



DEPARTMENT OF
CORRECTIONS
ARA POUTAMA AOTEAROA

Identity Positioning Guide

2016

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█

“Enhance and promote the friendly, approachable human persona that reflects the Department’s core values of rehabilitation, safety, security, positive change and respect.”

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Introduction

Correction's visual identity should enhance and promote the professional, approachable, outgoing and inclusive nature in which the Department endeavours to conduct the rehabilitation process. In particular it should portray a human persona.

Core elements have been created that form the Corrections identity ie. the logo, primary and secondary colour palletes, fonts and graphical devices and layers.

Together they form a balance between the Department's "friendly / human" outlook (which is forward thinking, people-centric and positively striving for change and rehabilitation) and the more

traditional (which carries a weight of professionalism, seriousness, trust and responsibility). Both of these elements are key to the Department, and so it is important to represent both graphically.

These guidelines provide the department with a platform they can project a unique voice, an identity it can call it's own and be proud of.

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Logo



COLOURS

The logo may be rendered in The departments' Blue (PMS 301), 100% black or reversed out in white. No other colours may be used.



WHERE DO I FIND THE LOGO?

Electronically sourced logo files should be used in all cases. These are available from the Department's Communications Team.



USAGE

Most common use of the Department of Corrections Logo is white, reversed out of the blue arrow background. In this form it can be overlaid on solid colour or a simple (not busy) image.

Where necessary the logo can also appear in blue or B/W when appearing on a white background. The logo in this form portrays the "serious / professional / trust" aspect of the department.



MINIMUM SIZE

To ensure the logo is legible, the minimum logo size is 35 mm wide.

CLEAR SPACE

The minimum clear space around the logo is determined by the height of the crown.

HOUSING ARROW GRAPHIC

The logo may appear inside the arrow graphic. The clear space and minimum size guides are to be followed.

The clear space between the logo and the arrow housing device is determined by the letterform CAP height shown in this diagram.

The Arrow graphic should only be positioned on the top or bottom left of a page and the left side of the arrow should bleed off the left side.

Alterations to the arrow shape can only be made to add the required bleed on the left hand side.

Colours

COLOURS

A selection of commonly used colours within the corrections palette are shown here. Tints of these colours can also be used to broaden the palette where needed.

The primary colour palette is more formal and serious. The secondary colour palette introduces colours that are fresh, vibrant that give a wider scope for use through many different publications. They help balance the more conservative and responsible primary colour palette.

Secondary colours offer the opportunity to differentiate between sections or chapters in documents which require it. The likelihood is that these colours will only ever be used out of cmyk, rather than pms. The transition from secondary colour through to supporting colours adds depth and layering.

These palletes should NOT be viewed as restrictive, simply indicative of colours that could be introduced where appropriate.

Secondary Colours



Primary Colour

PANTONE 301C
C100 M40 Y0 K20
R0 G104 B166

C10 M100 Y90 K25
R172 G21G B36

C5 M90 Y90 K0
R228 G65 B50

C10 M65 Y35 K0
R221 G120 B132

C0 M77 Y100 K0
R242 G97 B24

C0 M65 Y100 K0
R244 G121 B32

C0 M45 Y100 K0
R249 G157 B28

C0 M25 Y80 K5
R241 G185 B74

C0 M10 Y80 K0
R255 G223 B79

C0 M15 Y65 K0
R255 G215 B115

C10 M10 Y40 K0
R230 G218 B166

C30 M0 Y100 K5
R181 G204 B45

C10 M0 Y30 K0
R231 G239 B191

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typefaces

CORPORATE FONTS

The entire stag, FOUNDRY Monoline or Flama Māori font families are available to use throughout EXTERNAL printed media including italics.

Most often stag is used for headlines and sub-headlines.

Most often FOUNDRY MONOLINE or FLAMA MĀORI are used as body copy.

STAG regular and light can also be used as body copy as the designers discretion.

Pay attention to usage of macrons where necessary. If a version of the font does not have a macron and it is required, a designer can build one from the appropriate assets.

