

NEW MUSIC PROJECT TOURING FUNDING

Style and Accreditation Guidelines

Updated January 2026



This document provides guidance for using NZ On Air's brand assets and acknowledging the NZ On Air and NZ Music Commission within *New Music Project Touring* visual collaterals or publicity materials.

This accreditation is not a mandatory requirement for *New Music Project Touring*. As this is a new pilot fund, it is important New Zealanders know what their taxpayer dollars have funded, and consistent accreditation helps reinforce the cultural value of this funding to Aotearoa.

Please refer to the NZ On Air Music Style and Accreditation Guidelines document [here](#), for a full list of different applications and expectations for placing our logo on your visual collateral or acknowledging NZ On Air funding on public-facing materials.

If you would like to use our logos in your artwork, you can download the approved NZ On Air and NZ Music Commission *New Music Project Touring* logo pack [here](#).

Should you have further queries relating to this guide or the NZ On Air brand, please contact: musicteam@nzonair.govt.nz

Expectations

As part of receiving *New Music Project Touring* funding, NZ On Air outlines that:

- **Accreditation is not a mandatory requirement for any touring activity funded under *New Music Project Touring*.** However, you are welcome to include the NZ On Air and NZ Music Commission logo if you would like.
- Applicants are welcome to acknowledge NZ On Air's support in public facing materials, such as:
 - Publicity materials and visual collateral, such as tour posters, fliers and similar
 - Social media posts (either the logos on visual posts and/or in the caption)
 - Media or press releases
 - Where appropriate, in related interviews to publicise the tour
- If you are using our logo in any promotional material, the NZ On Air Music [Style and Accreditation Guidelines](#) must be followed to ensure consistent and correct use of NZ On Air branding.
 - This document specifies how and where accreditation must appear.
 - For media releases and social media posts, it may also contain specific wording to highlight the support of NZ On Air. Our suggested wording is: "Funded through NZ On Air and supported by the NZ Music Commission".

Social Media Requirements

NZ On Air, NZ On Air Music and the NZ Music Commission have a presence on most major social media platforms. If appropriate, posts about your *New Music Project Touring* funded tour should tag either the NZ On Air and/or NZ On Air Music and the NZ Music Commission social media accounts and/or credit them in the caption.

All social media pages created to promote funded tours may acknowledge NZ On Air and NZ Music Commission funding. This could be tagging NZ On Air and the NZ Music Commission or including the phrase “*Funded through NZ On Air and supported by the NZ Music Commission*” in posts or in page bios/about sections.

Written Application

When acknowledging your funded tour in any written material such as media releases or social media captions, you may include the phrase:

“Funded through NZ On Air and supported by the NZ Music Commission”

Logo Application

The provided NZ On Air and NZ Music Commission touring logo may be placed on any visual collaterals to promote your funded tour, but this is **not** a mandatory requirement.

If using the logos, the NZ On Air and NZ Music Commission logos may be placed on any visual collateral (where appropriate) with the same sizing as any other sponsors, company or organisation logos on the piece of visual collateral.

Alternatively, if the combined NZ On Air and NZ Music Commission logos do not work for your design, then we have provided individual logos of our organisations in the *New Music Project Touring* logo pack which you can download [here](#).

Please see the example tour poster below for potential logo placement.

Artist Name

New Zealand Tour

Auckland | Date | Venue

Whangārei | Date | Venue

Wellington | Date | Venue

Christchurch | Date | Venue

Dunedin | Date | Venue

Buy tickets at buytickets.co.nz

