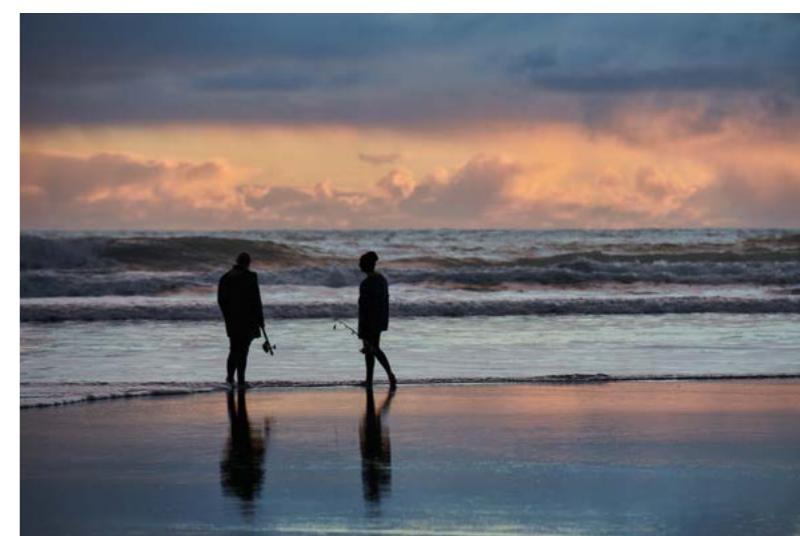
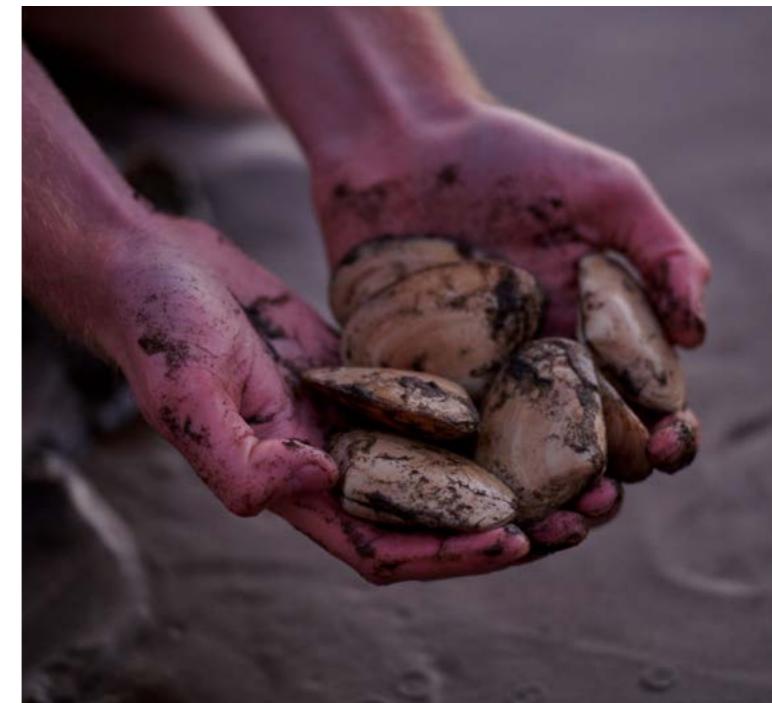


# Brand Technical Specifications



Ko TĀTOU THIS IS US

# Welcome

**These technical specifications have been designed to help you use the *Ko Tātou This Is Us* brand.**

If you are looking for brand messaging, communications key messages and other non-technical information, download the **Brand Communications Guidelines** from our [resources page](#).

On the following pages you'll find usage guides for:

Logo - primary version - full width	3	Typography	10
Logo - primary version - contained	4	How we use imagery	12
Logo - minimum clearspace	5	Creative templates	13
Logo - minimum size	6	Co-branding examples	14
Logo - secondary versions (incl minimum clearspace/size)	7	Find out more	16
Colour palette	8		

The **Full Logo Suite** is available to download from our [resources page](#).

This includes both full width and stacked versions. Please make sure you are familiar with the **Terms of Use** before applying the logo to your material, visit <https://www.thisisus.nz/terms-of-use/>

# Logo – primary version – full width

The primary versions of our logo have the horizon line running to the edge of the layout wherever possible.

If this is not possible, use the version that has the minimum horizon line applied to it.

