



**Te Tāhuhu o
te Mātauranga**
Ministry of Education

Te Tāhuhu o te Mātauranga

Visual Identity Guidelines

Interim mini-guide for Te Tāhuhu o te Mātauranga.

V1 Issued: November 2022

These Visual Identity Guidelines can be updated at any time.

Please check on [UView](#) or [Te Tāhuhu](#) to make sure you are using the most up to date version of these guidelines.

Te Kāwanatanga o Aotearoa
New Zealand Government

Our visual communications

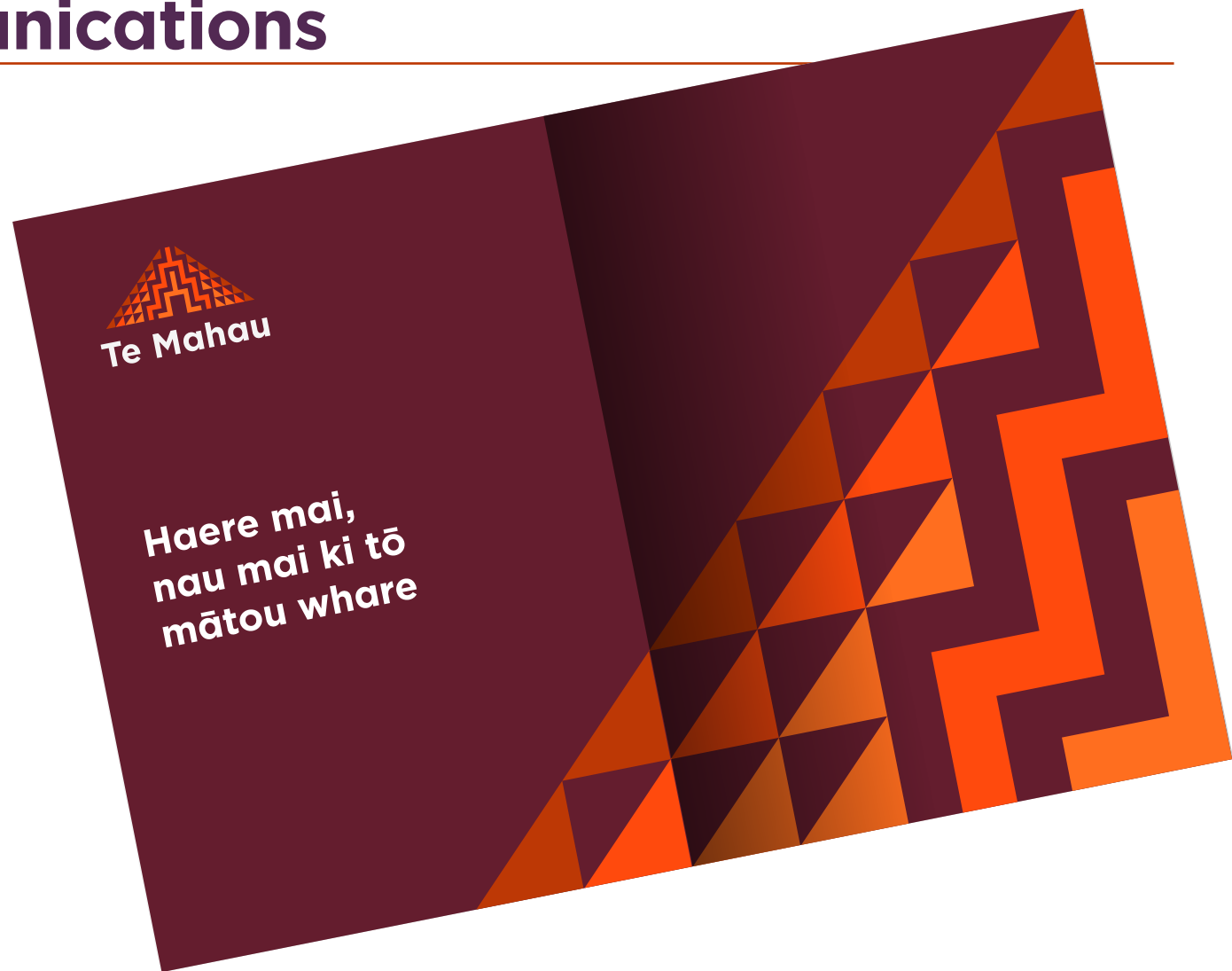
Our visual communications play an important role in how we are perceived.

