

# Brand and Style Guidelines

*Stronger Together*

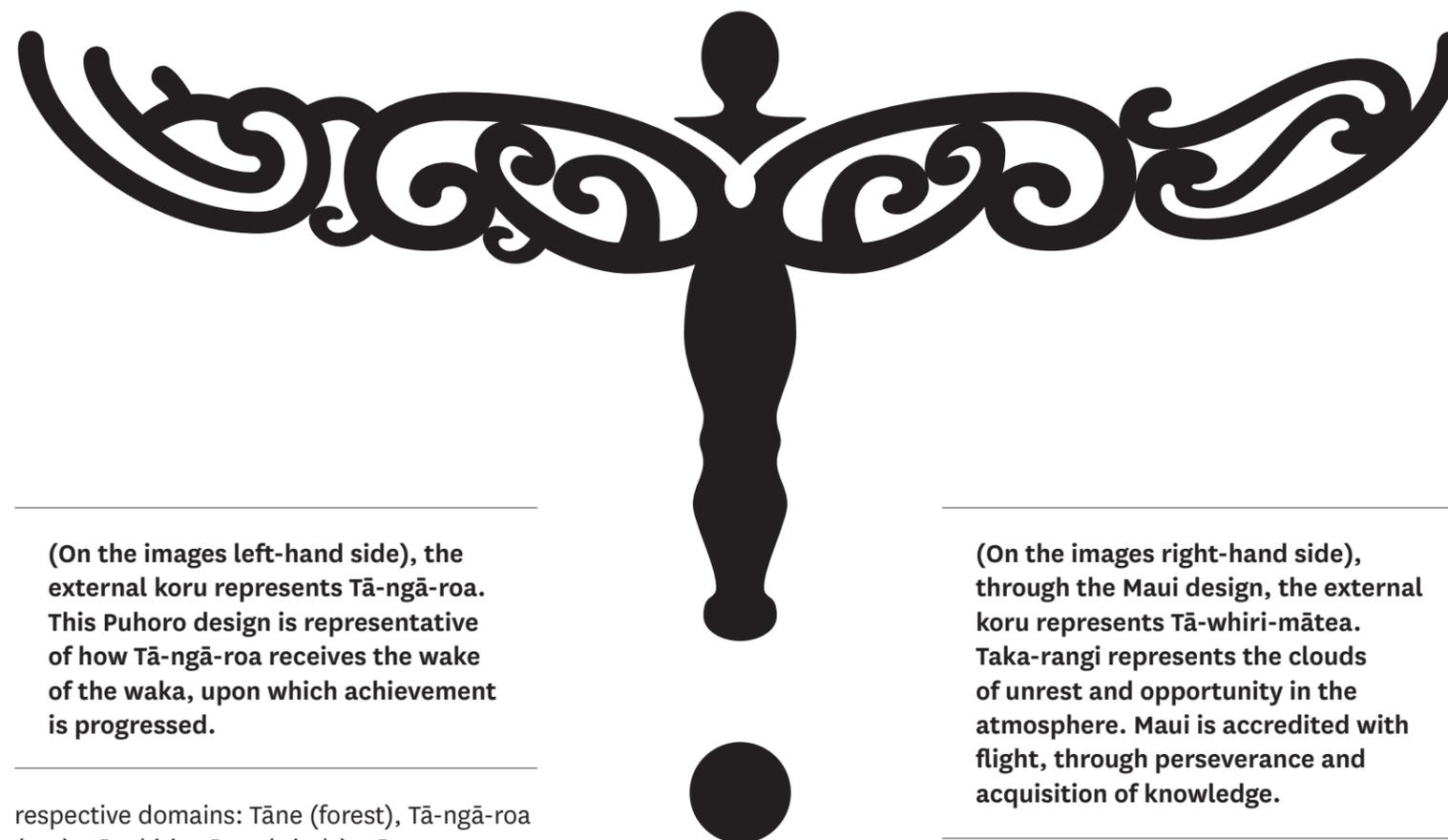


**We like being active.**  
We're an energetic bunch,  
always have been.

## Hei Mauri Tū

The beginning of the world (Te Tīmatanga o te Ao) is about Ranginui and Papa-tu-ā-nuku whose embrace, it is said, was so close that it prevented light from reaching the world. Their children, therefore, lived in a world of darkness and ignorance between the bodies of their parents. The names of their tamariki (children) include Tāne, Tā-whiri-mātea, Tū-mata-uenga, Tā-ngā-roa, Rongo-mā-tāne, and Haumia-tiketike; there were others, reflecting rohe/hapu/iwi traditions. These tamariki of Ranganui and Papa-tu-ā-nuku are also known as atua (gods) and, like older and younger siblings (tuakana/teina), conflict between the atua was always imminent, especially considering how they lived. The only source of light that is recorded was that of Phosphorous and Mokohuruhuru (Glow Worm). This was, however, not enough light, so upon the discovery of true light, some atua wanted to let the light in. They wanted change. Other atua however, were not supportive and wanted their existence in darkness to remain, sacrificing their freedom for the continued loving embrace of their parents.

Eventually, Ranginui and Papa-tu-ā-nuku were separated and the light of day (ao marama) came streaming in (Ke Taka a Rangi). Tāne is then said to have clothed his mother with plant life, in order to protect his mother, while he and his brothers took up residence in their



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**(On the images left-hand side), the external koru represents Tā-ngā-roa. This Puhoro design is representative of how Tā-ngā-roa receives the wake of the waka, upon which achievement is progressed.**

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respective domains: Tāne (forest), Tā-ngā-roa (sea), Tā-whiri-mātea (winds), Tū-mata-uenga (humanity), Rongo-mā-tāne (cultivation), and Haumia-tiketike (uncultivated foods). Tāne, who had led his siblings in the separation of their parents, clothed his mother Papa-tu-ā-nuku with plants and trees and populated the forests with his children.

