

The way we look

Christchurch City Council brand visual guidelines

Design system

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Note: The following guidelines are subject to change to reflect the changing needs of the business.

Our vision

Make Christchurch a great place to be

We are responsible for the infrastructure that makes Christchurch work, we provide the pools, parks and libraries people love, and our services make life easier and more enjoyable.

Underpinning everything we do is a diverse team with expertise and a deep knowledge about our city.

We want to be known for our positive can do attitude, where people help shape their city, we make it easy to get things done, we provide the right information when people need it, and we use smart systems to help people achieve more.

Our unifying brand idea

Actively engaging

It's who we are. It's why we are.

By being Actively Engaging in everything we say and do, We make sure people are involved and we work together to get the job done.

Actively engaging is being easy to deal with, engaging, positive, joined up and it's expressed in the way we communicate – it's our personality.

Actively Engaging is an expression everyone can remember and describes what the Council stands for.

Our story

One team One brand

Being consistent everywhere. Always.

We deliver hundreds of services and activities everyday. The way we write, talk and look creates an instant impression. By being consistent in the way we communicate we make it easy for people to understand us, engage with us and rely on us.

Our personality

It's more than what we say, it's how we say it

Our personality will shine through everything we do.

It's how we express our personality through the written and spoken word that we build positive connections with people.

Our personality will be recognisable in our ad campaigns, letters and website. You will see it in everything from our rates bills to the way we talk to people when they call us.

Our tone of voice

We inspire confidence and a can-do attitude

Be helpful

We are here to make things easier for people.

We will use plain English, avoid jargon and wordiness.

We will give people information they need in a way they can use it

Make it personal

Make people feel welcome, supported and involved.

Don't be afraid to be human.

Bring some warmth to the way you write.

Be conversational and connect with people.

Stay positive

We want people to know what can be done.

Anything is possible in our world.

If there's a problem we can fix it with a little creativity.

Write in a way that shows the Council leads but believes in the power of possibilities and collaboration.

Being positive is infectious, so use positive, upbeat language.

Focus on the things we can do, not on what we can't do.

Be confident

Know your stuff and be certain of your facts. Be humble.

We will make clear, informed statements and back them up with facts.

We will do what we say. We will show we understand the issues and choices people face.

We are honest. We own up to our mistakes and we put things right

Stand proud

We are proud of our city and want others to share our pride.

Talk with enthusiasm and pride about our city and our achievements.

There are so many opportunities on offer - inspire people to take them.

Our colours



Our colours - corporate palette



Lyttelton Harbour



Rata



Arts Centre

tahi

35,0,20,0
#a4dad2
164,218,210
PMS 565U

Foreground:#000000
Background:#A4DAD2
The contrast ratio is: 13.5:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,80,40,0
#f05b72
240,91,114
PMS 1915U

Foreground:#000000
Background:#F05B72
The contrast ratio is: 6.4:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,0,0,10
#e6e7e8
230,231,232
PMS 7541U

Foreground:#000000
Background:#E6E7E8
The contrast ratio is: 17.0:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,0,0,0
#ffffff
255,255,255

Foreground:#000000
Background:#FFFFFF
The contrast ratio is: 21.0:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

rua

50,0,30,0
#7cccbf
124,204,191
PMS 571U

Foreground:#000000
Background:#7CCCBF
The contrast ratio is: 11.3:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

Primary shade

0,100,50,5
#e11156
225, 17, 86
PMS 192U

Foreground:#FFFFFF
Background:#E11156
The contrast ratio is: 4.8:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,0,0,35
#b1b3b6
177,179,182
PMS 428U

Foreground:#000000
Background:#B1B3B6
The contrast ratio is: 10.0:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

Primary shade

toru

78,14,39,0
#12A4A4
18,164,164
PMS 326U

Foreground:#FFFFFF
Background:#12A4A4
The contrast ratio is: 3.1:1
Text failed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text failed at Level AAA
Minimum point size 14pt or 19px

30,100,70,0
#b7274c
183,39,76
PMS 1935U

Foreground:#FFFFFF
Background:#B7274C
The contrast ratio is: 6.2:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,0,0,70
#6d6e71
109,110,113
PMS 425U

Foreground:#FFFFFF
Background:#6D6E71
The contrast ratio is: 5.1:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,0,0,100
#000000
0,0,0

Foreground:#FFFFFF
Background:#000000
The contrast ratio is: 21.0:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

whā

85,30,48,6
#098484
9,132,132
PMS 328U

Foreground:#FFFFFF
Background:#098484
The contrast ratio is: 4.5:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

0,0,0,90
#414042
65,64,66
PMS 7547U

Foreground:#FFFFFF
Background:#414042
The contrast ratio is: 10.3:1
Text passed at Level AAA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

Design notes

- All colours must be taken from the Brand colour palette
- The corporate palette is used to distinguish the Council's overarching visual identity
- Tints of the brand palette may be used at the direction of the Design Team

Accessibility

- All colour contrasts must pass to AA standard of Web Content Accessibility Guidelines (WCAG) 2.0
- Colour should never be relied on alone to determine information or meaning to the user
- Black or white text should be used on the palette colours as shown

Our colours - general palette

	Avon River	Rata	Hagley Park	Pukeko	Tram	Port Hills	Punt
tahi	 <p>80,0,65,0 #00b385 0,179,133 PMS 3265U</p> <p>Foreground:#000000 Background:#00b385 The contrast ratio is: 7.8:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,80,40,0 #f05b72 240,91,114 PMS 1915U</p> <p>Foreground:#000000 Background:#f05b72 The contrast ratio is: 6.4:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>25,0,90,0 #cadb44 202,219,68 PMS 380U</p> <p>Foreground:#000000 Background:#cadb44 The contrast ratio is: 13.7:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>60,25,0,0 #61a2d8 97,162,216 PMS 292U</p> <p>Foreground:#000000 Background:#61a2d8 The contrast ratio is: 7.7:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>15,100,35,0 #d11b6a 209,27,106 PMS 226U</p> <p>Foreground:#FFFFFF Background:#d11b6a The contrast ratio is: 5.2:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,5,70,0 #ffe96b 255,233,107 PMS 100U</p> <p>Foreground:#000000 Background:#ffe96b The contrast ratio is: 17.1:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,55,100,0 #f68b1f 246,139,31 PMS 130U</p> <p>Foreground:#000000 Background:#f68b1f The contrast ratio is: 8.6:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>
rua	 <p>80,30,60,10 #328272 50,130,114 PMS 335U</p> <p>Foreground:#FFFFFF Background:#328272 The contrast ratio is: 4.6:1 Text passed at Level AA Text failed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,100,50,5 #e11156 225, 17, 86 PMS 192U</p> <p>Foreground:#FFFFFF Background:#e11156 The contrast ratio is: 4.8:1 Text passed at Level AA Text failed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>40,0,80,0 #a3cf62 163,207,98 PMS 366U</p> <p>Foreground:#000000 Background:#a3cf62 The contrast ratio is: 11.7:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>80,65,0,0 #4764af 71,100,175 PMS 2728U</p> <p>Foreground:#FFFFFF Background:#4764af The contrast ratio is: 5.7:1 Text passed at Level AA Text failed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>40,100,50,35 #751341 117,19,65 PMS 228U</p> <p>Foreground:#FFFFFF Background:#751341 The contrast ratio is: 10.9:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,13,80,0 #ffd94f 255,217,79 PMS 114U</p> <p>Foreground:#000000 Background:#ffd94f The contrast ratio is: 15.3:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,90,100,0 #ef4123 239,65,35 PMS 172U</p> <p>Foreground:#000000 Background:#ef4123 The contrast ratio is: 5.5:1 Text passed at Level AA Text failed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>
toru	 <p>85,55,75,50 #1d3f34 29,63,52 PMS 627U</p> <p>Foreground:#FFFFFF Background:#1d3f34 The contrast ratio is: 11.6:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>30,100,70,0 #b7274c 183,39,76 PMS 1935U</p> <p>Foreground:#FFFFFF Background:#b7274c The contrast ratio is: 6.2:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>75,30,90,15 #477d45 71,125,69 PMS 363U</p> <p>Foreground:#FFFFFF Background:#477d45 The contrast ratio is: 4.9:1 Text passed at Level AA Text failed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>95,100,20,35 #2a1a5a 42,26,90 PMS 287U</p> <p>Foreground:#FFFFFF Background:#2a1a5a The contrast ratio is: 15.1:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>60,90,50,50 #4b1e39 75,30,57 PMS 262U</p> <p>Foreground:#FFFFFF Background:#4b1e39 The contrast ratio is: 13.6:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>0,25,90,0 #ffc233 255,194,51 PMS 7404U</p> <p>Foreground:#000000 Background:#ffc233 The contrast ratio is: 13.0:1 Text passed at Level AA Text passed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>	 <p>5,89,100,14 #c83b20 200,59,32 PMS 1665U</p> <p>Foreground:#FFFFFF Background:#c83b20 The contrast ratio is: 5.1:1 Text passed at Level AA Text failed at Level AAA Large text passed at Level AA Large text passed at Level AAA</p>

Design notes

- All colours must be taken from the Brand colour palette
- Tints of the brand palette may be used at the direction of the Design Team

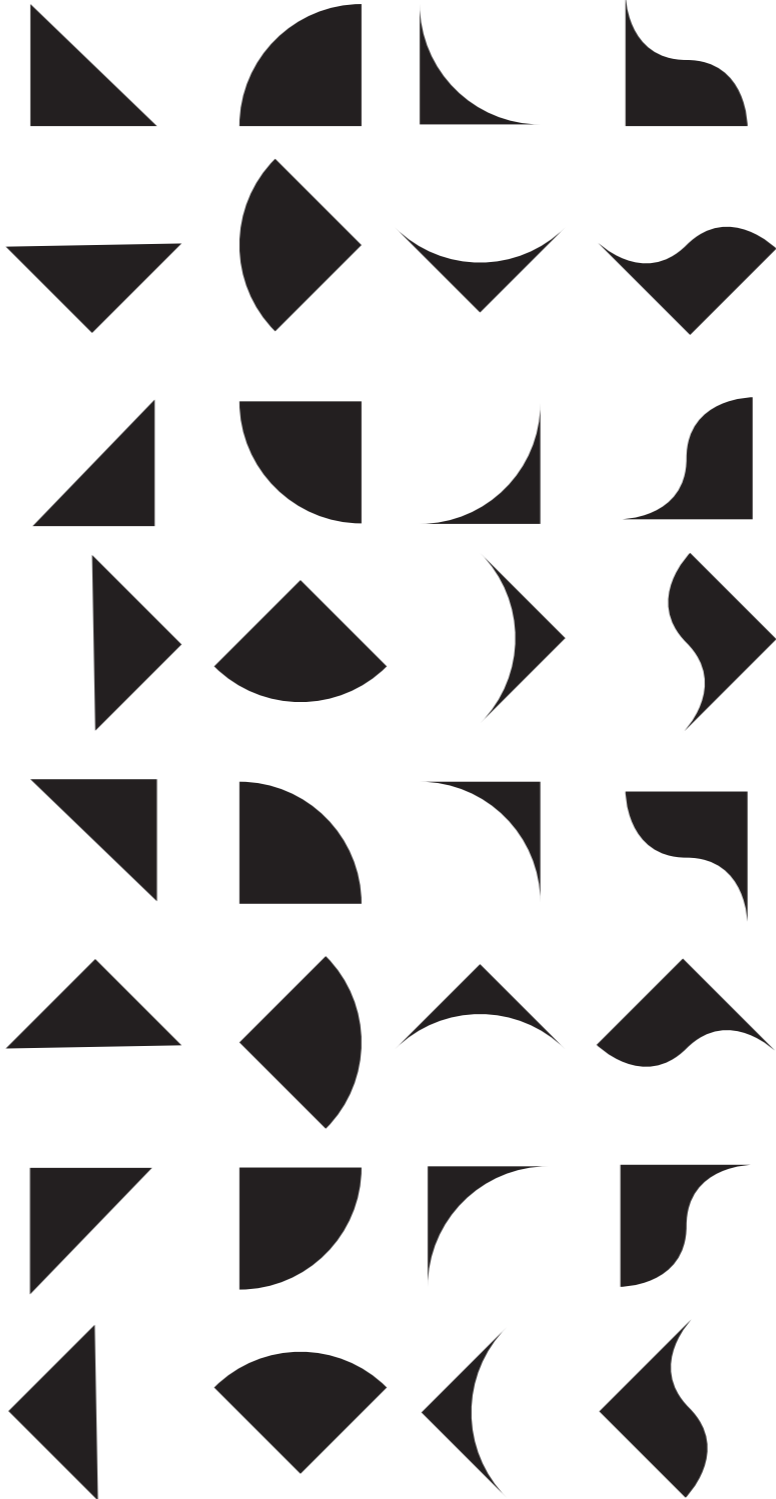
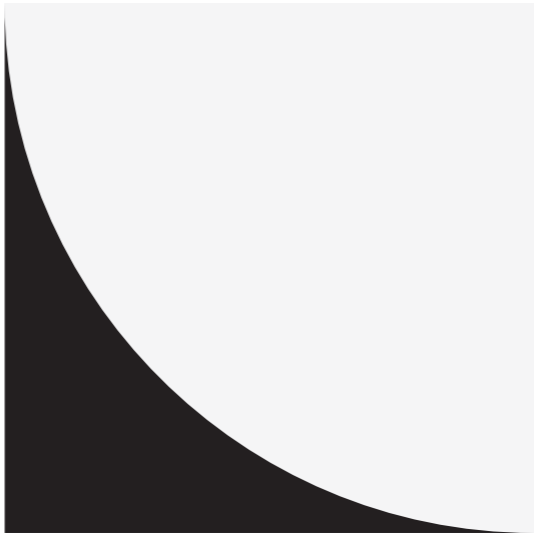
Accessibility

- All colour contrasts must pass to AA standard of Web Content Accessibility Guidelines (WCAG) 2.0.
- Colour should never be relied on alone to determine information or meaning to the user
- Black or white text should be used on the palette colours as shown

Our shapes and patterns



Our core shapes

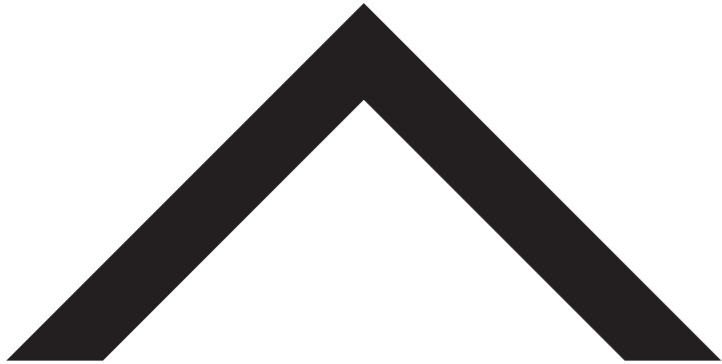


Design notes

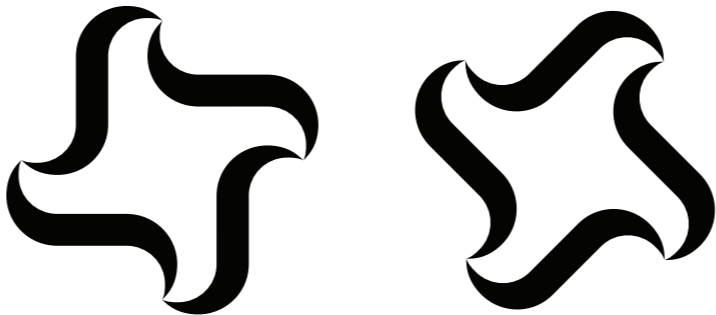
- There are four core shapes and these can be used to create compositional layouts
- All of the core shapes can contain text, imagery, colour and pattern
- All of the core shapes have been created with a square
- All core shapes can be rotated to 45° increments
- All core shapes are available for all areas of council.
- Campaign collateral may choose to restrict itself to just one composition of core shapes for visual consistency
- Core shapes need to be considered and enhance the pattern, frame and image

Our pattern shapes

Peak



Flow



Design notes

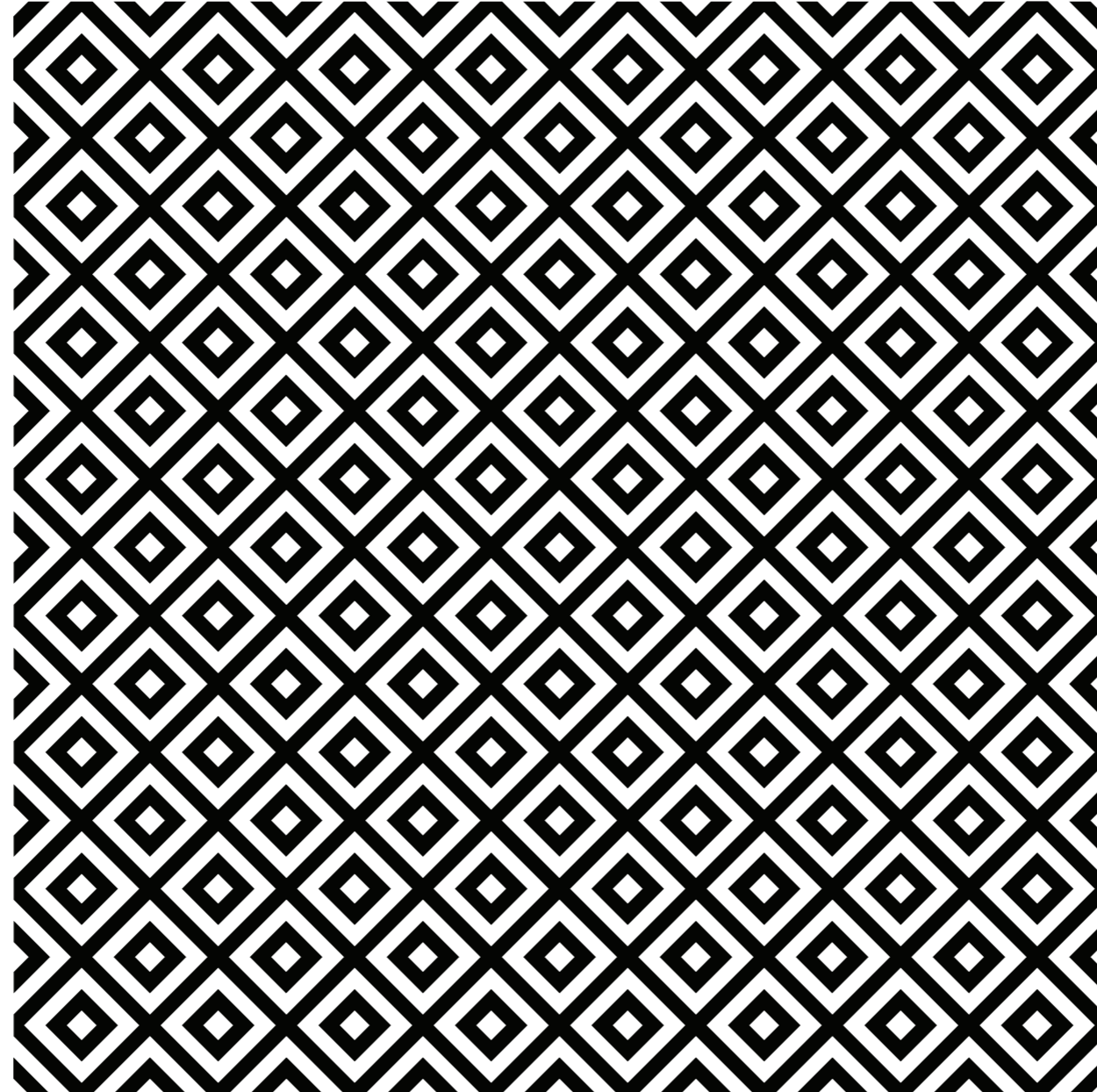
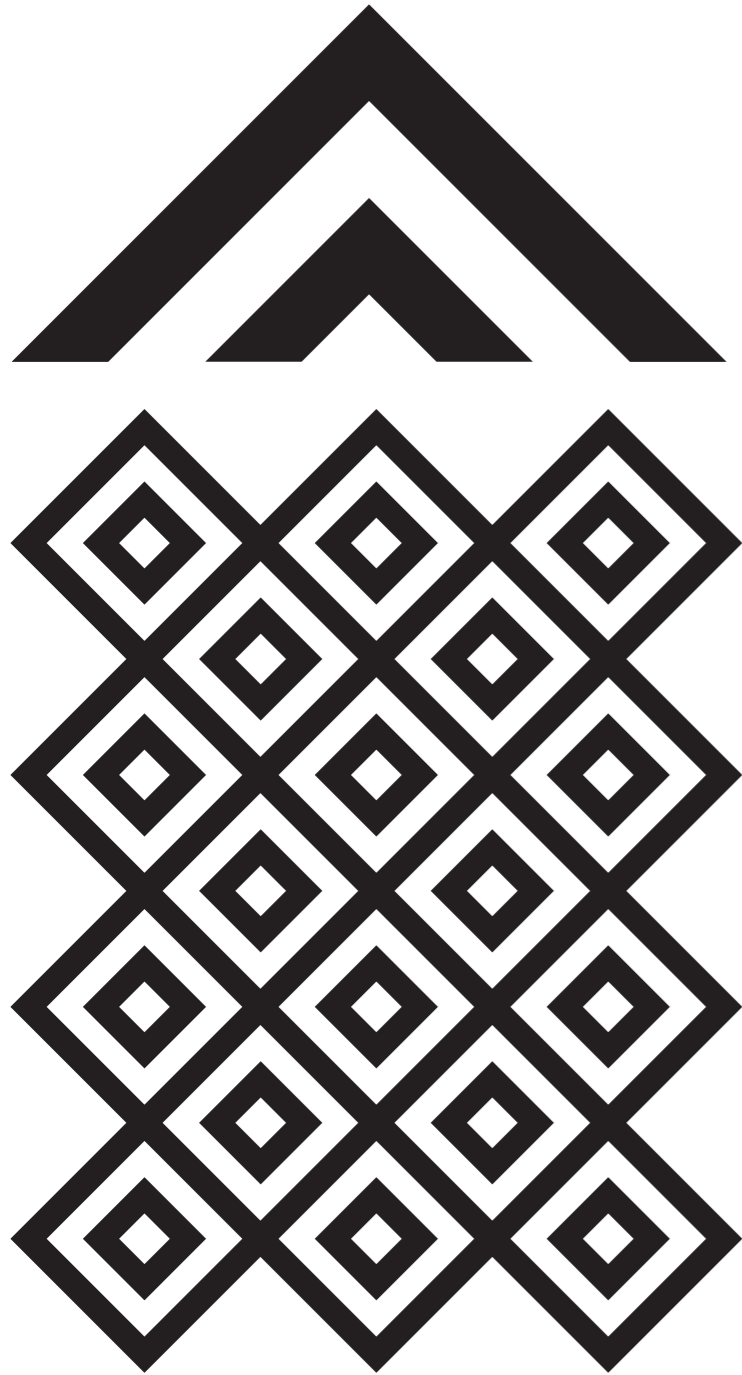
Flow: everyone working together in the same direction
Unity: we are stronger together
Connections: we build positive connections with people

