

7 June 2023

Thomas A
fyi-request-22910-b2086fac@requests.fyi.org.nz

Tēnā koe Thomas

Request for information

Thank you for your Official Information Act 1982 (OIA) request of 25 May 2023, in which you requested:

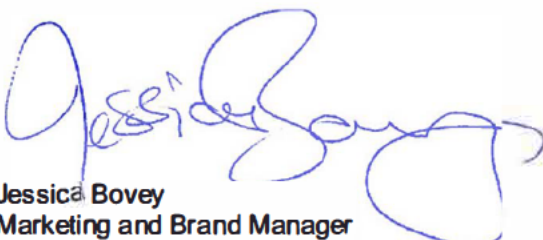
I would like to request a copy of the former New Zealand Police Brand Guidelines and Signage Guidelines that were used before the rebrand in 2017.

Please provide them in a searchable and accessible format.

In response, please find attached Police's Brand and Signage Guidelines prior to 2017.

I trust this information will be of use to you.

Nāku noa, nā



Jessica Bovey
Marketing and Brand Manager
New Zealand Police

THE NEW ZEALAND POLICE BRAND GUIDELINES

REVISED 2009



New Zealand
POLICE
Nga Pirihimana O Aotearoa

INTRODUCTION

In any large organisation it is important to have consistent standards and uniformity in presenting your corporate image. These brand guidelines have been prepared to ensure consistency in application of all New Zealand Police visual elements.

The New Zealand Police visual identity is made of three elements: the identity, chevrons and the strapline (previously referred to as a 'motto') – safer communities together.

To ensure that all aspects are faithfully reproduced, the following guidelines set out the specifications for and detail when and how they should be used.

If a situation arises which is not specifically covered by these guidelines, or where there is doubt, please contact [Public Affairs, Head Office, Wellington](#).



1: THE IDENTITY & CORE BRAND ELEMENTS



THE NZ POLICE IDENTITY



The New Zealand Police logo is made up of two elements:

The crest — symbolic of the relationship between the service, the New Zealand Government and the Crown.

The New Zealand Police logotype — designed to be instantly recognisable to all New Zealanders and visitors to New Zealand.

The logotype lettering is based on the Helvetica family of typefaces, however it has been specially altered to make it unique to the New Zealand Police. Because of these changes, it is not possible to reproduce the logotype using standard fonts.

The identity is available in various formats on <http://nzpolice.brandfm.com/home/welcome>



Minimum clear space requirements

Clear space around the identity is important to ensure maximum impact. This should be a 'one crown' distance in the same size as that being used.



Minimum size

The identity should not appear smaller than 35mm wide.



Single colour reproduction

The identity can be reproduced in black, the police blue, or be reversed white out of a solid. Note the red fill in the crown drops out when in single colour.

COLOUR – CORE PALETTE

The New Zealand Police identity is made up of two colours, blue and red, which are key to the visual identity. No other colours are acceptable when the identity is being reproduced in colour.

POLICE BLUE



Spot = PMS280
CMYK = C100 M70 Y0 K10
RGB = R0 G82 B156
Web safe version = #00 66 99

The core palette is mainly used for corporate purposes, eg stationery, signage.

» *See publications section for support colour palette.*

POLICE RED



Spot = PMS032
CMYK = C0 M100 Y100 K0
RGB = R237 G28 B36
Web safe version = #ff 00 00

TYPOGRAPHY

The typeface used in the New Zealand Police corporate identity and publications is Helvetica. This typeface is easy to read and comes in many different weights, making it very versatile to use.

Core font set

Helvetica Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Helvetica Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

To maintain a consistency of style these fonts are to be used across all publications.

» *A macronised version of Helvetica is available for Māori collateral requiring macrons.*

Helvetica Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

Helvetica Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

THE STRAPLINE

Safer Communities Together

The New Zealand Police strapline “Safer Communities Together” was developed to reinforce the partnership that exists between the service and the community.

It is an integral part of the corporate identity and must be used on any **visual material**.

The strapline is to be reproduced in red and can exist locked into the New Zealand Police identity or exist on its own.

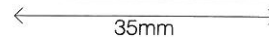
» See stationery and publication sections for application details.

Safer Communities Together

Minimum clear space requirements

Clear space around the strapline is important to ensure maximum impact. This should be a one ‘o’ distance in the same size as that being used.

Safer Communities Together



Minimum size

The strapline should not appear smaller than 35mm wide.

Safer Communities Together

Single colour reproduction

The strapline can also be reproduced in black, or be reversed white out of a solid.



This will need to be discussed and clarified.

Safer Communities Together

Strapline and Identity

A distance of one capital ‘C’ is to be kept when the strapline is locked in with the identity. The strapline’s width is to be the same as the identities.

CHEVRONS

The chevron has, over time, been incorporated into the New Zealand Police corporate identity, specifically stationery. To ensure the identity continues to be presented consistently in this area, the specifications provided must be followed.

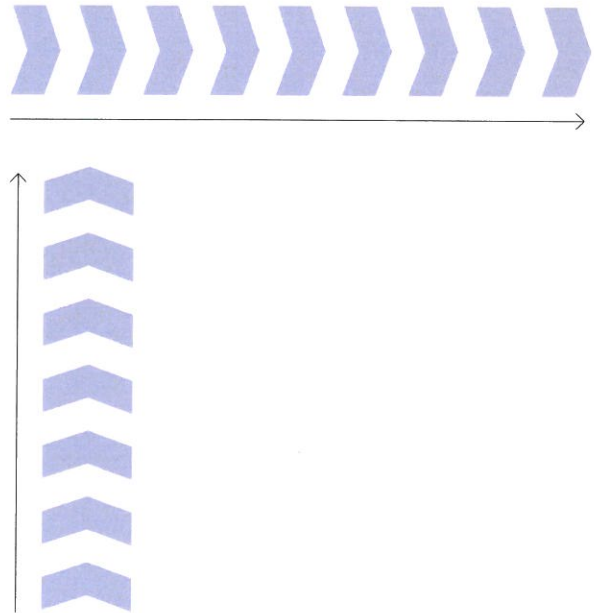
The chevrons are the core supporting element of the New Zealand Police identity.

Direction:

The chevron must always lead from left to right, or from top to bottom, as show in the examples.

Colour:

The chevron can appear as a solid of the Police blue or a 30% tint of the Police blue when on white. They must not be reproduced in any other colour, including black. There are however occasions when it can be reversed white out of a solid.



BATTENBURG PATTERN

The New Zealand Police also use two different Battenburg patterns. The Sillitoe pattern appears primarily on the New Zealand Police uniform. Another stylised Battenburg pattern appears on New Zealand Police vehicles.



Additional use of these patterns will need to be clarified.

Both patterns can also be used as supporting design elements on additional Police publications. This is at the discretion of the New Zealand Police, and associated design agencies.

Police Uniform Sillitoe pattern



» See uniform section for application.

Police Car Battenburg pattern



» See vehicle section 6 for application.

THE TOHU – BRAND ELEMENT



We see the Tohu as a graphic element, not a brand. Using the Tohu like a brand we believe weakens the overall Police brand.

Ultimately the use of the Tohu and rules will need to be discussed and clarified internally and externally.

The background of the tohu originates from the whakataukī or proverb given to New Zealand Police by Apirana Mahuika of Ngati Porou:

‘E tu ki te kei o te waka, kia pākia koe e nga ngaru o te wa’ translates to ‘Stand at the stern of the waka and feel the spray of the future biting at your face’

The design was developed by artist Andy Dunn of Ngapuhi and embodies the Police’s vision of ‘safer communities together’. It depicts ‘Ngaru’,

the waves of time, the challenges and achievements and ‘Haere Whakamua’, a vehicle towards common goals.

For ease of printing two simplified versions of the Tohu exist, the single and two colour version.

» See stationery section 2 for application.

» Also see publication section 3 for use.



Simplified two colour version

The simplified version of the Tohu can be reproduced with a gradient through the Tohu of the police blue and red. The crest and strapline stay blue.



Simplified single colour version

The simplified version of the Tohu can be reproduced in black, Police blue or reversed white out of a solid.



Alternate version

The Tohu can also appear without the strapline where appropriate, ie for background textures.

Please note that the Tohu is never to appear without the Police Crest.



Minimum size

The Tohu should not appear smaller than 34mm wide.

THE NEW ZEALAND GOVERNMENT LOGO

New Zealand Government

The New Zealand Government branding is required to be used on the website homepage, **internal and external publications**.

