MĀ MUA KA KITE A MURI, MĀ MURI KA ORA A MUA.
THOSE WHO LEAD GIVE SIGHT TO THOSE WHO FOLLOW,
THOSE WHO FOLLOW GIVE LIFE TO THOSE WHO LEAD.
## CONTENTS

**KEI ROTO**

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Kia ora koutou

It is a great pleasure to introduce you to our brand guidelines.

Our brand, in essence, is about us – it is the experience someone has when they connect with us, whether it is through product or service, the environment we create or how we communicate and respond. We all have the role of championing our brand.

These guidelines introduce you to our brand – a brand that is lasting, modern, and dynamic, a brand that builds on our past and takes us forward into the next generation National Library.

The brand guidelines have been developed so that you, the various communities we relate to, and our suppliers can use our brand correctly in the production of anything that carries the National Library’s brand, now and in the future. They include information about how and where to use the National Library and Alexander Turnbull Library logos, explanations of colours and our colour palette, fonts, graphics and guidelines for producing publications.

The National Library is about New Zealanders connected with information important to all aspects of their lives.

Our brand guidelines are a positive and significant change towards achieving this aim.

No reira, noho ora mai rā.

Penny Carnaby
National Librarian and Chief Executive
OUR BRAND
TÊNEI TĀHOKO

Our brand presents a cohesive visual identity that creates unity and integration across our areas of expertise and the variety of communication channels that we use on a daily basis.

Our brand explores and expresses people’s own interaction and connections with their culture and in turn, their national heritage.

It allows viewers to place their own interpretation on the imagery and, therefore, on what the National Library can offer them as individuals, community or iwi.

It uses a contemporary approach to colour and photography to create a rich and broad visual language, allowing us to express our special talents, expertise and relevance to all New Zealanders. It also reinforces our role as a leader in the preservation and development of our nation’s cultural identity.

As part of the visual language, there is a series of ‘super graphics’ based on the ‘wellspring’ marque. These are an integral part of our visual language, and use our unique marque to create graphic devices that represent the interconnection of our organisation and our culture.

It is important that our branding is used consistently and correctly at all times on all publications, stationery, presentations and signage. These brand guidelines are a key tool for all staff, stakeholders and suppliers for using our brand, now and in the future.
Below is our brand map, which is a visual representation of the National Library brand.

**Functional benefits**
Access to a range of information and services. Wide range of collections of New Zealand books, music and other items.

**Self expressive benefits**
Like the National Library, I really care about our culture and knowledge, and bring in touch with new ideas.

**Brand essence**
Enriching

**Brand values**
Excellence

**Personality**
Engaging

**Tone and Manner**
Straightforward

**Emotional benefits**
Reassured – because I'm dealing with a credible, comprehensive and reliable source of information.
Enriched and stimulated – by learning about New Zealand's culture and heritage, or discovering new ideas and information.

**Emotional benefits**
Integrative

**Functional benefits**
Vibrant

**Functional benefits**
Positive

**Functional benefits**
Bright

**Functional benefits**
Open

**Functional benefits**
Inclusiveness

**Functional benefits**
Discovery

**Functional benefits**
Innovation

**Functional benefits**
Integrity

**Functional benefits**
Bicultural

**Functional benefits**
Energetic
Kei raro nei te whakaahua tāhoko, e whakaari ana i te kaupapa tāhoko a Te Puna Mātauranga.

Kei raro nei te whakaahua tāhoko, e whakaari ana i te kaupapa tāhoko a Te Puna Mātauranga.

Kei raro nei te whakaahua tāhoko, e whakaari ana i te kaupapa tāhoko a Te Puna Mātauranga.

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Kei raro nei te whakaahua tāhoko, e whakaari ana i te kaupapa tāhoko a Te Puna Mātauranga.
1.5

BRAND SUMMARY

BRAND ESSENCE
(A SINGLE THOUGHT THAT CAPTURES THE HEART OF THE BRAND AND SUPPORTS ALL THE OTHER ELEMENTS OF THE BRAND)

The National Library’s brand essence is enriching. It focuses on the end benefit to those engaging with the library. New Zealander’s lives are enriched through all of the Library’s activities. From the collection and preservation of our heritage and protection of documents through to the development of policy, services to schools and development of new ways to distribute information. Through these activities the Library enriches our culture, society and economy. Enriching is an active word – reinforcing the Library’s energy and leadership role – and suggests the substantial riches held within the Library.

BRAND PERSONALITY
(WHAT THE NATIONAL LIBRARY WOULD BE LIKE AS A PERSON)

Engaging: interesting to talk to, warm, welcoming, passionate, fun to be with, interested in you, stimulating. Open and approachable – not lecturing and patronising.

Vibrant: alive, full of energy, creative, with colour, exciting and contemporary.

Positive: constructive, up-beat, forward looking, energising, helpful. Always looking for opportunities.

Intelligent: knows a lot, good at finding solutions, smart, informative, someone who you respect for their knowledge.

Credible: respected and trustworthy, with substance. Always gives answers, knowledge and services that you can rely on.

BRAND VALUES
(WHICH MUST ALWAYS BE EVIDENT IN THE BRAND)

Discovery: the National Library is on a continual journey of discover – discovering new national treasures, new ways to learn from the past, new ways to tell our stories, new sources of information and new ways to distribute information. The National Library helps people and its partners on their own journeys of discovery – about their country and culture, learning and knowledge and new ways of sourcing information.

Inclusiveness: the National Library is inclusive of all New Zealanders. Everyone is made to feel welcomed and respected. The Library respects its partners in the library, education and heritage sectors and government and works collaboratively in partnership, to achieve the best results for everyone.

Innovation: the National Library is continually looking for new ways to connect New Zealanders with its collections and other information sources. The Library shows leadership in the library and education sector through its innovation and development of new services. The Library respects and preserves the past but it is also continually looking to the future.