- The pattern shapes create all 4 patterns and will be used to give flexibility in the Council's visual identity
- Pattern shapes cannot be used on their own

Our patterns

Regent

Meaning: Unity (male and female)



Design notes

- Patterns must be applied thoughtfully and considered in conjunction with the content
- There are currently only 4 patterns in use
- Avoid using multiple patterns beside each other
- Avoid using text over patterns
- Patterns are not specifically allocated to an area/group of Council

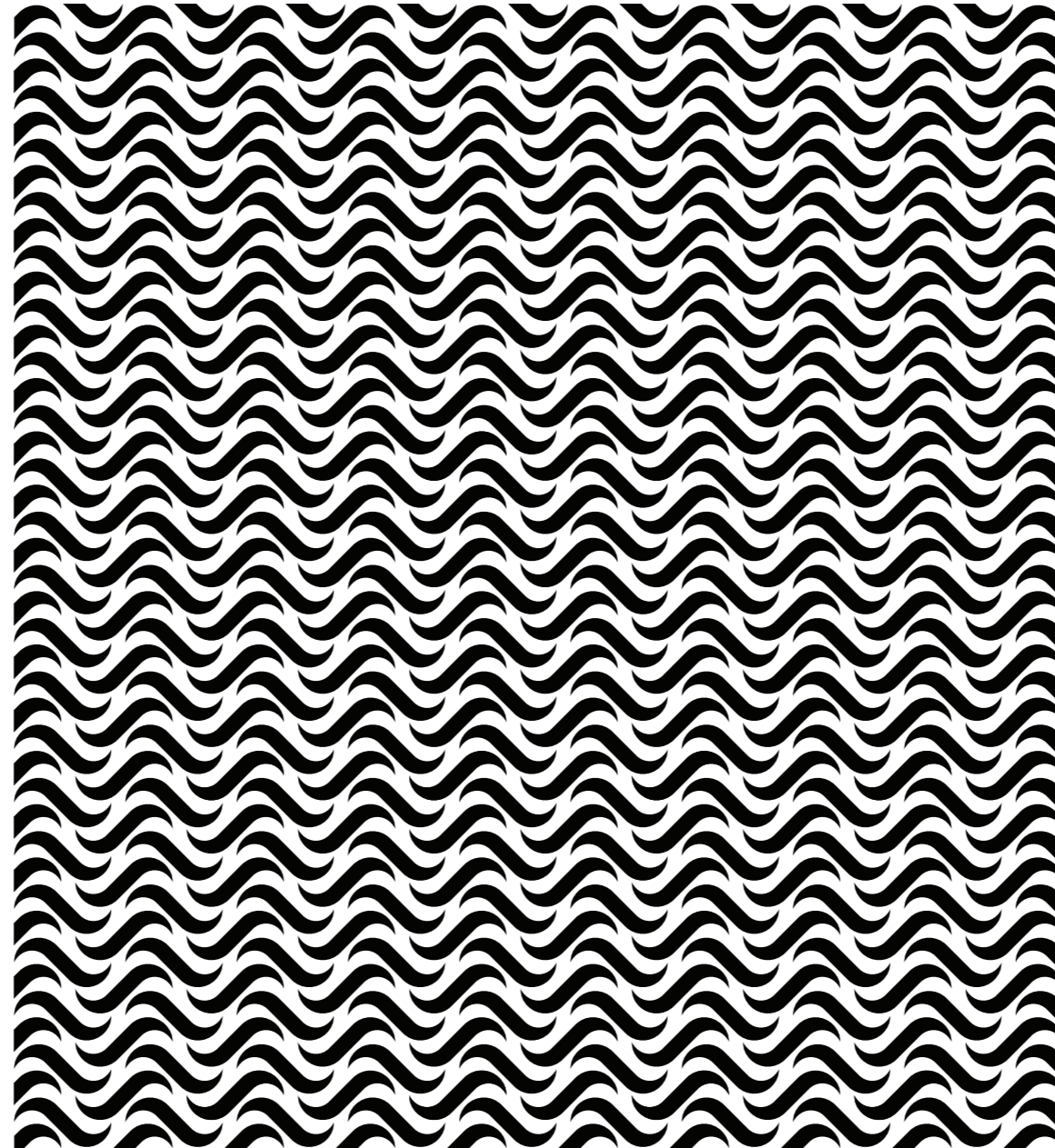
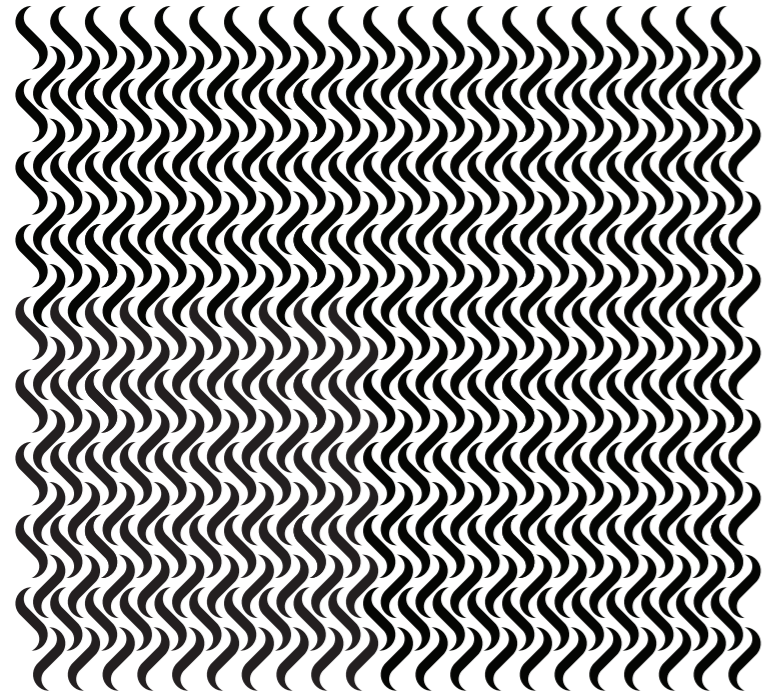
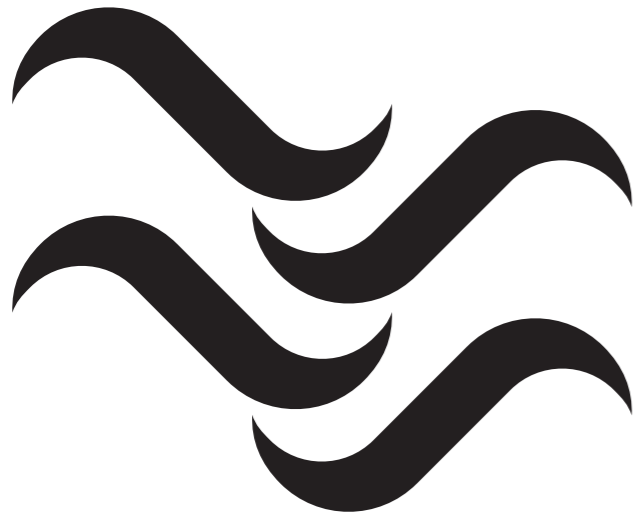
Accessibility

- The pattern (scale and colour contrast) must be considered alongside content and must not distract the user from the main message

Our patterns

Eels

Meaning: Working together in the same direction



Design notes

- Patterns must be applied thoughtfully and considered in conjunction with the content
- There are currently only 4 patterns in use
- Avoid using multiple patterns beside each other
- Avoid using text over patterns
- Patterns are not specifically allocated to an area/group of Council

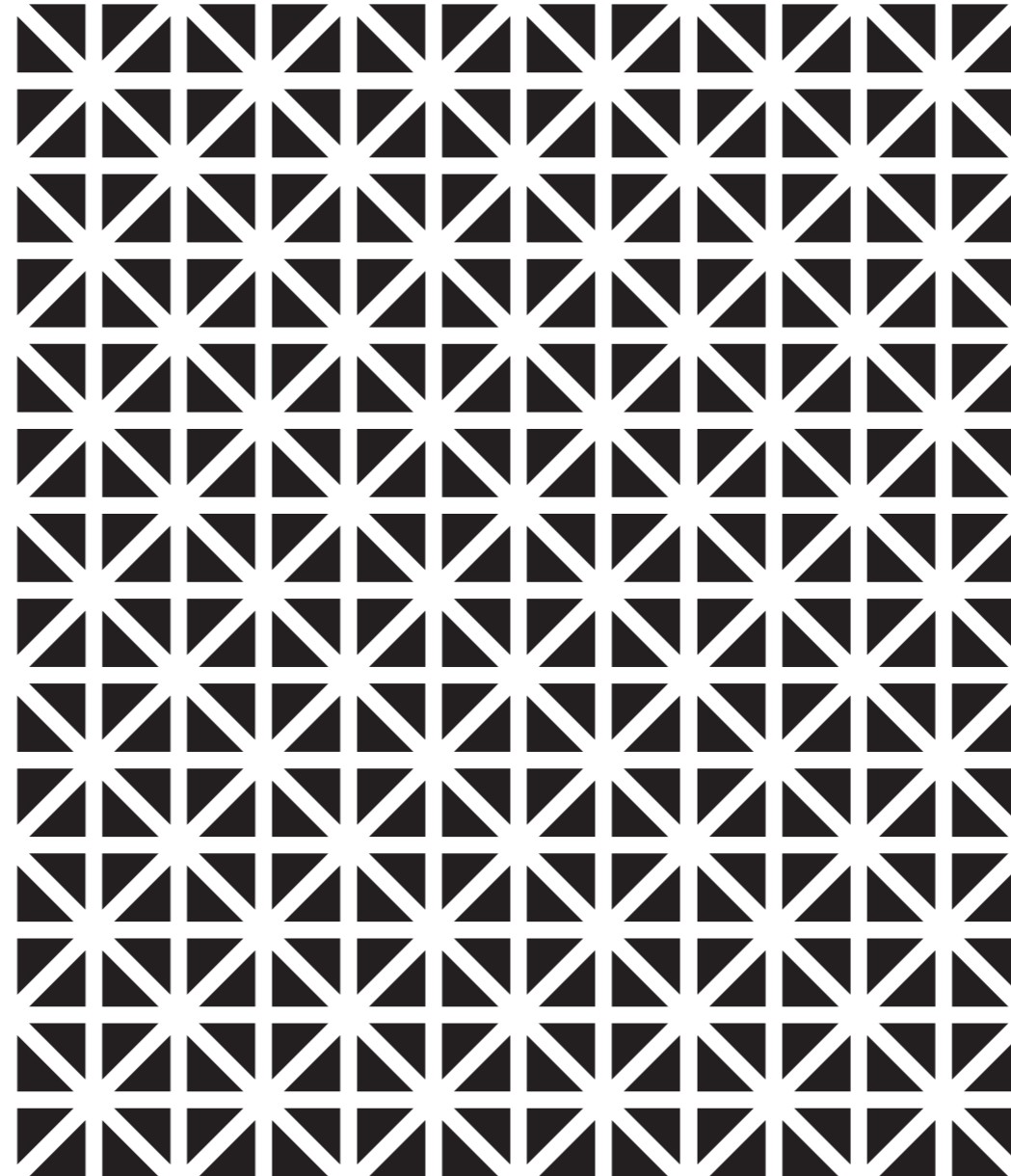
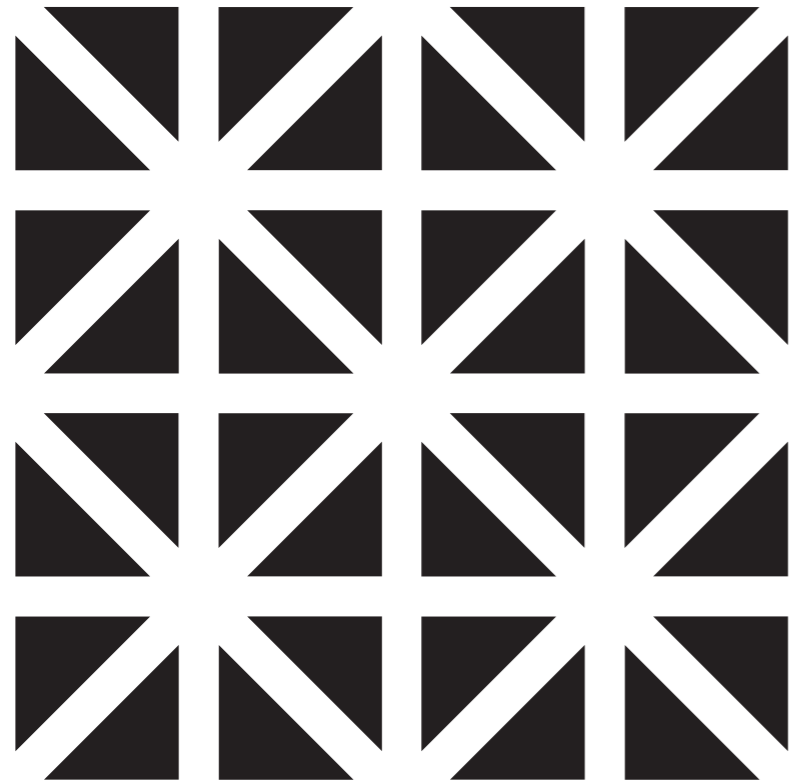
Accessibility

- The pattern (scale and colour contrast) must be considered alongside content and must not distract the user from the main message

Our patterns

Rebuild

Meaning: Building connections with the community



Design notes

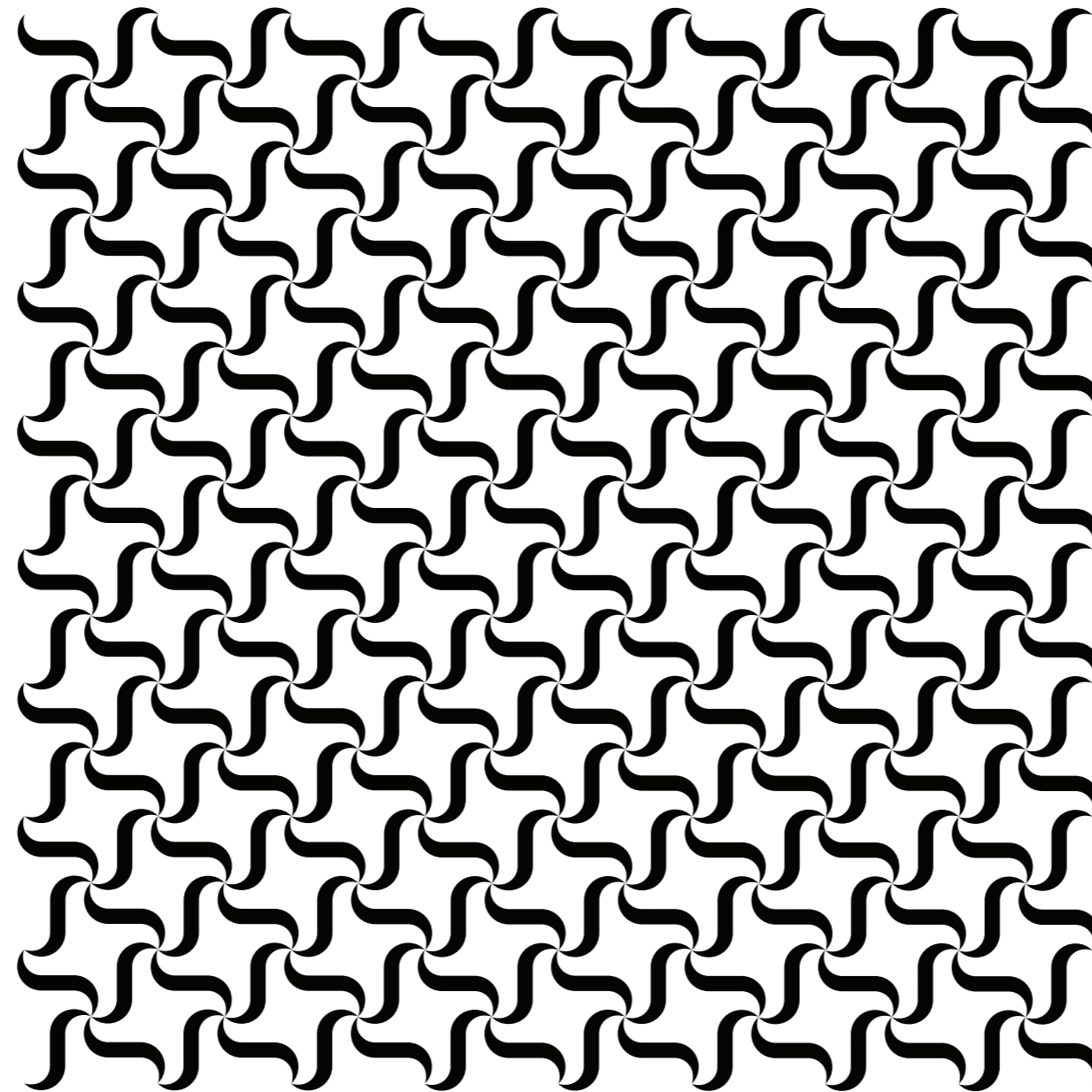
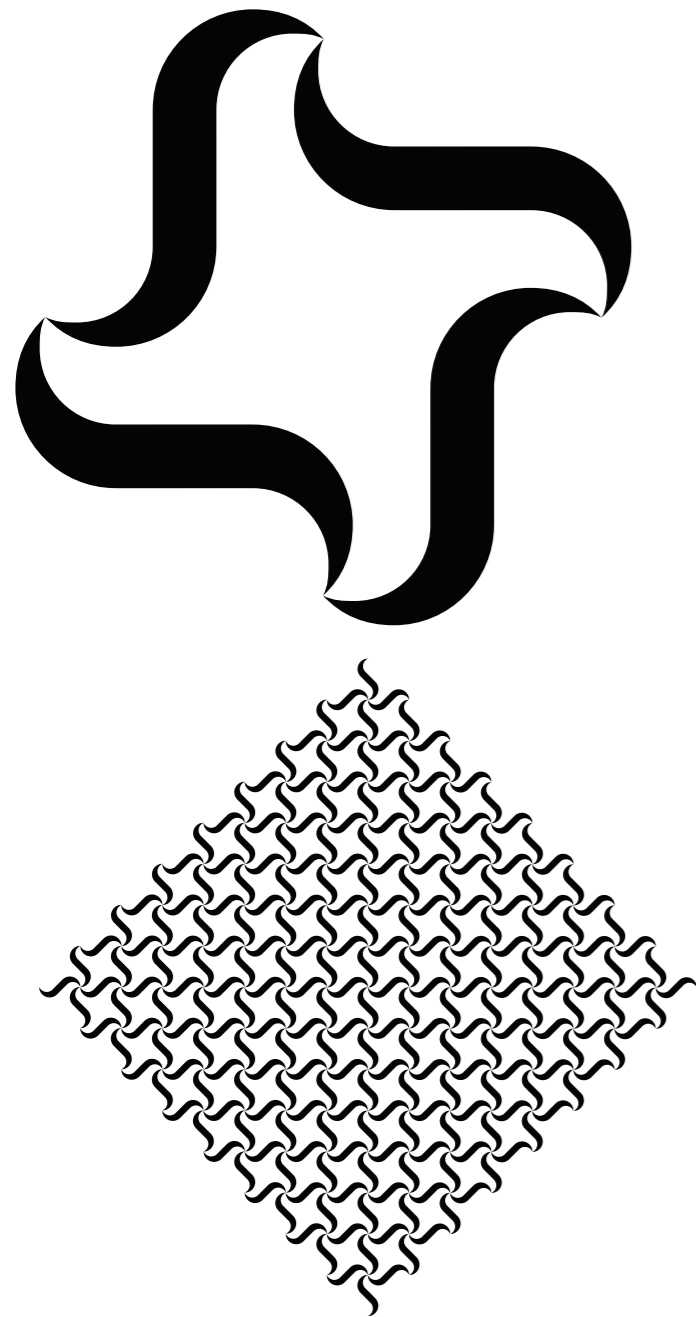
- Patterns must be applied thoughtfully and considered in conjunction with the content
- There are currently only 4 patterns in use
- Avoid using multiple patterns beside each other
- Avoid using text over patterns
- Patterns are not specifically allocated to an area/group of Council

