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# Procurement Policy

Version 5.0 – March 2024



MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
HĪKINA WHAKATUTUKI

Te Kāwanatanga o Aotearoa  
New Zealand Government

# 1 MBIE guiding principles relevant to this policy.

- 1.1 The Procurement Policy aligns with the following MBIE guiding principles:
- a. protecting organisational reputation
  - b. ensuring the best use of taxpayer funds
  - c. complying with legislation, regulations, and standards.

## 2 Purpose

- 2.1 The purpose of the Procurement Policy is to:
- a. maximise the value of appropriate goods, services or works that are purchased to meet the needs of the Ministry, and ensure open, fair and transparent commercial and procurement processes are followed that promote MBIE's goals of innovation and growing New Zealand for all
  - b. utilise strategies that are appropriate to the individual activity to achieve the best commercial outcomes for MBIE
  - c. ensure contracts and supplier relationships are managed to ensure they are delivering their intended objectives and outcomes.

## 3 Scope

- 3.1 This policy applies to all staff, secondees and contractors (our people), employed or engaged on any basis by MBIE, whether they are casual, fixed term or permanent, whether full time or part time and whether they are in New Zealand or in any other country.
- 3.2 This policy applies to all procurement activity except for the following:
- a. the recruitment of permanent or fixed term staff
  - b. disposals and sales by tender
  - c. investments, loans and guarantees
  - d. gifts, donations, and any form of unconditional grants
  - e. statutory and Ministerial appointments
  - f. core Crown legal matters
  - g. public prosecutions as defined under section 5 of the Criminal Procedure Act 2011
  - h. the establishment of All-of-Government (AoG) and other collaborative contracts for common goods and services, managed by New Zealand Government Procurement (NZGP) as part of their functional leadership role for procurement across government. For more information, refer to [New Zealand Government Procurement](#)
  - i. the acquisition of office accommodation on behalf of the Crown (whether owned or leased) by New Zealand Government Property as part of their functional leadership role for property across government. For more information, refer to the [Government Property Group](#).

## 4 Help

- 4.1 For any queries related to the Procurement Policy, please email [Commercialservices@MBIE.govt.nz](mailto:Commercialservices@MBIE.govt.nz).

## 5 Definition of Terms

| Term  | Definition   |
|---|--|
| <b>AoG and MBIE-Wide Contracts and Panel Agreements</b>                                     | This includes All of Government (AoG) contracts, common capability contracts, including Department of Internal Affairs (DIA) Marketplace and specific MBIE panel agreements, master agreements and syndicated agreements.  |
| <b>Broader Outcomes</b>   | Achieving wider social, economic, cultural, and environmental outcomes and quality employment opportunities that go beyond the immediate purchase of the goods and services through the procurement process. MBIE must consider the Government's four priority outcomes when buying from designated contract areas: <ol style="list-style-type: none"> <li>increasing access for New Zealand businesses</li> <li>improving conditions for New Zealand workers</li> <li>reducing emissions and waste</li> <li>increasing the size and skill level of the domestic construction sector workforce.</li> </ol> |
| <b>Construction Works</b>   | A generic term which covers new construction works for a new build or refurbishment works to an existing construction.   |
| <b>Grant</b>  | Financial assistance in the form of money paid by the government to an eligible organisation with no expectation that the funds will be paid back. It can be either: <ol style="list-style-type: none"> <li>a conditional grant where the recipient undertakes specific obligations in return for the money or</li> <li>an unconditional grant, where the recipient has no specific obligation to perform in return for the money.</li> </ol>  |
| <b>Contract Manager</b>   | The person who is responsible for managing the operational delivery of the contract who has been assigned this responsibility by the relevant Delegated Financial Holder.  |
| <b>Ci-Anywhere</b>  | The system for recording all contracts excluding contractor contracts. Contractor contracts are recorded in Pay@MBIE Contractor Portal, administered by Recruit@MBIE.  |
| <b>Contract Officer</b>   | The person who is responsible for the administration of the contract for the purposes of updating Ci-Anywhere Contracts Module.  |
| <b>Emergency Procurement</b>  | Procurement required as part of the response to a sudden unforeseen event, or where life, health, property, or equipment is at immediate risk, or to maintain MBIE's critical service delivery to the public.  |
| <b>Information, Communication and Telecommunication products (ICT) Product and Services</b> | ICT Products and Services are the infrastructure, networks (both telecommunications and data), hardware, software and services that enable users to communicate and use, gather, store data, create, secure and control access and transmission of electronic information.   |

|                                      |  |
|--------------------------------------|--|
| <b>Market Approaches</b>             | Finding a supplier of goods, services or construction works, typically through requesting quotes or proposals from supplier(s) where the process does not rely on an existing AoG or MBIE-wide contract.   |
| <b>Procurement</b>                   | The process of acquiring, delivering and disposing of goods, services and construction works. Procurement activity includes planning, sourcing, managing, disposal and review activities. This includes services ranging from engaging contractors and consultants, purchase of ICT products or services, sourcing external legal advice, establishing and purchasing from corporate shared services contracts, conditional grants, through to engaging building design and construction suppliers and disposal of assets. |
| <b>Procurement Plan</b>              | A plan to document the need for specific goods, services or works and the outcome the agency wants to achieve. It usually includes an approach, indicative costs, specification of requirements, indicative timeline, evaluation approach and an explanation of the Broader Outcomes an agency will seek to achieve through the procurement, along with internal approvals.  |
| <b>Progressive Procurement</b>       | Procurement activity to improve Māori participation in the economy and improve economic and social outcomes for the wider community.   |
| <b>Public Value</b>                  | Achieving the best available result for the money spent. It includes using all our resources effectively, economically, and responsibly, and considers: <ul style="list-style-type: none"> <li>a. the procurement's contribution to the outcomes and results we are trying to achieve</li> <li>b. delivery of any Broader Outcomes we are trying to achieve</li> <li>c. the total costs and benefits of the procurement.</li> </ul>  |
| <b>RFx</b>                           | A generic term for Request for Quote, Registration of Interest, Request for Proposal or Request for Tender, which are ways to seek information or bids from potential suppliers.   |
| <b>Secondary Procurement Process</b> | A process used to select suppliers from an AoG or MBIE-wide contract or panel agreement that has already been established through a Market Approach.   |
| <b>Whole of Life Cost (WoLC):</b>    | The value of a contract, or where relevant, a Statement of Work (SOW), including all costs associated to deliver the contract or SOW, over the contract or SOW's entire life. The Whole of Life Cost (WoLC) calculation would include purchase costs, one-off costs, disposal costs, ongoing support fees and should include the value of the full term of the contract or SOW including any renewal or extension periods.   |

## 6 Policy Statements

- 6.1 All procurement must apply and adhere to the [Government Procurement Principles](#) no matter the contract value. The government procurement principles are:
- plan and manage for great results
  - be fair to all suppliers
  - get the right supplier
  - get the best deal for everyone
  - play by the rules.
- 6.2 All procurement must ensure the delivery of public value as established in the [Government Procurement Charter](#). The charter expects MBIE to:
- seek opportunities to include New Zealand businesses
  - undertake initiatives to contribute to a low emissions economy and promote greater environmental responsibility
  - look for new and innovative solutions
  - engage with businesses with good employment practices
  - promote inclusive economic development within New Zealand
  - manage risk appropriately
  - encourage collaboration for collective impact.
- 6.3 All procurement must ensure [Broader Outcomes](#) and [Progressive Procurement](#) are considered and incorporated where appropriate.
- 6.4 All procurement activities with a WoLC of more than \$5,000 must have an executed contract that has been approved in accordance with Delegations Policy.
- 6.5 All executed contracts must be recorded in Ci-Anywhere (or Pay@MBIE regarding contractors and agency placement fees) before the supplier starts to deliver goods, services or construction works. This includes all secondary procurement processes including contractors and consultants.
- 6.6 A Declaration of Interest must be completed in accordance with roles and responsibilities by anyone involved in a procurement activity before developing tender documents or joining or chairing an evaluation panel.
- 6.7 New suppliers must be verified and set up in the Financial Management Information System (FMIS) before any invoices are received and settled, following the process outlined in the [Supplier and Payee Onboarding Procedures](#).
- 6.8 All contract variations at MBIE must follow the appropriate processes as outlined in the Procurement Procedures.
- 6.9 The termination of contracts must be approved by a person who holds the appropriate level of financial delegation for the 'Whole of Life Cost' of the contract.
- 6.10 All Contract Managers must handle the operational delivery of each contract in accordance with the government's [Supplier Code of Conduct](#).
- 6.11 All Contract Managers must ensure any contracts that are due to expire have a strategy in place for any future or ongoing requirements for the goods, services or construction works.
- 6.12 Any deviation from this policy must be documented and approved by the [Commercial Services Team](#) and recorded in MBIE's document management system and Ci-Anywhere Contracts Module.
- 6.13 Emergency procurement of goods or services can only be considered when:

- a. life, property, or equipment are immediately at risk
- b. standards of public health, welfare or safety needs to be established without delay.

## 7 Key Accountabilities and Responsibilities

| Role  | Description of responsibility  |
|---|--|
| <b><i>Governance and Oversight</i></b>  |  |
| <b>Secretary for Business, Innovation &amp; Employment (The Secretary)</b>  | <ul style="list-style-type: none"> <li>• Has overall responsibility for ensuring MBIE’s procurement practices are open, fair, and transparent and adhere to the Government Procurement Rules</li> </ul>  |
| <b>Assurance, Risk and Accountability Committee (ARA)</b>   | <ul style="list-style-type: none"> <li>• Maintains overall oversight of the status of the Procurement Policy</li> <li>• Approves new and major amendments to this policy</li> </ul>  |
| <b><i>Business group management: Identify and manage risks in day-to-day operations (1<sup>st</sup> line)</i></b> |  |
| <b>Deputy Secretaries (Dep Secs)</b>  | <ul style="list-style-type: none"> <li>• Provide leadership to embed this policy within their business group</li> <li>• Identify and communicate procurement risks and obligations within their business group</li> <li>• Provide assurance to The Secretary that their business group is compliant within this policy and that any matters of non-compliance have been dealt with appropriately</li> </ul>  |
| <b>General Manager (Tier 3)</b>   | <ul style="list-style-type: none"> <li>• Responsible for embedding this policy into operational activities within their branch</li> <li>• Ensure new and existing staff are made aware of and comply with this policy</li> <li>• Provide assurance to their Dep Sec that their branch is compliant with this policy and that any matters of non-compliance have been dealt with</li> </ul>   |
| <b>Our People</b>   | <ul style="list-style-type: none"> <li>• Comply with this policy and procedures as applicable to their role</li> <li>• Obtain support and advice early in the process from the Commercial Services Team and appropriate subject matter experts as relevant to the activity, its value and associated risks, including Legal, Wellbeing, Health &amp; Safety, Cyber Security and Privacy</li> <li>• Consult with the Digital Commercial Team when sourcing ICT products and services regardless of value</li> <li>• Consult with the Legal Team in relation to any contract that has a WoLC above \$100,000 or that is otherwise high risk</li> <li>• Maintain accurate records and ensure the procurement plan and contract are loaded into the Ci-Anywhere Contracts Module</li> <li>• Ensure third party privacy risk is considered and managed</li> </ul> |

|  |  |
|--|--|
| <b>Financial Delegation Holder</b>   | <ul style="list-style-type: none"> <li>• Ensure they assign a Contract Manager and a Contract Officer to each of their contracts and that they understand and undertake their contract management responsibilities</li> <li>• Approve procurement plans, exemptions and opt-outs for market approaches and AoG and MBIE-wide contracts or panel agreements</li> <li>• Approve contracts, variations and renewals within their financial delegation</li> </ul>  |
| <b>Contract Managers</b>   | <ul style="list-style-type: none"> <li>• Ensure the contract is registered, loaded and maintained on Ci-Anywhere Contracts Module (or Pay@MBIE for contractors)</li> <li>• Manage and monitor contract delivery, performance and costs</li> <li>• Identify and manage risks and areas for improvement</li> <li>• Develop and maintain robust relationships with suppliers, conduct reviews, resolve problems and record overall performance on Ci-Anywhere Contracts Module or Pay@MBIE for contractors</li> <li>• Responsible for contract variations and renewals and ensuring that a strategy is in place for all contracts expiring where there is a requirement for any future or ongoing obligations</li> </ul>  |
| <b>Contract Officers</b>   | <ul style="list-style-type: none"> <li>• Provide administrative support to Contract Managers including the loading of the procurement plan and contract information and registering, loading and maintaining updates in Ci-Anywhere Contracts Module</li> </ul>  |
| <b>Specialist functions: Set MBIE-wide expectations, policy and procedures (2<sup>nd</sup> line)</b> |  |
| <b>Chief Operating Officer – Corporate Services, Finance &amp; Enablement (CSFE) (Policy Owner)</b>  | <ul style="list-style-type: none"> <li>• Ensures this policy is working effectively through regular monitoring and reporting on compliance</li> <li>• Provide advice and support to business groups relating to this policy, including any breach management / mitigation activities as required</li> <li>• Ensures this policy is reviewed and updated by the agreed review date</li> </ul>   |
| <b>Commercial Services Team</b>  | <ul style="list-style-type: none"> <li>• Lead procurement sourcing strategy and process for all high-risk procurement activity regardless of value, Market Approaches over \$100,000 and Secondary Procurement Processes over \$400,000</li> <li>• Advise and endorse proposed procurement plans above the \$100,000 threshold</li> <li>• Advise and approve Exemptions and Opt-Outs, including the use of AoG and MBIE-Wide Contracts and Panel Agreements</li> <li>• Provide professional, qualified procurement expertise, commercial advice, and services</li> <li>• Maintain and update associated procedures and templates so that they remain fit for purpose</li> <li>• Provide training to staff in relation to all procurement activity</li> <li>• Monitor MBIE’s procurement activity and practices and make recommendations for improvement</li> </ul> |

|                                |  |
|--------------------------------|--|
| <b>Legal Team</b>              | <ul style="list-style-type: none"> <li>• Provide advice on any contract that has a WoLC above \$100,000 or that is otherwise high risk</li> <li>• Provide advice on RFX or any unusual procurement activity that has legal implications</li> </ul> |
| <b>Digital Commercial Team</b> | <ul style="list-style-type: none"> <li>• Provide advice on all ICT procurement activities regardless of value.</li> </ul>  |

## 8 Procedures

- a. [Business led procurement](#)
- b. Procurement procedures High risk and High Value

## 9 Related MBIE Policies and other documents

- a. [Code of Conduct](#)
- b. [Declarations of interest Policy](#)
- c. [Delegations Policy](#)
- d. [Legal Services Policy](#)
- e. [Payments Policy](#)
- f. [Information and Records Management Policy](#)
- g. [Purchase Card Policy](#)

## 10 Relevant legislation, regulations, or standards

- a. [Commerce Act 1986](#)
- b. [Privacy Act 2020](#)
- c. [Public Finance Act 1989](#)
- d. [Health and Safety at Work Act 2015](#)
- e. [Government Procurement Rules](#)
- f. [Official Information Act 1982](#)

## 11 Measures of Success and Compliance Management

11.1 The Chief Operating Officer – CSFE will assess the effectiveness of this policy based on the following measures of success:

- a. Procurement Plans are documented and recorded.
- b. Contract management plans and reporting is in place for all significant service contracts that are high value or high risk.
- c. Contract renewals or variations to contracts are actively managed and updated in Ci-Anywhere Contracts Module or Pay@MBIE for contractors.
- d. MBIE's uncontracted spend is limited to low value one off purchases.
- e. The Procurement Charter, Broader Outcomes and Progressive Procurement requirements are considered and included within appropriate procurement plans relevant to the value and risk with outcomes documented and recorded in Ci-Anywhere Contracts Module.
- f. Suppliers are delivering the indented objectives of contracts with positive and effective relationships in place appropriate to value and risk of the goods and services provided.

11.2 The Chief Operating Officer – CSFE will monitor compliance with this policy as follows:



- a. Quarterly review of a sample of procurement activity undertaken to determine that procurement plans and other relevant procurement records as required have been documented in MBIE’s document management system and Ci-Anywhere Contracts Module.
  - b. Biannual reporting on significant service contracts, including overall performance and relationship status to ARA.
  - c. Quarterly monitoring and reporting on the number of contracts that are due to expire within the next six months and ensuring at least 95% of those due to expire have a management plan in place.
  - d. Quarterly monitoring and reporting of uncontracted spend, including any spend that should be contracted.
- 11.3 Compliance information regarding the performance of this policy will be provided to the relevant business group and Enterprise Compliance on a quarterly basis.

## 12 Non-Compliance

- 12.1 Failure to comply with this policy may be considered a breach of the [Code of Conduct](#).
- 12.2 Any action taken as a result of a breach of any of the obligations set out in this policy will be conducted in good faith, a fair process will be followed and the person involved will have a full opportunity to respond to the concerns or allegations and have access to appropriate support, advice or representation.

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# 1 MBIE guiding principles relevant to this policy

1.1 The Brand and Naming Policy aligns with the following MBIE guiding principles:

- a. Ensuring our core values and diverse and inclusive culture, including partnering with Māori, are at the heart of what we do
- b. Protecting organisational reputation
- c. Ensuring the best use of taxpayer funds
- d. Acting with or complying with the law and legislation.

## 2 Purpose

2.1 The purpose of MBIE's Brand and Naming policy is to:

- a. Determine the Management of the graphical use of all MBIE brands, through any visual element.
- b. Establish a systematic and structured approach for protecting all MBIE brands.
- c. Ensure, when considering new design work, that careful decisions are made to mitigate the risk of brand dilution or proliferation and of naming duplication, misalignment or errors.
- d. Establish a systematic and structured approach for developing, reviewing, approving and implementing new brand names and name changes, and that we partner with Māori on all relevant decisions.

1.2 This policy is supported by the [Brand and Naming Policy procedures](#) published on Te Taura.

## 3 Scope

3.1 This policy applies to all employees, secondees and contractors (our people), employed or engaged on any basis by MBIE, whether they are casual, temporary or permanent, whether full time or part time and whether they are in New Zealand or in any other country.

3.2 MBIE is a large organisation with a diverse range of portfolios and a brand architecture that contains the corporate Ministry of Business, Innovation & Employment Hīkina Whakatutuki brand and more than 70 sub brands.

3.3 This policy requirements apply to:

- a. The establishment of any new MBIE owned brand or supporting design elements which will be used for external communication
- b. The amendment of any existing MBIE owned brand or supporting design elements used for external communication

## 4 Help

4.1 This policy is owned by the General Manager Engagement, Communications and Ministerial Services (ECoMS) and managed by the Design and Marketing Team who have responsibility to ensure it is accurate and regularly updated. For help with this policy contact the Principal Advisor or Manager of the Design and Marketing Team at [DesignandMarketing@mbie.govt.nz](mailto:DesignandMarketing@mbie.govt.nz).

## 5 Definition of terms

| Term                                     | Definition  |
|--|---|
| <b>Brand</b>                             | The collection of associations that people have about a product or business. In this policy our definition of brand is more than just 'a logo', but less than the all-encompassing 'reputation' elements. Brand includes style, look, and feel. The consistent use of brand elements – logo, colours, typography, layout, and graphic devices – and relationship between them ensures that MBIE is presented in a confident and professional manner |
| <b>Brand architecture</b>                | A system that organises a family of brands, how they relate to one another, the structure of groups of brands   |
| <b>Brand equity</b>                      | Value of a brand, strength and awareness of a brand, equity builds over time with consistent use  |
| <b>Design element (or design output)</b> | Anything that has been designed for any output to be used to communicate with the audience. This includes print and digital formats including for an app, a document, campaign, collateral, social media, stationery, website, and so on  |
| <b>Emblem</b>                            | Any device, seal, mark, trade mark, badge, symbol, design, logotype, or other distinctive sign of identification; and includes any representation thereof, whether on any flag, banner, sign, or other printed or written material, or by way of any pictorial representation   |
| <b>Māori design element</b>              | A visual design that is inspired by traditional Māori patterns  |
| <b>Sub brand</b>                         | A brand within a brand. In MBIE's case, a sub brand is not the MBIE corporate brand, but the brands that sit underneath, for example Immigration New Zealand, Employment New Zealand, or Tenancy Services   |
| <b>Visual Identity</b>                   | A living document that establishes the rules and foundations for consistent application. Also known as Brand Guidelines, this document usually includes detail about logo, typography, colour, visual language, and provides examples of application  |

## 6 Policy statements

- 6.1 The Ngā Pou o te Taumarū Design and Marketing Team manages MBIE's Brand Architecture and sets rules through Visual Identity documents.
- 6.2 Our people must follow the rules set within the MBIE Visual Identity.
- 6.3 Our people must follow the rules of each sub brand Visual Identity, as set out in the brand's relevant Visual Identity document. For example, team X who look after brand Y must always follow the rules set out by the brand Y Visual Identity.
- 6.4 When new design elements or new project names are being considered, the procedures outlined in section 8 must be followed.
- 6.5 When an amendment to a current design element or project names is being considered, the procedures outlined in section 8 must be followed.
- 6.6 The Design and Marketing Team will work closely with the Mātauranga Māori team for all brands or project names that include a Māori design element.

- 6.7 The Mātauranga Māori team will manage the te reo Māori project naming register.
- 6.8 All projects that involve contracting an external design supplier must include a Design and Marketing Team member. On project completion, final raw working design files must meet our standards for accessibility and typography. Ownership of final raw files are to be transferred to the Design and Marketing Team for ongoing management.

## 7 Key accountabilities and responsibilities

| Role   | Responsibility   |
|--|--|
| <b>Governance and Oversight</b>  |  |
| Chief Executive (CE)   | <ul style="list-style-type: none"> <li>Has overall responsibility for ensuring MBIE meets its obligations under the policy</li> </ul>  |
| Organisational Capability and Assurance Committee (OrCA)   | <ul style="list-style-type: none"> <li>Maintain overall oversight of the status of MBIE's Brand and Naming Policy</li> <li>Approve new and major amendments to the Brand and Naming Policy</li> </ul>  |
| Deputy Secretary Sponsor   | <ul style="list-style-type: none"> <li>Approves minor amendments to the Brand and Naming Policy and associated procedures</li> <li>Endorses major amendments to the Brand and Naming Policy</li> <li>Ensures awareness of this Policy across MBIE</li> </ul>   |
| <b>Business group management: Identify and manage risks in day-to-day operations (1<sup>st</sup> Line)</b> |  |
| Deputy Secretaries (Dep Secs)  | <ul style="list-style-type: none"> <li>Provide leadership to embed the Brand and Naming policy in their business group</li> <li>Ensure their business group are compliant with this policy</li> <li>Identify and communicate potential conflicts or adverse impacts from implementing the Brand and Naming Policy</li> </ul>   |
| All Managers   | <ul style="list-style-type: none"> <li>Responsible for embedding the Brand and Naming policy into operational activities within their business areas</li> <li>Ensure new and existing staff in their teams are made aware of and comply with the Brand and Naming policy</li> </ul>  |
| Our People   | <ul style="list-style-type: none"> <li>Comply with all policies and procedures applicable to their role</li> </ul>   |
| <b>Specialist Functions: Set MBIE- wide expectations, policies, and procedures (2<sup>nd</sup> Line)</b>   |  |
| General Manager, Engagement, Communications and Ministerial Services (Policy Owner)                        | <ul style="list-style-type: none"> <li>Approves and review applications for new or amended brands</li> <li>Ensures suitable communication, training and guidance is provided to business groups to embed the Brand and Naming Policy and Procedures into operational activities</li> <li>Provides advice and support to business groups relating to this policy and procedures</li> <li>Assisting with any breach management / mitigation activities</li> <li>Ensures the Brand and Naming Policy and Procedures are reviewed and updated by the agreed review date</li> </ul> |
| Design and Marketing Team  | <ul style="list-style-type: none"> <li>Provide advice and support to business groups relating to the Brand and Naming Policy</li> </ul>  |

|                              |   |
|------------------------------|---|
|                              | <ul style="list-style-type: none"> <li>• Manage the full MBIE Brand Architecture</li> <li>• Ensure Visual Identity documents are kept up to date</li> <li>• Assist business groups with any breach management / mitigation activities as required</li> <li>• Connect with the relevant Director Māori for the authentic story/connection when Māori design work is being considered</li> <li>• For Māori design, consider consulting with the Māori Trade Marks Advisory Committee</li> <li>• Monitor compliance with their policy on a regular basis</li> <li>• Provide quarterly reporting on policy compliance to GM ECoMS and Enterprise Risk and Compliance Branch</li> <li>• Register new and manage existing MBIE owned trade marks</li> <li>• Promote awareness and compliance with their policy</li> <li>• Provide assurance to the Policy Owner that advice and recommendations are in line with their policy and procedures</li> </ul> |
| <b>Mātauranga Māori Team</b> | <ul style="list-style-type: none"> <li>• Manage the te reo Māori project naming register</li> <li>• For Māori naming, consider consulting with the Māori Trade Marks Advisory Committee</li> </ul>  |

## 8 Procedures

8.1 This policy is supported by [the Brand and Naming Policy procedures](#) available on Te Taura.

8.2 The six scenarios when the Brand and Naming Policy applies are:

- Brand amendment
- New brand
- New design or campaign
- Seeking external design support
- Māori design element
- Te reo Māori naming element

## 9 Relevant legislation, regulations and standards

- The Flags, Emblems, and Names Protection Act 1981<sup>1</sup>
- Trade Marks Act 2022<sup>2</sup>
- Copyright Act 1994<sup>3</sup>
- MBIE is committed to The Accessibility Charter<sup>4</sup> which includes meeting the NZ Government Web Standards<sup>5</sup>

<sup>1</sup> <https://www.legislation.govt.nz/act/public/1981/0047/latest/whole.html> “any representation of any emblem or official stamp of any government department” Part 2, 13 (c)

<sup>2</sup> <https://www.legislation.govt.nz/act/public/2002/0049/latest/DLM164240.html>

<sup>3</sup> <https://www.legislation.govt.nz/act/public/1994/0143/latest/DLM345634.html>

<sup>4</sup> <https://www.msd.govt.nz/about-msd-and-our-work/work-programmes/accessibility/accessibility-charter/index.html>

<sup>5</sup> <https://www.digital.govt.nz/standards-and-guidance/design-and-ux/accessibility>

- e. All brand Visual Identity documents can be found from the [Te Taura](#) template page, following the link to the relevant MAKO folder.

## 10 Measures of success and compliance management

10.1 The General Manager Engagement, Communications and Ministerial Services will assess the effectiveness of this policy and will be informed of each policy breach. The following measures of success outline what we expect to see if the policy is working:

- a. Less than 10% of projects breach the policy.
- b. All breaches are actioned.

10.2 The General Manager Engagement, Communications and Ministerial Services will monitor compliance with this policy as follow:

- a. monitoring new and amended designs and naming projects
- b. monitoring the te reo Māori naming register
- c. monitoring and reporting on breaches and actions taken
- d. a register will be managed to track the status of brand and naming projects, their content and compliance.

10.3 Compliance information regarding the performance of this policy will be provided to the relevant business group and the Enterprise Risk and Compliance branch on a quarterly basis.

## 11 Non-compliance

11.1 Failure to comply with this policy may be considered a breach of the [Code of Conduct](#).



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# The MBIE Style Guide: A guide to good writing

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Document owner:  
Corporate Engagement and Communications team

June 2021

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**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

## Ministry of Business, Innovation and Employment (MBIE)

### Hīkina Whakatutuki - Lifting to make successful

MBIE develops and delivers policy, services, advice and regulation to support economic growth and the prosperity and wellbeing of New Zealanders.

MBIE combines the former Ministries of Economic Development, Science + Innovation, and the Departments of Labour, and Building and Housing.

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## How to use this document

This style guide sets the standard for MBIE's formal writing for internal and external publications.

There is much more to the English language than can be captured in one document, so please contact the [Corporate Engagement and Communications team](#) if you have any questions.

Note that the MBIE Visual identity guidelines are available on [Te Taura](#).

## Shape and sharpen your writing

MBIE documents should be easy for people to follow and free from [jargon](#) and other unnecessary words. Always write in plain and simple English and make sure your subject matter is accessible to as many people as possible.

### Top 10 tips for writing plain English

- 1 Write for your audience. Ask yourself:
  - a. who will read this?
  - b. what information do these readers want from my document?
  - c. what information do I want them to get from this document?
  - d. will my readers understand this?
- 2 Anticipate questions your readers might have.
- 3 Organise your subjects or themes in a logical order, then expand on them. Write the introduction and the conclusion last. Check you have all the information you need and only the information you need.
- 4 Keep it simple. Avoid [jargon](#), [acronyms](#) and [abbreviations](#). Sentences should be short and to the point. Paragraphs should be focused on one topic.
- 5 If your subject matter is complex, think about ways to make it easier to understand. Can you use an illustration, table, graph or map instead of lots of text?
- 6 Use the 'inverted pyramid'. Put the most important information for the reader at the beginning and the least important information at the end.
- 7 Tell your readers where to go for more information.
- 8 Break the document into sections. Use break-out, or boxed, sections to deal with information that doesn't sit naturally in the main body of text, or information you want to highlight.
- 9 Read what you've written aloud. This helps weed out clunky transitions or things that don't make sense.
- 10 Have your work peer-reviewed and treat any feedback as an opportunity to learn.

## Sentence structure

Simple sentences are the building blocks of your writing – eg:

- The Minister is in Hamilton. He will speak to the Tron Housing Company. He will fly to Auckland.

Join compatible sentences together to achieve a rhythm that holds your reader's attention – eg:

- The Minister is in Hamilton and will speak to the Tron Housing Company before flying to Auckland.

Don't make your reader wait for your key point – eg:

- Because all university-based researchers have tools to chat and share documents, they can collaborate on projects effectively.

It's better to put your key point at the beginning of your sentence – eg:

- University-based researchers can collaborate on projects effectively because they have tools to chat and share documents.

## Active language

Use active language. It's simpler, clearer and more concise than passive language.

Active: You can read our report online.

Passive: The report can be read online.

A sentence is in the active voice when the subject (you) comes before the verb (read) and passive when the object (the report) comes before the verb.

## Inclusive language

Think about using language that includes everyone in your audience. Use words portraying disabled people in ways that promote equality, inclusion and full citizenship. Gender-inclusive language is more welcoming to your audience and promotes gender equality. There is guidance to [disability language](#) and [gender-inclusive language](#) at digital.govt.nz.

## Emails

### Some good practice tips:

- Respect privacy – be careful with people's personal information. Remember people can ask to see what we have written under the Privacy Act or under the Official Information Act.
- Don't send emails that can harm the reputation of our organisation.
- Do not forward an internal discussion. When it's time to email someone outside our organisation start a new email.
- Be careful with forwarding at any time. Your colleagues might have worded things differently if they thought someone else was going to see it, or there may be a problematic comment at the bottom of the email trail.
- Use the subject line to make the purpose of the email clear.
- The more people you send an email to, the less likely you are to get a response or action.
- Check you are using an approved email signature for the organisation.
- An email might not always be the best way to communicate. Consider a conversation instead.

## Tone and voice

It's important to get the right tone in your writing. It should be always be respectful and professional, but how formal it is will depend on who your audience is and your task – eg briefing for a minister, research paper, conference presentation, email or writing for the web. You might be wanting to inform or persuade.

The 'voice' is who the readers hear in your paper or presentation. It can be objective and formal, or more personal. A report may be put together by many people, but an editor will strive to present a single voice for coherence.

[How to write in an appropriate tone and voice for government.](#)

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## Getting down to the details

### Abbreviations

Avoid using abbreviations.

| Avoid              | Use  |
|--------------------|--|
| &                  | and  |
| Aus                | Australia  |
| CI                 | Callaghan Innovation                                       |
| excl               | excluding  |
| incl               | including  |
| Jan, Feb, Mar etc  | January  |
| Mon, Tues, Wed etc | Monday   |
| NZ                 | New Zealand  |
| %                  | per cent, except in tables and graphics and on the website |

The Ministry of Business, Innovation and Employment can be abbreviated after first mention to the Ministry or MBIE. But stick with whatever abbreviation you have chosen.