Excellence: the National Library displays excellence in the way it manages its collections, in its relationships with customers and partners, and in its use of technology. It always seeks to do the best possible job, with a standard that is world-class and often world leading.

Integrity: the National Library always operates in a professional, principled manner. It is consistent, transparent, responsive and reliable.
Our marque or symbol component of the National Library logo is referred to as the ‘wellspring’. It represents our offering to the world of our skills, resources and taonga.

Our name talks about the true essence of who we are and what we do, wellspring (Te Puna) and knowledge (Mātauranga).

The upwards and outward curves of the wellspring represent a dynamic swelling up and offering to the world of our skills, resources and taonga.

The plumes of our wellspring nurture our spiritual, physical and intellectual wellbeing.
This is the master version of the logo. There is only one version and orientation for the logo, to give greater continuity and brand recognition across all collateral. It is very important that our logo is represented correctly and at a size that can be easily read.

These brand guidelines show the only permissible logo versions – there are different options available to use for different applications, such as one colour documents, electronic formats and web display.

**OUR BRAND COLOURS**

The National Library logo uses two colours mixed specially for our use. The red is called Kökōwai, which has particular significance in Māoritanga. For Māori it is a chiefly colour and, as part of the National Library’s identity, it signifies the high value of our taonga.

The dark blue is called Kikorangi Pōuriuri and represents infinity of knowledge and the deep peace of the heavens.

The flash of Kökōwai in the “a” of “Library” hints at the genius and beauty behind our plain exteriors.
2.3

NATIONAL LIBRARY MASTER LOGO

MINIMUM CLEARSPACE
The logo always has a clearspace surrounding it, as shown below. The minimum clearspace is the height of the letter ‘T’ in the word ‘National’. Nothing can encroach on this space. It also represents the minimum distance the logo can be put next to other objects. All electronic logo files supplied with these guidelines have the minimum clearspace included as part of the logo. This must be taken into consideration every time the logo is applied.

MINIMUM SIZE
The minimum size for reproduction of the logo is no smaller than 8mm in height.

TEXTURED, PHOTOGRAPHIC OR COLOURED BACKGROUNDS
The optimal background for our logo is white. When there is no option for this, the logo may sit over a texture, photograph or colour, if it is on a white background that is equal to the minimum clearspace, as shown below.
2.4

NATIONAL LIBRARY MASTER LOGO

INCORRECT USE
The National Library logo must never be used over a colour or image without the use of the white clearspace background. When scaling the logo, the proportions of the logo should never be altered.

Examples of incorrect use are shown below.
2.5

COLOUR OPTIONS

POSITIVE LOGO

The logo is available in three colour options as shown below. Where possible the logo should be printed in the two master colours shown in section 2.8. Otherwise there are CMYK colours, one colour (Kikorangi Pōuriuri) or black version of the logo.

For further information about the use of our logo and colour options please contact Corporate Communications.

TWO COLOUR VERSION

ONE COLOUR VERSION: KIKORANGI PŌURIURI

ONE COLOUR VERSION: BLACK

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2.5

COLOUR OPTIONS
REVERSED LOGO

In exceptional circumstances, where the National Library has to provide their logo to other organisations for use on co-branded material and there are brand colour constraints, the logo may be reproduced reversed out of a solid background.

Please note that this use of the National Library logo must be signed off by Corporate Communications.
An electronic version of the logo is available for PowerPoint presentations, electronic documents and websites. It is important to use the electronic version of the logo for these situations as it has been developed to reproduce accurately and represent our brand colours correctly in an online environment.

The colours used in the electronic version of the logo differ from the colours for print reproduction.

**ELECTRONIC VERSION**

Te Puna Mātauranga o Aotearoa

NATIONAL LIBRARY
OF NEW ZEALAND
2.7

MASTER TYPEFACES

Part of developing a consistent brand image is the standard use of type. The master typeface for the National Library of New Zealand is Zurich. It has been selected specifically because it is approachable and contemporary, and will not become dated.

Zurich has a number of weights available, which allows for a greater range of typographic treatments for all aspects of visual communication.

Zurich is the typeface for all printed material used throughout the National Library. See section 6 for examples of best practice for type usage.

Arial is the typeface used for all internal communications. It is used throughout our electronic templates, presentations and on our website.

For more information about internal document layout and type usage see sections 7.6 - 7.10.

**Zurich BT**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Regular Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
</tbody>
</table>

**Arial (PC)**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
</tbody>
</table>
Our brand colour palette is made up of core brand signature colours and a range of supporting colours.

There are three core colours – Kikorangi Pōuriuri, Kököwai and white. These make up the primary group of colours that are used for our logo and the overall layout of our documents. It is important to note that white should be the prevailing colour from this group.

The six supporting colours are to be used in equal weighting – and as accents to the communication rather than dominant colours. Only one supporting colour should be used per cover or spread.

For examples of colour usage see section 6.

The pie chart below shows the overall balance that should be achieved when using the colour palette.

**CORE COLOURS**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kikorangi Pōuriuri</td>
<td>640</td>
</tr>
<tr>
<td>Kököwai</td>
<td>5747</td>
</tr>
<tr>
<td>White</td>
<td></td>
</tr>
</tbody>
</table>

These colours have been specially mixed for the National Library’s printed material and should be used wherever possible. They are made by Flint Ink in Wellington (phone 04 568 3019). They are called National Library Kikorangi Pōuriuri and National Library Kököwai.

**SUPPORTING COLOURS**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 5545</td>
<td></td>
</tr>
<tr>
<td>Pantone 5845</td>
<td></td>
</tr>
<tr>
<td>Pantone 452</td>
<td></td>
</tr>
<tr>
<td>Pantone 116</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: ALL SUPPORTING COLOURS CAN BE USED AT ANY TINT VALUE GREATER THAN 10%.

**COLOUR RELATIONSHIPS**

- White
- Kököwai
- Kikorangi Pōuriuri
- Supporting Colour

The predominant colour in all visual communications should be white, with the supporting colours used as accents or highlights.