Accessibility

- The pattern (scale and colour contrast) must be considered alongside content and must not distract the user from the main message

Our patterns

Weave



Design notes

- Patterns must be applied thoughtfully and considered in conjunction with the content
- There are currently only 4 patterns in use
- Avoid using multiple patterns beside each other
- Avoid using text over patterns
- Patterns are not specifically allocated to an area/group of Council

Accessibility

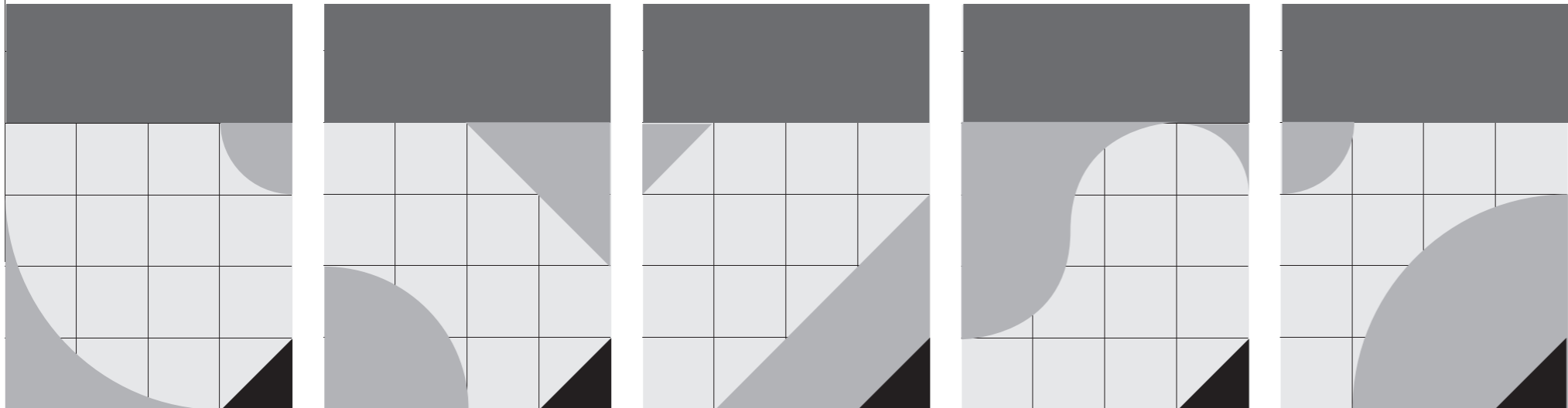
- The pattern (scale and colour contrast) must be considered alongside content and must not distract the user from the main message

Our composition of shapes - examples

4x3 grid



4x4 grid



Design notes

- Compositions of the core shapes have been created within a square grid
- All compositions work from the logo triangle, on the bottom right hand corner
- All compositions are available for all areas of council
- Campaign collateral may choose to restrict itself to just one composition for visual consistency
- Compositional core shapes need to be considered and enhance the pattern, frame and image

Our graphic elements - call to action (CTA) boxes

Colour



Always use dark background colours for the white text unless reverse text colour

Specifications



Examples

Find out more at



For more information



Our typography

Our typeface

Source Sans Pro

Source Sans Pro Light

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Source Sans Pro Black

Design notes

Source Sans Pro is the Council's chosen typeface. It is an open-source sans serif typeface with open letters that offer a clean and friendly simplicity. Designed for legibility, Source Sans Pro has a variety of weights that read easily at all sizes and includes an extensive glyph palette.

Our typeface

Source Sans Pro Light

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890`-=[]\;,:/~!@#\$\$%^&*()_+{|:”<>?

Source Sans Pro Regular

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890`-=[]\;,:/~!@#\$\$%^&*()_+{|:”<>?

Source Sans Pro Semibold

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890`-=[]\;,:/~!@#\$\$%^&*()_+{|:”<>?

Source Sans Pro Bold

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890`-=[]\;,:/~!@#\$\$%^&*()_+{|:”<>?

Source Sans Pro Black

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890`-=[]\;,:/~!@#\$\$%^&*()_+{|:”<>?

Design notes

- The standard body copy weight is the Source Sans Pro regular font. The other weights should be used to differentiate content:
- The bold and semi-bold fonts should be used in headings
- The black font should only be used for promotional headings/titles/messaging and in agreement with the Brand Team
- Avoid using underlined text to highlight information, use bold or semi bold fonts instead
- Do not use ligatures
- Ensure the appropriate macrons are applied when using Te Reo

Accessibility

- Ensure text size is appropriate for the audience and is legible
- Ensure text weight is appropriate for the audience and is legible
- Length of lines of text in extended copy makes reading more comfortable by helping readers’ eyes flow easily from one line to the next. Between 50 and 75 characters per line is considered to be a readable line length.
- White space affects how the user focuses their attention on the content and so it is important to ensure adequate leading and spacing around blocks of text is allowed

Our typeface

Source Sans Pro Light Italic

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890 `-[]\;,:./~!@#\$\$%^&*()+_{}|:”<>?

Source Sans Pro Italic

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890 `-[]\;,:./~!@#\$\$%^&*()+_{}|:”<>?

Source Sans Pro Semibold Italic

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890 `-[]\;,:./~!@#\$\$%^&*()+_{}|:”<>?

Source Sans Pro Bold Italic

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890 `-[]\;,:./~!@#\$\$%^&*()+_{}|:”<>?

Source Sans Pro Black Italic

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890 `-[]\;,:./~!@#\$\$%^&*()+_{}|:”<>?

Design notes

- Italics should only be used in references and when grammatically appropriate
- Avoid using the light weight, especially online

Our typography - typesetting

Page heading: Source Sans Pro semi bold or bold

Sub heading: Source Sans Pro Semi Bold

H3 Body heading: Source Sans Pro Semi Bold

Body copy: Source Sans Pro Regular

Summary copy: Source Sans Pro Regular

Pull quotes: Source Sans Pro Semi bold Min

- Body bullets: Source Sans Pro Regular
- 4mm indent
- 2mm space after

1. Body numbers: Source Sans Pro Regular
2. 4mm indent
3. 2mm space after.

Table content: Source Sans Pro Regular.

Foot notes: Source Sans Pro Regular

Job reference: Source Sans Pro Light

Page numbers: Source Sans Pro Semi-bold

Design notes

- Structured content is essential to making information clear and easy for the user to understand. It also aids the use of assisted technologies.
- All text should be left aligned to ensure the most efficient readability
- If text has to be right aligned, keep the content to a minimum, ie. avoid right aligning long paragraphs
- Sentence case should be used on all text; all caps and title case to only be used in agreement with the Brand Team
- Ensure that the font size is sufficient for the intended use.
- It is recommended a minimum font size of 11pt (14pt leading) is used to cater for people with low vision and cognitive disabilities
- Smaller type sizes can be used on multi-page documents and letters to help reduce printing costs: 9pt (12pt leading) for multi-page documents; 10pt (13pt leading) on standard letters
- The minimum size for all text is 6pt
- Structured headings with a clear hierarchy support the user in understanding the information and can help them stay focused on the content
- Hierarchy should be limited to three levels (H1: page heading H2: sub-heading and H3: body heading) to keep information clear

Accessibility

- Ensure text size is appropriate for the audience and is legible
- Ensure text weight is appropriate for the audience and is legible

Our typography – hyphen and dashes

Hyphen



A **hyphen** (-) is used to connect two words that function as a particular concept, or when linked together form a particular modifier. A hyphen is also used to separate syllables of a word when there is a line break, though this was more prevalent when type was set by hand rather than electronically. A hyphen is also used to separate numbers. The word hyphen comes into the English language in the 1620s from the Greek word huphen, meaning together.

Sugar-free
e-book

Custom-built
Award-winning

En dash



An **en dash** (–) is used when writing about a range of things that are related. For example, when writing about a specific range of years or pages. If one would express the particular punctuation mark as to, as in 1911 to 2011, then use the en dash. The en dash gets its name from the fact that it is as wide as the letter n.

Mon–Fri 6–7pm 6 to 7pm
1988–2011 7–23 April

The en dash is used to represent a span or range of numbers, dates, or time. **There should be no space between the en dash and the adjacent material.** Depending on the context, the en dash is read as “to” or “through.”

Em dash



An **em dash** (—) is used as a substitute for a comma, colon, semi-colon or parentheses (brackets). An em dash is mostly used to set apart a phrase or clause. It also may be used to indicate something missing. **In British English, an en dash with spaces before and after the en dash is often used instead of an em dash.**

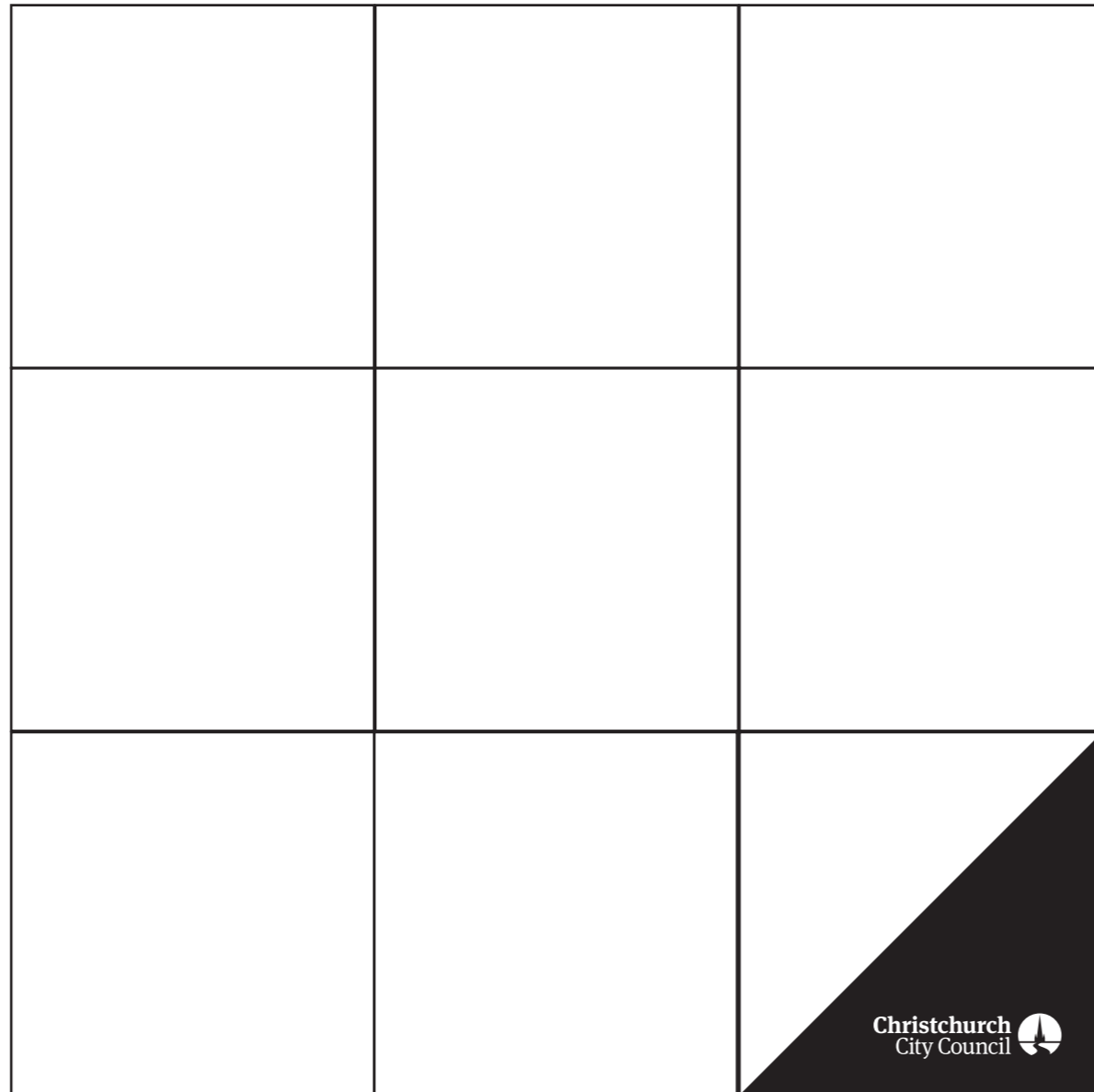
Discovering the errors—all 124 of them—the publisher immediately recalled the books.

Discovering the errors – all 124 of them – the publisher immediately recalled the books.

Our grid



Our grid

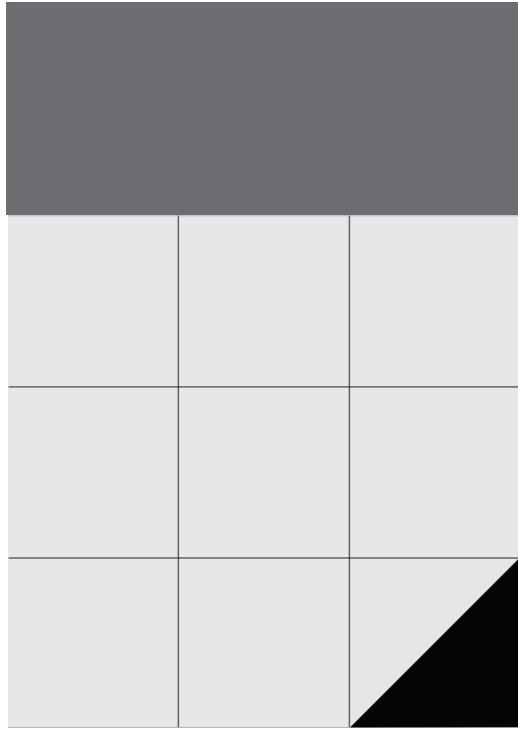


Design notes

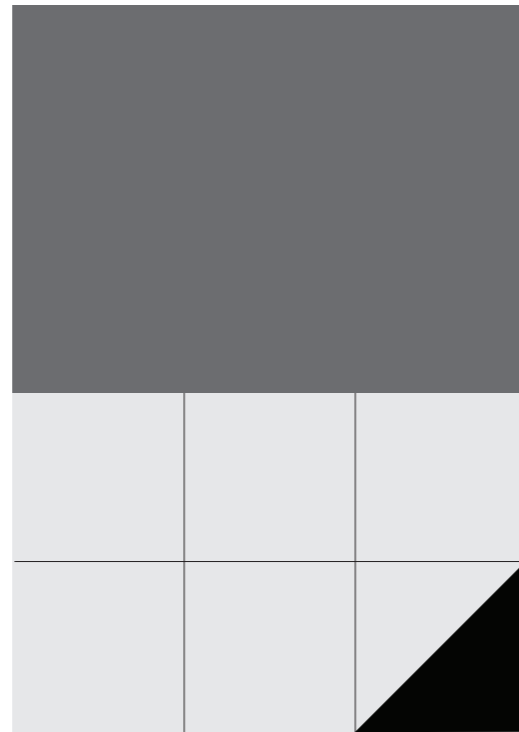
- The layout for all collateral is determined by a grid of squares starting from the logo triangle in the bottom right hand corner
- The grid squares are determined by equally fitting the shortest edge of the artboard

Our grid - examples of grid in A-size portrait

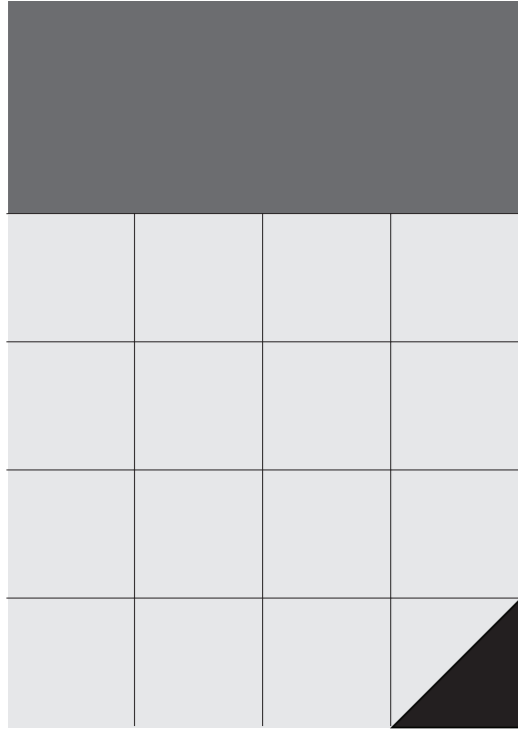
A-series 3x3 grid



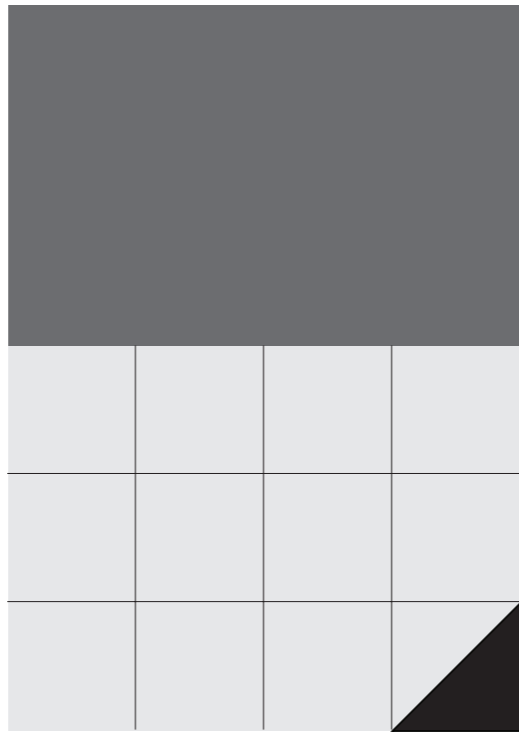
A-series 3x2 grid



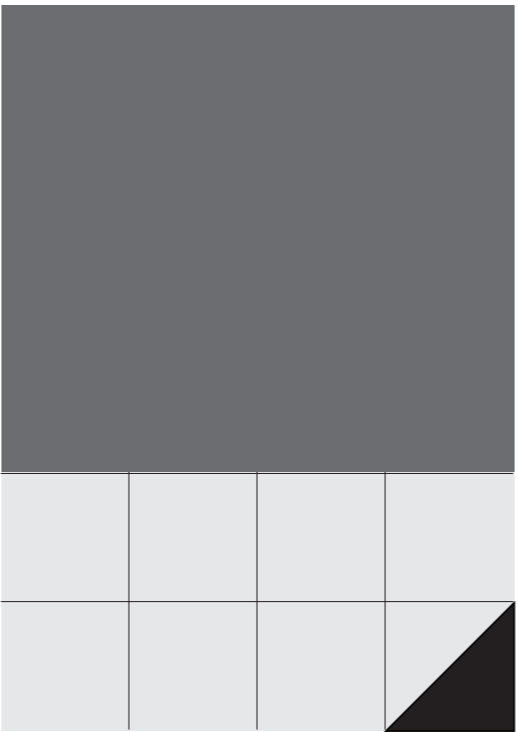
A-series 4x4 grid A4 and above



A-series 4x3 grid A4 and above



A-series 4x2 grid A4 and above

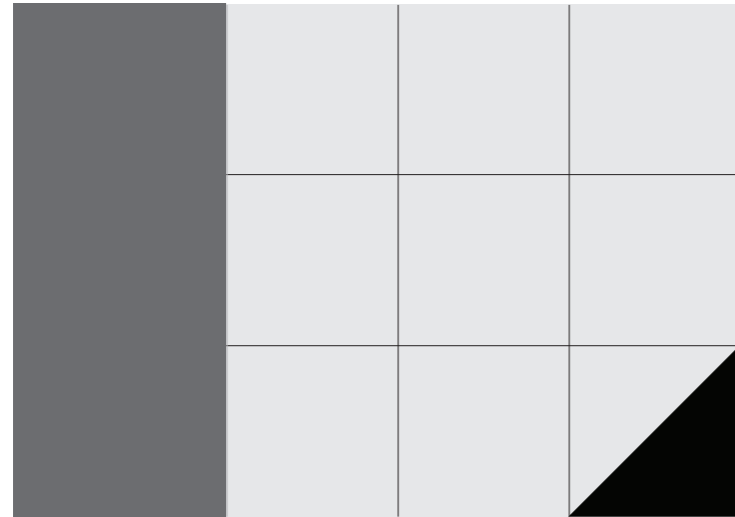


Design notes

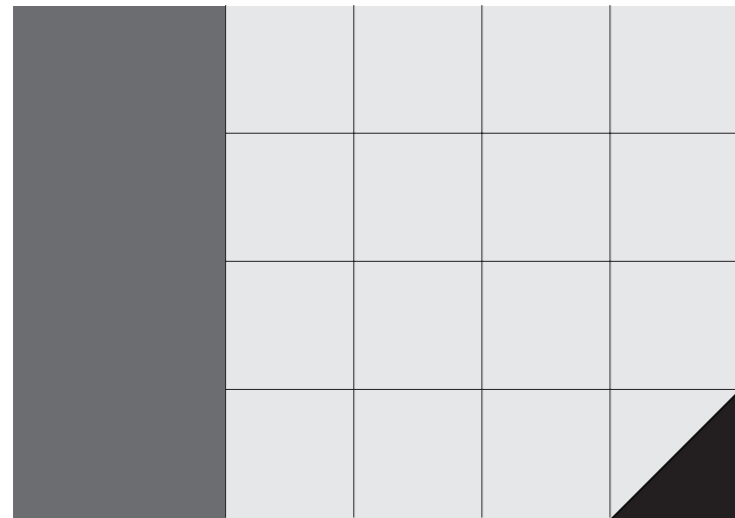
- The layout for all collateral is determined by a grid of squares starting from the logo triangle in the bottom right hand corner
- The grid squares are determined by equally fitting the shortest edge of the artboard
- Areas for text, image and core shapes will be guided by the square grid
- The grid generally comprise of 3 or 4 squares along the shortest edge
- The grid can be equally split further into smaller squares where necessary
- Consider the size of the logo in relation to the overall size of the artboard
- The logo must fit to the square grid

