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# MOJ BRAND GUIDELINES

Updated July | 2022

## What are we trying to achieve?

### Challenges

There are many teams and business units in the Ministry of Justice with differing access to design and layout. Execution can become inconsistent and quality can vary.

Maintaining cohesive branding over the different divisions, doing different jobs. From external to internal, corporate style documents to more light hearted comms.

Portraying a human tone through templated, and sometimes limited subject matter/content.

Keeping the brand fresh and energetic.

### Solutions

Create a **'MOJ Design System'** with a considered balance of consistency and flexibility.

Within this system, create a set of design devices, elements, colour systems, copy systems, layout tools, illustration and icon guides, that are flexible and interchangeable, and can be dialled up or down to best suit the piece of comms.

Demonstrate how this design system works across the Ministry of Justice divisions from formal to informal 'Tonal Scale' comms.

Ensure strong links to the established MOJ brand are upheld, with enough progression to keep the brand feeling current.

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# The MOJ Design System

The following guidelines outline a system of design elements and layout treatments to develop communications for the Ministry of Justice brand in a consistent way. Here you will find application examples to help as you create communications and related items.

By understanding and using this document together, we will deliver the quality and consistency needed to come across as a cohesive brand.

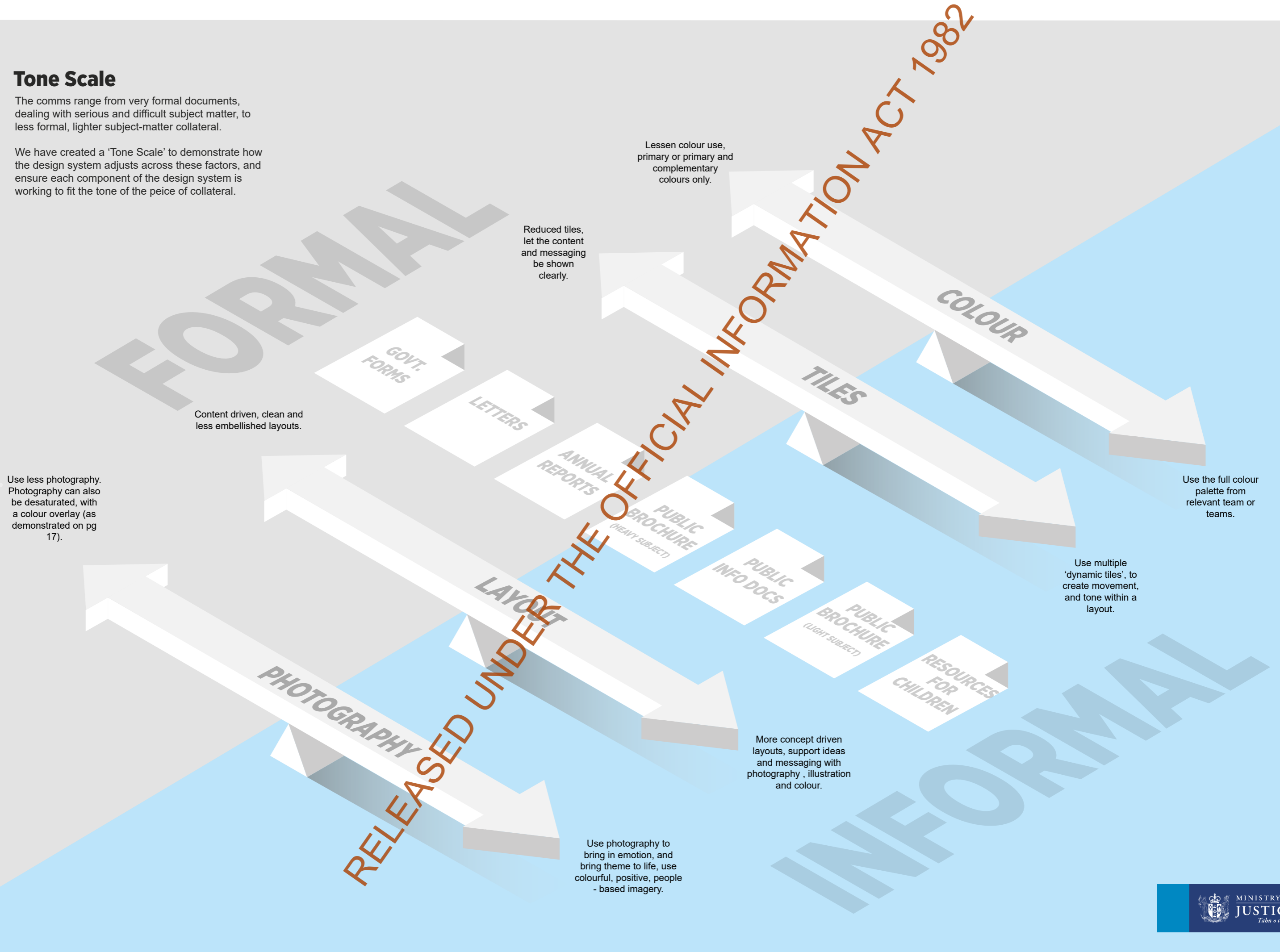
If you have any questions regarding these guidelines, please contact [commservices@justice.govt.nz](mailto:commservices@justice.govt.nz).

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## Tone Scale

The comms range from very formal documents, dealing with serious and difficult subject matter, to less formal, lighter subject-matter collateral.

