

# He Aratohu mā ngā Kaiwhakaputa Rauemi Reo Māori

MĀORI MEDIUM VISUAL IDENTITY GUIDE

2015



# INTRODUCTION

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These brand guidelines are for graphic designers to create a consistent visual identity for the Ministry of Education's Māori medium materials

Thank you for helping to ensure that the specifications outlined in these guidelines are followed correctly.

Our visual communications play an important role in how we are perceived. It is critical that they are consistent, credible and are immediately identifiable. When our visual identity is used correctly, it positively shapes the perception of the Ministry.

The following guidelines have been designed to help create a cohesive visual identity for the Ministry of Education's Māori medium materials.

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# PRIMARY LOGOS



## MINISTRY OF EDUCATION LOGO

### Meaning

The logo is made up of distinctive, symbolic elements that relate to what the Ministry is as an organisation:

### Three triangles

Represent the three areas of education:

- Early childhood
- Compulsory (primary and secondary)
- Post-compulsory (tertiary) education and training

The triangle is a powerful symbol of aspirations and dreams and, for the Ministry, the opportunities that education offers. It is also a cultural symbol used to depict strength and determination.

### Wave patterns

New Zealand is an island nation. The wave patterns beneath the triangles represent the waterways of the land and symbolise the lifeblood of Aotearoa. They also suggest waves of communication – which is at the heart of education. They act to tie the triangles together and reflect the continuous and ongoing process of education.

### Te Tāhuhu o te Mātauranga

In a meeting house, the Tāhuhu is the ridge-pole, the backbone, which supports the rafters and knits the whole edifice together. It runs the length of the meeting house from the interior rear to the veranda section, linking with the carved frontal face, the Koruru. Within the meeting house figures of the descendants, the supporters of the whānau, linked together to signify unity. In both real and symbolic terms the Tāhuhu is the source of strength and unity for the meeting house. The Ministry of Education is the ridge-pole of the meeting house of learning.



## PŪPŪ OR NAUTILUS LOGO

The pūpū (or nautilus) is unique, having a many-chambered spiral shell. The spiral symbolises growth and learning, meeting new ideas while constantly revisiting old ones. The chambers represent the individual learning areas (previously separate curricula).

While the pūpū is more commonly associated with the sea, there are also land-based pūpū, such as the pūpū-harakeke.

# PRIMARY LOGOS

## Te Kāwanatanga o Aotearoa

### ALL OF GOVERNMENT LOGO

The New Zealand Government has an obligation to make evident to New Zealanders how taxpayer funds are used to provide programmes, services, and infrastructure. The All of Government logo must be used to brand the numerous policy initiatives, programmes, and services delivered by the State Services. The all-of-government brand has now been introduced to make these government services more visible and identifiable for New Zealanders. It is designed to be used in conjunction with existing government branding.

The administration of these guidelines is the responsibility of the State Services Commission.

### HOW DO I OBTAIN THE MINISTRY LOGOS?

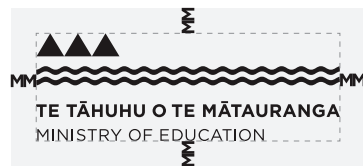
The Ministry of Education logos, or any other visual identity materials, can be obtained from the Channels Team at [visual.identity@education.govt.nz](mailto:visual.identity@education.govt.nz) or **04 463 8401**.

Or download direct from the photo library [uview.co.nz](http://uview.co.nz) – contact us for password access.

# Ministry of Education

## LOGO RULES: FORMAT & SIZE

### CLEAR SPACE AROUND THE LOGO



### MINIMUM SIZE



### REVERSED OPTION



### WHEN USED ON BOOK SPINE



### LOGO FORMAT

The Ministry's logo is in black or reversed (white on colour). A version is available for International Education communications.

The Ministry logo must always be reproduced from a file supplied by the Ministry's Channels team. This relates to any/all use in print, online, collateral material and signage etc.

**The Ministry's logo must be used in its full format (graphics and text). It must not be altered or cropped.**

Do not put the logo on a patterned background.

### PREFERRED SIZE

45mm wide or 170px.

### MINIMUM SIZE

30mm or 115px

### CLEAR SPACE AROUND THE LOGO

Keep a minimum space around of the equivalent of two bold M letters from the word Ministry.

### PLACEMENT ON PRINT AND DIGITAL CHANNELS

When on the front cover, the Ministry logo must be placed top left, with non-Ministry logos placed bottom left.

All Ministry websites must include the Ministry's logo. It should be placed in the top left side of the website banner, where feasible.

All public facing web resources and tools (including social media sites and apps) must adhere to the Ministry's visual identity rules unless a sub-brand has been developed for a specific initiative.

All sub-brands must align to the corporate brand and be approved by the Group Manager Communications.

It should be clear to visitors that they are using a Ministry of Education resource or tool.


## Ministry of Education

## MĀORI MEDIUM COLOUR PALETTE

## PRIMARY COLOUR PALETTE

Hokataka Chatham Is. macrocarpa		 124 R 234 G 170 B 0 HTML EAAA00
Kākāriki		 180 R 190 G 58 B 52 HTML BE3A34
Tuatara		 5803 R 195 G 198 B 168 HTML C3C6A8
Black		Black R 0 G 0 B 0 HTML 000000

## SECONDARY COLOUR PALETTE

Weka		 478 R 112 G 63 B 42 HTML 703F2A
Kea		 717 R 212 G 93 B 0 HTML D45D00
Korora (little blue penguin)		 2955 R 0 G 56 B 101 HTML 003865
Ngauruhoe		 284 R 108 G 172 B 228 HTML 6CADE4
Karaka		 364 R 74 G 119 B 41 HTML 4A7729
Korimako		 383 R 168 G 173 B 0 HTML A8AD00
Ruru		 404 R 119 G 110 B 100 HTML 776E64

While stakeholder and core Ministry communications should ideally use the primary colour palette, broader communications can draw on the secondary palette, selecting colours most appropriate for the audience.

The correct specifications for these colours must be used according to the publication medium (print or online). Ideally, use the PMS specification to achieve the most accurate colour reproduction. However, CMYK colours can also be used to achieve the correct colour reproduction.

No colours other than the primary and secondary colours shown on these pages can be used on Ministry Māori medium communications.

## ONLINE COLOUR

## RGB AND HEX VALUES

Specific web-safe colours have been chosen for online use which reflect the Ministry's Māori medium brand. These colours should be used throughout the corporate website and on the front page of all sub-sites. Online use of the logo should follow the RGB specification.

## COLOUR NOTES

Please note that if you are using colours outside the web-safe palette, some readers may get a very different shade to what you expect. Also be aware that some readers may have colour turned off if they require a strong contrast to overcome vision impairment.







For online use default colours should contrast with each other, for example; Background colour – WHITE, Text – BLACK, Link – RED, Active link – RED, Visited link – BROWN.

In normal text situations, none of the five colours above (background, text, link, active link and visited link) should be the same and all should contrast well. If a background image is used, care should be taken that the text and three colours link well with it.


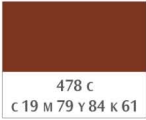







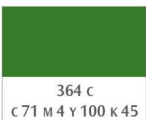

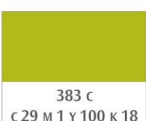

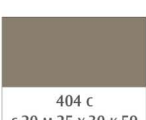
# Ministry of Education

## OFFSET PRINTING: COATED STOCK

### PRIMARY COLOUR PALETTE

Hokataka Chatham Is. macrocarpa			124 c c 0 M 30 Y 100 K 0
Kākāriki			180 c c 3 M 91 Y 86 K 12
Tuatara			5803 c c 12 M 2 Y 24 K 9
Black			Black c c 0 M 0 Y 0 K 100

### SECONDARY COLOUR PALETTE

Weka			478 c c 19 M 79 Y 84 K 61
Kea			717 c c 0 M 68 Y 100 K 0
Korora (little blue penguin)			2955 c c 100 M 60 Y 10 K 53
Ngauruhoe			284 c c 59 M 17 Y 0 K 0
Karaka			364 c c 71 M 4 Y 100 K 45
Korimako			383 c c 29 M 1 Y 100 K 18
Ruru			404 c c 20 M 25 Y 30 K 59

### COLOUR NOTES FOR DESIGNERS

Set Creative Suite profiles to Coated Fogra 27 or 39 (or use the uncoated profile you are familiar with).

