

Brand usage guidelines

NZ On Air
Irirangi Te Motu





Brand usage guidelines

The key to any successful brand is consistent application.

We have prepared these guidelines to correctly articulate use of the NZ On Air brand on all communications material.

Please use it as the definitive guide.

If you have further questions regarding application of the brand please contact info@nzonair.govt.nz

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Name and brand values

Background

NZ On Air is the agency responsible for distributing Government funding for public broadcasting, to promote the development of New Zealand culture and identity through broadcasting.

In short, NZ On Air is instrumental in promoting our “New Zealandness” on air – acting as an advocate for audiences, so New Zealand programmes and music are seen on New Zealand television and heard on radio.

The NZ On Air name

NZ On Air is the correct name to use when describing our organisation. It is essential that this is consistent.

The only instance where another name may be used is in Maori, or te reo, where **Irirangi Te Motu** is the correct translation.

NZOA, nzoa, New Zealand On Air, nz on air, NZ Broadcasting Commission or any abbreviation of the name should not be used.

When used in text please ensure that the full **NZ On Air** name is shown together on the same line.



Logomark

Vector formats

As the logo is used across various applications, it is critical to use the correct file format. The various logo formats described here should be used as follows:

Vector artwork formats:

.eps Encapsulated Postscript File
.ai Adobe Illustrator file

For use in all print work e.g. stationery, publications, signage. These files are set to CMYK [Cyan, Magenta, Yellow and black] for best results across most print situations.

NZ On Air White Reversed logo
for use on dark backgrounds. **This is our preferred usage.**

- NZOnAir_White_Rev.eps
- NZOnAir_White_Rev.ai



NZ On Air Positive logo
for use on light backgrounds. This is the version of the logo to use on light backgrounds

- NZOnAir_Positive.eps
- NZOnAir_Positive.ai



NZ On Air White Only logo
for use on dark backgrounds. This is only for use only in one colour or when full colour is unavailable.

- NZOnAir_White.eps
- NZOnAir_White.ai



NZ On Air Black Only logo
for use on light backgrounds only when full colour is unavailable.

- NZOnAir_Black.eps
- NZOnAir_Black.ai





Logomark

Bitmap formats

Bitmap artwork formats:

- .jpg** Joint Photographic experts Group. An industry standard of image compression. A format allowing you to hugely compress filesize with only a slight loss in image quality.
- .tif** Tagged Image File. For use only when a high-quality bitmap file is required.

For use on screen applications e.g. emails, Word, Powerpoint, websites. These files are RGB [Red, Green and Blue] and will print, but not as well as the CMYK vector formats above.

High resolution bitmap files

Standard: 1080p, 1080i (16:9 HDTV is 1920 x 1080pixels)
Resolution: 1699 x 1080 pixels

NZ On Air White Reversed logo
for use on dark backgrounds. **This is our preferred usage.**

- NZOnAir_White_Rev.jpg
- NZOnAir_White_Rev.tif



NZ On Air Positive logo

for use on light backgrounds. This is the version of the logo to use on light backgrounds

- NZOnAir_Positive.jpg
- NZOnAir_Positive.tif



Colour versions only supplied as it is assumed all screen applications will have full colour.

Low resolution bitmap files [_LR]