We have created a 'Tone Scale' to demonstrate how the design system adjusts across these factors, and ensure each component of the design system is working to fit the tone of the peice of collateral.



# Colour System

A set of related colours have been allocated for each team. These include a Primary, Secondary, and Complementary colour, as well as a set of additional tints of the Primary colour. These bring definition, hierarchy, and variation to our peices of collateral, while still allowing each division to be consistantly branded with a general colour.



**Tonal Scale**  
Reduced colour palettes better represent more formal comms, while less formal comms can make full use of the colour palettes.

## FAMILY

	 <b>COMPLEMENTARY</b> CMYK 10   39   100   0 RGB 230   163   0 PANTONE 7409 C	 <b>COMPLEMENTARY</b> COLOUR @ 60% TINT	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 2   9   97   0 RGB 255   221   0 PANTONE 108 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## TRIBUNALS

	 <b>COMPLEMENTARY</b> CMYK 69   30   0   57 RGB 44   85   118 PANTONE 5405 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 82   34   7   0 RGB 0   135   192 PANTONE 7461 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## SECTOR & POLICY

	 <b>COMPLEMENTARY</b> CMYK 14   29   100   48 RGB 141   114   0 PANTONE 126 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 13   26   90   2 RGB 225   183   40 PANTONE 129 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## FINES & PAYMENTS

	 <b>COMPLEMENTARY</b> CMYK 0   52   91   0 RGB 242   142   34 PANTONE 1375 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 0   80   100   0 RGB 241   90   34 PANTONE 1665 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## COURTS

	 <b>COMPLEMENTARY</b> CMYK 53   3   42   41 RGB 92   136   117 PANTONE 625 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 52   3   100   0 RGB 147   187   34 PANTONE 375 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## THE MINISTRY

	 <b>COMPLEMENTARY</b> CMYK 82   34   7   0 RGB 0   135   192 PANTONE 7461 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 97   81   23   9 RGB 38   62   120 PANTONE 294 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## EMPLOYMENT COURT

	 <b>COMPLEMENTARY</b> CMYK 43   40   60   27 RGB 178   178   177 PANTONE 7497 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 26   27   54   8 RGB 189   170   124 PANTONE 466 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

## MĀORI LAND & TREATY

	 <b>COMPLEMENTARY</b> CMYK 24   99   85   21 RGB 161   27   36 PANTONE 1805 C	 <b>COMPLEMENTARY</b> COLOUR @ 60%	 <b>BLACK 20%</b> CMYK 0   0   0   20 RGB 218   218   218	 <b>BLACK</b> CMYK 0   0   0   100 RGB 29   29   27
<b>PRIMARY</b> CMYK 5   98   100   0 RGB 208   36   23 PANTONE 485 C	 <b>PRIMARY COLOUR</b> @ 80% TINT	 <b>PRIMARY COLOUR</b> @ 60% TINT	 <b>PRIMARY COLOUR</b> @ 40% TINT	 <b>PRIMARY COLOUR</b> @ 20% TINT

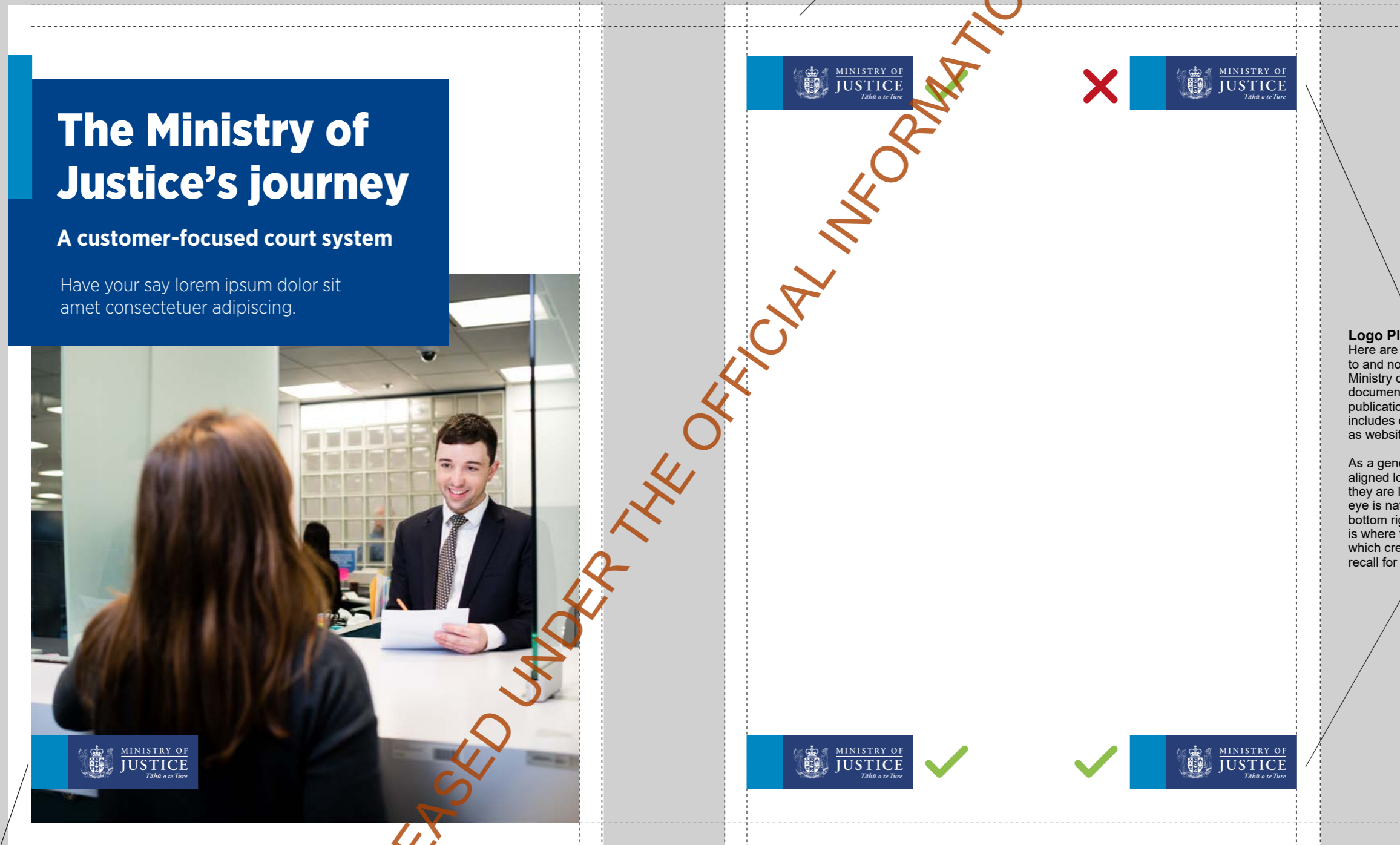
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## Design System | Layout Frame and Logo Placement

