

3 July 2023

Thomas A  
[fyi-request-23231-e09eb738@requests.fyi.org.nz](mailto:fyi-request-23231-e09eb738@requests.fyi.org.nz)

Our ref: F32785  
By email

Dear Thomas

**Official Information Act request – Maritime NZ brand guidelines**

I refer to your information request dated 23 June 2023 as follows:

*“I would like to request a copy of the Maritime New Zealand Brand Guidelines. By Brand Guidelines, I refer to material that informs the use of the Maritime New Zealand brand identity.”*

We have considered your request in accordance with the Official Information Act 1982 (the Act). Accordingly, please find enclosed the document you requested.

Please note that this response (with your personal details removed) may be published on Maritime New Zealand’s website.

Should you have any questions about specific incidents feel free to contact the media team at [government.services@maritimenz.govt.nz](mailto:government.services@maritimenz.govt.nz)

Yours sincerely



**Anna Dwen**  
Senior Advisor, Ministerial Services

Enclosed: Document covered by your request

Identity kit



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# Contents

The tools in this identity kit provide consistency and recognition for the Maritime New Zealand brand.

2

Maritime New Zealand logo	3
Logo don'ts	4
Maritime New Zealand manaia	5
Flowing water graphic	6
Safe Secure Clean	9
MPRS logo	10
MPRS brand	11
RCCNZ logo	12
RCCNZ roundel	13
RCCNZ brand	14
Colour palette	15
Website colour palette	17
Safer Boating logo	18
Safer Boating Forum logo	19
Safer Boating type specifications	20
Recreational boating	21
MOSS and SeaCert logos	22
Typeface	23

# Maritime New Zealand logo

The Maritime New Zealand logo is used on all collateral. It is the core and most consistent brand tool.



### 2 colour logo

Blue – Nova formula 904544 (coated) or  
– Nova formula 904545 (uncoated)

Black PMS black

This is the preferred (ideal) format for producing the logo to 100% colour accuracy.



### CMYK process colour logo

100c 30m 0y 0k (blue)  
0c 0m 0y 100k (black)

This is the format for reproducing the logo using the four-colour process.



### Grey-scale logo

0c 0m 0y 100k (black)  
0c 0m 0y 40k (grey)

This is the format for reproducing the logo using the one-colour grey-scale colour process.



### One colour (analogue)

PMS black

Format to be used only when there are no colour or tint options eg rubber stamps.



### One colour reversed (analogue)

PMS black

Format to be used only when there are no colour or tint options eg rubber stamps.



### Minimum size

The master logo should not appear smaller than 35mm wide. Measure the logo from the left side of the circle to the right side of the letter 'E'.



### Minimum clear space requirements

Clear space around the logo is important to ensure maximum impact.

**E** = clear space



### Minimum size

The Maritime New Zealand logo without the Māori name may be used when the Māori name would not reproduce with clear definition (eg using embroidery of a certain size).



### Logo background

The logo should, if possible, appear on a white background. However, under special circumstances it can appear on Maritime New Zealand blue, the flowing water graphic or photo. This option must only be done in consultation with the Education and Communications team.

# Logo don'ts

The Maritime New Zealand logo must always be clear and consistent.

Below are examples of how the Maritime New Zealand logo should not be used. These examples also apply to all the other logos / identities that come under the jurisdiction of Maritime New Zealand.



Do not reduce logo smaller than minimum size



Do not rotate logo



Do not stretch or squeeze logo



Do not use the logo 'title' without the manā



Do not use other colours for the logo



Do not house the logo within a shape



Do not apply effects to the logo eg drop shadow, soft edge, halo, bevelled edge



Do not rearrange logo components



Do not encroach within minimum space



Do not use low resolution reproduction



Do not use the logo in a way that is out of proportion with where it is placed (ie too big or too small)



Use of this logo application must be approved by the Education and Communications team

When the logo is used in conjunction with other logos, it should be of an equivalent or similar size, unless there is a good reason for not doing so



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# Maritime New Zealand manaia

The manaia is an ancient mythical being with a bird's head and a human form. It is said to be the messenger between the earthly world of mortals and domain of the spirit. The manaia is a holder of great spiritual energy and is a guardian over water, land and air.



Ink stamp



Jacket pin



Pounamu gift



Brochure



Brochure



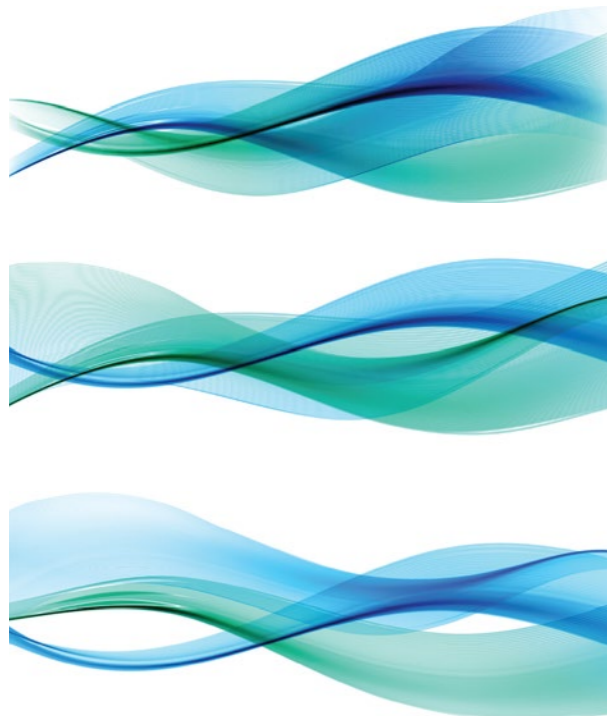
Environmental graphics

# Flowing water graphic

The flowing water graphic supports Maritime New Zealand's core logos.