As an organisation we need to communicate with many different audiences – Government Ministers and Parliament, other Ministries or public agencies, principals/tumuaki, school boards, teachers/kaiako, iwi, parents and whānau, students/ākonga, and our own Ministry staff.

This document has been produced by Te Tāhuhu o te Mātauranga’s Corporate Communications Design Team for both external design agencies engaged to do work, and also for Ministry staff.

It is critical that our visual communications are consistent, credible and immediately identifiable. When our visual identity is used correctly, it positively shapes the perception of Te Tāhuhu o te Mātauranga.

These guidelines set out a framework of mandatory identity elements, typography and colours that must be adhered to, while also providing room for flexibility to communicate to our varied audiences.



Sourcing design providers

Ministry Design Team

Te Tāhuhu o te Mātauranga has its own internal Design Team in Corporate Communications, comprising three Graphic Designers and also has a dedicated Print Production Manager.

The team provides free art direction and graphic design services to our staff, handling projects from concept, to design, production, finished art, print and distribution.

The team can design and lay out flyers, posters, ads or reports and templates, as well as create videos and animations.

They can also advise when it is more appropriate to use a member of the design panel and will liaise with external design agencies and printers that have been contracted to ensure consistency with our visual identities - whether Te Tāhuhu, Te Mahau or Te Poutāhū.

For more information, please contact visual.identity@education.govt.nz

External design agencies

Te Tāhuhu o te Mātauranga is signed up to the MBIE Design Services All-of-Government Contract, the MBIE Advertising Services All-of-Government Contract, and the MBIE Advertising Services All-of-Media Contract.

If you are engaging an external design or advertising agency you can only use the agencies on these panels.

For all pre-press, print services and storage and distribution of print materials the Ministry is signed up to the MSD External Print and Associated Services Syndicated Contract.

Details of the above All-of-Government contracts can be found on the MBIE [website](#).

Organising Print

All print should be managed by our Production Manager.

Upon completion of any project, the finished art files must be archived on UView. This can be confirmed by the printer or supplied to the Design Team complete.



Any staff wanting to commission design work externally should contact the Corporate Design Team before engaging an external agency.

All work must be approved by the Design Team at concept/visual stage.

Our logos



Te Tāhuhu o te Mātauranga sets the theme for our organisation and represents our kāwanatanga role in providing a national education system that meets the needs of ākonga in Aotearoa. This includes our commitments and responsibilities to protect and promote te reo Māori. The Tāhuhu is the central ridge-pole that runs the length of te whare. Te Tāhuhu speaks to our role to hold together Te Whare o te Mātauranga. It connects the front and back of te whare and is strengthened by our enabling functions.

Te Mahau is the front porch and entryway of Te Whare o te Mātauranga. This is a place of humility of presence and manaaki. It is a place that is front facing, accessible, visible and transparent. It is a place of conversation, where wahine and tane can stand to speak. It can be a wahi tapu/place of formality if required but it is usually an informal space where people come together. Māori, English and other languages can be spoken in this space.

Te Poutāhū | Curriculum Centre is a pou that stands in the whare and can be visible from both Te Mahau and the inside. Te Poutāhū supports Te Tāhuhu and is therefore one of the main supports for education in its entirety. Curriculum is part of our shaping and operational roles and is an enduring aspect of our education system as it sets the direction for what and how ākonga are taught. Therefore, this name is tied directly to the structure of the whare.