The layout frame, is used on all pieces of collateral. All photography, illustration and colour block tiles are to sit inside the frame, except for the 'Title Tile' (see next page).

### Layout Frame

Used on all layout pages, at a size of 8mm (relative to A4)  
All Images, tiles and copy sits inside the white frame.  
the same principle is used even if the white border isn't visible on the layout (eg collateral with a white background).



### Logo Placement

Here are samples of where to and not to place the Ministry of Justice logo on a document/cover of a publication (this also includes digital formats such as websites).

As a general idea, left aligned logos are ideal as they are located where the eye is naturally drawn. The bottom right is also OK as it is where the eye reads last which creates good brand recall for readers.

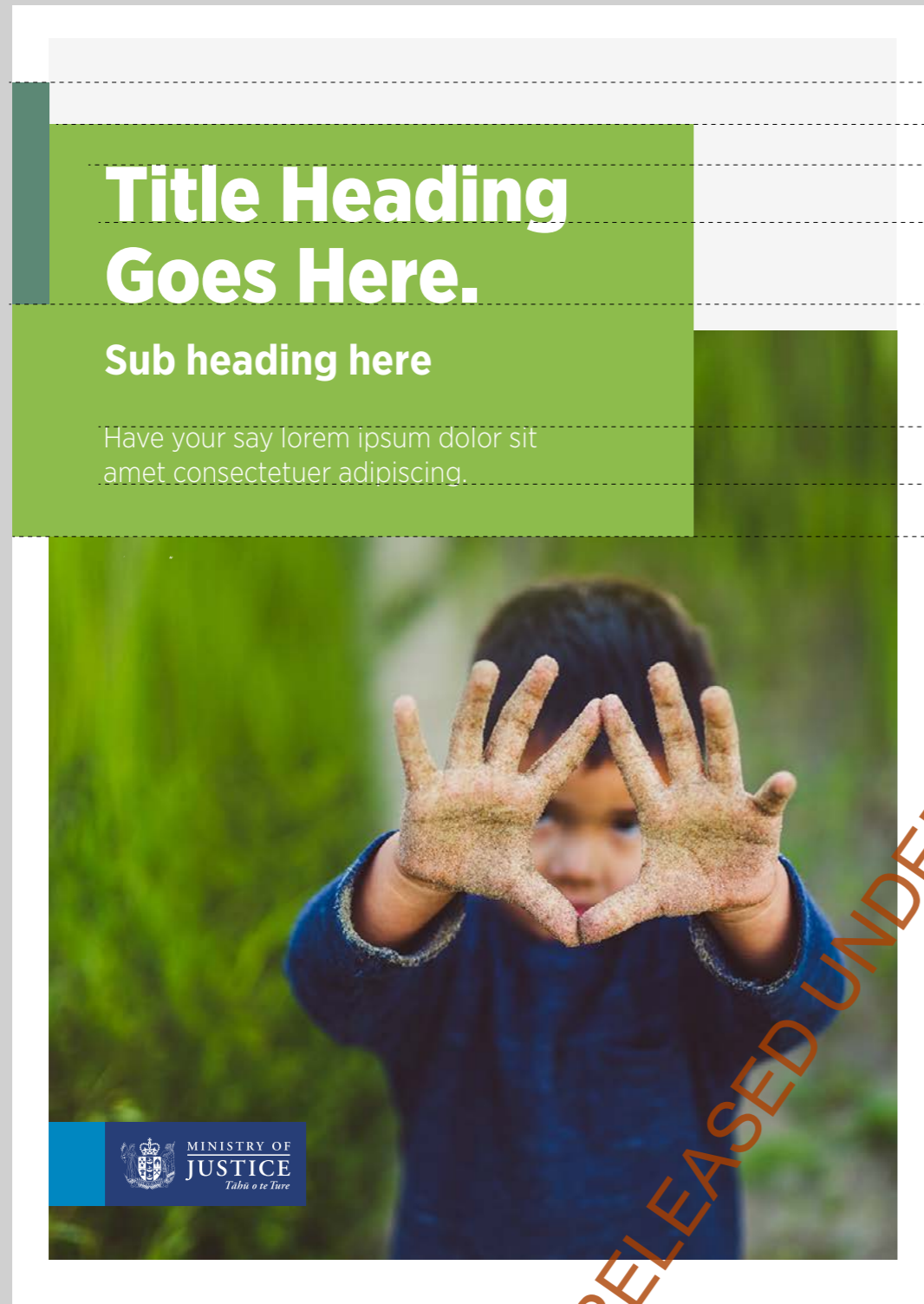
### Logo Placement

The Ministry of Justice logo should always be clipped on the inside edge of the white border.



## Design System | Title Tile

The Title Tile, is the focal point of any cover or title page and is the only design element that can sit over the white border for more emphasis.



**Complementary Tile**  
Tacks onto the outside edge of the Title Tile, sitting inside the layout frame.  
The complementary tile can move vertically, and adjust in size vertically.

**Title Tile**  
Holds the heading copy and subcopy.  