It is commonly accepted that Tā-whiri-mātea, who was opposed to his parents separation, wreaked havoc on his brothers' efforts to create order in the world by uprooting trees with winds and storms and attacking Tā-ngā-roa as he tried to flee within the sea. Rongo-mā-tāne and Haumia-tiketike, hidden within the bosom of their mother, Papa-tu-ā-nuku, were protected from Tā-whiri-mātea. Only Tū-mata-uenga stood and prevailed against Tā-whiri-mātea. Tū-mata-uenga thought his brothers weak and turned against them. Tū-mata-uenga had suggested that they should kill Ranginui and Papa-tu-ā-nuku

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**(On the images right-hand side), through the Maui design, the external koru represents Tā-whiri-mātea. Taka-rangi represents the clouds of unrest and opportunity in the atmosphere. Maui is accredited with flight, through perseverance and acquisition of knowledge.**

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in order to escape from their parents embrace and having been able to withstand against Tā-whiri-mātea on his own, Tū-mata-uenga found ways to dominate his brothers. He made digging tools and baskets out of trees and nets out of flax. Tū-mata-uenga cooked and ate them for food.

It's also said that he recited a karakia that would make the food plentiful.

Tāne ascended to ngā Rangi-tūhāhā – the bespaced heavens – to retrieve the baskets of knowledge and the mauri stones. It was at this point that Tāne acquired the name Tāne-nui-ā-rangi. Tā-whiri-mātea assisted Tāne by way of the Tāwhiri's whakapapa to the winds. This journey is referred to as Te Toi-hua-rewa.

From our understanding of the separation, we can identify that there is a world of heavenly kōrero, information. This is represented by the figure of a human that looks to be ascending above a sphere. This is likened to Tāne-nui-ā-rangi or Tāwhaki, as he ascended to the uppermost heaven to acquire: ngā kete o te wānanga me ngā whatu e rua.

**The hole within the chest of the design, represents the 'kaperua', the seed. From the seed we have growth, shown by koru over-arching on both sides of the human form. From within this, future generations are seen to be nurtured.**

**Our tone of voice.**

Listen to us, we want to tell you something.

**Professional:**

Experienced, Trained

**Natural:**

Approachable, Honest

**Aspirational:**

Positive, Ambitious

**Below are words we like**

- Fun
- Proactive
- Energetic
- Inspiring
- Positive
- Professional
- Friendly
- Edgy
- Dangerous

**And words we don't like**

- Old Fashioned
- Boring
- Can't
- Tired
- Rigid
- Traditional
- Cold



**Our logo** is a very valuable asset. We must treat it with respect. Never abuse our logo, it has wings not arms, so it can't fight back.