### Ampersands

The sign '&' is called an ampersand. Avoid using except:

- in tables and flowcharts, where space is tight
- when it's part of a branded name or logo – eg 'New Zealand Petroleum & Minerals'
- in MBIE's logo – use 'and' in text.

### Acronyms

Public sector organisations are notorious for overusing acronyms. Colleagues from your branch might understand RBI, HSE, ICT or ESI but others in the Ministry and those outside it may not.

Acronyms mean different things to different people. Make sure you introduce the acronym by spelling out the full expression, before following it with the acronym in brackets – eg the United Nations Environment Programme (UNEP). You can use the acronym after this introduction. In a long document, introduce the acronym for each new section or include it in a glossary.

There is no need to use an acronym if the expression is only used a couple of times.

Some acronyms are so common they don't need to be spelled out – eg DNA, URLs and APEC.

There are also some commonly used acronyms we'd rather you didn't use in professional documents. For example, always use New Zealand instead of NZ.

## Bullet-point lists

Bullet-point lists are easy ways to display key points and shorten passages of complex information. They are usually introduced by a sentence (known as a stem sentence) followed by a colon.

To format your bullet-point list:

- indent (the default setting in Microsoft Word)
- use 11pt font
  - indent second-level points using a transparent bullet (the default setting in Word).

Avoid creating three levels of bullets. Think about how to restructure your information instead.

### When to use lower case

If the bullet points flow on from the stem sentence to create a complete sentence, then use lower case to begin each bullet point (except for proper nouns) and only use a full stop at the end of the list. Do not use semi-colons.

There are many projects including:

- developing an environmental strategy
- designing new tools for public engagement
- reporting and evaluation.

### When to use capitals

If there is no stem sentence or each bullet point is a complete sentence, then use sentence case for your bullet-point list. This means each bullet point starts with a capital letter and ends with a full stop.

Tourism has many advantages:

- It adds value to other export sectors by promoting the 100% Pure New Zealand brand internationally.
- It helps drive regional economic growth and supports the revitalisation of towns and communities.
- It provides Māori with important opportunities to nurture, celebrate, and present their culture to the world.

## Capitals vs lower case

### Proper nouns

Any word that is a proper noun (a specific place, person or thing) should start with a capital letter, unless it's a company or product that is registered in lower case – eg iPhone.

### People and job titles

All names are proper nouns and should be capitalised – eg Violetta Barrington.

Use lower case for job titles if you are talking about people's roles in general – eg ministers were asked to attend the meeting.

Official titles and [job titles](#), however, should be capitalised.



## Place names

Write all place names in title case (all the main words start with a capital letter) – eg New Zealand, Bay of Islands, but not if you are talking about a general place – eg the islands.

Hawke's Bay and Arthur's Pass are the only two place names in New Zealand with a possessive apostrophe, according to the New Zealand Geographic Board.

For place names you can also check [Land Information New Zealand](#).

## Government

Use 'Government' when talking about the government in power and 'government' if referring to the government in general. Use 'Government' if you are using its full name (the New Zealand Government).

## Select committees

Use lower case if you are talking about select committees in general, but capitalise it if you are using the proper name – eg Commerce Select Committee.

## Parliament

Always capitalise Parliament unless you are talking about the building.

## Other government terms

Capitalise Cabinet, the Treasury, the Crown, the House and the Budget.

## The Ministry

Use only 'the Ministry', 'the Ministry of Business, Innovation and Employment' or 'we' when talking about MBIE. Don't use 'we' for government as a whole. Use 'MBIE' only after you have spelled out our name in full – eg 'the Ministry of Business, Innovation and Employment (MBIE).'

Refer to teams, branches and groups within the Ministry by their proper names – eg:

- the Strategic Policy and Programmes group
- the Building System Performance branch
- the Corporate Engagement and Communications team.

Don't capitalise group, branch or team, as these aren't part of the official name.

## Organisations

All organisations are [proper nouns](#) so use title case (all the main words start with a capital letter).

However, you don't need to use title case for conjunctions such as 'and' or prepositions such as 'for' and 'of' – eg Ministry for the Environment.

## Acts, Bills and regulations

Acts and Bills should always be in capitals, and statutes should be italicised – eg the Bill or the *Copyright Act 1994*.

Write 'regulations' in lower case, unless you are talking about specific regulations – eg the regulations or the *Electricity (Safety) Regulations 2010*.

When referring to Acts and regulations always include the year in the first use but after that you can exclude the year.

## Unnecessary capitalisation

Make your writing easier to read by doing away with the unnecessary capitalisation of words – eg use ‘common law’ not ‘Common Law’ and use ‘company’ not ‘Company’.

## Directions and seasons

Write north, south, east and west and the seasons in lower case but use title case if you are referring to proper nouns like the North Island or Summer Island.

## Common names

Use lower case for common names, including plants and animals, unless part of the name is a proper noun – eg Norfolk Island pine.

Use lower case for medical terms unless the term is a proper noun – eg coronavirus, but COVID-19.

Otherwise don’t use capitals for the names of:

- diseases and viruses
- diagnostic procedures
- syndromes
- anatomical parts.

## Neologism, trends and movements

When do you use capitals for a trend or a movement? Is it Generation X or generation x? Unfortunately, there is no steadfast rule. The birth of names tends to be more organic and capitalisation is often determined by the media.

Here are some examples with their proper capitalisation:

- internet
- intranet
- the web
- Generation Y
- nineties
- noon
- the Depression
- baby boomers.

If you are torn between using lower case or capitals, see [Further reading](#) or ask the Corporate Engagement and Communications team.

## Commonly confused words

### Affect vs effect

‘Affect’ is a verb meaning to influence. ‘Effect’ is a noun meaning result – eg the drug did not affect the disease, and it had several adverse side effects.

‘Effect’ can also be used, slightly formally, as a verb meaning to bring about or carry out – eg only the Prime Minister can effect such a dramatic change.

### Advise vs advice

‘Advise’ is a verb and ‘advice’ is a noun – eg I advise you to take my advice. Because the words sound different, they can be a useful way to remember whether to use a ‘c’ or an ‘s’ in the other commonly confused words: practise/practice and license/licence.

### **Altogether vs all together**

'Altogether' is an adverb and means on the whole or completely – eg altogether the work cost \$10,000.

'All together' means everyone or everything together – eg the inaugural general meeting brought the Board all together for the first time.

### **Alright vs all right**

Alright is slang. Use 'all right' instead.

### **Complement vs compliment**

'Complement' means to enhance or improve.

'Compliment' means praise or admiration.

### **Discreet vs discrete**

'Discreet' means careful and circumspect.

'Discrete' means separate. Use 'separate' instead.

### **Disinterested vs uninterested**

'Disinterested' means impartial.

'Uninterested' means not interested.

### **Every day vs everyday**

'Everyday' is an adjective meaning commonplace or ordinary. It is used before a noun – eg these are my everyday shoes.

'Every day' means 'each day' – eg I wear these shoes every day.

### **Brought vs bought**

Brought is the past tense of 'to bring'. For example, I brought a pen to the meeting.

Bought is the past tense of 'to buy'. For example, I bought a pen at the shop.

### **Eg vs ie**

Eg and ie are not the same. Eg is an acronym for the Latin *exempli gratia*, meaning example given. Use it only when you are giving examples. For example, there are lots of different kinds of flowers in the garden – eg lilies, roses, orchids and chrysanthemums.

Ie is an acronym for the Latin *id est*, meaning that is. It clarifies the preceding statement or puts it another way. For example, the company only sells its products to distributors – ie there are no sales direct to the public.

### **Inquiry vs enquiry**

Inquire and inquiry refer to an investigation, especially an official one.

Enquire and enquiry are formal words for ask or question, which you should use instead.

### **Is vs are**

While 'staff is...' is grammatically correct in most instances, we use 'staff are...' in all instances, reflecting the fact that its use has changed in recent years.

It is generally incorrect to say the 'group are...' It is correct to say 'the group is working together to achieve the organisation's goals'.

Always refer to the Government, an agency, Cabinet, a select committee, a company or an organisation as a singular entity ('it is...' not 'they are...').

When referring to the Ministry always use 'is':

- The Ministry is...
- The Ministry of Business, Innovation and Employment is...

### **Its vs it's**

'Its' is a possessive pronoun – eg the company has insured all its property.

'Its' does not take an apostrophe of possession, following the same rule as for 'his' – eg he has insured all his property.

'It's' is a contraction of 'it is' or 'it has' – eg it's a good idea or it's been difficult.

### **Led vs lead**

'Led' is the past tense of the verb 'to lead' – eg I led the group last week.

'Lead' is the present tense – eg Today, I lead the group.

### **Like vs such as**

Use 'such as' when you're giving actual examples. While 'like' suggests comparison with something similar, 'such as' includes the thing you are referring to.

### **License vs licence**

'License' is a verb (the bar is licensed) and 'licence' is a noun (he had his driver licence).

### **Less vs fewer**

Use 'less' when you can't count the quantity, or the word doesn't have a plural – eg there is less water in the lake this year.

Use 'fewer' when you can count the quantity – eg there are fewer items available.

### **Me, myself and I**

Only one of the following examples is correct:

- 1 Me and the Minister went to the event together.
- 2 The Minister and I went to the event together.
- 3 The Minister and myself went to the event together.

The correct answer is 2. The easiest way to check is to remove the other person from the sentence and see whether it still makes sense: The Minister went to the event / I went to the event.

'Myself' is a reflexive pronoun, meaning it should only be used when referring to an action you do to yourself – eg I looked at myself in the mirror.

### **Practise vs practice**

Use 'practise' as a verb (he was practising his technique) and 'practice' as a noun (she was going to set up her own practice as a GP).

### **Principal vs principle**

'Principal' and 'principle' have the same pronunciation but very different meanings.

'Principal' can be used as an adjective meaning chief or main – eg the principal component, or as a noun, as in the school principal (tip: the principal is my pal).

'Principle' is a noun meaning moral, value or doctrine – eg the principles of relativity.

### **Stationery vs stationary**

Stationery refers to office equipment, such as pencils and staplers (tip: remember 'e' in stationery is for envelope).

Stationary means not moving.

### **That, which and who**

Both 'that' and 'which' are used for groups and things. They are not used when talking about people. Use 'who' for people – eg the people who came for dinner.

Use 'that' to limit or restrict the meaning – eg dogs that bark scare me. If you remove 'that bark', you are left with a different meaning – eg dogs scare me.

Use 'which' when talking about a non-essential clause. This means the sentence can stand alone without the clause – eg the report, which was sent out to staff, was well received. Remove the clause and it becomes: the report was well received.

Use commas to separate non-essential clauses.

### **Their, there and they're**

These are frequently confused.

Their is a possessive pronoun – their car. The car belongs to them.

There refers to a place – over there. The car is over there.

They're is a contraction of they are – they're on the way. They're driving their car there.

### **Who vs whom**

Avoid using 'whom'. Change the structure of your sentence if you need to.

Write 'who gave you the book?' and not 'from whom did you get that book?'

### **Your vs you're**

'Your' is a possessive pronoun – eg protect your computer and personal information.

'You're' is a contraction of you are – eg you're able to enrol online.

## Contact details

### Postal addresses

Do not use commas when writing addresses. For example:

Ministry of Business, Innovation and Employment  
33 Bowen Street  
Wellington 6140

Do not use full stops in PO Box.

### Web addresses

You don't need to include <http://> before web addresses, unless it is a non-standard URL. Use the simplest format – eg [mbie.govt.nz](http://mbie.govt.nz)

In printed documents, write out the address in full. For online documents, use hyperlinks.

## Copyright

You must not plagiarise other people's work by presenting it as your own.

Copyright provides owners of written content, images and recordings and other creative works with certain exclusive rights, including the right to prevent others from copying their work. If you want to copy or include any works under copyright you usually need to obtain permission (a licence) from the copyright holder, unless an exception applies. Exceptions include using quotations as part of commentary, criticism, classroom use or for academic or research projects.

If you are unsure if you need to obtain permission, contact the Legal team for advice.

Email: [WgtnLegal@mbie.govt.nz](mailto:WgtnLegal@mbie.govt.nz).

Whenever you use the work of others (regardless of whether permission is required), you need to provide proper attribution and [references](#).

For information on copyright in relation to works produced by Government see [NZGOAL](#) (New Zealand Government Open Access and Licensing) framework.

## Figures

### Writing numbers

Spell out numbers one to nine and use digits from 10 upwards. It's OK to use figures in tables or diagrams.

The exception to this rule is when two numbers are used in the same sentence – eg use 'twelve people shared the first prize and five shared second prize', and not '12 people shared the first prize and five shared second prize'.

Spell out all numbers if they appear at the beginning of a sentence – eg Twelve people are winners.

Always use figures for Acts, Bills and regulations – eg the section 7 of the *Unit Titles Act 2010*.

Use commas for four-digit numbers – eg 5,000.

## Currencies

Currencies have different forms depending on the context.

If you are talking about the currency in general, and you need to refer to it more than once, follow the acronyms rule. For example:

- New Zealand dollars (NZD)
- Australian dollars (AUD)
- United States dollars (USD)
- pound sterling (GBP).

In specific cases where numbers are used:

- write \$ when only New Zealand dollars are referred to
- write NZ\$ when other currencies are also referred to
- write other major currencies as A\$, US\$, £, €, ¥

## Writing the date and the time

Use this format when writing the date, time and year:

- Thursday, 7 April 1977
- 11.11am or 2.20pm
- 2010/11 financial year
- 2010–2011

The times 12.00am and 12.00pm are incorrect. They represent the transition from am to pm and vice versa. Write them as noon or midnight.

## Frequently used words: spelling and capital letters

- the Act
- adviser
- Alert Level 1, but alert levels
- all-of-government
- the Budget (for the New Zealand Government's annual Budget, otherwise budget)
- Cabinet
- Callaghan Innovation (not 'CI')
- cooperate, coordinate
- coronavirus
- COVID-19
- cost-effective
- the Crown, Crown-owned company, Crown research institute
- eg
- email
- etc
- full-time
- the (New Zealand) Government, government policy
- hapū
- hi-tech

- hīkina whakatutuki (our Māori identity)
- the House (New Zealand House of Representatives)
- ie
- internet, intranet
- long-term
- the Ministry of Business, Innovation and Employment or the Ministry or MBIE
- Māori
- the Minister or a minister
- mobile phone
- multinational
- New Zealand dollars or NZD
- New Zealand Petroleum & Minerals (NZP&M)
- ongoing
- Pākehā
- Parliament
- part-time
- per
- per cent
- public service
- publicly
- runsheet
- short-term, short list (noun), short-listed
- smartphone
- State Services
- supersede
- Te Reo Māori
- the Treasury
- under way
- UK, USA or US
- vs
- web, website
- whānau
- workplace
- WorkSafe New Zealand
- world-class
- write-off
- year end

MBIE uses UK English spelling – eg centre (not center) and organise (not organize). Don't use US spelling unless as part of the name of an organisation – eg the World Trade Organization.



## Italics

Use italics for publications, films and legal statutes – eg *2001: A Space Odyssey* or *The Dominion Post*.

New words, or foreign words and phrases not commonly used in English, should be written in italics – eg she had that *je ne sais quoi*. Do not italicise Māori words unless they are the title of a publication.

Use italics for scientific names – eg *Metrosideros excelsa* or *Hebe andersonii*. You can use italics to add emphasis – eg I know that *you* were driving the car when it crashed. Do not underline or bold the word.

## Jargon and other unnecessary words

Every specialised occupation, from surfing to the public service, generates jargon. Jargon is words and phrases that are not commonly understood or that are used in an unusual way. Jargon can confuse and alienate the reader. It's better to use more commonly understood alternatives.

Here's a list of jargon and other words to avoid.

| Avoid                 | Alternative   |
|-----------------------|---|
| accomplish            | do  |
| additional            | extra, more   |
| agile                 | open, flexible  |
| approximately         | about   |
| ascertain             | find out  |
| assistance            | help  |
| at the end of the day | ultimately, finally   |
| at the present time   | now   |
| capability            | ability, skill  |
| circle back           | review, come back to you  |
| commence              | start, begin  |
| currently             | can mostly be left out, eg I am [currently] writing a style guide |
| cut-through           | results   |
| direction of travel   | direction   |
| dynamic               | changing  |
| end product           | product   |
| enquire               | ask   |
| ensure                | make sure   |
| following on          | after   |
| further               | more  |
| going forward         | in the future, now or use the future tense                        |
| hypothecate           | pledge  |
| impact                | affect, unless for a collision                                    |
| impacted              | affected, unless for a wisdom tooth                               |
| in addition to        | and   |
| in order to           | to  |
| integral              | essential, basic  |
| interconnected        | connected   |

|                    |   |
|--------------------|---|
| learnings          | lessons                                 |
| leverage           | influence, take advantage               |
| linkage            | link, unless for a network of links     |
| moreover           | and                                     |
| nuanced            | subtle                                  |
| operationalise     | do                                      |
| outcomes           | results                                 |
| overarching        | overall                                 |
| per annum          | a year                                  |
| pivot              | start again, rethink                    |
| prior to           | before                                  |
| promulgate         | publicise, communicate                  |
| reach out          | communicate, discuss                    |
| regarding          | about                                   |
| remunerate         | pay, unless other benefits are included |
| socialise          | discuss                                 |
| touch base         | meet                                    |
| tranche            | phase, part                             |
| transition         | change, move                            |
| transitioned       | changed, moved                          |
| undertaken         | done                                    |
| underpin           | support                                 |
| usage              | use                                     |
| utilise            | use                                     |
| whilst             | while                                   |
| whom               | who                                     |
| with due regard to | considering                             |

## Job titles

Capitalise job titles if referring to a specific person – eg Chief Executive Maria Yang. Don't capitalise job titles if referring to people in general – eg the management accountants.

MBIE's preference is for job titles to go before the person's name. You can put the person's name first if the person's name is more important in the context of the writing or it creates a sentence that is difficult to read. In this case follow the name with a comma, then the job title – eg Angelina McMahon, Policy Advisor.

MBIE style for management job titles is to separate the job title from the name of the business unit with a comma, to make them easier to read. For example:

- Deputy Chief Executive, Stuff, Things and Whatzits Bob Van Doorn.

Check the latest list of [Government ministers](#).

| Title                            | Refer to as   | Begin letters with                 |
|----------------------------------|---|------------------------------------|
| Prime Minister                   | Rt Hon Jacinda Ardern   | Dear Prime Minister                |
| Immigration Minister Kris Faafoi | Hon Kris Faafoi, MP   | Dear Minister Faafoi               |
| Governor-General                 | His/Her Excellency the Governor-General                       | Your Excellency                    |
| Ambassadors                      | Your Excellency or Ambassador                                 | Your Excellency or Dear Ambassador |
| Mayors                           | The Mayor of Auckland   | Dear Mayor or Dear Phil Goff       |
| High Court Judges                | The Hon Justice Thomas  | Dear Judge or Dear Madam           |
|                                  | The Hon Justice Venning                                       | Dear Judge or Dear Sir             |
| Chief Justice                    | The Honourable Chief Justice Winkelmann/Dame Helen Winkelmann | Dear Chief Justice                 |
| Councillors                      | Councillor Jill Day   | Dear Ms Day                        |

## Te Reo Māori

### Our name and identity

Hīkina Whakatutuki is our Māori identity that broadly means 'lifting to make successful'. We have adopted this as the official Māori name for MBIE. Make sure you put the macrons in the correct place when you use these phrases.

### Using Te Reo Māori

Hīkina Whakatutuki encourages the use of Te Reo Māori where and when possible. This aligns to the Government's strategy to revitalise and normalise Te Reo Māori, Maihi Karauna. When using Te Reo Māori, keep in mind the end-user and their level of understanding. Always check for appropriate use. If you are unsure, visit [Kōra hub](#) on Te Taura or online resources like [maoridictionary.co.nz](http://maoridictionary.co.nz).

### Translation Advice

For all Te Reo Māori translation and/or advice, please visit the Kōra Hub on Te Taura and submit a request using the [Kōra form](#). If the translation is extensive, a certified Te Reo Māori translator will be required. The Kōra Hub will direct you to Te Taurawhiri i te reo Māori/Māori Language Commission or the Translation Service at the Department of Internal Affairs.

## Use of macrons

Macrons matter. The correct use of macrons in Te Reo Māori are critical. The emphasised (long) pronunciation of a vowel with a macron and its specific meaning are demonstrated in the following examples.

Frequently used Māori words at MBIE that use a macron:

|                  |                          |
|------------------|--------------------------|
| Tāngata – People | Tangata – Individual     |
| Wāhine – Women   | Wahine – Woman           |
| Mana – Authority | Māna – his/hers          |
| Mātou – We/Us    | Matou – Fruit            |
| Tātau – Everyone | Tatau – Entrance/Gateway |

If you have Windows 10, the easiest way to insert macrons is by changing your keyboard setting to Te Reo Māori. You can do this by clicking the 'ENG' icon on the bottom right hand side of your toolbar, then selecting 'MRI'. You will need to install the Māori keyboard first, which you can do under 'Language preferences'.

When the Māori keyboard is in use, you can insert macrons by pressing the ~ key at the top left of keyboard, followed by the vowel you wish to use a macron with. You can easily switch back and forth between ENG and MRI keyboards as required.

If you don't have Windows 10 and are using Microsoft Word, you can insert a macron by clicking on the 'Insert' tab at the top of the document, then selecting 'Symbol'. You can choose letters with macrons from the list of symbols.

## Capitalisation

Use the same rules as for English. Use a dictionary, such as [maoridictionary.co.nz](http://maoridictionary.co.nz) to check for proper nouns. Remember that 'te' (which indicates a singular noun, eg 'the') and 'ngā' (which indicates plurals) are articles and should not be capitalised unless they form part of a formal name. Never preface 'te' or 'ngā' with 'the'. Use lower case for 'iwi' and 'hapū'.

## Bilingual usage

When including both languages, separate with a slash with no spaces. For examples, Kaitohutohu/Principal Advisor.

## Transliterations

There are many Māori words that are based on English transliterations, as opposed to translations. Although commonly used, these are not considered as 'quality' as authentic Te Reo.

For example: *Ahitereiria* – for Australia compared to *Te Ao Moemoeā*, referencing the Aboriginal name The Land/world of dreaming.

## Organisation names

Some organisations prefer to be known by their Māori names, for example Te Puni Kōkiri (the Ministry of Māori Development). Other organisations are commonly known by both their English and Māori names. In these cases, use both forms linked by a slash (with no spaces), for example Waitangi Tribunal/Te Rōpū Whakamana i Te Tiriti o Waitangi.

## Plurals

Māori words do not take a plural 's'. The context of a word indicates whether it is plural. For example: the kiwi are settling in well, except for one kiwi who injured his leg.

## Greetings and farewells

If you use Māori greetings in any written communication, then you should also use Māori closures.

Here are some common greetings and closures:

- **tēnā koe: to address one person**
- **tēnā kōrua: to address two people**
- **tēnā koutou: to address three or more people**
- **kia ora: informal address for any number/informal closing**
- **nāku noa, nā: yours faithfully/sincerely (formal)**
- **nā māua noa, nā: yours faithfully/sincerely (two signatures)**
- **nā mātou noa, nā: yours faithfully/sincerely (three or more signatures).**

## Māori words in common use with generic meanings

- **Aotearoa** (land of the long white cloud/New Zealand)
- **aroha** (love)
- **awa** (river)
- **haka** (dance or challenge)
- **hangi** (food cooked in earth oven)
- **hapū** (clan, sub-tribe)
- **hīkoi** (walk)
- **hui** (gathering, meeting)
- **iwi** (tribe)
- **kai** (food)
- **karakia** (prayer)
- **kaumatua** (elder)
- **koha** (a gift or donation)
- **kōhanga reo** (language nest, Māori immersion pre-school (0 to 4 years))
- **kōrero** (conversation, discussion or meeting)
- **mahi** (work or activity)
- **mana** (prestige, reputation)
- **marae** (the area for formal discourse in front of a meeting house, or applied to a marae complex)
- **maunga** (mountain)
- **mihi** (greeting, formal welcome speech)
- **Pākehā** (person of non-Māori descent, usually European)
- **Pepeha** (a means of introducing yourself)

- **pōwhiri (welcoming ceremony)**
- **rangatira** (chief)
- **tamariki** (children)
- **tangi** (mourning process)
- **taonga** (treasured possession/s or cultural significance)
- **tapu** (sacred, sensitive)
- **te ao Māori (world view, connectedness)**
- **Te Reo Māori** (the Māori language)
- **tino rangatiratanga (self-determination, sovereignty)**
- **tipuna/ tupuna** (ancestor)
- **waiata** (song or chant)
- **waka** (canoe, vessel)
- **whakapapa** (genealogy)
- **whānau** (extended family)
- **whenua** (land, homeland)

## Punctuation

Good punctuation can transform complicated text into a beautifully constructed piece of writing.

### Apostrophes

Apostrophes are often left out or added unnecessarily.

Apostrophes are used for contractions – eg it is/it's, that is/that's, will not/won't.

They're also used to indicate possession – eg the cat's whiskers the chief executive's office.

Its is an exception to this rule – eg its handles.

Be careful where you place your apostrophe as it can change the entire meaning – eg the president's meeting vs the presidents' meeting. There was only one president at the first meeting. The second meeting was attended by more than one president.

### Brackets

There are two most commonly used types of brackets, known as parentheses and square brackets.

#### Parentheses ( )

Use parentheses brackets (like these) to set apart or insert text. Parentheses brackets are useful when highlighting ideas, providing additional information or giving examples that don't sit neatly in the original sentence – eg domestic tourists spent 47.7 million nights away from home (on average three nights a trip).

But use parentheses sparingly as they can ruin the flow of a sentence.

Do not use square brackets [like these]. Square brackets are better kept for drafts to indicate something to the reviewer – ie text that will be removed from the final document.

## Square brackets [ ]

Do not use square brackets [like these]. Square brackets are better kept for drafts to indicate something to the reviewer – ie text that will be removed from the final document.

## Commas

Use commas to separate clauses in sentence and lists of words – eg:

- You will need to bring personal items, including sleeping bags, and contribute to food.
- Your pack should contain waterproof clothing, a first-aid kit, hat and sunscreen.

A serial comma (also known as an Oxford or Harvard comma) is the comma used directly before 'and' or 'or' at the end of a list – eg red, white, and blue. Avoid using the serial comma, unless its purpose is to avoid ambiguity – eg sausages, pies, and fish and chips.

## Commas vs semicolons

Commas and semicolons are both used to string together lists, but there is a crucial difference.

Use commas for lists of simple things – eg the cities that will benefit are Wellington, Hamilton, Dunedin and Christchurch.

Use semicolons only if the list is complex and/or if it would be ambiguous if only commas were used – eg the 2010 model has several new features: an internal fan, which regulates the heat generated from the engine; a cast-iron body; and four castors, which increase the maneuverability of the machine.

It's better to use bullet-point lists instead of long sentences punctuated by semicolons.

## Colons

Colons follow independent clauses, and can be used to introduce a list, example, quotation, explanation, or to join ideas together.

The use of dashes for these same purposes should generally be avoided as they can disrupt sentence flow, particularly when multiple dashes are used in the same paragraph or sentence.

- New Zealand: world-renowned for its stunning scenery.
- New Zealand: world-renowned for its stunning scenery; The Lord of the Rings movie, which was filmed here; the All Blacks, famous for their haka as well as their rugby; and Maori culture.
- Two options are available: air travel or sea travel
- As a traveller from overseas once said: "I loved my trip to New Zealand!"

A colon can also be used to separate hours and minutes when writing a specific time of day, and is less ambiguous than separating time with a full-stop.

- The time is 3:15 PM.

## Dashes

There are three types of dashes commonly used in writing: the hyphen, the en dash, and the em dash. Each of these are slightly different in size and have a different purpose.

- Em dash: —
- En dash: –
- Hyphen: -

An en dash should be used when indicating ranges of numbers in lists. In running sentences, dashes should not be used to indicate ranges.

- 3–6 November
- 10:00–11:30 AM
- The conference will be on 3 to 6 November.
- Our meeting will run from 10:00 to 11:30 AM.

Use en dashes to indicate and separate an independent clause in the middle of sentence. En dashes usually insert automatically if you continue typing. You can insert an en dash by clicking Microsoft Word's 'Insert' tab and selecting 'Symbol.'

- Many people in developing countries eke out the barest of livings – usually by nomadic herding, shifting cultivation, hunting, fishing and gathering – and a large proportion of the world's farmers live at subsistence level.

Use hyphens only to join words together. Joining words with hyphens helps to avoid ambiguity. Hyphens may be used to join compound words where the adjective precedes the noun it refers to. Where the adjective follows the noun, no hyphen is needed. Adverbs do not need a hyphen (e.g.: commonly used, beautifully constructed).

- This is a long-term solution.
- The valley sees many low-flying airplanes.
- Our wine is high quality.

Missing hyphens can cause confusion or even serious problems:

- It is the biggest selling book of all time. (Was the book the biggest in size or was it the biggest-selling book?)

Avoid em dashes (these are much longer than en dashes and hyphens and look like this: —).

## Exclamation marks

Don't use them! Exclamation marks in professional documents have the effect of diminishing credibility!!!!!!



## Quotation marks

Use quotation marks to identify quotes, phrases, dialogue or words that you want to treat differently. MBIE's style is to use quotation marks in the following way:

- Use double quotation marks only for quotes – eg “The report is good,” said the Minister.
- Use single quotation marks to:
  - highlight a word when the sentence would be confusing without it – eg he was trying to 'break the ice' with his small talk.
  - suggest irony – eg they were 'delighted' to come (if you really mean that they weren't delighted to come)
  - highlight a quote within a quote – eg “The chief executive sometimes calls them the 'fantastic five', reflecting their star qualities as a team,” said the general manager
  - highlight slang – eg the surfers thought the waves were 'epic'
  - highlight a nickname within a name – eg Charles 'Lucky' Luciano
  - highlight a single character – eg the 'o' and the 'u' in the word are emphasised.
  - The forward slash

The forward slash means 'or'. It does not mean 'and' – eg choose from black/white (black or white). A forward slash is also used instead of 'per' – eg km/h (kilometres per hour).

Do not put spaces around the slash.

## Quotes

If you include a short quote in your text, you should wrap it in double quotation marks.

If the quote is included as part of the sentence, the quotation marks should fall inside of the comma or full stop, “like this”, or “like this”.

However, if the quote stands alone and it is clear who the speaker is, the quotation marks should fall outside of the comma or full stop, like this:

“A man who stands for nothing will fall for anything.”

Or this, attributing the quote:

“All the great things are simple, and many can be expressed in a single word: freedom, justice, honour, duty, mercy, hope,” said Winston Churchill.

If you include a longer quote – ie a paragraph or more – indent the quote and don't use quotation marks. For example, French writer and poet Charles Baudelaire said:

Dandyism is especially likely to appear in those transitional ages in which democracy is not yet all-powerful and the aristocracy is only partially faltering and debased. In the confusion of such times certain men, *déclassé*, disgusted, idle, but all endowed with native strength, may conceive the project of founding a new kind of aristocracy, which will be all the more difficult to destroy as it will be based on the most precious and indestructible faculties, and on the God-given gifts which work and wealth cannot bestow.

## Redundant words

Redundant words repeat what is already being said – eg:

- forward planning (isn't all planning about the future?)
- past experience (isn't all experience about the past?)
- approximate estimate (an estimate is always approximate)
- the reason is because... (choose one or the other, not both).

Cut the clutter from your writing by avoiding redundant words.

Use intensifiers such as 'very' or 'highly' sparingly. The reader will realise how important your point is if you make it well.

## Referencing and bibliographies

For the most part you can use [footnotes](#) for your references. However, if your publication has a long list of references, you may wish to include a reference list at the end of your document.

If you do include a reference list, place the surname of the author and publication date of the work in brackets like this (Nelson, 1950) in the relevant section. Or if you have already mentioned the author, simply add the date of publication in brackets like this (1950) after your reference.

Reference lists or bibliographies are generally at the end of the publication. We encourage you to use the American Psychological Association referencing format. For more information see [APA Referencing Style Guide from University of Waikato](#).

### Books or reports

Surname, initial(s). (Year of publication). *Title*. Edition. Publisher. Page number.

King, M. (2000). *Wrestling with the angel: A life of Janet Frame*. Viking. Page 20.