The core colours Kikorangi Pōuriuri and Kököwai should be used within the National Library logo, and in areas of the layout such as body copy.

For examples of colour usage see section 6.
2.9

BRAND COLOUR PALETTE
CMYK AND RGB BREAKDOWNS

Below are colour breakdowns for the National Library colour palette in CMYK (Cyan, Magenta, Yellow and Black) and RGB (Red, Green and Blue).

CMYK colours are used in printing when our ‘special’ or ‘spot’ colours are not available due to budget or technical specifications, such as magazine or newspaper advertising.

RGB colours are for use in electronic media such as websites or presentations. It is very important that these colour breakdowns are used, as they have been developed to represent our brand colour palette as accurately as possible in online environments.

### CMYK

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Percentage</th>
<th>CMYK</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 90</td>
<td>M 100</td>
<td>C 0</td>
<td>M 100</td>
</tr>
<tr>
<td>M 100</td>
<td>Y 40</td>
<td>M 0</td>
<td>Y 70</td>
</tr>
<tr>
<td>Y 40</td>
<td>K 30</td>
<td>Y 25</td>
<td>K 25</td>
</tr>
<tr>
<td>K 30</td>
<td>C 95</td>
<td>K 26</td>
<td>C 25</td>
</tr>
<tr>
<td>C 95</td>
<td>M 0</td>
<td>C 25</td>
<td>M 0</td>
</tr>
<tr>
<td>M 0</td>
<td>Y 3</td>
<td>M 0</td>
<td>Y 85</td>
</tr>
<tr>
<td>Y 3</td>
<td>K 26</td>
<td>Y 85</td>
<td>K 82</td>
</tr>
<tr>
<td>K 26</td>
<td>C 51</td>
<td>K 82</td>
<td>C 51</td>
</tr>
<tr>
<td>C 51</td>
<td>M 0</td>
<td>C 51</td>
<td>M 0</td>
</tr>
<tr>
<td>M 0</td>
<td>Y 45</td>
<td>M 0</td>
<td>Y 45</td>
</tr>
<tr>
<td>Y 45</td>
<td>K 37</td>
<td>Y 45</td>
<td>K 37</td>
</tr>
<tr>
<td>K 37</td>
<td>C 3</td>
<td>K 37</td>
<td>C 3</td>
</tr>
<tr>
<td>C 3</td>
<td>M 0</td>
<td>C 3</td>
<td>M 0</td>
</tr>
<tr>
<td>M 0</td>
<td>Y 42</td>
<td>M 0</td>
<td>Y 42</td>
</tr>
<tr>
<td>Y 42</td>
<td>K 35</td>
<td>Y 42</td>
<td>K 35</td>
</tr>
<tr>
<td>K 35</td>
<td>C 2</td>
<td>K 35</td>
<td>C 2</td>
</tr>
<tr>
<td>C 2</td>
<td>M 0</td>
<td>C 2</td>
<td>M 0</td>
</tr>
<tr>
<td>M 0</td>
<td>Y 100</td>
<td>M 0</td>
<td>Y 100</td>
</tr>
<tr>
<td>Y 100</td>
<td>K 0</td>
<td>Y 100</td>
<td>K 0</td>
</tr>
<tr>
<td>K 0</td>
<td>WHITE</td>
<td>WHITE</td>
<td>WHITE</td>
</tr>
</tbody>
</table>

**NOTE:** ALL SUPPORTING COLOURS CAN BE USED AT ANY TINT VALUE GREATER THAN 10%.

### RGB

<table>
<thead>
<tr>
<th>RGB</th>
<th>Percentage</th>
<th>RGB</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 46</td>
<td>G 35</td>
<td>R 157</td>
<td>G 32</td>
</tr>
<tr>
<td>G 35</td>
<td>B 79</td>
<td>G 32</td>
<td>B 31</td>
</tr>
<tr>
<td>B 79</td>
<td>R 29</td>
<td>B 172</td>
<td>R 153</td>
</tr>
<tr>
<td>R 29</td>
<td>G 120</td>
<td>R 153</td>
<td>G 149</td>
</tr>
<tr>
<td>G 120</td>
<td>B 172</td>
<td>G 149</td>
<td>B 102</td>
</tr>
<tr>
<td>B 172</td>
<td>R 153</td>
<td>B 102</td>
<td>R 198</td>
</tr>
<tr>
<td>R 153</td>
<td>G 149</td>
<td>B 102</td>
<td>R 240</td>
</tr>
<tr>
<td>G 149</td>
<td>B 160</td>
<td>B 160</td>
<td>R 240</td>
</tr>
<tr>
<td>B 160</td>
<td>WHITE</td>
<td>WHITE</td>
<td>WHITE</td>
</tr>
</tbody>
</table>

**NOTE:** ALL SUPPORTING COLOURS CAN BE USED AT ANY TINT VALUE GREATER THAN 10%.

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These colours are for use with interior and exterior signage.

It is important to note that the relationships between the colours within the palette are the same as shown in section 2.8.

**VINYL APPLICATION**

- **AVERY** Dark Purple 984
- **AVERY** Dark Red 858PF
- **AVERY** White 800PF
- **AVERY** Genetian Blue 538EG
- **AVERY** Leaf Green 967
- **AVERY** No Match
- **AVERY** Cream 914
- **AVERY** Ivory 768HP
- **AVERY** Sunflower 806PF

**PAINT APPLICATION**

- **DULUX** Kikorangi Pōuriuri
- **DULUX** Kököwai
- **DULUX** White
- **RESENE** Endeavour 1B30
- **RESENE** Turtle Green 12C39
- **RESENE** Green meets Blue 2BG50
- **RESENE** Hillary 5.5G013
- **RESENE** Pavlova 5Y080
- **RESENE** Turbo 1BY30
COMMUNICATION STYLE
NGĀ ARA WHAKAWHITIWHITI KŌRERO
COMMUNICATION STYLE
MANNER OF WRITING, SPEAKING
AND DOING

TITLES
THE NATIONAL LIBRARY
Give the full name at first mention, (‘... is supported by the National Library of New Zealand Te Puna Mātauranga o Aotearoa.’), ensuring that the macron is placed correctly. Thereafter, use ‘the National Library’ or ‘the Library’. ‘National Library’ is used on stationery and brochures in logo or heading form, but when writing the name in the body of text, always include the definite article (‘... donated to the National Library’).

