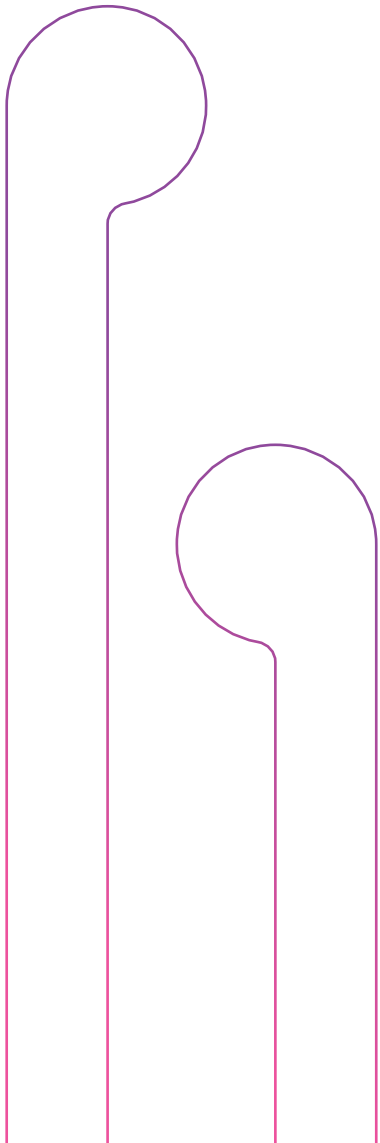


Be a DOER! Karawhiua Brand Guide

Version 1 - April 2021



Introduction

This document outlines the basic rules on how to use the brand identity “Be a DOER! KARAWHIUA”.

This unifying COVID-19 vaccine campaign led by Te Puni Kōkiri (Ministry of Māori Development) and Te Hiringa Hauora (Health Promotion Agency) focuses on encouraging Māori to take action, actively inform themselves, and make a positive decision about vaccination to protect their whānau; hence the “Be a DOER! KARAWHIUA” slogan. Karawhiua is an idiom that means give something everything you’ve got. Give it heaps! It can be used alongside other lines such as “Protect your whānau against COVID-19. Be a DOER! KARAWHIUA.”

The brand identity for “Be a DOER! KARAWHIUA” is a system which contains a number of core elements – logos, brand colours and typography. All the elements come together to create a distinctive, contemporary Māori look and feel.

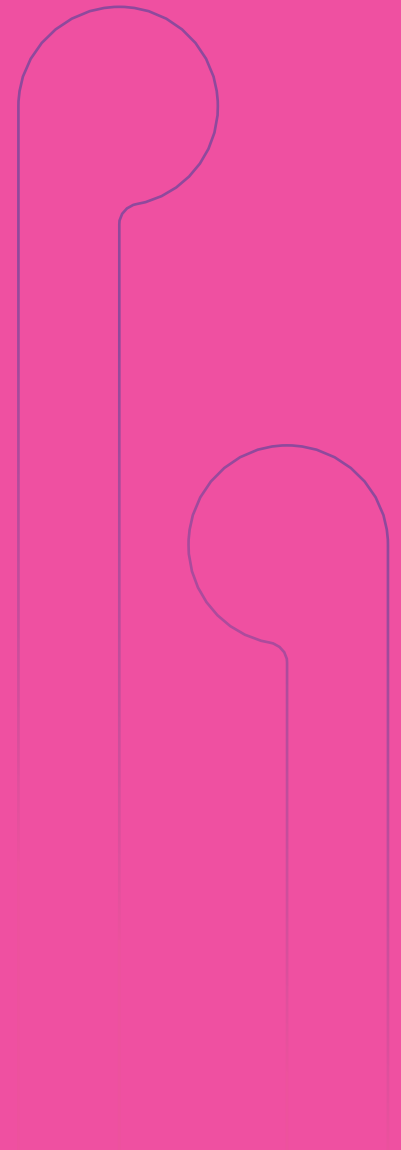
This document has been prepared to help all employees, partners and suppliers to comply with the brand requirements.

The brand may be used to support communications that aligns with trusted sources of information on the COVID-19 vaccine such as from the Ministry of Health, Unite Against COVID or the KARAWHIUA microsite.

The brand should be provided to Te Hiringa Hauora before publication to ensure brand integrity.