Solid

Ko TĀTOU THIS IS US

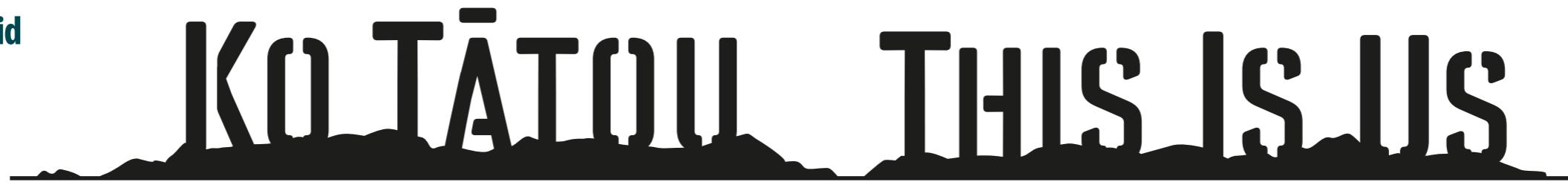
Outline

Ko TĀTOU THIS IS US

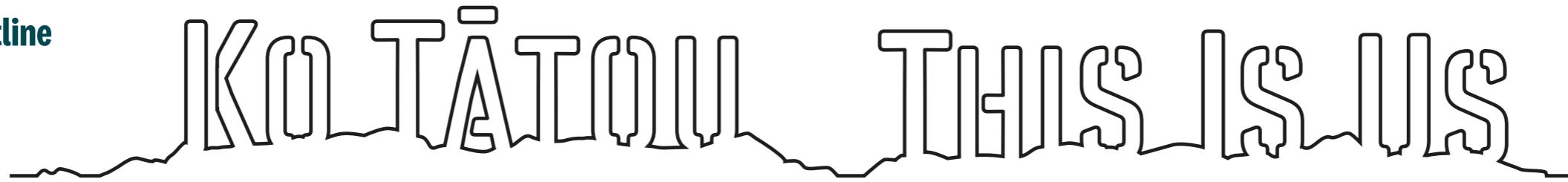
# Logo – primary version – contained

This is the version of our logo for situations where having the horizon line running to the edge of the layout is not possible. It has the minimum horizon already applied to it.

Contained Solid

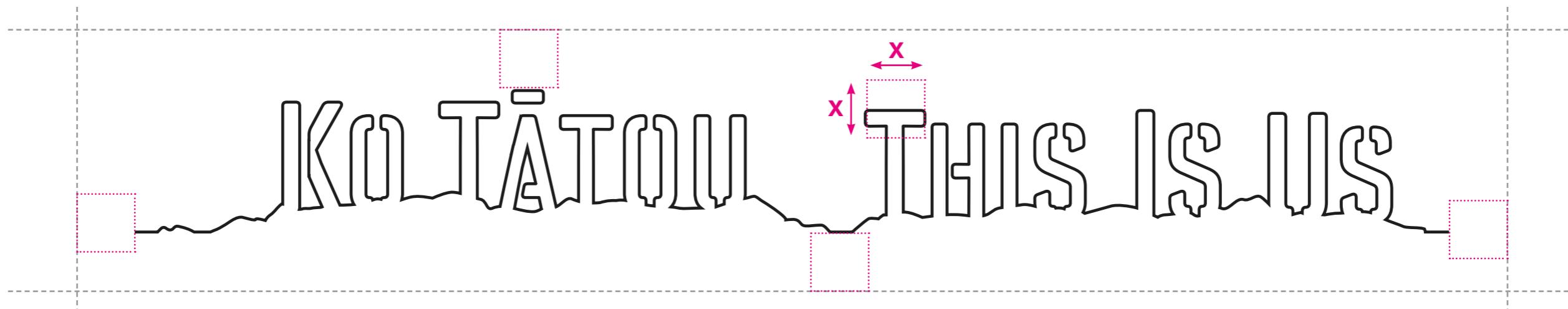
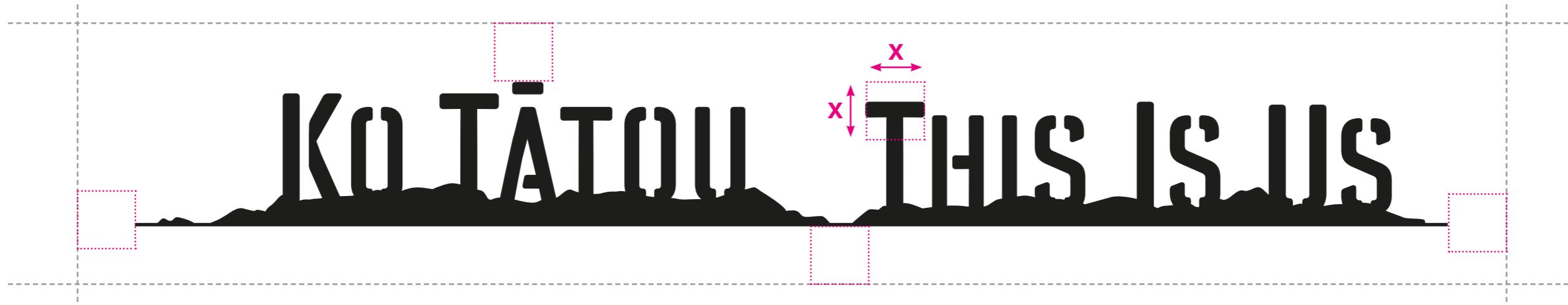