In addition, the branding is not required to be used on non-campaign advertising, vehicles, uniforms or permanent building signage.

The brand is to be placed at the bottom left or right of the back covers of publications material.

» *The State Services Commission advises that all-of-government branding should be implemented on a 'cost-conscious basis'.*

New Zealand Government

Minimum clear space requirements

Clear space around the strapline is important to ensure maximum impact. This should be a one 'o' distance in the same size as that being used.



Minimum size

The brand should not appear smaller than 20mm wide.

2: STATIONERY



A4 LETTERHEAD



Paper stock to be confirmed.

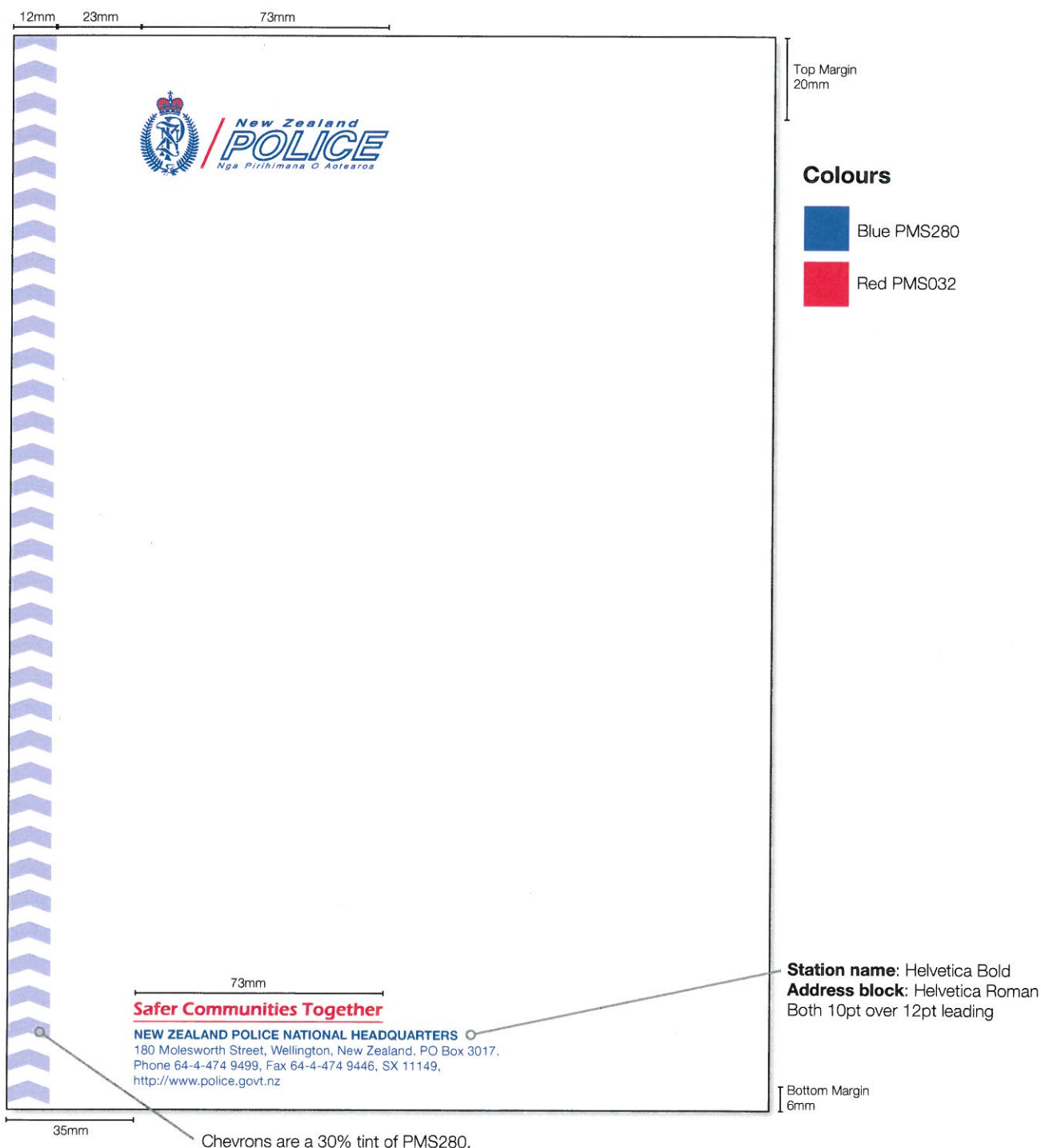
Letterhead Specifications (A4)

Size is standard 210mm x 297mm. 100gsm.

Advance Laser is the preferred stock. It is a high quality uncoated sheet with excellent bulk and exceptional whiteness and brightness. Produced using farmed eucalyptus trees and pulp from Well

Managed Forests – manufactured in an ISO14001 and ISO9001 accredited mill. It has a comprehensive range of weights and is laser compatible and ECF.

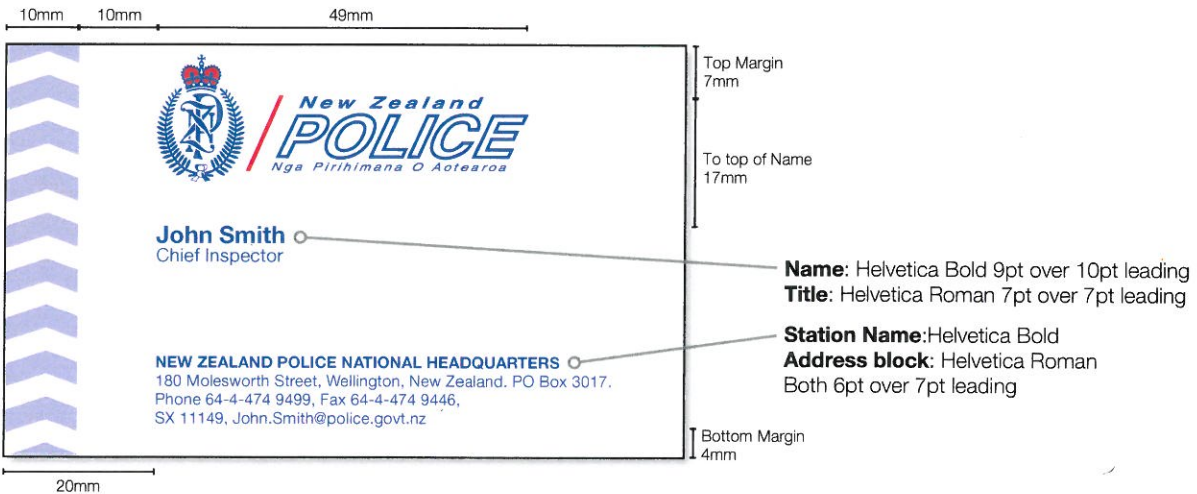
All items in the New Zealand Police Corporate stationery suite use the corporate colours.



BUSINESS CARDS

General Business Card Specifications

Size is standard 90mm x 55mm. 280gsm **Advance Laser Offset paper** is the preferred stock.

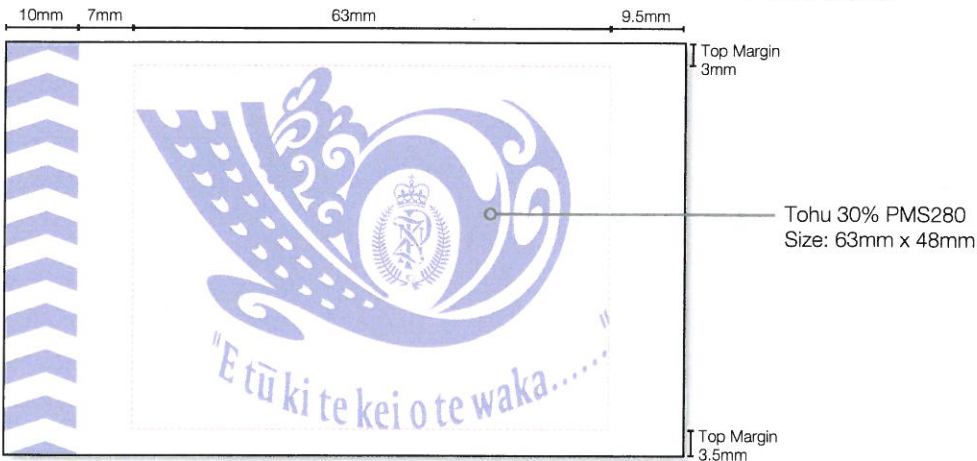


Māori & Ethnic Services Business Card

Size and stock is the same as the general card, except the chevrons and Tohu element are included on the back.