For more information you can contact Jemma Titheridge, Marketing Team Lead at Te Hiringa Hauora

DDI: (04) 912 0330 Email: J.Titheridge@hpa.org.nz



Contents

1.0	Tohu matua	3
1.1	Tohu variants	4
1.2	Clear space	5
1.3	Tohu use	6
1.4	Tohu colour use	7
1.5	Incorrect tohu use	8
2.0	Colour palette	9
3.0	Icons	10
4.0	Primary Typeface	11
4.1	Secondary Typeface	12
5.0	Co-branding	13
5.1	Iwi co-branding	14

1.0 Tohu matua

Our symbol (brand mark) represents a heart that reflects aroha (love for our community) and health.

There are elements within the design that reflects:

- whānau/iwi/hapū
- our Māori communities
- warmth
- positivity 'can do'
- whakapapa
- well-being
- rangatahi through to pakeke
- trust
- support
- energy
- pro-activism
- health
- unity

The name (wordmark) contains elements taken from the symbol. There is movement within each letter to represent motivation and connectivity.

The strands through the letters represent harakeke fronds, acknowledging the relationships Māori have with the environment. Our goal is to encourage our people to come together again and weave a future where our vision is focused on protecting our people and our whakapapa.



Be a **DOER!**

KARAWHIUA

1.1 Tohu variants

Our tohu exists in six different configurations to be used across many different spaces.

The Primary and Secondary tohu can be used across all digital and print spaces.

Centre stacked logos should be used when horizontal space is limited.

Both symbols should never be less than:
- 8mm high in print
- 50 pixels high on screen.

Primary tohu

Primary left stack



Primary right stack



Primary centre stacked



Secondary tohu should be used for smaller scale applications for legibility

Secondary left stack



Secondary right stack



Secondary centre stacked



1.2 Clear space

To make sure our tohu stands out as it should, you need to make sure there is clear space on all sides. This space should be the height of the symbol **K**.

No type or graphics should encroach into this clear space area.

Primary tohu

Primary left stack

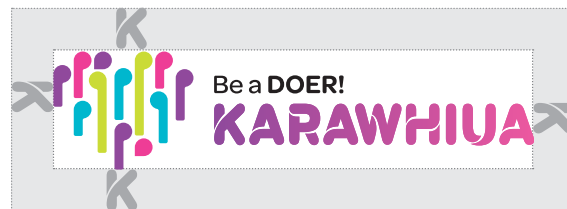


Primary right stack

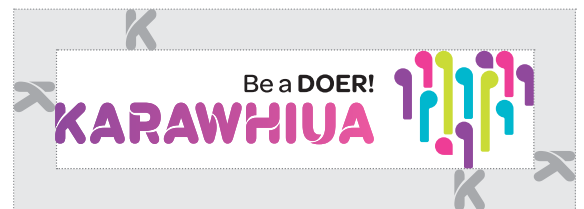


Secondary tohu should be used for smaller scale applications for legibility

Secondary left stack



Secondary right stack



Secondary centre stacked



1.3 Tohu use

When applying our tohu to communication formats (eg. posters, presentations, brochures and advertising) it is important that we align the symbol to the edge of that format as shown here.

Our primary tohu is aligned left on the left edge of a format



Our primary tohu is aligned right to the right side of a format



Our secondary tohu is aligned left on the left edge of a format



Our secondary tohu is aligned right to the right side of a format



1.4 Tohu colour use

The coloured tohu is our primary tohu colourway, and it should only be used with white or light coloured backgrounds to maintain legibility of the tohu.

The black tohu should be used on light coloured backgrounds.

The white tohu should be used on dark coloured backgrounds.

Primary tohu



Secondary tohu



1.5 Incorrect tohu use

Avoid using the tohu in these ways.



Don't use the wordmark on its own and do not substitute with any other typeface.



Don't use colours that have not been specified.



Don't alter the arrangement or size of the elements.



Don't use our symbol on its own or attach it to words/messages.



Don't use the symbol on its own or crop it.



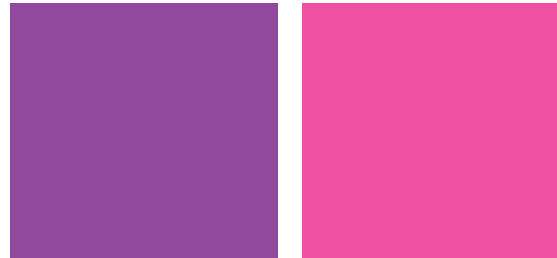
Don't place on a background too light or dark for its legibility.