Use the primary colour for the relevant MOJ deviation.

**Title Heading Goes Here.**

**Sub heading here**

Have your say lorem ipsum dolor sit amet consectetur adipiscing...

Heading font  
'Gotham Narrow - Bold'

Sub Heading 1 font  
'Gotham Narrow - Bold'  
Approx half the pixel size of heading

Sub Heading 2 font  
'Gotham Narrow - Light'  
Approx 1/3 size of heading

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## Design System | Dynamic Tiles

The Dynamic Tile system allows for greater flexibility and variety when designing layouts. Use one full page size tile, or a collection of tiles, filled with photography, illustration, or solid colour blocks to best suit the piece of comms.



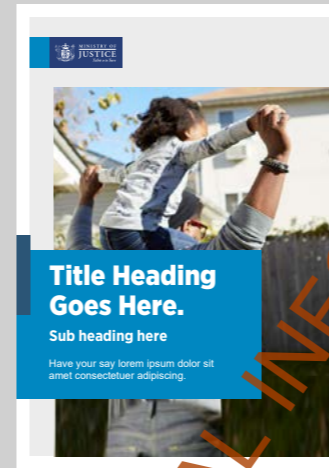
### Tonal Scale

Using multiple tiles lends itself to more playful layouts, suitable for informal documents and subject matter, use single tile layouts for more formal comms.

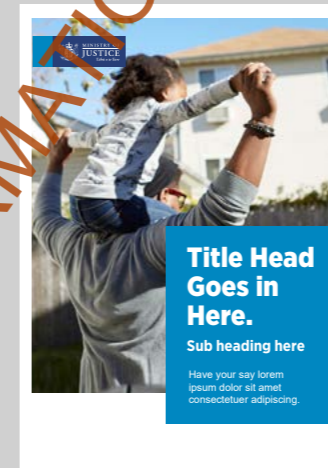
# Title Heading Goes Here.

## Sub heading here

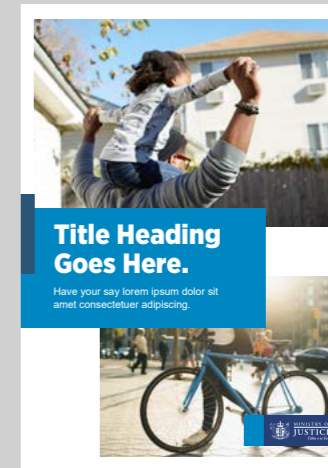
Sub Header two here lorem ipsum dolor sit amet consectetur.



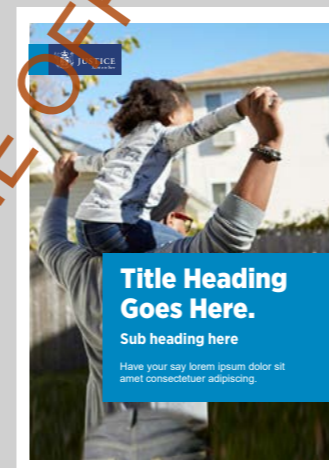
Generic layout, cropped photography



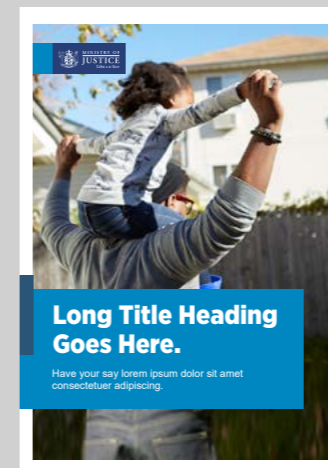
Right aligned title tile, single cropped image tile



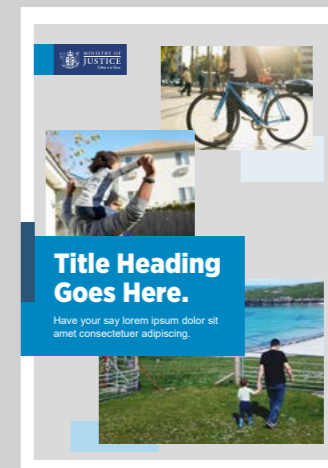
Dual tile layout, can be a combination of photographic, illustrative or colour block tiles.