**01 Hei Mauri Tū Icon**

It symbolises everything that we are, its boundless freedom transcends beyond the organisation and through to the workplace employees, allowing them to get ahead in their industry and soar to new heights.

**02 Our logo**

This logo is to be used on all printed and online media including: publications, advertising billboards, posters, signage, website, banners and presentations, etc. AOTEAROA is an integral part of the logo and should be used at all times.

**03 Our Slogan**

The function of the slogan is to reveal the purpose of the organisation and therefore should be used wherever possible.

01



02



03



Active Careers through  
On-Job Qualifications

**Note:** Hei Mauri Tū may appear by itself, but only if the full logo lock-up appears in close proximity.

## Do's and don'ts. Take a moment to think about how you apply the Skills Active logo.

As an organisation we like to do things by the book, so here are some examples of what we think is cool and what should be punishable.

### o1 Set our logo free

Our logo is not a pet, it doesn't belong in a cage, give it space and let it soar.

The clear space around the logo should be roughly the length and height of the wingspan (unless it is next to an edge).

### o2 Centre our logo

When the logo needs to be centred within a confined space, the measurements should be taken from the 'A' and 'E' of ACTIVE.

### o3 Black out

If the logo needs to sit on a dark background, use the reverse logo.

### o4 If the unavoidable happens

Hei Mauri Tū may only be a 10% tint of the background when it is absolutely necessary i.e. watermarks on documents.

Hei Mauri Tū can only be a watermark when a full strength logo lock-up is in close proximity.

### o5 Minimize size

The logo should not be used any smaller than 20mm

### o6 Red alert

This is so wrong! Hei Mauri Tū symbolises who we are and should be prominent, no matter what background it sits on.

### o7 Be seen

Never place the logo on backgrounds that have a high contrast or are too cluttered.

### o8 Not right

Do not rotate the logo.

### o9 Not outstanding

Do not add embellishments like drop shadows, embossing etc, to the logo.



**Note:** The full logo lock-up may never be used as a tint.

## Our Typeface. Collateral and resources.

### National

National has been termed a revival of the 19th century English and American grotesks. While there is a hint of grotesk, it does not simply copy but is truly a reflection of the present — type made in and for the digital age (of course!).

This is the first font to use. It should be used in all of our collateral. Where not possible, Helvetica or Calibri is to be used.

Aa li Oo Xx

National

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

Fun	<i>Trained</i>
Proactive	<i>Natural</i>
Energetic	<i>Approachable</i>
Inspiring	<i>Honest</i>
Positive	<i>Aspirational</i>
Practiced	<i>Affirmative,</i>
Friendly	<i>Ambitious</i>
Professional	<i>Skills</i>
Experienced	<i>Active</i>

**Komu** - is one of our new fonts to be used in our collateral (and digital) as a headline font.

**A I O X** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(.,:;!\$&@\*) 0123456789

**Atmoshere** - is another new font to be used in our collateral (and digital) as a highlight font.

**A1 O X** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(.,:;!\$&@\*) 0123456789

## Our Typeface. Online.

### Helvetica

Helvetica is one of the most popular typefaces of all time. It was designed by Max Miedinger in 1957. Helvetica is an all-purpose type design that can deliver practically any message clearly and efficiently.

Aa li Oo Xx

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@\*) 0123456789

Fun	<i>Inspiring</i>
Proactive	<i>Positive</i>
<b>Energetic</b>	<b><i>Practiced</i></b>

## Our Typeface. Other documents.

### Calibri

Calibri is a humanist sans-serif typeface family under the Microsoft ClearType Font Collection. It is now the default typeface in Microsoft Office 2010 and Microsoft Office 2013 applications.

Aa li Oo Xx

Fun	Inspiring
Proactive	Positive
Energetic	Practiced
Inspiring	Honest

## Our colours. Colour is what gives us our personality. We're confident, boundless, unrestricting.

Our colour palette is unlimited, this allows us to be positioned anywhere on anything. As long as we give our logo space to breathe, it will give us freedom to choose.