Avoid the abbreviation NLNZ in material that will be read by clients outside the Library.

THE ALEXANDER TURNBULL LIBRARY
At first mention, refer to ‘the Alexander Turnbull Library, National Library of New Zealand’. Thereafter, refer to ‘the Alexander Turnbull Library’ or, ‘the Library’ as long as there is no confusion between it and the National Library.

Never use the abbreviation ATL in material that will be read by clients outside the Library.

LIBRARY ACRONYMS
When writing for an external readership, spell out library-associated acronyms at the first mention, with their abbreviation alongside in brackets. For example, the National Bibliographic Database (NBD). Thereafter, use the abbreviation.

In documents for library professionals only, well-known library terms, such as INNZ and LIANZA, can be used at first mention.

HONORIFICS
THE NATIONAL LIBRARIAN
When first mentioning the National Librarian in internal publications, give the title, followed by his or her name (‘the National Librarian, Jane Doe, contributed to...’). Thereafter, just use the name without an honorific (‘Jane Doe’, in this case).

In media releases, use the honorific after the first mention (‘Mrs Doe said ...’).

THE CHIEF LIBRARIAN
ALEXANDER TURNBULL LIBRARY
When first mentioning the Chief Librarian of the Alexander Turnbull Library, give the title in full, followed by his or her name (‘the Chief Librarian, Jane Doe, contributed to...’). Thereafter, use the name without an honorific. (‘Jane Doe’, in this case).

In media releases, use the honorific after the first mention (‘Mrs Doe said ...’).
3.2

COMMUNICATION STYLE
TIKANGA MĀORI

The partnership responsibilities of the Treaty of Waitangi are fundamental to the activities of the National Library and the Alexander Turnbull Library.

This means tikanga Māori, matauranga Māori, Te Reo Māori and the interests of the Library’s Māori iwi audiences should be reflected in our brand and communications.

Care must be taken to ensure Māori text is incorporated into our publications, that use of Te Reo is consistent, and that it is complete with the necessary macrons, appropriately presented.
The Alexander Turnbull Library is represented as a sub-brand of the National Library.

It is represented as part of the National Library, moving away from being perceived as a separate organisation. The sub-branding acknowledges the Alexander Turnbull Library’s legal status, strong brand equity and powerful role as the ‘face’ of the National Library’s role in preserving and celebrating aspects of our heritage.

Visual treatment for the Alexander Turnbull Library will be an extension of the parent brand’s identity, but use of its imagery will differ, to reinforce that the Alexander Turnbull Library is the culture and heritage hub of the National Library.

This brand hierarchy reinforces that the National Library is the core ‘driver brand’ and will build consistency and impact in the Library’s branding. It also acknowledges the Alexander Turnbull Library’s distinct role and brand equity, while linking it more closely with the National Library.

The name Alexander Turnbull Library will not be translated into Māori in printed documents or signage.
4.2

ALEXANDER TURNBULL LIBRARY MASTER LOGO

This is the master version of the logo. There is only one version and orientation for the logo, to give greater continuity and brand recognition across all collateral. It is very important that the Alexander Turnbull Library logo is represented correctly and at a size that can be easily read.

These brand guidelines show the only permissible logo versions – there are different options available to use for different applications, such as one colour documents, electronic formats and web display.

MASTER LOGO

ALEXANDER TURNBULL LIBRARY
NATIONAL LIBRARY OF NEW ZEALAND
Te Puna Mātauranga o Aotearoa

OUR BRAND COLOURS

The Alexander Turnbull Library logo uses two colours mixed specially for our use. The red is called Kökōwai, which has particular significance in Māoritanga. For Māori it is a chiefly colour and, as part of the National Library’s identity, it signifies the high value of our taonga.

The dark blue is called Kikorangi Pōuriuri and represents infinity of knowledge and the deep peace of the heavens.

The flash of Kökōwai in the ‘A’ of ‘Alexander’ hints at the genius and beauty behind our plain exteriors.
MINIMUM CLEARSPACE
The logo always has a clearspace surrounding it, as shown below. The minimum clearspace is the height of the letter ‘T’ in the word ‘Turnbull’. Nothing can encroach on this space. It also represents the minimum distance the logo can be put next to other objects.

All electronic logo files supplied with these guidelines have the minimum clearspace included as part of the logo, and must be taken into consideration every time the logo is applied.

MINIMUM SIZE
The minimum size for reproduction of the logo is no smaller than 8mm in height.

TEXTURED, PHOTOGRAPHIC OR COLOURED BACKGROUND
The optimal background for our logo is white. When there is no option for this, the logo may sit over a texture or colour, if it is on a white background that is no smaller than the minimum clearspace, as shown below.
4.4

COLOUR OPTIONS

The logo is available in several colour options as shown below. Where possible the logo should be printed in the two master colours shown in section 4.7. Otherwise there are CMYK colours, one colour (Kikorangi Pōuriuri) or black version of the logo.

TWO COLOUR VERSION

ALEXANDER TURNBULL LIBRARY
NATIONAL LIBRARY OF NEW ZEALAND
Te Puna Mātauranga o Aotearoa

ONE COLOUR VERSION: KIKORANGI PŌURIURI

ALEXANDER TURNBULL LIBRARY
NATIONAL LIBRARY OF NEW ZEALAND
Te Puna Mātauranga o Aotearoa

ONE COLOUR VERSION: BLACK

ALEXANDER TURNBULL LIBRARY
NATIONAL LIBRARY OF NEW ZEALAND
Te Puna Mātauranga o Aotearoa
An electronic version of the logo is available for PowerPoint presentations, electronic documents and websites. It is important to use the electronic version of the logo for these situations as it has been developed to reproduce accurately and represent our brand colours correctly in an online environment.