Right aligned title tile, with full size image tile



Adjustable title tile. The title tile can adjust height and width to fit title and content.



Multiple tile layout. Add photographic, illustrative or colour block tiles to the layout.

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## Design System | Minimal/Formal

For content pages, made up mainly of copy, or formal documents that do not require a title page or cover, the below minimal tile layout has been developed.



**Tonal Scale**  
Use this layout for formal documents, Infographic treatments, forms and letters.

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Sub tile lorem ipsum tile lorem ipsum

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## Photography

People focused, real moments, relatable. Kiwi, positive...Never too affluent - always middle NZ. Representative and familiar - rather than aspirational.



### Tonal Scale

Tones of photography are dictated a lot by their content matter, people smiling or enjoying themselves suit lighter/informal subject matter and comms, while landscape scenes/metaphorical objects can often better represent more difficult subject matter. Photography can also be reduced in saturation with an added colour wash overlaid, to give a more formal quality (see page 19 for example).



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## Illustration Style

Illustration can be used instead of, or alongside photography to better communicate an idea, theme or target audience. On occasions illustrations may provide a level of abstraction or simplification that may aid in visualizing a particularly difficult or sensitive subject matter.

Our illustration style is simple and clear, often symbolic, and inclusive, in the way it portrays us all. Simplified people and objects remove any potential pitfalls of exclusion or misrepresentation.

Illustrations are to follow relevant team's colour palettes and tints of that pallet (as shown below).

### 'ABOUT THE MINISTRY' COMPLIMENTARY COLOUR 82 / 34 / 7 / 0





**Bringing everything together**

## **Comms Examples**

The following are examples of how the design structure can be used to create a highly flexible, yet consistent look and feel.

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# A4, A5 Example

Using the main Ministry of Justice colour palette (primary - blue, secondary - light blue).

## The Ministry of Justice's journey

A customer-focused court system

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### Minister's foreword

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#### Our Mission

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Kelvin Davis  
Minister for Crown/  
Māori Relations

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For more info on Lorem visit [www.lorem ipsum.co.nz](http://www.lorem ipsum.co.nz)

### A community we can celebrate

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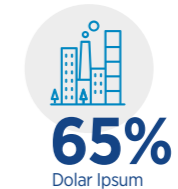
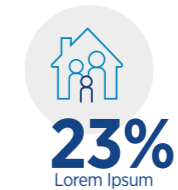
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“Impactful quote can go here and here too.”



# A4 Brochure Example

Using Family colour palette

## Making a parenting plan

A workbook to help you decide what's best for your children after separation



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# A4 | Informal Example

Using Courts colour pallet



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# Form Examples

Form template in the Ministry Brand

## Form title

FORM SUBHEADING



**When to use this form**

Fill in this form to ask for a rgnamus ea carum ent lautendam reic temos nonsequis eati ipsapis nemouptat versper arum ent lautendam rum evendem reium que soluptium into volupta pelit acium nonseni enditat.

If you need more help filling in this form please call **0800 123 456** or visit **justice.govt.nz**

---

### Step 1. Give us your details

Full name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone Day \_\_\_\_\_ Evening \_\_\_\_\_

Email \_\_\_\_\_

---

### Step 2. Sample heading

Ipsapis nemouptat versper arum ent lautendam rum evendem reium que soluptiu:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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---

### Step 3. Sample heading

List your evidence:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Tell us anything else we might need to know**

This is a tick box sample.

Option 1

Option 1

**Give us your bank account number**

\_\_\_\_\_

---

### Step 4. Sign and date this form

Signature \_\_\_\_\_ Date \_\_\_\_\_

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# DL Brochure Example

Using the Courts colour.



**Slightly longer heading can go in here**

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# Infographic Style Example

Infographics can still be delivered in a format that lends consistency to the brand - even when combining colour palettes from two Ministry groups. On this page and the next couple are two examples of design variation, using different colours from the same two colour palettes.

## Infographic colour use

To ensure variety and flexibility within infographic layout design, please utilize the full range of colours and tints available in the relevant team colour palettes. The full range for Sector & Policy and The Ministry are shown below.

### NZ Crime & Safety Survey

Sub tile lorem ipsum tile lorem ipsum

#### Crime in NZ

2% Lorem  
7% Lorem  
11% Lorem  
0.2% Lorem

#### Subhead

68% of crime **Wasn't** reported

#### Why victims don't report crimes

- 42% Felt the crime was too trivial
- 26% Said the crime was 'too private'
- 14% Felt the police 'could have helped'

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Lorem is	3776	Lorem is	3776
ipsum	746	ipsum	746
dolar ehhgh	894	dolar ehhgh	894
oak	789	oak	789
dipsoning	327	dipsoning	327
Lorem is	260	Lorem is	260
ipsum	476	ipsum	476
dolar ehhgh	289	dolar ehhgh	289
oak	37	oak	37
dipsoning	3879	dipsoning	3879
wdoijowv		wdoijowv	

50% Lorem Dates

### Subhead

Why was 68% of crime unreported?