Contained Outline



# Logo – primary version – minimum clearspace

The minimum clearspace for our logos is based on the width of the capital ‘T’.



# Logo – primary version – minimum size

The minimum size for the primary logo is 11mm high.



For certain uses such as digital banners or other small space applications, there is a version of the solid logo that has a larger tagline and may only be used between 5-11mm high.



# Logo – secondary versions

There are two versions of the stacked logo available, one that features the silhouette profile of the South Island and leads with English wording, and one that features the North Island and leads with Te Reo Māori wording. If you have space, or format restrictions, then you can choose either one of the stacked logos to use.

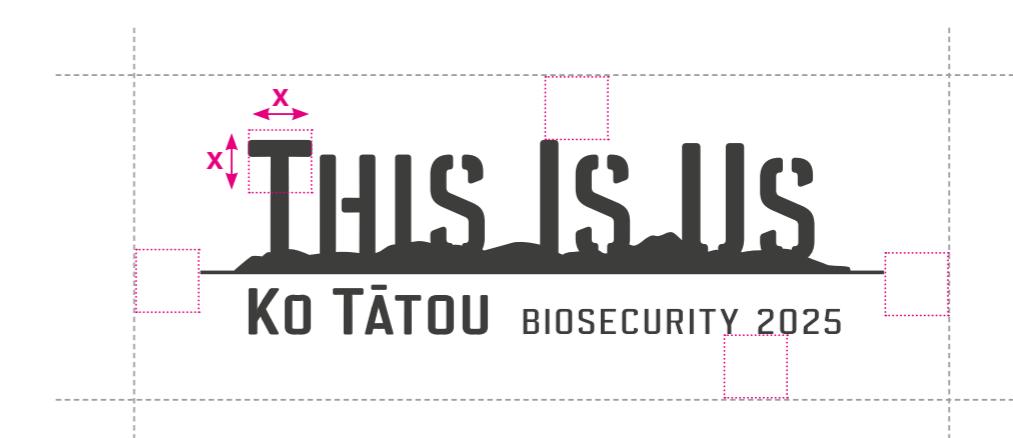
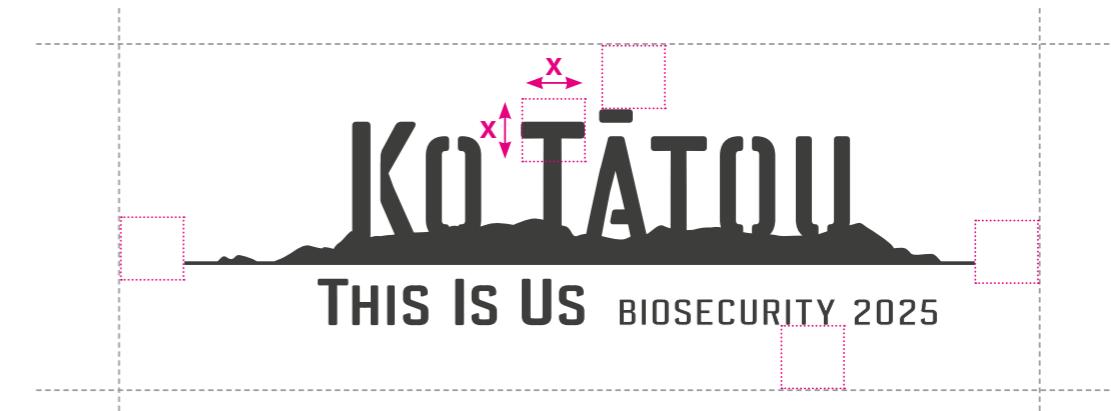


## Minimum size



## Logo – minimum clearspace

The minimum clearspace for our logos is based on the width of the capital 'T'.