Te Tāhuhu logos and colours



Full colour version

Primary logo for use on solid light or contrasting colours.



Black version

Secondary logo for use on solid light colours or on light images.



Reversed version (white)

Secondary logo for use on solid dark colours or on dark images.

Primary (logo) colour



CMYK: C58 M96 Y6 K49

RGB: R82 G41 B83

HEX: #522953

Secondary colours



CMYK: C0 M100 Y47 K28

RGB: R179 G5 B65

HEX: #B30541



CMYK: C0 M74 Y100 K0

RGB: R0 G158 B138

HEX: #009E8A



CMYK: C28 M100 Y0 K0

RGB: R176 G19 B142

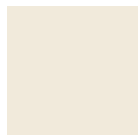
HEX: #B0138E



CMYK: C90 M47 Y0 K0

RGB: R0 G114 B218

HEX: #0072DA



CMYK: C10 M10 Y15 K0

RGB: R241 G234 B219

HEX: #F1EADB

Te Mahau logos and colours



Full colour version

Primary logo for use on solid light or contrasting colours.



Black version

Secondary logo for use on solid light colours or on light images.



Reversed version (white)

Secondary logo for use on solid dark colours or on dark images.

Primary (logo) colours



CMYK: C0 M62 Y100 K0

RGB: R255 G109 B30

HEX: #FF6D1E



CMYK: C0 M80 Y98 K0

RGB: R255 G74 B14

HEX: #FF4A0E



CMYK: C0 M84 Y95 K37

RGB: R189 G56 B4

HEX: #BD3804

Secondary colours



CMYK: C40 M30 Y30 K100

RGB: R0 G0 B0

HEX: #000000



CMYK: C58 M96 Y6 K49

RGB: R82 G41 B83

HEX: #522953



CMYK: C29 M92 Y41 K70

RGB: R100 G29 B46

HEX: #641D2E



CMYK: C0 M98 Y77 K37

RGB: R166 G47 B66

HEX: #A62F42



CMYK: C0 M27 Y85 K0

RGB: R255 G189 B81

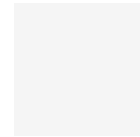
HEX: #FFBD51



CMYK: C0 M7 Y26 K0

RGB: R255 G239 B213

HEX: #FFEFD5



CMYK: C5 M6 Y0 K0

RGB: R245 G245 B245

HEX: #F5F5F5

Te Poutāhū



Te Poutāhū
Curriculum Centre

Full colour version

Primary logo for use on solid light or contrasting colours.



Te Poutāhū
Curriculum Centre

Black version

Secondary logo for use on solid light colours or on light images.



Te Poutāhū
Curriculum Centre

Reversed version (white)

Secondary logo for use on solid dark colours or on dark images.

Primary (logo) colours



CMYK: C0 M62 Y100 K0

RGB: R255 G109 B30

HEX: #FF6D1E



CMYK: C0 M80 Y98 K0

RGB: R255 G74 B14

HEX: #FF4A0E



CMYK: C0 M84 Y95 K37

RGB: R189 G56 B4

HEX: #BD3804

Secondary colours



CMYK: C40 M30 Y30 K100

RGB: R0 G0 B0

HEX: #000000



CMYK: C58 M96 Y6 K49

RGB: R82 G41 B83

HEX: #522953



CMYK: C29 M92 Y41 K70

RGB: R100 G29 B46

HEX: #641D2E



CMYK: C0 M98 Y77 K37

RGB: R166 G47 B66

HEX: #A62F42



CMYK: C0 M27 Y85 K0

RGB: R255 G189 B81

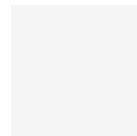
HEX: #FFBD51



CMYK: C0 M7 Y26 K0

RGB: R255 G239 B213

HEX: #FFEFD5



CMYK: C5 M6 Y0 K0

RGB: R245 G245 B245

HEX: #F5F5F5

Typography

Gotham abcdefghijklm

Gotham is a licensed family of fonts used as our corporate typeface.