### Newspaper, magazine or journal articles

Surname, initial(s). (Date). Title of article. *Title of Periodical*, volume (issue number), page number.

Gluckman, P., & Hanson, M. (2019, November 30). Are humans too ingenious for our own good? *New Zealand Herald*. [www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=12288685](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12288685)

Note: Provide the URL if the article was from the newspaper's actual website. If the article is from a news website (e.g. Stuff) without an associated daily or weekly newspaper, use the format for a webpage instead.

### Webpages

Author (could be a group e.g. government department). Date retrieved. *Title*. Website name and URL.

Stats NZ. (2021, April 15). *Food price inflation unchanged in March 2021*. Stats NZ <https://www.stats.govt.nz/news/food-price-inflation-unchanged-in-march-2021>

### Contracts

Name of company. (Date). Name of contract.

Custom Fleet. (2009). Fleet Management Services.

### **Presentations**

Surname, initial(s) of presenter. Date, *Title of presentation*, viewed day month year from: URL

Snowdon, C. T. 1997, *Significance of animal behaviour research*, viewed 20 February 2004  
from: <http://www.csun.edu/~vcpsy00h/valueofa.htm>

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## Writing for the web

It's important to note that each website has its own style and formatting requirements in addition to the MBIE Style Guide. Talk to the Digital Channels team ([digitalchannels@mbie.govt.nz](mailto:digitalchannels@mbie.govt.nz)) and get them involved early, to help ensure your content is fit for purpose. If you are a web editor or writer, please use the site-specific styles guides if available.

There are some unique aspects about writing for an online audience that you need to consider. There is also [writing style guidance](#) available on [digital.govt.nz](http://digital.govt.nz).

People generally:

- scan web pages to find areas of interest
- skim read for keywords and phrases
- read 25 per cent slower on a screen than from paper.

### Tips for web writing

- Start every page with its purpose in a summary, introduction or key message. Search engines use page summaries to describe the page in search results.
- Put the most important information at the top of the page and the least important information at the bottom.
- Use a friendly, personal tone of voice (use 'you' and 'we').
- Break your content into small chunks using headings and bullet points where possible.
- Use short sentences (maximum 25 words).
- Use short paragraphs (40–60 words) with one main idea in each paragraph.
- Use bold, not underlining for emphasis (underlining is reserved for links).
- Avoid italics – they don't work well on screen.
- Meet copyright obligations.

### Formatting for the web

How you structure and format your content helps people to quickly grasp the information they need.

#### Tips for better formatting

- Try to avoid very long pages – people are unlikely to ever get to the bottom.
- If you have to create a longer page, list all headings at the top of the page and add hyperlinks so people can jump to the relevant section.
- Write headings that briefly and accurately describe the content beneath them. This helps the user quickly scan the page for what they are interested in.
- Use keywords in the main headings and first paragraphs. This will make your content more searchable by browsers.
- Break up the text with subheadings. This also helps people find what they are looking for when they use a search engine.

- Use hyperlinks to provide more detailed information on a topic, to take the user to the next step in a defined process or to refer to optional background information.
- Link text should describe the link's destination and/or purpose. Don't use 'click here' or 'here' as hyperlinks as these words can be difficult to spot when scanning text. They also work badly with screen-reader software used by people who are visually impaired.

## Context

Think about where your content should sit on the website. It needs to be in a logical place. Talk to Digital Channels if you are not sure.

Remember, users may land on your page directly from an internet search so make sure your new content provides sufficient context.

Other tips include:

- Avoid time references – eg 'the announcement will be made next month' as this dates your content too quickly.
- Check any content that was originally written for print. Are there any references to page numbers?

## Government web standards

Government agencies are required to follow mandatory web standards for accessibility and usability. The standards ensure that people with disabilities can access online content easily. The standards are available at [digital.govt.nz](http://digital.govt.nz).

If you have any questions about the standards, get in touch with the Digital Channels team at [digitalchannels@mbie.govt.nz](mailto:digitalchannels@mbie.govt.nz)

## Formatting your documents

The Ministry has a set style for formatting all documents created in Microsoft Word.

The formatting style does not apply to publications that are professionally designed or to formal documents such as Cabinet papers and briefings. You should use the [templates](#) available to you when creating a formal document or other kinds of files, such as PowerPoint presentations. These are available on the intranet.

### Font

Use Calibri normal, 11pt, for body text and headings. Microsoft Word heading styles sets the point sizes for various levels.

## Document titles

Use title case (all the main words have an upper case first letter) and centre the text on the page. Use paragraph formatting to put 3pt spacing after the document title.

# Document Title: Calibri bold 28pt–34pt

If your document has a subtitle, format it [Heading 2](#) or [Heading 3](#) and centre it on the page.

## Headings

Headings are a guide to the content that follows, and they can't capture everything. Keep them short and relevant.

Do not use punctuation after headings or subheadings (except question marks).

Use sentence case (only the first word has a capital first letter). Left align all headings.

Do not number headings and subheadings (legal documents may be an exception). Use as many levels as required in your document to present the most organised structure. The same level of heading or subheading should be of equal importance regardless of the number of subsections under it.

## Heading 1, Calibri, bold, 18pt

Use at the beginning of a section. Use paragraph formatting to put 12pt spacing after the heading.

## Heading 2, Calibri, bold, 15pt

Use paragraph formatting to put 18pt spacing before and 6pt spacing after the heading.

## Heading 3, Calibri, bold, 12pt

Use paragraph formatting to put 12pt spacing before and 3pt spacing after the heading.

## Heading 4, Calibri, bold italic, 11pt

Use paragraph formatting to put 12pt spacing before and 3pt spacing after the heading.

## Sub-heading 2, Calibri, italic, 11pt

Use paragraph formatting to put 12pt spacing before and 3pt spacing after the heading.

*Captions, Calibri, italic, 10pt*

## Spacing

MBIE's style is to put a single space between sentences.

## Colour

Please refer to [MBIE's visual identity guidelines](#) for rules about using MBIE's colour palette.

## Numbering

This numbering style may be automatic in the Windows 7 version of Microsoft Word or you may have to set it up. Text is one centimetre from the bullet. Note the use of a full stop for the second and third level numbering only:

- 1 First level numbering.
  - a. Second level numbering.
    - i. Third level numbering.

## Tables

This table style will be automatically applied in the Windows 7 version of Microsoft Word:

Table 1: Calibri bold, 11pt

|                    |                    |                    |                    |
|--------------------|--------------------|--------------------|--------------------|
| Calibri bold, 11pt | Calibri bold, 11pt | Calibri bold, 11pt | Calibri bold, 11pt |
| Calibri 11pt       | Calibri 11pt       | Calibri 11pt       | Calibri 11pt       |
| Calibri 11pt       | Calibri 11pt       | Calibri 11pt       | Calibri 11pt       |

The 3pt spacing before and after each line in the table makes sure the text isn't crowded.

## Footnotes

If your readers include both the general public and technical experts, you may want to consider using footnotes to provide a more detail on your subject or on external references. You don't want to turn off your reader with too much detail in the body of the text.

All footnotes should follow standard formatting<sup>2</sup>.

Numbering should run through the whole document in sequence – don't renumber each section.

---

<sup>2</sup>Footnote, Calibri, 10pt

## Page numbering

When you have a document that is more than two pages, number the pages to make it easier for the reader to navigate.

Use Calibri, 10pt for all page numbering.

Align page numbers to the right at the bottom of the page.

Don't include page numbers on the title page (if there is one) but include the title page when counting the pages.

## Templates

MBIE-branded templates for most types of documents and presentations are available within Microsoft programmes like Word and PowerPoint.

In Word, go to 'Template toolkit' on the top menu, then 'Core templates'. Choose the template you want and click OK.

In PowerPoint, go to 'File' on the top menu, then 'New', then 'My templates'. Choose 'Personal' for MBIE, or the relevant business group, and click OK.

Some branches have their own specially branded templates that are stored in MAKO.

## Further Reading

*The Penguin Guide to Punctuation* by R L Trask

Contact [Information Management](#) for a copy.

*The Economist Style Guide*

This useful guide is available online. You can also buy a hard copy.

[www.economist.com/research/styleguide/index.cfm](http://www.economist.com/research/styleguide/index.cfm)

*The Oxford English Dictionary*

This online dictionary is available to all Ministry staff logged on to work computers.

[www.oed.com](http://www.oed.com)

*The Elements of Typographic Style*

A hard copy is available from the Design & Marketing team. You can also buy a hard copy.



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# Visual Identity Rules

MBIE MASTER BRAND // SEPTEMBER 2023

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# How to use this document

This document establishes the rules and foundations for the application of the Ministry of Business, Innovation and Employment (MBIE) brand across all communications and marketing channels including print, electronic, environmental, online, and social media touch-points.

A consistent visual identity system ensures that the Ministry is presented in a confident and professional manner and that all communications materials are meeting their legislative requirements.

**Correct application of the MBIE visual identity and adherence to the rules set forth in this document is required under the MBIE Branding & Naming Policy.**

**All items produced by external agencies on behalf of the Ministry must be checked for brand compliance before publication.**

**If you have questions regarding these rules, please contact the Design & Marketing Team: [designandmarkxxxx@xxx.xxx.xx](mailto:designandmarkxxxx@xxx.xxx.xx)**

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# Our Brand

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**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

**We are the Ministry of Business, Innovation and Employment, Hīkina Whakatutuki.  
Hīkina means to uplift and Whakatutuki means to move forward, to make successful.**

We recognise that a strong economy is one in which we use the skills, knowledge and time of our people in conjunction with our natural resources, and financial and physical capital to improve the well-being of current and future generations. Based on the principles of Te Tiriti o Waitangi/The Treaty of Waitangi, we are committed to upholding authentic partnerships with Māori.



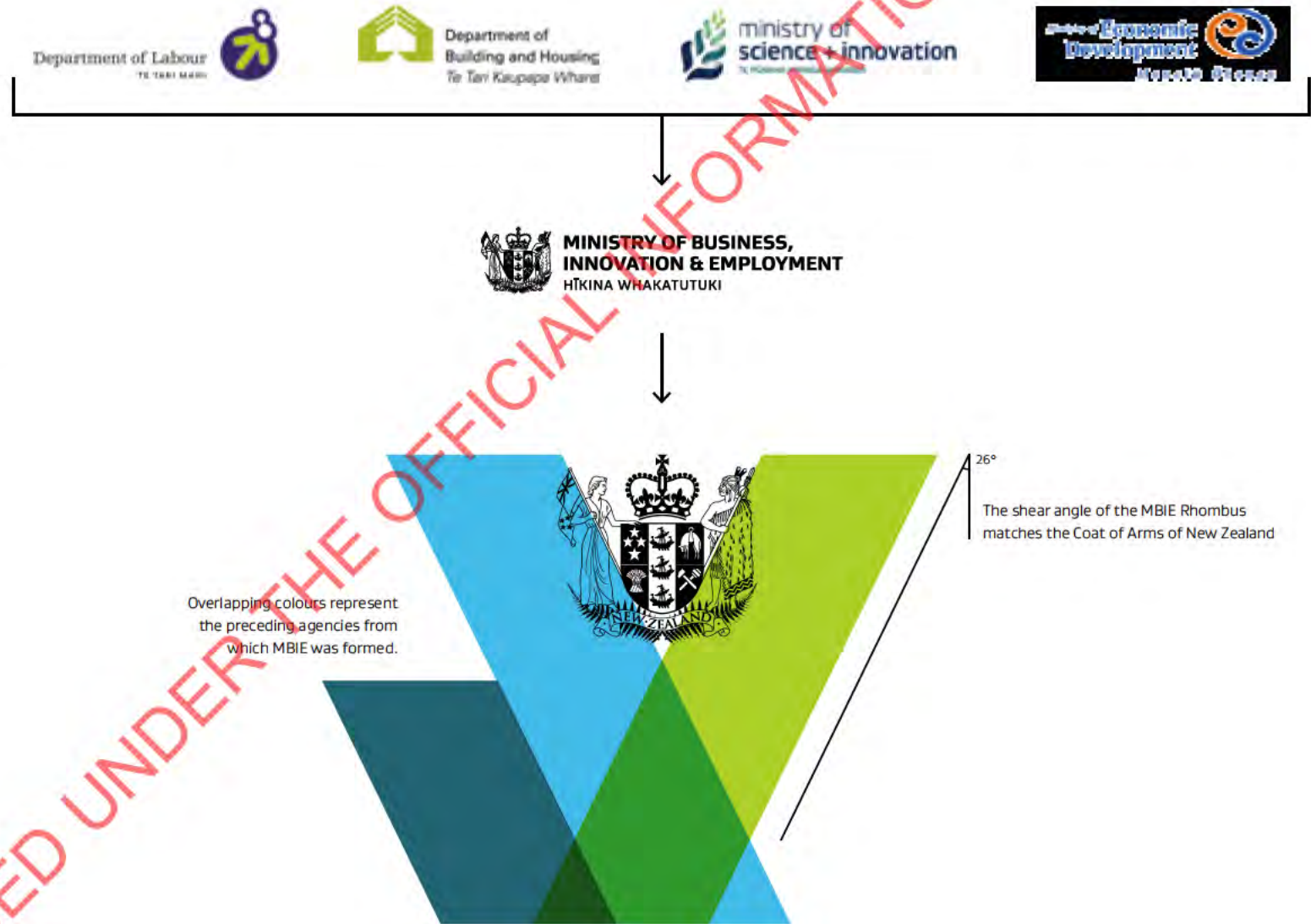
### Our Brand Whakapapa

MBIE was formed in 2012 from the merger of the Department of Labour, Department of Building and Housing, the Ministry of Science and Innovation, and the Ministry of Economic Development.

MBIE was formed originally to drive business growth and make it easier for businesses to engage with the Government, to access innovative ideas, markets, capital, skilled workers, resources and the supporting public infrastructure.

Our visual identity system was developed as a way to acknowledge the four departments that were brought together to form MBIE. The MBIE Rhombus specifically recognises the importance of the partnership between Māori and the Crown and the relationship between MBIE and the New Zealand public.

See page 23 for more details.



# The MBIE Brandscape



CORE SERVICES

EXTERNAL INITIATIVES

## Growing New Zealand Internationally



## Growing New Zealand Domestically



## Inform & Regulate



## Protection & Resolution



## Autonomous Entities

Groups which were established under specific legislation, and are required by legislation to operate an autonomous or semi-autonomous capacity



## Joint Ventures

Groups which are jointly administered by MBIE and other Public Service Departments, or groups which act as public/private partnerships.



## Funding, Campaigns, or Products

Funds, campaigns, or products which are not directly managed by any MBIE core service groups, or which are administered by external agencies which MBIE supports.



**IMPORTANT**  
This brandscape should not be relied upon as a guide for creating new logos or marks for MBIE sub-brands. The creation of new logos or marks must follow the MBIE Brand & Naming policy. Please consult Design & Marketing for further information.



### The MBIE Family

All sub-brands that make up the Ministry's core services will fall into one of four areas: growing New Zealand domestically, growing New Zealand internationally, informing and regulating, or protecting and resolving. The particular function of a given sub-brand will determine how the logo is created, how it looks, and how it will fit into the wider MBIE context. These brands have their own visual identities which are connected to each other, and to MBIE, through use of a coordinated system of graphics and colour.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

#### Growing New Zealand internationally and domestically



#### Informing and regulating



#### Protecting and resolving



# Our Logo



## The MBIE Logo

Our logo is made from the New Zealand Coat of Arms, and our name in both English and Te Reo. Our Te Reo Māori name, Hīkina Whakatutuki, is an approximate translation of 'lifting to make successful.' This is kupu Māori, or Māori words, that reflect our aspirations, functions, and scope.

The use of the Coat of Arms provides authority and recognition, both domestically and internationally, as well as the level of authority that a public service department needs to command. The use of the Coat of Arms has been granted to MBIE by the Ministry for Culture & Heritage.

Reuse or re-appropriation of the New Zealand Coat of Arms in new logos or identities requires ministerial consent under the Flags, Emblems, and Names Protection Act 1981.

The consistent and correct application of the logo will enhance our brand recognition. The application of the logo should not differ from those shown here.



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

## Logo Sizing & Clear Space

Maintaining consistent sizing, proportions, and clear space will ensure that the logo is clearly seen and recognised by anyone who views it.

The minimum reproduction size of the logo to maintain readability is 8mm in height.

Minimum clear space is defined as half the total height of the logo in a given placement.



**Minimum Size: 8mm Height**



**Clear Space: ½ total height of the logo**

### Incorrect Use

The consistent and correct application of the logo will help to enhance MBIE's visual identity recognition on a national and international stage. Likewise, incorrect use of our logo dilutes the effectiveness of our identity and risks misleading the public as to the authenticity of our communications.



DO NOT alter the relationship between the elements.



DO NOT recolour any part of the logo for any reason.



DO NOT re-type or recreate any parts of the logo.



DO NOT remove a language's name from the logo.



DO NOT treat the MBIE Rhombus as part of the logo.



DO NOT use a logo without the macron above 'Hīkina.'



DO NOT incorporate new/other elements in the logo.



DO NOT place the logo on a static background with insufficient contrast or excessive visual clutter.



DO NOT alter or modify the Coat of Arms in the logo.

## Co-Branding

All material produced by MBIE is required to be co-branded with the New Zealand Government logo. The New Zealand Government logo is applied as a supportive logo, and therefore is used at 40% black, or white when on colour background, to ensure clear visual hierarchy.

When paired with the MBIE logo, or any other logo which uses the Coat of Arms, the New Zealand Government logo wordmark should be used to avoid overuse of the Coat of Arms.

The width of the New Zealand Government logo should always match the width of 'Innovation & Employment' in the MBIE logo. The alignment of the New Zealand Government logo should be centred vertically on the MBIE logo, or aligned horizontally to the MBIE wordmark, as shown.

In co-branding situations where MBIE is the lead agency, or joint agency, a 0.5pt stroke to separate logos may be used. If MBIE is a supporting agency, then MBIE logo will be used in a secondary position and without any strokes to separate logos.

### Relationship with the New Zealand Government logo



Te Kāwanatanga o Aotearoa  
New Zealand Government



Te Kāwanatanga o Aotearoa  
New Zealand Government

Te Kāwanatanga o Aotearoa  
New Zealand Government

### MBIE as lead or joint agency



other  
logos

other  
logos

other  
logos

### MBIE as support agency

**main logo**



# Typography

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### Typeface for General Use

Calibri should be used by all staff for all general use work including external publications, Word documents, emails, PowerPoint presentations, and memos.

Calibri is a humanist sans-serif typeface designed in 2004 by Lucas de Groot.

Calibri is the default font in Microsoft Office products and is freely available for use by all MBIE staff.

#### Calibri Light

AaBbCc ĀāĒēĪī 123 ¼¾ x÷v ↗↘ &@\$!?

#### Calibri Regular

AaBbCc ĀāĒēĪī 123 ¼¾ x÷v ↗↘ &@\$!?

#### Calibri Bold

**AaBbCc ĀāĒēĪī 123 ¼¾ x÷v ↗↘ &@\$!?**

**Calibri is a humanist sans, which means that its letters are based on the familiar forms of Renaissance types and handwriting, but in a modern form: serif-less and with hardly any contrast between thick and thin strokes. Calibri also features softly rounded ends to its strokes, which gives it a friendly, approachable feel even though it's a classically structured typeface.**

|  |   |   |  |
|--|---|---|--|
| <p>Science &amp; Innovation</p> <p>① ② ③ }</p> | <p><b>AOTEAROA</b><br/>TELEGRAMS<br/>EKETĀHUNA<br/><i>ECONOMICS</i></p> | <p>A new filing system<br/>stops time challenges.</p> <p>Te tī kōuka kākāriki.</p> <p>1 2 3 4 5 6 7 8 9 0</p> | <p><b>No15 Stout Street</b><br/>⅓ of all respondents</p> <p>←There/Here→</p> <p><b>10 KAIWERA TCE</b><br/>\$1.5 Million Funded</p> |
|--|---|---|--|



### Typeface for Design

For all professionally designed communications, Gustan should be used as the primary typeface. The use of Gustan is reserved for professional design.

Designed by Greg Lindy of LuxTypo in 2011, Gustan is an orderly type family for a wide range of applications.

Calibri should be used by staff where Gustan is unavailable, such as in Word documents, PowerPoint presentations, emails, reports, memos, etc.

#### Gustan Thin

AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀ ʌ &@!\$?>

#### Gustan Light

AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀ ʌ &@!\$?>

#### Gustan Book

AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀ ʌ &@!\$?>

#### Gustan Medium

AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀ ʌ &@!\$?>

#### Gustan Bold

AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀ ʌ &@!\$?>

#### Gustan Extrabold

AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀ ʌ &@!\$?>



### Typeface for Websites

The typeface of choice for all MBIE websites, where Gustan is unavailable, is Fira Sans. Fira Sans may only be used for websites, where Gustan is unavailable, and may not be used for mobile apps or other digital or print projects.

Fira Sans was designed in 2013 by Erik Spiekermann for Mozilla. The typeface is optimised for electronic screens, and maximum readability at small sizes.

Govt.nz also recommends using Fira Sans because it is easy to read, is open source, and has good browser support; it displays well in most browsers.

For more information on how to set text styles for websites contact: [digitalchannels@mbie.govt.nz](mailto:digitalchannels@mbie.govt.nz)

Fira Sans Thin  
AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀʁ &@\$!?

Fira Sans Light  
AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀʁ &@\$!?

Fira Sans Book  
AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀʁ &@\$!?

Fira Sans Medium  
AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀʁ &@\$!?

**Fira Sans Bold**  
**AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀʁ &@\$!?**

**Fira Sans Heavy**  
**AaBbCc ĀāĒēĪī 123 ¼¾ x÷√ ʀʁ &@\$!?**

**Fira Sans**  
Independent Type Family, Free to Use  
**Latest Version: 4.3**

Digital Govt.NZ

\*.com /data fonts/

## Typeface for Non-Latin Use

For translated languages with non-Latin lettering, the Noto family of fonts should be used to help convey a cohesive identity to a global audience.

Noto consists of more than 100 fonts covering all more than 1,000 languages and over 150 writing systems.

Noto provides consistent stroke weight and figure height across languages. Applying this typographic styling consistently will reinforce recognition of the visual identity across different languages.

Noto was developed by, and is available for free from, Google. It is licensed globally under SIL Open Font License, Version 1.1.

Noto Sans CJK JP Regular

ニュージーランドへようこそ

Noto Sans Regular

Добро пожаловать в Новую Зеландию

Noto Sans CJK SC Regular

欢迎来到新西兰

Noto Sans Arabic Regular

ادنلى زوين ي ف مكب اب ح ر م

Noto Sans Devanagari Regular

न् यूज़ीलैंड में आपका स् वागत है

Noto Sans CJK KR Regular

뉴질랜드에 오신 것을 환영합니다

## Most commonly translated languages at MBIE

| Language              | Font to use          |
|-----------------------|----------------------|
| Arabic                | Noto Sans Arabic     |
| Chinese, Simplified*  | Noto Sans CJK SC     |
| Chinese, Traditional* | Noto Sans CJK TC     |
| Hindi                 | Noto Sans Devanagari |
| Italian               | Gustan/Calibri       |
| Japanese              | Noto Sans CJK JP     |
| Korean                | Noto Sans CJK KR     |

| Language  | Font to use    |
|-----------|----------------|
| Māori     | Gustan/Calibri |
| Russian   | Noto Sans      |
| Samoan    | Gustan/Calibri |
| Spanish   | Gustan/Calibri |
| Tokelauan | Gustan/Calibri |
| Tongan    | Gustan/Calibri |
| Tuvaluan  | Gustan/Calibri |

\* Chinese may be specified as Mandarin or Cantonese. Where Mandarin is the spoken language, Simplified Chinese is commonly used for writing. Where Cantonese is the spoken language, Traditional Chinese is commonly used for writing. The exception is Taiwan where Mandarin is the spoken language and Traditional Chinese is commonly used for writing.

## Typography

To maintain consistency across professionally designed publications, these are the recommended styles for typesetting.

Size and leading should not be increased or decreased to fit copy into layout.

Main titles, section titles, document titles, and covers should use title case. Title case capitalisation is covered in the MBIE Writing Style Guide and in Section 6.17 of the APA Publication Manual, Seventh Edition.

Gustan's default alignment for numerals is tabular lining. Unless used in a large data or financial table, all numbers set in Gustan should be proportionally lined.

Do not use double spaces between sentences as this is poor typography.

Avoid using hyphens in lieu of commas or multiple sentences as they can break layout and reduce readability. Consult the MBIE Writing Style Guide for details.

**These type styles may be applied similarly to internal Word documents or PowerPoint presentations that use Calibri.** Such templates will have type styles built-in for use by all staff.

# Main Title

Gustan Extrabold set at 30/30 with 5mm space after, using title case

## Section Title

Gustan Book set at 24/28 with 14mm space after, using title case.

### Introductory copy

Gustan Light set at 14/18 with 5mm space after.

### Body Header

Gustan Black set at 12/14 with 2.5mm space after, using title case.

### Body subhead

Gustan Extrabold set at 9/14 with 2.5mm space after.

### Body copy

Gustan Light set at 9/14 with 2.5mm space after.

### Caption

Gustan Light set at 7/10 with 0mm space after.

### Body Copy

Rhoncus laoreet lacus Integer feugiat tristique quam.

Rhoncus auctor nunc varius vitae. Morbi nec dui tortor.

Suspendisse potenti phasellus ultrices urna tellus, eu rhoncus.

### Body Bullets

› Rhoncus laoreet lacus Integer feugiat tristique quam.

› Rhoncus auctor nunc varius vitae. Morbi nec dui tortor.

› Suspendisse potenti phasellus ultrices urna tellus.

### Intro & Body

Rhoncus laoreet lacus Integer feugiat tristique quam.

Rhoncus auctor nunc varius vitae. Morbi nec dui tortor. Suspendisse potenti phasellus ultrices urna tellus, eu rhoncus ex malesuada et morbi sit amet aliquam lectus. Sanditat uritisi voleceptas mi, ullorem lacea natem fugitio necusanit odipid.

# Colour

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## Colour Codes

MBIE Teal, along with greens and blues, make up the core of the primary palette.

The secondary colour palette has been specially designed to compliment the MBIE primary palette, and should only be used in data visualisations, in instances where extreme colour contrast is needed, or as an accent colour alongside the primary colours.

Please note the various colour codes in the colour swatches. CMYK is used for printed material. RGB and Hexidecimal are for electronic/digital material.

Users of Microsoft Office products are encouraged to use these RGB numbers in their documents.

### Primary MBIE palette

|  |   |  |  |  |
|--|---|--|--|--|
| <p><b>MBIE Teal</b><br/>PMS 3155<br/>CMYK: 100/9/29/47<br/>RGB: 0-98-114<br/>HEX: 006272</p> | <p><b>MBIE Blue</b><br/>PMS 7689<br/>CMYK: 86/42/14/0<br/>RGB: 0-126-175<br/>HEX: 007EAF</p>    | <p><b>MBIE Dark Blue</b><br/>PMS 2766<br/>CMYK: 100/96 38/38<br/>RGB: 17-28-78<br/>HEX: 111C4E</p> | <p><b>MBIE Green</b><br/>PMS 370<br/>CMYK: 67/30/100/14<br/>RGB: 94-129-29<br/>HEX: 5E811D</p>     | <p><b>MBIE Dark Green</b><br/>PMS 7731<br/>CMYK: 86/24/100/12<br/>RGB: 18-130-31<br/>HEX: 12821F</p> |
|  | <p><b>MBIE Light Blue</b><br/>PMS 306<br/>CMYK: 75/0/5/0<br/>RGB: 0-181-226<br/>HEX: 00B5E2</p> |  | <p><b>MBIE Light Green</b><br/>PMS 375<br/>CMYK: 38/0/100/0<br/>RGB: 151-215-0<br/>HEX: 97D700</p> |  |

### Secondary palette, for data visualisations or accenture only

|   |  |  |  |
|---|--|--|--|
| <p><b>MBIE Purple</b><br/>PMS 269<br/>CMYK: 76/90/0/0<br/>RGB: 117-59-189<br/>HEX: 753BBD</p> | <p><b>MBIE Magenta</b><br/>PMS 234<br/>CMYK: 26/100/24/0<br/>RGB: 207-19-134<br/>HEX: CF1386</p> | <p><b>MBIE Tiger's Eye</b><br/>PMS 153<br/>CMYK: 25/66/100/13<br/>RGB: 173-97-20<br/>HEX: AD6114</p> | <p><b>MBIE Sand</b><br/>PMS 7556<br/>CMYK: 36/52/100/15<br/>RGB: 150-110-8<br/>HEX: 966E08</p> |
| <p><b>MBIE Red</b><br/>PMS 710<br/>CMYK: 12/90/65/0<br/>RGB: 238-48-72<br/>HEX: EE3048</p>    | <p><b>MBIE Pink</b><br/>PMS 233<br/>CMYK: 2/94/2/0<br/>RGB: 223-25-149<br/>HEX: DF1995</p>       | <p><b>MBIE Orange</b><br/>PMS 158<br/>CMYK: 0/56/100/0<br/>RGB: 255-105-0<br/>HEX: FF6900</p>        | <p><b>MBIE Yellow</b><br/>PMS 107<br/>CMYK: 0/0/92/0<br/>RGB: 251-225-34<br/>HEX: FBE122</p>   |

### Colour Accessibility

All New Zealand government websites and electronic communications must comply with the New Zealand Web Accessibility Standard 1.1. Compliance is legally required for internal and external facing properties under the State Sector Act 1998, New Zealand Bill of Rights Act 1990, Human Rights Act 1993, and the United Nations Convention on the Rights of Persons with Disabilities, which New Zealand ratified in 2008.

The requirement for colour contrast for text on backgrounds can be found under *Web Content Accessibility Guidelines (WCAG) 2.1*.

Any online text (headers, hyperlinks, footers, etc.) that use a brand colour are required to use one that passes the contrast ratio requirements for the font size and weight, as shown here.

For more information visit: [digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/](https://digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/)

#### White contrast testing

| COLOUR NAME      | HEX VALUE | SWATCH  | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|------------------|-----------|---|----------------|------|-----|------------|-----|
|                  |           |   |                | AA   | AAA | AA         | AAA |
| MBIE TEAL        | 006272    |  | 7.02:1         | ✓    | ✓   | ✓          | ✓   |
| MBIE LIGHT BLUE  | 00B5E2    |  | 2.41:1         |      |     |            |     |
| MBIE BLUE        | 007EAF    |  | 4.56:1         | ✓    |     | ✓          | ✓   |
| MBIE DARK BLUE   | 111C4E    |  | 16.15:1        | ✓    | ✓   | ✓          | ✓   |
| MBIE LIGHT GREEN | 97D700    |  | 1.74:1         |      |     |            |     |
| MBIE GREEN       | 5E811D    |  | 4.53:1         | ✓    |     | ✓          | ✓   |
| MBIE DARK GREEN  | 12821F    |  | 4.95:1         | ✓    |     | ✓          | ✓   |

#### Black contrast testing

| COLOUR NAME      | HEX VALUE | SWATCH  | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|------------------|-----------|---|----------------|------|-----|------------|-----|
|                  |           |   |                | AA   | AAA | AA         | AAA |
| MBIE TEAL        | 006272    |    | 2.99:1         |      |     |            |     |
| MBIE LIGHT BLUE  | 00B5E2    |    | 8.7:1          | ✓    | ✓   | ✓          | ✓   |
| MBIE BLUE        | 007EAF    |   | 4.6:1          | ✓    |     | ✓          | ✓   |
| MBIE DARK BLUE   | 111C4E    |  | 1.29:1         |      |     |            |     |
| MBIE LIGHT GREEN | 97D700    |  | 12.03:1        | ✓    | ✓   | ✓          | ✓   |
| MBIE GREEN       | 5E811D    |  | 4.63:1         | ✓    |     | ✓          | ✓   |
| MBIE DARK GREEN  | 12821F    |  | 4.23:1         |      |     | ✓          |     |

### Colour Accessibility

All New Zealand government websites and electronic communications must comply with the New Zealand Web Accessibility Standard 1.1. Compliance is legally required for internal and external facing properties under the State Sector Act 1998, New Zealand Bill of Rights Act 1990, Human Rights Act 1993, and the United Nations Convention on the Rights of Persons with Disabilities, which New Zealand ratified in 2008.