External fonts

Stag Light

Ā ABCDEFGHIJKLMNOPQRSTUVWXYZ
ā abcdefghijklmnopqrstuvwxyz 12345

Stag Book

Ā ABCDEFGHIJKLMNOPQRSTUVWXYZ
ā abcdefghijklmnopqrstuvwxyz 12345

Stag Medium

Ā ABCDEFGHIJKLMNOPQRSTUVWXYZ
ā abcdefghijklmnopqrstuvwxyz 12345

Stag Bold

Ā ABCDEFGHIJKLMNOPQRSTUVWXYZ
ā abcdefghijklmnopqrstuvwxyz 12345

Stag Black

Ā ABCDEFGHIJKLMNOPQRSTUVWXYZ
ā abcdefghijklmnopqrstuvwxyz 12345

Foundry Monoline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Foundry Monoline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Foundry Monoline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Flama Māori Book

ĀABCDEFGHIJKLMNOPQRSTUVWXYZ
āabcdefghijklmnopqrstuvwxyz 12345

Flama Māori Medium

ĀABCDEFGHIJKLMNOPQRSTUVWXYZ
āabcdefghijklmnopqrstuvwxyz 12345

Flama Māori Bold

ĀABCDEFGHIJKLMNOPQRSTUVWXYZ
āabcdefghijklmnopqrstuvwxyz 12345

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typefaces

CORPORATE FONTS

When STAG is not available use ROCKWELL as an alternate.
When FOUNDRY or FLAMA are not available use ARIAL.

Internal fonts - Print

Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Internal fonts - Web

WEB FONT USAGE

MUSEO SLAB 500 is to be used as an alternate to STAG and ROCKWELL in web based applications.
TREBUCHET is to be used for body copy.

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 12345

DISPLAY FONTS / SPECIAL USAGE

Display fonts can be used in specific campaign material or to compliment the existing brand fonts. They are to be used sparingly to highlight text and must balance with existing corporate fonts. They should never replace brand fonts completely.

MEET REBECCA

Previously: Nanny
Now: Corrections officer

✓ BUILDING BETTER COMMUNITIES
Positive role model
PERSONAL LEADERSHIP SKILLS
Critical thinker
— High integrity —
Team player

change lives
shape futures

Corrections officer
A career you can be proud of

DEPARTMENT OF CORRECTIONS
JAM PAITAKA ATTAKAKA

The **Recruitment Campaign** includes a hand drawn font to aid personality and ensure a more approachable feel - a key objective for this campaign.

Taking A BROADER VIEW OF Addiction

Breaking the Cycle Our Drug and Alcohol Strategy through to 2020 is our new drug and alcohol strategy. The strategy takes a broad and realistic view of addiction, relapse and recovery. It recognises that problem alcohol and other drug (AOD) use is a serious health issue, as well as one that can cause offending.

While most offenders have much higher rates of addiction than the rest of the population, around 50% of community-based offenders have an identified AOD need and 87% of prisoners have experienced AOD problems over their lifetime, according to figures in a recently published co-officially research report¹. Approximately 50% of crime is committed by people under the influence of AOD.

Our strategy has three main aims:

1. Reduce people's desire to use AOD through education and health promotion activities that help to stop people using. We also aim to intervene early to stop mild and moderate AOD problems from escalating.
2. Prevent or reduce the availability of AOD in our prisons and communities.
3. Make it hard to purchase or already use AOD or those affected by someone else's use. This includes ensuring access to high-quality treatment, services and support for people in recovery.

An action plan for the strategy sets out what we will do over the coming years. One of the action plan's main areas of focus involves progressing legislation to provide for AOD testing of high-risk offenders and babies in the community.

¹ [Bridges DR, Chiswick DC, Laidlaw TR, et al. 2018. Prevalence of psychiatric disorder within Zealand prisons a nationally Australian and New Zealand journal of Psychiatry 55: 125-31.](#)

Us@corrections uses SKETCH ROCKWELL. This is a hand drawn informal version of the font 'ROCKWELL' and aids in emphasising the scrapbook feel of this internal publication.