2.0 Colour palette

Our colour palette represents layers within Te Tai Ao. It expresses the importance of whānau, rangatahi, hauora and whakakitenga as a basis in Te Ao Māori. It encourages the importance and awareness of vaccines within our Māori communities.

As well as our primary colours, a secondary supporting colour palette has been chosen. These colours can be used to support our Primary colour palette when designing brand communications.

Primary



C50 M85 Y0 K0
R143 G73 B156
#8f499c
Pantone 258 C

C0 M90 Y0 K0
R238 G61 B150
#EB4D96
Pantone 212 C

Secondary



C25 M0 Y95 K0
R202 G219 B54
#D3D80D
Pantone 4232 C

C80 M0 Y20 K0
R0 G183 B206
#009FB8
Pantone 2229 C

Colour progression (*where applicable)



Colour progression (*where applicable)



Neutral



C4 M15 Y30 K0
R242 G215 B180
#EDDBB7
Pantone 2506 C

Black



C30 M20 Y20 K100
R22 G22 B22
#161616

3.0 Icons

Icons/elements have been designed to compliment design aesthetics. This can bring more life to the application.



When considering the positing of dividers/icons/logos/design elements avoid placing design elements over imagery.

4.0 Primary Typeface

Omnes is our primary typeface. Not only does this typeface align with the COVID-19 government look and feel, it also offers a warm rounded presence for our target audience.

Licence

This cloud typeface can be accessed through Adobe Type kit:

www.fonts.adobe.com/fonts/omnes

Minimum size

It is recommended that the minimum font size for Omnes be no less than 10pt due to readability issues.

Omnes is a typeface with a range of **weights**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Omnes Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Omnes Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Omnes Semi-Bold

4.1 Secondary Typeface

Whenever 'Omnes' isn't available we have to rely on one of the system fonts pre-installed on both Windows PC and Apple Macintosh: Our system typeface is Helvetica. It is available on every machine and therefore ensures 100% compatibility across emails, Microsoft Word documents and invoices.

Helvetica

Use **Helvetica** for internal documents - emails, typed letters in Microsoft Word, invoices etc.

5.0 Co-branding

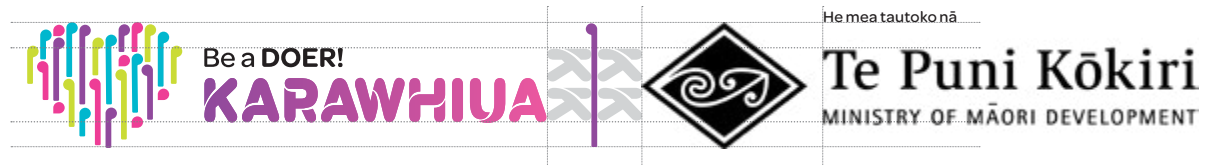
Endorsed brands have their own brand attributes, including a name, landmark, brand promise, position and personality.

Our masterbrand plays a supportive and linking role providing assurance to our target audiences. This can be expressed in the form of a descriptor eg. Supported by..., Powered by...

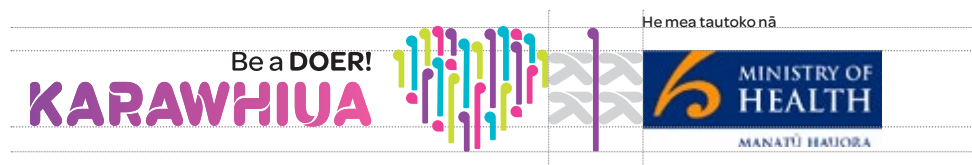
The koru divider always faces towards our tohu to show other brands endorsing and supporting our kaupapa.

Lock-up arrangement and spacing

Left/centre aligned lock-ups where our tohu has more status according to the kaupapa



Right/centre aligned lock-ups where our tohu has more status according to the kaupapa



5.1 Iwi co-branding

The centre aligned lock-up should only be used where our tohu supports iwi and hapū, and should be arranged and spaced as follows

The space between the tohu symbol and the iwi is measured by using half the height of the symbol **K** from the word mark as seen in the samples.

Lock-up arrangement and spacing

Centre aligned lock-ups where our tohu supports iwi and hapū



The width and join of the divider is determined by the length of the iwi name.

Contact: Jemma Titheridge
DDI: (04) 912 0330 | Email: J.Titheridge@hpa.org.nz