Our grid - examples of grid in A-size landscape

A-series 3x3 grid



A-series 2x3 grid



A-series 2x4 grid A4 and above

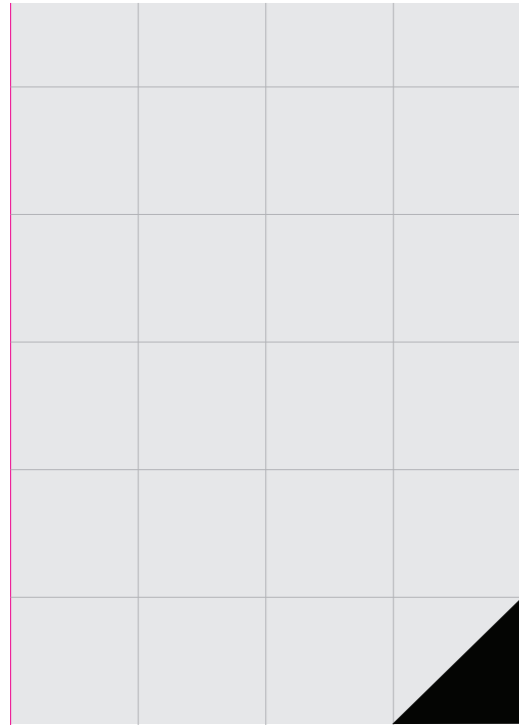


Design notes

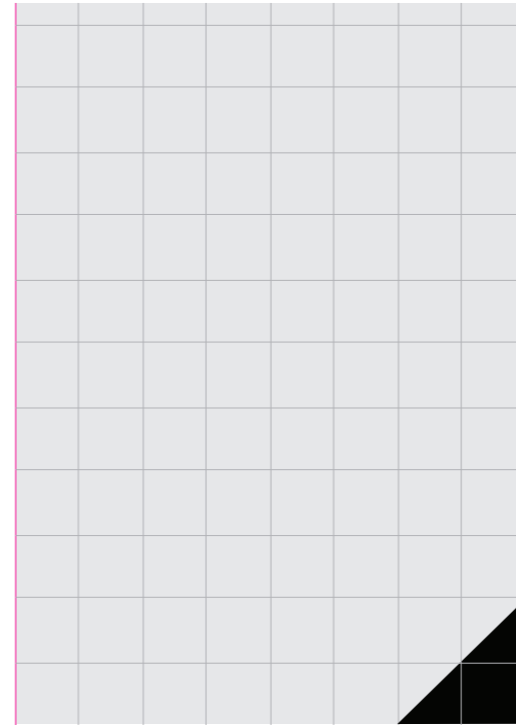
- The layout for all collateral is determined by a grid of squares starting from the logo triangle in the bottom right hand corner
- The grid squares are determined by equally fitting the shortest edge of the artboard
- Areas for text, image and core shapes will be guided by the square grid
- The grid generally comprise of 3 or 4 squares along the shortest edge
- The grid can be equally split further into smaller squares where necessary
- Consider the size of the logo in relation to the overall size of the artboard
- The logo must fit to the square grid

Our grid - common grid layouts

A3-A4 portrait 4x5 grid



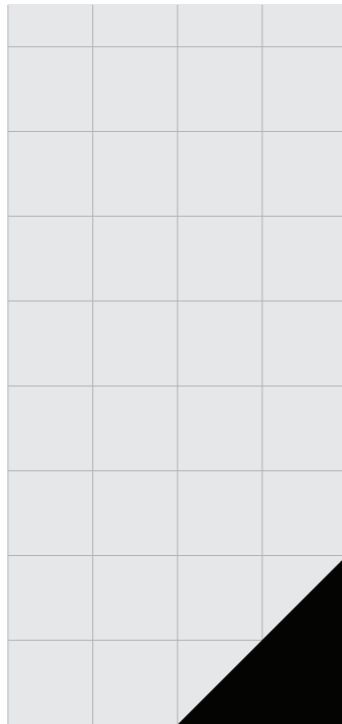
A-series portrait 5x4 grid



A5 portrait 6x8 grid



DLE portrait 4x8 grid



Design notes

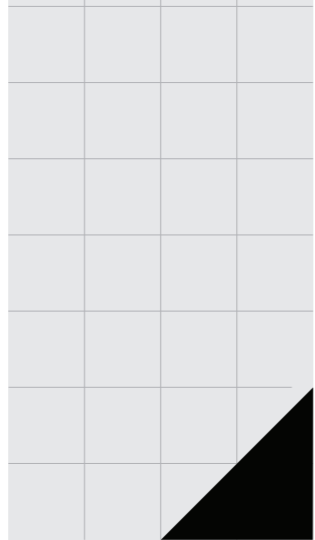
- The layout for all collateral is determined by a grid of squares starting from the logo triangle in the bottom right hand corner
- The grid squares are determined by equally fitting the shortest edge of the artboard
- Areas for text, image and core shapes will be guided by the square grid
- The grid generally comprise of 3 or 4 squares along the shortest edge
- The grid can be equally split further into smaller squares where necessary
- Consider the size of the logo in relation to the overall size of the artboard
- The logo must fit to the square grid

Our grid - common digital grids

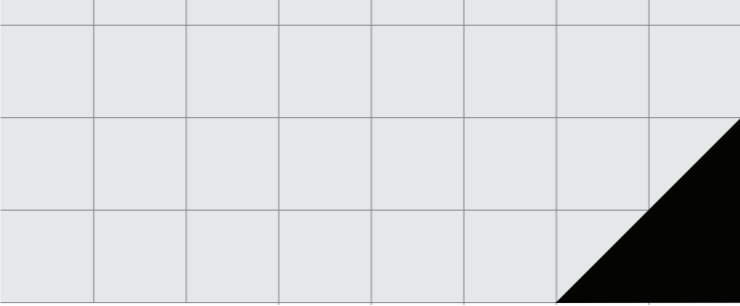
Plasma Screen(Landscape)
7x4 grid



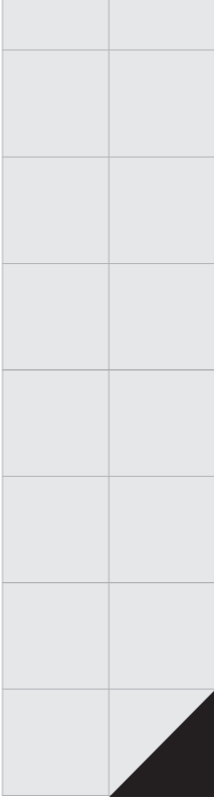
Plasma Screen(Portrait)
4x7 grid



Facebook banner (820x340) 8x3 grid



160x600web banner
2x7 grid



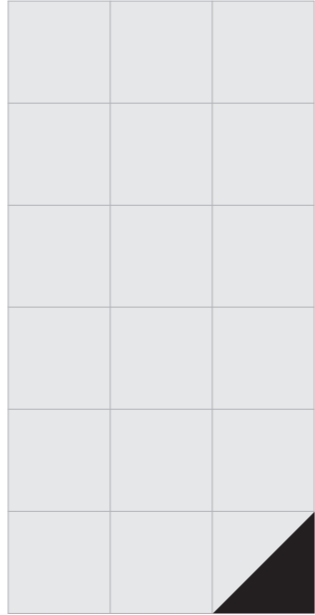
300x250 web banner
3x2 grid



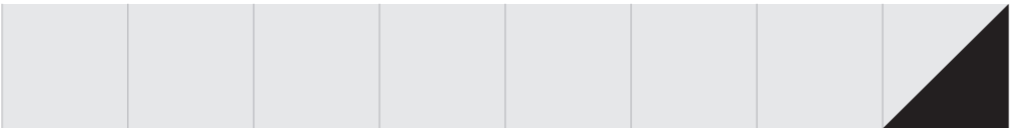
Brightsign (1920x1080) 7x4 grid



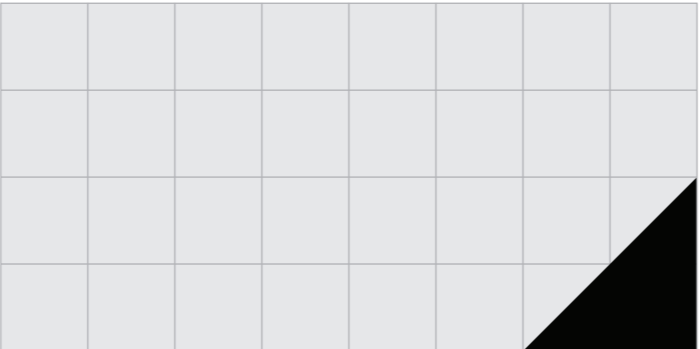
300x600 web banner
3x6 grid



728x90 web banner
8x1 grid



Digital Billboard (800x400)
8x4 grid

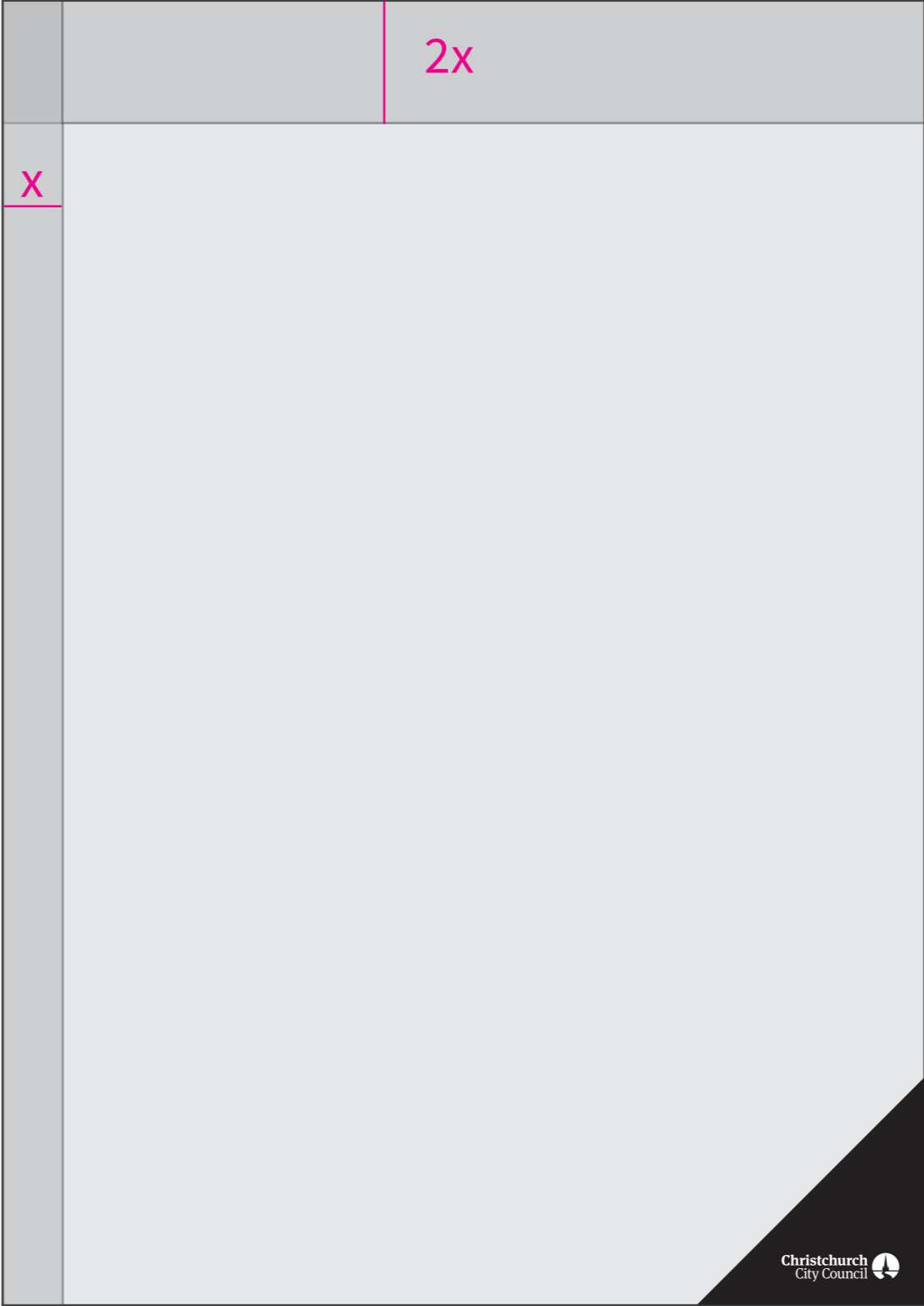


Design notes

- The layout for all collateral is determined by a grid of squares starting from the logo triangle in the bottom right hand corner
- The grid squares are determined by equally fitting the shortest edge of the artboard
- Areas for text, image and core shapes will be guided by the square grid
- The grid generally comprise of 3 or 4 squares along the shortest edge
- The grid can be equally split further into smaller squares where necessary
- Consider the size of the logo in relation to the overall size of the artboard
- The logo must fit to the square grid

Our grid - alternative text margins

Size	Top	left/right/ bottom
A6	15mm	7.5mm
A5	20mm	10mm
A4	30mm	15mm
A3	40mm	20mm
A2	60mm	30mm
A1	80mm	40mm
A0	120mm	60mm
DLE	20mm	10mm
300x250px	20px	20px
760x120px	20px	20px
365x346px	40px	20px
767x225px	40px	40px



Design notes

- Layout margins are used for text alignment only
- Generally the top margin is double the width of the left margin
- On smaller digital collateral the margins will be equal

**Our
logo**



Our logo - the triangle lock-up



Equal spacing around logo within triangle area



Example A4 size:
Triangle 52.5mm; logo 30mm



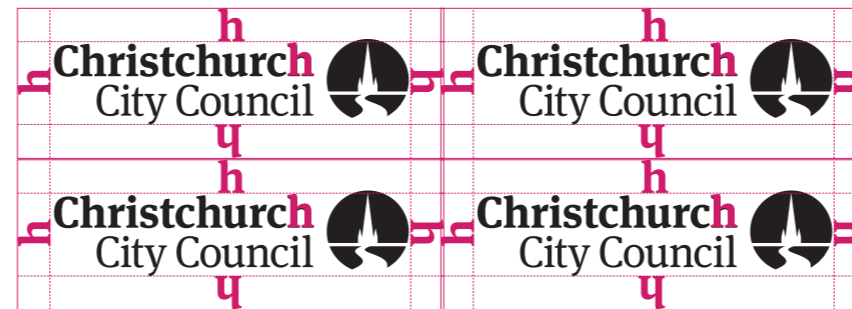
Min logo size 20mm
Minimum logo size example:
Triangle 35mm; logo 20mm



Design notes

- CCC logo will always appear in triangle and sit bottom right on CCC collateral
- Third party logos sit to the left or above a heading in the case of naming sponsor
- CCC logo is always black or white (white logo is preferred)
- The triangle colour must not be same colour as the background
- CCC logo can be provided in black or white without the triangle to third parties
- Minimum size of the logo in the triangle is 20mm
- Third party logos should not be larger than CCC
- Third party logos must be black or white where possible
- The Christchurch City Council logo will be used to represent all Council units
- Botanic Gardens will continue with their current brand until further notice
- Recreation and Sports Centres' logos and Libraries logos will no longer be used

Our logo



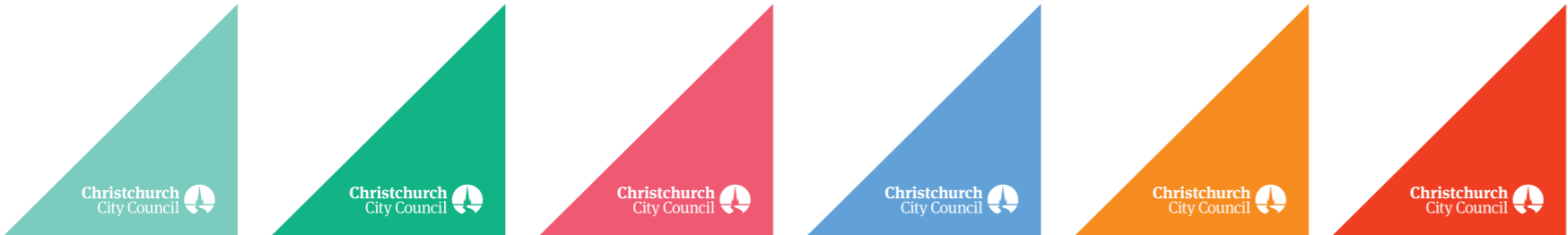
- CCC logo is always black or white (white logo is preferred)
- CCC logo can be provided in black or white without the triangle to third parties
- Minimum size of the logo in the triangle is 20mm
- The CCC logo is supplied on its own, without the triangle to third parties.
- The CCC logo can be used on its own in special circumstances (e.g. in software packages)
- The Christchurch City Council logo will be used to represent all Council units
- Botanic Gardens will continue with their current brand until further notice
- Recreation and Sports Centres' logos and Libraries logos will no longer be used
- The logo must not be distorted, rotated, use drop shadows, glow effects or change colour

Our logo - coloured triangle lock-up with white logo (preferred)

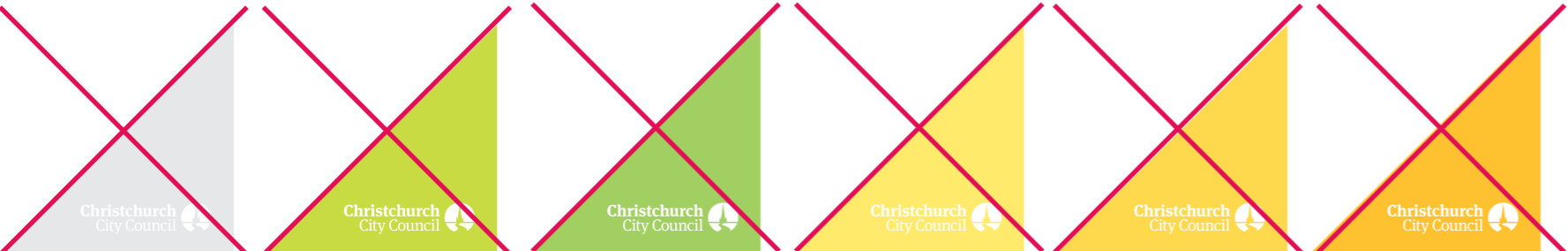
Christchurch City Council white logo with triangle lock-up