Graphic Elements

OVERALL TREATMENT

One distinctive style through the current Corrections graphic collateral is the integration of the diamond arrow elements (layered and non layered) with photography and textures. The level of complication in the transparent diamond shapes can vary from clean and simple to more complex and textural depending on the requirements.

Throughout all Corrections collateral, where possible heads of figures must not be cropped. To aid this treatment people are often clear cut from the backgrounds and layered over the top of colour or texture.



Directional Arrow Diamonds

The arrow defines purpose and direction in aiming to rehabilitate each offender and ensure goals are achieved.

Often used as a initial bullet to anchor text like a heading.



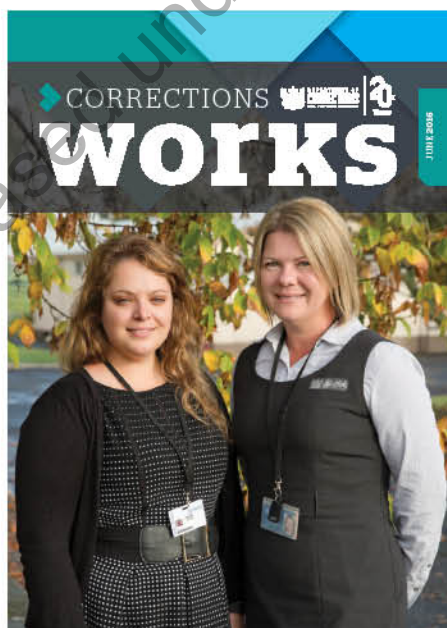
Directional Arrow Folded

An alternative to often used as a initial bullet to anchor text like a heading.



Bevelled Corner Tab

Tidy way to house small info



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Overlapping diamond quadrant

Transition (Reducing Re-offending)
Overlapping diamond quadrant shapes represent the transition or journey of offenders as they are rehabilitated and reintegrated back into society.

These can be used as a secondary design element acting more as a texture or frame and should not be the main focus of the design. They are often lighter and cropped off the page.

RR25% BOOST WHAT WE ARE DOING TO REDUCE RE-OFFENDING

National
We will focus on the areas where we can make the greatest difference to the lives of offenders and their families. By increasing the support to girls in offenders and ensuring better access to mental healthcare and rehabilitation programmes, we'll ensure offenders have the skills they need to flourish once released.

Northern Region
We will deliver more programmes to **short serving prisoners** such as alcohol and drug, family violence and alcohol rehabilitation and mental health programmes. We'll provide programmes for **community offenders** that make a real difference to their every day lives such as alcohol and drug and drink driving programmes.

My Team

Me

Government of Western Australia

Graphic Elements



Grid diamond texture

Made up of key-line strokes forming a grid structure often graduating from white (or tonally white) into the background colour. This texture is used as secondary and support layer to the key elements and most often in layouts where there is a large expanse of colour.

The grid lines are always treated as thin key-lines not exceeding approx. 2pt.



Māori Pattern



USED ONLY IF SPECIFICALLY REQUESTED

The pattern represents a spiritual and physical journey of the individual to well-being.

The start of the journey is symbolised by the koru, the koru being the Māori word for the fern frond. When closed the fern frond creates a spiral shape which slowly unwinds to a fern leaf. This represents growth. With growth comes learning, knowledge and progression of life. The kupenga pattern (net design) reflects the family net "whanau support". The koru patterns radiating from the centre represent manaakitanga (guidance) and wellbeing.

With a large percentage of the offender population being Māori it is important that the culture and voice is represented, given respect and provided opportunity. – *Overall we must succeed for Māori offenders.*

The Māori pattern "Te Huarahi ki te Ao Mārama" was gifted to the Department and was developed to represent the "spiritual and physical journey of the individual to well-being".

It therefore greatly complements the department's continued main message of "the journey" so should continue to play a role within the department's brand.

We recommend the continued use of guidelines for the pattern, however with the newly adopted approach to include any Maori messaging as part of the overall main messaging (*i.e not separating/highlighting Maori specifically*) there is now opportunity to integrate and weave the Māori graphic through any of the newly developed graphic elements creating textured, multi layered and interesting layouts.