Use Pantone Colour Bridge (coated) to determine CMYK values (those shown).




**IMPORTANT:** Do not use Creative Suite to convert Solid to CMYK. Instead, build a Ministry of Education CMYK swatch library based on the Colour Bridge (coated) values.









## Ministry of Education

## OFFSET PRINTING: UNCOATED STOCK

## PRIMARY COLOUR PALETTE

Hokataka Chatham Is. macrocarpa		 124 u c 2 M 30 Y 98 K 8
Kākāriki		 180 u c 7 M 73 Y 68 K 12
Tuatara		 5803 u c 14 M 5 Y 28 K 1
Black		Black u c 0 M 0 Y 0 K 100

## SECONDARY COLOUR PALETTE

Weka		 478 u c 28 M 56 Y 74 K 19
Kea		 717 u c 0 M 53 Y 97 K 6
Korora (little blue penguin)		 2955 u c 99 M 38 Y 6 K 43
Ngauruhoe		 284 u c 43 M 10 Y 0 K 0
Karaka		 364 u c 57 M 5 Y 95 K 33
Korimako		 383 u c 29 M 3 Y 99 K 19
Ruru		 404 u c 45 M 37 Y 43 K 4

## COLOUR NOTES FOR DESIGNERS

Set Creative Suite profiles to Uncoated Fogra 29 (or uncoated profile you are familiar with).

When printing solid colours on uncoated stock, request 'draw-downs' from your printer. Ministry of Education colours are based on the appearance of solids on coated stock. These 'draw-downs' are prepared by the ink merchant to maintain the appearance of the brand colour on the chosen uncoated stock.

Use Pantone Colour Bridge (uncoated) to determine CMYK values (those shown). Important: the uncoated CMYK values are different to the coated CMYK values.

Do not use Creative Suite to convert solid to CMYK. Instead, build a specific Ministry of Education colour swatch library based on the Pantone Colour Bridge (uncoated) values.

# Te Marautanga o Aotearoa

## LOGO RULES

### PŪPŪ LOGO



### GREYSCALED



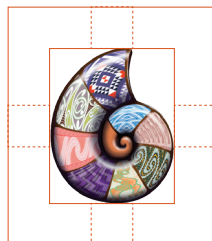
### WITH TAGLINE



Hei tautoko tēnei rauemi i  
*Te Marautanga o Aotearoa*

### MINIMUM CLEAR SPACE

The minimum clear space on each side is equal to 1/3 the width of the pūpū



### PŪPŪ OR NAUTILUS LOGO

The pūpū logo has been designed to be used in full colour or greyscale as appropriate. The shell icon can be used either by itself or with the type provided depending on how much identification is needed.

Positioning of the logo is flexible but as the design itself is asymmetrical, it would be better to have the logo to the left or right in a layout, rather than centred.

There should be no cropping of learning-area colours when the logo is used in full colour. The individual areas should be given equal emphasis.

# Te Marautanga o Aotearoa

## COLOUR PALETTE

### COLOURS USED FOR LEARNING AREAS



#### TE REO MĀORI

CMYK C 100% M 80% Y 10%  
PMS 280  
WEB 00 35 7B



#### TIKANGA Ā-IWI

CMYK C 70% M 100%  
PMS 2612  
WEB 5F 19 72



#### HANGARAU

CMYK C 50% M 80% Y 90%  
PMS 1685  
WEB 81 48 39



#### PĀNGARAU

CMYK M 100% Y 50%  
PMS 235  
WEB 7F 00 3D



#### NGĀ TOI

CMYK C 20% M 60% Y 100%  
PMS 471  
WEB C2 76 28



#### TE REO PĀKEHĀ

CMYK C 100% M 95% Y 24% K 20%  
PMS 662  
WEB 00 1C 71



#### HAUORA

CMYK C 30% M 100% Y 90%  
PMS 1807  
WEB A3 20 2D



#### PŪTAIAO

CMYK C 100% M 50% Y 90% K 50%  
PMS 307  
WEB 00 88 B1



#### NGĀ REO

CMYK C 30% M 13% Y 19% K 2%  
PMS 307  
WEB 00 88 B1

The colour for each learning area should be used solely in conjunction with the learning area to which they apply.

Tints can be used where appropriate to make them interact more harmoniously.

## Te Marautanga o Aotearoa

# PATTERNS FOR LEARNING AREAS



TE REO  
MĀORI



PĀNGARAU



HAUORA



TIKANGA  
Ā-IWI



NGĀ TOI



PŪTAIAO



HANGARAU



TE REO  
PĀKEHĀ



NGĀ REO

Learning area patterns should be used only in conjunction with the subjects they apply to. Any details used should be composed sensitively, and with regard to the integrity of the original design. Screening back and running text over these patterns should be avoided.

# Te Marautanga o Aotearoa TYPEFACES

## DIN Pro Condensed

AĀBCDEĒFGHIĪJKLMNOĪPQRSTUŪVWXYZ!&?\$@%  
aābcdeēfghiījklmnoōpqrstuūvwxyz0123456789

## Din Pro Regular

AĀBCDEĒFGHIĪJKLMNOĪPQRSTUŪVWXYZ!&?\$@%  
aābcdeēfghiījklmnoōpqrstuūvwxyz0123456789

## Verdana

AĀBCDEĒFGHIĪJKLMNOĪPQRSTUŪVWXYZ!&?\$@%  
aābcdeēfghiījklmnoōpqrstuūvwxyz0123456789

The heading typeface used in the Curriculum document is DIN Pro Condensed Bold in various sizes, as appropriate. The headings should be imported for the web as JPEGs.

Body text in the print document is DIN Pro Regular. If displaying body text (in html) for the web, the next substitute should be Verdana.

The learning area headings should be white on the solid subject colour.

Sub headings are in DIN Pro Condensed Regular, they are not reversed out, if at all possible.

The font used for headings and body text in the curriculum document is DIN Pro. DIN Pro allows for the vowels to be macronised. If you do not have DIN Pro, you can substitute the same weight of font from the DIN family of fonts, for example, for DIN Pro Regular use DIN Regular.

## EXAMPLES OF TYPEFACES IN USE



### TE REO MĀORI

Ko te reo Māori te kākahu o te whakaaro, te huarahi i te ao tūroa

*(nā Tā Hēmi Henare, 1984)*

Ko te tūāpapa o tēnei wāhanga ako, ko te tūhononga o ngā tini āhuatanga reo ā-waha, ā-tinana, ā-tā hei whakakāhahu i te whakaaro, i te wairua, i te kare ā-roto hoki kia hāngai ki ngā tikanga me ngā ture o te reo Māori.

Nō reira, ko te āhua o te ako reo, he mea haere whakamua, hoki whakamuri, kātahi ka haere whakamua anō. Ehara i te mea ka ākona tētahi pūkenga o te reo, ā, ka mau i te ākongā mō ake tonu atu.

#### Te Whaitake o te Reo Māori

Ko tā te reo Māori he aro ki te mana motuhake o te tamaiti me ōna takenga katoa – takenga reo, takenga tangata, takenga tikanga, takenga wairua. Ko te reo te whakapuakitanga o te whakaaro. Ka noho tahi te whakaaro me te reo.

E eke ai te ākongā ki ngā taumata o te mātauranga i ērā atu wāhanga ako, me eke ki te ikeiketanga o te reo. Mā reira e ū ai tērā whakatauaāki a Tā Hēmi Henare. Nō reira, me tino matatau te ākongā ki te whakarongo, ki te kōrero, ki te pānui, ki te tuhituhi i te reo Māori kia tū pakari ai ia i roto i ōna ao katoa.