# Our colour palette story

Our colour palette references our natural environment, and in particular reflects the Māori mythology of Ranginui, Tangaroa, Papatūānuku and Whenua. Our palette also reflects the tangible flora, fauna, produce and geological traits that are expanded upon in the mythology.

## Tangaroa

### - Oceans, Rivers, Lakes, Waterfalls, Streams

Some Māori believe that water is energy, with many moods. It can be calm and life-giving, or dangerous and destructive. This energy is called Tangaroa, 'God of the Sea'.



## Ranginui

### - Sky, Wind, Air, Clouds

The sky father was torn away from Papatūānuku, the earth mother, and formed the vault of the heavens above.

## Papatūānuku

### - Earth, Stones, Trees, Plants, Life

In the Māori world view, land gives birth to all things, including humankind, and provides the physical and spiritual basis for life.

## Ahurea Tuakiri and Te Whenua

### - Culture, Identity and Land

The Māori word for land – whenua – also means placenta. All life is seen as being born from the womb of Papatūānuku, under the sea.

# Colour palette

Depending on the application the logo can be coloured using any colour from our palette, or any colour that partners or other organisations wish to use that suit their own branding.

All of the colours can be used as tints to create a greater range of colour for different applications.



**Dark Teal**

PMS - 7476

CMYK - C89 M22 Y34 K65

RGB - R13 G82 B87

HEX - 0D5257



**Dark Blue**

PMS - 2965

CMYK - C100 M63 Y16 K78

RGB - R0 G38 B62

HEX - 00263E



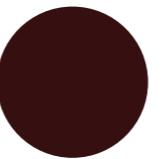
**Emerald Green**

PMS - 7473

CMYK - C75 M5 Y48 K3

RGB - R39 G153 B137

HEX - 279989



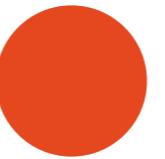
**Dark Brown**

PMS - 4975

CMYK - C36 M84 Y59 K85

RGB - R63 G32 B33

HEX - 3F2021



**Bright Red**

PMS - 173

CMYK - C0 M82 Y94 K2

RGB - R207 G69 B32

HEX - CF4520



**Bright Yellow**

PMS - 123

CMYK - C0 M19 Y89 K0

RGB - R255 G199 B44

HEX - FFC72C



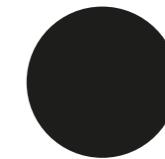
**Orange**

PMS - 158

CMYK - C0 M55 Y100 K0

RGB - R241 G135 B0

HEX - F18700



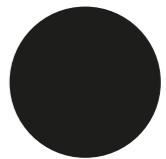
**Warm Gray**

PMS - WARM GRAY 1

CMYK - C3 M3 Y6 K7

RGB - R0 B0 G0

HEX - 000000

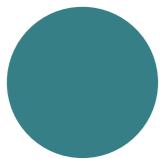


**Black**

CMYK - C0 M0 Y0 K100

RGB - R0 B0 G0

HEX - 000000



**Light Teal**

PMS - 7475

CMYK - C69 M12 Y30 K36

RGB - R72 G122 B123

HEX - 487A7B



**Sky Blue**

PMS - 311

CMYK - C68 M0 Y13 K0

RGB - R5 G195 B222

HEX - 05C3DE



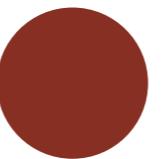
**Bright Green**

PMS - 7487

CMYK - C42 M0 Y62 K0

RGB - R147 G198 B108

HEX - 93C66C



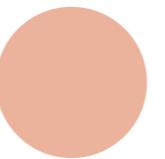
**Burnt Red**

PMS - 7609

CMYK - C0 M81 Y73 K54

RGB - R130 G59 B52

HEX - 823B34



**Mid Red**

PMS - 7514

CMYK - C3 M35 Y36 K5

RGB - R213 G162 B134

HEX - D5A286



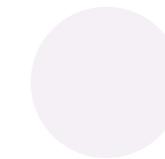
**Sand**

PMS - 7506

CMYK - C0 M7 Y25 K1

RGB - R239 G219 B178

HEX - EFDBB2



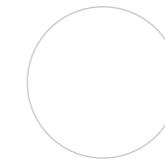
**Cool Gray**

PMS - 663

CMYK - C3 M6 Y0 K2

RGB - R229 G225 B230

HEX - E5E1E6



**White**

CMYK - C0 M0 Y0 K0

RGB - R255 G255 B255

HEX - FFFFFF

# Typography

The primary typeface is *National Condensed*. This typeface can be used for general layouts and body copy. ([Purchase here](#))