This application of the maori graphic represents the individuality of Maori and this new approach graphically integrates them within the overall identity of the Department.

In most cases the pattern should be overlaid within the new graphic layers, however can still be used on it's own, either horizontally or vertically; full colour or as a watermark.

This graphic has new been redrawn and is available in a vector format.

Photography

Generally there are two types of photography used in the department's publications – professionally shot by a commissioned photographer and amateur photography generally taken by staff.

Both are necessary in capturing the outlook of the Department and the day-to-day, frontline activities.

The professional images are of course of a better standard than the amateur. Examples to the right show that they are well composed, with thought given to lighting, composition and subject matter. They are high resolution – able to be used at large sizes – and they have been carefully colour adjusted to get the best out of the image.

These photos reflect the standards of quality and excellence that the department itself strives to achieve.

Although not always the case, amateur images tend to be poorly lit, out of focus, and of lower quality and size.

Where possible, and particularly in keynote documents (such as Strategy Plans, Annual Reports, SOIs etc) which are viewed by stakeholders and the general public, only professional photography should be used.

The amateur photography should be kept where possible only for internal newsletter type material.

AMATEUR SHOT PHOTOGRAPHY



Non-professional imagery should be used in less formal and internal publications like newsletters and where possible kept small to aid resolution.

An important note is that in photos which include offenders their faces must be obscured.



PROFESSIONALLY SHOT PHOTOGRAPHY

These include profiles of staff interacting in their environment, staff engaging with offenders in a positive manner and staff interacting with each other. These are all topics widely used throughout Corrections work.



**Be fair.
Be firm.
Be accountable.**

It's good practice

DEPARTMENT OF CORRECTIONS
AND PUNITIVE SERVICES

**Corrections
Frontline jobs**

**change lives
shape futures**

For a career you can be proud of
visit frontlinejobs.corrections.govt.nz and
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DEPARTMENT OF CORRECTIONS
AND PUNITIVE SERVICES

**AUCKLAND
SOUTH
CORRECTIONS
FACILITY**

DEPARTMENT OF CORRECTIONS
AND PUNITIVE SERVICES

New Zealand's first major Public Private Partnership is a project to design, build, finance, maintain and operate a new 960 bed men's prison in South Auckland.

**Have you
assessed
the risk?**

Your actions keep me safe

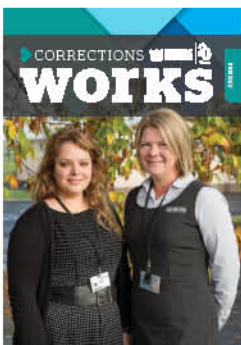
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Examples of collateral

Publications / Newsletters

A4 PORTRAIT BOOKLETS



cover



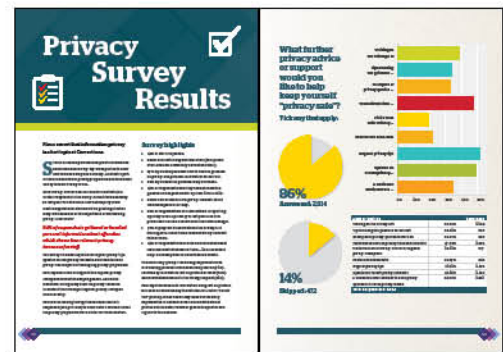
inside spreads



cover



inside spreads



LANDSCAPE BOOKLETS



cover



inside spreads



A4 3 PAGE FOLDED DOCUMENTS



cover



back cover



inside spreads

Campaigns

When creating a specific campaign look and feel it is important to create a standardised look throughout all the collateral. This includes brand fonts and brand colour palettes.

When introducing a new font, use it as a supporting and complimentary front to the master brand fonts. Consider the different mediums of the campaign and the restrictions and complications each type might bring. Media might include, posters, fliers, bus backs, business cards, press and online ads as well as websites.

The overall look and feel must fit within the Corrections master brand.