It must be used in all designed and printed materials by any external graphic design agencies.

Do not use any other typefaces without first contacting the Corporate Design Team at visual.identity@education.govt.nz

It is a friendly and modern typeface, easy to read, with a range of different weights you can use (see right).

**For consistent visual identity Gotham should also be used in digital projects like website or app design.**

In limited situations, and only with approval, can the free Google font **Montserrat** be used as a facsimile for Gotham. This requires approval from the Design Team.



Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Book italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Medium italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Black italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Ultra italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Typography

Gotham Narrow abcefg

Gotham Narrow is a licensed set of fonts used to complement our main corporate typeface Gotham.

It can be used where space is a premium and the slightly condensed width fits better e.g. charts, tables, infographics or financial accounts.



Do not use any other typefaces without first contacting the Corporate Design Team at visual.identity@education.govt.nz



Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Book italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Medium italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Black italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Ultra italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Typography

Arial abcdefghijklmnop

Arial should be used when only computer operating system fonts are available to a user i.e. internal documents produced in Microsoft applications like Word or Powerpoint.

When sending electronically communicated materials sent to any other person or device that do not have access to Gotham, Arial should be used.

This will prevent the document changing appearance upon receipt, thus maintaining the integrity of the design and layout.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Bold


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789\$%#@#?!

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!

Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%#@#?!



**Do not use any other
typefaces without
first contacting the
Corporate Design Team at
visual.identity@education.govt.nz**



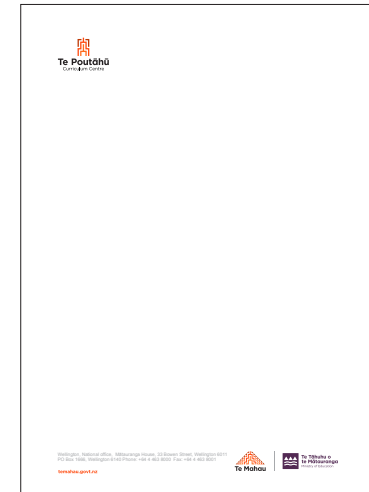
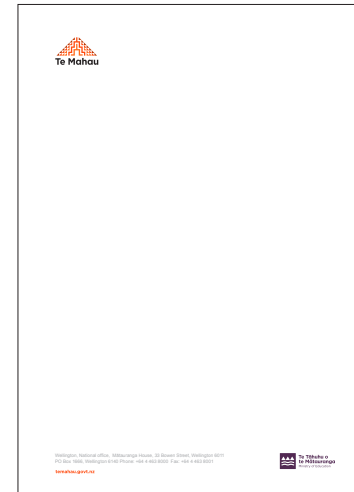
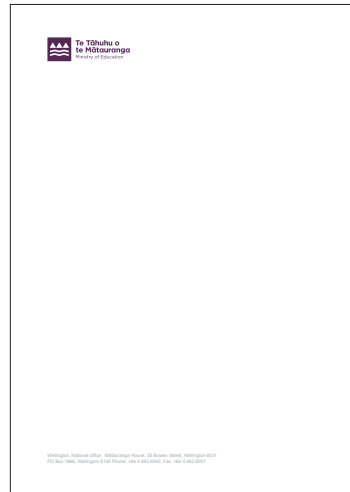
MS Office templates

Microsoft Word templates are available to ensure all Ministry documents are consistent with our visual identity.