These are our primary colours for logo, text and headers.

<p><b>CMYK</b> 0/0/0/100 <b>RGB</b> 35/31/32 <b>HEX</b> 000000</p>	<p><b>Process Black</b> This colour must be used when Hei Mauri Tū sits on a white background.</p>
<p><b>CMYK</b> 0/0/0/20 <b>RGB</b> 209/211/212 <b>HEX</b> d1d3d4</p>	<p><b>Pantone 421</b> This colour must be used when 'SKILLS ACTIVE' sits on a white background.</p>
<p><b>CMYK</b> 0/0/0/00 <b>RGB</b> 255/255/255 <b>HEX</b> ffffff</p>	<p><b>White</b> This colour must be used when Hei Mauri Tū sits on a black background.</p>
<p><b>CMYK</b> 0/0/0/80 <b>RGB</b> 88/89/91 <b>HEX</b> 58595b</p>	<p><b>Pantone 425</b> This colour must be used when 'SKILLS ACTIVE' sits on a black background.</p>

**Note:** The colour of the logo is reflected by the background it sits on. Make sure the background colour is flat or has low contrast with plenty of space. For a true, rich black for background, add 30% Cyan to the swatch mix.

Each of our industries have specific colours.

<p><b>Exercise</b></p> <div style="background-color: #ff9800; color: white; padding: 10px; display: inline-block;">#FF9800</div> <p><b>C</b> - 0 <b>M</b> - 48 <b>Y</b> - 100 <b>K</b> - 0 <b>R</b> 255, <b>G</b> 152, <b>B</b> 0</p>	<p><b>Com Rec</b></p> <div style="background-color: #03a9f4; color: white; padding: 10px; display: inline-block;">#03A9F4</div> <p><b>C</b> - 69 <b>M</b> - 20 <b>Y</b> - 0 <b>K</b> - 0 <b>R</b> 3, <b>G</b> 169, <b>B</b> 244</p>	<p><b>Aquatics</b></p> <div style="background-color: #01579b; color: white; padding: 10px; display: inline-block;">#01579B</div> <p><b>C</b> - 98 <b>M</b> - 72 <b>Y</b> - 10 <b>K</b> - 1 <b>R</b> 3, <b>G</b> 169, <b>B</b> 244</p>
<p><b>Sport</b></p> <div style="background-color: #00bcd4; color: white; padding: 10px; display: inline-block;">#00BCD4</div> <p><b>C</b> - 70 <b>M</b> - 1 <b>Y</b> - 16 <b>K</b> - 0 <b>R</b> 0, <b>G</b> 168, <b>B</b> 212</p>	<p><b>Outdoor Rec</b></p> <div style="background-color: #4caf50; color: white; padding: 10px; display: inline-block;">#4CAF50</div> <p><b>C</b> - 72 <b>M</b> - 5 <b>Y</b> - 95 <b>K</b> - 0 <b>R</b> 76, <b>G</b> 175, <b>B</b> 80</p>	<p><b>Snowsport</b></p> <div style="background-color: #b2ebf2; color: white; padding: 10px; display: inline-block;">#B2EBF2</div> <p><b>C</b> - 27 <b>M</b> - 0 <b>Y</b> - 7 <b>K</b> - 0 <b>R</b> 178, <b>G</b> 235, <b>B</b> 242</p>
<p><b>Performing Arts</b></p> <div style="background-color: #f44336; color: white; padding: 10px; display: inline-block;">#F44336</div> <p><b>C</b> - 0 <b>M</b> - 89 <b>Y</b> - 84 <b>K</b> - 0 <b>R</b> 244, <b>G</b> 67, <b>B</b> 54</p>	<p><b>Multi-industry</b></p> <div style="background-color: #7e57c2; color: white; padding: 10px; display: inline-block;">#7E57C2</div> <p><b>C</b> - 62 <b>M</b> - 74 <b>Y</b> - 0 <b>K</b> - 0 <b>R</b> 126, <b>G</b> 87, <b>B</b> 194</p>	<p><b>Apprenticeships</b></p> <div style="background-color: #ffce00; color: white; padding: 10px; display: inline-block;">#FFCE00</div> <p><b>C</b> - 1 <b>M</b> - 18 <b>Y</b> - 99 <b>K</b> - 0 <b>R</b> 255, <b>G</b> 206, <b>B</b> 0</p>

And each audience has a specific colour.