Resolution: 425 x 270 pixels

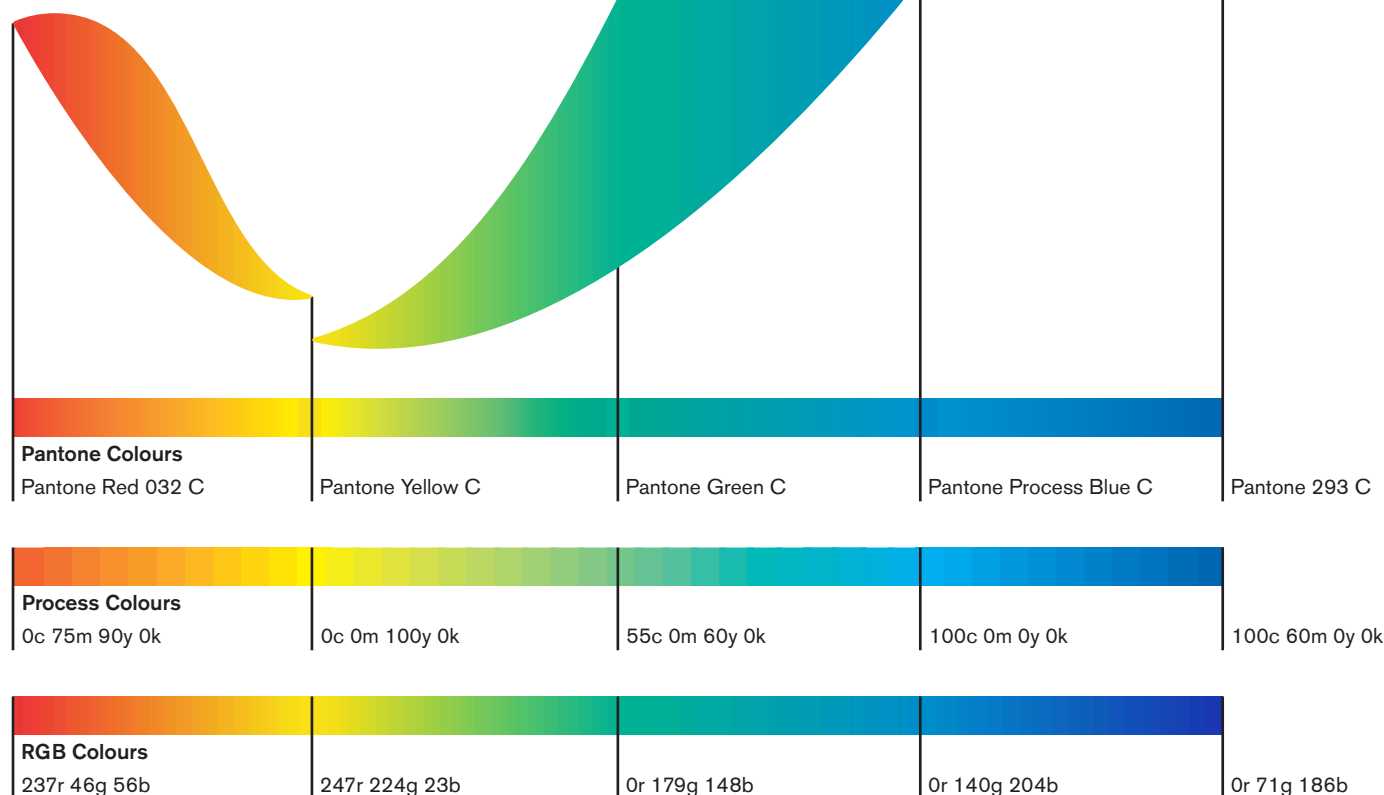
NZ On Air White Reversed logo

- NZOnAir_White_Rev_LR.jpg
- NZOnAir_White_Rev_LR.tif

NZ On Air Positive logo

- NZOnAir_Positive_LR.jpg
- NZOnAir_Positive_LR.tif

Colours



This is the NZ On Air primary colour palette.

The identified colours on the NZ On Air colour spectrum can be used as solid flat colour backgrounds or cover large areas.

All the colours can be used for text and graphic elements. Where possible, please use the NZ On Air White Reversed logo on solid black [Pantone Process Black C] with white reversed type.

Basic Rules

The NZ On Air brand colours need to be selected for the correct end use.

Pantone and Process Colours are to be used for any print application.

RGB Colours are only to be used for screen application.



Contacts

Brand Resource contacts

In the first instance, please contact NZ On Air directly for all correct versions of the NZ On Air Logomark, and more copies of this guide. If calling, please ask to speak with the person in charge of Branding Resources.

They will also be able to advise correct usage in situations not covered by this guide, or refer you someone that can help.

You can also email directly: info@nzonair.govt.nz

Full contact details

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