## Flowing water versions

There are three versions of the graphic, which can be cropped, rotated or flipped to provide a variety of compositions.



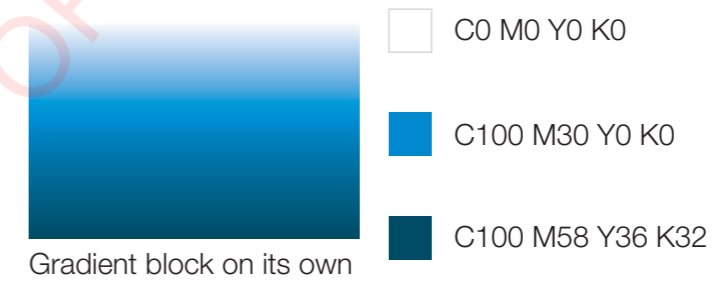
## Use with an image

The flowing water graphic can be used in conjunction with a photo in consultation with the Education and Communications team.



## Blue gradient

A blue colour gradient block can be used with the flowing water graphic to provide an alternative background.



Horizontal gradient block



Vertical gradient block

## Flowing water background

The flowing water graphic can be used to create a background for one-colour reverse versions of the Maritime New Zealand logo.



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# Flowing water graphic

Selected examples using the flowing water graphic.



Vehicle livery



Stationery



Business cards



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# Flowing water graphic

Selected examples using the flowing water graphic.



Office glazing interior signage



Way-finding signage



Exterior glazing signage



Office entrance signage



Office entrance door signage

# Safe Secure Clean

The SAFE SECURE CLEAN block text supports the core logos of the Maritime New Zealand identity.

## One-colour versions

**SAFE  
SECURE  
CLEAN**

**SAFE  
SECURE  
CLEAN**

**SAFE  
SECURE  
CLEAN**

## Flowing water graphic fill

**SAFE  
SECURE  
CLEAN**

## Reverse versions

**SAFE  
SECURE  
CLEAN**

**SAFE  
SECURE  
CLEAN**

**SAFE  
SECURE  
CLEAN**

**SAFE  
SECURE  
CLEAN**

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# MPRS logo

The Maritime New Zealand logo and supporting brands work together.



### 3 colour logo

Blue – Nova formula 904544 (coated) or  
– Nova formula 904545 (uncoated)

Black PMS Black  
Orange PMS 1665 C

This is the preferred (ideal) format for producing the logo to 100% colour accuracy.



### CMYK process colour logo

100c	30m	0y	0k	(blue)
0c	0m	0y	100k	(black)
0c	0m	0y	70k	(grey-marine+service)
0c	0m	0y	50k	(grey-pollution)
0c	70m	100y	0k	(orange)

This is the format for reproducing the logo using the four-colour process.



### Grey-scale logo

0c	0m	0y	100k	(black)
0c	0m	0y	40k	(grey-mania+NEW)
0c	0m	0y	50k	(grey-pollution)
0c	0m	0y	30k	(grey-response)
0c	0m	0y	70k	(grey-service)

This is the format for reproducing the logo using the one-colour grey-scale colour process.



### One colour (analogue)

PMS Black

Format to be used only when there are no colour or tint options eg rubber stamps.



### One colour reversed (analogue)

PMS Black

Format to be used only when there are no colour or tint options eg rubber stamps.



### Minimum size

The MPRS logo should not appear smaller than 45mm wide. Measure the logo from the left side of the circle to the right side of the letter 'E'.



### Minimum clear space requirements

Clear space around the logo is important to ensure maximum impact.

**E** = clear space



### Logo background

The logos should, if possible, appear on a white background. However, under special circumstances they can appear on Maritime New Zealand blue, a light grey or black.