When producing creative communications the handwritten style typeface *Faito* can be used to add a more human and personal element to the work. ([Purchase here](#))

## Primary typeface - National 2 Condensed

Extra Light Light Regular  
**Medium Bold Extra Bold**

## Faito

*Regular*

# Typography – alternatives

If the primary typefaces are not available then the free Google font alternate typefaces are *Oswald* ([LINK](#)) and *Covered By Your Grace*. ([LINK](#))

**Oswald**

Extra Light   Light   Regular  
Medium   SemiBold   Bold

**Covered by your Grace**

Regular

# Imagery available for use

The imagery we have used in all our *Ko Tātou This Is Us* print and digital material has been selected on the following principles:

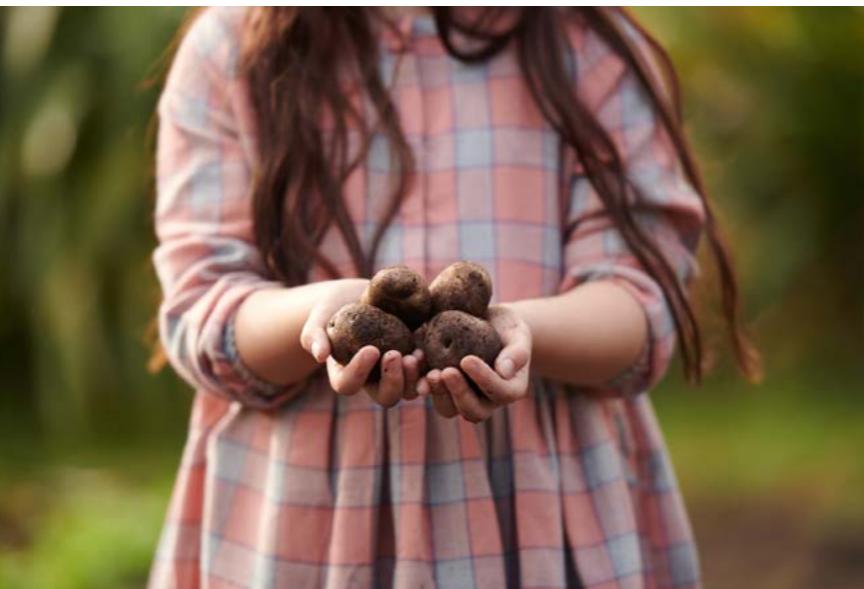
- Imagery that feels observational, using interesting angles, compositions and depth of field.
- Imagery that has an element of humanity and touches on the personal – this element can be subtle at times to not overplay the scene or composition.

For applications that are backgrounds or tighter crops for page headers or presentations we use more close-up, textural images to represent the subject matter or topic.

A selection of royalty-free, high resolution images are available at [ThisIsUs.nz](https://ThisIsUs.nz). As long as you include the **Ko Tātou This Is Us** logo on your designs, and meet the **Terms of Use**, you can use these images on your own collateral. We'd be keen to hear how you intend to use these images, drop us an email at [thisisus@mpi.govt.nz](mailto:thisisus@mpi.govt.nz).

The **Terms of Use** for the brand can be downloaded at <https://www.thisisus.nz/terms-of-use/>.

## Observational / human imagery



## Close-up textural imagery



# Creative templates

Below are some ready to go templates to get you started. You can add your own branding, messaging to these or use them as is. These templates are all available to download from our [resources page](#). We'd love to hear how you are using these templates or if you think there are other useful examples we could provide, get in touch with us at [thisisus@mpi.govt.nz](mailto>thisisus@mpi.govt.nz).