The requirement for colour contrast for text on backgrounds can be found under Web Content Accessibility Guidelines (WCAG) 2.1.









Any online text (headers, hyperlinks, footers, etc.) that use a brand colour are required to use one that passes the contrast ratio requirements for the font size and weight, as shown here.

For more information visit: [digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/](https://digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/)

#### White contrast testing

| COLOUR NAME      | HEX VALUE | SWATCH  | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|------------------|-----------|---|----------------|------|-----|------------|-----|
|                  |           |   |                | AA   | AAA | AA         | AAA |
| MBIE PURPLE      | 7538BD    |  | 6.73:1         | ✓    |     | ✓          | ✓   |
| MBIE RED         | EE3048    |  | 4.07:1         |      |     | ✓          |     |
| MBIE MAGENTA     | CF1386    |  | 5.13:1         | ✓    |     | ✓          | ✓   |
| MBIE PINK        | DF1995    |  | 4.45:1         |      |     | ✓          |     |
| MBIE TIGER'S EYE | AD6114    |  | 4.66:1         | ✓    |     | ✓          | ✓   |
| MBIE ORANGE      | FF6900    |  | 2.88:1         |      |     |            |     |
| MBIE SAND        | 966E08    |  | 4.63:1         | ✓    |     | ✓          | ✓   |
| MBIE YELLOW      | FBE122    |  | 1.32:1         |      |     |            |     |

#### Black contrast testing

| COLOUR NAME      | HEX VALUE | SWATCH  | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|------------------|-----------|---|----------------|------|-----|------------|-----|
|                  |           |   |                | AA   | AAA | AA         | AAA |
| MBIE PURPLE      | 7538BD    |    | 3.11:1         |      |     | ✓          |     |
| MBIE RED         | EE3048    |   | 5.15:1         | ✓    |     | ✓          | ✓   |
| MBIE MAGENTA     | CF1386    |  | 4.09:1         |      |     | ✓          |     |
| MBIE PINK        | DF1995    |  | 4.71:1         | ✓    |     | ✓          | ✓   |
| MBIE TIGER'S EYE | AD6114    |  | 4.49:1         |      |     | ✓          |     |
| MBIE ORANGE      | FF6900    |  | 7.27:1         | ✓    | ✓   | ✓          | ✓   |
| MBIE SAND        | 966E08    |  | 4.53:1         | ✓    |     | ✓          | ✓   |
| MBIE YELLOW      | FBE122    |  | 15.89:1        | ✓    | ✓   | ✓          | ✓   |



### Colour Accessible Graphs

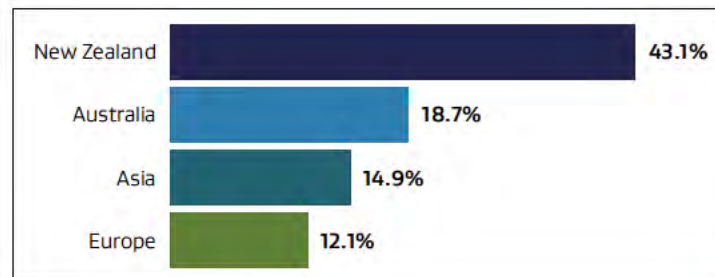
Charts and graphs are often used to display relevant statistical data, as a visual aid to make complex information easier to understand. They should always be designed with accessibility in mind.

Tables, graphs, and charts may need to differentiate or sort data by colour. Where appropriate, tints or shades of MBIE brand colours may be used to achieve this.

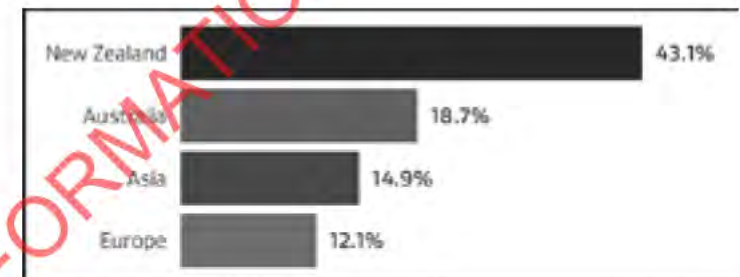
When using colour to differentiate data, ensure that no colour fields touch or overlap so as to ensure maximum contrast between different data. This allows charts and graphs to be easily read regardless of their contrast.

When creating bar graphs, line graphs, or ring charts, make sure the line thickness is sufficient for readability when using mixed colours or at small sizes. Important stroke widths should be at least twice as thick as accompanying text.

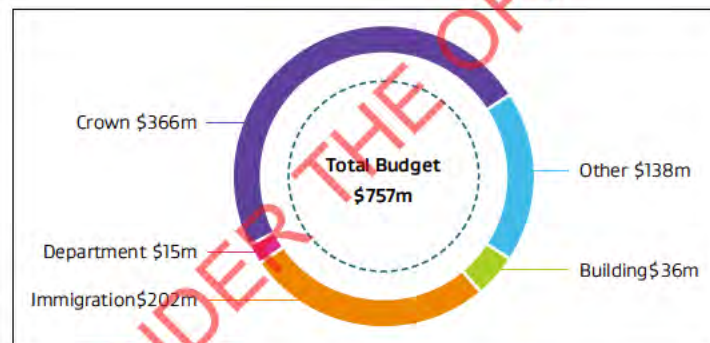
Colbindor® offers a free-to-use service for simulating colour blindness, which can be used to check charts and graphs. This online tool may be accessed at: [www.color-blindness.com](http://www.color-blindness.com)



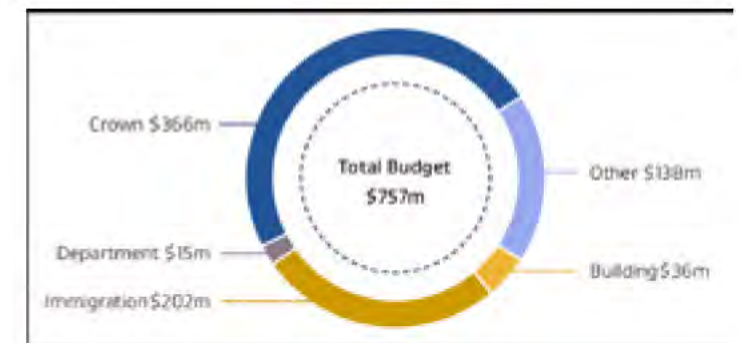
Bar graph with accessible colours, and clear lines between each bar.



Bar graph simulated with achromatopsic vision (monochromatic colour vision deficiency). Clear lines between each bar allow for easy reading.



Pie chart with mixed colours, and clear lines between each bar.



Pie chart with simulated deuteranopic vision (green-blind dichromatic colour vision deficiency). Clear lines between each bar allow for easy reading.

# Visual Language

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## The MBIE Rhombus

Our supporting graphics have been formed on the geometry that underpins the New Zealand Coat of Arms.

The supporters on either side of the shield are a Māori Chieftain holding a taiaha (a Māori war weapon) and Zealandia holding the New Zealand Ensign. The flag-staff, held by Zealandia (at left), and taiaha, held by the Māori Chieftain (at right), form the basis of a set of imaginary lines which sit at a 26° angle to the Coat of Arms.

These lines intersect to form the grid which underpins the familiar MBIE rhombus shape, symbolising the partnership between the Crown and Māori. Based on the principles of Te Tiriti o Waitangi/The Treaty of Waitangi, we are committed to upholding authentic partnerships with Māori.

Our visual identity system was developed as a way to acknowledge the four departments that were brought together to form MBIE. The MBIE Rhombus specifically recognises the importance of the partnership between Māori and the Crown and the relationship between MBIE and the New Zealand public.



### The MBIE Rhombus

The use of the MBIE rhombus is largely built-in to most templates, layout styles, and design systems available to MBIE staff. While not part of our logo, the MBIE Rhombus is foundational to MBIE's visual language. The rhombus shape can be used in a variety of ways, as shown.

#### Rhombus examples



#### Improper rhombus use



MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
HĪKINA WHAKATUTUKI



DO NOT treat the MBIE Rhombus as part of the logo.



DO NOT recolour the MBIE rhombus



DO NOT render the MBIE Rhombus vertically.

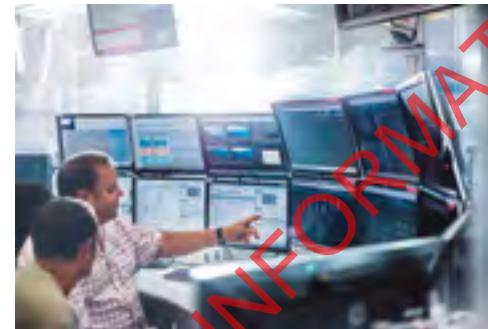
### Photography

Photography may be sourced from the MBIE Corporate Image Library which stores our existing photos, or by organising custom photo shoots. Stock art may be acquired using the approved MBIE stock art service managed by the Design and Marketing team.

When sourcing imagery, please choose photographic content and style that supports the brand, and with good lighting and sufficiently high resolution.

Ensure that MBIE holds the appropriate photographer permissions and/or model release documentation. All photos purchased on behalf of MBIE should be licensed 'in perpetuity' and with no attribution requirements or royalties.

When using images which are of cultural significance to Māori (tapu), ensure that the appropriate Mātauranga Māori team within MBIE has been consulted. Heads, faces, and sacred objects should not be cropped from culturally sensitive photos. For regular everyday (noa) images of people, some cropping of people or heads may be acceptable in a particular context.

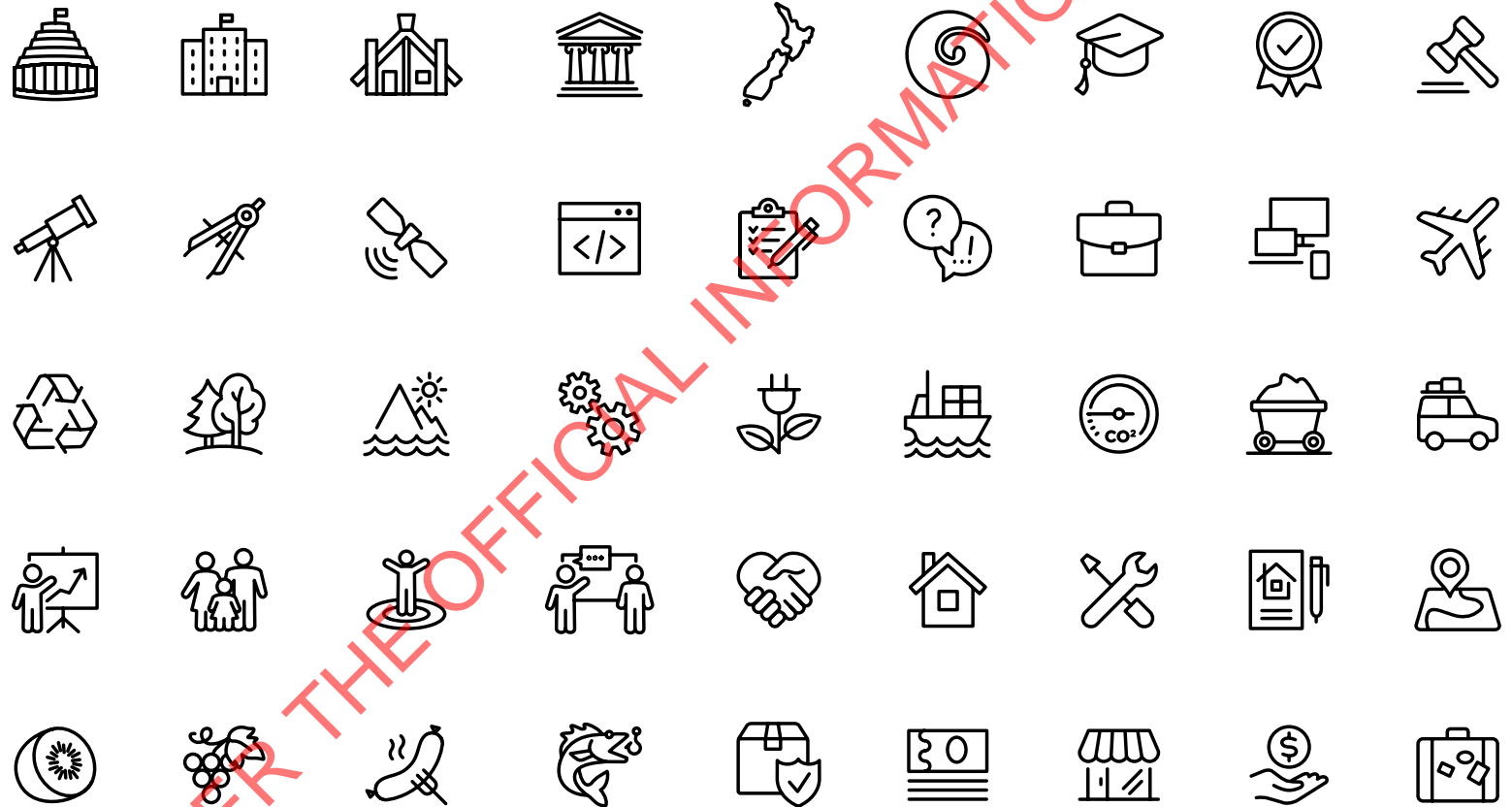


### Iconography

A unique set of uniform icons has been created for use by MBIE or any sub-brand or group within MBIE. These icons are able to be recoloured, resized, and applied in a variety of ways depending on need. At present, the MBIE icon library consists of over 800+ unique items.

MBIE staff can recolour and make use of these icons in PowerPoint or Word. Icons are available from the MBIE Corporate Image Library. Icons that do not already exist can be created by the Design and Marketing Team on request.

When creating new icons, it is important that all icons feature strokes only (set at 1.44pt) in black, and be designed to fit within a 32x32px square. This will ensure consistency in iconographic style.



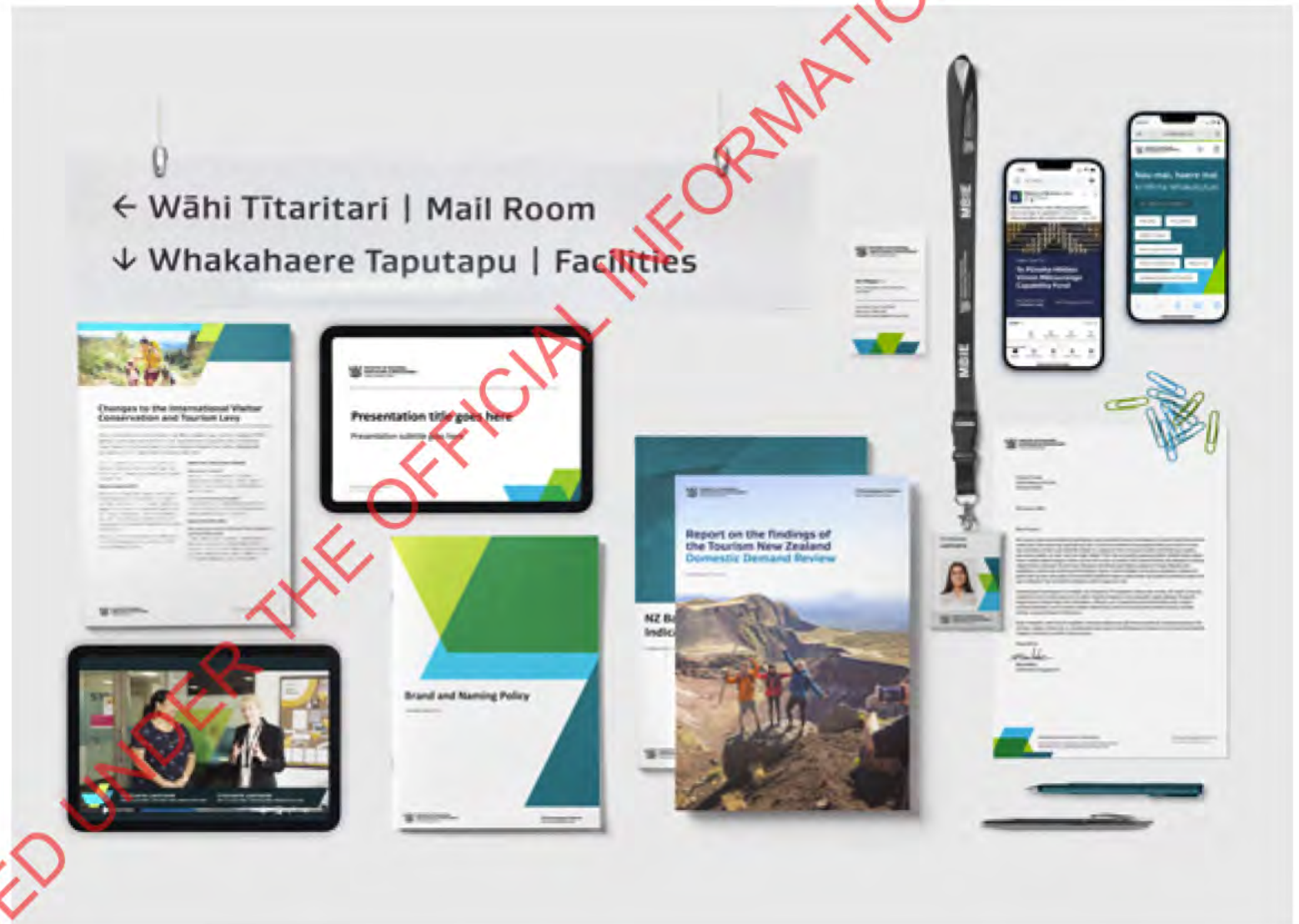
# Application

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### Application

It is important that the MBIE identity be consistently applied across all brand touch-points, in order to build and maintain recognition and brand equity. The visual identity can be applied in a number of ways, across various channels, to help create a cohesive experience for our target audience.

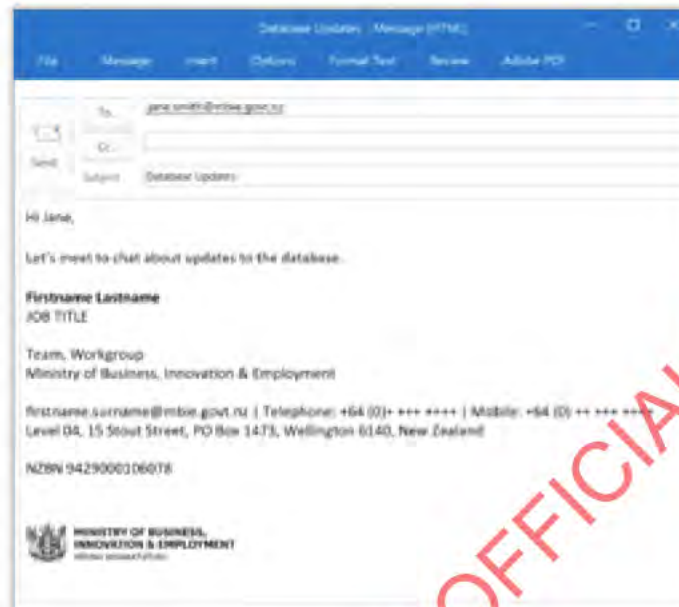




## Email Signatures

We have a standard email signature format that everyone at MBIE needs to use. A consistent, professional email signature provides clarity and authenticity as to the source of an email, and lends credibility and authority to the message.

The standard MBIE email signature should not be altered to include additional logos, graphics, or incorrect versions of the MBIE logo. Full details on what can be customised may be found on Te Taura.



**Your Name**

YOUR TITLE (note capital letters)

Team, Workgroup

Ministry of Business, Innovation & Employment

firstname.lastname@mbie.govt.nz | Telephone: +64 (0) + + + + + + + + | Mobile: +64 (0) + + + + + + + +

Address: write it all on one line, separated by commas

NZBN 9429000106078



DO NOT use the wrong MBIE logo.



DO NOT include other graphics, images, or logos.



DO NOT use different fonts, font sizes, or colours.

### Staff Identification Badges

Identification badges help differentiate between visitors, service providers, MBIE staff, and members of the public. They are carried with people whenever they are at an MBIE location. It is important that all MBIE badges use the designs shown here, across all MBIE locations, badge types, and badge print providers that MBIE uses.



### Word Templates

For easier access to branded collateral, templates have been created for Microsoft Word following these guidelines. These templates have been designed for general use as a close approximation to designed files, and may be used by any staff member for a variety of purposes.



Letterhead Template for Word



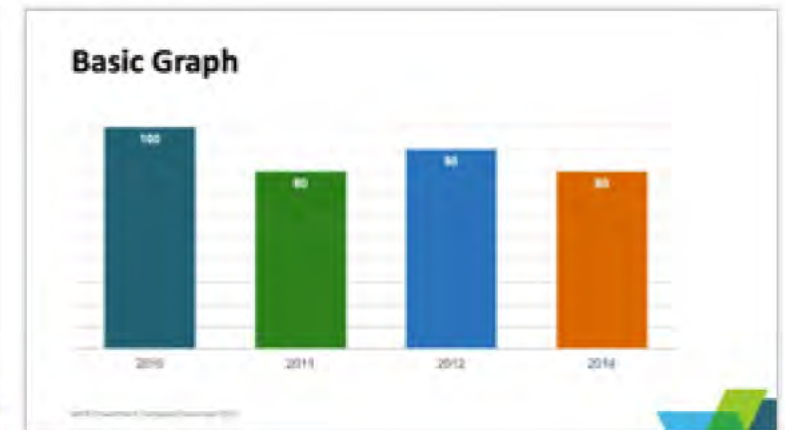
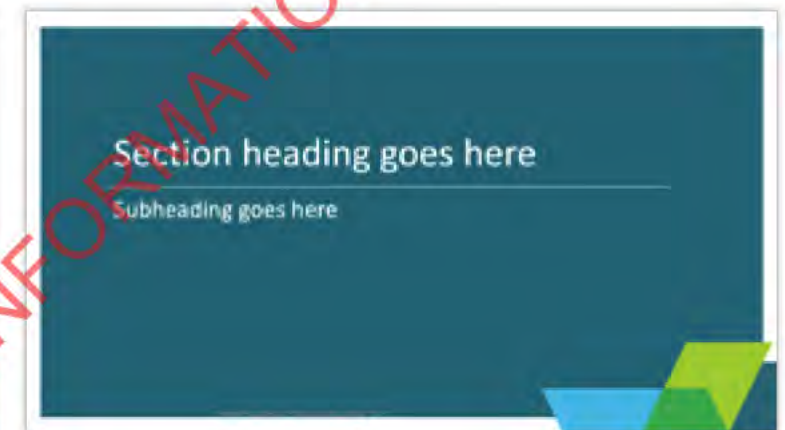
Generic A4 Document Template for Word



Generic A4 Report Template for Word (Cover)

### PowerPoint Template

There are unique branded PowerPoint templates for communication and presentation needs. These presentations feature generic slides and content for convenience and message consistency.



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# Documents & Publications

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## Documents & Publications

Documents, reports, consultations, studies, policies, or other long-form pieces published by MBIE represent the bulk of the Ministry's public output, in conjunction with digital information available online.

The rules around MBIE documents and publications are described in the following pages, with consideration for relevant legislation which governs New Zealand Government publications.

New Zealand Government documents and publications, including those published by MBIE, are also required to adhere to the relevant provisions of the Official Information Act 1982, the Copyright Act 1994, the Public Records Act 1995, and the Legislation Act 2019.



## Report Covers

In order to serve the vibrant and diverse range of work that MBIE undertakes, a unifying and highly flexible document layout system is available. The system consists of three cover options: two simple and one complex.

The simple cover layouts are based on a one-third grid system, with a high degree of flexibility and variance built-in for colourways, photography, illustrations, or other relevant imagery. The simple cover layouts are for general use.

The complex cover layout is more explicit in its application of the MBIE brand, and trades flexibility for sophistication and unity across workstreams. The complex cover layouts are for high profile, highly visible public documents only.



Simple Cover Layout, Upper Image

Simple Cover Layout, Lower Image

Complex Cover Layout

### Simple Covers

Simple report covers feature a grid of thirds, over which text and imagery may be placed and aligned.

Logos must only be placed in the top or bottom margin areas, and never on top of imagery.

Imagery, if used, must take up at least half the page, but can be enlarged to take up the entire page so long as it doesn't visually disrupt the readability of the title.

Text frames must align to the grid system. Text can be recoloured but must never be resized or re-weighted. Document titles may be up to three lines, and should not contain hyphens or subtitles. A short and succinct title is in keeping with accessibility plain language standards.

Design templates include built-in margins for textframes that should be followed. Microsoft Word templates do not have built-in margins for text boxes. Users should be careful not to place text too close or too far away from imagery.

**IMPORTANT:** Only the MBIE and New Zealand Government logos are permitted on the front cover.

Publication title, which may be up to three lines. Titles should not be in all caps.

Publication month and year in all caps only. Do not add bylines or subtitles.



← Equal margins at top and bottom for logos.

← One-third line, and the default margin for upper text.

← Centre line. Top or bottom images end here by default.

← Two-thirds line, and the default margin for lower text.

↑ Vertical grid of thirds for aligning text or guiding image content. Title text can overflow if necessary to fit.

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### Simple Cover Examples

These simple cover examples make use of photography or graphics. While each one looks different, they share common typography, logo placements, and colours.

The dominant colours used are all MBIE colours, which compliment the colours used in the photography.

The grid is employed to guide the placement of images and text to create the most impact.

Importantly, no extra text, additional labels, or unapproved logos are added or used.

The flexibility of the grid system allows for a wide variety of covers which are on-brand and consistent with the wider family of MBIE documents, while still allowing for an impactful and project-specific look.



## Off-Brand Examples

These simple cover examples make use of photography. However, they do not follow the established MBIE report cover style.

All new or updated MBIE publications should use the latest MBIE templates. Do not use or re-use old MBIE branding when updating an existing document.

The creation of off-brand covers for MBIE publications, either by MBIE staff or third-party suppliers, is prohibited under the MBIE Brand & Naming Policy.



DO NOT use old branding.

DO NOT use photography which requires accreditation.

DO NOT create a totally new document cover style.

DO NOT alter the typography.

DO NOT use images depicting Tikanga Māori without prior review and approval from your Mātauranga Māori Director.

DO NOT use graphics which closely resemble the branding or visual style of an established private sector company or another government department.

DO NOT alter the typography.

DO NOT use poor typography, with inconsistent capitalisation or superfluous hyphenation.

DO NOT use extraordinarily long document titles in excess of three lines.

DO NOT add document subtitles.

DO NOT add tertiary or superfluous document tags or markings.

DO NOT create a totally new document cover style.

DO NOT use low quality images on the cover.

DO NOT use images from New Zealand Story for documents which do not promote New Zealand internationally.

AVOID using photo collages on covers.

### Complex Covers

The complex cover layout is reserved only for the most high profile, highly visible publications. Likewise, the use of the complex cover layout is not available as a Word template for general use.

The layout of the complex cover must not change from what is shown here, including placement of typography, imagery, or logos.

The document title can be recoloured but must never be resized or re-weighted. Document titles need to be three lines or less and should not contain hyphens or subtitles. A short and clear title is in keeping with accessibility plain language standards.

Only one, single image may be used on the front cover. Collages of photos or graphics are prohibited. Graphic elements outside the rhombus photo are discouraged. The background colour may change so long as it remains an MBIE colour.

- MBIE Logo must always appear here.
- Publication title, which may be up to three lines. Titles should not be in all caps.
- Publication month and year in all caps only. Do not add bylines or subtitles.



← Single image area bleeding off right edge of page.

← New Zealand Government Logo must always appear here.

## Complex Cover Examples

These complex cover examples make use of a single photographic image to convey the idea and purpose behind the report. While each one looks different, they share a common layout which makes them part of a greater family of documents.

Due to the unique rhombus shape, photography must be carefully considered. The use of additional graphics or photo collages with the complex cover style is strictly prohibited, as it dilutes the impact and consistency of the layout.

The colours used are all MBIE colours, which compliment the colours used in the photography and in the titles.

Importantly, no unnecessary text, additional labels, or unapproved logos have been added or used.



### Inside Front Cover

The inside front cover establishes MBIE as the publishing agency and includes information which MBIE is legally required to include in government publications. Internal-only documents, which are only accessible to MBIE staff, are not generally required to include this information.

All MBIE documents and publications must include this information in its unaltered format, within the provisions of this guidance, in order to comply with the Official Information Act 1982, the Copyright Act 1994, the Public Records Act 1995, and the Legislation Act 2019.

Secondary Legislation, as defined by the Legislation Act 2019 and graded specifically to MBIE by other Acts of Parliament, are required to use the following alternate disclaimer, with section, Act, and year:

This is Secondary Legislation made under section \_\_\_ of the \_\_\_ Act YYYY.

MBIE Logo top right. If co-branding with another agency, their logo is placed to the right of MBIE.

MBIE Description. This must not be removed or altered.

More information section. The URL may be changed if required, and authorial credits may be added here. Otherwise do not alter or remove this section.

Standard MBIE disclaimer. Do not remove or alter. An alternate disclaimer is available for Secondary Legislation only.

ISBN or ISSN and publication date. These are legally required for all public documents four or more A4 pages in length.

Crown Copyright statement. This is legally required for all government publications. Do not alter or remove.



# Video & Animation

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## Intro Screens

Intro screens are required to show content ownership. They let the audience know that the video they are about to watch was produced by MBIE or a well known public facing MBIE sub-brand.

Intro screens are not title screens, and should only feature a single logo from the lead agency producing the video. If multiple agencies are producing a video, or in instances where an intro screen is not appropriate (e.g. time constraints, advertising, short videos for social media, etc.), the intro screen may be omitted.

The intro screen format shown here applies to videos created for MBIE or any MBIE sub-brand. In all cases, the logo should be in the centre of the frame.



MBIE branded intro screen



MBIE sub-brand intro screens

## Outro Screens

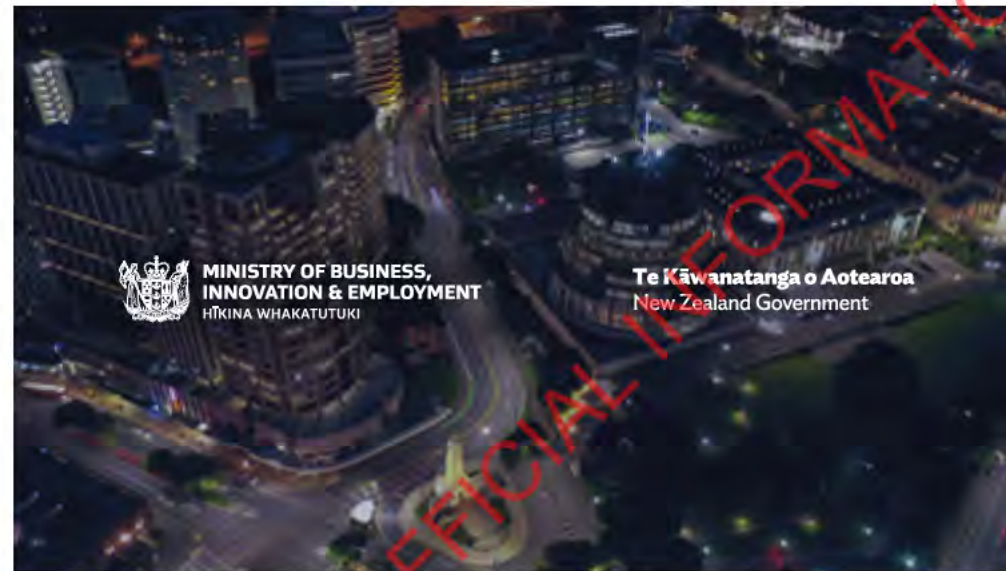
Outro screens are required in order to show MBIE's ownership and responsibility for publication of video content. All videos created for MBIE must include an outro screen, regardless of which MBIE sub-brand may or may not be involved in production or publication.

Outro screens should only include the MBIE and NZG logos, without other sub-brand logos, partner logos, or a call to action. Preceding screens may include partner logos or a call to action, but the MBIE outro screen must always be the last visible piece of content.

Outro screens should be displayed for a minimum of 4 seconds, up to a maximum of 10 seconds.