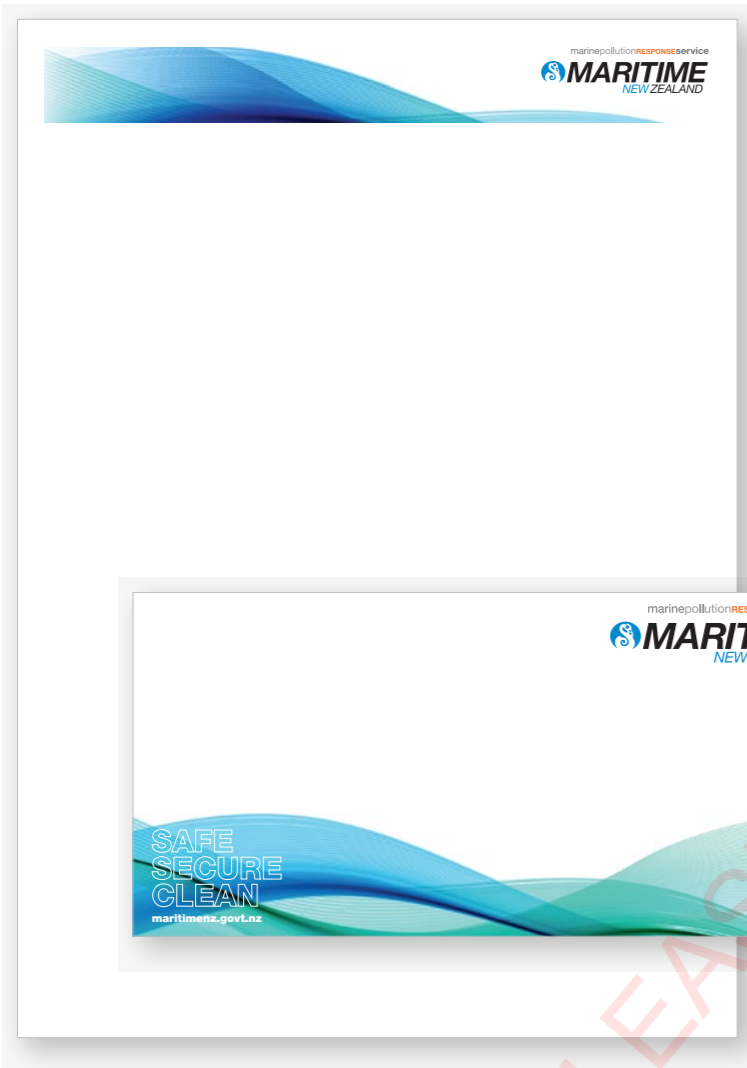


# MPRS brand

The Maritime New Zealand logo and supporting brands work together.



Business cards



Stationery



National Response Team backpack



National Response Team shirt

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# RCCNZ logo

The Maritime New Zealand logo and supporting brands work together.



### 3 colour logo

Blue – Nova formula 904544 (coated) or  
– Nova formula 904545 (uncoated)

Black PMS Black  
Orange PMS 1665 C

This is the preferred (ideal) format for producing the logo to 100% colour accuracy.



### One colour (analogue)

PMS black format to be used only when there are no colour or tint options eg rubber stamps.



### Minimum size

The RCCNZ logo should not appear smaller than 42mm wide.



### Minimum clear space requirements

Clear space around the logo is important to ensure maximum impact.

e = clear space



### CMYK process colour logo

100c	30m	0y	0k	(blue)
0c	0m	0y	100k	(black)
0c	70m	100y	0k	(orange)

This is the format for reproducing the logo using the four-colour process.

### Logo background

The logos should, if possible, appear on a white background. However, under special circumstances they can appear on Maritime New Zealand blue, light grey or black.



### Grey-scale logo

0c	0m	0y	100k	(black)
0c	0m	0y	30k	(grey–Rescue)
0c	0m	0y	70k	(grey–Coordination Centre)
0c	0m	0y	50k	(grey–mania + New)

This is the format for reproducing the logo using the one-colour grey-scale colour process.

# RCCNZ roundel

The Maritime New Zealand logo and supporting brands work together.



### 4 colour logo

Blue – Nova formula 904544 (coated) or  
– Nova formula 904545 (uncoated)

Green PMS 7473  
Grey PMS Cool grey 5  
Orange PMS 1665 C

This is the preferred (ideal) format for producing the logo to 100% colour accuracy.



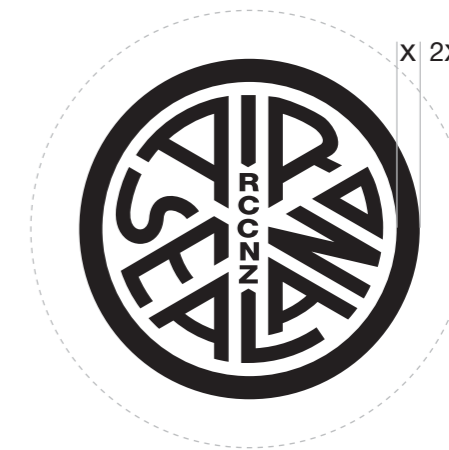
### One colour (analogue)

PMS black format to be used only when there are no colour or tint options eg rubber stamps.



### Minimum size

The RCCNZ Sea | Air | Land logo should not appear smaller than 20mm wide.



### Minimum clear space requirements

Clear space around the logo is important to ensure maximum impact.  
2x = clear space



### CMYK process colour logo

100c	30m	0y	0k	(SEA)
75c	30m	60y	0k	(LAND)
0c	0m	0y	50k	(AIR)
0c	70m	100y	0k	(RCCNZ + ring)

This is the format for reproducing the logo using the four-colour process.



### Logo background

The logo should, if possible, appear on a white background. However, under special circumstances it can appear on Maritime New Zealand blue, a light grey or black.







### Grey-scale logo

0c	0m	0y	100k	(SEA)
0c	0m	0y	30k	(AIR)
0c	0m	0y	70k	(RCCNZ + ring)
0c	0m	0y	50k	(LAND)

This is the format for reproducing the logo using the one-colour grey-scale colour process.

