ARA BRAND SPECIFICATIONS MANUAL

0.0

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For any questions regarding the Ara Brand Specifications Manual, please contact the Ara Creative Studio Manager.

1.0

Logo
Preferred

The preferred version of the Ara logo comprises the triangular motif, Ara name and 'Institute of Canterbury' and 'Ara rau, taumata rau' wording.

The portrait format of the Ara logo should be used as the preferred default version wherever possible.

The secondary horizontal version of the Ara logo should be used where the application size or proportions would compromise legibility if the primary logo was used.

Primary logo

Secondary logo

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1.1

Logo
Limited use

The limited use version of the Ara logo comprises the triangular motif, Ara name and 'Institute of Canterbury', with no Māori wording.

The primary and secondary versions of the limited use logo can be used in applications where size restrictions render the Māori wording illegible.

Application of the limited use logo should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.

Primary logo: Limited use

Secondary logo: Limited use

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1.2

Logo
Restricted use

The restricted use version of the Ara logo comprises the triangular motif and the Ara name, with no 'Institute of Canterbury' or Māori wording.

The primary and secondary versions of the restricted use logo can be used in applications where size restrictions render the 'Institute of Canterbury' and Māori wording illegible, or for other 'special' applications.

Application of the limited use logo should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.

Primary logo: Restricted use

Secondary logo: Restricted use

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1.3

Logo
Minimum size

To ensure legibility, all formats and versions of the Ara logo have been assigned mimimum sizes for application.

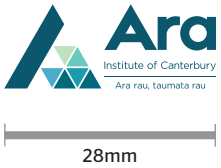
No Ara logo should be used smaller than the the sizes shown on this page.

Primary logomark

Primary logomark: Limited Use

Primary logomark: Restricted Use

Secondary logomark



Secondary logomark: Limited Use

Primary logomark: Restricted Use

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1.4

Logo
Clear space

To allow the Ara logo to sit comfortably with other content, a minimum clear space requirement as been applied.

The minimum clear space required around the Ara logo at all times is equivilant to the width of the lowercase ‘a’ of the word Ara.

Please note: The clear space detailed on this page is a minimum requirement. Larger clear space areas may be used where appropriate.

Primary logo

Primary logo: Limited Use

Primary logo: Restricted Use

Secondary logo

Secondary logo: Limited Use

Secondary logo: Restricted Use

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1.5

Logo
Misuse

To ensure integrity and consistency, all versions of the Ara logo must remain unaltered at all times.

Shown on this page are common examples of logo misuse. None of these formats are acceptable reproductions of the Ara logo.

Rearranging the elements

Changing the size of elements

Changing the colour of elements

Rotating the logo

Using the motif by itself

Using the logo too small

Placing a box around the logo

Using low resolution artwork

Replacing the 'A' with the 'motif'

Adding elements to the logo

Compressing or stretching the logo

Using the wrong colour format

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1.6

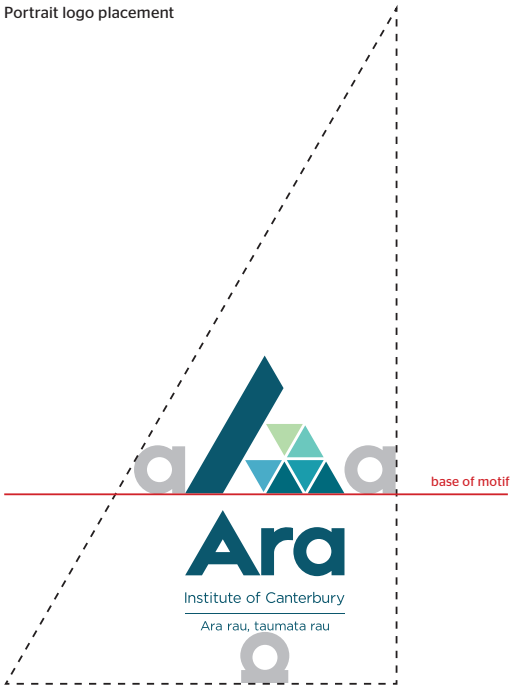
Logo
Triangle placement

To allow the Ara logo to sit comfortably within the white triangle, a recommended clear space has been applied.

The clear space recommended around the Ara logo is equivilant to the width of the lowercase ‘a’ of the word Ara.

Please note: To create the clear space required between the motif and angle of the triangle, the lowercase ’a’ needs to line up with the base of the motif..

Portrait logo placement



Horizontal logo placement

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2.0

Colour

Pallette

The Ara colour palette is made up of various hues of blue and green.

Seven colours (with black and white) have been assigned for the basis of all marketing material.

Deep green is the brand colour and aqua is the colour used for recruitment.

