Logo Small_RGB_Reversed.jpg

▼ 📁 TIFF
- DOC Logo_Black_Positive.tif
- DOC Logo_Black_Reversed.tif
- DOC Logo_CMYK_Positive.tif
- DOC Logo_CMYK_Reversed.tif
- DOC Logo_PMS301_Positive.tif
- DOC Logo_PMS301_Reversed.tif
- DOC Logo_RGB_Positive.tif
- DOC Logo_RGB_Reversed.tif