He mea nui te whakapakari i ngā pūkenga reo katoa o te ākongā, arā, ko ngā āheinga reo, ko te puna reo, ko ngā rautaki reo, ā, e tika ana kia mātau te ākongā ki ēnei wāhanga katoa. Ahakoa kei tēhea taumata o te marautanga te tamaiti, ki te puta te hiahia me te māramatanga ki te ako, koirā te wā tika ki te whāngai i taua pūkenga, i taua momo reo rānei.

#### Te Hanga o tēnei Wāhanga Ako

##### He whenu

E toru anake ngā whenu e kōkiri nei i ngā mahi o tēnei wāhanga ako – ko te taha Waha, ko te taha Tā, ko te taha Tinana. I pēnei ai kia kitea te whānuitanga o te reo tae atu ki te reo ā-tinana. Ko ngā āhuatanga o te whakarongo, o te kōrero, o te tuhituhi, o te pānui, o te mātakitaki me te whakaatu, ka kitea mai i roto i ēnei whenu e toru.

##### He whāinga paetae matua

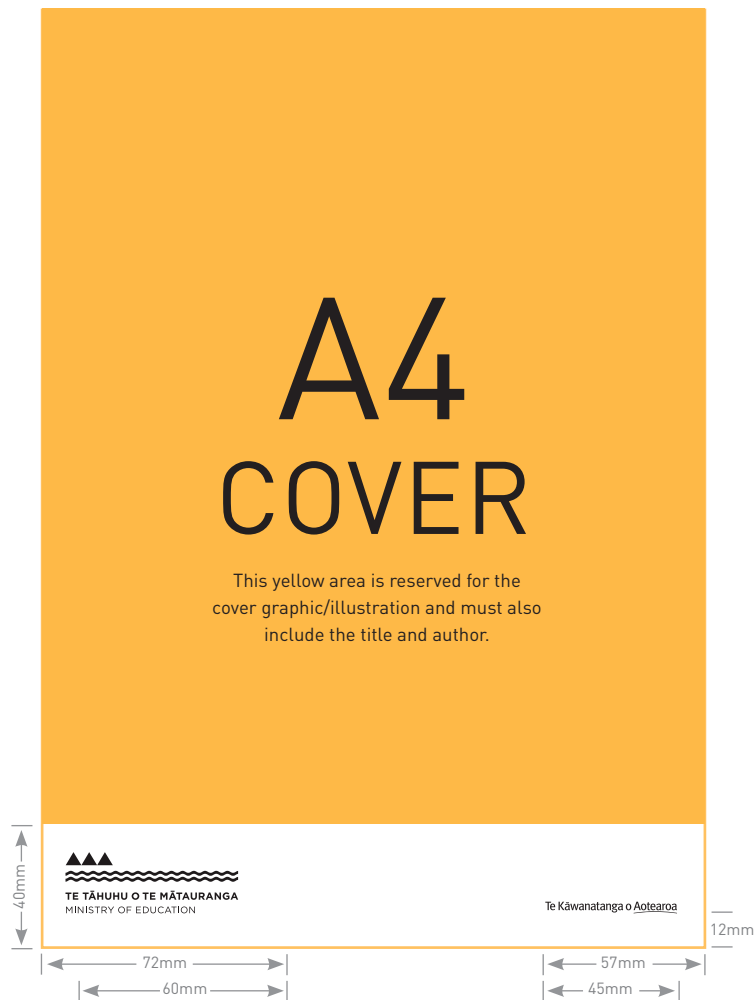
Hei raranga i ngā whenu e toru, arā ētahi whāinga paetae matua e toru hei whakawhānui, hei kōtuitui i te ako o te reo. Ahakoa te taumata, ahakoa te whenu, e hāngai tonu ana ēnei whāinga paetae e toru.

Ko te whāinga paetae matua tuatahi e pā ana ki ngā āheinga reo, arā, ki te pūtaka o te whakawhitinga kōrero me te whakaaro e kawea ana i roto i te whakawhitinga. Me kī, ko te tuatahi o ēnei whāinga paetae matua e pā ana ki te pūtaka me te whai māramatanga o te whakawhitinga whakaaro.

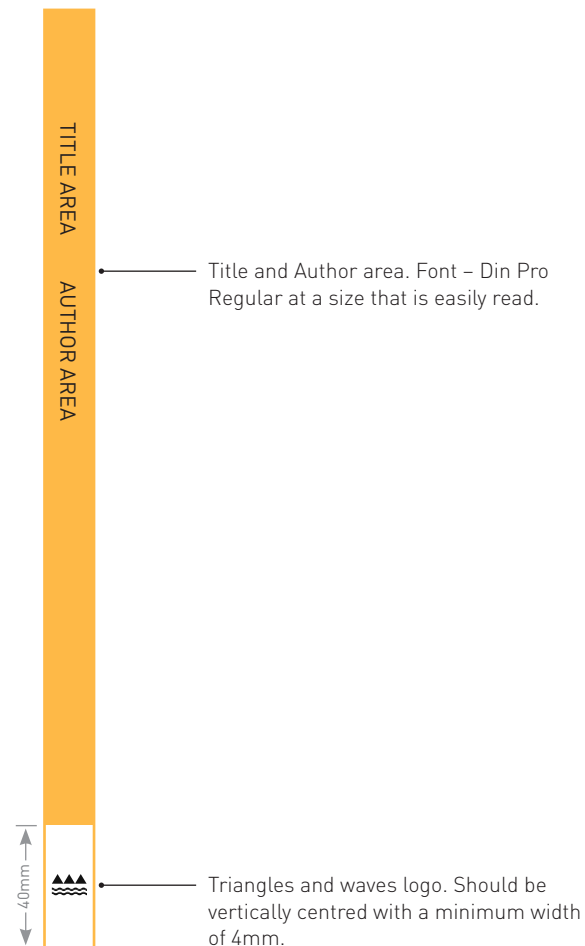
ā-Waha	ā-Tā	ā-Tinana
= whakarongo	= pānui	= whakarongo
= kōrero	= tuhituhi	= kōrero
= pānui	= mātakitaki	= mātakitaki
= tuhituhi	= whakaatu	= whakaatu

# TEACHER MATERIALS

## A4 FRONT COVER



## A4 SPINE



## A4 FRONT COVER

### A4 SPINE

#### FRONT COVER NOTES:

The yellow lockout area within the cover shown should be used to hold the cover image, illustration, or design. The publication title and author should also sit within this area either as a font or as part of a cover illustration.

The 40mm white bar at the base of the cover should house the Ministry of Education logo and All of Government logo only, in the positions shown.

#### SPINE NOTES:

The yellow lockout area within the spine shown should be used to hold the cover image, illustration, or design. The publication title and author should also sit within this area in an appropriate size and font that aids readability.

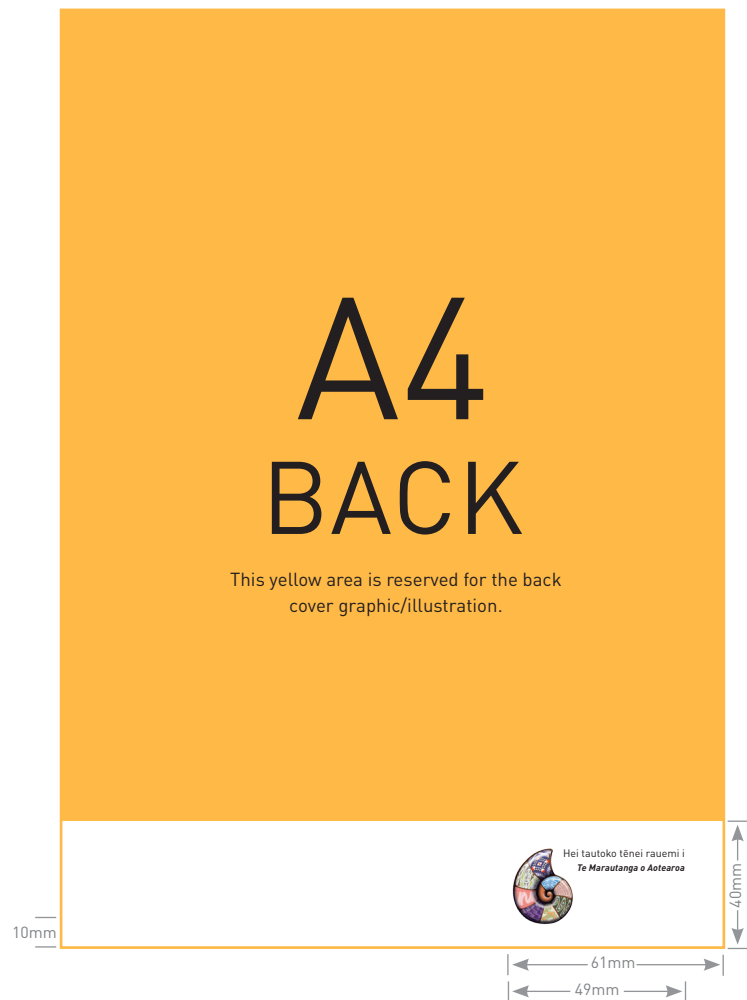
The 40mm white bar at the base of the spine should house the Ministry of Education triangles and waves logo only.

