Our brand

V1 June 2019



Contents

Our Vision and Purpose	3
Section 1: Logotype	4
Section 2: Colour	1
Section 3: Graphics	14
Section 4: Typography	10
Section 5: Photography	1
Section 6: Examples	2

Our vision

To have a compelling visual identity that 'tells the story' of Oranga Tamariki-funded Services in Schools/Te Hunga Tauwhiro I te Kura.

This visual identity has been developed with the input of SWiS social workers and providers, for whose use it is intended.

Our purpose

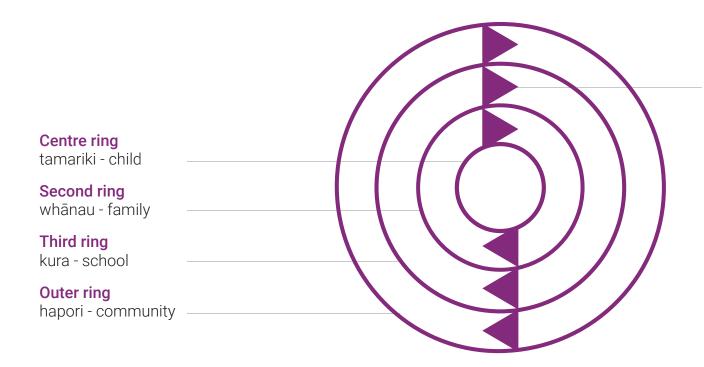
These brand guidelines have been created to provide technical assistance to providers of the Social Workers in Schools (SWiS) service.

Section one: logotype

Logo meaning

What the circles represent

Four concentric circles inside to outside



What the triangles represent

Niho Taniwha weaves the circles together. The mahi of the social worker is embedded inside this pattern as it moves through and between all four concentric circles

Niho

(teeth) represent strength, determination and resilience, which is nourished by 'feeding' on knowledge

Taniwha

(spirit) represents chiefs or guardians, whom may appear as signs and messages of care and wellbeing

Triangle

in the art world the triangle is often used to depict the female element (the womb, nurture, parental responsibility, care, safety)

Apex points

of the triangle niho shape represent aspiration, which is enhanced through the skill of social worker practice

Logotype

Construction & clear space

Horizontal.

The logotype and translation sits centred on the height of the circle.

Use the cap height of the S in "Social" as indication of clearspace needed around the logo.

Vertical.

The logotype and translation are left aligned.

For high res logo files and advice about how to use the identity please contact: design@ot.govt.nz





Primary logotype

Horizontal is the preferred logo for most collateral



Horizontal English



Horizontal Te Reo Māori



Minimum print size









Horizontal English Positive

Horizontal Te Reo Māori Positve

Horizontal English Reverse

Horizontal Te Reo Māori Reverse

Secondary logotype

Use portrait for when space is a premium



Te Hunga Tauwhiro i te Kura

Portrait English



Social Workers in Schools

Portrait Te Reo Māori



Social Workers in Schools

Te Hunga Tauwhiro i te Kura

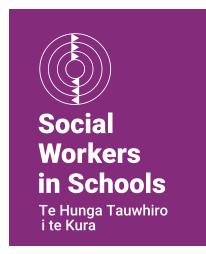
Portrait English Positive



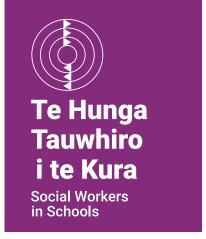
Te Hunga Tauwhiro i te Kura

Social Workers in Schools

Portrait Te Reo Māori Positive



Portrait English Reverse



Portrait Te Reo Māori Reverse



Minimum print size

Logotype

NZ Govt relationship

Justified to width of 'Workers' on the horizontal version and full width of vertical version, where applicable at 40% tint of black.

Please note: the use of 'Te Kāwanatanga o Aotearoa' with Te Reo Māori version of logo.

When logos are at minimum size, the NZ Govt logo (English or Te Reo) sits with it at 20mm or proportionally as they go up in scale.







New Zealand Government



Social Workers in Schools

Te Kāwanatanga o Aotearoa

Logotype

Partnerships









An indicator of sizing when sitting alongside partner logos.