These colours are correct and pass accessibility guidelines



These colours are marginal and do not pass accessibility guidelines, but can be used with white logo



These colours cannot be used with white logo

Design notes

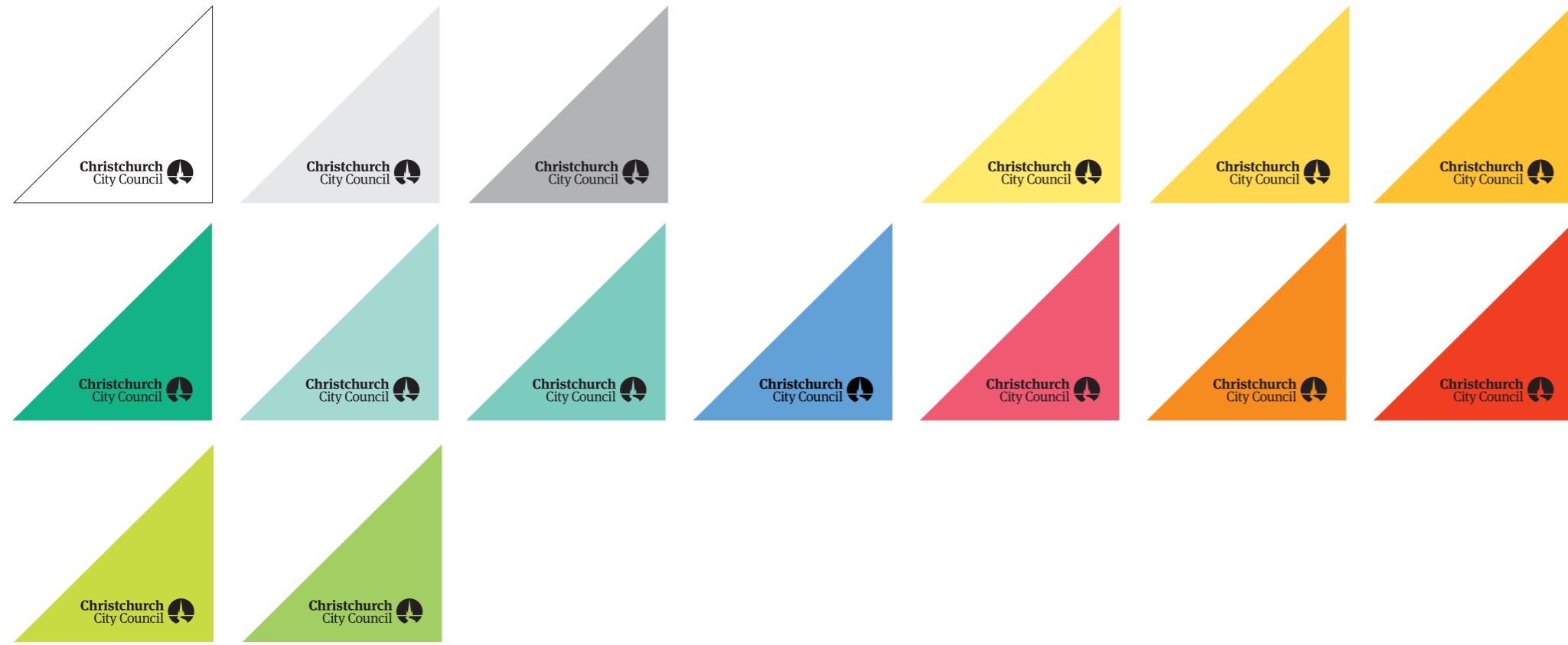
- CCC logo will always appear in triangle and sit bottom right on CCC collateral
- CCC logo is always black and white
- Triangle can be in colour and must not be same colour as the background

Accessibility

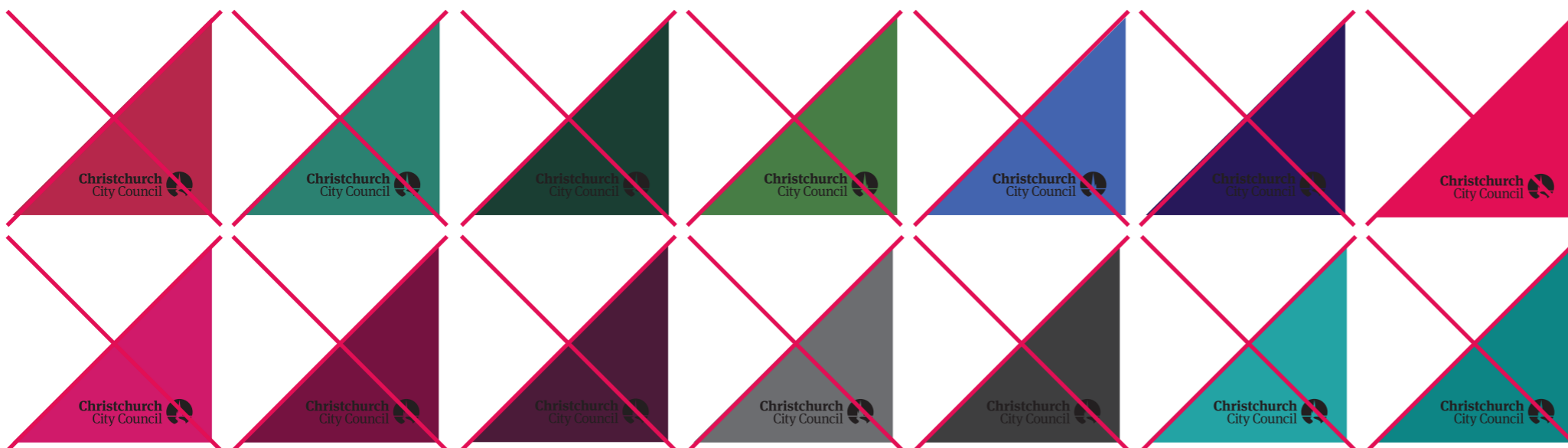
- The black or white logo on a colour triangle should be used according to the colour palette contrast rules and meet AA standard of the WCAG 2.0 guidelines
- Colour should never be relied on alone to determine information or meaning to the user

Our logo - coloured triangle lock-up with black logo

Christchurch City Council white logo with triangle lock-up



These colours are correct and pass accessibility guidelines



These colours cannot be used with black logo

Design notes

- CCC logo will always appear in triangle and sit bottom right on CCC collateral
- CCC logo is always black and white
- Triangle can be in colour and must not be same colour as the background

Accessibility

- The black or white logo on a colour triangle should be used according to the colour palette contrast rules and meet AA standard of the WCAG 2.0 guidelines
- Colour should never be relied on alone to determine information or meaning to the user

Our logo with other logos

Third party logos



Design notes

- Third party logos sit to the left or above a heading in the case of naming sponsor
- Third party logos will appear in black or white where possible

Our logo with third party naming rights sponsors

Naming rights sponsor



INGHAM'S LAZY SUNDAYS
Free live music every Sunday 3.30-5pm
Archery Lawn, Botanic Gardens

Love music? Love summer? Then Ingham's Lazy Sundays is just the thing to put summer into your Sundays. Relax and enjoy free live music every Sunday afternoon through January and February.

ccc.govt.nz/summertimes

Star Media HITS 97.1

Christchurch City Council

Anthony Harper
Summer Theatre
THE LITTLE PRINCE

Presented by
Two Productions

Christchurch City Council

TREE TECH
Specialist Treecare Ltd
Fireworks Spectacular

Friday 2 November
New Brighton Beach, 6-9.30pm
For more details and to plan your journey,
visit ccc.govt.nz/events

Free

MORE FM

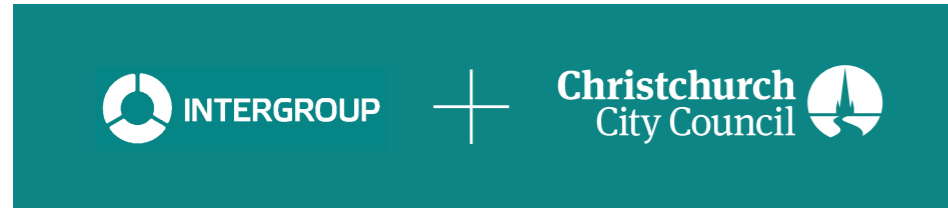
Christchurch City Council

Design notes

- Naming rights sponsors will appear above the heading on relative collateral
- Third party logos will appear in black or white where possible

Our logo with contractors logos

Contractors



Design notes

- Contractors logos appear first (to the left or above the CCC logo)
- Contractors logos will appear in black or white where possible on coloured backgrounds
- Contractors logos can appear in full colour on a white background
- CCC logo will always appear in black or white
- The 'plus' symbol will always appear in black or white and will be centered aligned between the two logos

Our logo with contractors logos

Application examples



Citycare



HEB Construction



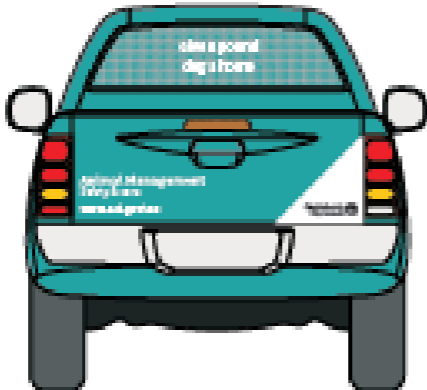
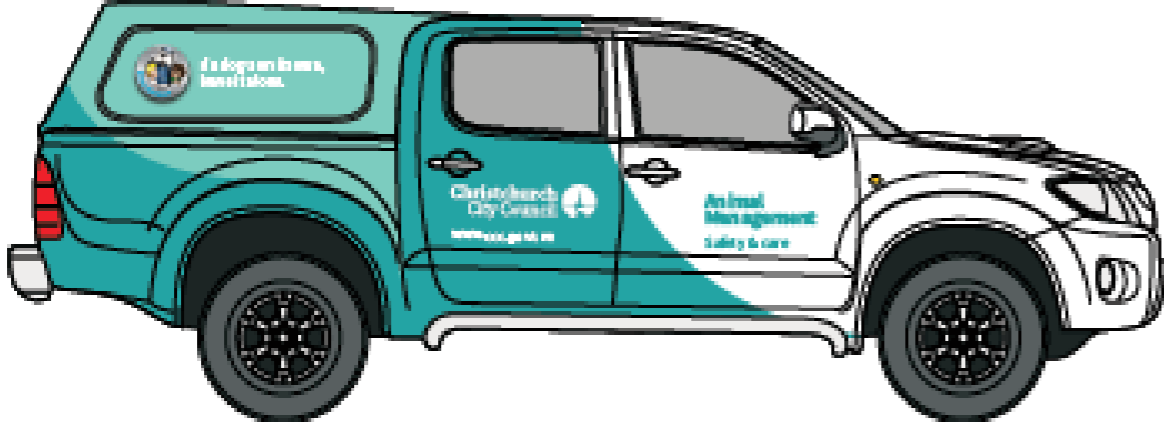
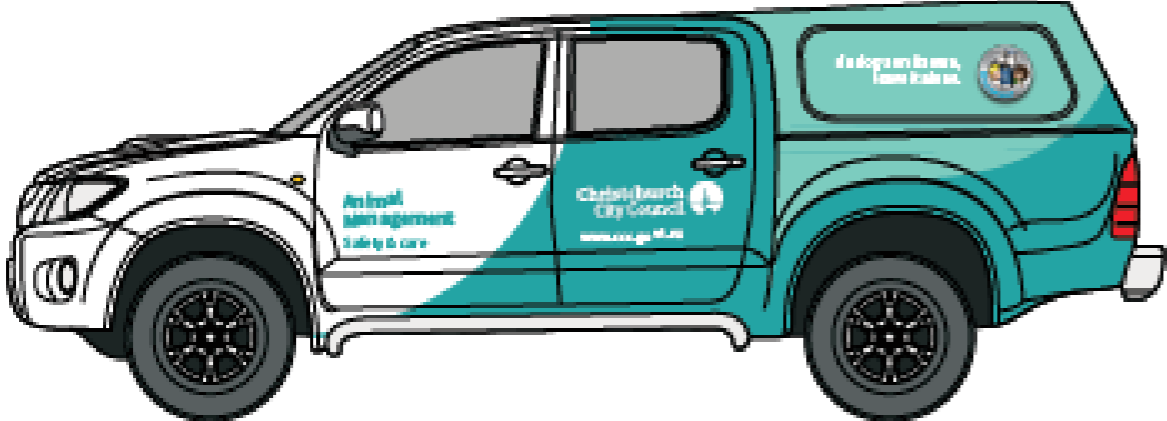
Intergroup



Higgins

Our logo on Council vehicle

Application examples



Our illustration



Our illustration



- Our illustrations reflect the vibrance and diversity of our City and can be used to as an alternative to photographic imagery
- Illustrations should be used to accompany and enhance messaging
- Our illustrations should not be overly abstracted and should be recognisable
- Our illustrations of key Christchurch landmarks should be recognisable
- Illustrations of people are reduced to the essentials. Personal facial expressions and gestures should be avoided
- Where possible individual illustrations must never appear in isolation - there should be a minimum of 3 in a composition
- A maximum of two to three illustrated elements should overlap
- Illustration compositions should use a maximum of two colour palette families with the ability to use a range of tones
- Grey, white and black should be used sparingly with the emphasis on colour
- Illustrations should appear as a flat/ front elevation; avoid 3D and perspective
- There is the ability to create bespoke illustration style for specific events/event services (i.e. Summertimes) - these should not be repeated or used anywhere else
- Our illustrations are layered to give depth to a composition
- Colour contrast amongst the illustrations should be used to highlight important features

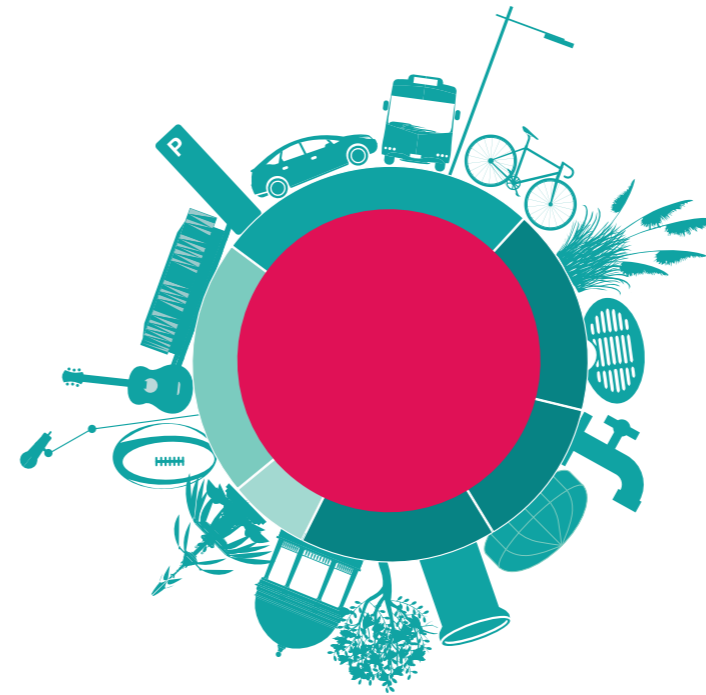
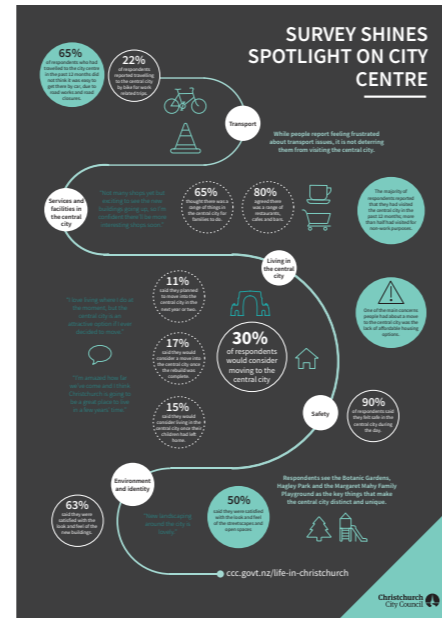
Our illustration - styles



Design notes

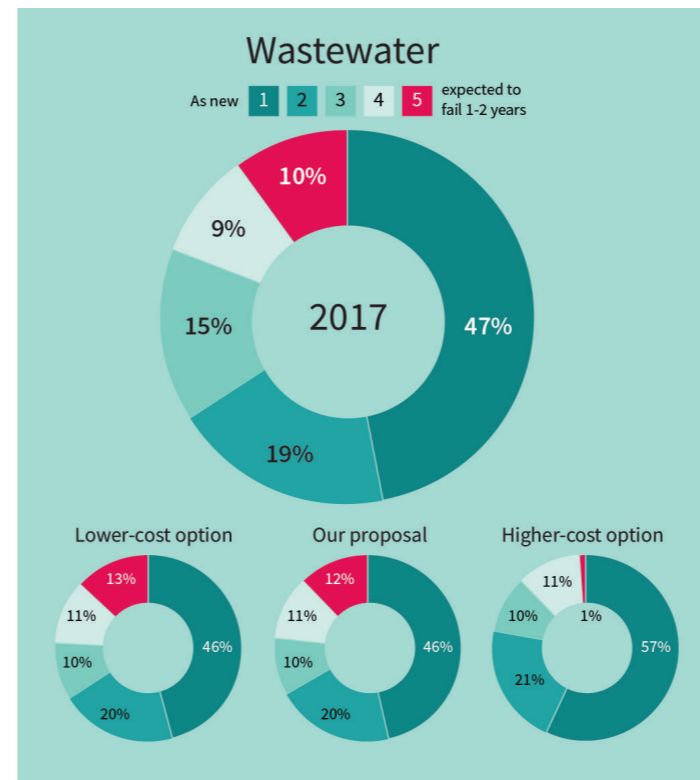
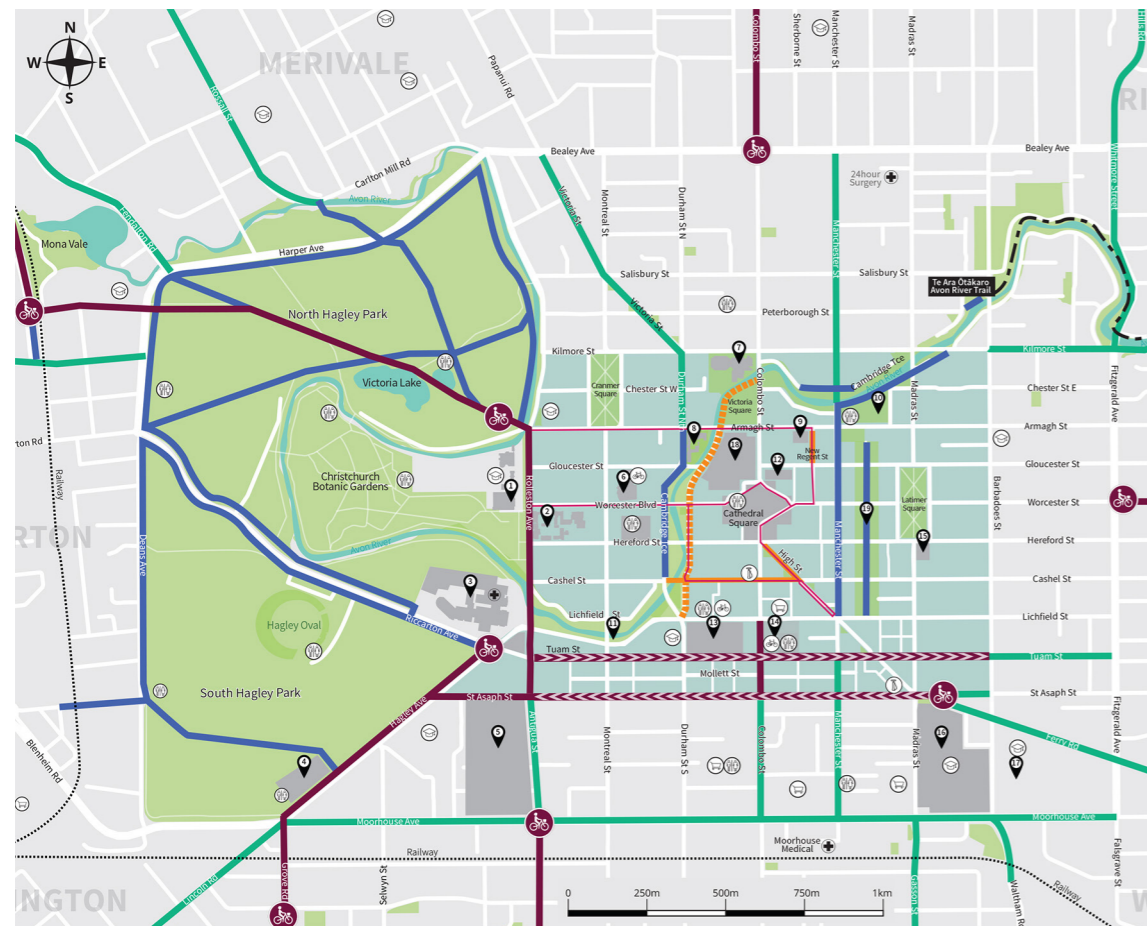
- Our illustration styles can be placed in the following categories:
 - Informative
 - Decorative
 - Narrative
 - Campaign specific
- The styles should be appropriately applied in relation to the content