The colours used in the electronic version of the logo differ from the colours for print reproduction.
4.6

MASTER TYPEFACES

Part of developing a consistent brand image is the standard use of type. The master typeface for the Alexander Turnbull Library is Zurich. It has been selected specifically because it is approachable and contemporary, and will not become dated.

Zurich has a number of weights available, which allows for a greater range of typographic treatments for all aspects of visual communication.

Zurich is the typeface for all printed material used throughout the Alexander Turnbull Library.

See section 6 for examples of best practice for type usage.

Arial is the typeface used for all internal communications. It is used throughout our electronic templates, presentations and on our website.

For more information about internal document layout and type usage see sections 7.6 - 7.10.

Zurich BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÄÉÎÓÜ
abcdefghijklmnopqrstuvwxyz
äéëöü
1234567890

Light Light Italic Regular Italic Bold Bold Italic

Arial (PC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÄÉÎÓÜ
abcdefghijklmnopqrstuvwxyz
äéëöü
1234567890

Regular Italic Bold Bold Italic
Our brand colour palette is made up of core brand signature colours and a range of supporting colours. There are three core colours – Kikorangi Pōuriuri, Kököwai and white. These make up the primary group of colours that are used by our logo and the overall layout of our documents. It is important to note that white should be the prevailing colour from this group.

The supporting colours are to be used in equal weighting – and as accents to the communication rather than dominant colours. Only one supporting colour should be used per cover or spread.

For examples of colour usage see section 6.

The pie chart below shows the overall balance that should be achieved when using the colour palette.

**CORE COLOURS**

![Core Colours](image)

These colours have been specially mixed for the Alexander Turnbull Library’s printed material and should be used wherever possible. They are made by Flint Ink in Wellington (phone 04 568 3019). They are called *National Library Kikorangi Pōuriuri* and *National Library Kököwai*.

**SUPPORTING COLOURS**

![Supporting Colours](image)

*NOTE: ALL SUPPORTING COLOURS CAN BE USED AT ANY TINT VALUE GREATER THAN 10%.*

**COLOUR RELATIONSHIPS**

- White
- Kököwai
- Kikorangi Pōuriuri
- Supporting Colour

The predominant colour in all visual communications should be white, with the supporting colours used as accents or highlights.

The core colours Kikorangi Pōuriuri and Kököwai should be used within the National Library logo, and in areas of the layout such as body copy.

For examples of colour usage see section 6.
Below are colour breakdowns for the Alexander Turnbull Library colour palette in CMYK (Cyan, Magenta, Yellow and Black) and RGB (Red, Green and Blue).

CMYK colours are used in printing when our ‘special’ or ‘spot’ colours are not available due to budget or technical specifications, such as magazine or newspaper advertising.

RGB colours are for use in electronic media such as websites or presentations. It is very important that these colour breakdowns are used, as they have been developed to represent our brand colour palette as accurately as possible in online environments.

**CMYK**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>C:90, M:100, Y:40, K:30</td>
</tr>
<tr>
<td>Red</td>
<td>C:90, M:100, Y:70, K:25</td>
</tr>
<tr>
<td>White</td>
<td>C:0, M:100, Y:70, K:25</td>
</tr>
</tbody>
</table>

**RGB**

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>R:29, G:120, B:172</td>
</tr>
<tr>
<td>Red</td>
<td>R:157, G:32, B:31</td>
</tr>
<tr>
<td>White</td>
<td>R:29, G:81, B:120</td>
</tr>
</tbody>
</table>
5.0

BUSINESS UNITS
WEHENGĀ PAKIHI

INTERNAL COMMUNICATIONS
BUSINESS UNITS
BRAND RELATIONSHIPS

The National Library needs to build and maintain a unified brand internally and externally.

We have a strong and vibrant visual identity that represents the brand in a cohesive and consistent way. Common design themes work across all of the National Library’s services showing direct linkage with the brand.

We have defined our brand relationships by establishing a brand hierarchy that follows a parent/sub-brand model (National Library and Alexander Turnbull Library) and business units positioned as typographic descriptors on the cover of documents produced by each unit.

Below are examples of how business units are described in our communications.
6.0

CREATIVE THEME
HIRANGA TĀHOKO
6.1 PHOTOGRAPHY STYLE
BRAND IMAGES

Photography is one of the key elements that capture, reflect and represent the National Library brand essence. Images currently in use have been commissioned specially for this identity system.

Our imagery is about interactions and connections. They are purposely subtle, aspirational, rich and warm. They reflect who we are as a community, what we regard as taonga and show that we are open, intelligent, engaging, bicultural and enriching.

Any future images should be carefully briefed to ensure they fit into this family of images.

Whenever the ‘brand’ images are being used they must take up the whole image area as shown below. When using National Library or Alexander Turnbull Library images, special allowances must be made to ensure that they are displayed accurately. See section 6.5 for details.

www.natlib.govt.nz
PHOTOGRAPHY LIBRARY
BRAND IMAGES

This set of imagery will be comprised of ‘brand’ images, that convey strong emotional connections with our lives and culture. They should reflect rich, uniquely New Zealand situations and people who make up the rich tapestry of our culture.

These images will only be used for key brand communication pieces, for example, annual report, advertising, ambient media.

Please note that the images below are for quick reference only and may have been cropped. To see correct sizes please check the file.

For more information or to obtain copies of these images, please contact Corporate Communications.
PHOTOGRAPHY STYLE
COMMUNICATION IMAGES

This imagery is also about interactions and connections; however, these photos are more abstract and graphic. They range from items that are part of, or within the library, such as the building, books or filing drawers to things that are abstract – but still convey an emotional link to the library and the idea of connection, like a detail of a map.