Section two: colour

Primary colour palette

The approach to colour is bold and strong.

A primary palette of three colours make up the colours of the logo.







Accessibility

The web colour palette has been developed in conjunction with the brand guidelines. Some colours have been adjusted slightly specifically for web to ensure they adhere to the colour contrast accessibility guidelines.

All colours adhere to the WCAG 2.0 Colour contrast criteria as per New Zealand Government Web Toolkit requirements.

Tested with #ffffff (White) Background		TE	TEXT		LARGE TEXT			
HEX/HTML VALUE	5	SWATCH	CONT	RAST RATIO	AA	AAA	AA	AAA
Deep Blue	#0066B3 R0 G102 B179		5.91:1		1	Х		1
Deep Purple	#832C7C R131 G44 B124		8.02:1		1		1	1
Slate	#6D6E71 R109 G110 B11		5.09:1		1	Х	/	/

Tested with #000000 (Black) Background			TEXT		LARGE TEXT			
HEX/HTML VALUE		SWATCH		CONTRAST RATIO	АА	AAA	AA	AAA
Deep Blue	#0066B3 R0 G102 B179		3.55:1	Х	Х	1	Х	
Deep Purple	#832C7C R131 G44 B124		2.61:1	Х	х	х	х	
Slate	#6D6E71 R109 G110 B113		4.11:1	Х	Х	1	х	

Section three: graphics

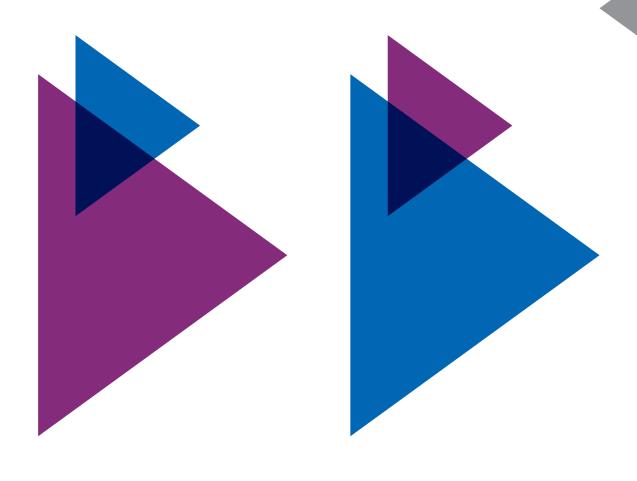
graphics

We use the niho element from our logo to create eye-catching focal points and as a marker to key information.

The overlap of the colours represents the synergy/spark between social worker/whānau, school and the child or young person when they interact and work together.

Predominantly pointing forward, this alludes to our aspiration and the growth of our tamariki.

As a backgound beneath text, the graphics are used at 10% of their colour.



Section four: typography

Primary typeface

Display typography is an important element of the brand and is bold, confident and strong.

Headlines are set in Roboto to create bold, clean dynamic layouts both off and online.

You can't argue with someone's story.

abcdefghijklm nopqrstuvwxyz

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ 1234567890,.?!@#%&*()":;

Primary typeface

Roboto, available free from Google Fonts, is our typeface used for both headlines and body copy across print and online.

A full range of Māori macrons (tohutō) are included.

Don't set text any smaller than 10pt and ideally 12pt to make text accessible to all readers.

Minimum size for online text is 14px but ideally at least 16px to maximise accessibility.



Roboto Bold AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ aābcdeēfghiījk Imnoōpqrstuūvwxz 1234567890,.?!@#\$%^&*()":;'=÷×

Roboto Medium AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ aābcdeēfghiījk Imnoōpqrstuūvwxz 1234567890,.?!@#\$%^&*()":;'=÷×



Roboto Regular AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ aābcdeēfghiījk Imnoōpqrstuūvwxz 1234567890,.?!@#\$%^&*()":;'=÷×

Roboto Light AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ aābcdeēfghiījk Imnoōpqrstuūvwxz 1234567890,.?!@#\$%^&*()":;'=÷×

Section five: photography

Style

For the photography, we see real people.

We use individuals in greyscale and the supporting graphics add the colour.