Our illustration - informative style



Design notes

- Informative illustrations are used to aid the user in understanding the content:
 - Maps
 - Infographics
 - Educational diagrams
 - Technical diagrams



Our illustration - decorative style



- Decorative illustrations are used to accompany and enhance the engagement of the content
- They can be used as an alternative to photographic imagery
- They are fun, vibrant and attractive
- They do not have to be realistic, although they should be recognisable
- The illustrations should be colloquial and include Christchurch landmarks and features

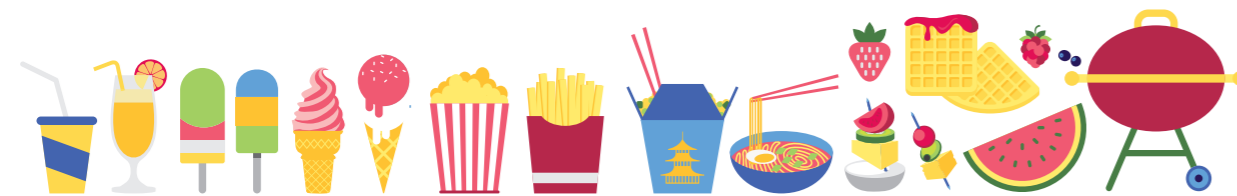
Our illustration - narrative style



Design notes

- Narrative illustrations are used to accompany messaging and help to tell the story
- They can be used as an alternative to photographic imagery
- They are storytelling and informative
- They have to be more realistic than abstract and clearly represent reality
- They can be technical illustrations to help explain specific messaging
- **People**
 - Use no facial details
 - Generally people appear front-on but allowance is given to some positioning
 - People can be represented in their full form or partial appearance eg. Hands only
 - All styles of people must look consistent although some illustrations can be drawn from different sources. Check with Brand Team before use

Our illustration - campaign specific



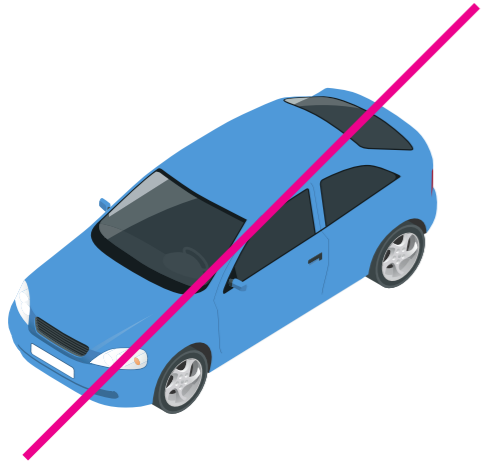
Design notes

- Illustration styles can be created for specific use on major event campaigns in collaboration with the Brand Team
- They must use our brand palette
- Campaign specific illustrations should only be used for that campaign

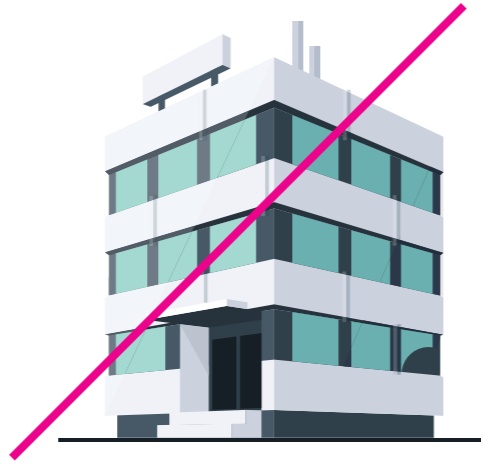
Our illustration - misuse

Do not use the following:

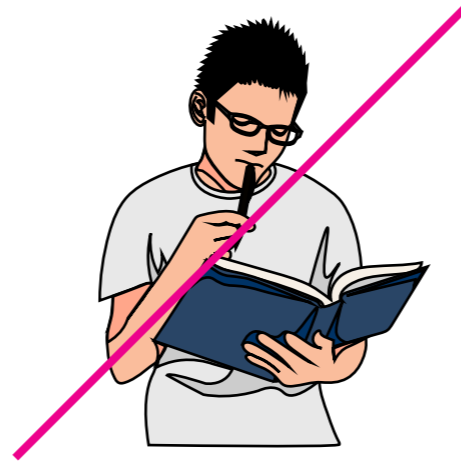
- Examples of how not to illustrate are shown here



3D or isometric illustrations



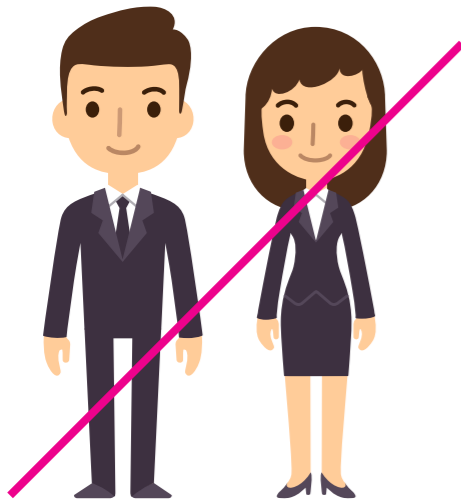
Perspective



Outlines



Stylised



Unproportional



Detail



Cartoon characters



Gradients

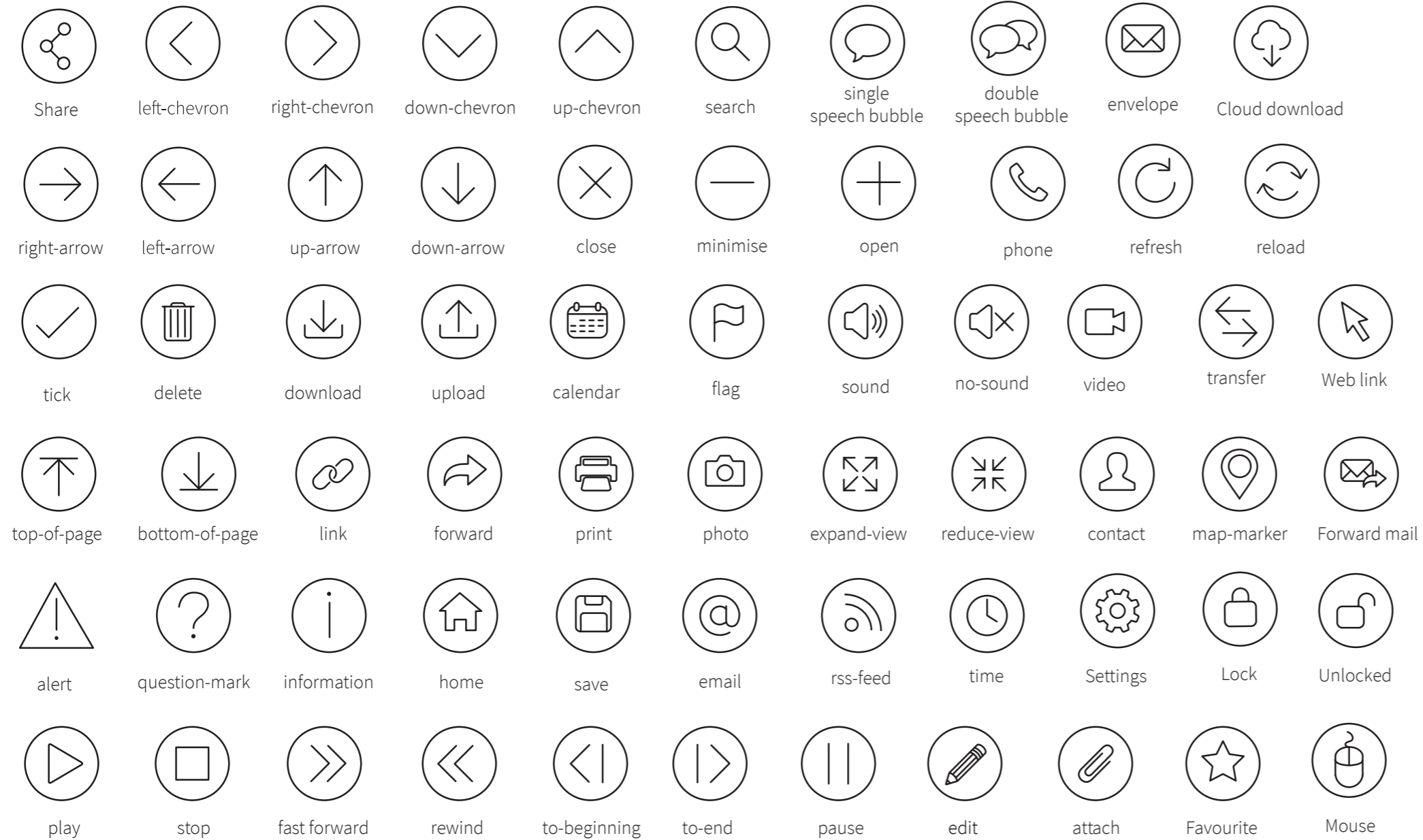
Our iconography and symbols



Our iconography

Minimum icon size 30px. Lineweight at minimum size 1pt.

Website



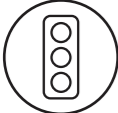















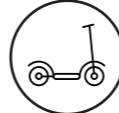




Design notes

- Our icons are to be used on all collateral except for signage where international icons and symbols will be used
- The line weight of all icons will be equal
- Icons will appear in a circle where appropriate
- The line weight of the circle is the same as the icon
- Icons are generally always in black or white and should adhere to our colour palette colour contrast rules
- Minimum icon size is 5mm in print and approx 20px online according to their use
- Avoid making the circle background a different colour to the artwork background
- Avoid placing icons over imagery or pattern


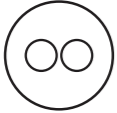




















Our iconography

Minimum icon size 30px. Lineweight at minimum size 1pt.

Transport

								
Traffic lights	Bus	Car	Cycle	MTB	Taxi/Uber	Motorcycle	Tram	Pedestrian
								
Airport	Petrol Station	Parking	Road cone	Bus exchange	Skateboarding	Mobility scooter	scooters	
								
Bus interchange	Bus stop	Bus	Cycle underpass					

Social Media

									
Facebook	FlickrR	Instagram	LinkedIn	Neighbourly	Pinterest	Snapchat	Twitter	Yammer	YouTube
									
									

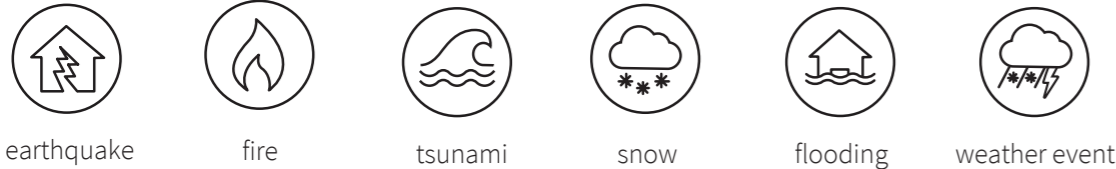
Our iconography

Minimum icon size 30px. Lineweight at minimum size 1pt.

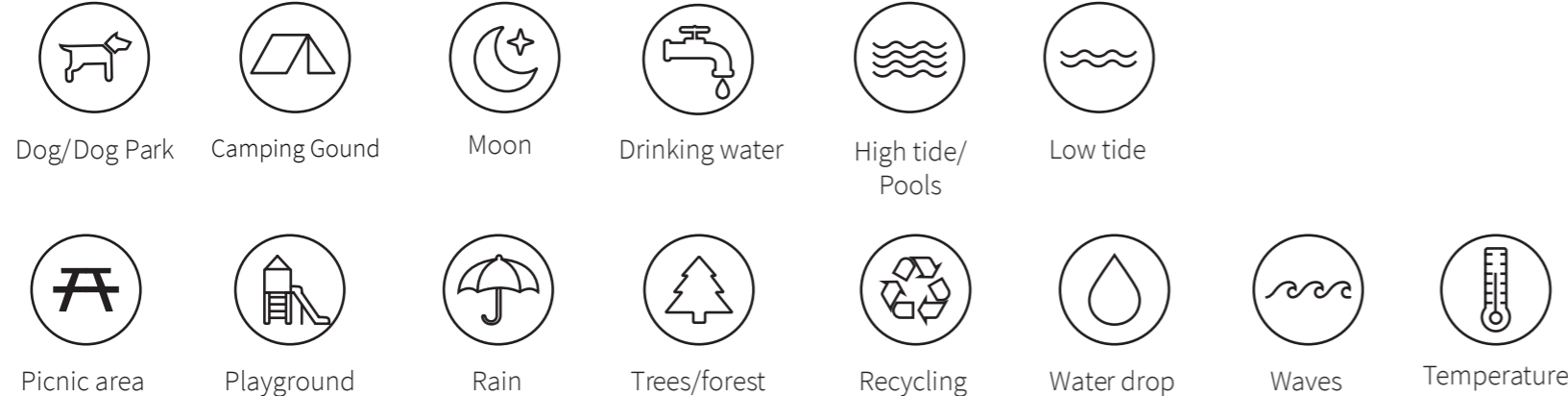
GIS



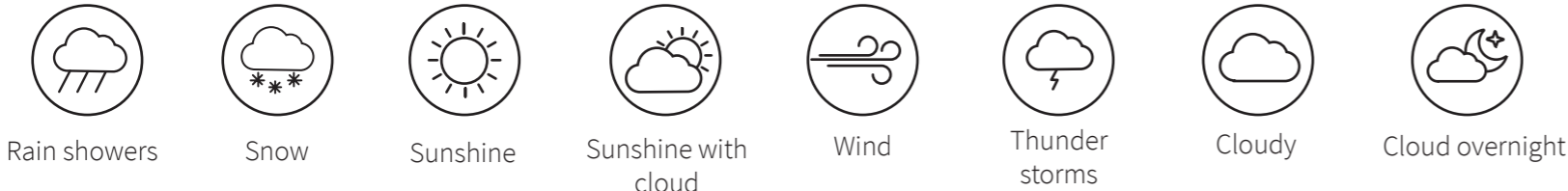
EOC (Emergency Operations Centre)



Environment







































Weather














Our iconography

Minimum icon size 30px. Lineweight at minimum size 1pt.

Recreation and Sport

										
Basketball	Change rooms	Recreation & Sport Centre	Cricket	Cycle	Golf	Football	Hockey	Training field	Drinking fountain	Gym
										
Family	Lockers	Team area	Tennis	Running	Sauna	Spa	Spin studio	Swimming pool	Playground	
										
Cricket	Walking	Athletics	Community field	Rugby/Rugby League	Referee	Spectators	Dog on lead	Dogs		
										
Changing rooms	Fitness studioS	Family changing rooms	tadium seating	Showers		Arena/Stadium				

























































Accessibility

							
Disabled access	Disabled toilets	Hearing impaired	Hearing loop	Mobility scooter	Seating	Sign language	Stairs
							
Unisex toilets	Male toilets	Female toilets					

Our iconography

Minimum icon size 30px. Lineweight at minimum size 1pt.





Miscellaneous

									
worksite	map	tickets	Restaurant	Rubbish bin	Music	Arts	Call centre	Tag	
									
Creative Idea	CutD	ata	Drinking water	Info centre	Hammer	Heart/love	Law courts	Spraycan	
									
Microphone	Mobile	Hospital /Medical Centre	Screen	News	Newspaper	Pay	Tablet	Power	
									
Fax	dollar-sign	Shopping	Supermarket	WiFi	Time stamp	TyresN	ewsV	iew	
									
Alarm	Announcements	Bell	Book 1	Book 2	Cafe	Calculate	24 hoursR	euse	Marae
									
EngineeringL	ight bulb	Home security	Smart bin	Property	web camR	ates	Library	Kerbside bins	Email envelope

Our iconography

Minimum icon size 30px. Lineweight at minimum size 1pt.

Health and safety

							
Road cone	Safety gloves	Syringes	Sharp objects	Wash hands	Grabber tool	Open toe shoes	No food and drinks
							
Refuse entry	No photography	No syringes	Sharp objects	No running around pools	Avoid while pregnant	No open toe shoes	First aid

Hydroslide / Pools health and safety

								
Over 5 years	Over 16 years	Adult supervision	Max weight 135kg	Max weight 182kg	No zippers, buckles or belts	One tube at a time	No trains	Go on green light
								
No stopping in tube	Exit here	No shoulder rides	No jumping	Keep off lane floats	No diving			

Our iconography

Symbols

Minimum symbol size 30px or 8mm.

Facilities

						
Cafe	Information	Restaurant	Parking	Store	First Aid	Picnic area
						
Shop	Disabled	Wi-Fi	Rubbish	Dogs on leash		
						
Unisex	Female	Male	Family	Drinking fountain	Stairs	
						
Changing room	Drinking water	Meeting room	Committee room	Committee room		
						
Directional arrow 1	Directional arrow 2	No food or drink	No smoking	No pushing		

Our iconography

Symbols

Minimum symbol size 30px or 8mm.

Transport



Cycle



Bus



Car



Motorcycle



Taxi



Bus interchange



Bus stop/drop off



Bus stop with shelter



Airport

Recreation and sport



Spa



Sauna



Steam room



Gym



Exercise studio



Weights room



Spin



Lane swimming



Pools



Changing area



Changing area (labelled)



Group fitness



Hydrotherapy Pool



Toddler Pool



Water playground



Hydroslide



Birthday room

Our iconography

Symbols

Minimum symbol size 30px or 8mm.

Nga Puna Wai



Athletics



Community field



Rugby League



Training field



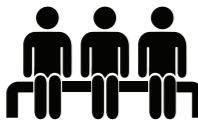
Tennis



Hockey



Grandstand



Team area



Spectators



Referee



Playground 1



Playground 2

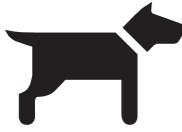


Playground 3



Walking track

Service centres/Customer services



Dogs



Service counter



Property



Pay



Kerbside bins



Call centre



Parking

Our iconography

Symbols

Minimum symbol size 30px or 8mm.

Library



Library



Storytime



Meeting room



Committee room



WiFi

Kerbside



Recycling



Rubbish



Compost

Service centres/Customer services



earthquake



fire



tsunami



snow



flooding



weather event

Our photography



Our photography

Candid photography:

Moments captured spontaneously as they happen. The subjects are usually not aware of the photographer, so they appear very relaxed.

Candid photography can be achieved several ways:



Documentary photography:

Manual pictures that form a photo story; it is about a particular subject or a story that a photographer wants to highlight. They are all objective pictures.



Our photography

Photojournalism:

Live events as and when it happens and informs the world about it. Photojournalism is not about shooting unexpected events, but about capturing unexpected moments at events that are planned. It is serious journalism and a person needs to plan it right to be at the right place and at the right time.



Staged photography:

Capturing ordinary, everyday life in public spaces or life as it happens.

- Focused on individuals
- Using models/friends/family/staff



Our photography

Portraiture:

Capturing peoples' moods and expressions.

- People looking straight at the camera
- Can include their environment
- Headshots



Local landscape photography:

It can portray a scenery, or can even show an impact of environmental change

- not focusing on people, more about the environment they are in
- number of people in the scene
- Could be panoramic but not distorted
- Can be inside and outside
- Landmarks/monuments/places



Our photography

Stock photography:

Used as a substitute if necessary. Must maintain authenticity.



Aerial/drone photography:

Images that are captured from above.