Any future images should be carefully briefed to ensure they fit into this family of images.

Whenever the ‘communication’ images are being used they must take up the whole image area as shown below. When using National Library or Alexander Turnbull Library images however, special allowances must be made to ensure that they are displayed accurately. See section 6.5 for details.
This set of imagery will be comprised of a range of images that can be used across a wide range of applications as part of a graphic language for the National Library.

They can be used throughout general communications literature, such as fact sheets or product brochures.

Please note that the images below are a selection from this library; the complete set is available on CD. They have also been cropped. To see correct sizes please check the file.

For more information or to obtain copies of these images, please contact Corporate Communications.
Archive images belonging to the National Library or Alexander Turnbull Library must always remain true and accurate to that image, that is, they must not be cropped, overprinted or manipulated in any way.

These examples show the provision made for long, wide or square archive images within the image display areas for A4, A5 and DL format documents. The part of the image area not required for archive image display will be filled with one of the supporting colours.

Captions for cover images will be placed on the inside front cover.

**A-FORMAT IMAGE AREA**

![A-FORMAT IMAGE AREA](image1.png)

The archive image is sized so that its width or height are equal to the size of the image area.

**DL IMAGE AREA**

![DL IMAGE AREA](image2.png)
6.6
CREATIVE THEME
SUPERGRAPHIC USE

The wellspring marque is the inspiration for the supergraphics developed as an extension of the images available for the identity system.

Permissible supergraphics are shown in section 6.7.

The wellspring marque is not to be used by itself and/or separately from the logo.
These supergraphics can be used in any way that suits the applications. Feel free to use them at any size, colour, format, frequency or angle within the image area explained in section 6.9.

The only restrictions are that, within an application, only one supergraphic can be used at a time and it must be a tint of the background colour it appears against, that is only use blue tints against a blue background. When it is used on a white background it can be used as a tint of any of the supporting colours. See section 7.4 for an example of white background use.
6.8

IMAGE COLOUR REPRODUCTION

Images may need to be reproduced on documents using limited colours. The following protocols apply to photography and supergraphics across all printed material. This does not apply to archive images, please see section 6.5.

CMYK PRINTING

Images will be printed full colour and supergraphics can use any of the supporting colours.

TWO OR THREE COLOUR PRINTING (Kikorangi Pōuriuri)

In two colour jobs Kōkōwai and Kikorangi Pōuriuri are used. Three colour jobs are the same with an added support colour of your choice.

In both circumstances images should be reproduced as a monotone using Kikorangi Pōuriuri.

ONE COLOUR PRINTING (Kikorangi Pōuriuri or Black)

In one colour jobs where Kikorangi Pōuriuri or black are used, the images are reproduced as a monotone of either Kikorangi Pōuriuri or black.
The layout below shows the setup for A-format documents. This format translates into other document layouts as demonstrated further in this section.

The image area provides a space for using photographs based on the options outlined in sections 6.1 and 6.3, and supergraphics based on the options outlined in section 6.7.
6.10

A4 COVER LAYOUT EXAMPLE

Cover layouts are simple and smart with component parts kept to a minimum. The images speak for themselves and all language should be concise with short line lengths.

Whenever using ‘brand’ photography, the document must be printed in full colour (CMYK). Images cannot be reproduced in any other colour combination. Often archive images throughout a document will already require CMYK printing.
Copy for the name of the business unit and the document name should be no more than two lines each on any piece of printed material.

Document description copy should be no more than three lines deep.

NAME OF BUSINESS UNIT
16/18PT ZURICH BOLD
DOCUMENT NAME OR THEME
16/18PT ZURICH LIGHT

REFERENCE OR DESCRIPTION OF DOCUMENT
10/12PT ZURICH LIGHT 3 LINE MAXIMUM
AS SHOWN HERE
The layout below shows the setup and type styles for an A4 sized document spread.

This layout suits all A-format documents and translates into other document layouts as demonstrated further in this section. Careful selection of type and image sizes are required to suit each document size.

**Body copy is Zurich Light 9/13 pt and should be set for easy readability. It must be black or Kikorangi Pouriuri.**

**Maps, graphs, tables, clear cut objects or small graphics can be used to build interest and space.**

**This introduction copy is Zurich Light 26/30pt, large and lively. It should capture the viewers’ attention immediately and get them excited about the contents of the document. This is an example only and each document should be taken on it own merits. Try not to make type too large.**

**Caption of front cover image**

**Try and keep the size of images across spreads consistent so that one is not dominating the other.**

**Image area - images can be arranged in any format inside this area. Keep room for captions.**

**This area should be a supporting colour**

**Physical Description:**

<table>
<thead>
<tr>
<th>Reference:</th>
<th>Cape Palliser [looking] towards the Wairarapa. 1844</th>
<th>B-031-027</th>
</tr>
</thead>
</table>

**Scale:** ca.1:5 250 000

**Engraving:**

**Physical Description:**

**Caption of front cover image**

**Full pull-quotes could look like this. This one is Zurich Light 20/24pt and has the body copy wrapped around it to make a feature of the quote as an element of the overall page layout.**
All body copy is Zurich Light and set with a ragged right hand edge (left hand justified). Ensure the body copy is carefully considered as part of the page composition – it should look like the copy has been placed and attention made to details such as column lengths, paragraph breaks and line ends.
Because DL documents are not as wide as A-format layouts, it is important to keep cover information to a minimum. Also, as the image area is narrower, careful selection and cropping of the images is important so that enough of the image can be seen and the key message can be clearly understood.

Often DL documents are part of a much larger family of 'information' material. An even spread of colour, image and graphic use must be maintained across the family.

6.14 DL COVER LAYOUT EXAMPLE

NAME OF DEPARTMENT
16/18PT ZURICH BOLD

DOCUMENT NAME OR THEME
16/18PT ZURICH LIGHT

REFERENCE OR DESCRIPTION OF DOCUMENT
10/12PT ZURICH LIGHT 3 LINES MAXIMUM

www.natlib.govt.nz
All body copy is Zurich Light and set with a ragged right hand edge (left hand justified).

