# Our Style Guide

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Our Brand

This is the story of Te Rua Mahara o te Kāwanatanga, Archives New Zealand – our brand, our visual communications – our story.

In partnership with you, people will recognise Archives New Zealand as an integral part of their community. We want to share our assets and expertise with Aotearoa.

Through a commitment to our visual brand identity and the way we communicate, we can strengthen and preserve this partnership.

Our story needs to be strong and consistent across all material. Everyone communicating on behalf of Archives New Zealand should be familiar with and adhere to these guidelines.

You will need to read through this guide carefully, and use the guidelines provided if you are writing letters, emails or doing a presentation, if you are working with customers, other staff members and stakeholders or, are commissioning work with a supplier in advertising, web, video or print.

The Archives New Zealand brand encompasses many aspects: our story and our brand expressions – the Archives logo, our Tohu Māori, our font, colour palette and our tone of voice. Collectively and individually these expressions are how our brand is perceived and given life.
Our Name

We have two names. Both are of equal importance and together they identify our organisation.

Te Rua Mahara o te Kāwanatanga

Since 1 June 2004, our Māori name – Te Rua Mahara o te Kāwanatanga – has been a part of the Archives New Zealand brand. Our Māori name means The Repository of the Thoughts and Memories of Government.

“One of Archives New Zealand’s enduring principles, as outlined in our Statement of Intent, is the need to foster and maintain a partnership with Māori. In order to implement this principle, Archives New Zealand endeavours to ensure that Māori values are reflected in the processes of the department and its public profile. One of the ways we can do this is ensuring the Māori name is relevant and meaningful.”

– Chief Executive and Chief Archivist Dianne Macaskill

The public archives are one of the main sources of information on the interaction between the Crown and Māori that has occurred since the early 1800s. As a result, there is much information in the public archives about Māori.

The introduction of our Māori name was done after an extensive consultation process involving a number of Archives New Zealand stakeholders including Te Pae Whakawairua (our Māori Consultative Group) and Te Taura Whiri (the Māori Language Commission).
Archives New Zealand

Archives New Zealand is the official guardian of New Zealand’s public archives and oversees the government recordkeeping framework. We gather, store and protect an extremely wide range of material. Our holdings include the originals of the Treaty of Waitangi, government documents, maps, paintings, photographs and film.

The inclusion of New Zealand in our name gives us a location and an anchor point. It identifies us as ‘the’ archives for this country.
Our Story

Archives New Zealand works to ensure that the records of government are well managed, that records of long-term value are kept permanently and that people have access to these records.

Our organisation’s outcomes are:

• archives are well used and accessible
• archives are well managed, and
• government agencies keep good records.

Many different people and organisations, including family historians, academics, legal researchers, professional historians and genealogists use the materials held at Archives New Zealand. They document rights and entitlements and provide evidence of government activity.

The materials also record history and document the relationship between Māori and the Crown. The archives are a valuable resource and have contributed to Treaty claim research, Māori language revitalisation, and iwi, hapu and whānau history.

The Public Records Act 2005 sets the framework for contemporary recordkeeping across government and Archives New Zealand works with government agencies to administer the Act.

The way we talk about ourselves to others in conversation and in communication materials should reflect this story and our name.
Our Logo

Our logo is the primary and most effective way we identify ourselves to the public, suppliers, staff and stakeholders.

Our logo, developed with staff input, reflects what Archives New Zealand is about in the 21st century. These concepts include:

- A collection of memories – He kohinga maumahara
- An accessible place – He tuanui whakairinga kōrero
- A repository of the past – He puna maumahara
- A partnership between Archives New Zealand and the people of Aotearoa – He hononga ki ngā iwi
- A hub – He pā
- Momentum – He whāinga tipuranga
- Trust – He mahi pono.
The story of our logo

Like the artistic designs and carvings featured in whare tīpuna Māori ancestral houses, our logo brings together the timeless values of care and respect of Aotearoa’s heritage and culture.

Our logo tells a story of what makes the work we do with government archives and recordkeeping as important as the original records we hold. Underpinning this work are the people who work with archives to preserve our country’s memory.

Māori concepts and iconic symbols illustrate the special relationship between Māori, the traditional owners of the land, Archives New Zealand and beyond.

This is what our logo symbolises for us:

The two koru reflect facets of the natural world such as the waves of the sea and fern fronds found in native bush, both in close proximity of each other, yet, prone to the vagaries of the elements. They are a reminder that records too are just as vulnerable to the same elements.

The core of our logo reflects the importance and value Māori place upon people and their cultural heritage. The momentum radiating out from this core symbolises Archives New Zealand’s work to preserve and maintain our nation’s heritage and the memories from which growth and development stem.

Combined, these cultural concepts show the importance of preserving our stories, as they are in their original order, and as they should be. It is a story like no other, one without an end; it is our heritage, our nation’s continuum.
Correct use of the logo

Correct use of the Archives New Zealand logo is essential in ensuring immediate recognition and giving us presence.

Any deviation from these guidelines weakens the impact of the brand and the Archives New Zealand experience.

Our logo is a visual representation of our name and our story.

It is a valuable component of our brand.

The Archives New Zealand logo has been specifically designed and should not be altered in any way. The symbol should not be used in isolation without the logotype. Always use the logo in full.

Our logo will need to be reproduced using a range of different printing processes and often in an electronic form.

It may appear in colour (Archives Green and Charcoal), in black only, or reversed out (white).