# TEACHER MATERIALS

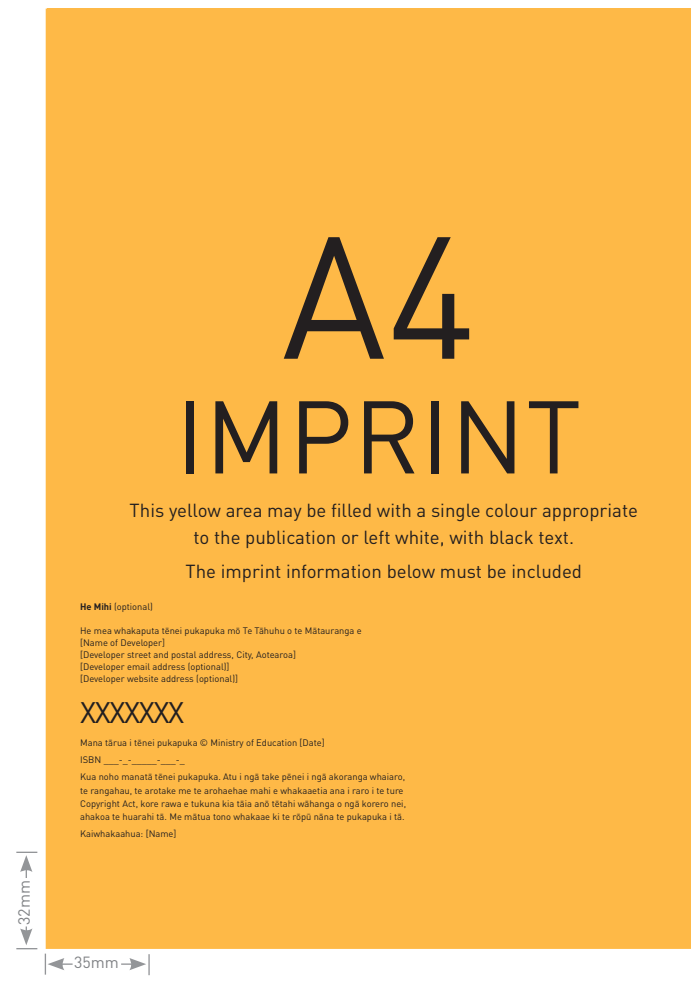
## A4 BACK COVER

## A4 IMPRINT PAGE

### A4 BACK COVER



### A4 IMPRINT PAGE



### BACK COVER NOTES:

The yellow lockout area within the back cover shown may be used to hold the continuation of the cover image, illustration, colour, or design.

The 40mm white bar at the base of the cover should house only the pūpū logo in the position indicated.

### IMPRINT/INSIDE COVER PAGE NOTES:

The yellow lockout area within the imprint page shown may be filled with a single colour appropriate to the publication colour palette or kept as black text on white paper.

# TEACHER MATERIALS

## A4 IMPRINT DETAILS

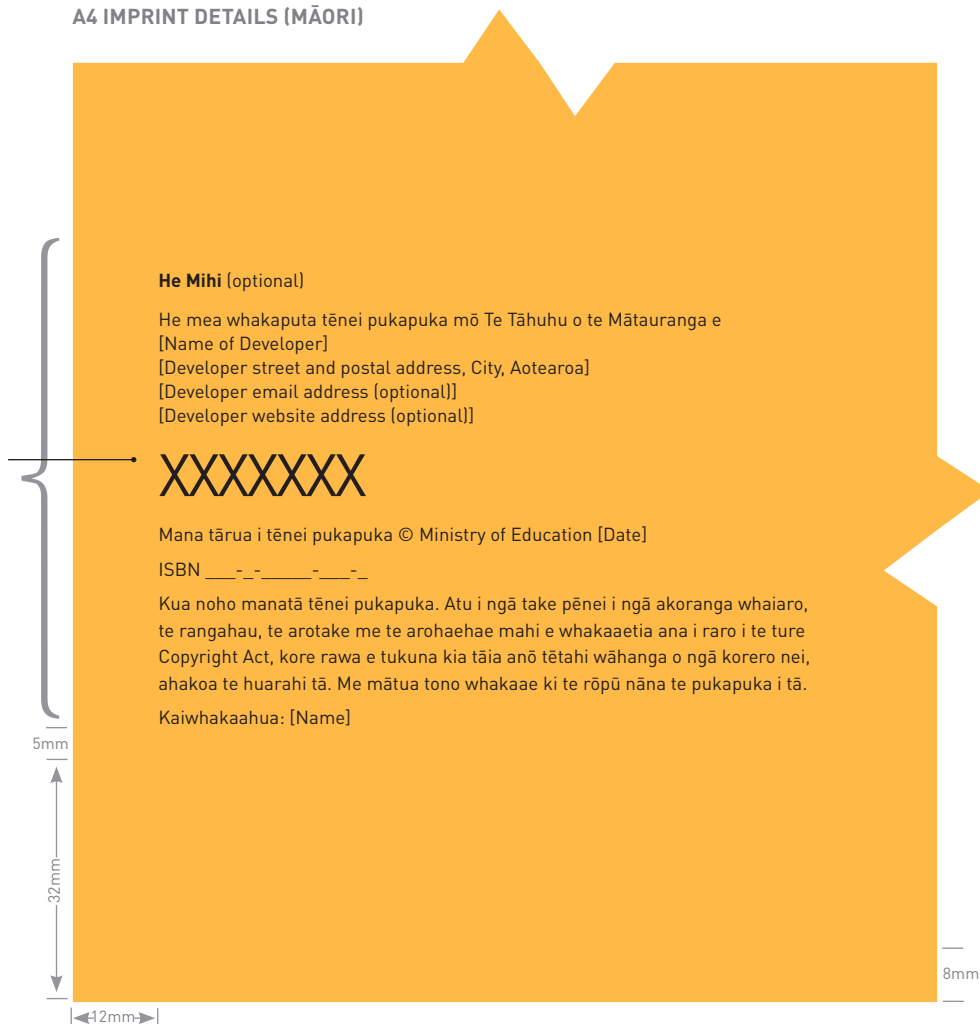
### A4 IMPRINT DETAILS (MĀORI)

Developer logo area if required.  
This should be no more than 40mm wide and 15mm high.

The imprint page information should appear in the position and style indicated. The font used is Din Pro Regular, size 9pt, leading 11pt, paragraph spacing 1mm.

Other information may be included after the Enquiries address line, i.e., photo/illustration credits, acknowledgements of key people who have contributed, etc. There must be a clear space of 5mm between the last line of text and the pūpū logo.

The text descriptor beside the pūpū logo should be sized at 7pt.



### IMPRINT/INSIDE COVER PAGE NOTES:

The yellow lockout area within the imprint page shown may be filled with a single colour appropriate to the publication colour palette or kept as black text on white paper.

A Developer logo may be placed under the Developer name and address in the area provided.

