

NZ ON AIR MUSIC STYLE AND ACCREDITATION GUIDELINES

**Irirangi Te Motu
NZ On Air**



NZ ON AIR

STYLE AND ACCREDITATION GUIDELINES

This document is the main guide for using NZ On Air's brand assets and acknowledging our brand on or around funded content, wherever it appears.

It is important New Zealanders know what their taxpayer dollars have funded. Consistent accreditation helps reinforce the cultural value of this funding to Aotearoa.

These accreditation requirements form part of the contract for funding. Any NZ On Air logos or images found elsewhere are not approved for use.

Any circumstances not anticipated by this document should be negotiated with an NZ On Air Communications team member well before your content is published or broadcast.

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

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EXPLAINING THE ASSETS



OUR STATIC LOGO

Our static logo comes in landscape orientation, in either black or white, for use on light or dark backgrounds.

CLEARSPACE

When you're using the NZ On Air logo with other graphic elements, please ensure you give it enough clear space.

The clear space is built into the logo file and can be measured by using the height of the capital 'N' in the 'NZ' from the logo.

MINIMUM SIZE

Note that the minimum size isn't the preferred size – this size should only be used when space is limited.

LOGO LINE UP

When using the NZ On Air logo alongside other logos, please ensure that it is presented at the same size. If this is not possible, please contact: communications@nzonair.govt.nz for approval.

CORRECT USE

Please do not:

- Alter, rotate, or modify the logo
- Animate the static logo
- Surround the logo with other versions or sizes of the logo
- Accessorise the logo with extra elements

Contact us with any questions around logo use.



OUR ANIMATED LOGO BUG

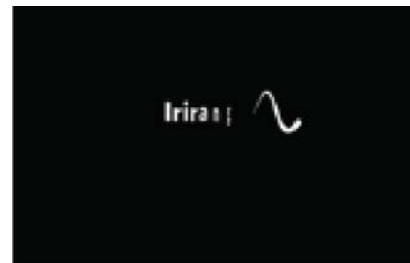
The NZ On Air logo bug is available in either a dark or light version, and in HD and 4k formats.

If you require the NZ On Air logo bug in another ratio or format, please contact: communications@nzonair.govt.nz

Always place the NZ On Air logo bug in the top left-hand corner of the frame. Correct positioning and appropriate clearance for the title safe requirements of each format is included in each file.

Please do not alter the NZ On Air logo bug in any way, including:

- Rotating, flipping or inverting
- Editing the length or changing the playback speed
- Adjusting the image colour, tone or contrast



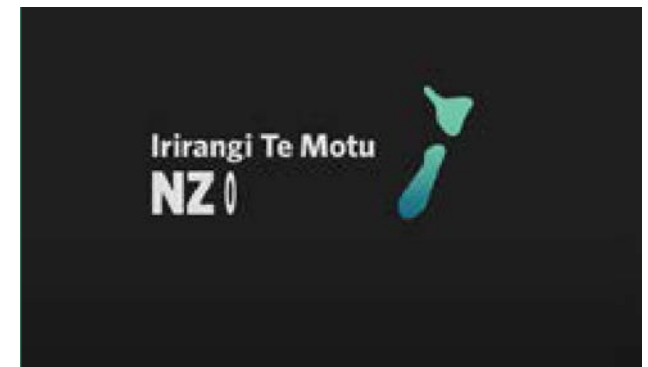
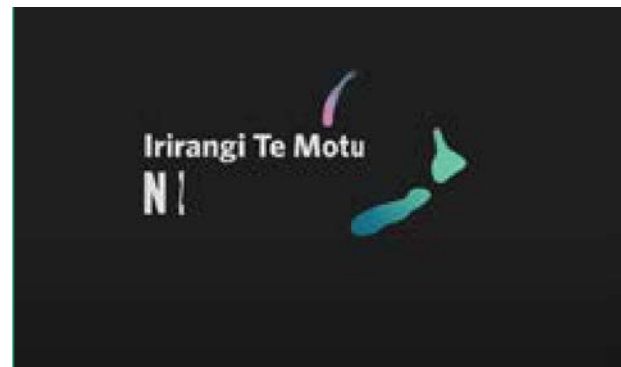
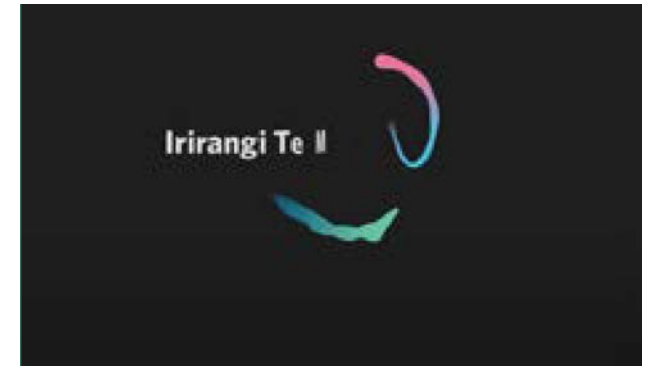
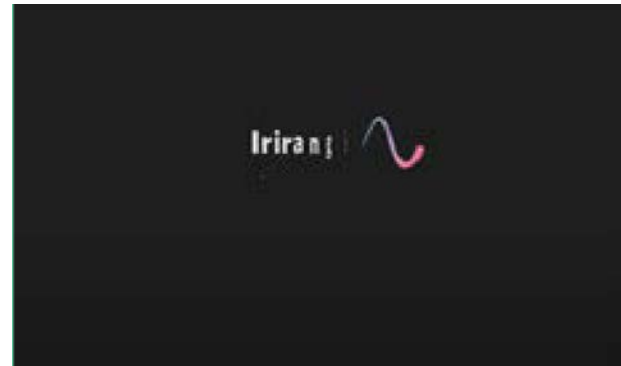
OUR ANIMATED CREDIT SEQUENCE