Our photography

Composition:

When capturing images please be aware that most of our photos will be positioned into a square format. Portrait and landscape photos must fit into this composition



Design notes

Avoid:

- No soft focus
- No filters (tilt shift or HDR for example)
- No night filter photography
- No montage
- No clipping of subject (especially faces)
- No abstract photography
- No black and white
- No sepia
- No conceptual or fine art
- No soft focus
- No still life
- Dark, moody, negative imagery
- No clip art
- Not cluttered
- Not offensive or irresponsible
- Negative impact on Council
- Violence and aggression
- Conflicting messages

Our photography

Incorrect photography

Please avoid using the following styles of photography



No soft focus photography



No tilt-shift filter



No montage photography



No black and white photography (unless used for heritage or history)



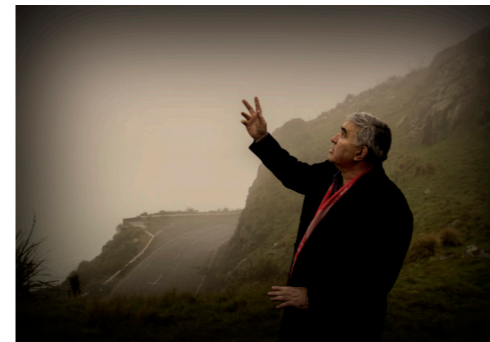
No blurred effects



No cropping faces



No night filters



No dark and moody



No manipulating of imagery



No overseas imagery

Design notes

Avoid:

- No soft focus
- No filters (tilt shift or HDR for example)
- No night filter photography
- No montage
- No clipping of subject (especially faces)
- No abstract photography
- No black and white
- No sepia
- No conceptual or fine art
- No soft focus
- No still life
- Dark, moody, negative imagery
- No clip art
- Not cluttered
- Not offensive or irresponsible
- Negative impact on Council
- Violence and aggression
- Conflicting messages

Our animation

Our videography

Candid/live videography:

Moments captured spontaneously as they happen. The subjects are usually not aware of the videographer, so they appear very relaxed.

- Limited time may apply



Documentary videography:

Moments captured as they happen.

- Story telling
- Informative/educational

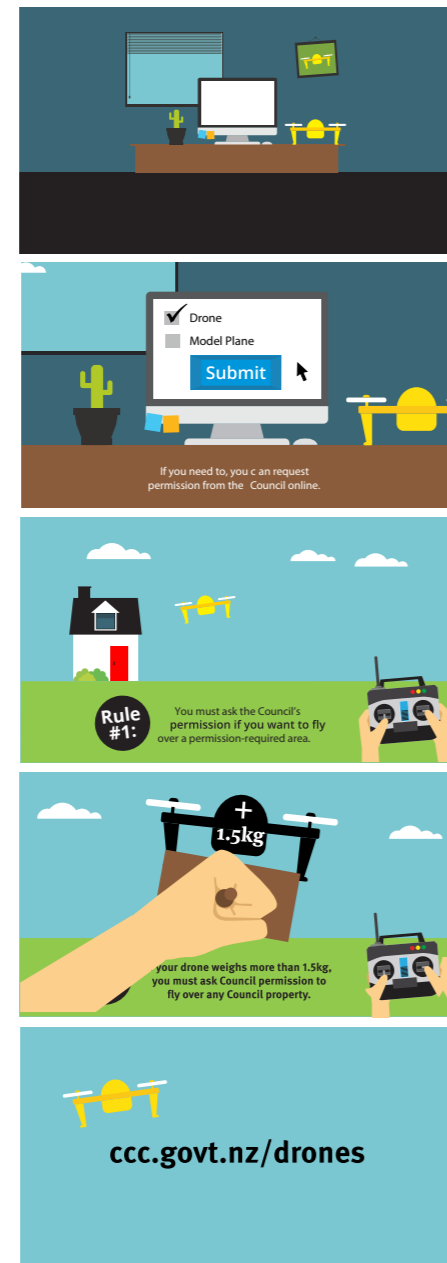


Our animation

Coastal futures



Drone information



Long Term Plan



Fireworks pet safety



Design notes

- Animations can be used to tell a story
- They draw from our illustration style
- Animations can include a voice over or visual narrative

Accessibility

- If there is a voice over, the animation should also include sub-titles

Our animation - stinger

Intro stinger for all CCC brand videos



Outro stinger for all CCC brand videos



Our *signage*



Signage

Parks and reserves sign elements



Sign marker
Parks and reserves (Green spaces)
Colours: Hagley Park palette



Sign marker
Parks and reserves
Located near/beside water features
Beaches, Lakes, Streams, Creeks,
Estuaries, Harbours, etc
Colours: Lyttelton palette



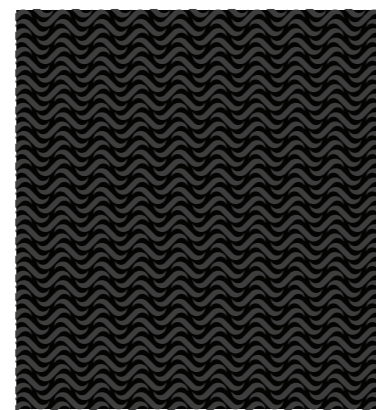
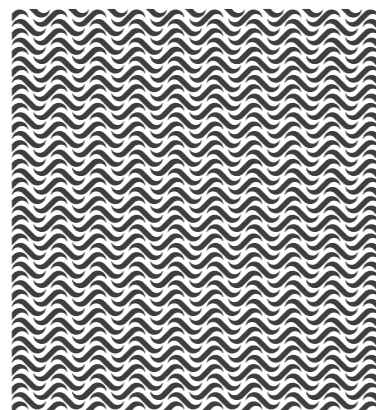
Logo lockup
Colour: Arts Centre Wha



Typeface
Source Sans Pro family



Typeface
Source Sans Pro family



Background
Pattern type: Eels
Colour: Arts Centre Wha



Dogs under effective control



Dogs prohibited within 1 metre of playground



Signage

Parks and reserves signs international general information symbols

	Walking track		Shared walkway/cycle path		Public Toilets		Car		Swimming/ Paddling Pool		First Aid
	Dogs on leash		Shared walkway/MTB track		Disabled access		Petrol Station		Swimming Pool		Medical Centre
	Dogs under effective control		Bicycle		Baby changing room		Parking		Swimming permitted		Public Information
	Short walk		Cyclists permitted		Family change rooms		P60		Swim between the flags		Visitor centre
	Easy access short walk		Signalised cycle crossing		Playground		P120		Boating		ATM Machine
	Runners/Joggers		Trail bike riding/ Motorcross		Strollers/ Prams/ Mountain Buggies		P Loading zone		Boat hire		Airport
	Tramping track		Mountain-biking/ Mountainbike track		Café		P Bike park		Boat ramp		Service desk
	Family Tramping track		Mountainbike track: Intermediate		Shop		P Boat trailer parking		Canoeing/ Kayaking permitted		Wifi
	Steep stairs		Drinking Water		Restaurant		Motorcycle parking		Fishing permitted		Public phone
	Wildlife viewing/ Bird-watching		Water fountain		Skatepark		Bus		Fishing Lake		Accommodation
	Lookout/ View point		Water supply		Rugby		Bus Stop		Sailing		Shopping
	Wildlife reserve/ Bird Colony		Toby Box		Cricket		Bus Stop with shelter		Surfing		Library
	Park bench		Water Hydrant		Hockey field		Bus Terminus		Diving		Community Hall
	Picnic Ground		Barbecue available		Softball		Taxi stand		Beach		Monument
	Rubbish		Fires permitted		Tennis		4x4 vehicles permitted		Set Netting		Museum
	Recycling Centre		Fire Extinguisher		Golf permitted		Camping		Shellfish gathering permitted		Art Gallery
	Horse-riding permitted		Shower		Multi-sports x4		Campervans or caravans permitted		Dolphins		Recreation Centre
	Horses roaming free		Laundry		Multi-sports x2		Self-contained camping only		Ferry		Rotunda
	Hunting		Shelter		Drone		Campervans dumping station				Weather Station
					Hut						Man Hole



Signage

Parks and reserves signs international safety and warning symbols



Caution



Warning



Danger

Parks and reserves safety colour scale

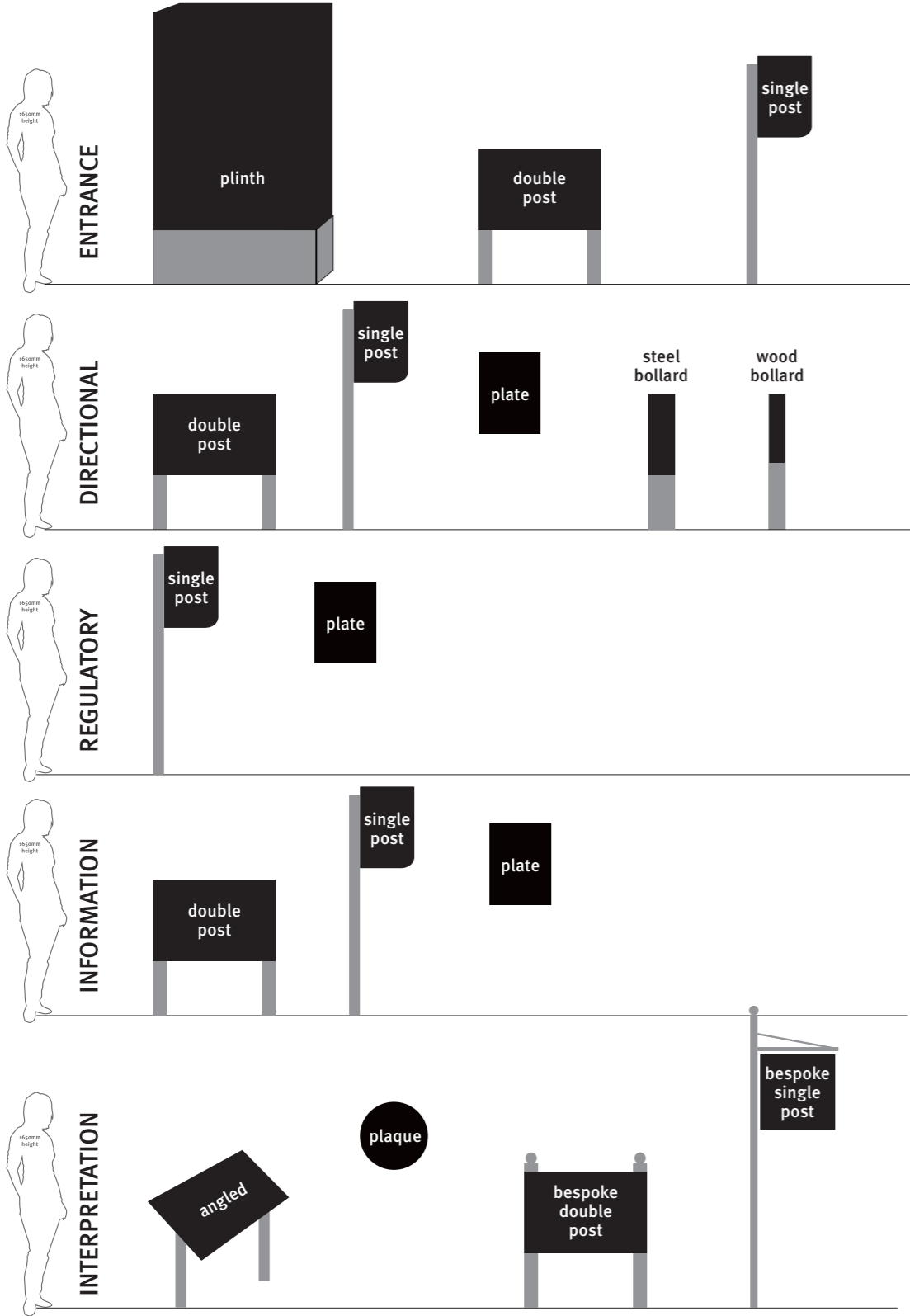
Caution colour: Port Hills Toru

Warning colour: Punt Tahī

Danger colour: Punt Rua

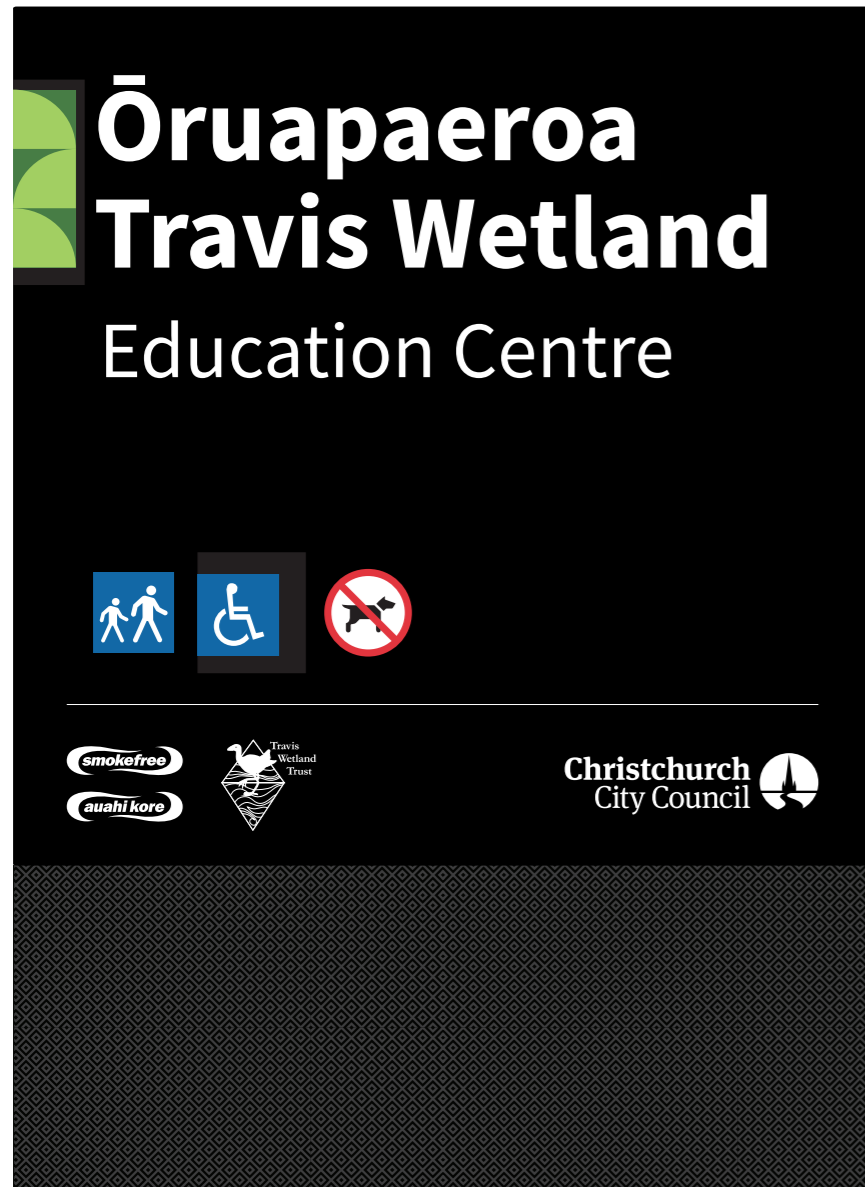
Signage

Sign types and their function



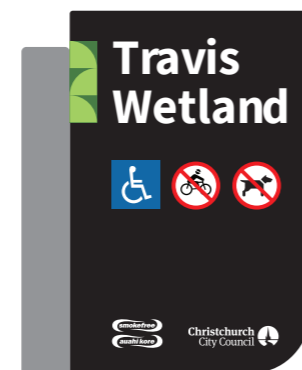
Signage

Sign types



Plinth

Single post



Panel sign



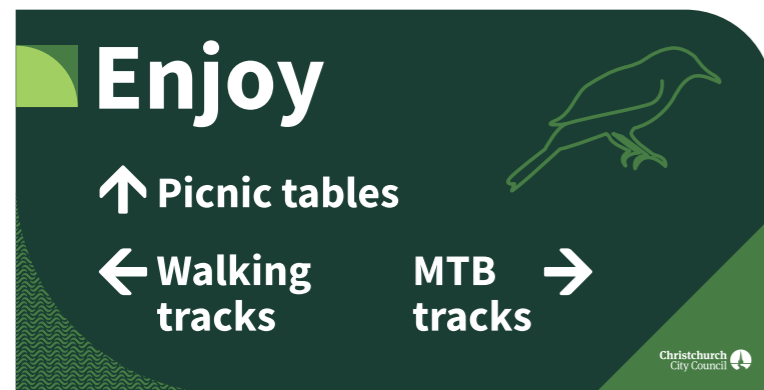
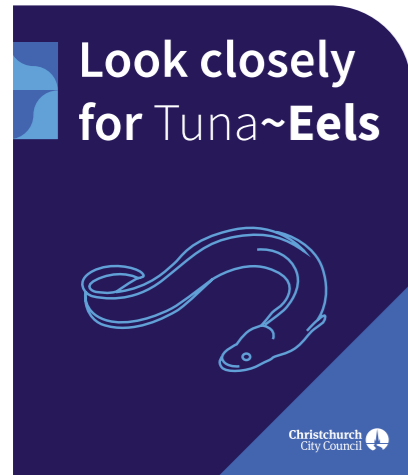
Post marker



Double post

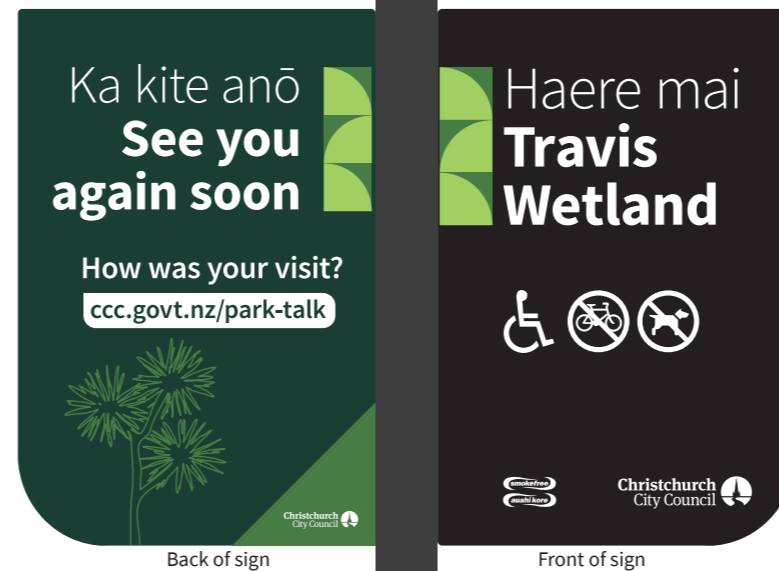
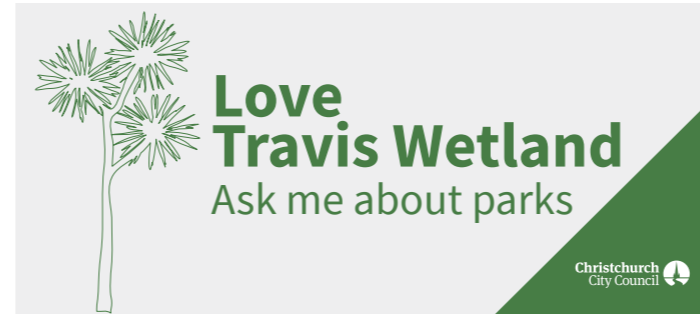
Signage

Experience signage



Signage

Experience signage

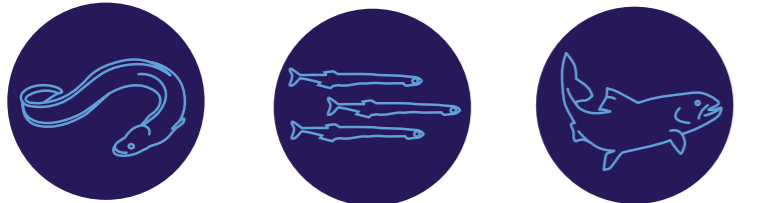


Back of sign

Front of sign

Signage

Experience signage icons



Signage

Facilities wayfinding guidelines

Introduction

The intent of this concept report is to provide a way finding approach for Council hubs to support a welcoming and helpful experience.

The following pages describe the design intent for signage onsite and the foyer of our hub facilities. The design is based on the CCC brand guidelines, and signage and way finding guidance document.

Messaging

Messaging on signage has been kept to a minimum. Each sign describes only the information required at that particular location.

Locations

Signs have been located to provide a clear and legible way finding experience. The principle of less is more has been applied by combining sign purposes where appropriate.

Colours

All signage will use the colours below.

Sign use

Site wayfinding Black / Lyttelton Harbour / White
 Facility wayfinding Lyttelton Harbour / Black / White
 Te Reo Māori text Black / White / Lyttelton Harbour

Lyttelton Harbour

Tahī
 35,0,20,0
 #a4dad2
 164,218,210
 PMS 565U

Rua
 50,0,30,0
 #7cccbf
 124,204,191
 PMS 571U

Toru
 78,14,39,0
 #12A4A4
 18,164,164
 PMS 326U

Wha
 85,30,48,6
 #098484
 9,132,132
 PMS 328U

0,0,0,0
 #ffffff
 255,255,255

0,0,0,100
 #000000
 0,0,0

100% 70%

Typography

The typeface used throughout all signage is CCC font 'Source Sans Pro.' The weights identified below should be applied as appropriate to create a hierarchy of information.