The pūpū logo must be used at the size and position indicated.

Developers may choose to print the wording on the imprint page in English for bilingual resources.



# TEACHER MATERIALS

## A4 IMPRINT DETAILS

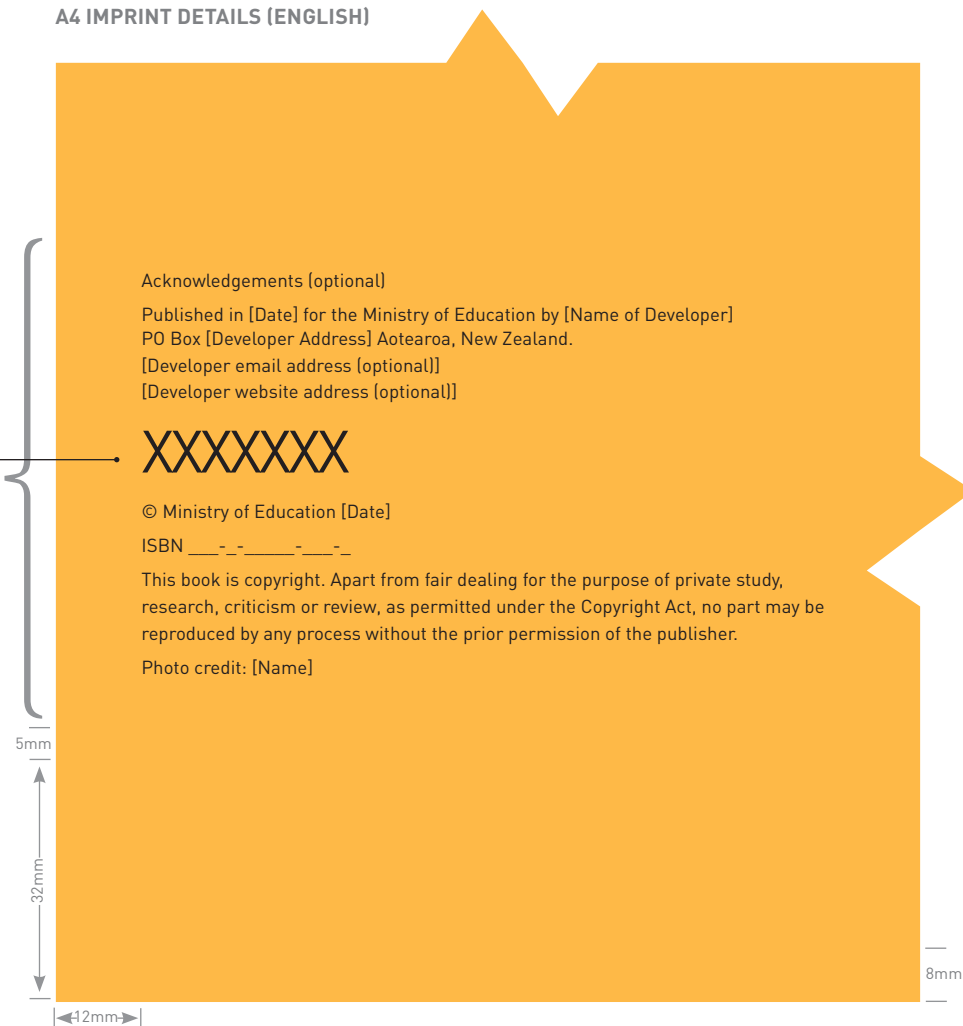
### A4 IMPRINT DETAILS (ENGLISH)

Developer logo area if required.  
This should be no more than 40mm wide and 15mm high.

The imprint page information should appear in the position and style indicated. The font used is Din Pro Regular, size 9pt, leading 11pt, paragraph spacing 1mm.

Other information may be included after the Enquiries address line, i.e., photo/illustration credits, acknowledgements of key people who have contributed, etc. There must be a clear space of 5mm between the last line of text and the pūpū logo.

The text descriptor beside the pūpū logo should be sized at 7pt.



### IMPRINT/INSIDE COVER PAGE NOTES (ENGLISH):

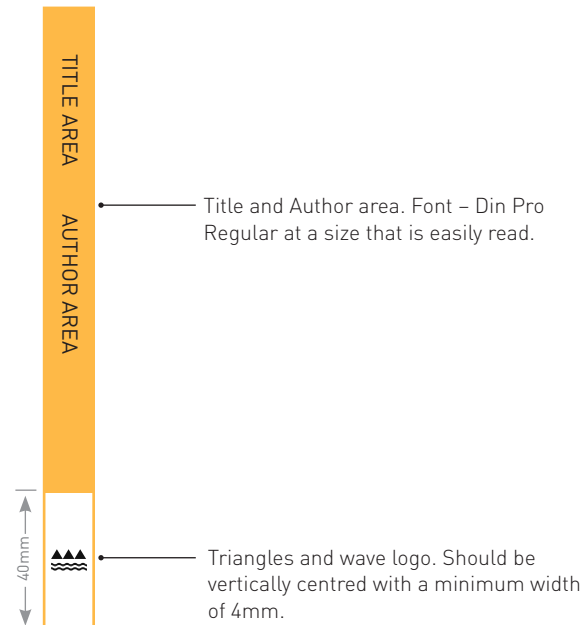
This page uses the same rules as the Māori version but provides an option where it may be more appropriate to have the imprint details in English.

# STUDENT MATERIALS

## STUDENT MATERIALS FRONT COVER



## STUDENT MATERIALS SPINE



## STUDENT MAT. FRONT COVER

## STUDENT MAT. SPINE

### STUDENT MATERIALS FRONT COVER NOTES:

The yellow lockout area within the cover shown should be used to hold the cover image, illustration, or design. The publication title and author should also sit within this area either as a font or as part of a cover illustration.

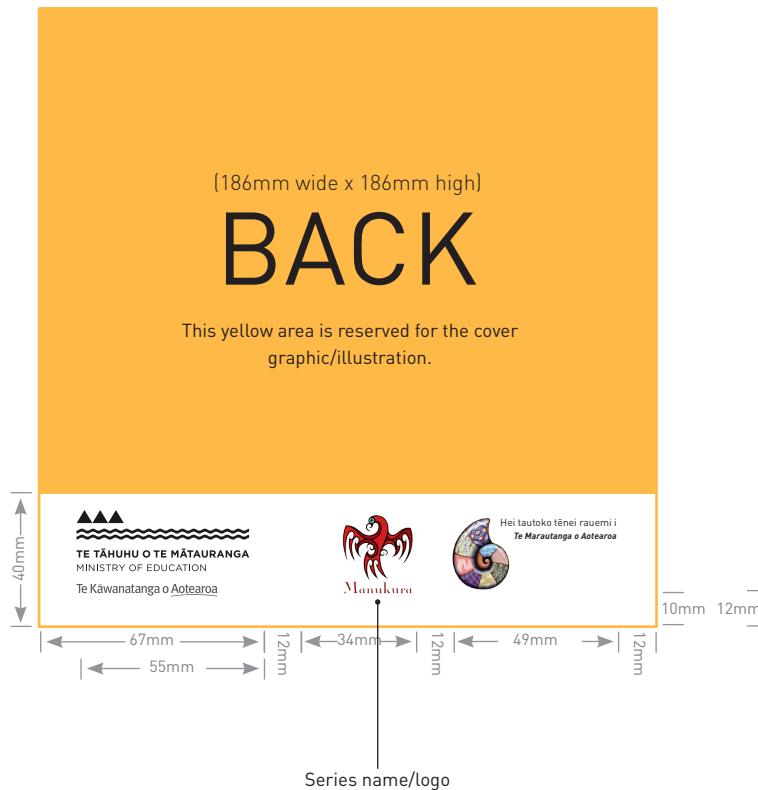
### STUDENT MATERIALS SPINE NOTES:

The 40mm white bar at the base of the spine should house the Ministry of Education triangles and wave logo only.