Ensure the body copy is carefully considered as part of the page composition - it should look like the copy has been placed and attention made to details such as column lengths, paragraph breaks and line ends.
The back of documents is a place for a call to action and the key contact details of the business unit or person who has released the document. This is also a good place for a map, floor plan or directions if necessary.
Some material may require a format specific to the communication, for example, postcards, event invitations or promotional mailers.

These examples illustrate different formats that match the overall visual language created for the National Library identity system.

**INVITATION**
LAUNCHING OUR NEW EXHIBITIONS FOR 2004

THURSDAY, 14TH NOVEMBER, 5.30PM
MAIN GALLERY

NAME OF PERSON OR EXHIBITION NAME
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

NAME OF PERSON OR EXHIBITION NAME
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

NAME OF PERSON OR EXHIBITION NAME
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**GUEST SPEAKERS**
DAME FIONA KIDMAN AND DR NGAUHIA TE AWEKOTUKU

RSVP (ACCEPTANCE ONLY) BY FRIDAY 8 NOVEMBER
TO SANDRA SAMPLE 04 474 3134 EXT 8777 OR
sandra.sample@natlib.govt.nz

NAME OF PERSON OR EXHIBITION NAME
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

NAME OF PERSON OR EXHIBITION NAME
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

NAME OF PERSON OR EXHIBITION NAME
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper 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 duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**NOTE:** THIS EXAMPLE IS SHOWN USING ONLY THREE PRINTING COLOURS.
OTHER DOCUMENT FORMAT EXAMPLES

INVITATION
NEW ZEALAND AND PACIFIC PUBLISHED COLLECTIONS

WHAT WE LOOKED LIKE
IMAGES OF KIWI LIFE IN THE 1960s
Shown below is an example of how the overall visual language can be used for posters, advertisements or ambient media.

TODAY IS HISTORY.  
WE’VE GOT IT ALL
FAITHFULLY RECORDED.

Come and check out what makes this nation, it’s all there...for as long as you can remember.
Shown below is an example of how the overall visual language can be used for posters, advertisements or ambient media.
7.0
BRAND STATIONERY
NGĀ TĀNGA

www.natlib.govt.nz
Shown below is the National Library printed letterhead. It should always be printed in our corporate colours, Kökəwai and Kikorangi Pōuriuri.

The supergraphic is produced as a tint of Kikorangi Pōuriuri.

The Chief Executive’s office and the regional centres each have their own letterhead with their relevant contact and address details. Contact Corporate Communications if you need more information.

All external written communications should be sent on our corporate letterhead.

There is an electronic template in Word for producing the correct letter layout.
COMPLIMENT SLIP AND BUSINESS CARD

Shown below are the National Library compliment slip and business cards.

The compliment slip should always be printed in our corporate colours, Kōkowai and Kikorangi Pōuriuri. The supergraphic is produced as a tint of Kikorangi Pōuriuri.

The front of the business cards should always be printed in our corporate colours, Kōkowai and Kikorangi Pōuriuri. The reverse of the card is printed in our supporting colour – PMS 5545, with the supergraphic produced as a tint of PMS 5545.
7.3

ENVELOPES

Shown below are the National Library C4 and DL window envelopes.

All written communications should be sent in our envelopes.

PO Box 1467
Wellington 6041
New Zealand

PO Box 1467
Wellington 6041
New Zealand
Shown below is the National Library corporate folder. It can be used for presentation documents, proposals and all other written communication with external clients.
7.5

ADDRESS LABEL

Shown below is the National Library address label. These should be used on non-window envelopes, parcels and other items that are being sent externally.
ELECTRONIC DOCUMENTS

When you are producing documents for the National Library in an electronic format, such as reports or proposals, the following guidelines should be observed.

Document text styles have been created in Word for the various hierarchy that is required to create a clear, easily read document.

It is very important that these style formats are used throughout your documents, because it makes managing the content structure and layout of the document much easier.

It also allows simple integration of the document for on-line publishing, which is a key part of our offering to our internal and external clients.

It is important that there are no changes made to the formatting in the template.

**Heading One should be set in 14pt Arial bold. Heading Two is 12pt Arial Bold and Heading Three is 11pt Arial bold. The body text should be set in 11pt Arial regular.**

Line spacing is set at 1 line throughout, with 1 line return between each paragraph.
Shown below is the National Library Facsimile template as it appears online and when you print it. Accessed through Word, this template should be used for all internal and external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 line throughout, with 1 line return between each paragraph.
Shown below is the National Library Memo template. Accessed through Word, this template should be used for all internal and external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 line throughout, with 1 line return between each paragraph.
PRINTED LETTERHEAD FORMAT
- ON-LINE TEMPLATE

Shown below is the National Library Letterhead template. This is to be printed on the brand stationery letterhead. Accessed through Word, this template should be used for all external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 lines throughout, with 1 line return between each paragraph.
Shown below is the National Library Media Release template. Accessed through Word, this template is only used for external media communications.

It is only used by Communication staff and the Public Relations Manager, National Library Gallery and Alexander Turnbull Library.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 line throughout, with 1 line return between each paragraph.
Shown below is the National Library PowerPoint template. This template should be used for all internal and external communications by staff.

The CE has a specifically branded template not for general use.

It is important that there are no changes made to the formatting in the template.

On title pages the title line should set in 40pt Arial regular, with the sub title set in 22pt Arial regular. On the presentation pages, the title line should be set in 35pt Arial regular, with the body text set in 22pt Arial regular.

Line spacing is set at 1.25 lines throughout.
8.0

SUB-BRAND STATIONERY
NGĀ MANGA TĀNGA
8.1

LETTERHEAD

Shown below is the Alexander Turnbull Library letterhead. It should always be printed in our corporate colours, Kōkōwai and Kikorangi Pōuriuri.