33% 20% 69%

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20% Lorem ipsum dolor ehhgh oak dipsoning  
69% Lorem ipsum dolor ehhgh oak dipsoning

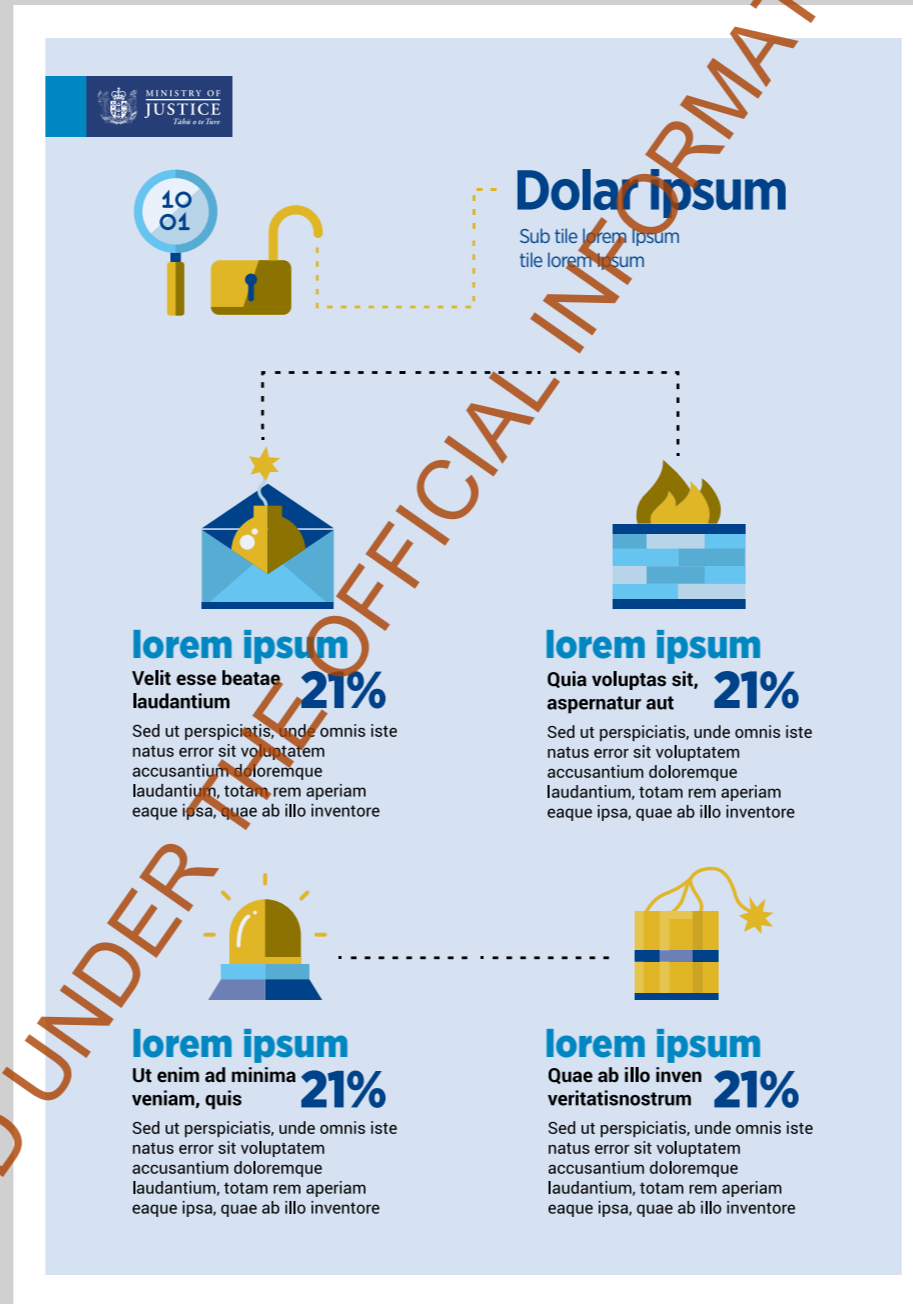
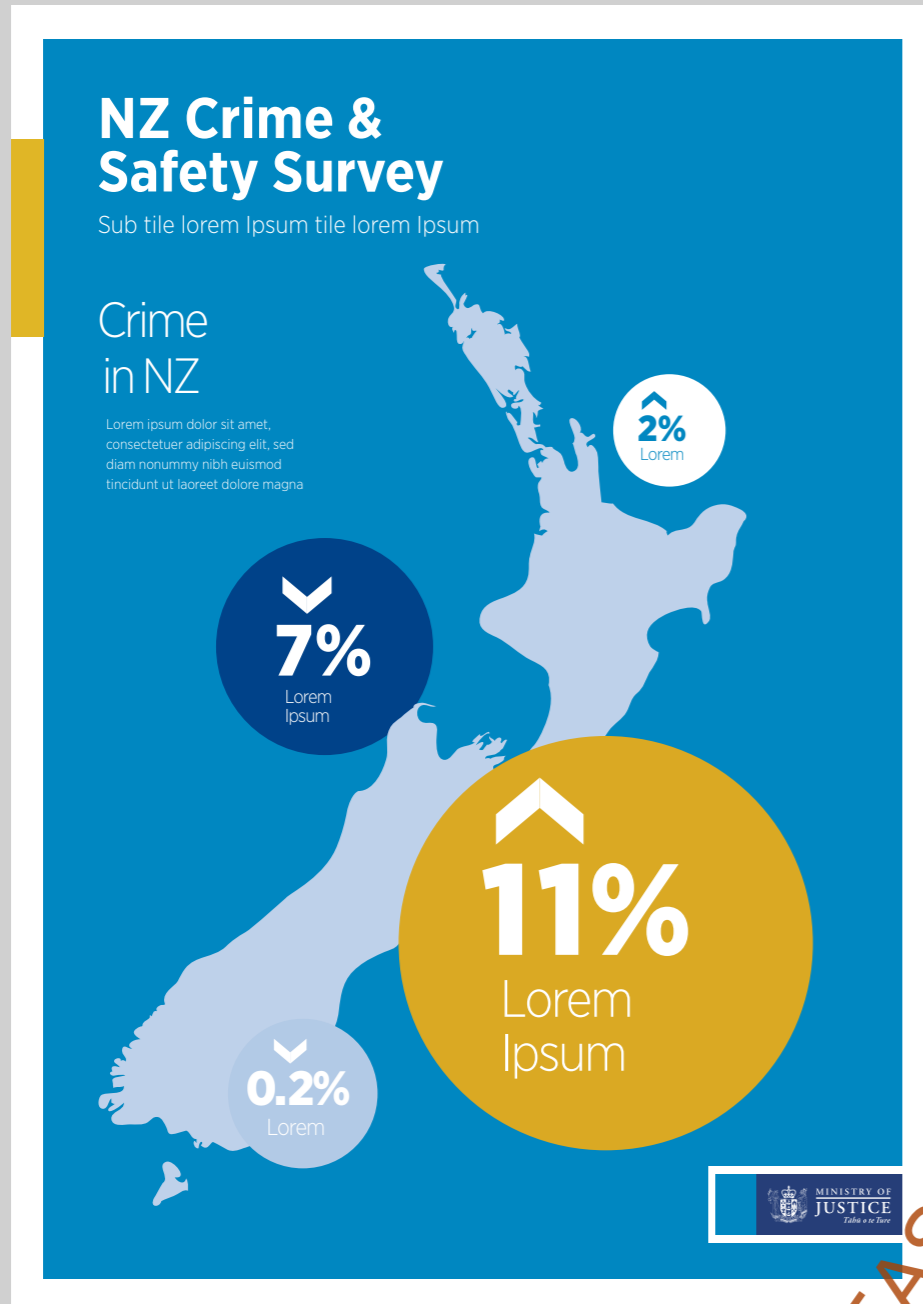
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<b>PRIMARY</b> CMYK 100   72   0   18 RGB 0   66   136	<b>80% TINT</b> CMYK 100   72   0   18 RGB 0   66   136	<b>60% TINT</b> CMYK 100   72   0   18 RGB 0   66   136	<b>40% TINT</b> CMYK 100   72   0   18 RGB 0   66   136	<b>20% TINT</b> CMYK 100   72   0   18 RGB 0   66   136
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# Infographic Style Example v2