The treatment of logos is similar to other publications, and logo placement, alignment, contrast, and clearspace rules still apply. Logos may be placed on video background so long as sufficient readability is achieved.

MBIE and NZG logos should always be placed in the centre of the frame.



Standard horizontal screen format.



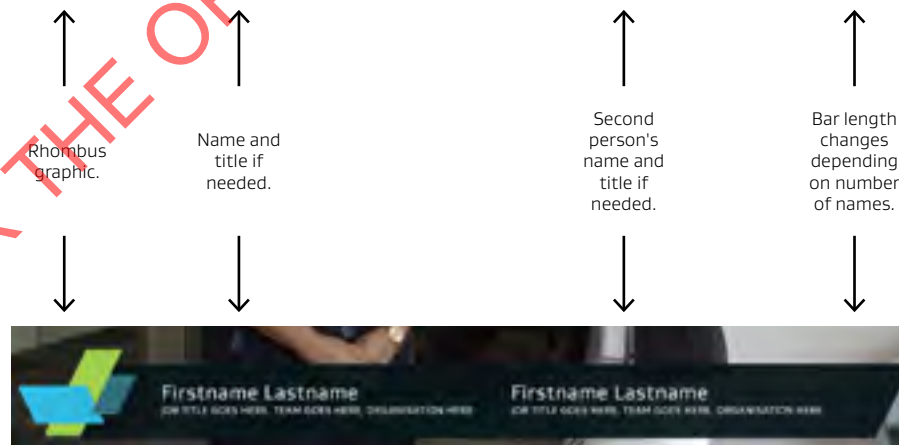
Vertical format for mobile and social videos.



### Lower Thirds Title

Templates have been created for videos where people are being interviewed or speaking directly to the camera/audience. These templates consist of a standard lower-thirds title bar, which animate on and off screen, featuring the MBIE rhombus graphic. Up to two names/titles can be accommodated by a single title bar, and the bar itself can increase in length to accommodate particularly long names and/or titles where needed.

The MBIE style of lower-thirds title bar should be used for video content created for MBIE, or any MBIE sub-brand, where appropriate.



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# Environmental Branding

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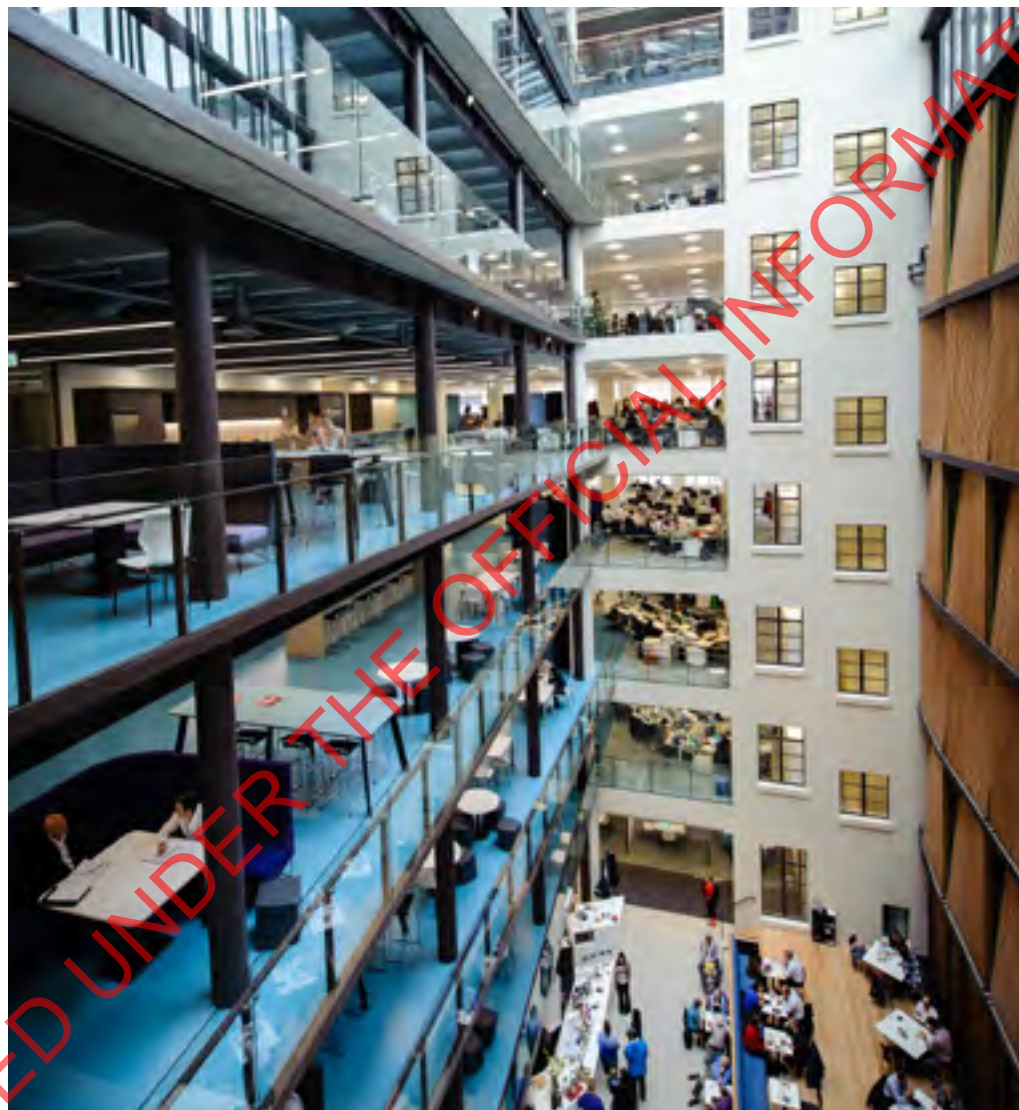
## Environmental Branding

A consistent approach to environmental branding is required. It helps presents MBIE in a consistent and professional manner, both internally and externally. Likewise, a consistent approach helps everyone recognise, navigate, and access MBIE buildings and services no matter where or when they visit.

The following guidelines are applicable to MBIE locations or discreet offices, occupied solely by MBIE.

For further, supplementary information, please see:

- › New Zealand Government Property Group Guidelines for Government Office Buildings
- › Te Puni Kōkiri Māori-English Bilingual Signage Guide
- › Blind Low-Vision New Zealand Accessible Signage Guidelines
- › NZS 4223:3:2016 Glazing in Buildings
- › New Zealand Building Code: Clause F8 Signs



### Environmental Branding

A contemporary, agency neutral approach to the look and feel of the MBIE office environment is encouraged. However, MBIE brand elements, colours, and graphics should always be used.

Māori culture forms a distinctive part of New Zealand culture; it is rich and varied with both traditional and contemporary elements. In instances where creating a culturally themed office environment is desired and appropriate, relevant local Iwi and the Design & Marketing Team should be engaged early on to develop a cohesive look and feel for the space.

Regardless of the theme applied to an MBIE office, all MBIE offices must use furnishings and materials which follow MBIE's visual language as described in this document. Use of MBIE brand colours, typefaces, and graphics is particularly important in creating a cohesive office environment.



## Materials & Colours

The MBIE colour palette should be referred to whenever soft furnishings, acoustic panels, feature walls, or other coloured objects are being considered. The primary colours should always feature prominently throughout the office space. Secondary colours may be used sparingly, such as in accent furniture, glazing manifestations, or certain types of signage.

Neutral colours used in carpeting, wall paints, or materials like wood or concrete, can help enhance the look of MBIE colours by creating a sense of warmth and contrast.

Different materials, furnishings, or paints may differ slightly from the MBIE colours. As such, it is important to try to match colours as closely as possible while recognising that a perfect colour match is unlikely. However, it is important that chosen colours are not significantly different from MBIE colours in terms of both brightness/lightness and hue. If you are unsure, please contact [designandmarketing@mbie.govt.nz](mailto:designandmarketing@mbie.govt.nz)



Do not use coloured materials which significantly differ from MBIE colours in hue or brightness.

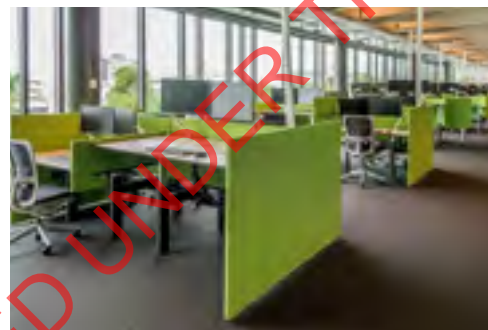


For large furnishings or feature areas, always use an MBIE primary colour instead of a secondary colour



### Materials & Colours

Shown here are examples of good and correct application of the MBIE brand to office furniture and the office environment. When updating or creating new MBIE office spaces, consider the examples here as general guidance for how our brand should be used.



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## Architectural Signs

Architectural signs are a great way to draw attention to the main entry point of an MBIE office, and can create a sense of legitimacy and authority when entering such spaces. Not all entry signs need to be architecturally designed, however they are an ideal choice for dedicated MBIE offices or areas frequented by both the public and government officials.

When commissioning architectural signs, only the MBIE logo should be used. The words 'Welcome' or 'Nau Mai' may be used on interior architectural signage if desired.

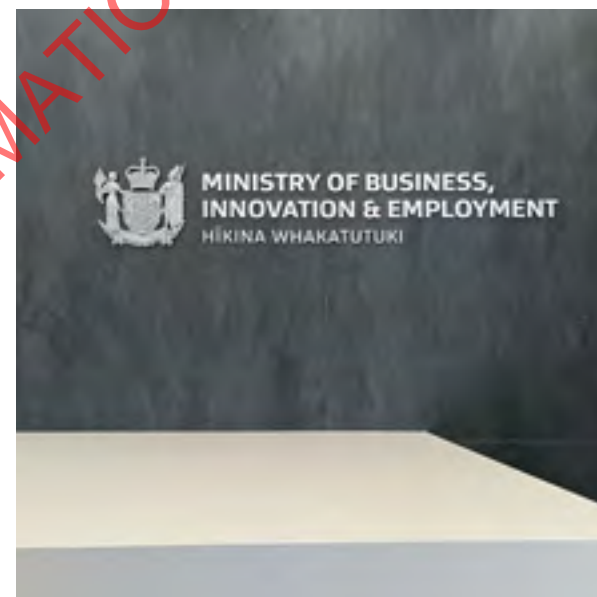
Where the MBIE logo is being used, always ensure that the highest quality production methods are employed. Vinyl or etched glass, as well as aluminium die-cast, are the preferred methods. Avoid using mixed materials, such as acrylic and foam, and do not use low-quality reproductions of the MBIE logo.



Sculptural exterior sign  
with die cast logo



Interior Sign with etched glass logo  
and welcome message



Interior sign with die cast logo

## Entry Signs

Each MBIE office is unique, and each office is visited by many different kinds of people each day, all over the world. It is therefore important that MBIE entry signage communicates the MBIE visual identity in a way that is as simple, and easily recognisable, as possible.

For this reason, entry signs at MBIE offices should only feature the MBIE logo, the name of the particular functional group housed in the office (if applicable), and the word 'Welcome' in English and Te Reo, and/or the local language if the sign's placement allows.

Entry signs may be both interior and exterior, and should always be in a place of prominence or otherwise easily seen by everyone entering or leaving.



Simple logo sign with single group/office



Simple logo sign



## Building Directories

Building directories are important guides for people visiting MBIE offices, helping them navigate through new or unfamiliar spaces.

These directories should be placed in areas where they can be seen easily from a distance, near the main entry of the office, or in other critical intersections or hallway areas where people may not know where to go.

Directories should include multiple points of interest and use styles that match throughout an office (i.e.: every directory/direction sign in a single office should be printed on the same or similar materials).

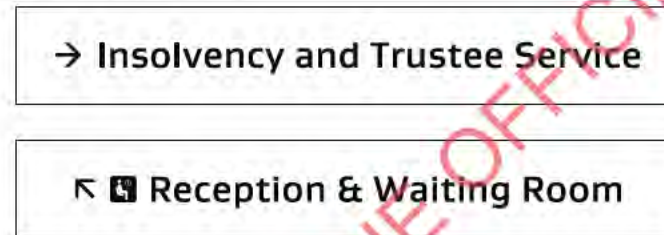
Common points of interest should be marked using a corresponding symbol in addition to their name in the local language and/or English and Te Reo.

Specific points of interest, such as offices that serve a specific function, should not use a symbol.

Multi-item directory with logo



Single item directional sign



Shared office multi-item directory



Generic directory



### Wayfinding Symbols

Wayfinding systems that make use of easily recognisable symbols can more easily translate across cultural and language barriers, making spaces more accessible.

Specific points of interest may be referred to using the accompanying suite of ISO symbols as needed. More symbols are available for use under ISO 7001:2023 Graphical Symbols Standard.

Symbols should only be used for key areas, for instance: toilets, exit/entry points, transportation, or other critical areas within a building. Symbols and signage should not be used excessively or in high concentration. For instance: full signage and symbols for multiple rubbish receptacles, drawers, cabinets, jars, and boxes all in a single small kitchen area. This can be visually overwhelming and reduce the accessibility of a given area or service.

In all cases, directional arrows should be set in Gustan. Points of interest should be directed to using the eight directional arrow glyphs: ← ↑ → ↓ ↖ ↗ ↘ and ↙ included in the Gustan typeface. Do not use guillemets in lieu of arrows.



### Room & General Signage

Every office will need signs to mark rooms, toilets, rubbish bins, and provide useful information on signs. In all instances, MBIE signs should be as simple and succinct in their messaging as possible.

All signs should use Gustan, use only two-three colours at most, and avoid lengthy messaging or hyphenated blocks of text.

Signs should maximise contrast in colours between typography and sign material whenever possible. Using black print/etching on light aluminium or opaque white acrylic is recommended, where the signage material has an Light Reflectance Value (LRV) of 75% or greater to maintain sufficient contrast.

Emergency exit signs, safety, medical, construction, or other emergency signage/labels should always adhere to health and safety regulations or ISO 7010 standards.

Typical text-only signs



ISO 7010 compliant sign examples



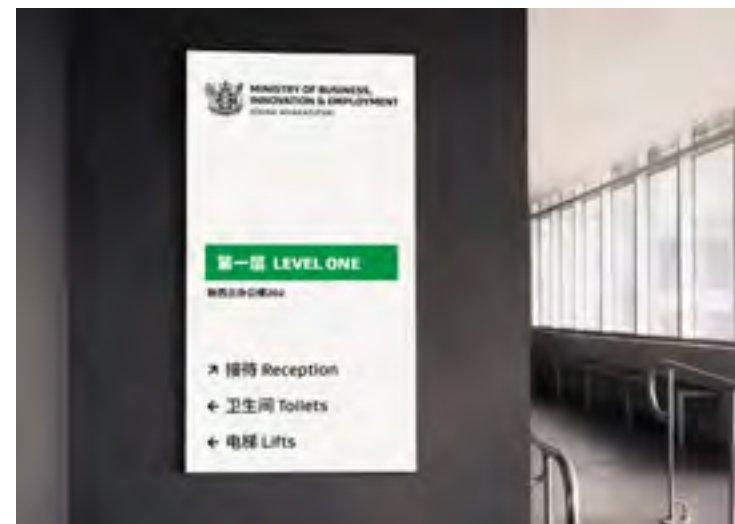
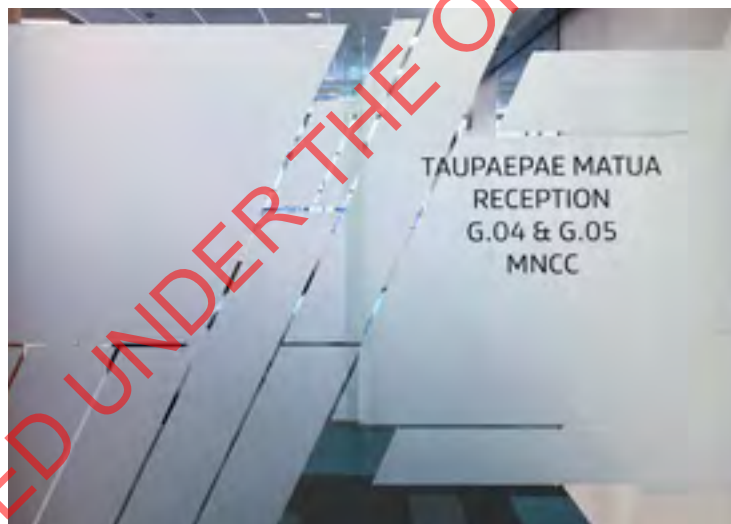
## Bilingual Signage

Bilingual signs are often used in MBIE offices, both in New Zealand and around the world. A consistent approach to bilingual signage makes it easier for the public to interact with us and for our staff to access our offices and facilities.

For domestic offices, only English, Te Reo Māori, and Braille should be used on signage. Bilingual signs used in MBIE offices should follow Te Puni Kōkiri's Bilingual Signage Guide and the glossary for common Māori terms when planning Te Reo signage.

For overseas offices, English should be paired with the appropriate translation in the local language. If the local language of a particular MBIE office does not use the Latin alphabet, bilingual signage should follow the typographic guidance featured in this document for those languages.

Note that there is no rule for which order each language appears on a given sign, so long as each language is given equal sizing and weighting for optimal readability.



## Use of Braille

The Accessible Signage Guidelines-Fifth Edition recommends Braille, high contrast tactile print and large print signage in all public accessed buildings and spaces. These guidelines recommend best practice for the design of signage used by people who are blind, deaf-blind, or have low vision.

All MBIE room signage should include Braille, as this approach benefits everyone using the office space. Braille should also be colour contrasted so as to match the printed wording above.



## Meeting Room Numbering

Meeting rooms are shared spaces for MBIE staff and visitors to use. Their numbering should be logically assigned in accordance with the floorplan and flow of a particular floor or office space.

MBIE meeting room names consist of two numbers corresponding to the number of rooms in a given floor or building. For instance: an office or floor with three meeting rooms will name each 01, 02, 03.

Offices with multiple floors will have meeting rooms named with a leading letter/number designating the floor where the meeting room is located. For instance: an office with 3 floors and a single meeting room on each floor, will name their meeting rooms G.01, 1.01, and 2.01 respectively.

Meeting room numbers should always be set in Gustan, and be large enough to be clearly seen from a distance of 10-metres. Numbers may be printed on metal or plastic signage, or exist as a part of frosted glass graphics.

In all instances, meeting room numbers shall be printed in black to provide sufficient contrast for readability.

Meeting room solid black number sign



Meeting room incorporated into frosted glass



## Public Area Glazing

The application of glass graphics helps reinforce the MBIE visual identity throughout our office spaces, in addition to providing a degree of privacy for meetings and an overall energy to the office. Glazing manifestations are also commonly required by the New Zealand Building Code and other workplace health and safety regulations.

The only glazing graphics that should feature colour are the MBIE graphic flags, and meeting room numbering.

MBIE Graphic Flags should only be used in publicly accessible or unsecured meeting areas, lobbies, lift areas, and so on. These may be produced with or without colour.

MBIE Rhombus Pattern should only be used for more large or formal meeting spaces.

MBIE Flag Pattern should only be used on key doorways or entries, such as lift lobbies, or designated wings of office space.

MBIE Weave Pattern should only be used in staff meeting rooms or internal areas.

Pre-existing graphics not shown here may exist in MBIE offices but should be replaced with current graphics when needed.

MBIE Graphic Flags



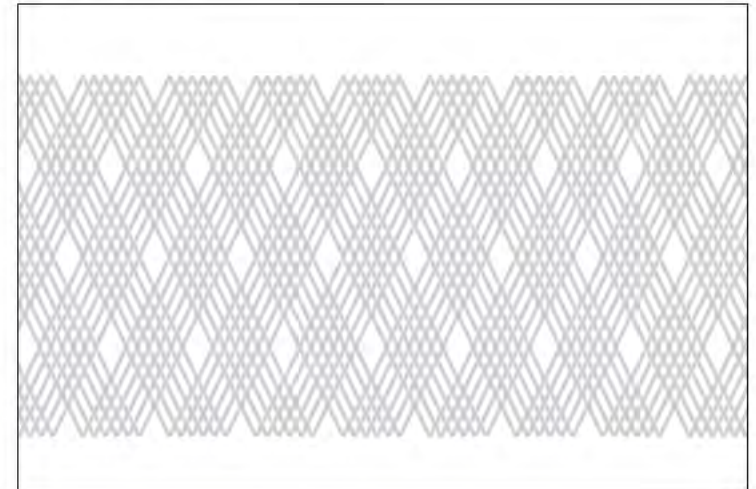
MBIE Rhombus Pattern



MBIE Flag Pattern



MBIE Weave Pattern



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**Te Kāwanatanga o Aotearoa**  
New Zealand Government





5



**NEW ZEALAND  
IMMIGRATION**

# IMMIGRATION NEW ZEALAND

**VISUAL IDENTITY GUIDELINES**  
JANUARY 2020



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI

New Zealand Government

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## **Immigration New Zealand (INZ) is part of the Ministry of Business, Innovation and Employment.**

The INZ brand is a recognised brand, both nationally and internationally. It has been developed to visually support Immigration New Zealand as a recognised, trusted partner, delivering outstanding immigration services and bringing in the best people New Zealand needs in order to prosper.

All items produced by external agencies on behalf of MBIE for INZ must be approved by the MBIE design department. Similarly, if you have questions regarding the logo and any sub-brand application please email [designandmarketing@mbie.govt.nz](mailto:designandmarketing@mbie.govt.nz).

## **Contents**

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| Application     | 21 |
| Website         | 31 |
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## LOGO LOCKUP AND USE

The Immigration New Zealand logo uses the Brand New Zealand Fern Mark. This gives the INZ brand automatic recognition both nationally and internationally, as being part of the family of New Zealand agencies/entities. The INZ logo, with the support of the MBIE and NZ Government logo, showcases the brand in an authoritative manner.

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## LOGO

The Immigration New Zealand (INZ) logo uses the New Zealand Fern Mark, which gives the brand automatic recognition both nationally and internationally, as being part of the family of New Zealand agencies and entities.

The consistent and correct application of the INZ logo will enhance brand recognition. The applications of the logo should not differ from those shown in this document.

The logo lockup (including the Fern Mark, trademark, and typeface) has been specifically designed and should not be altered or recreated in any way. The rules outlined in this document ensure brand consistency across a range of applications.

The vertical lockup is the preferred version for use in all applications.

The horizontal lockup is only to be used when vertical space is limited or where size would make words illegible. Examples of horizontal lockup uses include web banners or signage.

## MINIMUM SIZE AND CLEAR SPACE

**Positive** (For WHITE backgrounds only)



|       |      |
|-------|------|
| C 100 | C 0  |
| M 0   | M 0  |
| Y 0   | Y 0  |
| K 0   | K 40 |

**Negative** (For 100% BLACK and WHITE for INZ colours and gradient backgrounds only)



## LOGO

### MINIMUM SIZE

The logo minimum size is based on the length of the 'New Zealand' text being an overall width of 15mm.

To ensure legibility, the logo should not be reproduced any smaller than specified.

### CLEAR SPACE REQUIREMENTS

A minimum clear space requirement for the logo applies. It is to be kept clear of text or imagery, except for accepted background colour/gradient.

The area is determined by 3x the width of the New Zealand 'N.' On the vertical logo this does not include the Trademark. The right-hand side measurement is taken from the end of 'New Zealand.'

This area is proportional when enlarging or reducing the logo lockup.

### INCORRECT USE

Do not change or recreate Immigration New Zealand's logo.

Never use the fern mark or fern without the supporting text.

Never tint, or create a watermark from any element of the logo (with the exception of frosted window signage).

## MINIMUM SIZE AND CLEAR SPACE

### Minimum size

Note: although the logo files are set up to incorporate the minimum clear space, the minimum size refers to the size of the logo itself.



### Minimum clear space

Three 'N' widths, built into overall file size.



Preferred size: 60 mm wide including clear space



Preferred size: 80 mm wide including clear space



NEW ZEALAND  
IMMIGRATION

**DO NOT:** Alter the direction, or angle, of the Fern Mark



NEW ZEALAND  
IMMIGRATION

**DO NOT:** Alter the relationship between the elements



IMMIGRATION

**DO NOT:** Delete 'NEW ZEALAND'



NEW ZEALAND  
IMMIGRATION

**DO NOT:** Recolour elements



NEW ZEALAND  
IMMIGRATION

**DO NOT:** Use the type without the Fern Mark



NEW ZEALAND  
IMMIGRATION

**DO NOT:** Use a box to contain the logo



NEW ZEALAND  
IMMIGRATION

**DO NOT:** Use the Fern Mark in isolation

## LOGO

The visual relationship INZ has with MBIE is kept minimal by design.

The INZ logo must always be used in conjunction with the MBIE logo, which acts as an anchor on all brand collateral.

This does not subtract from the INZ logo or brand, as it will be accompanied by a strong suite of brand specific graphics and imagery.

The MBIE logo is always used at a 40% black to clearly distinguish it as a secondary entity and not detract from the Immigration New Zealand identity. When used on an INZ colour or gradient background the white MBIE logo is used.

Please refer to the MBIE brand guidelines for minimum size requirements. The guidelines can be found on The Link or please email: [designandmarketing@mbie.govt.nz](mailto:designandmarketing@mbie.govt.nz)

All collateral is required to use the 'New Zealand Government' logo at 40% black. When used on an INZ colour or gradient background the white NZ Govt is used.

Please refer to [www.ssc.govt.nz/govt-brand](http://www.ssc.govt.nz/govt-brand) for minimum size requirements.

For information on placement on collateral, please refer the Application section.

## RELATIONSHIP TO MBIE AND NEW ZEALAND GOVERNMENT LOGOS



New Zealand Government

## LOGO

To show our website as the central hub, a consistent treatment of the web address should be used and applied for all print and digital collateral.

The webmark is treated in the same way as the logo on backgrounds.

For information on placement on print collateral, please refer to the Application section.

## OUR WEBMARK

Gustan Bold

Gustan Book

**immigration.govt.nz**

**immigration.govt.nz**

**immigration.govt.nz**

## COLOUR PALETTE

Immigration New Zealand's colour palette has been developed to reflect the character and tone of the brand. The palette is based on a spectrum of blue, which links back to INZ's historic brand equity. This conveys the formal, trusted and quality focused nature of the INZ offering.

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## COLOUR

## PALETTE

The primary INZ colour palette is made up of a blue spectrum, which builds on the past 10 years of the INZ brand equity.

INZ Navy is the primary blue as it is a versatile, usable blue particularly in the online environment. The four other blues in the spectrum allow for bright vibrant shades to be used alongside the navy.

The secondary palette contains five vibrant colours that are to be used minimally as accents. This palette has been developed with web-based applications in mind.

The INZ gradient is a mix of two swatches from the blue spectrum INZ Navy and INZ Aqua and uses a 54% location point.

PRIMARY PALETTE



SECONDARY PALETTE



## COLOUR

Please note the various versions of the colour swatches. Pantone and CMYK are used for printed items, RGB and HTML for products which will appear on screen/digital.

Adobe suite colour swatch files are available in the Brand Pack.

## SWATCHES


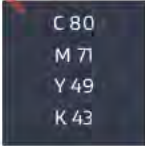

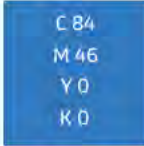






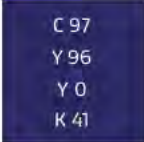



### PANTONE SPOT – for work that will be printed

|           |   |  |  |  |  |   |   |
|-----------|---|--|--|--|--|---|---|
| Primary   |  BLACK               |  INZ NAVY<br>533 C   |  INZ WAVE<br>7694 C |  INZ OCEAN<br>660 C   |  INZ AQUA<br>638 C    |  INZ SKY<br>290 C<br>545 U |  WHITE |
| Secondary |  INZ FOREST<br>377 C |  INZ ORANGE<br>158 C |  INZ PINK<br>219 U  |  INZ PURPLE<br>5265 C |  INZ YELLOW<br>7406 U |   |   |

Please note: INZ's secondary colour palette is to be used minimally, as the INZ Blue spectrum are the core brand colours. Use this palette sparingly when needed for graphs or accents.

### CMYK – for work that will be printed

Note: uncoated (U) values differ in some swatches

|           |  |  |   |   |   |  |  |
|-----------|--|--|---|---|---|--|--|
| Primary   |  100% K                        |  C 80<br>M 71<br>Y 49<br>K 43 |  C 100<br>M 57<br>Y 9<br>K 52 |  C 84<br>M 46<br>Y 0<br>K 0   |  C 73<br>M 7<br>Y 3<br>K 0    |  C 23<br>M 0<br>Y 1<br>K 0             |  WHITE                         |
| Secondary |  C 50<br>M 0<br>Y 100<br>Y 20 |  C 0<br>M 62<br>Y 95<br>K 0  |  C 1<br>M 92<br>Y 4<br>K 0   |  C 97<br>Y 96<br>Y 0<br>K 41 |  C 0<br>M 20<br>Y 100<br>K 2 |  INZ DARK NAVY<br>C 84 M 72 Y 50 K 59 |  INZ GREY<br>C 12 M 8 Y 9 K 0 |

Please note: INZ's secondary colour palette is to be used minimally, as the INZ Blue spectrum are the core brand colours. Use this palette sparingly when needed for graphs or accents.

Please note: The INZ Dark Navy and INZ Grey are primarily for pattern use.

## COLOUR

Please note the various versions of the colour swatches. Pantone and CMYK are used for printed items, RGB and HTML for products which will appear on screen/digital.

InDesign colour swatch files are available in the Brand Pack.

Please note web compliant colours are indicated in the HTML swatches.

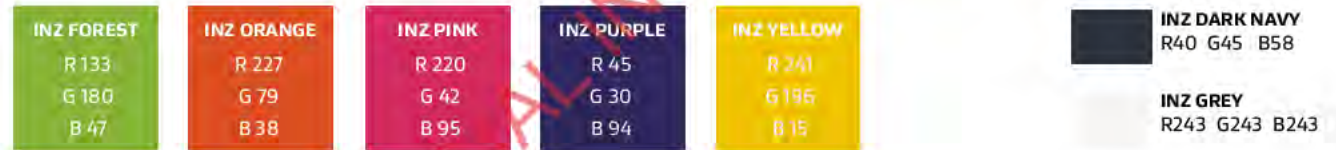
## SWATCHES

### RGB – for work that will be digital, and Word/PowerPoint documents

#### Primary



#### Secondary



**Please note:** INZ's secondary colour palette is to be used minimally, as the INZ Blue spectrum are the core brand colours. Use this palette sparingly when needed for graphs or accents.

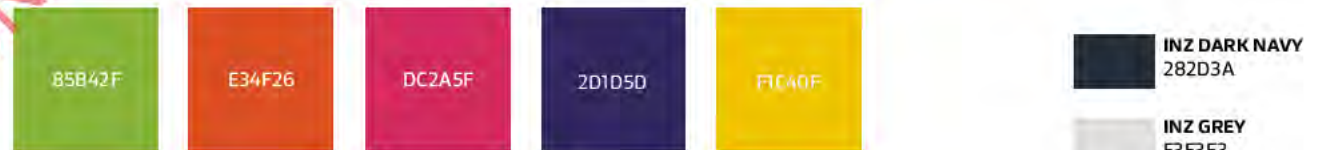
**Please note:** The INZ Dark Navy and INZ Grey are primarily for pattern use.

### HEX

#### Primary



#### Secondary



**Please note:** INZ's secondary colour palette is to be used minimally, as the INZ Blue spectrum are the core brand colours. Use this palette sparingly when needed for graphs or accents.

**Please note:** The INZ Dark Navy and INZ Grey are primarily for pattern use.

## COLOUR

These colours are only to be used on the Immigration New Zealand website or software applications that interface with the website (i.e. mobile apps).