Tohu has been placed on the back of the card, as we see the Tohu as a graphic element, not a brand. Using the Tohu like a brand weakens the overall New Zealand Police brand.



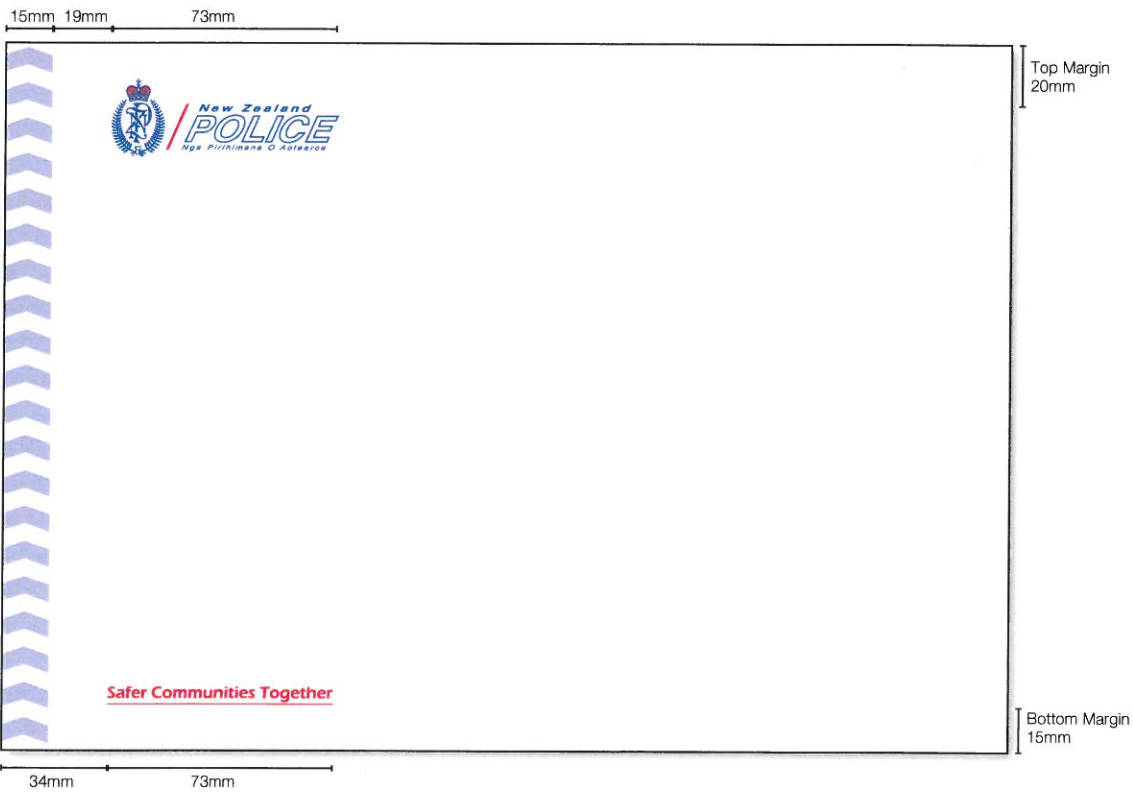
ENVELOPES



To make all these the same we have made the strapline 'safer communities together' always the same width as the Police logo. The original guidelines did not seem to have a set standard.

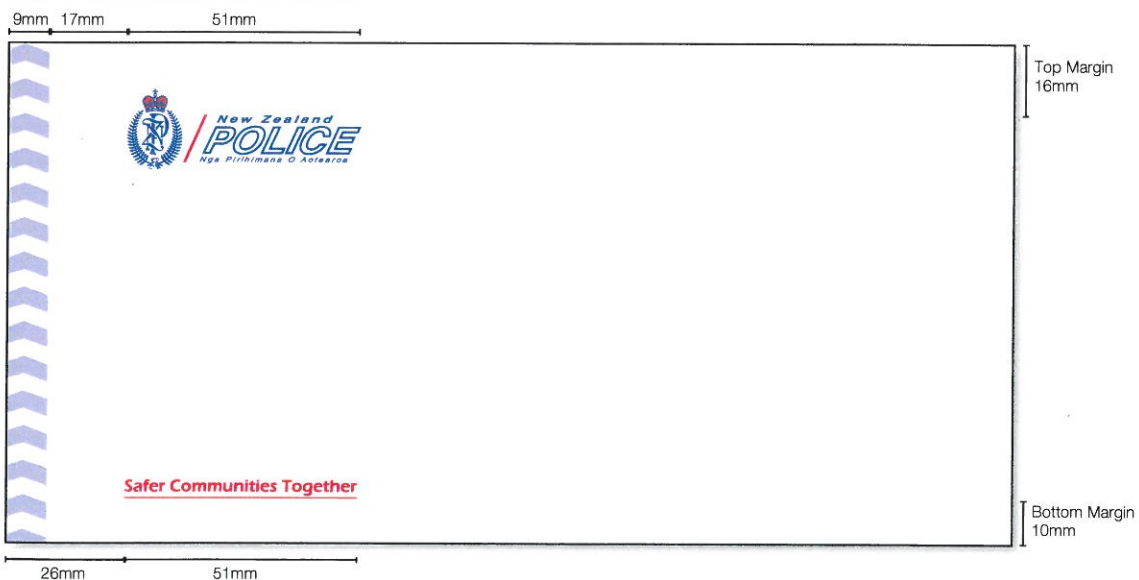
Envelope Specifications (C4)

Size is standard 229mm x 324mm. Standard white self seal is the preferred stock.



Envelope Specifications (DLE)

Size is standard 110mm x 220mm. Standard white self seal is the preferred stock.



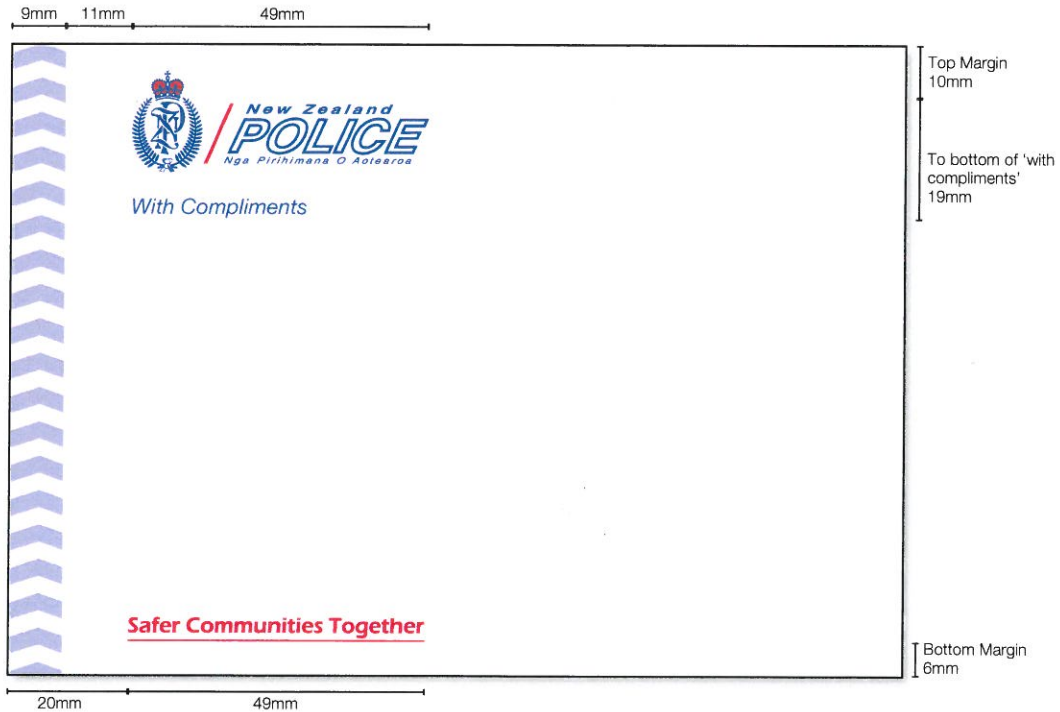
COMPLIMENTS SLIP

Compliments Slip Specifications (A6)

Size is standard A6 105mm x 148mm. **Advance Laser Offset 100gsm paper** is the preferred stock.