This below example demonstrates the variation that can be achieved using different weightings of the same 2 colour palettes.



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<b>PRIMARY</b> CMYK 100   72   0   18 RGB 0   66   136	<b>80% TINT</b> CMYK 100   72   0   18 RGB 0   66   136	<b>60% TINT</b> CMYK 100   72   0   18 RGB 0   66   136	<b>40% TINT</b> CMYK 100   72   0   18 RGB 0   66   136	<b>20% TINT</b> CMYK 100   72   0   18 RGB 0   66   136
<b>COMPLEMENTARY</b> CMYK 82   34   71   0 RGB 0   135   192	<b>80% TINT</b> CMYK 82   34   71   0 RGB 0   135   192	<b>60% TINT</b> CMYK 82   34   71   0 RGB 0   135   192	<b>40% TINT</b> CMYK 82   34   71   0 RGB 0   135   192	<b>20% TINT</b> CMYK 82   34   71   0 RGB 0   135   192
<b>PRIMARY</b> CMYK 13   26   90   2 RGB 225   183   40	<b>80% TINT</b> CMYK 13   26   90   2 RGB 225   183   40	<b>60% TINT</b> CMYK 13   26   90   2 RGB 225   183   40	<b>40% TINT</b> CMYK 13   26   90   2 RGB 225   183   40	<b>20% TINT</b> CMYK 13   26   90   2 RGB 225   183   40
<b>COMPLEMENTARY</b> CMYK 14   29   100   48 RGB 141   114   0	<b>80% TINT</b> CMYK 14   29   100   48 RGB 141   114   0	<b>60% TINT</b> CMYK 14   29   100   48 RGB 141   114   0	<b>40% TINT</b> CMYK 14   29   100   48 RGB 141   114   0	<b>20% TINT</b> CMYK 14   29   100   48 RGB 141   114   0
<b>BLACK</b> CMYK 0   0   0   100 RGB 28   28   27	<b>90% TINT</b> CMYK 0   0   0   100 RGB 28   28   27	<b>80% TINT</b> CMYK 0   0   0   100 RGB 28   28   27	<b>70% TINT</b> CMYK 0   0   0   100 RGB 28   28   27	<b>60% TINT</b> CMYK 0   0   0   100 RGB 28   28   27
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# Annual Report Example

Using multiple team colours.

## Annual Report

Lorem Ipsum | 2018

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### “Lorem Ipsum Dolor Ipsum Dola.”