### Signage vinyl colours

- |   |                                      |   |  |
|---|--------------------------------------|---|--|
|  | Vinyl = Oracle 851 range – Fjord 547 |  | Vinyl = Oracle 751 range – 724 Ice Grey  |
|  | Vinyl = Pure Orange 333              |  | Vinyl = Oracle 751 range – 054 Turquoise |

# RCCNZ brand

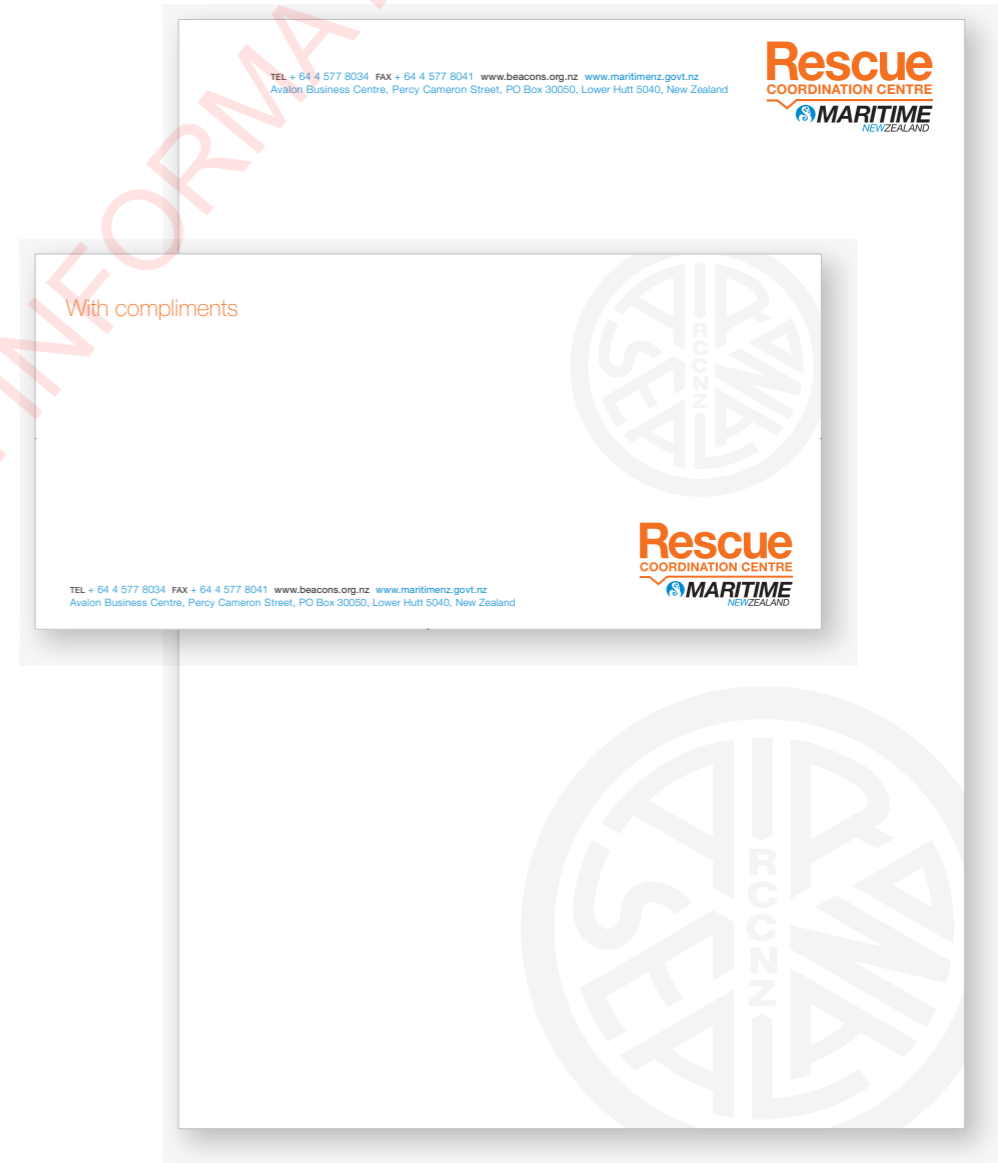
The Maritime New Zealand logo and supporting brands work together.



Uniforms



Business cards



Stationery

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# Colour palette

The Maritime New Zealand colour palette provides consistency and brand recognition.

## Core colour palette

These colours are used to lay the base foundation of the Maritime New Zealand brand.



Spot = Nova ink 904544 Coated (based on PMS 3005C)  
CMYK = C100 M30 Y0 K0  
RGB = R0 G137 B207  
Web safe version = #00 99 CC  
Vinyl = Oracle 851 range – Fjord 547



Spot = PMS Black  
CMYK = C0 M0 Y0 K100  
RGB = R0 G0 B0  
Web safe version = #00 00 00  
Vinyl = Oracle 851 range – Black 070

## Colour palette extension

These three extensions to the core palette allow depth and differentiation for the Maritime New Zealand sub-brands.



Spot = PMS Cool Grey 9  
CMYK = C0 M0 Y0 K70  
RGB = R110 G110 B110  
Web safe version = #66 66 66  
Vinyl = Grey 071



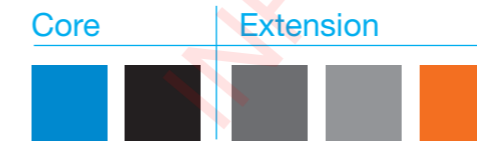
Spot = PMS 1665  
CMYK = C0 M70 Y100 K0  
RGB = R243 G111 B32  
Web safe version = #FF 66 33  
Vinyl = Pure Orange 333



Spot = PMS Cool Grey 5  
CMYK = C0 M0 Y0 K50  
RGB = R150 G150 B150  
Web safe version = #99 99 99  
Vinyl = Grey 074

## Corporate colour palette extension

These colours, used with the core palette and extension, form the colour branding for Maritime New Zealand's corporate communications.