A6 is an unusual size for a comp slip. Standard comp slip size is DL. This is more cost effect as you will get 3 slips out of an A4 rather than just 2.

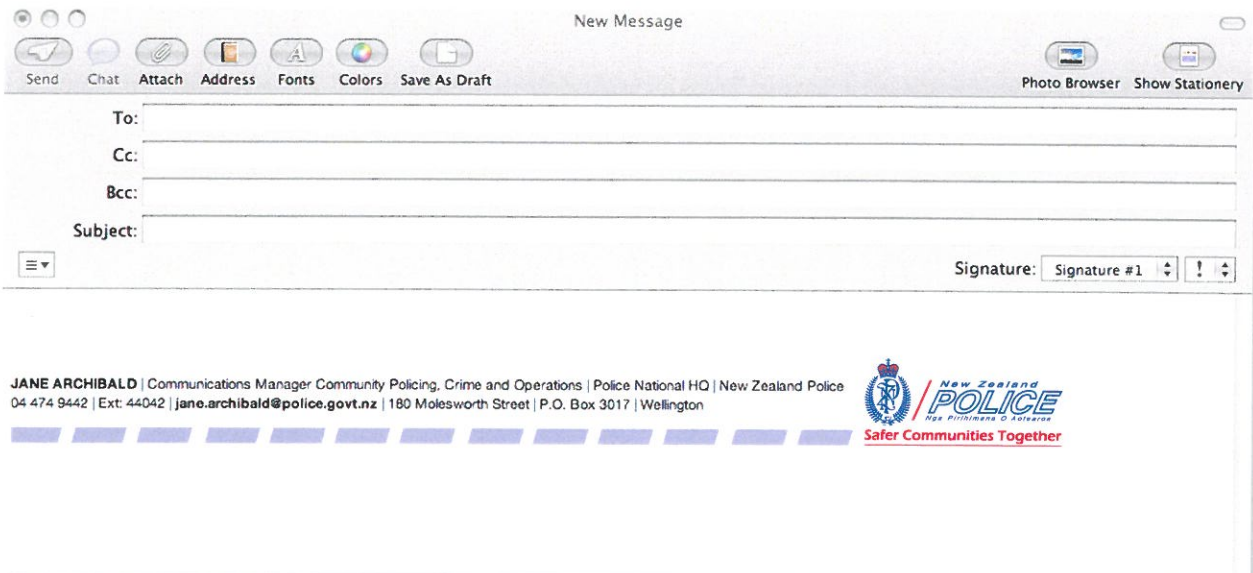


EMAIL SIGN OFF

All police employees should have the same formatted email sign off to help maintain consistency and strengthen the New Zealand Police brand.



We have come up with the email sign off below that will need to be approved.



SPONSORSHIP

Letterhead (A4) and Envelope (DLE)

In certain instances where it is appropriate to acknowledge a supporter a provision has been made to display the sponsor's name on the letterhead of that project.

The dashed box shows the acceptable placement of the sponsor's logo in conjunction with the New Zealand Police identity. The sponsor's name must not appear bigger than the New Zealand Police identity. Any variation on this format must be approved by the corporate communication manger contact.

Box size: 50mm x 14mm



Envelope (DLE)

The same rules apply as per the letterhead, but in this instance the sponsor's logo is to appear below and no longer than the width of the Police identity.



Does the NZ Police want to continue this option of putting sponsor logos on their letterhead?



Box size:
87mm x 22mm

FAX COVER SHEETS




Does this Faxesheet still exist on Enterprise PCs within the Police? We have created artwork, and have made some very minor changes.

This can be provided in MS Word and put on your internal system.

Fax Cover Sheet (A4)

Fax cover sheets are kept simple and no other logos should be used. The fax template has been designed as a template, contained within microsoft word on the Enterprise PCs. This fax cover sheet is the

preferred option of all sections, units and divisions within the New Zealand Police. The cover sheet should be duplicated for staff without access to PCs.

	
FAX COVER SHEET	
To:	From:
Fax:	Fax:
Phone:	Phone:
Date:	Pages (including cover sheet):
Subject:	
<input type="checkbox"/> URGENT <input type="checkbox"/> FOR REVIEW <input type="checkbox"/> PLEASE COMMENT <input type="checkbox"/> PLEASE REPLY <input type="checkbox"/> PLEASE RECYCLE	
MESSAGE	
<p>WARNING: This facsimile message contains information that is confidential and may be subject to the provisions of Section 61A of the Police Act 1958, which creates an offence to have unlawful possession of Police documents. If you are not the intended recipient, you must not peruse, use or pass or copy this message. If you have received this message in error, please telephone us (collect) and return the original message to us by mail. Thank you.</p>	

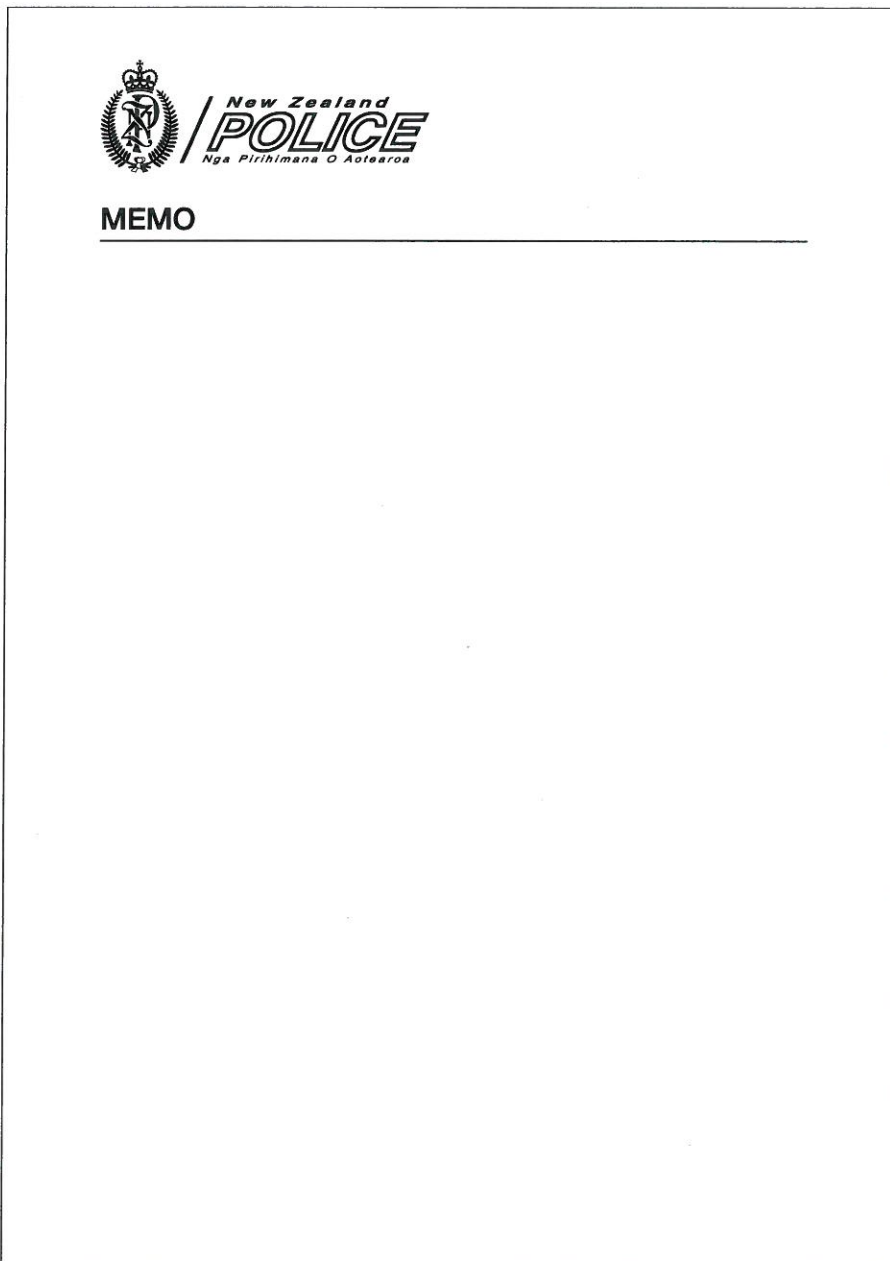
MEMO SHEET



We worked up a simple memo as the original guidelines did not provide an example.