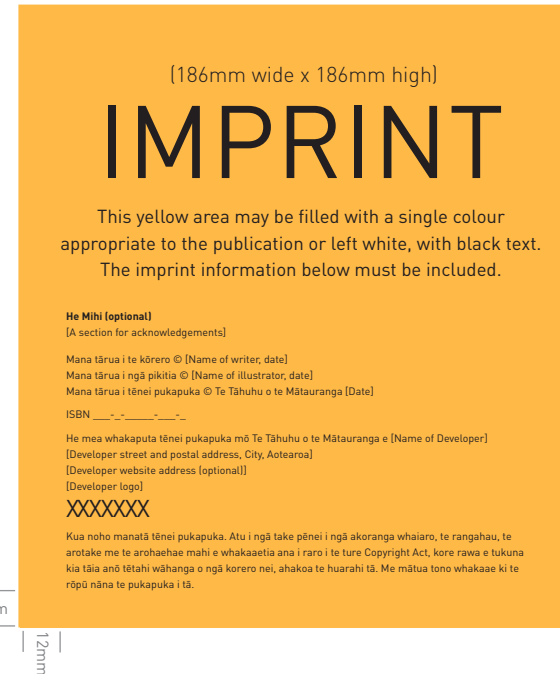
# STUDENT MATERIALS

**STUDENT MAT. BACK COVER**  
**STUDENT MAT. IMPRINT**

**STUDENT MATERIALS BACK COVER**



**STUDENT MATERIALS IMPRINT PAGE**



**STUDENT MATERIALS BACK COVER NOTES:**

The yellow lockout area within the cover shown should be used to hold an image, illustration, or design.

The 40mm white bar at the base of the cover should house the Ministry of Education logo, All of Government logo, and Series name/logo (if applicable), only in the positions shown.

**READER IMPRINT PAGE NOTES:**

The yellow lockout area within the imprint page shown may be used to hold an image, illustration, design or preferably a single colour or tint.

# STUDENT MATERIALS

## READER IMPRINT

### IMPRINT/INSIDE COVER PAGE NOTES (MĀORI):

For student materials in Māori, imprint text must be in Māori.

### STUDENT IMPRINT DETAILS (MĀORI)

The imprint page information should appear in the position and style indicated. The font used is Din Pro Regular, size 9pt, leading 11pt, paragraph spacing 1mm.

Other information may be included after the Enquiries address line, i.e., photo/illustration credits, acknowledgements of key people who have contributed, etc.

Developer logo area if required.

This should be no more than 40mm wide and 15mm high.

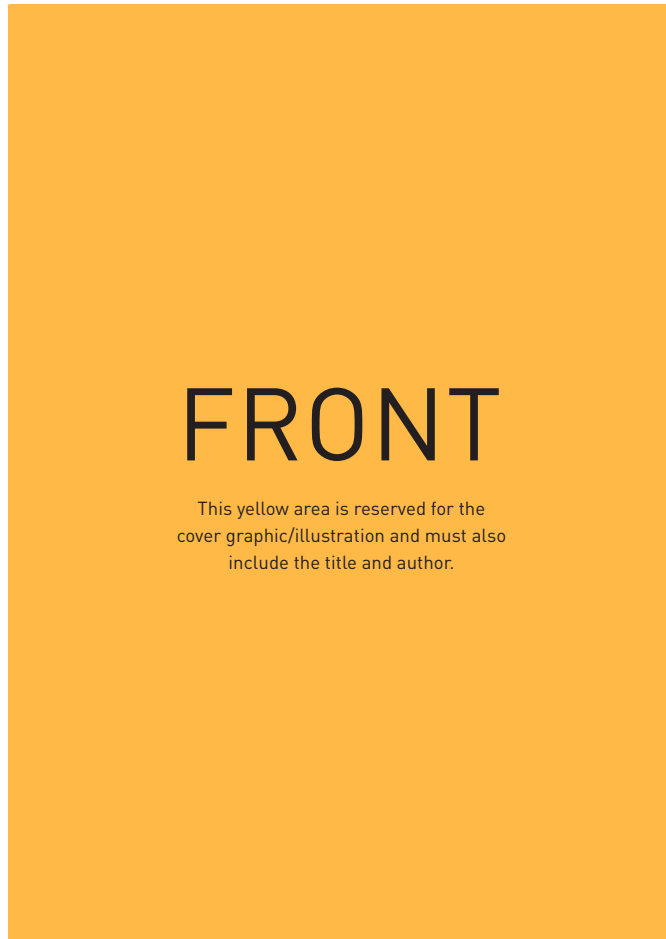
The diagram shows a rectangular area representing the imprint page, with a decorative orange shape at the top. The layout includes the following text and dimensions:

- He Mihi (optional)**  
[A section for acknowledgements]
- Mana tārua i te kōrero © [Name of writer, date]
- Mana tārua i ngā pikitia © [Name of illustrator, date]
- Mana tārua i tēnei pukapuka © Te Tāhuhu o te Mātauranga [Date]
- ISBN \_ \_ - \_ - \_ - \_ - \_
- He mea whakaputa tēnei pukapuka mō Te Tāhuhu o te Mātauranga e  
[Name of Developer]
- [Developer street and postal address, City, Aotearoa]
- [Developer website address (optional)]
- [Developer logo]
- XXXXXXXXXX
- Kua noho manatā tēnei pukapuka. Atu i ngā take pēnei i ngā akoranga whaiaro, te rangahau, te arotake me te arohaehae māhi e whakaaetia ana i raro i te ture Copyright Act, kore rawa e tukuna kia tāia anō tētahi wāhanga o ngā korerō nei, ahakoa te huarahi tā. Me mātua tonu whakaae ki te rōpū nāna te pukapuka i tā.

Dimensions: 12mm (width), 8mm (height), and 12mm (margin).

# STUDENT MATERIALS: MAGAZINES

## MAGAZINE FRONT COVER



## MAGAZINE FRONT COVER

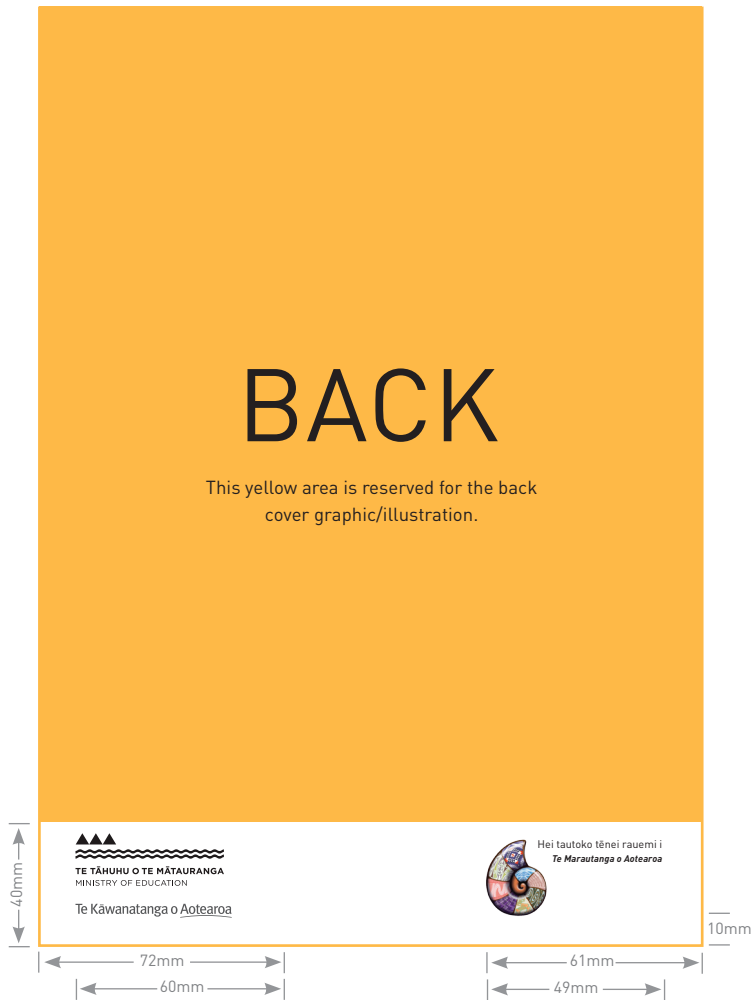
### FRONT COVER NOTES:

The yellow lockout area within the cover shown should be used to hold the cover image, illustration or design. The publication title should also sit within this area either as a font or as part of a cover illustration.