Frontline Recruitment Campaign

Corrections officer
a career you can be proud of

SCHOOL BUS STOP
DO NOT PLACE VITAL TEXT
OR LOGOS HERE

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shape futures**

visit frontlinejobs.corrections.govt.nz

APPLY TODAY

Frontline Jobs

Tafeta Lene, HEREFIN, Sabina, IFEA TO, Kia Orana
MIA LEE, Ni hao, Nono to, Welikom, KALANZIATO
Welcome, Kia Orana, TOI OR KUA WIKI, Nono to

MEET ALASTAIR
Ni hao

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shape futures**

**change lives
shape futures**

**Corrections
Frontline Recruitment**

Our most visible support workers make the biggest difference to offenders, and we are now recruiting more of them. Their work is vital to our mission. We are looking for people who are ready to make a difference in our community. We are looking for people who are ready to make a difference in our community. We are looking for people who are ready to make a difference in our community.

visit frontlinejobs.corrections.govt.nz

APPLY TODAY

**change lives
shape futures**

Information Evening
(8.30-9.30pm) To find out more about our new Facility and being a Corrections officer might be the most fulfilling career you have been looking for. Come along to one of our Information Evenings. (seats will be on a first come basis)

Subsiding 1:
Date, 08th month year
0.00pm-0.00pm
at Sample address, sample street, sample city.

Subsiding 2:
Date, 08th month year
0.00pm-0.00pm
at Sample address, sample street, sample city.

Subsiding 3:
Date, 08th month year
0.00pm-0.00pm
at Sample address, sample street, sample city.

Registrations are essential. Please register via recruiting@corrections.govt.nz including the date and time you wish to attend.

**DEPARTMENT OF
CORRECTIONS**
The Ministry of Justice

For a career you can be proud of
visit frontlinejobs.corrections.govt.nz

REGISTER TODAY

We need your help...

We're looking for people like you:

- Team players
- Role models
- Motivated
- Positive people

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shape futures**

Check us out at frontlinejobs.corrections.govt.nz

MEET REBECCA
Prison Officer

MEET QUENTIN
Prison Officer

MEET CONAN
Prison Officer

MEET JENNY
Prison Officer

MEET SAM
Prison Officer

INTERESTED?
Take our 5 min QUIZ

APPLY FOR ROLE

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Welcome

Here's the selection process for those that become frontline staff:

- 1. Online Application
- 2. Written Test
- 3. Interview
- 4. Practical Assessment
- 5. Selection

APPLICATION PROCESS

Check your eligibility:
- You are a New Zealand citizen or permanent resident
- You are aged 18 or over
- You have a valid New Zealand driver's licence
- You have a valid New Zealand passport
- You have a valid New Zealand ID card
- You have a valid New Zealand photo ID card
- You have a valid New Zealand photo ID card

APPLY FOR ROLE

SELECTION PROCESS

Our new process for those that become frontline staff:

1. Online Application
2. Written Test
3. Interview
4. Practical Assessment
5. Selection

ON-SITE JOB PREVIEW

Prison officers are the backbone of the Department of Corrections. They are responsible for the safety and security of the prison system. They are responsible for the safety and security of the prison system. They are responsible for the safety and security of the prison system.

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APPLY TODAY

**Corrections
Frontline jobs**

**change lives
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For a career you can be proud of
visit frontlinejobs.corrections.govt.nz and www.corrections.govt.nz

APPLY TODAY

MEET REBECCA
Prison Officer
Now: Corrections officer

✓ BUILDING BETTER COMMUNITIES
Positive role model
PERSONAL LEADERSHIP SKILLS
Critical thinker
— High integrity —
Team player

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Corrections officer
A career you can be proud of

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The Ministry of Justice

Careers at Corrections

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MEET REBECCA
Prison Officer
Now: Corrections officer

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Corrections officer
Rimutaka Prison
@corrections

When Rebecca joined Corrections she was focused on finding a job that gave her security and job satisfaction. What she found was a job that used her skills from being a nanny to make a difference in the lives of others and a great career path. Now a Senior Corrections officer she says a great day when a prisoner says thanks for the support she's given them to make a positive change in their life.