Memo Sheet (A4)

Memo sheets should include the New Zealand Police identity and be kept simple. To reduce cost memos should be printed on plain paper.





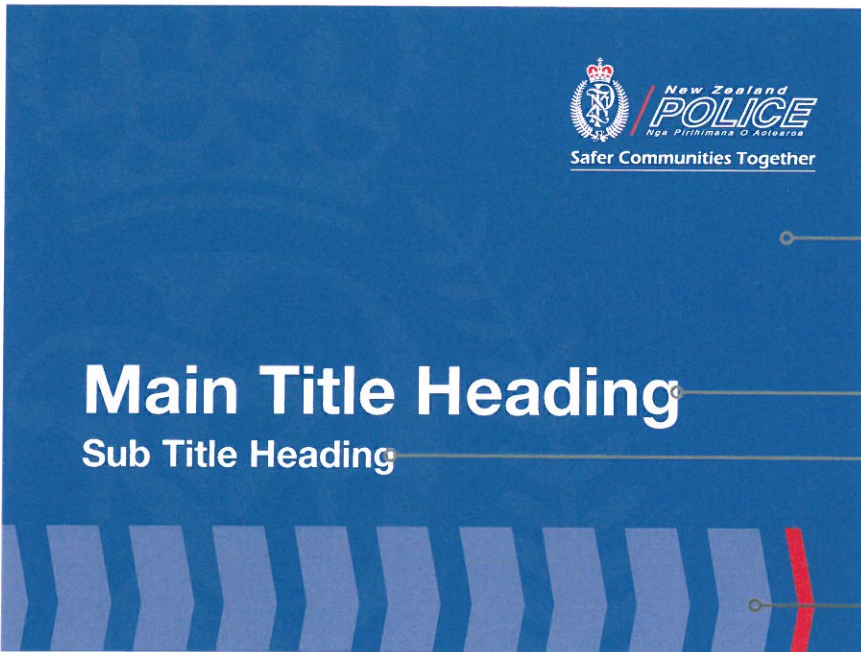
This was a concept done for the Police. We are unsure if it is being used to date as it was a one off job.

GENERIC POWER POINT

Below are generic power point slides that have been developed for general New Zealand Police use. They are to be used with the Helvetica font family.

For an indication of heading levels see the publications section.

Title slide



Slide size: 254mm x 190mm

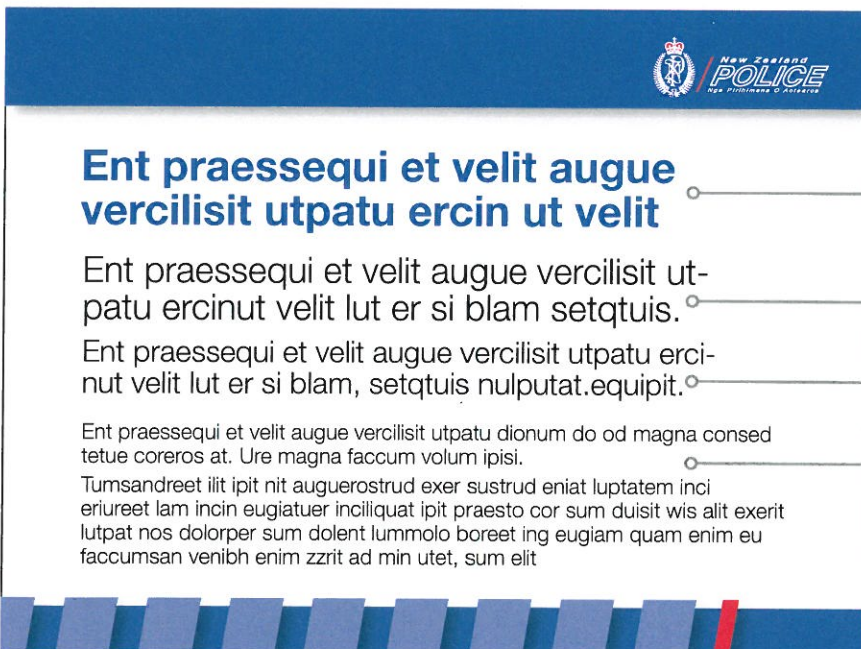
Helvetica Bold 56pt

Helvetica Bold 31pt

Chevrons are a 60% tint of the Police blue = R-107, G-127, B-184

Left margin
22mm

Follow on slide



Helvetica Bold
36pt over 37pt leading

Helvetica Light
30pt over 31pt leading

Helvetica Light
25pt over 26pt leading

Helvetica Light
18pt over 20pt leading

Left margin
22mm

3: PUBLICATIONS



PUBLICATIONS GUIDELINES

The New Zealand Police produce a wide variety of documents and brochures. While it is important to retain freedom to design these publications in a manner suited to their end use and target audience, the standard corporate identity guidelines must be applied.

All New Zealand Police funded and produced publications should contain the two main elements of the corporate identity, the identity and the strapline. They are to be used in accordance with the guidelines set out in section 1.

Below is a general guide to publication layout.

Layout

All publications are to be portrait A4 documents. However there may be individual circumstances where this may not apply.

Logo Placement

The preference is that the New Zealand Police identity sits bottom right on publications. However as an alternative top right is acceptable.



Strapline

The strapline goes on the back of all internal documents, on external documents the strapline locks in with the New Zealand Police identity.

New Zealand Government Logo

The brand is to be placed at the bottom left or right of the back covers of publications material.

Headings

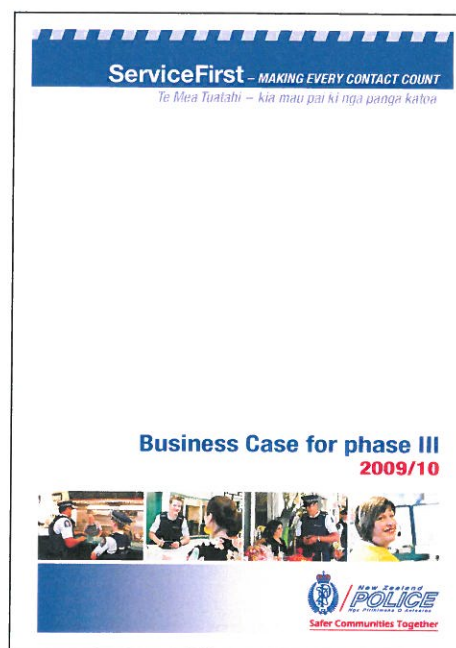
In all Police publications headings have a particular style and hierarchy. Below are some basic standards and weights.

HEADINGS Headings **HEADINGS Headings**

Either uppercase or lowercase, 14pt size. Helvetica Bold, or as an alternative Helvetica Light.

SUB HEADINGS Headings **SUB HEADINGS Headings**

Either uppercase or lowercase, 11–12pt size. Helvetica Bold, or as an alternative Helvetica Light.



An example of an external publication cover.

Body text

Upper and lower case, 10pt over 11.5pt leading. Helvetica Light or Roman.

Footnotes

6.5pt over 7.5pt leading. Helvetica Light.




Some departments/units already have colours that we have developed with them. Is this to continue or be scrapped?

COLOUR – SUPPORT PALETTE

A secondary support palette is available to add another layer of depth and interest to Police publications. The support palette uses the core colours plus supporting colours and tints.

Also in some instances individual departments may have their own identifying colour/s. These colours can also be employed. The supporting colours should always act as highlights, not core colours in a document.

CORE PALETTE

 Spot = PMS280
CMYK = C100 M70 Y0 K10
RGB = R0 G82 B156
Web safe version = #00 66 99

 Spot = PMS032
CMYK = C0 M100 Y100 K0
RGB = R237 G28 B36
Web safe version = #ff 00 00

SUPPORTING PALETTE

 Spot = PMS283
CMYK = C30 M0 Y0 K0
RGB = R171 G225 B250
 60% tint

 Spot = PMS108
CMYK = C0 M15 Y100 K0
RGB = R255 G212 B0
 60% tint

 Spot = PMS631
CMYK = C60 M0 Y0 K21
RGB = R57 G165 B203
 60% tint

 Spot = PMS151
CMYK = C0 M80 Y95 K0
RGB = R241 G90 B41
 60% tint

 Spot = PMS368
CMYK = C60 M5 Y95 K0
RGB = R116 G184 B74
 60% tint

grey? (Uniform)

4: EXTERNAL SIGNAGE



EXTERNAL POLICE STATION SIGNS

External location signage is available in portrait or landscape format depending on what is best for the site.