The NZ On Air credit sequence is available on both a dark and light background and comes in 4k, HD, and social media formats.

If you require the NZ On Air credit sequence in another ratio or format, please contact: communications@nzonair.govt.nz

All files are full resolution and include the appropriate clearance for the title safe requirements of each format.

- Please do not alter the NZ On Air credit sequence in any way, including:
- Rotating, flipping or inverting
- Editing the length or changing the playback speed
- Adjusting the image colour, tone or contrast



APPLYING THE ASSETS



MUSIC

This section applies to NZ On Air Music funded video content, features and supporting written content.

Please note, all Music content must also adhere to our publicity and marketing accreditation requirements on page 9, and our social media requirements on page 10.

VIDEO CONTENT OVER ONE MINUTE

This section applies to video content funded through NZ On Air Music e.g. music videos, lyric videos, visualisers, behind-the-scenes content, video features etc.

The NZ On Air logo bug must appear once in the video content, in the top left corner and towards the end of the video content.

An alternative version of the logo bug aligned to the top right corner has also been supplied. Please use this version of the logo bug if there are video previews or advertisements that would obscure the preferred top left logo bug placement.

On YouTube and Vimeo channels the artist should identify in the supporting text that the song is “Made with the support of NZ On Air.”

VIDEO CONTENT UNDER ONE MINUTE

If your video content is under one minute (e.g. teasers, trailers, outtakes, behind-the-scenes, snippets etc) then the NZ On Air logo bug may be omitted so as not to detract from the short-form content.

NZ On Air requires in this instance that you acknowledge funding in a manner suitable to your content. This could be the inclusion of the phrase “Made with the support of NZ On Air” in the caption of the content, the use of the NZ On Air logo on the thumbnail of the content, and/or the use of the NZ On Air animated credit sequence.

NZ On Air has provided an appropriately-scaled version of our animated credit sequence to be included on social media content. This is available in the logo pack.

If you have any questions about how to appropriately acknowledge NZ On Air funding please get in touch with musicteam@nzonair.govt.nz

FEATURES

In funded music features, any written components/ articles should include the phrase “Made with the support of NZ On Air” and/or the NZ On Air static logo.

PUBLICITY AND MARKETING

PUBLICITY AND MARKETING

All promos, trailers, teasers or additional video content created to promote NZ On Air-funded content must include the NZ On Air logo bug in the top left corner of the content within the first 10 seconds.

Any advertising for funded content (such as billboards, bus ads, print and online ads) must include the NZ On Air logo. The NZ On Air logo should be given **equal weighting to other logos** – if this is not possible, please contact communications@nzonair.govt.nz to discuss the proposed solution.

Producers and platforms should provide publicity materials and electronic press kits to NZ On Air ideally two weeks ahead of the content launch date. Please send these materials to musicteam@nzonair.govt.nz

Any high-res artist images (minimum 2MB size) and/or behind-the-scenes images should also be provided to musicteam@nzonair.govt.nz

WRITTEN MATERIAL

All media releases, publicity materials or electronic press kits provided to media, advertisers and agencies about funded content must mention NZ On Air funding. They should also include the static NZ On Air logo.

In writing NZ On Air should be referred to as NZ On Air or Irirangi Te Motu, not abbreviated to NZOA.

Funded content featured in Industry newsletters or highlights must include the phrase “Made with the support of NZ On Air.”

NZ ON AIR SOCIAL MEDIA REQUIREMENTS

NZ On Air and NZ On Air Music have a presence on most major social media platforms.

All posts about funded content must tag either the NZ On Air or NZ On Air Music social media accounts or credit them in the caption.