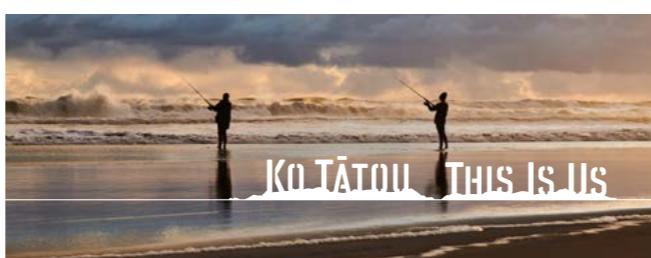
## Poster templates - A3 and A4 portrait



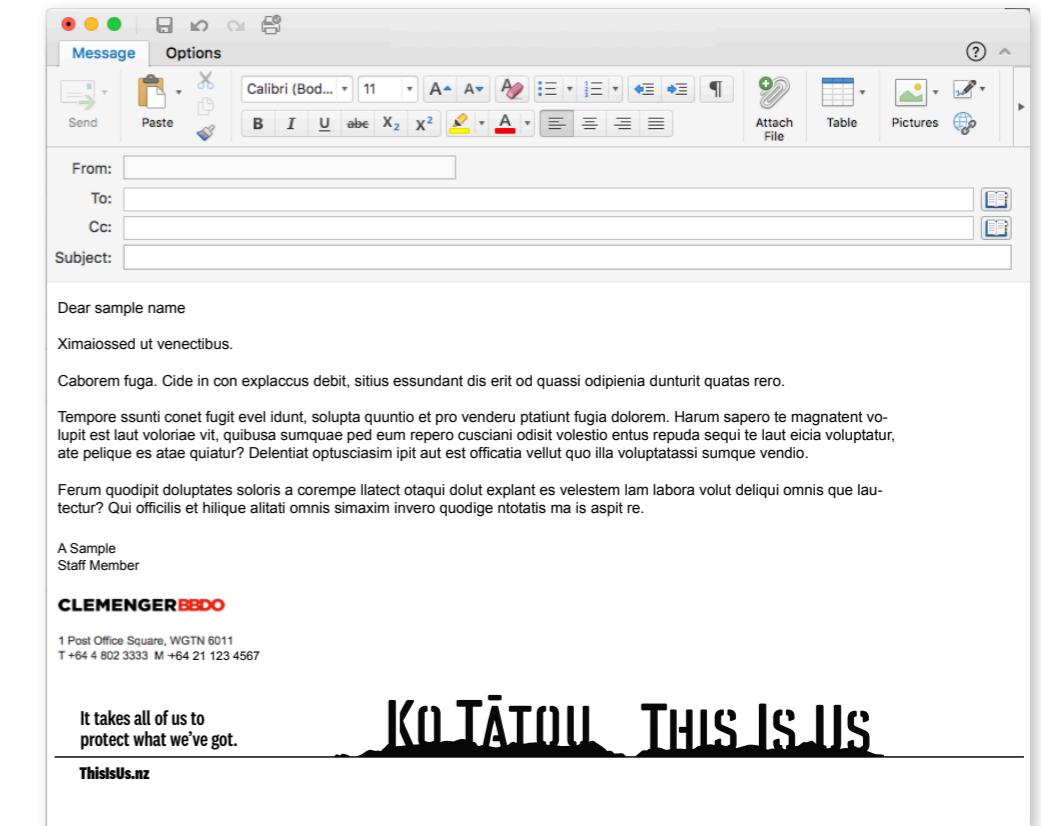
We all need to play our part in protecting our precious landscapes and waterways from pests and diseases. Go to [thisisus.nz](http://thisisus.nz) to find out how you can get involved. Ko Tātou This Is Us.

ThisIsUs.nz

## Cover image - Facebook and Twitter



## Email signature



## PPT template



PARTNER LOGO



# Co-branding examples

Below are some examples which show how *Ko Tātou This Is Us* can be used with other brands:

We encourage you to use, where possible, the solid or outline version. You can see below that they can work well against a number of other brands and logos. The stacked versions can also be used if you have space restrictions. The colour of *Ko Tātou This Is Us* can also be in either colours from our brand palette or you can use a colour that matches your communications imagery or your own brand colour.



**Primary version - Full width - Outline**



**Primary version - Full width - Solid**

# Co-branding examples

Below are some more examples which show how *Ko Tātou This Is Us* can be used with other brands:



Primary version - Full width - Outline

Primary version - Full width - Solid

Primary version - Full width - Outline

# Find out more

The Biosecurity 2025 team is based within the Ministry for Primary Industries.

We'd love you to share *Ko Tātou This Is Us* with your colleagues, friends and network. You can learn more about *Ko Tātou This Is Us* on our website [ThisIsUs.nz](http://ThisIsUs.nz), or if you have any questions or feedback get in touch at [thisisus@mpi.govt.nz](mailto:thisisus@mpi.govt.nz)

Ko Tātou This Is Us