The examples shown represent the most common signage sizes. Layout, brand elements, colours, type size and shield placement do not change. The only change will be the station name.

NB: If the sample text does not accommodate the length of your station name, the type size can be reduced to fit within the margins.

Where a district headquarters is co-located with a police station, the former does not need to be identified. The term 'police station' in this situation is more meaningful to Police customers.

If you require a larger or smaller sign, please adjust proportionally.

For sign requirements that fall outside these guidelines, please contact the Public Affairs Group, PNHQ.

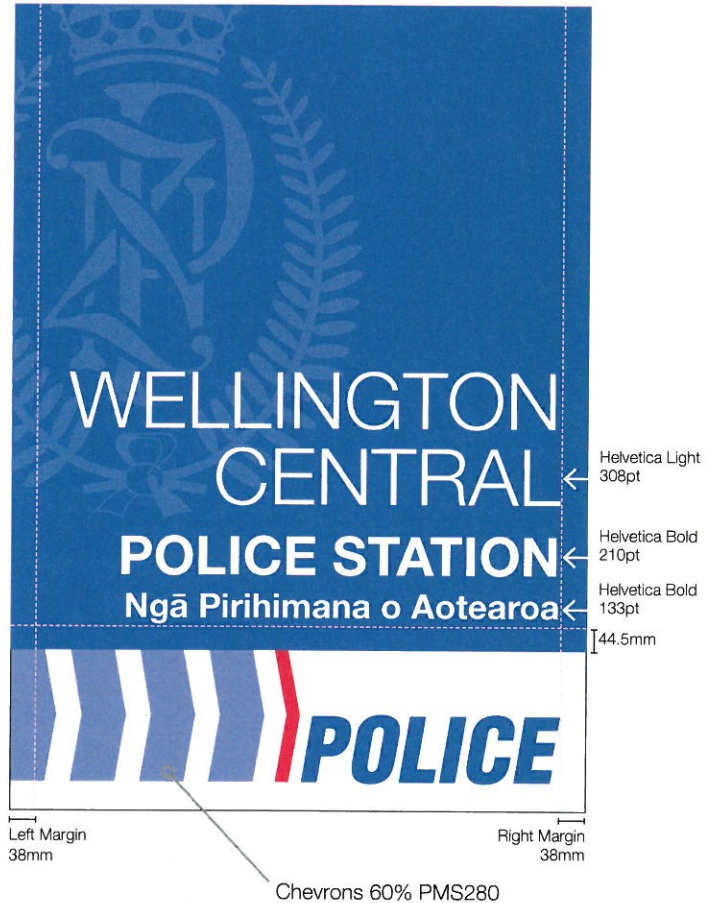
Māori wording

'Ngā Pirihimana o Aotearoa' is the Māori translation of 'New Zealand Police'.

This is the only Māori wording to be included on primary and secondary external signs. Place names and the words 'police station' are not translated.

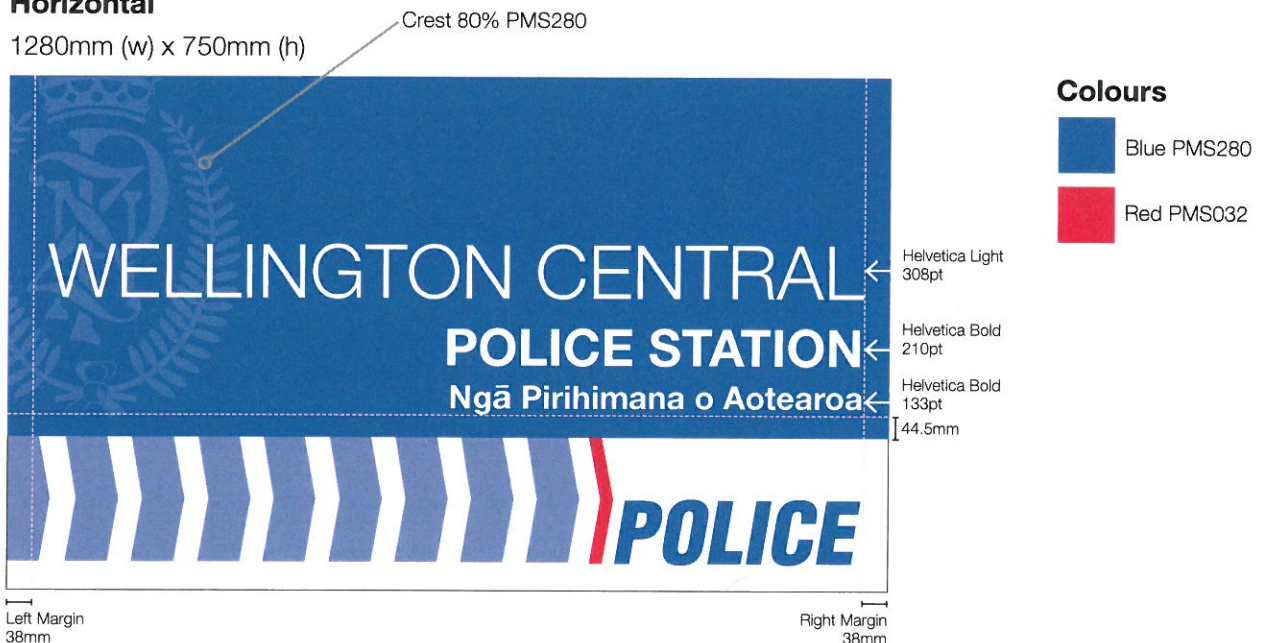
Vertical

800mm (w) x 1125mm (h)

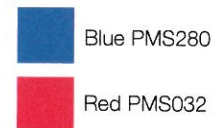


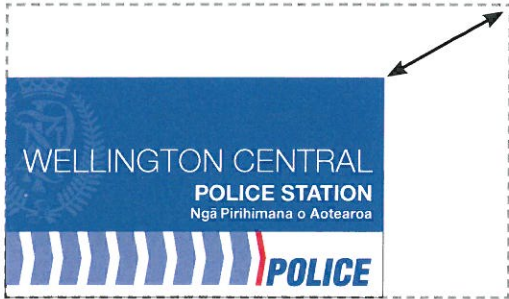
Horizontal

1280mm (w) x 750mm (h)



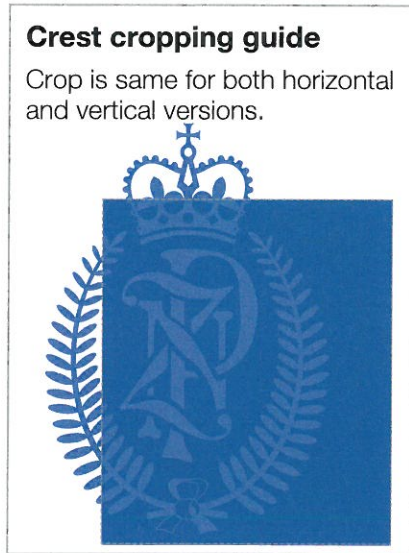
Colours





Ensure proportions are kept when scaling up or down.

Exterior signs are to be made of, and mounted on good quality, durable material. They also need to be UV-stabilised and, where necessary, graffiti resistant.



Typography

Helvetica Light is used for the place name, and Helvetica Bold is used for the description (ie. police station) and Māori wording.

Text must be in upper and/or lower case as shown in the examples.

EXTERNAL COMMUNITY-BASED OFFICE SIGNS

Any office other than a standard police station uses the place name and the Māori wording only, as shown in the examples.