Spot = PMS 1675  
CMYK = C0 M70 Y100 K30  
RGB = R180 G83 B20  
Web safe version = #CC 66 00



Spot = PMS 296  
CMYK = C100 M45 Y0 K70  
RGB = R0 G46 B86  
Web safe version = #00 33 66



Spot = PMS 130  
CMYK = C0 M20 Y100 K0  
RGB = R255 G203 B5  
Web safe version = #FF CC 00



Spot = PMS 2955  
CMYK = C100 M45 Y0 K40  
RGB = R0 G79 B131  
Web safe version = #00 66 99



Spot = PMS 125 (80%)  
CMYK = C0 M20 Y80 K20  
RGB = R210 G170 B65  
Web safe version = #CC 99 33



Spot = PMS 643  
CMYK = C25 M10 Y0 K5  
RGB = R177 G199 B226  
Web safe version = #99 CC CC



Spot = PMS 117 (60%)  
CMYK = C0 M10 Y60 K10  
RGB = R233 G204 B117  
Web safe version = #FF CC 66

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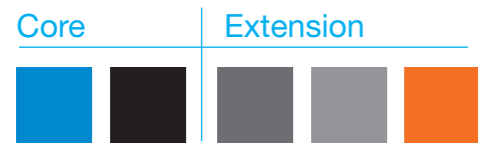



# Colour palette


The Maritime New Zealand colour palette provides consistency and brand recognition.

## Recreational colour palette extension

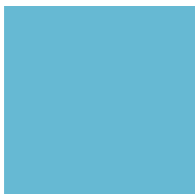
These colours, used with the core palette and extension, form the colour branding for Maritime New Zealand's recreational sector communications.

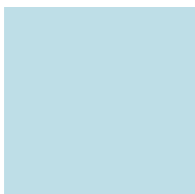
Spot = PMS 130  
CMYK = C0 M20 Y100 K0  
RGB = R255 G203 B5  
Web safe version = #FF CC 00



Spot = PMS 632  
CMYK = C100 M0 Y15 K5  
RGB = R0 G164 B202  
Web safe version = #00 99 CC



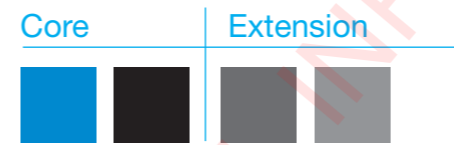

Spot = PMS 633 (50%)  
CMYK = C50 M0 Y5 K12  
RGB = R102 G185 B211  
Web safe version = #66 CC CC




Spot = PMS 633 (20%)  
CMYK = C20 M0 Y3 K5  
RGB = R190 G222 B231  
Web safe version = #CC FF FF

## Commercial colour palette extension


These colours, used with the core palette and extension, form the colour branding for Maritime New Zealand's commercial sector communications.


Spot = PMS 1675  
CMYK = C0 M70 Y100 K30  
RGB = R185 G89 B21  
Web safe version = #CC 66 00




Spot = PMS 117 (60%)  
CMYK = C0 M10 Y60 K10  
RGB = R233 G204 B117  
Web safe version = #FF CC 66




Spot = PMS 296  
CMYK = C100 M45 Y0 K70  
RGB = R0 G46 B86  
Web safe version = #00 33 66



Spot = PMS 349  
CMYK = C100 M0 Y90 K40  
RGB = R0 G114 B63  
Web safe version = #00 66 33



Spot = PMS 363 (70%)  
CMYK = C50 M0 Y70 K10  
RGB = R122 G182 B111  
Web safe version = #66 CC 66



Spot = PMS 377 (40%)  
CMYK = C20 M0 Y40 K10  
RGB = R188 G208 B159  
Web safe version = #CC CC 99

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# Website colour palette

17

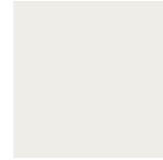
## Brand



WEB = #0099CC  
RGB = R0 G153 B204  
CMYK = C78 M24 Y6 K0

## Background colours

Default



WEB = #F0EEE7  
RGB = R240 G238 B231  
CMYK = C5 M4 Y7 K0

## Default Home / components



WEB = #332F2F  
RGB = R51 G47 B47  
CMYK = C67 M65 Y63 K61

## Text

Paragraph / small



WEB = #252525  
RGB = R25 G25 B25  
CMYK = C71 M65 Y64 K70

Headings / large



WEB = #2A3F46  
RGB = R43 G63 B71  
CMYK = C82 M62 Y54 K44

Headings / small



WEB = #5C5959  
RGB = R93 G89 B89  
CMYK = C61 M56 Y54 K28

Headings / intro



WEB = #8E8B89  
RGB = R142 G139 B137  
CMYK = C46 M40 Y41 K4

## Sectors

Recreation



WEB = #E1B037  
RGB = R225 G176 B55  
CMYK = C12 M30 Y92 K0

Commercial



WEB = #E97348  
RGB = R233 G115 B773  
CMYK = C4 M68 Y77 K0

Public information



WEB = #7CB05D  
RGB = R125 G176 B93  
CMYK = C56 M12 Y83 K1

General



WEB = #0099CC  
RGB = R0 G153 B204  
CMYK = C78 M24 Y6 K0

## Links

Default



WEB = #0099CC  
RGB = R0 G153 B204  
CMYK = C78 M24 Y6 K0

Text links on #332f2f



WEB = #36BCDE  
RGB = R55 G118 B222  
CMYK = C66 M3 Y8 K0

Visited



WEB = #605CA8  
RGB = R97 G93 B168  
CMYK = C72 M71 Y0 K0

## Notifications / messages

Success



WEB = #7CB05D  
RGB = R125 G176 B93  
CMYK = C56 M12 Y83 K1

Error / alert



WEB = #CE260D  
RGB = R206 G39 B13  
CMYK = C56 M12 Y83 K1

'Amber' alert



WEB = #FF8400  
RGB = R255 G132 B0  
CMYK = C0 M59 Y100 K0

# Safer Boating logo

The Safer Boating logo should always be clear and used consistently.