Source Sans Pro

Source Sans Pro Light

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Source Sans Pro Black

The height of letters shall be determined by referencing the relevant standards for different viewing distances. A quick table guide for pedestrian sign messages is described below.

Requires viewing distance	Minimum letter height
2 metres	6 millimetres
4 metres	12 millimetres
6 metres	20 millimetres
8 metres	25 millimetres
12 metres	40 millimetres
15 metres	50 millimetres
25 metres	80 millimetres
35 metres	100 millimetres
40 metres	130 millimetres
50 metres	150 millimetres

Signage

Facilities wayfinding guidelines

Te Reo Māori

Te Reo language will be duplicated on all signs with text, as practical. Te Reo naming shall be first with the English text below as per the example below. Please note that Te Reo Māori included in this report is indicative, wording should be verified by our Ngāi Tahu advisers.

Māori translation
English translation

Māori translation
English translation

Māori translation
English translation

Logo

External signage will incorporate the Christchurch City Council logo and will also feature the 45 degree triangle in Lyttelton Harbour or black.



Multi language welcome

An entrance sign graphic incorporating welcome messaging in multiple languages

Welcome Nau Mai
Maligayang Pagdating
Welkom स्वागत **Afio Mai**
Καλώς ήλθατε Ji Aaya nu
Witamy Selamat Datang
Wilujeng Sumping ようこそ
歓迎 **Bienvenue**
Добро пожаловать
Nal-Varravu 환영합니다
هأهس و آلهأ **Добре Дошли**
Soo Dhawaada 欢迎
دى دم آشوخ Cead Mile Failte
Talitali Fiefia CHÀO MỪNG
Bienvenidos Bem-vindos
Herzlich Willkommen **Bula**
Binevenit Kaaraki
Inquae bdehan metsaekum
Benvenuti ยินดีต้อนรับ
Dobrodošli Svakom **Aere Mai**
Enkuan dehina metachihu

Signage

Facilities wayfinding guidelines

Iconography on all sign types should be as per this page.

We are introducing icons and symbols across our signage. They are internationally recognisable, more helpful for people with English as a second language.

Icons allow us to describe our range of services easily.

We have the ability to use icons that show other services.

Five to six icons displayed at a time will be the maximum number people will be able to process quickly.



Signage

Facilities wayfinding guidelines

External signage

Signage surrounding the facility or attached to structures externally. Signage options are examples.



Entrance
Plinth

Directional
Plinth

Directional
Bollard

Information
Flag

Entrance
Glass door

Entrance information
Glass door

Entrance
Panel sign

Main Entrance
Manifestation graphics
on glass panels

Entrance
Panel freestanding



Smokefree branding applied to one key pedestrian orientated entrance external sign.

Signage

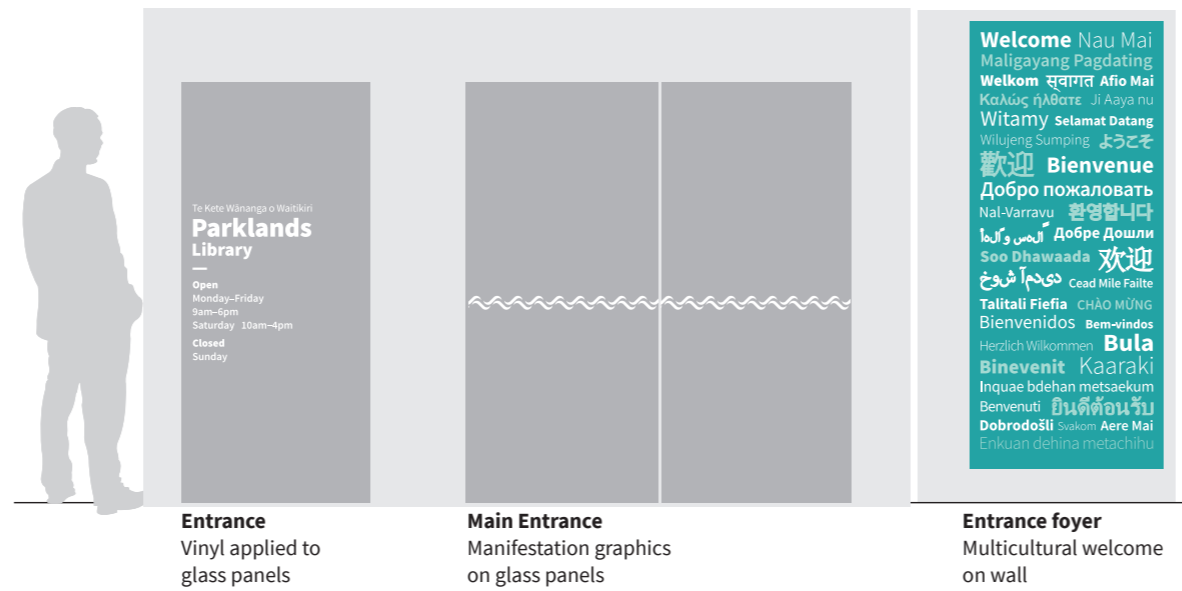
Facilities wayfinding guidelines

Internal signage

Creating a welcoming entrance.

Signage found inside the facility/building.

Placements and size will be determined by this ize and space of the foyer.



Entrance
Vinyl applied to glass panels

Main Entrance
Manifestation graphics on glass panels

Entrance foyer
Multicultural welcome on wall



Entrance foyer
plasma screens

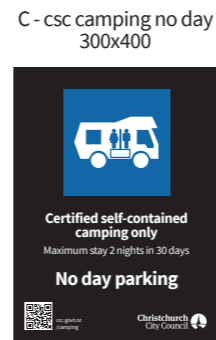
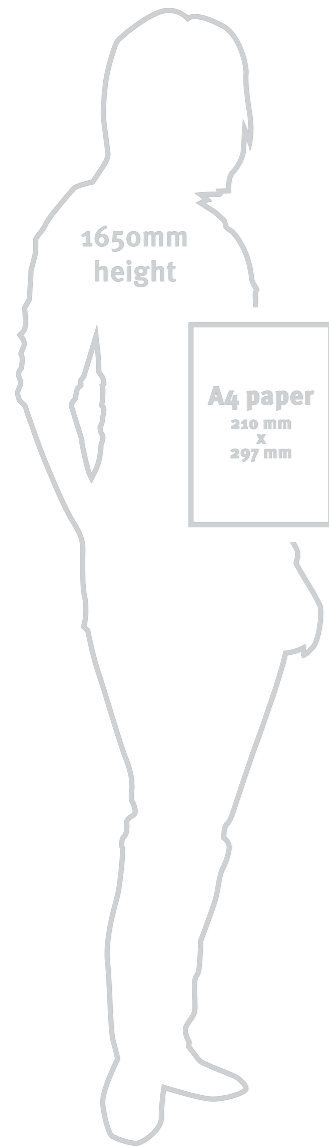
Entrance kiosk
Large plasma screen
Entrance kiosk
Vinyl applied to kiosk

Directional/Information
Panel

Directional/Information
Plate

Signage

Camping signs



Signage

Warning signs



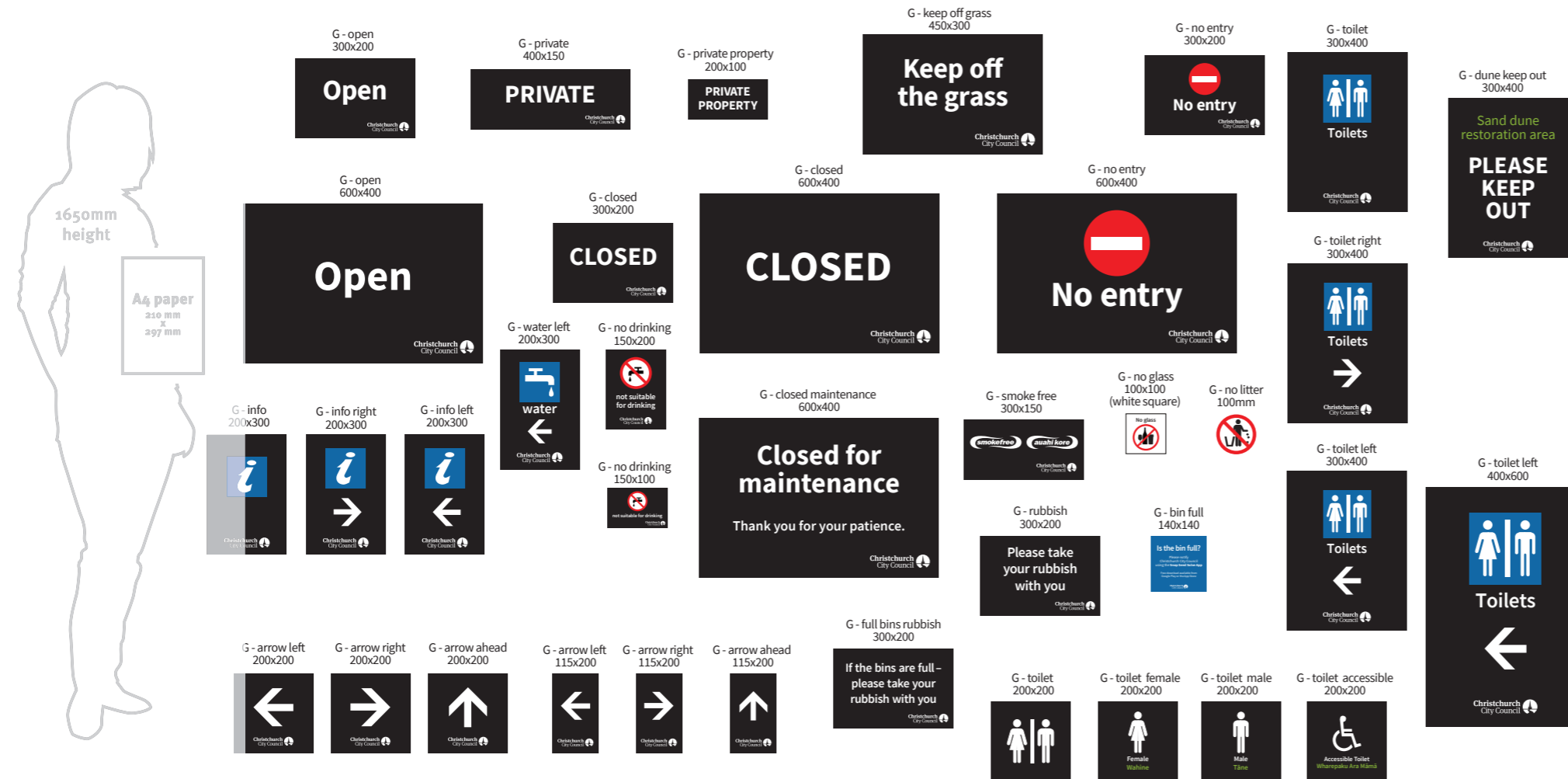
Signage

Dog signs



Signage

Information signs



Signage

Walking and mountain biking (MTB) track signs



TR - track closed yellow 300x200

Track closed

Christchurch City Council

TR - track closed orange 300x200

Track closed

Christchurch City Council

TR - drop 200x300

CAUTION

Drop

Christchurch City Council

TR - wrong way 300x200

WRONG WAY

Christchurch City Council

TR - MTB closed 300x150

MTB track closed

TR - track closed ahead yellow 400x300

Track closed ahead

until further notice

Christchurch City Council

TR - track closed ahead orange 400x300

Track closed ahead

until further notice

Christchurch City Council

TR - no walking 300x200

CAUTION

Downhill bike track
Do not stop or walk on this track

Christchurch City Council

TR - MTB open 200 triangle

MTB track open

TR - MTB closed 200 triangle

MTB track closed

Riding in the wet wrecks tracks

TR - no biking 400mm

TR - shared path 90x90

TR - cycle 90x90

TR - mtb 90x90

TR - mtb give way 90x90

TR - beginner 90x90

TR - intermediate 90x90

TR - advanced 100x100

timber post 125mm

TR - track closed lambing yellow 400x300

Track closed

Lambing in Progress

Ph (03) 941 8999

Christchurch City Council

TR - track left 115x200

Track

←

Christchurch City Council

TR - track right 115x200

Track

→

Christchurch City Council

TR - track both 115x200

Track

↔

Christchurch City Council

TR - track closed red 300x200

Track closed

Christchurch City Council

TR - track closed ahead red 400x300

Track closed ahead

until further notice

Christchurch City Council

TR - track ahead 115x200

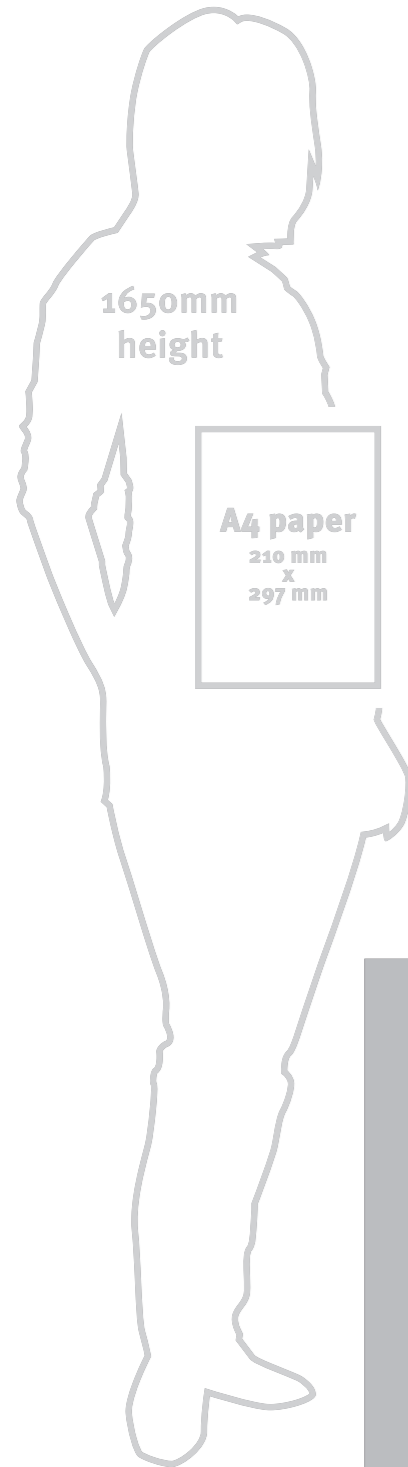
Track

↑

Christchurch City Council

Signage

Wildlife signs



W - no plants
350x450



W - no horseriders
400x600



W - no fishing
600x400



W - no bird feeding
200x300



W - no bird feeding
300x200



W - no fishing
400x300



W - no fishing
300x200



W - leash dogs duck
400x600



W - dogs control shag
400x600



W - dogs control pukeko
400x600



W - dogs prohibited pukeko
300x400



Signage

Sign safety and warning symbols



The smokefree policy is non-regulatory and Council staff will not enforce the policy. Because the policy is voluntary, signage is the key action that give effect to the policy. Smokefree signs communicate the Council's position and inform the public about smokefree areas.



Our website branding



Our typography

Text type	Weight	Online (large)	Line height	Online (small)	Margins (in pixels)	Design note
<H1> Page heading: Source Sans Pro Semi bold	600	250% / 40px	50px (125%)		0,0,30,0	Page headings
<H2> Sub heading: Source Sans Pro Semi Bold	600	150% / 24px	30px (125%)		5,0,15,0	Sub headings
<H3> Body heading: Source Sans Pro Semi Bold	600	125% 20px	30px (125%)		5,0,15,0	Body headings Table headings Contextual link boxes headings Drop down mega menu L1 link
<P1> Body copy: Source Sans Pro Regular	400	100% / 16px	30px (125%)		10,0,10,0	Body copy Form field content Contextual links Main menu links
Body copy: Source Sans Pro Semi bold	600	100% / 16px	22.5px			urls / links pagination
<i>Body copy: Source Sans Pro Italic</i>	400 italic	100% / 16px	22.5px (140%)			
• Body bullets: Source Sans Pro Regular	400	100% / 16px	22.5px (140%)			
1. Body numbers: Source Sans Pro Regular	400	100% / 16px	22.5px (140%)			
Summary copy: Source Sans Pro Regular	400	125% / 20px	28px (140%)			Summary/intro copy
Table content: Source Sans Pro Regular	400	100% / 16px	22.5px (140%)		Table cells 15px padding	
Image caption/footnote. Source Sans Pro Regular	400	85% / 14px	20px			
<i>Image caption: Source Sans Pro Italic</i>	400 italic	85% / 14px	20px			Image credit Form hints Validation errors
Breadcrumb. Source Sans Pro Regular	400	85% / 14px	20px			
Menu Level 1. Source Sans Pro Regular	400	100% / 16px	30px (125%)			
Menu Level 2. Source Sans Pro Regular	400	100% / 16px	30px (125%)			

Our UI library - web variations palette

with arts centre whā
for online text

tahi @
50%



Foreground:#414042
Background:#D1ECE8
The contrast ratio is: 8.3:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

online text links on white

Lyttelton
harbour whā
for all text
links on white



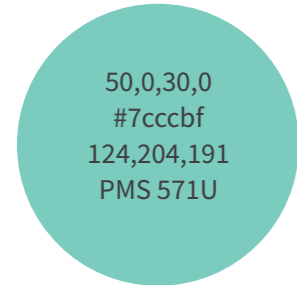
Foreground:#FFFFFF
Background:#098484
The contrast ratio is: 4.5:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

tahi

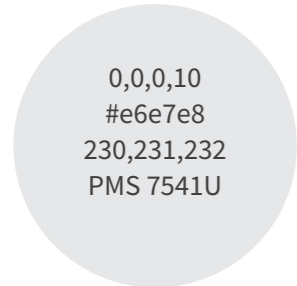


Foreground:#414042
Background:#A4DAD2
The contrast ratio is: 6.7:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

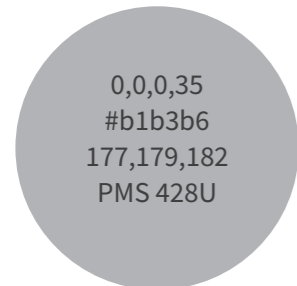
rua



Foreground:#414042
Background:#7CCCBF
The contrast ratio is: 5.5:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA



Foreground:#414042
Background:#E6E7E8
The contrast ratio is: 8.3:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA



Foreground:#414042
Background:#B1B3B6
The contrast ratio is: 4.9:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

Text links on different backgrounds

#097B7B BG colour

Foreground:#097B7B
Background:#F1F2F2
The contrast ratio is: 4.5:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

#0A7171 BG colour

Foreground:#0A7171
Background:#E6E7E8
The contrast ratio is: 4.7:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

#0A7171 BG colour

Foreground:#0A7171
Background:#D1EBE6
The contrast ratio is: 4.6:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

#075F5F BG colour

Foreground:#075F5F
Background:#A4DAD2
The contrast ratio is: 4.8:1
Text passed at Level AA
Text failed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

Visited links

BG colour

Foreground:#751341
Background:#F1F2F2
The contrast ratio is: 9.7:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

BG colour

Foreground:#751341
Background:#E6E7E8
The contrast ratio is: 8.8:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

BG colour

Foreground:#751341
Background:#D1EBE6
The contrast ratio is: 8.7:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

BG colour

Foreground:#751341
Background:#A4DAD2
The contrast ratio is: 7.0:1
Text passed at Level AA
Text passed at Level AAA
Large text passed at Level AA
Large text passed at Level AAA

Design notes

- To comply with WCAG 2.0 AA standards the palette will vary online.

Our UI library

Text

All text in Source Sans Pro regular in Arts Centre wha #414042

Text links

All body text links in Source Sans Pro Semi bold in Lyttelton wha #098484 (on white background*) and inline with the rest of the text

**alternative colours must be applied for links on coloured backgrounds - see web variations palette for more information*

All header links in Source Sans Pro Semi Bold in Arts Centre wha #414042 and inline with the rest of the text

All visited links in Source Sans Pro Semi Bold in a Tram Rua #751341 and inline with the rest of the text

All focus state links in Source Sans Pro Semi Bold in Lyttelton wha #098484 and underlined and inline with the rest of the text

All external site links in Source Sans Pro Semi Bold in Lyttelton wha #098484 and inline with the rest of the text

All document links in Source Sans Pro Bold with the file suffix and size alongside (e.g. "[pdf 568kb]") in Lyttelton wha #098484 and inline with the rest of the text

All disabled body text links in Source Sans Pro Semi bold in Arts Centre rua #B1B3B6 (on white background*) and inline with the rest of the text

Design notes

- All text on white background online will be Arts Centre wha