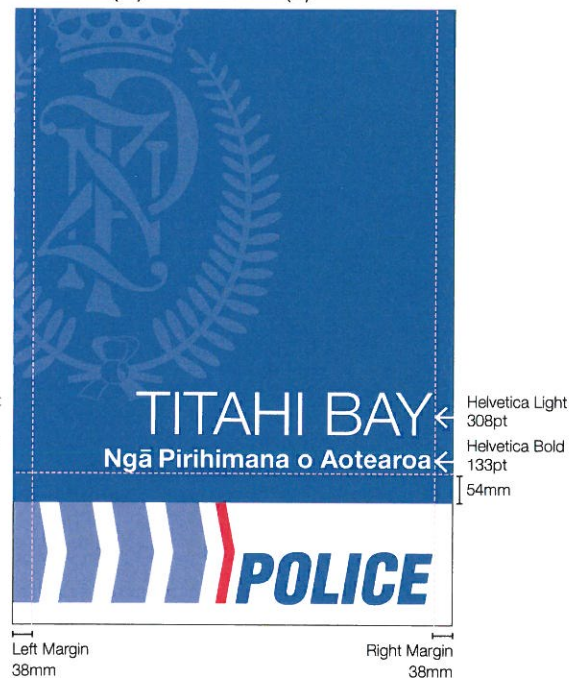
Horizontal

1280mm (w) x 750mm (h)



Vertical

800mm (w) x 1125mm (h)



SECONDARY EXTERNAL SIGNS

Secondary external signage is to be kept to a minimum to avoid clutter. It is used when other auxiliary requirements are needed. See the attached example.

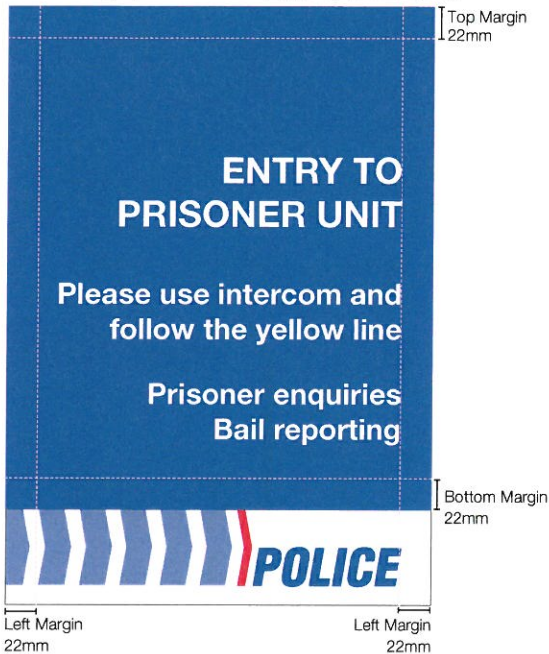
The main title of the sign is to be in upper case, secondary information is in lower case.

Signs are in English only, on a plain blue background.

A3 is the preferred size, but this may be scaled up or down as needed. Text must be within the specified area.

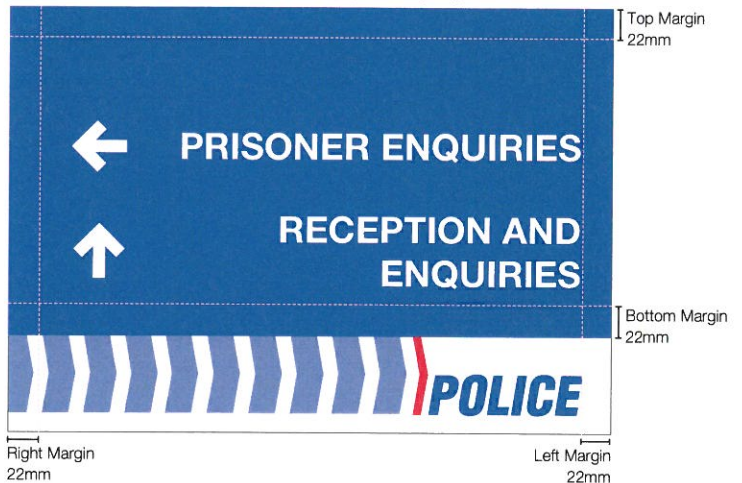
Vertical

297mm (w) x 420mm (h) (A3) (Example)



Horizontal

297mm (h) x 420mm (w) (A3) (Example)



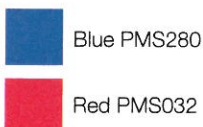
LAMPPOST SIGNAGE

Double-sided directional signs are used to indicate the location of a police station off the main thoroughfare. They are produced in two sizes.

900mm x 270mm

800mm x 200mm

Colours



5: INTERNAL SIGNAGE



INTERNAL SIGNAGE

As a general rule, signs inside police stations are to be white type on a plain blue background (PMS280). If signage is used on a dark blue surface (such as a door or wall), the sign must be inverted to be blue type (PMS280) on a white background.

Public areas – Internal signage in public areas of police stations must include the Māori translation. The M'aoi text is to be 15% of PMS 280.

Where signs are inverted (blue text on a white background) the Māori text is to be in 70% PMS280 (as shown).

There is an option for signs in public areas of police stations to include other language translations as well.

Non-public areas – Signs in non-public areas of police stations are to be in English only.

Typography

The typeface for internal signage is **Helvetica Bold**, and is centred on the sign as shown.

The exception is for directional signs where the type is aligned to the edge away from the arrow.

Size

Internal signs are generally standard sizes, as indicated. However, the signs can be extended by width and height to accommodate extra text as long as the 65mm threshold around the outside is maintained. All other tolerances need to follow the guidelines below.

Level 1

600mm (w) x 250mm (h)



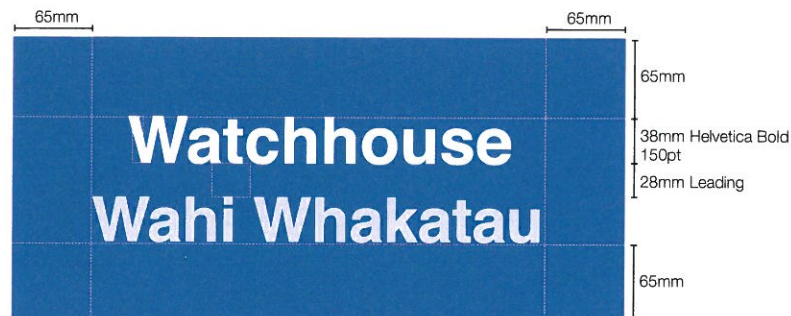
English Only Option (Type is to be centered vertically as well as horizontally)



Inverse Option

Level 2

500mm (w) x 233mm (h)



Level 3

Level 3 signage is generally used for door numbers, room names etc. Note that type is upper case.



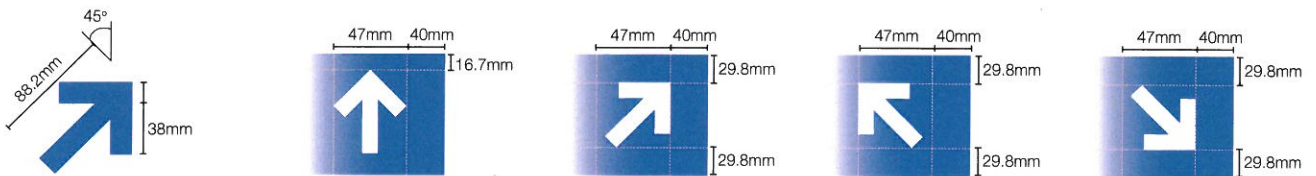
DIRECTIONAL SIGNS

Directional signage may be used in public or non-public areas of police stations. On directional signage, text is aligned to the margin furthest from the arrow, as shown).



Arrow Alternatives

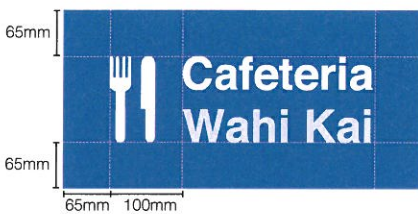
(Fade out is indicative of only a portion of the sign being displayed, not a colour guide.)



ADDITIONAL SIGNAGE

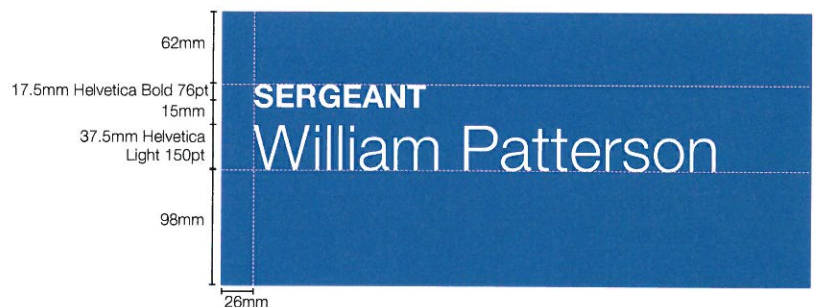
Icon usage

Icons may be used on internal signage as shown.