Ideally the colour version of our logo should be used whenever it is appropriate.
Clear space requirements

To ensure that our logo has impact and is clearly recognisable, no other type or graphic element should be positioned within this area. Avoid placing the logo too close to the page edge where it could be cropped.

Minimum size

The minimum size at which the logo can appear is 48mm in length.
Logo formats

EPS (Encapsulated PostScript)
An EPS file is a vectorised file and can be scaled for use at any size without distortion.

Please provide this logo to your suppliers.
It is the ideal format for print materials.

JPEG (Joint Pictures Expert Group)
The JPEG file format is a compressed format, with some loss of quality during compression.

It should not be used for printing but can be used for screen purposes such as websites and email signatures.

TIFF (Tagged Image File Format)
TIFF is a file format for storing images, including photographs and line art.

It can be used in Word, Excel and Powerpoint. It can only be used at the original size it is created at, or smaller. It can not be enlarged.

Using the correct file format will ensure the logo always looks crisp, sharp and professional.

A small jpeg file may be suitable for web, but in print it can appear pixellated and untidy.
These illustrations show the correct (and incorrect) application of our logo on a range of backgrounds.

In special cases a reversed-out version of the logo may be used (for example, where a background is extremely dark and the logo in colour would be indistinct against it).
Our Tohu Māori

The Archives New Zealand logo is a contemporary representation of Archives New Zealand, using traditional elements, and was inspired by Kia Rite Kia Mataara (developed by Brownstone Design Group Ltd), the Tohu Māori of Archives New Zealand.

Kia Rite Kia Mataara has powerful connections and associations for us as an organisation and is a key brand expression for Archives New Zealand.

Nga Koru – radiating inwards represents present to the past (preservation), and links back to our ancestors (whakapapa)

Nga Koru – radiating outwards represents the past to the future, growth, creation of all things Māori (people, land, sea etc)

Kape rua – represents Archives New Zealand overseeing, looking out for/after Māori, and preserving heritage and memories

Takarangi – represents Te Ira Tangata – human dimension/ liberation
The complete form and all individual elements of this illustration have significant meaning. So it is important that the illustration is not cropped, overlapped or dismantled when used. It can be rotated and used in repetition to form a pattern.

A. As a watermark:
This is where the illustrative graphic is used as a subtle screen over an image or solid area of colour, or in the background.

It is important that it does not compromise the legibility of text.

When used over an image, ensure it is not placed over a face or head.

B. As a panel:
Here the illustrative graphic is repeated within a panel of colour. This could form a branding strip in communications materials.
Our Fonts

Our corporate font is Frutiger.

The simplicity of the font makes it highly legible and contemporary.

It is an expression of who we are and it makes our brand distinctive.

Using this font on corporate documents and external publications makes all communications consistent and ensures that all documents are easily recognised as Archives New Zealand publications.

Frutiger 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 55 roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 65 bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Our supporting font is Arial. It is a system font that is available on all computers, within all applications.

Arial should be used for all typesetting of letters, presentations and communications when Frutiger is unavailable. It can also be used on the website.

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Note: Arial should not be used on any promotional materials such as brochures, stationery, designs, posters, video or advertising.
Our Colour Palette

Colour is an opportunity to further express our values and share our story.

Our colours are distinctive and help to define our character as a brand.

The colours that form our palette suggest a depth of knowledge and richness. They are expressive of exploration, and are derived from our landscape and surroundings, both in rural and urban New Zealand environments.

Our primary brand colours are Archives Green and Charcoal.

Archives Green suggests growth. Archives Charcoal suggests foundation and stability for the organisation.

Archives Green
Pantone 383
C 20  M 0  Y 100  K 25
R 163  G 189  B 11
Web colour A3BD0B

Archives Charcoal
Pantone 432
C 23  M 0  Y 0  K 77
R 51  G 51  B 51
Web colour 333333
Colour is also an opportunity to demonstrate brand extensions without altering our core brand.

The support colour palette complements our core colours. They enhance and enliven our visual communications and are a key identifier of sub-brands within the Archives New Zealand brand basket.

Archives Mustard
Pantone 110
C 0 M 12 Y 100 K 7
R 237 G 208 B 0
Web colour EDD000

Archives Burnt Orange
Pantone 159
C 0 M 66 Y 100 K 7
R 237 G 81 B 0
Web colour ED5100

Archives Turquoise
Pantone 7472
C 52 M 0 Y 25 K 0
R 123 G 202 B 176
Web colour 7BCAB0

PANTONE and CMYK colours should be specified for offset printing.

CMYK colours should be specified for digital printing.

RGB and web colours should be used only for on-screen viewing, such as the website and video productions.

Do not print using RGB colours.

Note – when using signage, vinyl products and other signage material, colour matching is very important. Your sign manufacturer should use the colour references in this guide to achieve exact colour matching.

As a guide, vinyl product Spandex, Avery 900 Supercast, colour springtime green 985 is a match to Archives Green. Vinyl product Spandex, Avery 900 Supercast, colour storm grey 962 is a match to Archives Charcoal.
Although white isn’t a specified colour, without it our palette becomes heavy. So we use a lot of white space in our design to create lightness.

We use white paper for all our printed materials so our brand remains fresh and contemporary.

Note – If you are viewing these guidelines as a pdf or digital printout, colour swatches may not appear accurately. Always specify the colour breakdowns and the Pantone reference to your printer, and instruct colour matching.
If you require additional information regarding any aspects of the Archives New Zealand brand, please contact the Communications Manager, Archives New Zealand, Wellington.

www.archives.govt.nz