Contact us for access to our photo library. design@ot.govt.nz



Section six: examples

English and Te Reo postcards





Te Hunga Tauwhiro i te Kura

Social Workers in Schools

aha Te rārangi pātai ngā kahanga me rarurau?

tekau mā rima ngā gi kotahi hei pātai, tua rima (ki mua) e whitu ri) he pātai pānga hei

He aha te take me whiwhi SDQ rawa?

Ko te SDQ he āwhina kia kitea ai ngā wāhi āwhina i te tamaiti i te taiohi rānei.

Āwhea mutu ai te SDQ?

E rua wā. Tuatahi hei whakaatu i ā mātau mahi tahi me te tamaiti taiohi rānei ā i mua i tā rātau putanga i te ratonga me titirohia ngā pānga me ngā whakaputa.

> Mō ētahi kōrero mo SWiS haere ki:

orangatamariki.govt.nz

Te Kāwanatanga o Aotearoa

English and Te Reo facilitator cards

Rārangi Pātai mō Ngā Kahanga me ngā Raruraru

Hei āwhina i a koe ki te whakautu i te pānui, e rima ngā momo pātai:

1. Aurongo

Ngā Pātai mo ngā totoko ō rātau mā. He totoko e rite ana ki te koa, te pouritanga me te awangawanga.

2. Arataki

Ngā mea ka mahia e te tamaiti e te taiohi rānei. Ngā mea pērā i te atawhainga ki ētahi atu tamariki, te whakaheke pukuriritanga me te kore e mahi i ngā mahi i tonoa e ētahi atu.

3. Totoa/Mukukai

ō rātau kaha ki te whakarongo ki ētahi atu, ō rātau roa e hīanga e ako ana rānei i mua i te whakatā me te roa i mua i te hiahia nuku i ō rātau tūrū me te nukunuku haere.

4. Hoa Aropā Whanaungatanga

Ko tēnei pātai e kimi nei i ō rātau hiahia ki te pūrei me ētahi atu tamariki, ko wai hei hoa tākaro, ko wai e ātawhai ana ki a ia.

5. Tino - whanoke pāpori

Te roa o te manaaki i ētahi atu tamariki, mehemea e wātea ana rātau ki te tūari karetao me ō rātau ake taonga mehemea e aroha ana rātau ki ētahi atu e noho pouri ana.

Mō ngā mātua, whānau me ngā kaiako

He aha hei mahi māu?

Tatetia kōtahi pouaka (e toru ngā whiringa SDQ) mõ ngā rārangi pātai 25. Whakautu tua ate e rima (ki mua) e whitu (ki muri) pātai pānga hei āwhina.

Me pēhea te roa e oti ai?

Ka rerekē tonu, otirā kei ia SDQ te roanga mai i te 5 ki te 15 minīti hei otinga.

Mō ētahi kōrero mo SWiS haere ki:

orangatamariki.govt.nz



Te Hunga **Tauwhiro** i te Kura

Social Workers in Schools

Te Kāwanatanga o Aotearoa

he Strengths **Difficulties** uestionnaire DQ)

elp you answer the , the questions fall ive types:

notional

ions about feelings light have. Feelings ppy and sad or worried.

duct

ngs the child or young might do. Things like nd to other children. meltdown when d not doing the at people ask them

activity/

they can listen to w long they can n before needing how often they out of their chair round.

lationships

tions are about ney like playing ildren, whom ay with and er children

I Behaviour

y help other / like to share hey own and idness to one omeone is

For parents, whānau & teachers

What do you need to do?

Tick one box (out of three options) for a set of 25 singlesentence questions.

Answer an additional 5 (for the initial SDO) or 7 (for the exit SDO) impact supplement questions.

All answers to focus on a single child or young person.

How long will it take?

It varies, but each SDQ will generally take between 5 and 15 minutes to complete.



Social **Workers** in Schools

Te Hunga Tauwhiro i te Kura

New Zealand Government

Pull up banners





Option one Option two

Business cards









Please feel free to contact us if you have any questions.

Social Workers in Schools, care of: Oranga Tamariki — Ministry for Children 0508 326 459 design@ot.govt.nz

New Zealand Government

le Kawanatanga o <u>Aotearoa</u>