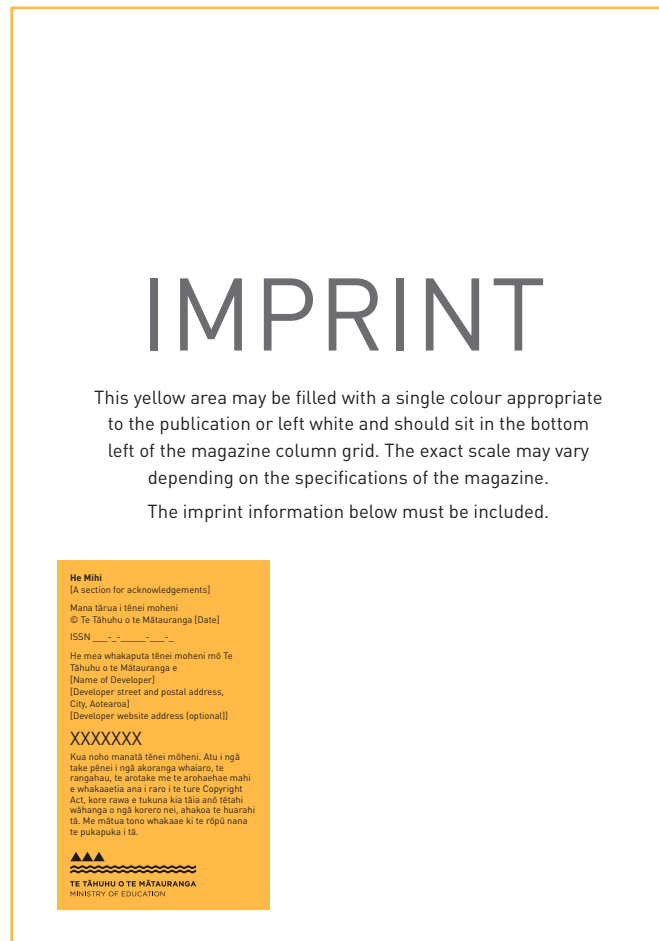
# STUDENT MATERIALS: MAGAZINES

**MAGAZINE BACK COVER**  
**MAGAZINE IMPRINT**

**MAGAZINE BACK COVER**



**MAGAZINE IMPRINT PAGE**



**MAGAZINE BACK COVER NOTES:**

The yellow lockout area within the back cover shown should be used to hold the back cover image, illustration, or design. The 40mm white bar at the base of the cover should house the Ministry of Education logo and All of Government logo only in the positions shown.

**MAGAZINE IMPRINT PAGE NOTES:**

The imprint content should sit within the yellow lockout area positioned in the lower left-hand column of the page.

# STUDENT MATERIALS: MAGAZINES

## MAGAZINE IMPRINT

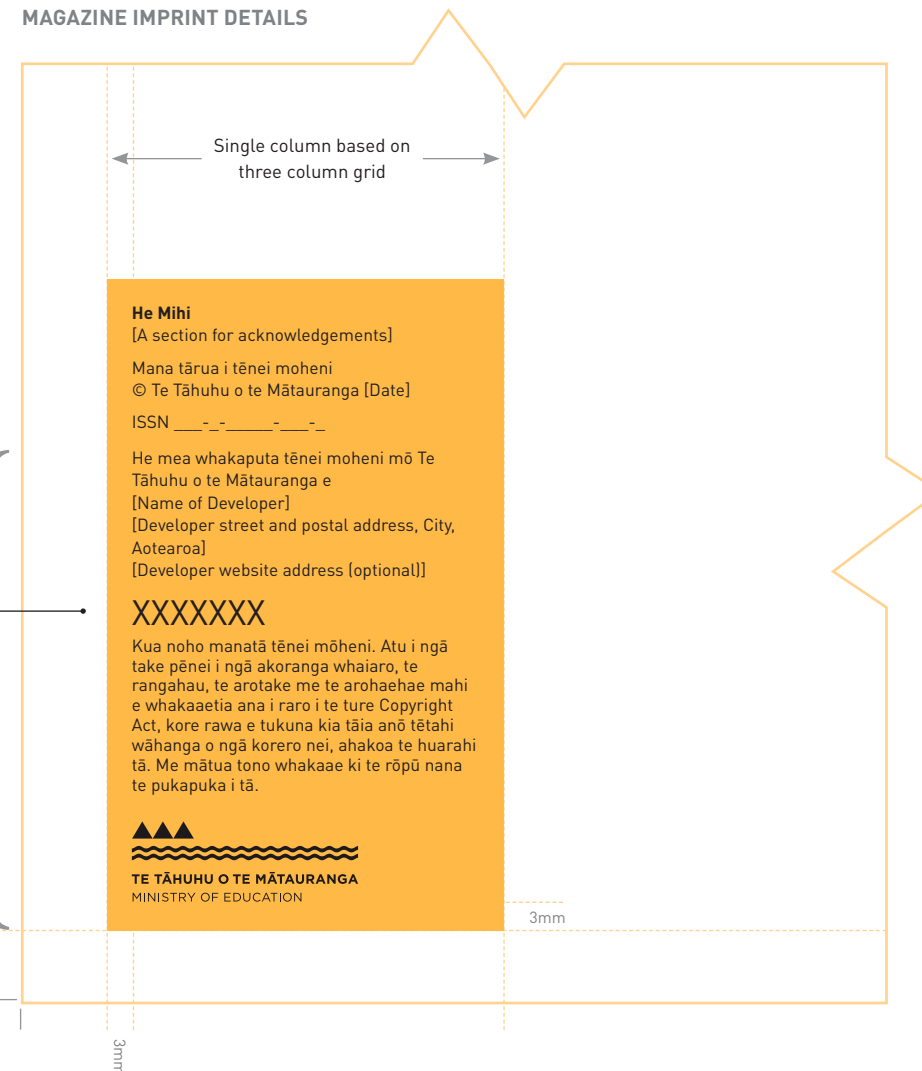
### MAGAZINE IMPRINT DETAILS

Developer logo area if required.  
This should be no more than  
40mm wide and 15mm high.

The imprint page information  
should appear in the position and  
style indicated. The font used is  
Din Pro Regular, size 9pt, leading  
11pt, paragraph spacing 1mm.

Other information may be included  
after the Enquiries address line,  
i.e., photo/illustration credits,  
acknowledgements of key people  
who have contributed, etc.

A mono version of the Ministry  
logo should be used in either  
positive or negative, depending on  
the background.



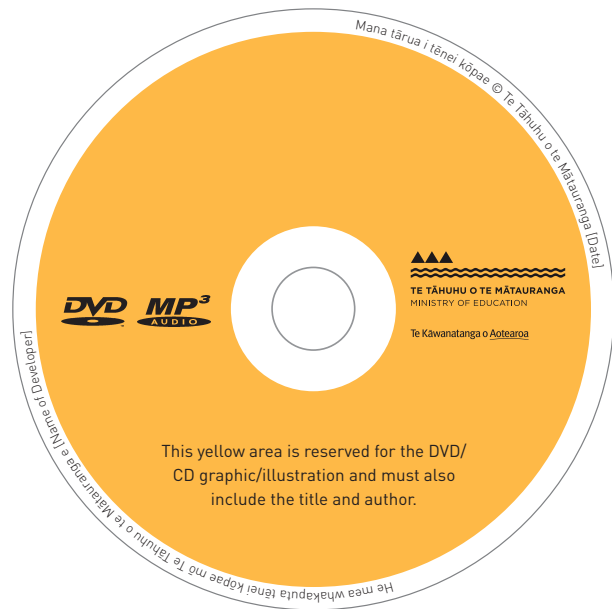
### IMPRINT/INSIDE COVER PAGE NOTES (MĀORI):

The yellow lockout area within the imprint  
page shown may be filled with a single  
colour appropriate to the publication colour  
palette or kept as black text on white paper.  
The exact size of the imprint text box will  
vary depending on the column width of the  
magazine.