## WEBSITE ONLY SWATCHES

|  |  |  |   |   |
|--|--|--|---|---|
| <p>#black<br/>#000000<br/>RGB 0 0 0</p>              | <p>#darkest-blue<br/>#1E222C<br/>RGB 30 34 44</p>    | <p>#darker-blue<br/>#282D3A<br/>RGB 40 45 58</p>   | <p>#dark-blue<br/>#323849<br/>RGB 50 56 73</p>        | <p>#dark-blue-80<br/>#5B606D<br/>RGB 91 96 109</p>  |
| <p>#dark-blue-60<br/>#848892<br/>RGB 132 136 146</p> | <p>#dark-blue-20<br/>#D6D7DB<br/>RGB 214 215 219</p> | <p>#light-grey<br/>#E6E6E6<br/>RGB 230 230 230</p> | <p>#light-grey-50<br/>#F2F2F2<br/>RGB 242 242 242</p> | <p>#orange<br/>#F86443<br/>RGB 248 100 67</p>       |
| <p>#blue<br/>#0E7AC3<br/>RGB 14 122 195</p>          | <p>#cool-blue<br/>#3E95CF<br/>RGB 62 149 207</p>     | <p>#cyan<br/>#00B1E3<br/>RGB 0 177 227</p>         | <p>#aqua<br/>#19B8E5<br/>RGB 25 184 229</p>           | <p>#purple<br/>#69579C<br/>RGB 105 87 156</p>       |
| <p>#green<br/>#20A968<br/>RGB 32 169 104</p>         | <p>#nzeta-green<br/>#8CB83A<br/>RGB 140 184 58</p>   | <p>#pink-darker<br/>#C01353<br/>RGB 192 19 83</p>  | <p>#pink<br/>#DB2A5F<br/>RGB 219 42 95</p>            | <p>#purple-menu<br/>#8F81B5<br/>RGB 143 129 181</p> |

## COLOUR

All New Zealand government websites and electronic communications must comply with the New Zealand Web Accessibility Standard 1.1.

Compliance is legally required for internal and external facing properties under the State Sector Act 1998, New Zealand Bill of Rights Act 1990, Human Rights Act 1993, and the United Nations Convention on the Rights of Persons with Disabilities, which New Zealand ratified in 2008.

The requirement for colour contrast for text on backgrounds can be found under Web Content Accessibility Guidelines (WCAG) 2.1.

Any online text (headers, hyperlinks, footers, etc.) that use a brand colour are required to use one that passes the contrast ratio requirements for the font size and weight, as shown at right.

For more information visit: [digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/](https://digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/)

## ONLINE CONTRAST COMPLIANCE

### Tested with #ffffff (white)

| COLOUR NAME                 | HEX/HTML VALUE | SWATCH   | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|-----------------------------|----------------|--|----------------|------|-----|------------|-----|
|                             |                |  |                | AA   | AAA | AA         | AAA |
| <b>INZ – COLOUR PALETTE</b> |                |  |                |      |     |            |     |
| INZ NAVY                    | 323849         |  | 11.68:1        | ✓    | ✓   | ✓          | ✓   |
| INZ WAVE                    | 003366         |  | 12.61:1        | ✓    | ✓   | ✓          | ✓   |
| INZ OCEAN                   | 0E7AC3         |  | 4.57:1         | ✓    | ✗   | ✓          | ✓   |
| INZ AQUA                    | 00B0E2         |  | 2.53:1         | ✗    | ✗   | ✗          | ✗   |
| INZ SKY                     | B9D9EB         |  | 1.48:1         | ✗    | ✗   | ✗          | ✗   |

### Tested with #000000 (black)

| COLOUR NAME                 | HEX VALUE | SWATCH   | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|-----------------------------|-----------|--|----------------|------|-----|------------|-----|
|                             |           |  |                | AA   | AAA | AA         | AAA |
| <b>INZ – COLOUR PALETTE</b> |           |  |                |      |     |            |     |
| INZ NAVY                    | 323849    |    | 1.8:1          | ✗    | ✗   | ✗          | ✗   |
| INZ WAVE                    | 003366    |    | 1.67:1         | ✗    | ✗   | ✗          | ✗   |
| INZ OCEAN                   | 0E7AC3    |   | 4.59:1         | ✓    | ✗   | ✓          | ✓   |
| INZ AQUA                    | 00B0E2    |  | 8.31:1         | ✓    | ✓   | ✓          | ✓   |
| INZ SKY                     | B9D9EB    |  | 14.19:1        | ✓    | ✓   | ✓          | ✓   |

WCAG 2.0 – Level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text.

## VISUAL LANGUAGE

Immigration New Zealand's visual language supports the INZ Fern Mark logo type. It allows for flexibility and diversity within INZ communications whilst clearly retaining a visual look to the overall MBIE corporate look and feel.

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## VISUAL LANGUAGE

## SUPPORTING GRAPHICS

The INZ supporting graphics add energy to our visual story.

The three patterns are used in a tone on tone application (white on grey or dark navy on navy). These colours are the primary application for the patterns however in other instances where the patterns need to be used on alternative INZ colours they should be applied in a tone on tone manner (for example NZNow).

The patterns create interest and texture in a subtle way on the block colour.

The patterns are flexible in application and can be cropped, flipped or rotated to suit the particular application.

The patterns should be used at a large scale as shown in the application section and the INZ website.

For information on placement on print collateral, please refer to the Application section.

TRIPLE TWIST



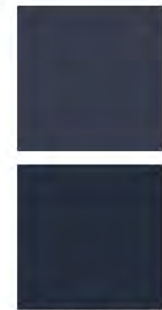
OCEAN



STAR TRAILS



INZ GREY (50% TINT)  
C 12 M 8 Y 9 K 0



INZ DARK NAVY  
C 84 M 72 Y 50 K 59

## VISUAL LANGUAGE

## SUPPORTING GRAPHICS

The INZ gradient bar is a subtle graphic device to be used in small proportion across the INZ collateral.

The gradient brings in the INZ blue spectrum in a subtle, modern way.

The gradient bar should be applied at the correct ratio depending on the collateral size. Please see following page for size guide.

Pieces of collateral A4 and below will use the same sizing. These pieces are often seen as a suite together and an alignment here will create visual consistency.

Where full bleed colour is used the gradient bar is applied at the base of the piece of collateral.

Header/banner application can be adjusted to suit the content with a 2mm gradient bar (please see page 22 for an example). Where imagery is used the sizing is adjustable too.

A2



A4



A5



DLE



A3



A3 full bleed navy



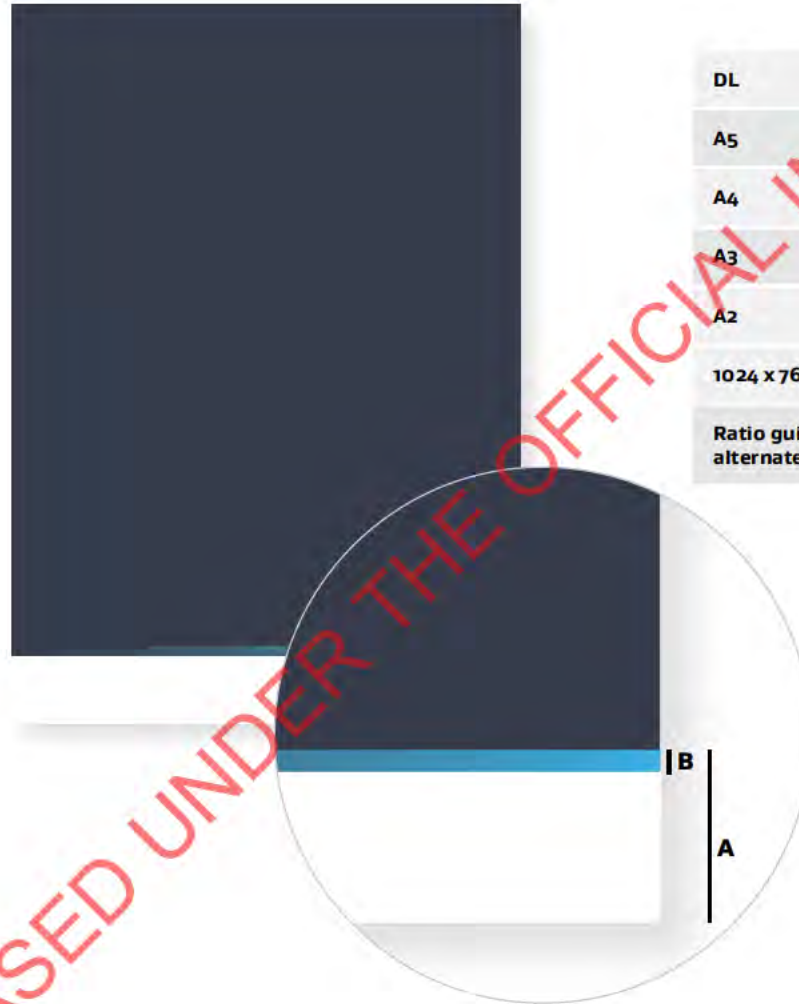


## VISUAL LANGUAGE

## SUPPORTING GRAPHICS

The gradient needs to be applied consistently across all collateral.

Please refer to the table for application sizes and ratios. B gradient bar sits within A white space.



|                                 | A - WHITE BASE         | B - GRADIENT BAR         |
|---------------------------------|------------------------|--------------------------|
| DL                              | 28mm                   | 4mm                      |
| A5                              | 28mm                   | 4mm                      |
| A4                              | 28mm                   | 4mm                      |
| A3                              | 40mm                   | 6mm                      |
| A2                              | 48mm                   | 8mm                      |
| 1024 x 768px (PPT)              | 97px                   | 12px                     |
| Ratio guide for alternate sizes | 8% of the total height | 1.5% of the total height |

## VISUAL LANGUAGE

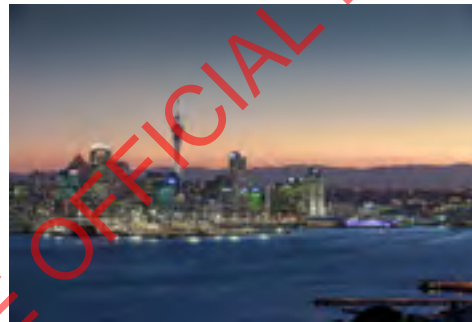
Choosing the right imagery for the INZ brand is important to add value to the brand.

The imagery should be people centric, engaging, dynamic and showcase a variety of aspects of the immigration story, including, but not limited to: border security, work in New Zealand, life in New Zealand.

For access to the MBIE image library please contact [designandmarkxxxx@xxxx.xxxx.xx](mailto:designandmarkxxxx@xxxx.xxxx.xx)

For access to the NZStory image library please go to [www.nzstory.govt.nz](http://www.nzstory.govt.nz)

## IMAGERY



# TYPOGRAPHY

Immigration New Zealand's typographical system aligns with MBIE's typographic system to ensure printed communication is modern and clean. This also ensures a clear visual link to MBIE.

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## TYPOGRAPHY

## PRINT

INZ uses the same typography system established by MBIE to clearly link the two identities.

The typography system gives INZ and MBIE, a modern, technical and efficient base for their visual identities.

# Typography *system*

**MODERN** **Efficient** *Friendly* **Versatile**

### PRIMARY TYPEFACE

Gustan

**QUALITY**  
***Trusted partner***  
Skilled migrants  
INVEST  
*Intelligence & Integrity*  
**CONSISTENT**

### SECONDARY TYPEFACE

Droid Serif

QUALITY  
*Trusted partner*  
Skilled migrants  
INVEST  
*Intelligence & Integrity*  
CONSISTENT

### INTERNAL TYPEFACES FOR WORD DOCUMENTS, POWERPOINT DISPLAYS

Calibri

**QUALITY**  
***Trusted partner***  
Skilled migrants  
**INVEST**  
Intelligence & Integrity  
**CONSISTENT**

Georgia

QUALITY  
***Trusted partner***  
Skilled migrants  
**INVEST**  
*Intelligence & Integrity*  
**CONSISTENT**

## TYPOGRAPHY

To maintain consistency across INZ's printed report and publication collateral, these are the recommended text styles for typesetting.

Point sizes and leading should not be increased or decreased to fit copy into document/report layout.

Left-aligned text is preferred for a legible body text.

Please note: for campaign work this typographical treatment can be expanded to best suit the media, size and tone of the campaign.

## PRINT – DESIGNED REPORT AND PUBLICATION COLLATERAL

### Gustan headings

# Section header

**Gustan section header**  
24 pt Gustan Book  
60% K  
4 pt rule above, 100 or 50% K  
0.25 pt rule below

## Introductory text paragraph

**Gustan introductory text**  
12 pt Gustan Book  
75% K

### Heading one

**Gustan Heading one**  
12 pt Gustan Bold  
100% K

#### ■ HEADING TWO

**Gustan Heading two**  
8.75 pt Gustan Black  
Square bullet. All Caps  
75% K

#### Heading three

**Gustan Heading three**  
8.75 pt Gustan Bold  
100% K

### Gustan body text

- > Gustan Book, 8.5pt / 11pt
- > left-aligned (preferred)
- > no hyphenation (preferred)
- > 1.5 mm space between paragraphs
- > 'hanging' baseline

Tios alibus dolore voluptatur molorrrore duntur alicatquo ea conserum nus recus molo.

Magnimp orehendi qui dus eum hiliquidit quunt accum ressum ipsae. Ut as doluptas el iuntinum quam utecest.

### Gustan captions and tables

- Gustan Book, 7.5pt / 10.5pt
- left-aligned (preferred)
- no hyphenation (preferred)
- 1 mm space between paragraphs

Tios alibus dolore voluptatur molorrrore duntur alicatquo ea conserum nus recus molo magnimp orehendi qui dus eum.

### Gustan footnotes, graph and source text

- Gustan Book, 6.5pt / 9.5pt
- left-aligned (preferred)
- no hyphenation (preferred)
- 1 mm space between paragraphs

Tios alibus dolore voluptatur molorrrore duntur alicatquo ea conserum nus recus molo magnimp orehendi qui dus eum hiliquidit.

### Droid Serif headings

# Section header

**Droid Pro section header**  
24 pt Droid Pro Bold  
60% K  
4 pt rule above, 100% or 50% K  
0.25 pt rule below

## Introductory text paragraph

**Droid Pro introductory text**  
12 pt Droid Pro  
75% K

### Heading one

**Droid Pro Heading one**  
12 pt Droid Pro Bold  
100% K

#### ■ HEADING TWO

**Droid Pro Heading two**  
8.75 pt Droid Pro Bold  
Square bullet. All Caps  
75% K

#### Heading three

**Droid Pro Heading three**  
8.75 pt Droid Pro Italic  
100% K

### Droid Serif body text

- Droid Serif, 8.25pt / 11.25pt
- left-aligned (preferred)
- no hyphenation (preferred)
- 1.5 mm space between paragraphs
- 'hanging' or 'ragged' baseline

Tios alibus dolore voluptatur molorrrore duntur alicatquo ea conserum nus recus molo magnimp orehendi qui dus eum.

### Droid Serif captions and tables

- Droid Serif, 7.5pt / 10.5pt
- left-aligned (preferred)
- no hyphenation (preferred)
- 1.5 mm space between paragraphs
- 'hanging' or 'ragged' baseline

Tios alibus dolore voluptatur molorrrore duntur alicatquo ea conserum nus recus molo magnimp orehendi qui dus.

## TYPOGRAPHY

## PRINT – INHOUSE WORD TEMPLATES

To maintain a visual typographical consistency across all MBIE and INZ communications, the following type styles show are used on INZ Word documents.

Text styles can be found in the Word style menu and are easy to apply.

Please do not change the Word text style setting for font, size, treatment etc as this will weaken the consistent approach of the MBIE brand family.

Each sub brand is able to amend the Heading colour to their specific brand colour.

### Calibri styles

**Calibri Document title**  
34 pt Calibri bold  
75% Black

**Calibri Document subtitle**  
18pt Calibri bold  
100% Black

**Calibri Heading 1**  
18pt Calibri bold  
100% Black

**Calibri Heading 2**  
15pt Calibri bold  
100% Black  
ALL CAPS

**Calibri Heading 3**  
12pt Calibri bold  
100% Black

**Calibri Subheading 1**  
11pt Calibri bold  
100% Black

**Calibri Subheading 2**  
11pt Calibri italic  
100% Black

**Calibri Body**  
11pt Calibri  
100% Black

**Calibri Footer**  
6pt Calibri  
100% Black  
ALL CAPS

Document title

Document sub-title

Heading 1

HEADING 2

Heading 3

Sub-heading 1

Sub-heading 2

Body text

FOOTER

## APPLICATION

The application of the Immigration New Zealand brand to collateral requires a consistent approach for ease of brand recognition by all stake holders. This ensures the visual identity remains authoritative and clear in its communication.

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## APPLICATION

## STATIONERY

### Business card - Front



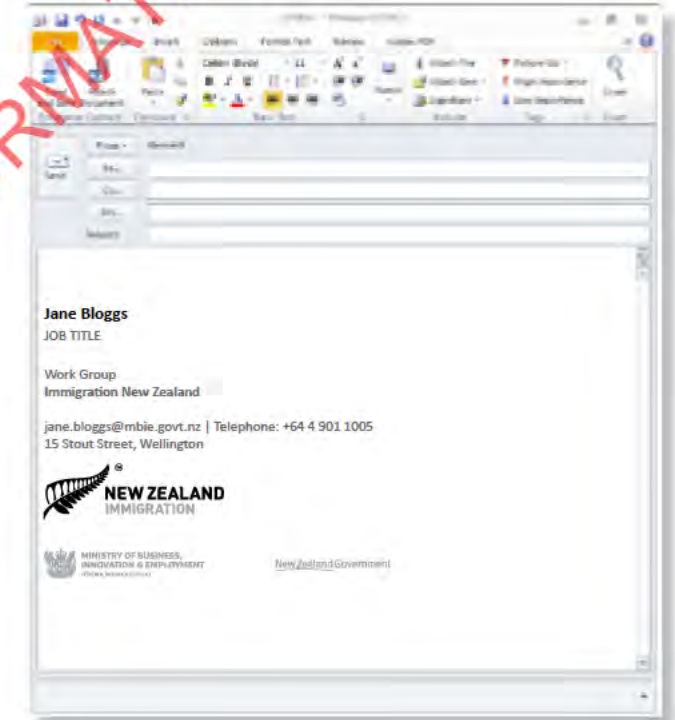
### Back



### Letterhead



### Internal email signature



The INZ business card will be updated in the future, until this time the current business card will remain as standard.

### DLE Envelope



### C4 Envelope



Not to scale



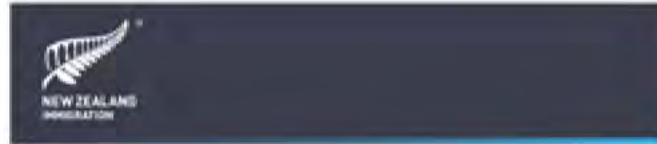
## APPLICATION

INZ uses its own internal Word and PowerPoint templates for communication and presentation needs.

These templates can be found on The Link and in the Word Template Toolkit. For text styles please use the Word styles that have already been set up.

## INTERNAL WORD & POWERPOINT TEMPLATES

### Word template



### PowerPoint template



Not to scale

## APPLICATION

Putting together all the elements that make the INZ visual identity is about balance and harmony.

The application of the INZ brand to publications will evolve as the need arises for specific audiences.

We will update the INZ Visual Identity Guidelines on a regular basis as more collateral is introduced to the brand.

## PUBLICATIONS – CLIENT FACING COLLATERAL

INZ logo



INZ gradient

MBIE logo

INZ web mark

INZ secondary graphic

INZ logo



INZ secondary graphic

INZ gradient

MBIE logo

INZ web mark

Please note: in publications the New Zealand Government logo appears on the imprint page along with the copyright information

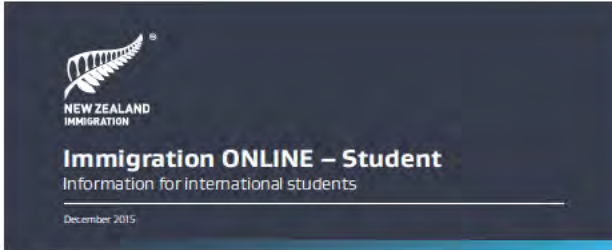
## APPLICATION

Putting together all the elements that make the INZ visual identity is about balance and harmony.

The application of the INZ brand to publications will evolve as the need arises for specific audiences.

We will update the INZ Visual Identity Guidelines on a regular basis as more collateral is introduced to the brand.

## INFORMATION SHEETS



**NEW ZEALAND IMMIGRATION**

### Immigration ONLINE – Student

Information for international students

December 2015

International students wanting to study in New Zealand now have three options for completing and submitting their visa applications online.

**Students can:**

- Complete and submit their visa application themselves [www.immigration.govt.nz/secure/LoginStudent](http://www.immigration.govt.nz/secure/LoginStudent).
- If you are outside New Zealand, you can authorize an education agent to complete and submit your application online on your behalf.
- If you are in New Zealand, your study institution can help you fill out and submit the form online, using information that you give them (note: education institutions are prohibited by law from providing you with immigration advice).



Online applications are possible for most full fee paying students, scholarship students, exchange students and English language students. Some student applicants cannot apply online, such as students that must be accompanied by a guardian.

**Before starting your application, you need to:**

- Prepare all supporting documents as PDFs (to find out what supporting documents you need, see [www.immigration.govt.nz/student-requirements](http://www.immigration.govt.nz/student-requirements)).
- Provide a passport format photo of yourself.
- Have a Visa or MasterCard credit or debit card to pay the online application fee.

Some student applicants are now eligible for eVisas. These are visas without the traditional passport label, and mean that you don't have to send in your passport for processing your application.

eVisas are available for students applying outside New Zealand who are from visa waiver countries. These are countries whose citizens do not need a visa to visit New Zealand as a tourist for less than three months. eVisas are also available to all Student visa holders, excluding Chinese nationals, who apply for their visa online while in New Zealand.



MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT  
New Zealand Government



**NEW ZEALAND IMMIGRATION**

### Immigration ONLINE – Apply on Behalf

Information for education providers

July 2015

Education providers can now submit visa applications online on behalf of students in New Zealand.

Education providers can give students clerical help to fill out a form, and they can submit the completed form online. But, by law, education providers cannot provide immigration advice unless they become licensed immigration advisers. See [overleaf](#) for more information on this, including examples of what constitutes immigration advice.

To use this service, you should visit the Immigration New Zealand website online application page [www.immigration.govt.nz/secure/applyOnBehalf.htm](http://www.immigration.govt.nz/secure/applyOnBehalf.htm). After selecting a visa type, you will be prompted to create your own New Zealand Government RealMe login.

After logging in, you can start the form and work through the questions. When asked "in what capacity are you completing the form?" you should choose "acting for the applicant".

Your Immigration ONLINE account shows a summary list of applications and PDF versions of application forms and supporting documents that you submit on behalf of your clients.

Applicants may still need to take passports to Immigration New Zealand for processing. When completed, each online application will say whether the passport needs to be sent in, and where to.

Work, Visitor and Student visa applicants can apply online directly themselves.

**What's next?**

Later in 2015, eVisas (passport free applications and label less visas) are expected to become available for Student visa applicants from visa waiver countries <http://igibusiness.immigration.govt.nz/VisaFreeCountries.htm>. These are countries whose citizens do not need a visa to travel to New Zealand.

At the same time, education providers will be able to use Immigration New Zealand's VisaView service to check the visa status of students.

**Immigration New Zealand wants to continue working with you.**

- INZ values the work of education providers in bringing talented students to study in New Zealand. We want this relationship to continue.
- INZ regards education providers as partners in our business.



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New Zealand Government

On collateral where space is minimal the use of the secondary graphics are optional. For example items such as factsheets, web banners and site headers.

## APPLICATION

## FORMS AND GUIDES

INZ has a number of application forms and guides for applicants.

INZ Forms and Guides are used by a wide variety of clients applying for visas for New Zealand. These are black and white to reflect the large amount of download-to-print use.

INZ stacked logo

### Forms

Form code: INZ 1012

Form title: Student Visa Application for a temporary stay in New Zealand

MBIE logo

INZ webmark

### Guides

Form code: INZ 1013

Form title: Student Visa Guide: A guide to applying for a student visa

Note: Both INZ's Forms and Guide have the NZ Government logo on the last page.

## APPLICATION

For visual cohesion across INZ and the MBIE family's printed, designed report-type collateral, a centred grid is the recommended for these types of documents.

The shown example is based on an A4 report, however this grid can be scaled, proportionately, for different sized report documents.

### Notes:

Running headers are aligned to the 4-columns as required – INZ's name spans two, while the report title/subtitle, and extra text, can use the other available area, this is able to run over two line where required.

### STYLE

Gustan book

ALL CAPS

5pt/6pt

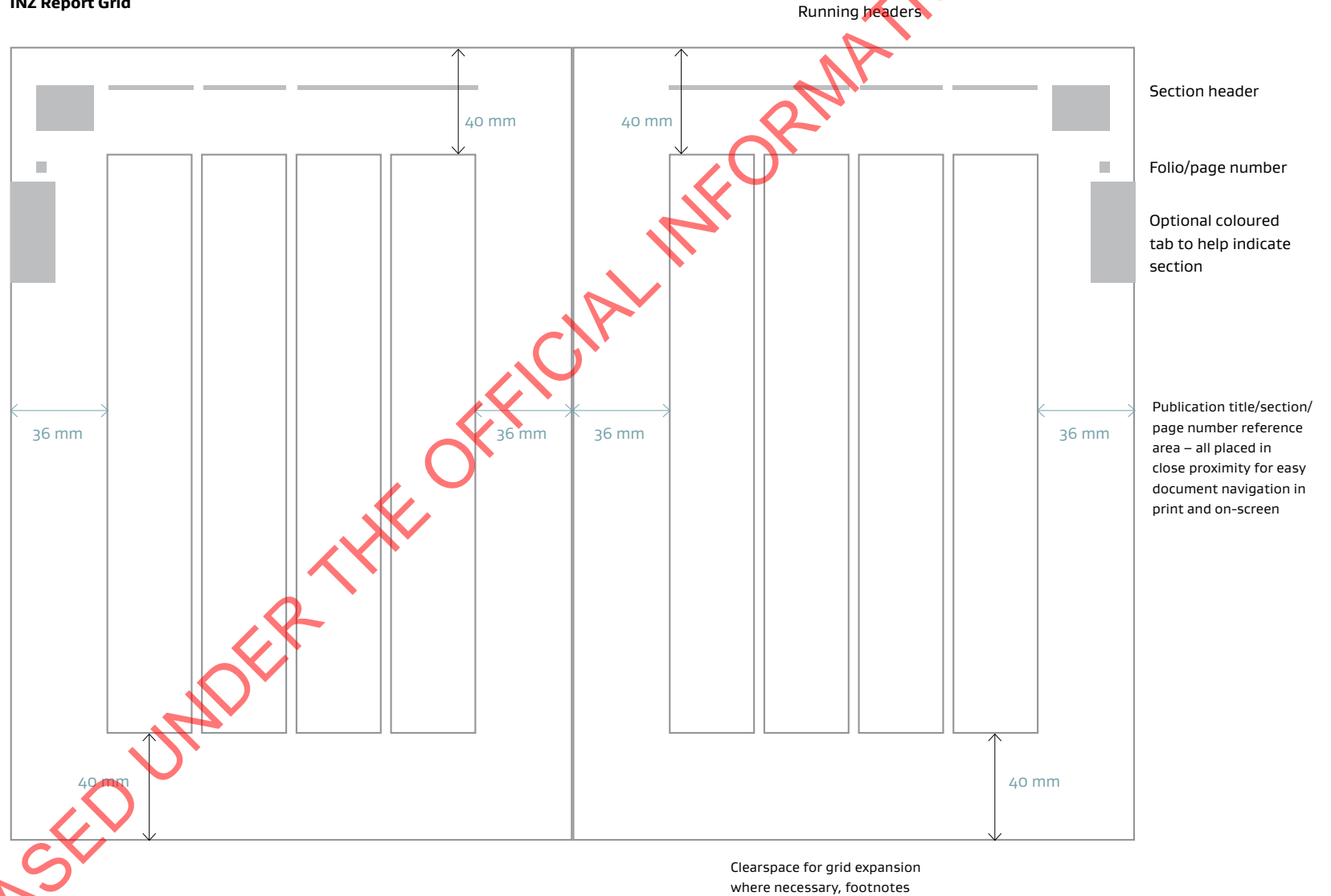
+40 letterspacing

Body text should be flowed in one or two columns depending on content.

Footnotes can sit below bottom grid line when required.

## PUBLICATION GRID FOR DESIGNED DOCUMENTS

### INZ Report Grid



Not to scale

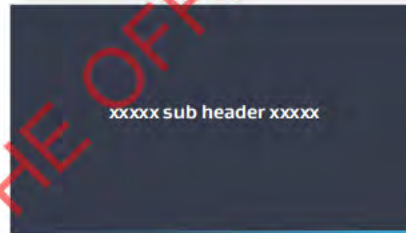
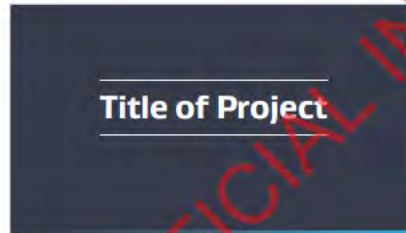
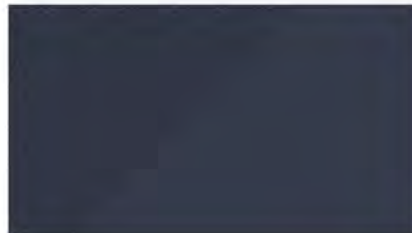
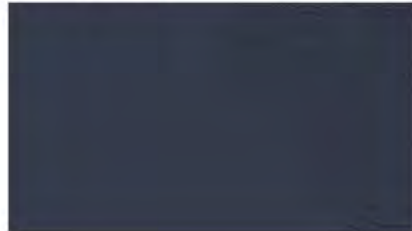
## APPLICATION

INZ have a suite of brand assets available for use for motion and video applications.

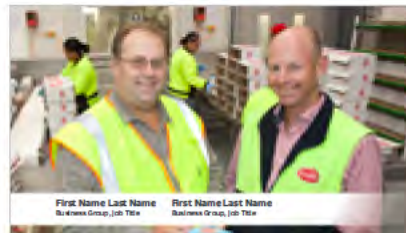
For further graphics, or clarification on how to apply these, please contact the MBIE design team.

## VIDEO ASSETS

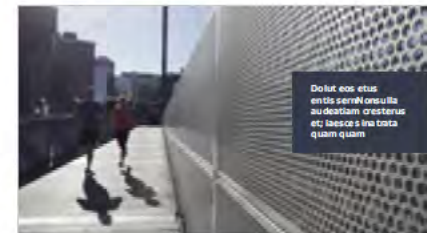
### Opening credits



### Name titles



### Pull quote styles



### End credits



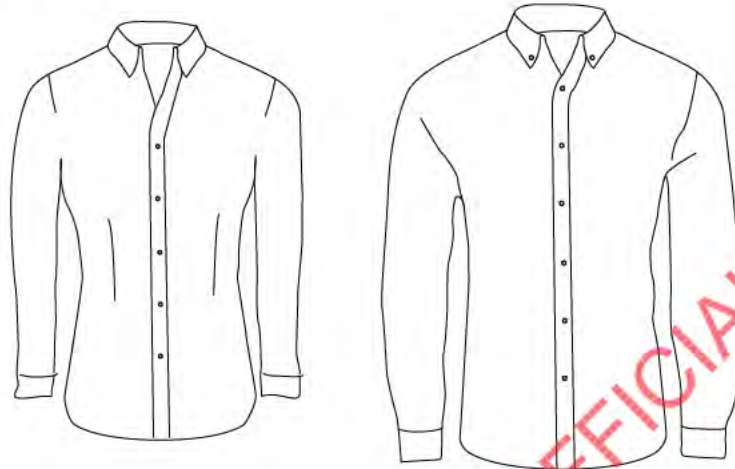
Not to scale

## APPLICATION

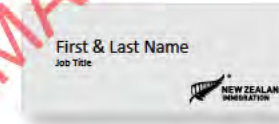
INZ Corporate clothing will be updated with the new brand as required.