NB: Industry colours take priority over audience colours.

Trainees	Workplaces	Schools and Providers
Assessors	General	

## We have just one request, make us stand out.

Below are logo examples on light, dark, and photographic backgrounds.



**Black logo:** Hei Mauri Tū is black with a 30% transparency type over print on a light background.

**White logo:** Hei Mauri Tū is white with a 30% transparency type over print on a dark background.

**NOTE:** The SKILLS ACTIVE words are always 30% lighter or darker than the colour of the background it sits on. Also, if the image is too busy there is the option to drop it into one of our many stylised Māori designs.

## Positioning statements.

### What we stand for - Our kaupapa

#### Our ambition

*Step up. Strengthen. Flourish*

**Mauri Oho, Mauri Tū, Mauri Ora.**

We're proud of the vital role our workplaces play in the health and wellbeing of Kiwis. We want to make sure our industry has the workforce it needs so it can best serve the people who matter most: its customers and communities.

As the industry's partner in workforce development, we're passionate about helping our organisations step up and strengthen their people so the industry can flourish.

#### Our purpose

*Fuel the fire within!*

Our purpose is to partner with industry organisations and help them deliver consistent and safe services to their customers.

We work face-to-face to get to know the specific training and assessment needs of our workplaces, and create customised strategies to help them qualify their people with the skills that matter - fuelling the fire of capability within their organisations.

#### Our Promise

*Stronger together*

The organisations and the individuals that make up our industry are improving the lives of New Zealanders every day. We know that they are working hard to make an impact in our communities.

When we partner with employers, together we have a real impact on the skill base of their people, the quality of services delivered by organisations, and the value of sport, exercise, recreation and the performing arts to Kiwis and their wellbeing.

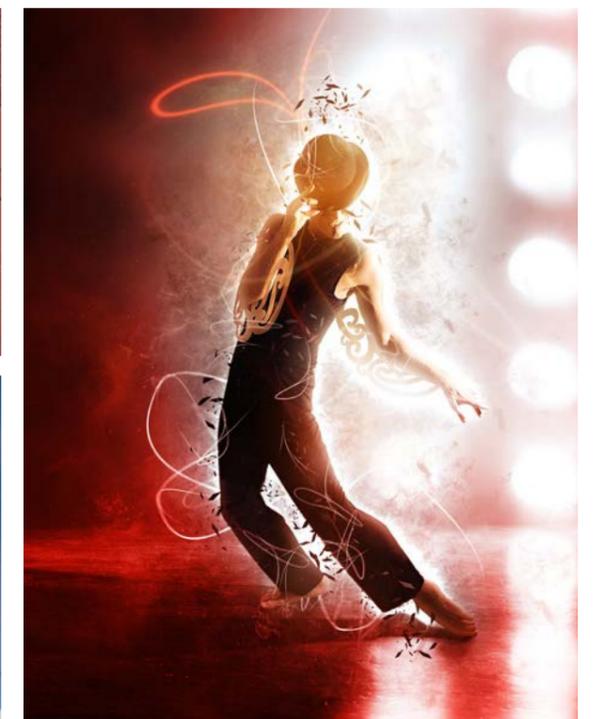
Together, we provide the structure and certainty organisations need to help their people, organisation and community grow strong and flourish.

## Image is everything. Introducing our photography

Winged people should be at the heart of all SKILLS ACTIVE communication. With our brand refresh we have now added a vibrancy and aura to our 'Hero' images that reflects Skills Active's story telling.

When we use photography, SKILLS ACTIVE images are engaging, real and most of all, active. The images should capture people in an active environment with arms spread wide where possible.

Consideration of the audience is also important. SKILLS ACTIVE has many sectors – **Aquatics, Community Recreation, Outdoor Recreation, Exercise, Snowsport and Performing Arts.**





## Accompanying elements.

With our brand refresh, we have introduced more contemporary Māori design elements that can work side-by-side with our more traditional Māori designs or stand alone.