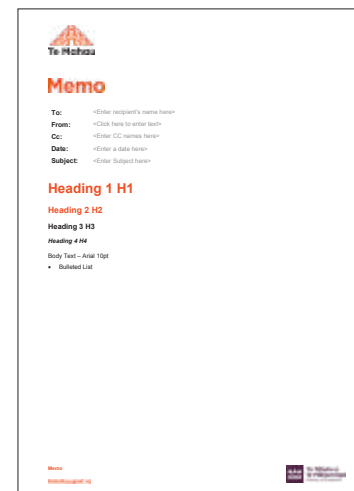
They can be accessed the same way as our previous templates via the 'New' menu in Word, in the Shared folder MoE - Corporate. They include the correct logo, font and colours for Te Tāhuhu, Te Mahau or Te Poutāhū.

The font used in these templates should always remain Arial.

Instructions on how to access and use the templates can be found on <https://intranet.moe.govt.nz/communication/communication-essentials/templates/>



Te Reo Māori versions of the Memo (Tuhinga Poto), Aide-Memoire (Tuhinga Whakamahara), Minutes (Meneti), and Agenda (Rārangi Kōrero) templates are also available.



For questions about using the templates, please contact the Corporate Design Team at visual.identity@education.govt.nz

MS Powerpoint templates

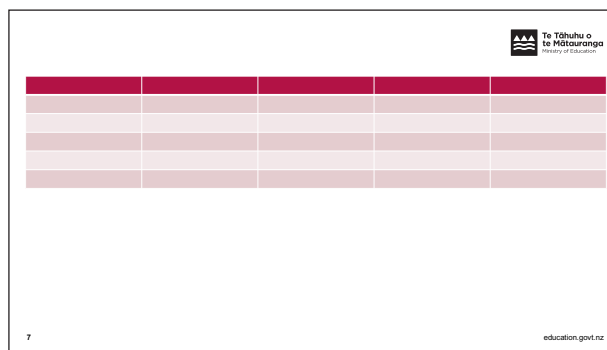
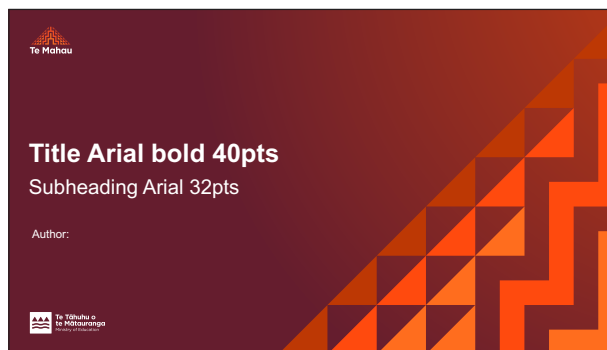
Microsoft PowerPoint templates are available to ensure all Ministry documents are consistent with our visual identity.

They can be accessed the same way as our previous templates via the 'New' menu in PowerPoint, in the Shared folder MoE - Corporate They include the correct logo, font and colours for Te Tāhuhu, Te Mahau or Te Poutāhū.

The font used in these templates should always remain Arial.

Instructions on how to access and use the templates can be found on <https://intranet.moe.govt.nz/communication/communication-essentials/templates/>

For Excel documents, MS Office colour themes can also be downloaded from the above intranet link - there is one for Te Tāhuhu, and another jointly for Te Mahau and Te Poutāhū.



For questions about using the templates, please contact the Corporate Design Team at visual.identity@education.govt.nz

Contact us

This guidelines document will iterate as we add more assets and guidance for external use of our visual identities.

Collaboration between staff, creatives and the Design Team is key to achieve a cohesive and sustainable visual identity.

Talk to us before you commence any design project utilising any of our three identities.

Do not hesitate to ask questions, our Design Team will be happy to assist.

Te Tāhuhu o te Mātauranga
Ministry of Education
Communications & Stakeholder
Engagement
Corporate Communications
Design Team

T: 04 463 8000

E: visual.identity@education.govt.nz

W: www.education.govt.nz



 www.facebook.com/EducationGovtNZ

 [@EducationGovtNZ](https://twitter.com/EducationGovtNZ)

 [educationgovtnz](https://www.instagram.com/educationgovtnz)



**Te Tāhuhu o
te Mātauranga**
Ministry of Education