**CMYK process colour logo**

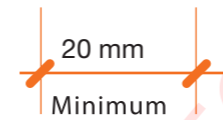
100c 30m 0y 0k (Blue)  
0c 70m 100y 0k (Orange)

This is the format for reproducing the logo using the four-colour process.



**One-colour (analogue)**

PMS black format to be used only when there is no colour or tint options eg rubber stamps.



**Minimum size**

The Safer Boating logo should not appear smaller than 20mm wide.



**Minimum clear space requirements**

Clear space around the logo is important to ensure maximum impact.



**Orange logo**

0c 70m 100y 0k

This is the format for reproducing the logo using the one-colour grey-scale colour process.



**Logo background**

The logo should, if possible, appear on a white background. However, under special circumstances it can appear on images or solid coloured backgrounds. Consider how busy the image is and whether the logo can be clearly seen.



**Grey-scale logo**

0c 0m 0y 100k



This is the format for reproducing the logo using the one-colour grey-scale colour process.

**Suggested logo spacing**

The minimum clear space requirements of all logos should always be adhered to. This is a suggested spacing format for the Safer Boating logo sitting alongside other affiliated identities.



**Signage vinyl colours**

-  Vinyl = Oracle 851 range – Fjord 547
-  Vinyl = Pure Orange 333

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# Safer Boating Forum logo

The Safer Boating Forum logo should always be clear and used consistently.



**CMYK process colour logo**

100c 30m 0y 0k (Blue)  
0c 70m 100y 0k (Orange)

This is the format for reproducing the logo using the four colour process.



**One-colour (analogue)**

PMS black format to be used only when there is no colour or tint options eg rubber stamps.



**Minimum size**

The Safer Boating Forum logo should not appear smaller than 20mm wide.



**Minimum clear space requirements**

Clear space around the logo is important to ensure maximum impact.



**Orange logo**

0c 70m 100y 0k

This is the format for reproducing the logo using the one-colour grey-scale colour process.



**Logo background**

The logo should, if possible, appear on a white background. However, under special circumstances it can appear on images or solid coloured backgrounds. Consider how busy the image is and whether the logo can be clearly seen.



**Grey-scale logo**

0c 0m 0y 100k

This is the format for reproducing the logo using the one-colour grey-scale colour process.

**Suggested logo spacing**

The minimum clear space requirements of all logos should always be adhered to. This is a suggested spacing format for the Safer Boating Forum logo sitting alongside other affiliated identities.



# Safer Boating typography

These typeface guidelines are intended to cover collateral produced by professional designers.

# DIN

Safer Boating's corporate typeface is DIN.

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

DIN Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## LEFT ALIGNED

Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

### Heading and copy alignment

It is standard to left align text. On special occasion, centre alignment or right alignment may be more suited.

Recommended title/heading typeface is DIN Black  
30pt on 36pt leading  
ALL CAPS style

Recommended Lead Paragraph typeface is DIN Regular  
style 12pt on 14pt leading

Recommended Body copy style typeface is DIN Regular  
9pt on 10.8pt leading  
Paragraph spacing 2mm

## SHARE YOUR PLANS

Make sure someone on shore knows your plans.

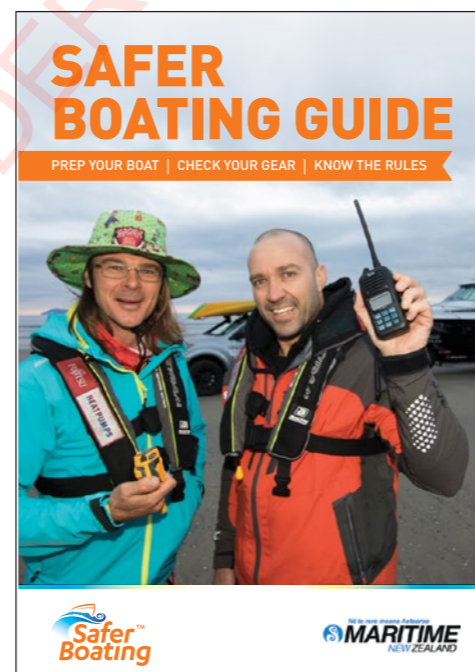
Tell a friend or family member and use your VHF radio to file a trip report with your local Coastguard.

Mention where you're going, how many people are on board and when you expect to return.

Don't forget to cancel your trip report when you return safely. Be aware that a search will NOT be made if you fail to cancel your trip report – you'll still need to send a signal if you're in distress.

### Recommended styles

These styles are recommended to be used for all publications, however, scales may need to change for other items such as posters, business cards and signage.