## CORPORATE CLOTHING

### Shirts – TBC



### Name badges



### Blazers – TBC



Not to scale



Spider stand

Spider stand

Pull-up banners

Podium wrap

Not to scale



## WEBSITE

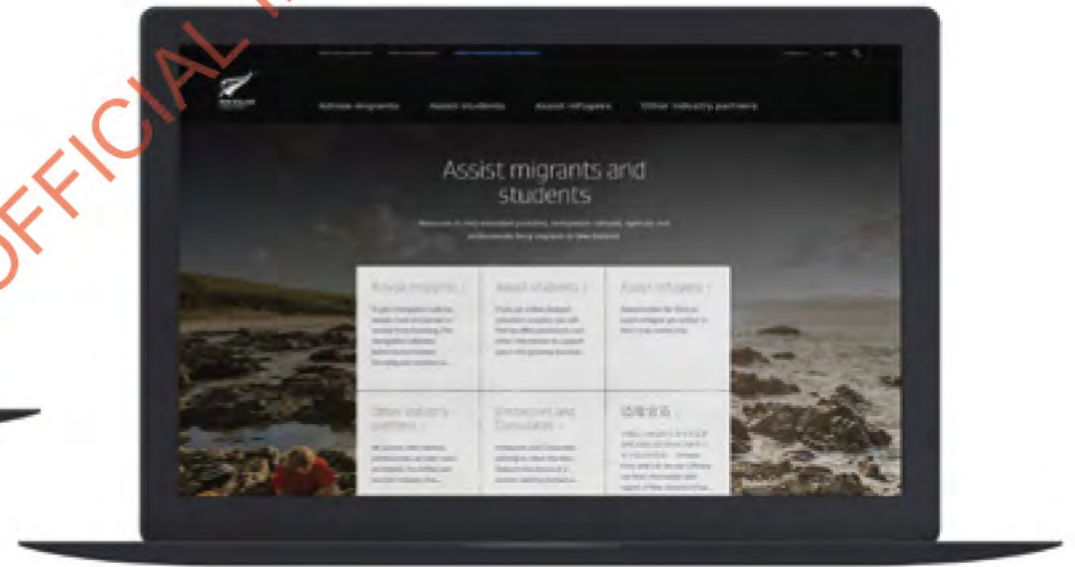
The INZ website brings together imagery, supporting graphics and the INZ colour palette to showcase the brand clearly and consistently while communicating content efficiently.

---

All digital or online items produced by external agencies on behalf of MBIE for INZ must be approved by the INZ Digital Channels Team. As not all website and related assets are described in this document, external agencies are asked to please contact the INZ Digital Channels Team for guidance.

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## WEBSITE



## WEBSITE

## THE GRID

The page grid is based on a 10 column central layout, increasing by 2 with each size break.

Design shown are:

### Small Screen

Screen width: 1026px  
Columns: 10  
Column width: 100

### Medium Screen

Screen width: 1240px  
Columns: 12  
Column width: 100



## WEBSITE

## THE GRID

The page grid is based on a 10 column central layout, increasing by 2 with each size break.

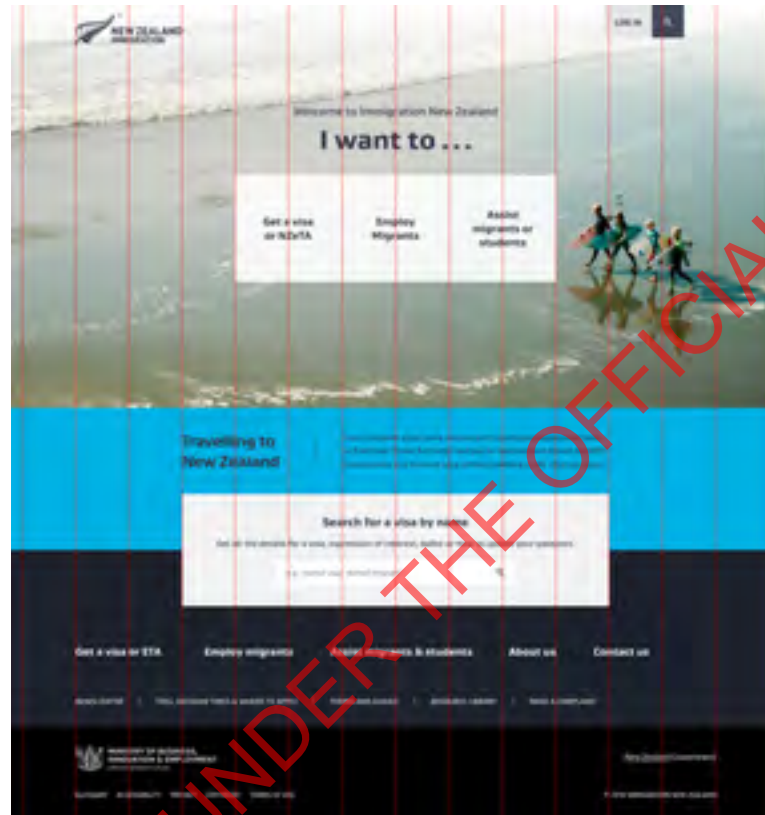
Design shown are:

### Large Screen

Screen width: 1440px  
Columns: 14  
Column width: 100

### Extra Large Screen

Screen width: 1240px  
Columns: 16  
Column width: 100



## WEBSITE

### 1 Breadcrumbs

Font.....Gustan Bold  
Size.....10  
Line height.....23  
Letter spacing.....2.7  
Align.....Centre  
Colour.....#5B606D

### 2 Page Title H1

Font.....Gustan Thin  
Size.....50  
Line height.....60  
Letter spacing.....-0.8  
Align.....Centre  
Colour.....#323849

### 3 Secondary Page Title

Font.....Gustan Extrabold  
Size.....35  
Line height.....35  
Letter spacing.....-0.7  
Align.....Centre  
Colour.....#323849

### 4 Dateline

Font.....Gustan Thin  
Size.....25  
Align.....Centre  
Colour.....#323849

### 5 Introduction

Font.....Fira Sans Light Italic  
Size.....18  
Align.....Centre  
Line height.....30  
Letter spacing.....0  
Colour.....#323849

## STYLES

### 6 Menu Title

Font.....Gustan Extrabold  
Size.....16  
Align.....Left  
Line height.....25  
Letter spacing.....0  
Colour.....#323849

### 7 Menu Item

Font.....FiraSans-Regular  
Size.....14  
Align.....Left  
Line height.....18  
Letter spacing.....0  
Colour.....#5B606D

### 8 Menu Section

Font.....FiraSans Medium  
Size.....14  
Align.....Left  
Line height.....18  
Letter spacing.....0  
Colour.....#323849

### 9 Menu Subsection

Font.....FiraSans-Regular  
Size.....14  
Align.....Left  
Line height.....18  
Letter spacing.....0  
Colour.....#0E7AC3



## WEBSITE

### 1 Main Section Title H2

Font..... Gustan ExtraBold  
Size..... 30  
Line height..... 38  
Letter spacing..... -0.6  
Align.....Left  
Colour..... #323849

### 2 Main Body

Font..... Fira Sans Book  
Size..... 16  
Line height..... 60  
Letter spacing..... 0  
Align.....Left  
Colour..... #323849

### 3 Sub Section Title H3

Font..... Gustan Extrabold  
Size..... 22  
Line height..... 25  
Letter spacing..... 0  
Align.....Left  
Colour..... #323849

### 4 Sub Section Title H4

Font..... Gustan Extrabold  
Size..... 18  
Line height..... 25  
Letter spacing..... 0  
Align.....Left  
Colour..... #0E7AC3

## STYLES

### 5 Sliding Panel Button

Font..... Fira Sans Medium  
Size..... 13  
Line height..... 15  
Letter spacing..... 0.2  
Align.....Left  
Colour..... #0E7AC3

### 6 Sub Section Title H5

Font..... Gustan Extrabold  
Size..... 17  
Align.....Left  
Line height..... 20  
Letter spacing..... 0  
Colour..... #323849



## WEBSITE

Note callouts are for information that can help customers navigate the immigration process and enhance their understanding.

Alert callouts are for information that could inconvenience customers or the business, or prevent customers completing a task, if it is missed.

Warning callouts are for information that could put the customer in extreme trouble or at legal risk if they don't do it/know about it.

### 1 Note Callout

Font..... Gustan ExtraBold  
Size.....16  
Line height.....20  
Letter spacing.....0  
Align.....Left  
Colour..... #0E7AC3

### 2 Numbered List

Font.....FiraSans Book  
Size.....16  
Line height.....25  
Letter spacing.....0  
Align.....Left  
Colour..... #323849

### 3 Bulleted List

Font.....FiraSans Bold  
Size.....16  
Line height.....25  
Letter spacing.....0  
Align.....Left  
Colour..... #00B1E3

## STYLES

### 4 Alert Callout

Font..... Gustan ExtraBold  
Size.....16  
Line height.....20  
Letter spacing.....0  
Align.....Left  
Colour..... #20A968

### 5 Warning Callout

Font..... Gustan ExtraBold  
Size.....16  
Line height.....20  
Letter spacing.....0  
Align.....Left  
Colour..... #F86443

1

#### NOTE

If you work for commission or a retained you cannot use your employment to show you have an established base in New Zealand.

→ [A link to another page within the website](#)

2

1. Point 1 – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus elit neque, convallis nec tunc in, tristique ullamcorper ipsum.

a. Sub point 1 Curabitur dictum leo dignissim aliquam rhoncus.

b. Sub point 2 Nam a veneratis est.

2. Point 2 – nunc gravida quam consequat, volutpat nisi vel, maximus nunc.

The first phase of the Strategy was implemented in July 2014. The key activities are:

Etiam elit neque, facilisis congue tortor ut, vestibulum tempor dui. In vel dui commodo, accumsan mi non, consequat enim.

• Pellentesque eu eros id nulla elementum dignissim. Nam justo justo, fermentum vitae dolor congue, fermentum malesuada libero.

• Nunc volutpat libero at ipsum ultrices pretium.

• Fusce malesuada mattis diam, vitae luctus ante aliquam a. Curabitur dictum leo dignissim aliquam rhoncus.

4

#### ALERT

Do not use the New Zealand Department of Internal Affairs website or other online tools to check your photo as those tools are for passport photos only.

5

#### WARNING

You will be breaking the law if you stay in New Zealand after your visa expires and you will be liable for deportation.

## WEBSITE

## BUTTONS

Generally, the pink Primary Button is used as the first call-to-action, while the Secondary Button is used alongside when required. There are two types of Secondary buttons the light version for dark backgrounds and the dark version for light backgrounds.

In the Visa records, the Secondary Dark button is used for filtering and the Primary button for the main Apply Now call-to-action.

Throughout the site the standard Secondary button is used on dark backgrounds, often as a reset button. See: <https://zpl.io/anEEN8r>

The Photo Checker is an example of where both buttons are used. See: <https://zpl.io/2GRMAvj>

Note: access to these external resources needs to be granted by the INZ Digital Channels team.

### All Buttons

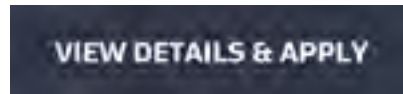
|                 |                  |
|-----------------|------------------|
| Height:         | 45px             |
| Padding top:    | 14.4px           |
| Padding bottom: | 14.6px           |
| Padding sides:  | 20px             |
| Font:           | Gustan Extrabold |
| Font size:      | 14px             |
| Line height:    | 16px             |
| Text alignment: | Centred          |



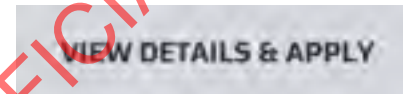
**Primary Button**  
Colour: #C01353



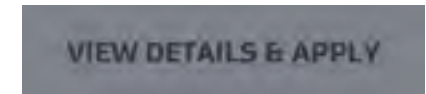
**Primary Button (Hover)**  
Colour: #DB2A5F



**Secondary Button (Dark)**  
Colour: #323849



**Secondary Button (Light)**  
Colour: #D6D7DB



**Secondary Button (Disabled)**  
Colour: #7E828A



## WEBSITE

## ICONOGRAPHY

### 1 EXISTING MBIE ICONS

The icons shown are the ones used from the existing MBIE suite. The line weights have been slightly altered to be consistent with the overall design of the website.

1



### 2 ADDITIONAL ICONS

These icons have been added to the existing MBIE suite, to represent actions and notifications that were not part of the MBIE suite.

2



### 3 FAVICON

The favicon will display in the browser's address bar.

3



## **SUB BRAND: NZNOW**

New Zealand Now aims to build offshore awareness of New Zealand as a quality destination by highlighting the balanced lifestyle migrants can enjoy here.

This includes exciting career opportunities, a relatively relaxed pace of life, easy access to the great outdoors, and a healthy and safe environment to raise a family.

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## SUB BRAND

## NZ NOW LOCK UP

The NZNow logo is a clean type lock up which can be applied across a variety of collateral. The lock up can be used as NZNow or as a set with INZ.

The consistent and correct application of the NZNow logo will enhance the brand recognition. The applications of the logo should not differ from those shown in this document.

The logo lockup has been specifically designed and should not be altered or re-created in any way. The rules outlined in this document ensure brand consistency across a range of applications.

The vertical format is the preferred version for use in all applications. The horizontal format is only to be used when vertical space is limited and/or where size would make words illegible (some signage).

Examples of horizontal format uses are horizontal web banners or horizontal signage.

**Positive** (For WHITE backgrounds only)

NEW  
ZEALAND  
**NOW**

NEW ZEALAND **NOW**

**Negative** (For 100% BLACK and WHITE for INZ coloured backgrounds only)

NEW  
ZEALAND  
**NOW**

NEW ZEALAND **NOW**

**SUB BRAND**

NZ NOW LOCK UP – COLOUR

Colour – positive

NEW  
ZEALAND  
**NOW**

NEW ZEALAND **NOW**

Colour – reversed



## SUB BRAND

## INZ AND NZ NOW LOCK UP

When using the NZNow – INZ logo lock-up please make sure that you are using the logo lock up files this will ensure consistent and correct application.

**Positive** (For WHITE backgrounds only)



**Negative** (For 100% BLACK and WHITE for INZ coloured backgrounds only)



**SUB BRAND**

INZ AND NZ NOW LOCK UP

Colour – positive



Colour – reversed



## SUB BRAND: WELCOMING COMMUNITIES

Welcoming Communities / Te Waharoa ki ngā Hapori is a new Immigration New Zealand programme which involves local government councils and communities working together to help newcomers feel 'at home'. Welcoming Communities actively seeks to involve locals in welcoming activities. This new approach promotes building strong connections between locals and newcomers – recent migrants, former refugees and international students. It recognises that welcoming efforts lead to shared understanding and prosperity and enables everyone to fully participate in economic, civic and social life.

The two-year pilot programme focuses on developing local government councils' leadership in migrant settlement by:

- › setting an accreditation standard for councils to aspire to
- › supporting them to develop and implement Welcoming Plans
- › facilitating the sharing of good settlement practice and ideas across councils
- › fostering collaboration and partnership, and recognising success.

## SUB BRAND

The consistent and correct application of the Welcoming Communities New Zealand logo will enhance the brand recognition. The applications of the logo should not differ from those shown in this document.

The logo lockup has been specifically designed and should not be altered or re-created in any way. The rules outlined in this document ensure brand consistency across a range of applications.

There is one format available:

Horizontal

There are 4 colour ways available:

- Positive (INZ Navy)
- Positive (INZ Forest)
- Positive (INZ Aqua)
- Negative (White)

The navy and white version are for use by all stakeholders.

Local council and partnering community groups can use the navy, green, blue and white versions.

See the following pages for further information about the Tier application.

## LOGOS

**Option 1A** (For WHITE backgrounds only)



**Option 1B** (For 100% BLACK and WHITE for INZ coloured backgrounds only)



**Option 2** (alternative colour for council or partner use only)



**Option 2** (alternative colour for council or partner use only)





## SUB BRAND

### MINIMUM SIZE

To ensure legibility, the logo should not be reproduced any smaller than specified.

### CLEAR SPACE REQUIREMENTS

A minimum clear space requirement for the logo applies. It is to be kept clear of text or imagery.

The area is determined by the width of the 'W'.

### INCORRECT USE

Do not change or recreate Welcoming Communities logo.

Never tint, or create a watermark from the logo (with the exception of frosted window signage).

## LOGO

### Minimum size

Note: although the logo files are set up to incorporate the minimum clear space, the minimum size refers to the size of the logo itself.



### Minimum clear space

One 'W' width – built into overall file size.



**DO NOT:** Alter the relationship between the elements



**DO NOT:** Recolour elements

## SUB BRAND

## LOGO

### APPAREL

Please use the logo somewhere small on apparel. Additional to this you can break the icon from the logo lock up and enlarge it as appropriate. This is the only instance where the icon can be split from the lock up.



TShirts



Mugs



## SUB BRAND

The Welcoming Communities communications will be created by all stakeholders.

We have identified 3 tiers where the logo space will need to be modified to reflect whom the communications are coming from.

### Tier 1: Identity space bought to you by the project lead Immigration New Zealand

The predominant visual identity here is Immigration New Zealand using the INZ logo and Welcoming Communities logo next to each other. They will form a 'lock up' using a fine stroke divider line.

As with all other MBIE sub-brands the MBIE logo features bottom left. NZGOVT logo features bottom right.

Here we introduce 'supporting partners copy' that summarises who the initiative is primarily supported by. This can feature in a small font size. This piece of copy differs from Tiers 1-3.

In Tier 1 instance this copy can feature in the middle bottom space of collateral or when space is restrictive this copy can be moved to a less prominent area eg on an inside front cover or following page.

When overall artwork space is restrictive the option bottom right is to be used.

Please note, communications produced by Immigration New Zealand must only use the navy or white versions of the Welcoming Communities logo.

## IDENTITY SPACE: TIER 1 LOGO LOCK UP USE

For use when there is ample space eg Poster



New Zealand Government



Welcoming Communities New Zealand is a government initiative led by the Ministry of Business, Innovation and Employment, in partnership with the Department of Internal Affairs (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.



Welcoming Communities New Zealand is a government initiative led by the Ministry of Business, Innovation and Employment, in partnership with the Department of Internal Affairs (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.

New Zealand Government

**SUB BRAND**

**IDENTITY SPACE: TIER 1 LOGO LOCK UP USE**

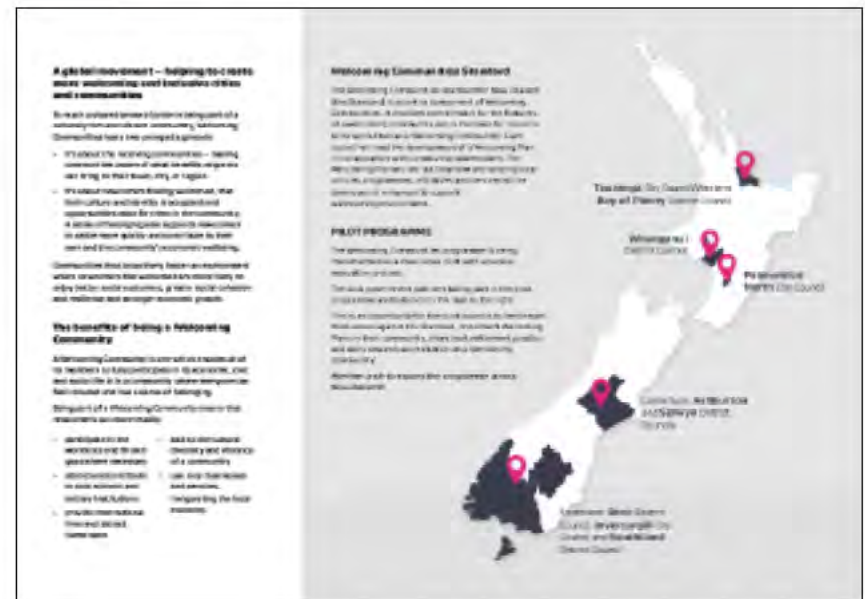
Example piece of collateral.  
(A3 fold to DL brochure).



Immigration New Zealand/  
Welcoming Communities logo  
lock up

MBIE/NZGOVT logo lock up

'Supporting partners copy'



## SUB BRAND

The Welcoming Communities communications will be created by all stakeholders.

We have identified 3 tiers where the logo space will need to be modified to reflect whom the communications are coming from.

### Tier 2: For use on marketing collateral or resources produced by a local government council.

This Tier adopts the Local Council as the primary visual identity. The Council logo features as their guidelines prescribe.

The INZ/Welcoming Communities lock up features in the bottom identity space along with the supporting partner's copy and NZGOVT logo.

In Tier 2, supporting partners copy can feature in the middle bottom space of collateral or when space is restrictive this copy can be moved to a less prominent area eg on an inside front cover or following page.

Only in the instance when space is restrictive can the option to the right be used. Please note the supporting partners copy is different to the above.

Please note, community groups can use either the navy, white, green or blue versions of the Welcoming Communities logo.

## IDENTITY SPACE: TIER 2 LOGO LOCK UP USE

For use when there is ample space eg Poster

Council logo



Welcoming Communities New Zealand is a government initiative led by the Ministry of Business, Innovation and Employment, in partnership with the Department of Internal Affairs (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.

[New Zealand Government](#)

For use when...

- there is limited space eg online banner or
- more than one council referred to

Council logo



Welcoming Communities New Zealand is a government initiative led by Immigration New Zealand, in partnership with the Department of Internal Affairs (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.

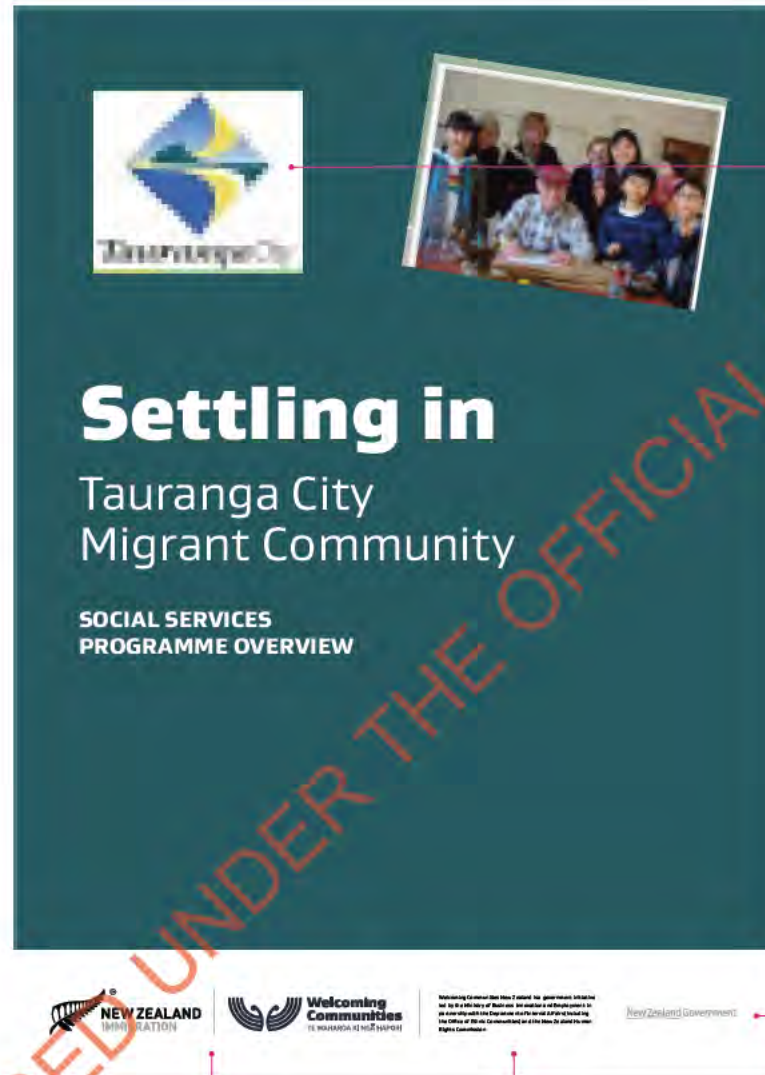
[New Zealand Government](#)

## SUB BRAND

## IDENTITY SPACE: TIER 2 LOGO LOCK UP USE

Example piece of collateral.  
(A4 report cover).

To reiterate, where space is restrictive,  
the supporting partners copy can be  
moved to a less prominent area eg on  
an inside front cover or following page.



Local council's logo and  
overall visual identity  
eg Tauranga

NZGOVT logo

Immigration New Zealand/  
Welcoming Communities  
logo lock up

'Supporting partners copy'

## SUB BRAND

## IDENTITY SPACE: TIER 3 LOGO LOCK UP USE

The Welcoming Communities communications will be created by all stakeholders.

We have identified 3 tiers where the logo space will need to be modified to reflect where the communications are coming from.

### **Tier 3: For use on marketing collateral or resources produced by partnering community groups/ organisations**

This Tier adopts the community group as the primary visual identity. Their logo features as their guidelines prescribe.

Tier 3 sees the INZ and MBIE logos dropped from the identity space. These are instead reflected in the supporting partner's copy. The NZGOVT logo remains at all times.

The Welcoming Communities logo is broken from its INZ/WCNZ lock up and features next to council or other supporting organisations logos. It is recommended that all major partner logos are represented in black, white or grayscale formats to lessen the impact of this busy identity space.

The supporting partners copy can feature in the middle bottom space of collateral or, when space is restrictive, this copy can be moved to a less prominent area eg on an inside front cover or following page.

Only in the instance when space is restrictive can the option on the right be used. Please note the supporting partner's copy is different to the above.

**For use when there is ample space eg Poster**

Council logo

Community group logo



Welcoming Communities New Zealand works closely with your community with support from Immigration New Zealand, the Department of Internal Affairs, (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.

[New Zealand Government](#)

**For use when...**

- **there is limited space eg online banner or**
- **more than one community group is referred to**

Community group logo



Welcoming Communities New Zealand works closely with your community with support from Immigration New Zealand, the Department of Internal Affairs, (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.

[New Zealand Government](#)

## SUB BRAND

## IDENTITY SPACE: TIER 3 LOGO LOCK UP USE

Example piece of collateral.  
(A4 Poster).

To reiterate, where space is restrictive the supporting partners copy can be moved to a less prominent area eg on an inside front cover or following page.

**Community group logo and overall visual identity**

**Community group logo**

**Welcoming Communities logo**

**'Supporting partners copy'**

**NZGOVT logo**

**NZGOVT logo**

**Local councils visual identity eg Tauranga**

**Other community group logos (if there are multiple)**

**Welcoming Communities logo**

**'Supporting partners copy'**

| Time    | Activity   |
|---------|--|
| 10am    | The Majestic Plastic Bag                                 |
| 10.15am | Clean-up Challenge                                       |
| 10.30am | Great Waste Race (Tauranga City Council)                 |
| 11am    | All about Recycling (Tauranga Recycling Centre)          |
| 11.45am | Organic Waste, Worm farming & Compost (Why Waste)        |
| 12.30pm | Creating Bird Feeders from Recycling Children's Workshop |
| 1.15pm  | Zero Waste at Home (Envirohub)                           |



## SUB BRAND

To help support content produced for the Welcoming Communities standard some icons have been created.

These are to be used with specific content only.

There are no minimum/maximum size requirements.

Please contact Immigration New Zealand for access to these files.

## SUPPORTING GRAPHICS

### Iconography



Knowledge Sharing



Standard + Welcoming Plans + Accreditation



Celebrating Success

### COLOUR VARIATIONS BELOW



Inclusive Leadership



Welcoming Communications



Equitable Access



Safe, Connected and Inclusive Communities



Economic Development, Education and Employment



Civic Engagement, Participation and Leadership



Welcoming Public Spaces



Culture and Identity

## **SUB BRAND: NZETA**

The NZeTA, New Zealand Electronic Travel Authority, is part of the Immigration New Zealand identity system. The design is clear, bold and official, while the language and tone of communication is helpful but firm and facilitative. This document outlines how to communicate about the NZeTA in a way that ensures travellers receive consistent messaging, tone and visuals.

RELEASED UNDER THE OFFICIAL INFORMATION ACT

## SUB BRAND

The consistent and correct application of the NZeTA logo will enhance the brand recognition. The applications of the logo should not differ from those shown in this document.

The logo should not be altered or recreated in any way. The rules outlined in this document ensure brand consistency across a range of applications.

## LOGOS

### Option A

(For WHITE backgrounds only)



### Option B

(For INZ FORREST or NZeTA FERN backgrounds only)



### Option C

(For 100% BLACK or INZ Navy backgrounds only)



### Logo + Tagline

(alternative for special promotional campaign use only)



### Longform Logo

(alternative for special promotional campaign use only)



## SUB BRAND

### MINIMUM SIZE

To ensure legibility, the logo should not be reproduced any smaller than specified.

### CLEAR SPACE REQUIREMENTS

A minimum clear space requirement for the logo applies. It is to be kept clear of text or imagery. The area is determined by the height of the 'Z'.

### INCORRECT USE

Do not change or recreate NZeTA logo. Never tint, or create a watermark from the logo.

## LOGO

### Minimum size

Note: although the logo files are set up to incorporate the minimum clear space, the minimum size refers to the size of the logo itself.



### Minimum clear space

One 'Z' height on each horizontal edge, and at the baseline and cap height on the vertical.



**DO NOT:** Recolour elements



**DO NOT:** Alter the relationship between the elements



**DO NOT:** Remove elements



**DO NOT:** Attempt to recreate the logo or any elements

## LOGO

The visual relationship NZeTA has with MBIE is kept minimal by design.

**The NZeTA logo must always be used in conjunction with both the INZ and MBIE logo, which acts as an anchor on all brand collateral.**

This does not subtract from the NZeTA logo or brand, as it will be accompanied by a strong suite of brand specific graphics and imagery.

The INZ and MBIE logos are always used at a 40% black to clearly distinguish it as a secondary entity and not detract from the NZeTA identity. When NZeTA is featured in INZ-branded collateral, both INZ and MBIE logo colourations should follow INZ application guidelines outlined previously in this document.

All collateral is required to use the 'New Zealand Government' logo at 40% black. (When used on an INZ colour or gradient background the white NZ Govt is used.)

Please refer to [www.ssc.govt.nz/govt-brand](http://www.ssc.govt.nz/govt-brand) for minimum size requirements.

The New Zealand Government logo may be omitted from NZeTA collateral where size, placement, or reproducibility are negatively impacted or otherwise diminished by its inclusion.

## RELATIONSHIP TO INZ, MBIE, AND NEW ZEALAND GOVERNMENT LOGOS



New Zealand Government

## COLOUR

Please note the various versions of the colour swatches. Pantone and CMYK are used for printed items, RGB and HTML for products which will appear on screen/digital.

InDesign colour swatch files are available in the Brand Pack.

Please note web compliant colours are indicated in the HTML swatches.

## SWATCHES

**RGB: for work that will be digital, and Word/PowerPoint documents**  
**Hexidecimal: for websites and online use.**

Primary



Secondary



**CMYK: for work that will be printed.**

Primary



Secondary



## COLOUR

All New Zealand government websites and electronic communications must comply with the New Zealand Web Accessibility Standard 1.1.

Compliance is legally required for internal and external facing properties under the State Sector Act 1998, New Zealand Bill of Rights Act 1990, Human Rights Act 1993, and the United Nations Convention on the Rights of Persons with Disabilities, which New Zealand ratified in 2008.

The requirement for colour contrast for text on backgrounds can be found under Web Content Accessibility Guidelines (WCAG) 2.1.

Any online text (headers, hyperlinks, footers, etc.) that use a brand colour are required to use one that passes the contrast ratio requirements for the font size and weight, as shown at right.

INZ FORREST, the primary NZeTA colour, is not suitable for online use with white text overlaid. Whenever collateral might be published or shared online, NZeTA FERN should replace INZ FORREST as the primary colour.