Deep Spring

PMS 7699
C60 M0 Y0 K70
R12 G88 B110

Blue

PMS 2389
C65 M15 Y15 K0
R80 G172 B200

Deep Green - Brand

PMS 2223
C100 M20 Y30 K35
R0 G106 B124

Mid Green

PMS 319
C55 M0 Y30 K0
R109 G200 B191

Dark Green

PMS 2220
C80 M20 Y30 K0
R0 G156 B173

Light Green

PMS 2254
C25 M0 Y30 K0
R193 G225 B193

Aqua - Recruitment

PMS 2218
C70 M0 Y30 K0
R39 G189 B190

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2.1

Colour
Logomark
colour formats

The Ara logo can be used in four different colour formats: Full colour, single colour (deep spring), black or white. The logo can used on light or dark backgrounds.

Full colour

CMYK
RGB

Single colour: Deep spring

PMS 7699
C60 M0 Y0 K70
R12 G88 B110

Black

PANTONE Black
C0 M0 Y0 K100
R0 G0 B0

White

White
C0 M0 Y0 K0
R255 G255 B255

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3.0

Typography
Primary typefaces

Stag is the Ara primary typeface and should be used on all external printed material. It is available in a range of weights with Māori characters allowing for effective contrast and flexibility across a range of design applications. This unique typeface adds a sense of freshness and recognisability to the Ara brand.

The typeface family 'Stag' has been assigned to the Ara brand with both serif and sans serif options available. These are detailed below with each weight having an italic option.

Stag Sans:
Stag Sans Light
Stag Sans Book
Stag Sans Medium
Stag Sans Semibold
Stag Sans Bold
Stag Sans Black

Stag Sans Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Sans Book	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Sans Medium	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Stag San Semibold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Stag Sans Bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Stag Sans Black	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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The typeface family 'Stag' has been assigned to the Ara brand with both serif and sans serif options available. These are detailed below with each weight having an italic option.

Stag:
Stag Light
Stag Book
Stag Medium
Stag Semibold
Stag Bold
Stag Black

Stag Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Book	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Medium	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Stag Semibold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Stag Bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Stag Black	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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3.1

Typography
Word processing typefaces

Stag is the Ara primary typeface and should be used on all external printed material. Due to licensing restrictions, we are unable to use Ara for our word processing requirements. We have selected these readily available cross platform typefaces. Arial (san serif) to be used for all word processing requirements and Calibri (san serif) for all typed correspondence and electronic communication. To retain consistency across our publications and correspondence, only use these typefaces.

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Arial family of typefaces is available for all word processing requirements.

Body copy:
Arial Regular
Arial Regular Italic

Headings and highlight text:
Arial Bold
Arial Bold Italic
Arial Black

Arial Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Arial Regular Italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
Arial Bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Arial Bold Italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
Arial Black	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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3.2

Typography

Electronic communication typefaces

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Calibri family of typefaces is available for all electronic communication requirements.

Body copy:

Calibri Regular
Calibri Regular Italic

Headings and highlight text:
Calibri Bold
Calibri Bold Italic

Stag is the Ara primary typeface and should be used on all external printed material. Due to licensing restrictions, we are unable to use Ara for our word processing requirements. We have selected these readily available cross platform typefaces. Arial (san serif) to be used for all word processing requirements and Calibri (san serif) for all typed correspondence and electronic communication. To retain consistency across our publications and correspondence, only use these typefaces.

Calibri Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Calibri Regular Italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
Calibri Bold	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
Calibri Bold Italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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3.3

Typography
Common usage

The correct use of formats and typographical layout will help to maintain consistency throughout the broad range of Ara collateral.

Date format:

Day, date month year	**Tuesday, 21 August 2012**

Time format:

Single number only, no gaps between number and time of day.	**9am-4pm, 10am, 12pm**
Use a full stop (not a colon) for 'past the hour' times.	**10.30am**

Number format:

Numbers under 10 are written as words.	**one, two, three**
Numbers 10 and above are written as numbers.	**11, 20, 50, 100**
Try to keep a number with its meaning if it falls at the end of a line, Use a non breaking space.	**25 years, 100 people.**

Name format:

Try not split a person's name if it falls at the end of a line in a paragraph; use a soft return or non breaking space to keep the whole name together.	**Mrs Jane Brown**
This also applies to 'New Zealand'.	**New Zealand**

Programme names:

Refer to qualifications using their full name, or describe them as a 'programme'.
Do not refer to a qualification as a 'course'.

Level must be spelt in full with a capital L, and not be placed in brackets when used in conjunction with a qualification.	**Certificate in Carpentry Level 3**

Study area names:

When used in general copy, study areas should not have a capital letter	**engineering, cookery, agribusiness**

Avoid commas before a conjunction like **but** or **and.**

Only **one space** is required after a full stop.

Avoid **widows and orphans.**

Single lines of a paragraph at the bottom or top of a page aim for **two lines together.**

Also single words on a line at the end of a paragraph; aim for **two words together.**

We do not use the **Oxford comma.**

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4.0

National Schools
NASDA

NASDA and the New Zealand Broadcasting School sit outside traditional naming conventions as they are both national academies with significant brand equity.

Primary use is for alll printed material with the limited use option available for digital spaces only.

Primary use

Limited use

4.1

National Schools
NZBS

NASDA and the New Zealand Broadcasting School sit outside traditional naming conventions as they are both national academies with significant brand equity.

Primary use is for alll printed material with the limited use option available for digital spaces only.

Primary use

Limited use