A Developer logo may be placed under  
the Developer name and address in the  
area provided.

# DVD/CD

## DVD/CD LABEL/RONDEL



## DVD/CD CASE COVER



## DVD/CD LABEL/RONDEL DVD/CD CASE COVER

### LABEL/RONDEL NOTES:

The yellow lockout area within the rondel shown should be used to hold the cover image, illustration, or design. The publication title and author should also sit within this area either as a font or as part of a cover illustration.

The Ministry of Education logo and All of Government logo should be placed on the right, where feasible. The disc format logo DVD (video file), MP3 Audio (audio file), or CD-ROM (read-only data) should also sit on the label.

The edge of the label is reserved for the copyright information.



### CASE COVER NOTES:

The yellow lockout area within the cover shown should be used to hold the cover image, illustration, or design. The publication title and author should also sit within this area either as text or as part of a cover illustration.

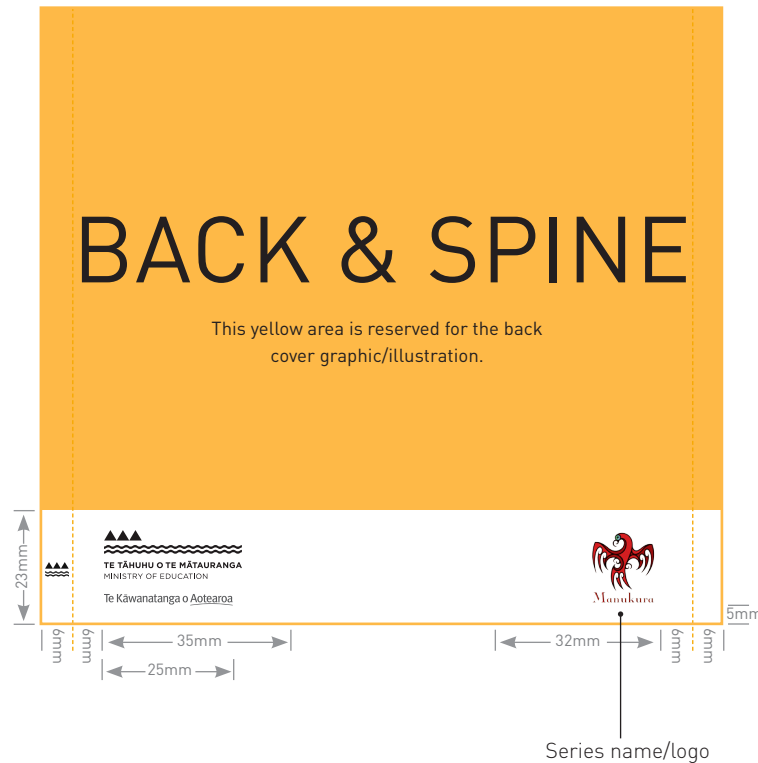
The disc format logo/s DVD (video file), MP3 Audio (audio file), or CD-ROM (read-only data) should sit on the bottom right corner of the case.



# DVD/CD

## DVD/CD BACK COVER & SPINE DVD/CD IMPRINT

### DVD/CD BACK COVER & SPINE



### DVD/CD IMPRINT



### BACK COVER & SPINE NOTES:

The yellow lockout area within the cover shown should be used to hold the cover image, illustration, or design. The publication title and author should also sit within this area either as text or as part of a cover illustration.

The 23mm white bar at the base of the cover should house the Ministry of Education logo and All of Government logo and Services name/logo (if applicable) only in the positions shown.

### IMPRINT NOTES:

The yellow lockout area within the imprint page shown may be used to hold an image, illustration, design, or preferably, a single colour or tint.

# DVD/CD

## DVD/CD IMPRINT

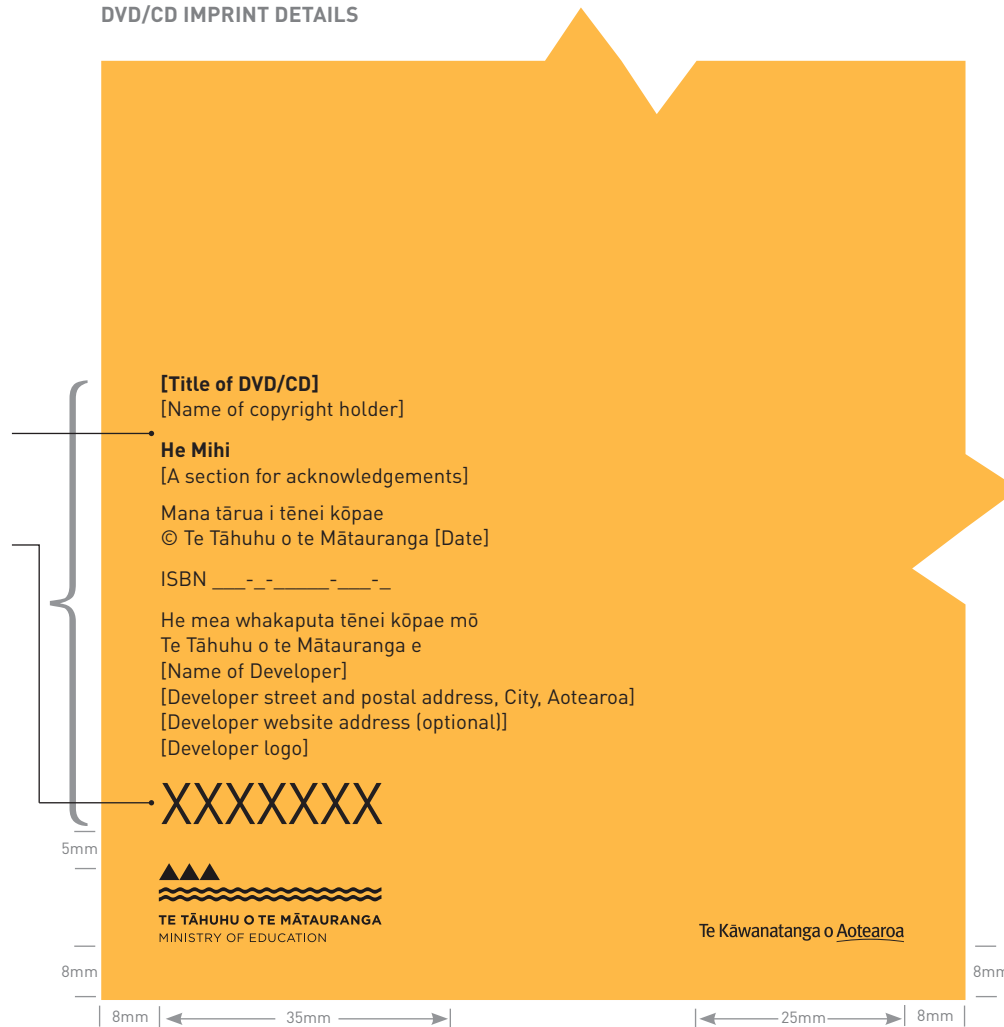
### DVD/CD IMPRINT DETAILS

Series logo area if required.  
This should be no more than 35mm wide and 15mm high.

Developer logo area if required.  
This should be no more than 35mm wide and 15mm high.

The imprint page information should appear in the position and style indicated. The font used is Din Pro Regular, size 7pt, leading 9pt, paragraph spacing 2mm.

A mono version of the Ministry logo should be used in either positive or negative, depending on the background.



### IMPRINT NOTES:

The yellow lockout area within the imprint page shown may be filled with a single colour appropriate to the publication colour palette or kept as black text on white paper.

A Series logo and Developer logo may be placed in the areas provided. These should have a maximum size of 35mm wide and 15mm high.

The Ministry of Education logo should sit in the position and the size set out. The All of Government logo should sit in the lower right-hand corner.