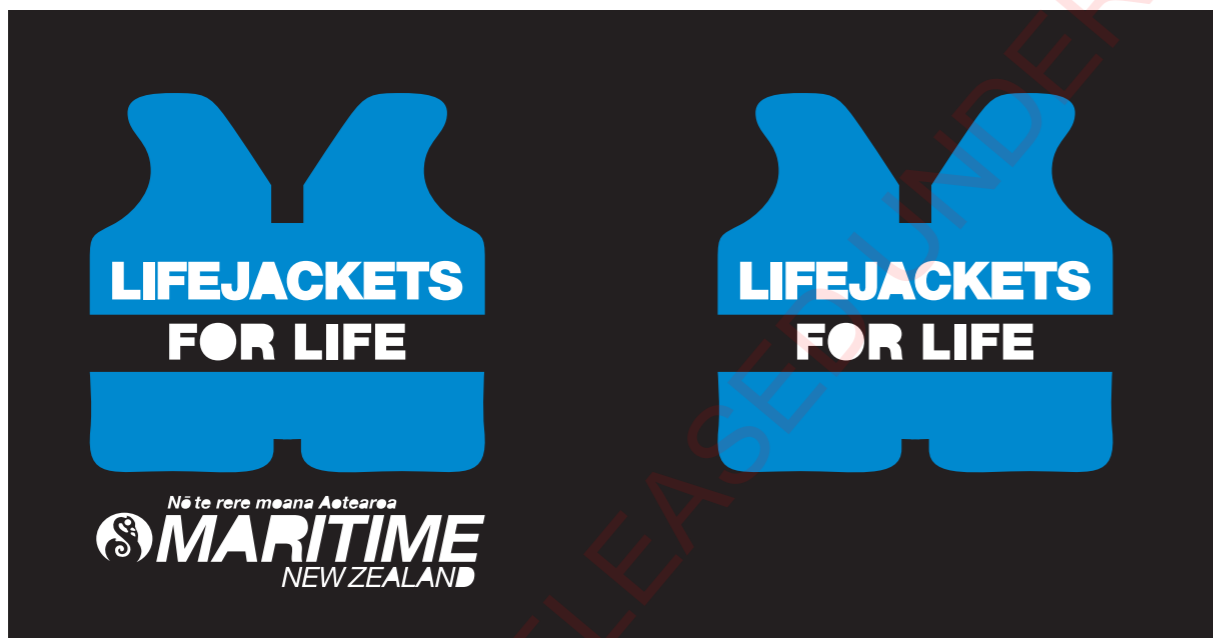


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# Recreational boating

## Lifejackets for life logo

-  C100 M30 Y0 K0  
Nova formula 904544
-  C0 M90 Y86 K0  
PMS 032
-  Black



## Boating safety icons



Weather



Alcohol



Checks and maintenance



Comms equipment



Cold-water survival



Trip reports



Lifejackets



Fatigue



Keep a lookout



Speed



Vessel stability

# MOSS and SeaCert logos

The MOSS and SeaCert logos should always be clear and used consistently.

## MOSS logo

### Preferred version

This is the preferred version of the MOSS logo and should preferably be used on a white background.



### Losenge use

Unlike all other Maritime New Zealand logos, the MOSS and SeaCert logos can be used within a losenge when on a coloured or image background.



## SeaCert logo

### Preferred version

This is the preferred version of the SeaCert logo and should preferably be used on a white background.



### Losenge use

Unlike all other Maritime New Zealand logos, the MOSS and SeaCert logos can be used within a losenge when on a coloured or image background.



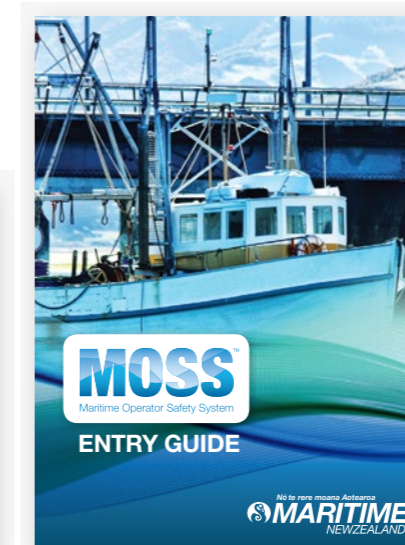
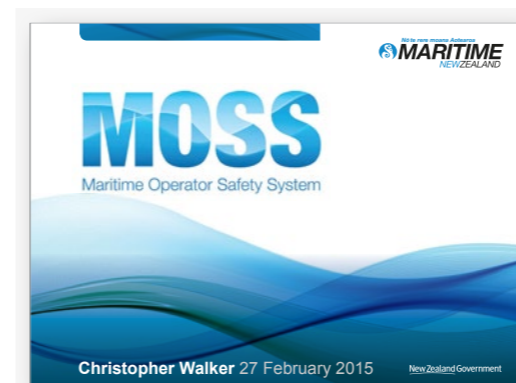
### Alternative version

This version of the MOSS logo should be used when the logo needs to be reproduced in a small format or on a busy piece of work.



### Losenge use

Unlike all other Maritime New Zealand logos, the MOSS logo can be used within a losenge when on a coloured or image background.



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# Typeface

These typeface guidelines are intended to cover collateral produced by professional designers.

23

## Helvetica Neue

Maritime New Zealand's corporate typeface is Helvetica Neue. Under circumstances where it is not possible to use Helvetica Neue, Helvetica can be substituted. Condensed versions of Helvetica Neue should be only be used when absolutely necessary – when constraints on space require a narrower typeface.

Helvetica Neue 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 47 light condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 55 roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 57 roman condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 65 medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 67 medium condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 75 bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Helvetica Neue 77 bold condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Helvetica Neue 95 black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Helvetica Neue 97 black condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## Typeface

These typeface guidelines are intended to cover collateral produced by professional designers.