## Contents

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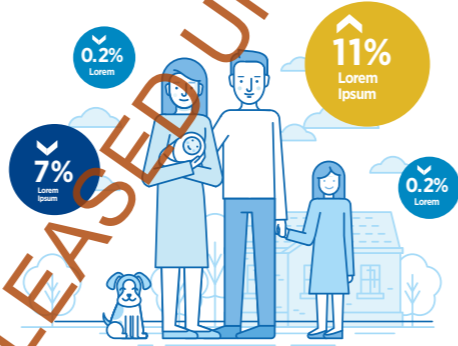
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### “Impactful quote can go here and here too.”

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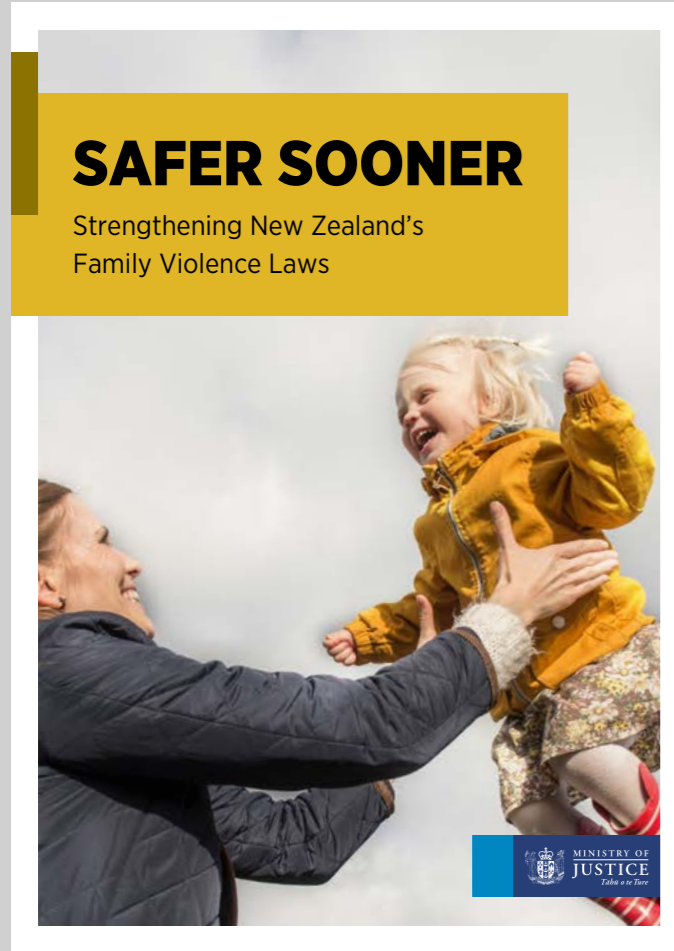
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# Safer Sooner Brochure example

Using the Policy and Sector colour palette.



### Helpful Numbers

LOREM IPSUM  
111

NEW ZEALAND POLICE  
111

CHILD, YOUTH AND FAMILY  
0508 326 459

CHILD, YOUTH AND FAMILY  
0508 326 459

ARE YOU OK? HELPLINE  
0800 456 450

ARE YOU OK? HELPLINE  
0800 456 450

WOMEN'S REFUGE  
0800 456 450

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### A fresh look at family violence laws

We know that family violence has a devastating impact on individuals and communities. The government is committed to reimagining the way our system prevents and responds to family violence. We understand the scale and magnitude of the problem and its intergenerational nature. But family violence is not a problem that government can solve alone — it requires all New Zealanders to think differently.

We need to act sooner to keep victims safer. We need to act earlier to change perpetrator behaviour. And we need a new approach to better identify risk and recognise the patterns of family violence. The first step is making system-wide changes. Across 16 different portfolios, Ministers and departments are working together to understand how the government delivers family violence services, and assess the effectiveness of our response. Through the Ministerial Work Programme on Family and Sexual Violence, we know that we must address and change the behaviour of perpetrators to make real change sooner.

We can't wait until sentencing and court-mandated programmes ensure that help is available. Our overhaul of our family violence laws is a critical, foundational step so that a new approach can be built. We're introducing new family violence offences and acting to better track dangerous behaviour. We're making sweeping changes across the system

to better support victims and keep them safe. This includes making it easier to get a protection order, maximising the opportunities of Police safety orders, and making property orders more effective in keeping victims in their homes. It includes new offences to prosecute violence, a focus on getting in early, and connecting perpetrators with the help they need to stop the abuse. But the law is only one of the elements in how we can tackle the challenge ahead of us. It sets up the system.

## “We need a new approach.”

It holds perpetrators to account, and puts a stake in the ground. But laws by themselves don't get results. We all need to do better if we are going to combat family violence. We have set a clear course and are making a start. It is simply too important not to.

### Subhead

33% 20%

Subheadav

50%

Lorem is	3776
ipsum	746
dolar ehghg	894
oak	789
dipsoning	327
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dipsoning	3879
wdojowv	

### Why was 68% of crime unreported?

33% 20% 69% 33%

# Visual Aid Examples

Using Policy & Sector team colours.

## Heading Here

Subheading goes here

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What we **WANT** 2

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How it **WILL BE** 3

erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea co loremughiueh.



## Heading Goes Here

Subheading goes here

LOREM IPSUM

01 **THOSE MOST EFFECTED BY CRIME**

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LOREM IPSUM

02 **BETTER SERVICING TARGETS**

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03 **THE JUSTICE PIPELINE**

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04 **WORKING TOGETHER**

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