The supergraphic is produced as a tint of Kikorangi Pōuriuri.

All external written communications should be sent on our corporate letterhead.

There is an electronic template in Word for producing the correct letter layout.
Shown below are examples of the Alexander Turnbull Library compliment slip and business cards.

The compliment slip should always be printed in our corporate colours, Kōkowai and Kikorangi Pōuri. The supergraphic is produced as a tint of Kikorangi Pōuri.

The front of the business cards should always be printed in our corporate colours, Kōkowai and Kikorangi Pōuri. The reverse of the card is printed in our supporting colour – PMS 5545, with the supergraphic produced as a tint of PMS 5545.
ENVELOPES

Shown below are examples of the Alexander Turnbull Library C4 and DL envelopes.

All written communications should be sent in our envelopes.
8.4

ADDRESS LABEL

Shown below is the Alexander Turnbull Library address label. These should be used on non-window envelopes, parcels and other items that are being sent externally.

PO Box 12349
Wellington 6001
New Zealand

Telephone: +64 4 474 3120
www.natlib.govt.nz

ALEXANDER TURNBULL LIBRARY
NATIONAL LIBRARY OF NEW ZEALAND
Te Puna Matauranga o Aotearoa
Shown below is the Alexander Turnbull Library Facsimile template. Accessed through Word, this template should be used for all internal and external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 lines throughout, with 1 line return between each paragraph.
Shown below is the Alexander Turnbull Library Memo template. Accessed through Word, this template should be used for all internal and external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 lines throughout, with 1 line return between each paragraph.
PRINTED LETTERHEAD FORMAT
- ON-LINE TEMPLATE

Shown below is the Alexander Turnbull Library Letter template. This is to be printed on the sub-brand stationery letterhead. Accessed through Word, this template should be used for all external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 line throughout, with 1 line return between each paragraph.
Shown below is the Alexander Turnbull Library Media Release template. Accessed through Word, this template should be used for all internal and external communications.

It is important that there are no changes made to the formatting in the template.

The subject line should be set in 11pt Arial bold, with the body text set in 11pt Arial regular. The address details are set in 8pt Arial regular.

Line spacing is set at 1 lines throughout, with 1 line return between each paragraph.

Media Release
1 September 2004
ATL MEDIA RELEASE TEMPLATE
For Immediate Release (or Embargoed if applicable)

Body Text at 11pt Arial.

For more information, please contact:

Sally Sample
Job Title
ATL Section/Business Group
Alexander Turnbull Library

Telephone: +64 4 474 3000
Email: atil@natlib.govt.nz

www.natlib.govt.nz
9.0

ADVERTISING
PĀNUI TĀHOKO
Shown below is an example of a recruitment advertisement for the National Library.

For more information or an electronic version of this template, please contact Personnel Services.

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THE TITLE VACANCY IS
18/18PT ZURICH BOLD

REFERENCE NO. IS 12/12PT ZURICH LIGHT

The body copy of the Public Notice is 8pt/11pt Zurich Roman.


APPLICATIONS DEADLINE IS 8/11PT ZURICH BOLD

The address and contact details are 8pt/11pt Zurich Light.

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The National Library has an equal employment opportunity policy, and a commitment to meeting its objectives under the Treaty of Waitangi.

Te Puna Mātauranga o Aotearoa

NATIONAL LIBRARY
OF NEW ZEALAND
SHOWED BELOW IS AN EXAMPLE OF A PUBLIC NOTICE ADVERTISEMENT FOR THE NATIONAL LIBRARY.

FOR MORE INFORMATION OR AN ELECTRONIC VERSION OF THIS TEMPLATE, PLEASE CONTACT COMMUNICATIONS STAFF.

THE PUBLIC NOTICE TITLE IS 18/18PT ZURICH BOLD
THE SUBHEAD IS 12/12PT ZURICH LIGHT

THE BODY COPY OF THE PUBLIC NOTICE IS 8PT/11PT ZURICH ROMAN.
ELIT, SED DIAM NONUMMY NIBH EUISMOD TINICIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUPUT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAM CORPER SUSCIPIT LOBORIS NISI 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 IUST O ODIO DIGNISSIM QUI
BLANDIT RAESENT LUPUTATUM ZZRIL DELERIT AUGUE DUIS DOLORE TE
FEUGIAT NULLA FACILISI.
LOREM IPSUM DOLOR STINCIDUNT UT LAOREET ALIQUAM ERAT VOLUPUT.
DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE.
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 IUST O ODIO DIGNISSIM.

CONTACT DETAILS ARE 8PT/11PT ZURICH BOLD
THE ADDRESS AND CONTACT DETAILS ARE 8PT/11PT ZURICH LIGHT.
DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT
ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA.

Te Puna Mātauranga o Aotearoa
NATIONAL LIBRARY
OF NEW ZEALAND

www.natlib.govt.nz
Shown below and on the following page are examples of display advertisements for the National Library Gallery.

Because the Gallery promotes a variety of events, there are a number of templates available for use.

For more information or an electronic version of this template, please contact the Public Relations Manager, National Library Gallery/Alexander Turnbull Library.

EXHIBITION ADVERTISING
EXAMPLE
TITLE OF SHOW WILL GO HERE
DATES FOR EXHIBITION HERE
Details about the show will go here, such as where the collection is from or the names of key contributors.

EVENT NAME WILL GO HERE
The details will go here. The details will go here. The details will go here. The details will go here.

EVENT NAME WILL GO HERE
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EVENT NAME WILL GO HERE
The details will go here. The details will go here. The details will go here. The details will go here.

EVENT NAME WILL GO HERE
The details will go here. The details will go here. The details will go here.

National Library Gallery
Cnr Molesworth & Aitken Streets, Wellington
9-5 Weekdays  9-4.30 Saturday  1-4.30 Sunday

Te Puna Mātauranga o Aotearoa
NATIONAL LIBRARY OF NEW ZEALAND