All social media pages created to promote funded content must acknowledge NZ On Air funding. This could be tagging NZ On Air and including the phrase “Made with support from NZ On Air” in posts, in page bios/about sections, including the NZ On Air logo on the cover image etc.

FACEBOOK

[NZ On Air](#)

[NZ On Air Tamariki](#)

[NZ On Air Music](#)

INSTAGRAM

[NZ On Air](#)

[NZ On Air Tamariki](#)

[NZ On Air Music](#)

SPOTIFY

[NZ On Air Music](#)

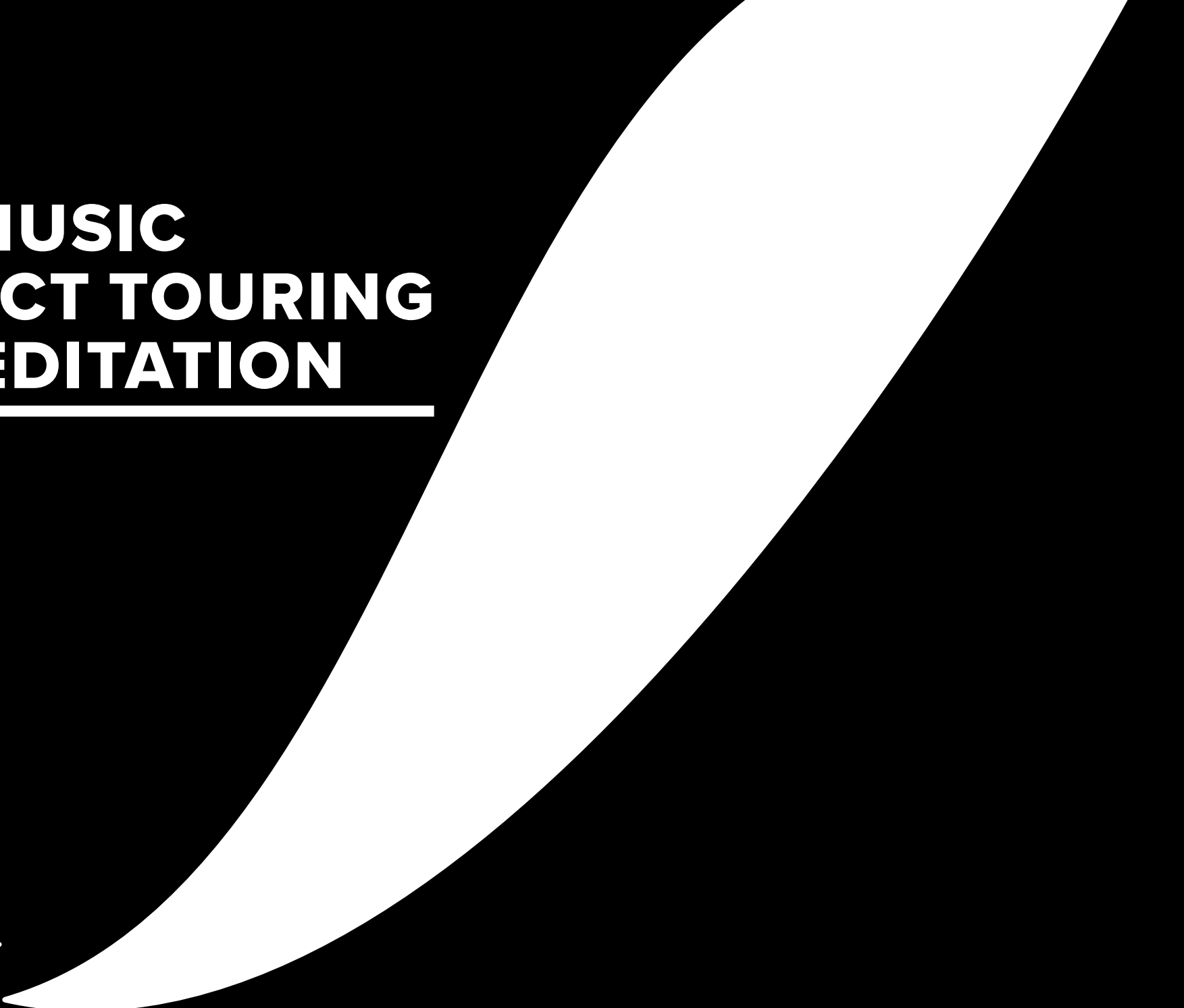
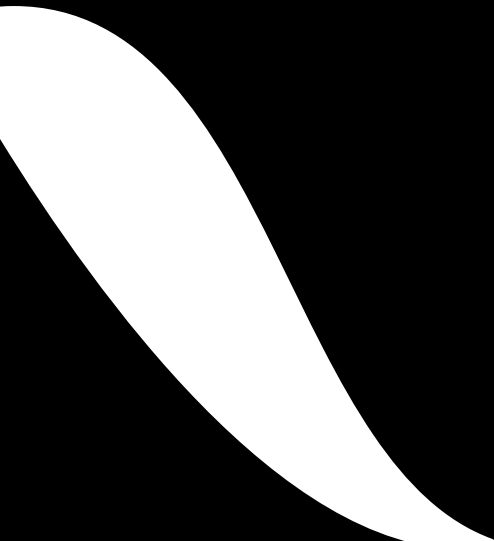
YOUTUBE