For more information visit: [digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/](https://digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/)

## SWATCHES – ONLINE CONTRAST COMPLIANCE

Tested with #ffff (white) text

| COLOUR NAME                 | HEX/HTML VALUE | SWATCH | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|-----------------------------|----------------|--------|----------------|------|-----|------------|-----|
|                             |                |        |                | AA   | AAA | AA         | AAA |
| <b>INZ – COLOUR PALETTE</b> |                |        |                |      |     |            |     |
| INZ FORREST                 | 85B42F         |        | 2.45:1         | ✗    | ✗   | ✗          | ✗   |
| NZeTA FERN                  | 548200         |        | 4.59:1         | ✗    | ✗   | ✓          | ✓   |
| INZ NAVY                    | 323849         |        | 11.68:1        | ✓    | ✓   | ✓          | ✓   |
| NZeTA GREY 1                | 201E21         |        | 16.54:1        | ✓    | ✓   | ✓          | ✓   |
| NZeTA GREY 2                | 2A2934         |        | 14.33:1        | ✓    | ✓   | ✓          | ✓   |
| NZeTA GREY 3                | 424454         |        | 9.6:1          | ✓    | ✓   | ✓          | ✓   |
| NZeTA GREY 4                | 61626F         |        | 6.02:1         | ✓    | ✗   | ✓          | ✓   |
| NZeTA GREY 5                | 8D8E97         |        | 3.25:1         | ✗    | ✗   | ✓          | ✗   |
| NZeTA GREY 6                | DFDFE3         |        | 1.32:1         | ✗    | ✗   | ✗          | ✗   |

Tested with #000000 (black) text

| COLOUR NAME                 | HEX/HTML VALUE | SWATCH | CONTRAST RATIO | TEXT |     | LARGE TEXT |     |
|-----------------------------|----------------|--------|----------------|------|-----|------------|-----|
|                             |                |        |                | AA   | AAA | AA         | AAA |
| <b>INZ – COLOUR PALETTE</b> |                |        |                |      |     |            |     |
| INZ FORREST                 | 85B42F         |        | 8.56:1         | ✓    | ✓   | ✓          | ✓   |
| NZeTA FERN                  | 548200         |        | 4.57:1         | ✓    | ✗   | ✓          | ✓   |
| INZ NAVY                    | 323849         |        | 1.79:1         | ✗    | ✗   | ✗          | ✗   |
| NZeTA GREY 1                | 201E21         |        | 1.26:1         | ✗    | ✗   | ✗          | ✗   |
| NZeTA GREY 2                | 2A2934         |        | 1.46:1         | ✗    | ✗   | ✗          | ✗   |
| NZeTA GREY 3                | 424454         |        | 2.18:1         | ✗    | ✗   | ✗          | ✗   |
| NZeTA GREY 4                | 61626F         |        | 3.48:1         | ✗    | ✗   | ✓          | ✗   |
| NZeTA GREY 5                | 8D8E97         |        | 6.44:1         | ✓    | ✗   | ✓          | ✓   |
| NZeTA GREY 6                | DFDFE3         |        | 15.8:1         | ✓    | ✓   | ✓          | ✓   |

## BRAND VOICE

## BRAND-SPECIFIC LANGUAGE AND DESCRIPTIONS

Care should be taken when writing the NZeTA brand name, to ensure the correct capitalisation is used. Other combinations such as NZETA, nzeta, or NZ-eTA are incorrect. The only exception is when referring to the NZeTA website address, as URLs should be written in all lower case: [immigration.govt.nz/nzeta](https://immigration.govt.nz/nzeta).

The summary paragraph at right communicates the key facts of the implementation stage of the NZeTA.

Depending on your needs and audience, some or all of this paragraph can be used to communicate the changes to travel conditions to New Zealand regarding the NZeTA.

An NZeTA can be requested, approved, held, refused, revoked or withdrawn. The NZeTA is not a visa and is not 'applied' for.

The NZeTA is a travel requirement, that grants someone authority to travel to New Zealand. It is not an entry requirement and does not guarantee entry to New Zealand.

### New travel rules for New Zealand

The New Zealand Government has introduced a new travel requirement for some visitors and transit passengers. It's called the NZeTA (New Zealand Electronic Travel Authority) and travellers need to request theirs via the official mobile app or website. Approval can take up to 72 hours, so get yours before you go.

The NZeTA is required for travel from 1 October 2019.  
Visit [immigration.govt.nz/nzeta](https://immigration.govt.nz/nzeta) to find out if you need one.



## APPLICATION

For official notification, enforcement, or otherwise non-promotional material where INZ is best suited to lead communications, the NZeTA logo should be locked up with the INZ logo. This lockup, shown here, follows other INZ product lockups.

Alternatively, the NZeTA logo may be used separately in certain layouts where space allows. However, the standard INZ and NZeTA lockup should always be used whenever possible.

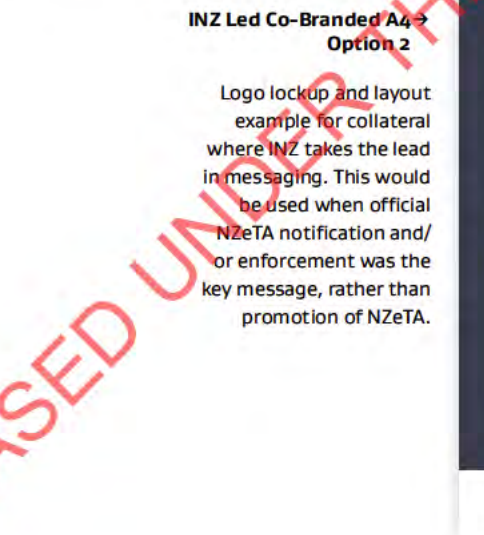
The NZeTA email signature is an image that can be copy-pasted into Outlook signatures. To paste the image correctly, so as not to distort it, under paste options select 'bitmap.' If a user's version of Outlook doesn't support this, simply ensure that the dimensions of the signature image are 4.81cm x 14.92cm (this can be found under the 'format' tab in Outlook while the image is selected).

## CO-BRANDED COLLATERAL



### ← INZ Led Co-Branded A4 Option 1

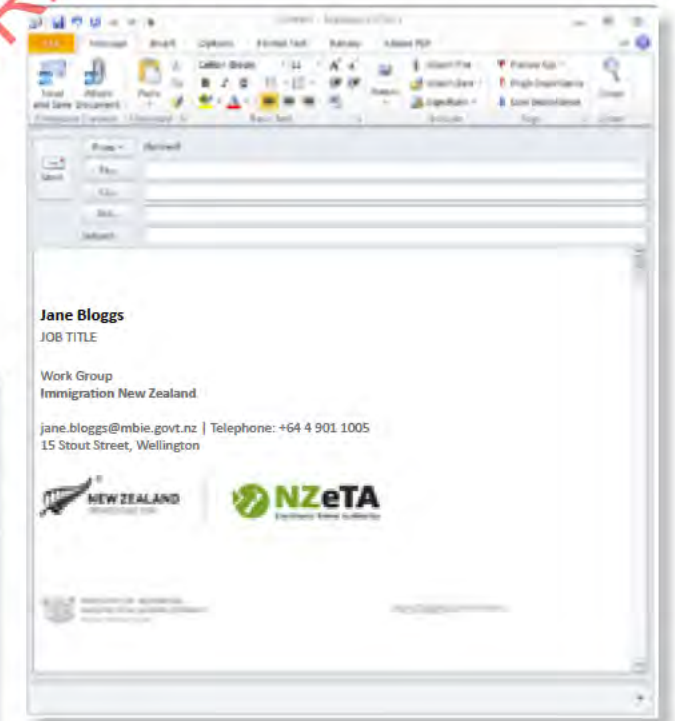
Logo lockup and layout example for collateral where INZ takes the lead in messaging. This would be used when official NZeTA notification and/or enforcement was the key message, rather than promotion of NZeTA.



### INZ Led Co-Branded A4 → Option 2

Logo lockup and layout example for collateral where INZ takes the lead in messaging. This would be used when official NZeTA notification and/or enforcement was the key message, rather than promotion of NZeTA.

### NZeTA Email Signature



## APPLICATION

For promotional material that is not related to enforcement or official notification, the NZeTA brand should take the lead.

Collateral should predominantly be green, but grey may also be used. In certain instances the 'New Zealand Government' logo may be omitted where layout or size requirements are too restrictive. The INZ or MBIE logos must never be omitted from any NZeTA collateral.

## PRINT COLLATERAL

**NZeTA**  
Electronic Travel Authority

# Request your NZeTA now

Some travelers cannot board if they do not hold an NZeTA (New Zealand Electronic Travel Authority).

Download the free app and get your NZeTA now.

**STEP 1**  
Request your NZeTA using the free mobile app. It takes around 5 minutes.

**STEP 2**  
You will need your passport and a credit card.

**STEP 3**  
Most requests are processed very quickly. Check your email (and your spam folder) for confirmation that your NZeTA has been issued.

Alternatively, you can request your NZeTA using the web form available at: [immigration.govt.nz/nzeta](http://immigration.govt.nz/nzeta)

Download on the App Store

GET IT ON Google Play

NEW ZEALAND IMMIGRATION

MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT

NZeTA-SP02

All items produced by external agencies on behalf of MBIE for INZ must be approved by the MBIE design and marketing department. Similarly, if you have questions regarding the logo and any sub-brand application please email [designandmarketing@mbie.govt.nz](mailto:designandmarketing@mbie.govt.nz).

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New Zealand Government

# 6A

## INZ writing style guide

Published 12/06/2024

[Home](#) > [INZKit](#) > [Tahi](#) > INZ writing style guide

Use this guide to write, review and edit content for online Immigration NZ products — including immigration.govt.nz, template letters, and forms and guides.

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On this page

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## About this style guide

This style guide covers how to style and structure content for the Immigration New Zealand (INZ) website and online products. It is owned and updated by the INZ Digital Channels Team.

It explains how to:

- write for your user
- use plain English
- structure content so that it can be easily understood online.

Our punctuation and grammar guide covers style, spelling, and grammar conventions for INZ online products.

[Immigration NZ punctuation and grammar](#)

Our content strategy has more information on our audiences and how we manage content.

[INZ Website Content Strategy and content management plan — MAKO](#) 

## Write for the user

Identify the intended audience for the content and ask yourself:

- What are the most important things the user needs to know?
- What do they need to do?
- Why would they read this?

Most of our customers come from other cultures and have varying levels of English language competence.

## Be consistent

Consistency is important. Wherever possible, we use the same phrase or wording throughout content when we refer to the same action.

## Voice and tone

The overall tone of Immigration New Zealand content is:

- straightforward
- clear, and
- authoritative.

## Applying our voice and tone

How we apply our voice and tone differs slightly across the products, topics and audiences.

- Attraction and settlement content is warm and straightforward, with less need to be authoritative.
- Application and compliance content is active, straightforward and more authoritative than the attraction and settlement content, with less need to be warm.

Some other points to note are:

- we do not use 'please'
- be careful when using must, may and might
  - — for more detail, read Writing for INZ online products
- we do not use exclamation marks.

If you talk about a legal requirement, use 'must' to give emphasis.

## Example:

'Your passport must be valid for at least 3 months.' — not 'You need to have 3 months on your visa.'

## Use plain language

Plain language makes sentences easier to scan and is more accessible to people whose first language is not English.

Tell your users specifically and concisely what they need to do or know.

Use:

- familiar, clear language
- short sentences — aim for no more than 20 words
- the active voice
- 'you' and 'your' when addressing them directly
- respectful, inclusive language.

Use

- you can apply for
- you can get
- take a copy of your [document] to [location]
- we assess
- Skilled migrant applications are a priority for us.

Avoid

- you may be able to apply for (unless it is not definite)
- you may be eligible for
- provide supporting documents
- we will be taking into account
- Prioritisation of skilled migrant applications is important to us.

## Plain language for specialist audiences

Plain English helps all readers understand our information quickly and easily. This includes our specialist audiences, such as immigration advisers, lawyers and panel physicians. Research shows that they prefer to read information in plain English, even if they understand complex, technical language.

[How to write well for your audience, including specialists — GOV.UK](#) 

## Limit technical language and terms

Avoid language and expressions that assume users understand our internal business processes. If possible, use simpler language and avoid using technical or legal language.

If you have to use technical or legal terms, explain them or link to the Glossary on the INZ website.



## How we write about ourselves

We write 'Immigration New Zealand' in full, not 'Immigration NZ'.

Use 'INZ' if it has been spelled out in full earlier on the page, that is, Immigration New Zealand (INZ).

We refer to ourselves as 'we' and can use 'you' and 'your' when addressing our audience.

### Example:

Send your application to us on time. We will return your passport within 10 days.

## Structure content to be read online

Research shows that when reading online, people:

- are often in a hurry
- scan the page in a kind of F-shape
- retain 30% less than they do when reading a print document
- use links to follow a trail to the information needed
- prefer short, bite-sized chunks of information
- do not read sequentially as they might a book
- look for information by searching for keywords.

Structure your content to suit this.

Use:

- frequent, informative headings
- lists
- short paragraphs
- separate lines for links
- left-aligned text, rather than centrally or right aligned.

Frontload content so the most important information is at the start of each page, paragraph and sentence. The formula for a frontloaded sentence is Subject – Verb – Object.

[How people read — Content Design London readability guidelines](#)

## Write a findable page title and summary

Page titles and summaries are primarily what Google displays to users when they do a Google search, so they need to tell the user enough to:

- know if they should click on a result, or

- read important information without even needing to open the result.

Make sure titles:

- are no more than 66 characters long
- explain what the page is about
- make sense without more context
- are unique — they are not repeated.

If the title is more than 35 characters long create a shorter breadcrumb title as well.

Write titles and summaries that are meaningful and that indicate what is on the page. Avoid phrases like 'overview', 'information about', 'key updates about'. Consider putting vital information in the summary, such as the date a visa is closing.

Example of a findable page title:

- Title: Hire a migrant already in New Zealand
- Summary: Check if someone with a visa can work for you. The type of visa can affect the role you offer and how long they work for you.

Example of what to avoid:

- Title: Important information about the Parent Resident Visa
- Summary: Key updates about Parent Resident Visa EOIs.

## Use meaningful, marked-up headings and subheadings

Write meaningful headings — people use them to decide if they are on the right page or not.

Make sure your headings are:

- easy to understand
- specific to your content
- in sentence case, that is, a capital letter for the first letter of the heading and the rest of the heading in lower case
- statements, not questions
- marked-up using the correct heading levels.

### Using heading levels

Heading levels separate your content into sections and subsections. Headings help sighted people scan pages. Screen reading technology uses them to navigate your page.

Order your headings sequentially.

**Example:**

- Page title: [H1] Visiting New Zealand on holiday
- Section: [H2] If you want to visit the North Island
- Subsection: [H3] North Island accommodation

## [Headings and titles — Content Design London readability guidelines](#)

Use a maximum of 4 levels of headings — more makes the page structure hard to follow. If you need to go beyond 4 headings, simplify the structure instead.

## Links

The Department of Internal Affairs has guidance on how to write links in government content.

### [Links guidance — Digital.govt.nz](#)



Do not use generic phrases like 'click here' or 'find out more'.

Put links directly below the sentence or list they refer to.

Example of introducing a list of links:

## How to register with Nursing Council of New Zealand (NCNZ)

Choose the option for the type of current nursing registration you have and apply on the NCNZ website.

- [Applying with Australian registration](#) 
- [Internationally Qualified Nurses with other registration \(non-Australian\)](#) 

As part of your NCNZ registration you may be required to complete a Competence Assessment Programme (CAP). Check the NCNZ website for information about how to register for a CAP course.

Only links to glossary items, in-tool help text, or contact addresses can be part of a sentence.

Both internal and external website links should open in the same tab.

- For external links, make sure it is clear which website and page the link will send you to. Include the page title, an em dash (not a vertical bar or pipe), and the site name in the link.
- For internal links, explain where you will send the user to and what they will find. Use the internal page link as the title of the link.

Example of external link:

Inland Revenue has more information about IRD numbers and how to get one.

[IRD numbers — Inland Revenue](#) 

Example of internal link:

Find out how to apply for a variation of conditions.

[Change the conditions of your visa](#) 

## Linking to documents

When we link to documents or publications, we:

- use the title of the document to create the link text
- open the link in the same tab
- do not need to add the file type or file size — the CMS will do this for us.




### Example:

[New Zealand Citizen Endorsement Application \(INZ 1174\) PDF 287KB](#) 

For documents in another language, group the translations with a heading or announce them in a lead-in sentence. If possible, write the document name in the language it is in.



Example 1:

Read the report summary in different languages:

- English: [Summary of the Digital inclusion user insights — Pacific peoples report](#) 
- Kūki 'Āirani Māori (Cook Islands Māori): ['Akako'u'anga i te au mea tei kitea mai no te tomo'anga atu ki roto i te au rāvenga 'Ātuitui Roro Uira — ripōti no te iti tangata o te Moana-nui-o-Kiva](#) 
- Vosa Vakaviti (Fijian): [iVakamacala lekaleka ni veitaratara ena Mona Livaliva — Ripote ni kai Pasifika](#) 

Example 2:

Read the Digital Strategy for Aotearoa in English and te reo Māori.

- [Digital Strategy for Aotearoa \(PDF 3.8MB\)](#) 
- [Te Rautaki Matihiko mō Aotearoa \(PDF 1.2MB\)](#) 

## How to use content features

We have developed content design features for the INZ website to highlight or organise information. They can be used for other INZ online products but will probably need some development work to create them.

## Notes, alerts and warnings

The content in these styles is short and direct — not more than 2 or 3 sentences.

It can include:

- links to the glossary terms
- page and document links, but only if really necessary.

Different styles should not appear next to each other on a page — for example, a note should not immediately be followed by an alert or another note.

### Notes

For information that can help customers navigate the immigration process and enhance their understanding.

Example of a note:

#### NOTE

The easiest way to get a refund is to provide a New Zealand bank account number with your refund form. Refunds to bank accounts outside New Zealand take longer and you may have to pay processing fees to your bank.

### Alerts

For information that could inconvenience customers or the business, or prevent customers completing a task, if it is missed.

Example of an alert:

#### ALERT

If you are including your partner in your EOI, tick Yes in question A18 on the form. If you do not include them in your EOI, they will not be able to apply for residence based on your partnership later.

## Warnings

For information that could put the customer in extreme trouble or at legal risk if they don't do it or know about it.

Example of a warning:

### WARNING

The details in your NZeTA must always match the details in the passport you will be using to travel to New Zealand. If your passport details are not correct you may not be able to board your plane or cruise.

## Example style

Example style creates a box around example content so it stands out on the page. Use example style when you are explaining content with a scenario.

## How we define the 3-year period

The 3-year period where we can assess your sponsor's income starts from the end of the month before you were invited to apply, and ends 36 months before that.

Example:


Deepak and Ann are invited to apply for residence on 28 May 2020, so the 3-year period where we can assess their sponsors' income starts on 30 April 2020.

- Year 1 is from 1 May 2019 to 30 April 2020.
- Year 2 is from 1 May 2018 to 30 April 2019.
- Year 3 is from 1 May 2017 to 30 April 2018.

## Accordions

Use accordions for information that may not apply to everyone reading the page — either:

- 'edge case' content — content that doesn't apply to the majority of people
- a list of scenarios, usually complex, that apply to people in different situations.

Find an example on the page [How we assess skilled employment for Skilled Migrant Category Visas](#) .

Do not use accordions simply to make a page shorter — it hides mainstream content, makes the page hard to scan, and the accordion can be difficult to find if entering the website from a Google search. If a page is too long you may need to:

- restructure the content into new or child pages
- rewrite the page into plain English
- remove duplicated content.

Make sure accordion headings are descriptive — they are what someone will use to decide to open the accordion or not.

## Keywords

We aim to use words and terms consistently. However, there are some occasions when, for search engine optimisation, you might need to use alternative words for the same action so that the content is findable. You can use Google Trends to find the popular synonyms that people often use in searches.

[Google Trends](#)

## Test readability

We measure the readability of our content using the Flesch reading-ease scale or a similar tool, like the Hemingway app.

For the Flesch scale, a score of 65 or above is thought to be plain English. This is not set in stone though — sometimes specific terms can drag the reading ease down, so we aim for a score of at least 60. If you use the Hemingway app, aim for Grade 7 or lower.

[Flesch reading ease scale](#)

[Hemingway](#)

## Spelling

We use the Oxford New Zealand English Dictionary. It uses English instead of American spelling, and includes commonly used te reo Māori words.

[Oxford New Zealand English Dictionary](#)

## Accessibility

Like all agencies, INZ needs to follow the NZ Government web standards for accessibility and usability.

[Accessibility — Digital.govt.nz](#) 

[Web accessibility for content editors](#)

## Content design and usability

Content Design London have created content design guidance based on usability evidence.

[Content Design London Readability Guidelines](#)

Digital.govt.nz has best-practice guidance that is regularly updated on how to write and structure content for NZ government websites.

[Content design guidance](#) 

## Inclusive content



Use the right words and markup so content is accessible and inclusive of everyone. The Department of Internal Affairs offers best practice guidance on writing inclusively for:

- [Te reo Māori](#) ↗
- [Disability language](#) ↗
- [Gender-inclusive language](#) ↗
- [Age-inclusive language and content](#) ↗.

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NAVIGATION

Hangarau - IT  
 Tiaki tāngata - HR  
 Nō konei - Belong  
 Pānui - News  
 Mō mātau - About us  
 Ratonga - Services

USEFUL LINKS

Internal policies  
 Report an event  
 Report an emergency  
 Update your profile  
 Facilities support  
 People leaders

FlexiPurchase  
 Te Taura sub sites  
 Team sites  
 News on the MBIE website  
 Public Sector Intranet

CONNECT

Twitter  
 Facebook  
 LinkedIn

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# 6B

## INZ punctuation and grammar

Published 12/06/2024

[Home](#) > [INZKit](#) > [Tahi](#) > INZ punctuation and grammar

This guide focuses on punctuation and grammar, and Immigration New Zealand-specific style including words to use or avoid.

### On this page

- ↓ [Abbreviations and acronyms](#)
- ↓ [Age](#)
- ↓ [Ampersand \(&\)](#)
- ↓ [Capitalisation](#)
- ↓ [Capitalising 'government'](#)
- ↓ [Contractions](#)
- ↓ [Countries and territories](#)
- ↓ [Currencies](#)
- ↓ [Dashes](#)

- ↓ [Dates and times](#)
- ↓ [Frequently asked questions \(FAQs\)](#)
- ↓ [Italics](#)
- ↓ [Māori language](#)
- ↓ [New Zealand vs NZ](#)
- ↓ [NZeTA](#)
- ↓ [Numbers](#)
- ↓ [Question marks](#)
- ↓ [Template letters](#)
- ↓ [Vertical lines or pipes](#)
- ↓ [Words to use and avoid](#)

## About this guidance

This guidance is owned and updated by the Immigration New Zealand (INZ) Digital Channels team.

## General punctuation and grammar guidance

Use the Department of Internal Affairs' best-practice guidance for punctuation and grammar. Their content design guidance sets the standard for government content.

[A–Z of content design guidance — Digital.govt.nz](#) 

Their guide includes common topics like:

- apostrophes
- bullet points
- commas
- dashes.

Use the following INZ-specific guidance in addition to the writing style guide for INZ online products on style, structure, tone and voice.

[Immigration NZ writing style guide](#)

## Abbreviations and acronyms

Write abbreviations out in full the first time you use them on a page, and add the abbreviation or acronym in brackets.

The only exception is NZeTA. Write 'NZeTA (New Zealand Electronic Travel Authority)' the first time you mention it, and use 'NZeTA' after that.

- ESOL - English for Speakers of Other Languages
- IVL - International Visitor Tourism and Conservation Levy
- NZDT - New Zealand Daylight Time
- NZST - New Zealand Standard Time

## Age

Use the words "or younger" and "or older" when giving an age and indicating ages below or above that age. You do not need to use 'years'.

### Examples:

- Child passports are for children aged 15 or younger.
- When a child turns 16, their passport is still valid until it expires or is cancelled.
- Adult passports are for those aged 16 or older.

See also Hyphens section for guidance on how to format references to groups of people by age.

## Ampersand (&)

Only use an ampersand if it is part of a brand name.

### Example:

Ministry of Business, Innovation & Employment

# Capitalisation

## Capitalise official titles

Capitalise proper nouns including:

- official visa titles
- Acts and regulations
- Bills
- titles of documents or publications
- Job Check, when referring to a job check for an Accredited Employer Work Visa (AEWV)
- Job Change, when referring to a variation of conditions for an Accredited Employer Work Visa (AEWV).

[Proper nouns — Oxford Learner's Dictionary](#) 

Use lower case for:

- summarising a group of visas or type of visa
- section of an Act
- expression of interest (EOI).

### Examples:

- Submit your expression of interest by Thursday, 23 March 2023.
- Apply for the Skilled Migrant Category Residence Visa.
- We have a range of work visas you can apply for.
- The Immigration Act 2009 (the Act) is the source of New Zealand immigration law. The Act has many important sections and is different from other government Acts
- Make a request for a special temporary or resident visa under section 61 of the Immigration Act 2009.

[Capital letters — Digital.govt.nz](#) 

## Capitalising 'government'

Capitalise when referring specifically to the New Zealand Government, otherwise use 'government'.

## Contractions

Do not use contractions. They can be difficult to understand for people who have low levels of English literacy.

## Examples:

- If you are travelling on a passport, make sure it is up to date.
- There are a variety of visas you can apply for.
- When you have completed your application, contact us.

## Countries and territories

If you write a list of countries and there is a potential reference to Hong Kong, avoid referring only to 'countries'. Use the phrase 'countries and territories' instead. This is to comply with New Zealand's One China policy.

The Immigration NZ website uses the latest country names, for example on the Visa country details drop down list. If you are unsure which name to use, check with the Operational Policy team.

## Examples:

- People from Asian countries and territories should apply by Monday, 16 October 2023.

Everyone, no matter which country they come from, must have a passport when they enter New Zealand.

## Currencies

Put both the currency code and currency symbol before any monetary amounts. Identify the currency correctly using this list of currency acronyms.

[Currency list — XE.com](#)

## Examples:

- If you are a United States citizen, you pay USD\$640.
- If you are an Australian citizen it costs AUD\$890.
- British citizens pay GBP£420.
- The visa costs NZD\$170.

# Dashes

## Em dashes

Use an em dash with a space on either side to separate thoughts in a sentence. This format is easier to read online. On a PC you can add an em dash by holding down the Alt key and typing '0151' on the number keypad.

### Example:

There are more than 25 visas to choose from — you may not be allowed into New Zealand if you have the wrong one.

## En dashes

Use an en dash (–) to separate proper nouns of equal value like New Zealand–Australia group.

Do not use an en dash after the words 'between' and 'from' or to express ranges of numbers. This is difficult for people using screen readers.

On a PC you can add an en dash by holding down the Alt key and typing '0150' on the number keypad.

### Examples:

- Māori–Crown relationship
- Auckland–Wellington flight
- aged from 10 to 15 years
- between 6pm and 8pm

## Hyphens

Use hyphens (-) in compound adjectives and to make sure the meaning of words is clear.

### Examples:

- '8-year-old children' clearly means children who are all aged 8.
- '8 year old children' could mean children who are all aged 8, or 8 children who are 1 year old.
- We have a long-term contract.

We only hyphenate the last word in lists of hyphenated adjectives.

### Example:

'3 or 4 year olds' — not '3 or 4 year olds')

Use the agreed names for visas and tools that would normally have a hyphen.

### Example:

- Long Term Skill Shortage List
- Post Study Work Visa

## Dates and times

When writing dates and times:

- write dates as date, month, year in full — for example, 10 September 2004
- include a comma after a day before a date — for example, Monday, 29 October 2018
- do not use ordinal numbers, like 1st or 3rd, in dates
- show time using a 24-hour clock
- show start and end times in full
- use 'midnight' (not '00:00') and midday (not 12:00)
- use NZDT when daylight saving is in force and NZST when we are on standard time — spell them out the first time and then use the acronym unless brevity is important
- separate financial year ranges with a slash — for example, 2010/11 financial year
- spell out the names of days and months in full.

If the information is for a global audience, use the time zone as well.

### Examples:

- The offices in Europe close at 17:00 GMT. They open again at 09:30.
- New Zealand Daylight Time (NZDT) begins on Sunday, 24 September 2023 at 02.00.
- Online services will be available again from 20:00 Sunday, 5 March 2023 NZDT. [Acronym only used in a banner for brevity.]
- The services will be available from midnight New Zealand Standard Time (NZST).

## Frequently asked questions (FAQs)



Do not use FAQs. If our users keep asking us the same questions, there is usually an information gap in our content and we need to add to or rewrite our content.

## Italics

Do not use italics.

If you want to emphasise words or phrases, you can:

- front-load sentences
- use headings
- use bullets.



## Māori language

Because we have an international audience, only use te reo Māori language when it is the name of something. If the meaning is not clear when you use it, add the English meaning in brackets.

Some things to note when using te reo Māori words in an English context:

- Use macrons in the correct place to lengthen vowels.
- Do not use an apostrophe to indicate possession or belonging with places, tribes or entities.
- Do not make te reo words plural by adding an 's'. For example, 'marae' can be both singular and plural.

Read more detailed information on [digital.govt.nz](https://digital.govt.nz):

- [Te reo Māori words](#) 
- [Inclusive language: Te reo Māori](#) 

## New Zealand vs NZ

Spell out New Zealand as much as possible. Only use NZ if space is limited, like in headings or summaries.

Write 'an NZ law' not 'a NZ law' because NZ is pronounced with a vowel sound – 'en zed'.

## NZeTA

The section on language (page 12) in the NZeTA brand guidelines has more guidance on writing about NZeTA.

<https://mako.wd.govt.nz/otcs/llisapi.dll/link/91594629> 

## Numbers

We use numerals (numbers):

- rather than words
- in tables and diagrams
- to refer to specific sections within Acts, Bills and regulations.

We use words:

- for any number at the beginning of a sentence
- for 'million' — instead of writing out the number in full, for example '1.8 million people voted'
- for first to ninth, and numbers after that, for example:
  - the second email received
  - for the 10th time this year.

We format numbers with:

- commas to separate thousands when the number is over 1,000
- spaces to separate groups of numbers when we write phone numbers, for example Freephone: 0800 101 996.

## Question marks

Avoid using question marks, especially in headings or brackets. They can make a page look cluttered. Content should answer questions rather than ask them.

## Template letters

Find specific guidance on how to write template letters.

[INZ template letters](#)

## Vertical lines or pipes

Screen readers inconsistently read out punctuation and typographic symbols. For accessibility of content, avoid using some typographic symbols that may not be read out correctly.

In particular, avoid using the 'pipe' or vertical bar (|) to separate clauses, and between a page link and the website it is from — instead, use an em dash.

## Example:

[Who needs a licence? — Immigration Advisers Authority](#) 

## Words to use and avoid

When writing for Immigration NZ products, make sure you use the correct words and spelling. This creates consistency across content. Use this table to find which words to avoid using in content, and find a suitable replacement.

| Words to avoid                                  | Words to use instead                                     |
|---|--|
| advisor   | adviser, immigration adviser                             |
| bona fide                                       | genuine, legitimate                                      |
| category  | visa   |
| cellphone, mobile                               | mobile phone   |
| child(ren)                                      | child or children  |
| click here                                      | select, choose   |
| dropdown list                                   | drop-down list   |
| e-mail or E-mail                                | email  |
| fulltime  | full-time  |
| GP  | doctor   |
| health care                                     | healthcare   |
| Kiwisaver                                       | KiwiSaver  |
| login (verb)                                    | log in (verb), login (noun)                              |
| mean time (adverb)                              | meantime (adverb), mean time (as in Greenwich Mean Time) |
| Ministry of Business, Innovation and Employment | Ministry of Business, Innovation & Employment (MBIE)     |

|   |   |
|---|---|
| New Zealand Electronic Travel Authority | NZeTA (New Zealand Electronic Travel Authority)                     |
| Office and Fee Finder                   | Fees, decision times and where to apply                             |
| Offshore                                | Overseas, not in New Zealand  |
| Onshore                                 | In New Zealand  |
| part time                               | part time   |
| per                                     | each, every   |
| Real Me                                 | RealMe  |
| Skill Bands                             | skill bands when referring to Essential Skills and SMC applications |
| standdown, stand down                   | stand-down  |
| unlawful                                | illegal, breaking the law   |
| user name, user-name                    | username  |
| well-being                              | wellbeing   |
| Xray                                    | X-ray   |

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NAVIGATION

[Hangarau - IT](#)  
[Tiaki tāngata - HR](#)  
[Nō konei - Belong](#)  
[Pānui - News](#)  
[Mō mātau - About us](#)  
[Ratonga - Services](#)

USEFUL LINKS

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