Just by being great role models, Corrections officers can have a huge impact on changing offenders' attitudes to offending and provide the support they need to make better choices. Working 24/7 shifts, corrections officers maintain security within the prison as well as actively motivating offenders to make positive changes in their lives.

Our corrections officers come from a wide variety of backgrounds – so your experience could be just what we are looking for.

Do you:

- work well in a team
- have good communication skills
- relate to people from all walks of life
- use computers and technology confidently

In return, the Department offers attractive initial and on-going training, a great team environment, job security and the real chance to make our communities safer. There's a lot the public doesn't know about the great work done on our Frontline.

Are you looking for a career you can be proud of?
To learn Rebecca talks about her role go to frontlinejobs.corrections.govt.nz

APPLY TODAY

**DEPARTMENT OF
CORRECTIONS**
The Ministry of Justice

Additional Customised graphics

20YEAR ICON

Lock-ups must compliment the existing devices they are required to sit next to.



The Department of Corrections
Twenty Years of Creating Lasting Change

ICONS & INFO GRAPHICS

Icons and info graphics can be created to support text and imagery. These are created to support the message in the content. Here we use examples of flat colour bold. The design of these icons appear as symbols (as opposed to a illustrative likeness).

Continuous video recording operates on these premises.

ATTENTION!

- No cigarettes, tobacco and smoking related items
- No drugs
- No weapons
- No dogs
- No bags
- No gang regalia
- No food or drink
- No cell phones or transmitting devices
- No alcohol or other intoxicating substances
- No smoking

6.2 PERCENTAGE POINTS
Reduction in re-imprisonment

6000 REFERRALS

\$28m+
whole-of-government savings

1000
fewer victims

Budgeting
Get free advice over the phone to help you manage your money. Or you can make an appointment with a local agency.
05 08 8 Budgetline (0508 263 436)

Need legal advice?
If you need a lawyer but can't afford one contact Legal Aid. You can find all contacts in the New pages of the phone book. Free advice is available through your Community Law Centre. Find your local CLC via: www.comlaw.govt.nz

Your ID & Bank Accounts
You need identification for access to things like your driver's licence, your passport and your New Zealand bank account. Find out how to get your ID and bank accounts sorted.

Got fines to pay?
If you have fines or repayment to pay go to your local Court with a phone
0800 4 FINE (0800 434 627)
We'll help you work out how you can pay your fines and help you arrange to pay.
You can also make repayments online over the phone at PostShop - Westpac bank

Get legal advice
The Citizens Advice Bureau is a one-stop shop for information about what's available in your local community.
Call 0800 367 222

Getting help IN THE COMMUNITY
This is what help is all about. Getting help means more than just getting help. It's about getting help that makes a difference. It's about getting help that makes a difference to your life. It's about getting help that makes a difference to your life. It's about getting help that makes a difference to your life.

Special builds

Corrections are open to pursuing designs that don't always have to fit the standard corporate mould.

For example, folders, short edge cut booklets, pocket folding brochures, spinning wheels etc etc.

Explore interesting shapes and folds to keep engagement high

Folders / Fold-outs



Stock photography

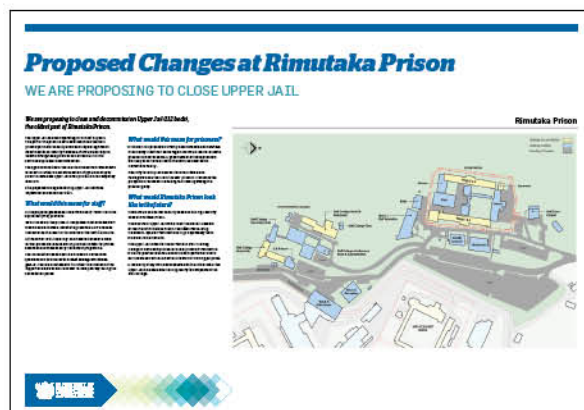
When stock photography is required ensure to include people who look like they could be from New Zealand. Concepts will be stronger where the people depicted don't stereotype a particular group of people.

Appropriate imagery



Large format printing

When printing at large scale with a lot of text make sure the design is clean and simple. Use columns to organise text and keep to a grid format.



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