These elements mustn't interfere or be the dominant element when overlaid on any of our imagery. It's purpose is to add layers of interest, and respect our principles of biculturalism, that is central to our organisation.

## Writing Style Guidelines

### 01 Logo

The logo must always appear in the configuration specified in the earlier part of this document. The proportions of the Skills Active logo should not be altered. The logo should not be displayed any smaller than 20 x 20mm.

The logo consists of three elements (Hei Mauri Tū icon, the words 'Skills Active Aotearoa' and the slogan) and should all be used together wherever possible. It is acceptable to use the logo without the slogan if the occasion calls for this i.e. if the slogan exists elsewhere on the page (as per the Home page of our website), or the full logo is elsewhere in the document/brochure.

See page 10 for use of colour and backgrounds.

### 02 Font

The Skills Active font is National – Book. If you do not have the recommended font, the alternative is Helvetica Light.

National/Helvetica should be used for body text, and bolded versions should be used for headings.

### 03 Colour

Our colour palette is unlimited. But our documents should be printed in black and white. If any document is required to be printed in colour, then it should be done tastefully.

People often use colour in their documents in the wrong way. Many people think that bright colours should be used in a document when they want to attract someone's eye to a place on the page. Colours alone, however, should be used in synch with white space, font size, type and placement of whatever it is you want someone to be attracted to. Just because something is filled with bright colour does not mean that it is eye-catching or attractive. Bright colours may quickly draw the eye there, but use colours in a way that will make the eye stay there, not glance away in disgust.

- Just like you don't wear plaids with polka-dots, you don't use colours that don't go with each other
- When choosing the colour font to use, be aware of how the font will stand out, or contrast against the background
- When using colour, you can quickly begin using too much without realising. Use colour sparingly when designing a document. A general rule – use black (text) and only two others colours that work together!!

## Document Guidelines

### 01 Margins

On all written documents the margins should never be smaller than the following dimensions:

Left and right margins: **1.6cm**

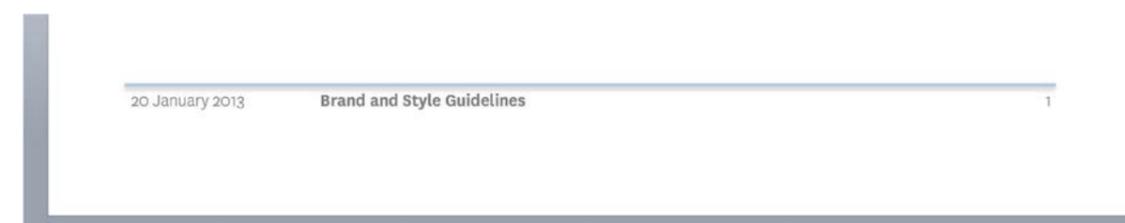
Header/Top margin: **2cm**

Footer/Bottom margin: **2cm**

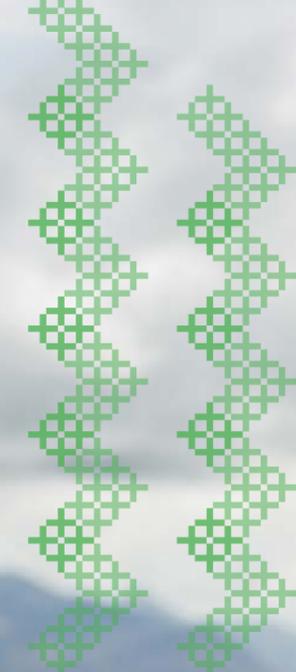
### 02 Footers and Headers

All footers should be displayed using font 8-point size. A 0.5-point line/rule should always separate footer from the main document.

Description should be in semi bold or bold.



For a full 'Writing and editing' userguide go to: **Q:\Learning Solutions\Tools and Templates\Skills Active Style Guides.doc**



**Be active.**

Do things with passion or not at all.

**Our Spirit**

We are passionate about what counts.

The spirit of Skills Active takes workplace employees and lets them reach for the stars, instead of safely staying earth-bound. It supports others when they need a hand to get ahead. We change things and make them better and all it takes is a bit of hard work and ignoring the no-can-do voices.

Everyone has the power to change things.

**Come fly with us!**



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