24

### Left aligned

#### Left aligned

Left aligned – Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

#### Heading and copy alignment

It is standard to left align text. On special occasion, centre alignment or right alignment may be more suited.

### Sentence case

#### We communicate in sentence case

Set headlines in sentence case, just as we would our body copy.

### Heading line one heading line two

Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

#### Leading (line spacing)

Recommended **title/heading** style uses a line spacing value of approximately 100%.

Recommended **body copy** style  
9pt on 10.8pt leading (120%), Paragraph spacing 2mm.

### Tracking ~~Tracking~~ ~~Tracking~~

#### Tracking (letter spacing)

It is recommended to use the standard/default/auto setting.

# Typeface

These typeface guidelines are intended to cover collateral produced by professional designers.

Recommended title/heading typeface is Helvetica Neue 67 Medium 48pt on 46pt leading for A4 documents 30pt on 30 leading for A5 documents

# This is a heading

NOTE: These are recommended type styles for A4 and A5 sized documents. There may be situations where some deviation from these rules needs to occur to accommodate different types of content.

Recommended Lead Paragraph style 16pt on 18pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Recommended Sub Heading style 12pt on 14pt leading Paragraph spacing 4mm

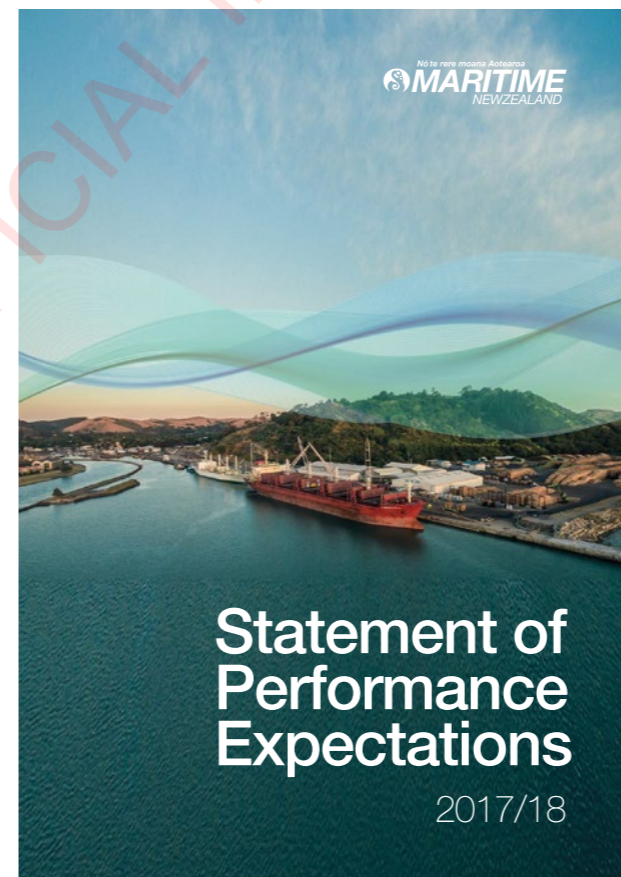
## This is a sub heading

Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Recommended Body copy style 9pt on 10.8pt leading Paragraph spacing 2mm

Lorem ipsum dolor sit amet, consectetur adipiscing, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



**Seacatch Ltd**

The Smith family owns Seacatch Ltd, a fishing business that owns and operates three 'day boats'. The Smiths live out of town and employ George as chief executive to run the business.

Seacatch is a business so it's a PCBU. As the chief executive, George is an officer. The Smiths are directors of the company, so they are also officers.

Eight people work on the boats. Five are employed by Seacatch and three work under a sharefishing contract and take a percentage of the catch. Although the three sharefishers work under contract, all eight are considered workers under HSWA.

Seacatch operates under an MTOC under MOSS. They must meet the same new HSWA requirements as Aotearoa Water Taxis. But there are a few differences.

As the PCBU, Seacatch has a 'primary duty of care' to ensure, so far as is reasonably practicable, the health and safety of workers – including the sharefishers. This is new for George because he is used to thinking of sharefishers as being 'self-employed'.

Fishing and aquaculture are classed as 'high risk' under HSWA regulations. That means that George also must organise elections for health and safety representatives at the request of any of the workers.

Apart from setting targets and discussing major purchases, the Smiths have always left operational matters to George. The Smiths need to address their due diligence duty.

To meet their due diligence duty, the Smiths and George need to be up-to-date with workplace health and safety that relate to their business, understand the hazards and risks at Seacatch, and take a proactive approach to making sure that these risks and hazards are eliminated or minimised.

The Smiths and George discuss ideas on how to meet their due diligence duty. To stay informed, the Smiths join the local fishing association and subscribe to updates from WorkSafe and Maritime NZ. As a result, the Smiths learn about asbestos duties and have the fleet tested. Asbestos was found in the oldest boat – it wasn't respirable but could pose a risk to the crew if it was disturbed. George labels the areas where there is a risk and develops an asbestos management plan which they add to their operator plan.

**The Smiths need to address their due diligence duty.**

The Smiths decide to visit the Seacatch vessels several times a year to see for themselves how things are looking and to hear directly from staff. Following these visits they plan to meet George to review their safety system. George also agrees to provide the Smiths with quarterly health and safety updates, and to inform them of any notifiable events that occur on any of the vessels.

24 Maritime New Zealand

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