[NZ On Air Music](#)

LINKED IN

[NZ On Air](#)

**NEW MUSIC
PROJECT TOURING
ACCREDITATION**



This section provides guidance for using NZ On Air brand assets and acknowledging the funding support of NZ On Air (and, secondly, the support of the NZ Music Commission) by those artists receiving New Music Project Touring (NMPT) funding.

These requirements apply to all NMPT-funded touring activity, visual collaterals and publicity materials. Accreditation is mandatory as consistent accreditation helps ensure audiences understand how their taxpayer funding supports New Zealand artists and bands live touring in Aotearoa New Zealand.

EXPECTATIONS

As part of receiving New Music Project Touring funding, applicants are required to acknowledge NZ On Air's support in all public facing materials related to the funded tour.

This includes (but is not limited to):

- Publicity materials and visual collateral, such as tour posters, flyers and similar assets
- A tour website or tour page hosted on the artist's website
- Social media posts (either through NZ On Air logo placement on visual posts and/or acknowledgement in captions)
- Media releases
- Where appropriate, verbal or written acknowledgement in interviews used to promote the tour.

If the NZ On Air logo is used, the NZ On Air Music Style and Accreditation Guidelines must be followed to ensure consistent and correct use of branding.

For written acknowledgements (including media releases and social posts), the suggested wording is:

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

NZ On Air reserves the right to withhold or reduce New Music Project Touring funding if accreditation requirements are not met, unless an alternative approach has been approved in writing.

RESPONSIBILITY AND COMPLIANCE

Funding recipients are responsible for ensuring all NMPT-funded activity complies with these accreditation requirements, including material produced by third parties such as venues, promoters or ticketing platforms.

If there is any uncertainty about correct accreditation, guidance should be sought from NZ On Air prior to publication. Email communications@nzonair.govt.nz.

NZ On Air reserves the right to withhold payment or reduce any amount of New Music Project Touring funding in the event that NZ On Air is not acknowledged in any content of your tour (including content that has been publicly released) in accordance with our Accreditation Guidelines or in an alternative manner approved by us in writing.

SOCIAL MEDIA REQUIREMENTS

NZ On Air, NZ On Air Music and the NZ Music Commission maintain an active presence across major social media platforms.

Where appropriate, social posts related to NMPT-funded touring should:

- Tag relevant NZ On Air, NZ On Air Music and NZ Music Commission accounts
- Credit NZ On Air and the NZ Music Commission in post captions or descriptions

Any social media pages or accounts created specifically to promote an NMPT-funded tour must acknowledge NZ On Air funding and NZ Music Commission support. This may include:

- Logo use in posts or page imagery
- Written acknowledgement in captions, bios or 'About' sections.

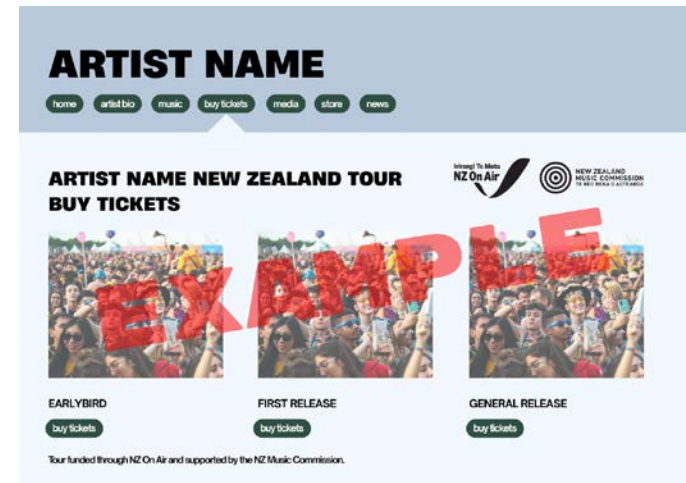
TOUR WEBSITES AND ARTIST WEBSITES

Where touring information is presented online, websites must clearly acknowledge NZ On Air funding and NZ Music Commission support.

This includes:

- Tour pages or tour date listings
- News or announcement posts relating to the tour
- Dedicated tour microsites or landing pages

Logos must be visible without excessive scrolling, in line with sizing as outlined within [NZ On Air's logo and accreditation guidelines](#), and clearly associated with the touring activity.



Correct placement – logos are visible, legible and clearly linked to the tour.