Officer in charge

500mm (w) x 233mm (h)



6: VEHICLE SIGNAGE



VEHICLE SIGNAGE SPECIFICATIONS

Specifications relating to vehicle livery should be viewed as a guideline only, as vehicle make and model will change over time. The livery applied should be done as a 'best fit', depending on the make and model of the vehicle.

The livery on police vans, four-wheel drive vehicles, motorcycles and any other 'non-standard' New Zealand Police vehicle should be applied as closely as possible to the specifications outlined.

Vehicle Messages

Approved Police 'messages' may be applied to Police vehicles. These may be regional or national messages which have been signed off at district level and by Public Affairs Group, PNHQ.

Messages must be 'call-to-action' messages – www.police.govt.nz or 0800NEWCOPS, for example. They are to be confined to the designated area on the lower panel of the front door on either side of the vehicle.

Messages are to be limited to one message per vehicle, but the same message is to be applied to both sides of a vehicle.

The District Commander should first approve any vehicle requiring application of a Police message, particularly as there may be cost implications for the District.

Arranging for the application of a message (and its removal when a vehicle is reassigned out of a District) is the responsibility of the District.

Wording is to be applied in a manner that conforms to design specifications as shown. Logos and graphics are not permitted.

Queries regarding application of a message should be made to the Public Affairs Group, PNHQ.



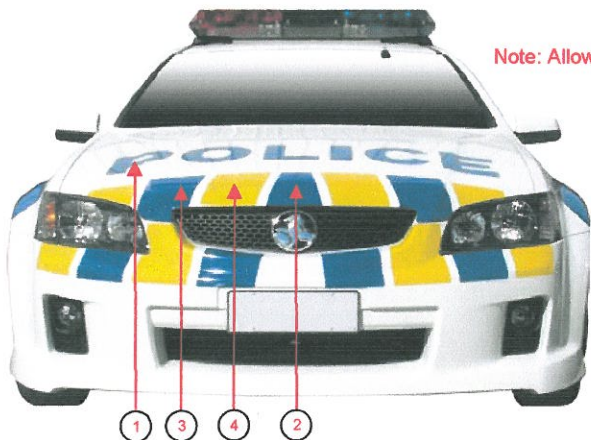
Left Margin 34 mm
Bottom Margin 31mm
Left Margin 34 mm

Helvetica Bold 178pt
(Maximum size)

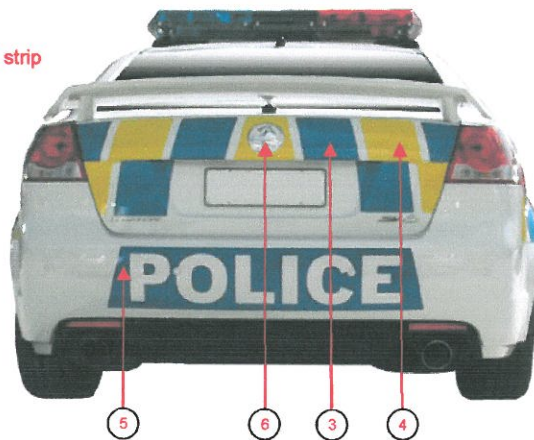


PMS 280

NZ POLICE GRAPHICS 2008



Note: Allow 250mm per panel strip



Police bonnet [1] EGra NZP 13	Die cut emblem (Front) [2] EGra NZP 23 (Blue)	Striping [3] EGra SB 160 (Blue) [4] EGra SY 160 (Yellow)	Police bumper (Long) [5] EGra NZP 14L	Die cut emblem (Rear) [6] EGra NZP 22 Y (Yellow)
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Striping [7] EGra SY 355 (Yellow) [8] EGra SB 355 (Blue) [9] EGra SR35 (Red)	Police Door [10] EGra NZP 15 Stripe [11] EGra SB 71 (Blue)	Tukutuku Driverside [12] EGra NZP 17.5Y (Yellow) Passengerside [12] EGra NZP 16.5 (Yellow)	Die Cut panel set Driverside [13a] EGra NZP 20 B (Blue) [13a] EGra NZP 20 Y (Yellow) [13b] Passengerside [13a] EGra NZP 21 B (Blue) [13a] EGra NZP 21 Y (Yellow) [13b]	[14] "Highway Patrol" EGra NZP 10 "Safer Communities" EGra NZP 11 [15] Police Crest EGra NZP 12M
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Note: Allow 550mm length per panel strip

VEHICLES

Specifications relating to vehicle livery should be viewed as a guideline only, as vehicle make and model will change over time. The livery applied should be done as a 'best fit', depending on the make and model of the vehicle.

The livery on police vans, four-wheel drive vehicles, motorcycles and any other 'non-standard' police vehicle should be applied as closely as possible to the specifications outlined.

VEHICLE MESSAGES

Approved Police 'messages' may be applied to Police vehicles. These may be regional or national messages which have been signed off at district level and by Public Affairs Group, PNHQ.

Messages must be 'call-to-action' messages – www.police.govt.nz or 0800NEWCOPS, for example. They are to be confined to the designated area on the lower panel of the front door on either side of the vehicle.

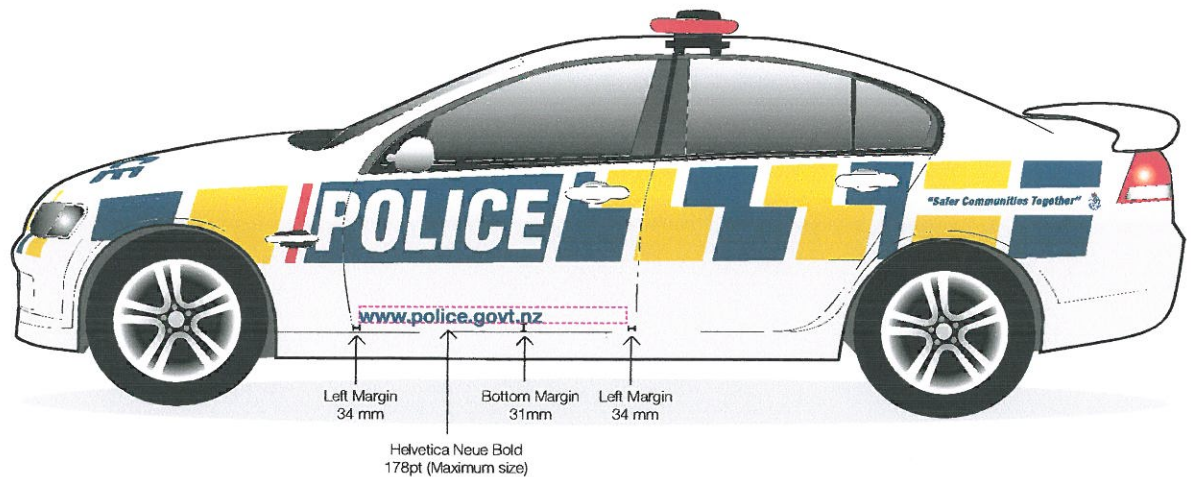
Messages are to be limited to one message per vehicle, but the same message is to be applied to both sides of a vehicle.

The District Commander should first approve any vehicle requiring application of a Police message, particularly as there may be cost implications for the District.

Arranging for the application of a message (and its removal when a vehicle is reassigned out of a District) is the responsibility of the District.

Wording is to be applied in a manner that conforms to design specifications as shown. Logos and graphics are not permitted.

Queries regarding application of a message should be made to the Public Affairs Group, PNHQ (see section 10 for contact details).



7: THE POLICE UNIFORM



SHOULDER PATCH DESIGN

The New Zealand Coat of Arms is worn on both shoulders of the New Zealand Police uniform. The word 'Police' sits below.

The first quarter of the shield depicts four stars as representative of the Southern Cross, then three ships symbolising the importance of New Zealand's sea trade; in the second quarter is a fleece representing the farming industry. The wheat sheaf in the third quarter represents the agricultural industry, whilst the crossed hammers in the fourth quarter represent the mining industry.

The supporters on either side of the shield consist of a Māori Chieftain holding a taiaha (a Māori war weapon) and a European woman holding the New Zealand Ensign.

Surmounting the Arms is the St Edward's Crown which was used in the Coronation ceremony of Her Majesty Queen Elizabeth II. The crown symbolises the fact that Her Majesty is Queen of New Zealand under the New Zealand Royal Titles Act 1953.

