

Neighbourhood Support Brand Guidelines

Version 3 - January 2023





These guidelines are designed to help us understand how we use our brand assets to create a consistent look and feel in everything we do.



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INTRODUCTION

Neighbourhood Support is a nationwide community-led movement that brings people and neighbourhoods together to create safe, resilient, and connected communities.

We are a registered charity and since 1999 we have been working alongside New Zealand Police and other partners to equip neighbourhoods to improve safety, be prepared for emergencies and support one another so that our communities are great places to live. As a network of Neighbourhood Support community organisations, our members span all 12 Police Districts and currently support over 200,000 households across the country.

The multiple colours of the logo were adopted to represent inclusive communities where everyone is welcome and belongs. The colours are bright to reflect the positivity and energy that is created when people work together. The blue colour represents our ongoing partnership with NZ Police.

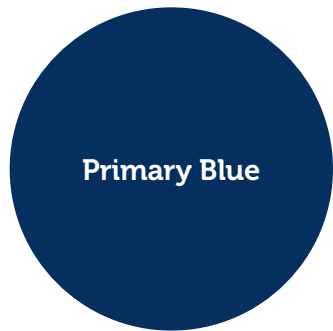
The logo depicts a diverse group of people. The diversity is symbolic, rather than representative, and is intended to reflect that our neighbourhoods are made up of people from diverse cultures, genders, ages and experiences.

The officer figure represents the fact that we work alongside and support emergency services.

The koru pattern around the edge of our logo reflects the important place of te taha Māori in Aotearoa New Zealand and our commitment to Te Tiriti o Waitangi.

The purpose of these branding strategies is to unify the look and feel of our organisation across the country. They provide practical guidance to everyone who uses the logo, so that all of our marketing and communications platforms (from websites and social media, to newsletters and business cards) are consistent, professional and unified. This will help build our brand so that it is recognisable by the general public throughout the country.

1.0 BRAND COLOUR PALETTE



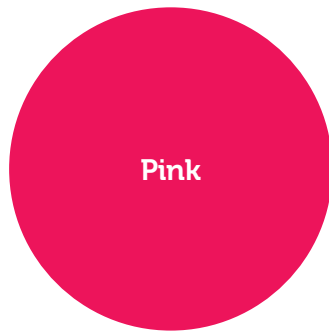
Primary Blue

PMS 654

CMYK C=100 M=80 Y=20 K=40

RGB R=26 G=49 B=92

HEX #1a315c



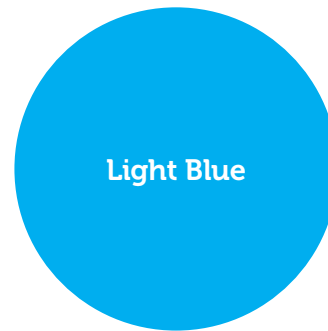
Pink

PMS 1925

CMYK C=0 M=100 Y=50 K=0

RGB R=237 G=20 B=91

HEX #ed145b



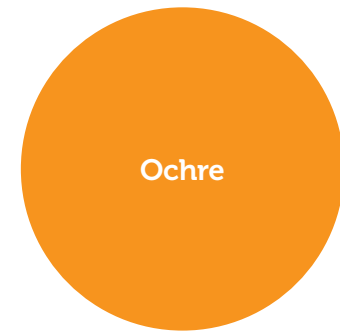
Light Blue

PMS Process Cyan

CMYK C=100 M=0 Y=0 K=0

RGB R=0 G=159 B=223

HEX #009fdf



Ochre

PMS 144

CMYK C=0 M=51 Y=100 K=0

RGB R=237 G=139 B=0

HEX #ed8b00

2.0 LOGO – FULL COLOUR



This is Neighbourhood Support New Zealand's logo. Wherever possible it should be reproduced in full colour.



When the logo is reproduced on a coloured or photographic background it should have a white border around it's edge, NOT a white square. If you see a white square around the logo it means you are using the wrong file type. Please contact the National Marketing and Communications Advisor to get the correct file.

MINIMUM PRINT SIZE



To ensure that the logo is legible, do not print smaller than 20mm.

2.1 LOGO – SINGLE COLOUR

The single colour version of the logo should only be used where full colour reproduction is not possible. In this case the logo may be reproduced in:

- **Black** on a plain **White** Background
- **Primary Blue** on a plain **White** Background
- **White** on a plain **Black** Background
- **White** on a plain **Brand Colour** Background

Please contact the National Marketing and Communications Advisor to ensure you have the correct logo file to suit your purposes.



2.2 LOGO – CLEAR SPACE



The blue circle marks the logo '**clear space**'.

This is measured by three stacked letter **N**'s from the word **N**eighbourhood within the logo.

Avoid placing all objects, such as text, graphics and other logos within this Clear Space

2.3 LOGO – USAGE DON'TS



Recolour



Rotate



Stretch



Squeeze



Reproduce smaller than the minimum size.



Add drop shadows or effects



Enclose within a shape or line



Remove elements



WAIKATO



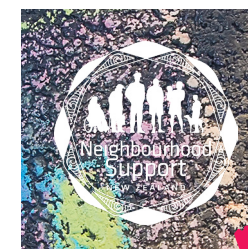
Encroach within the Clear Space



Overly pixelate



Place the logo on a background with a white box around it



Use a single colour logo when full colour is possible



3.0 BRANDING – TE REO MĀORI

TRANSLATIONS

Kindly gifted to us by Dr. James Graham
Hastings District Council - Pou Ahurea Matua

Te Kōpuni Kāinga o Aotearoa

Neighbourhood Support New Zealand

Kia haumarū, kia kaha, kia kotahi hoki ngā hapori

Creating safe, resilient, and connected communities

EXAMPLES OF USAGE



Website



Pull Up Banner



Letterhead

4.0 KORU

We have two koru elements which can be used as a decorative element within Neighbourhood Support visuals.

These files can be downloaded from the Members' Toolkit.



USAGE

Koru elements may only be used in black and white (when full colour printing is not an option), and Neighbourhood Support brand colours.

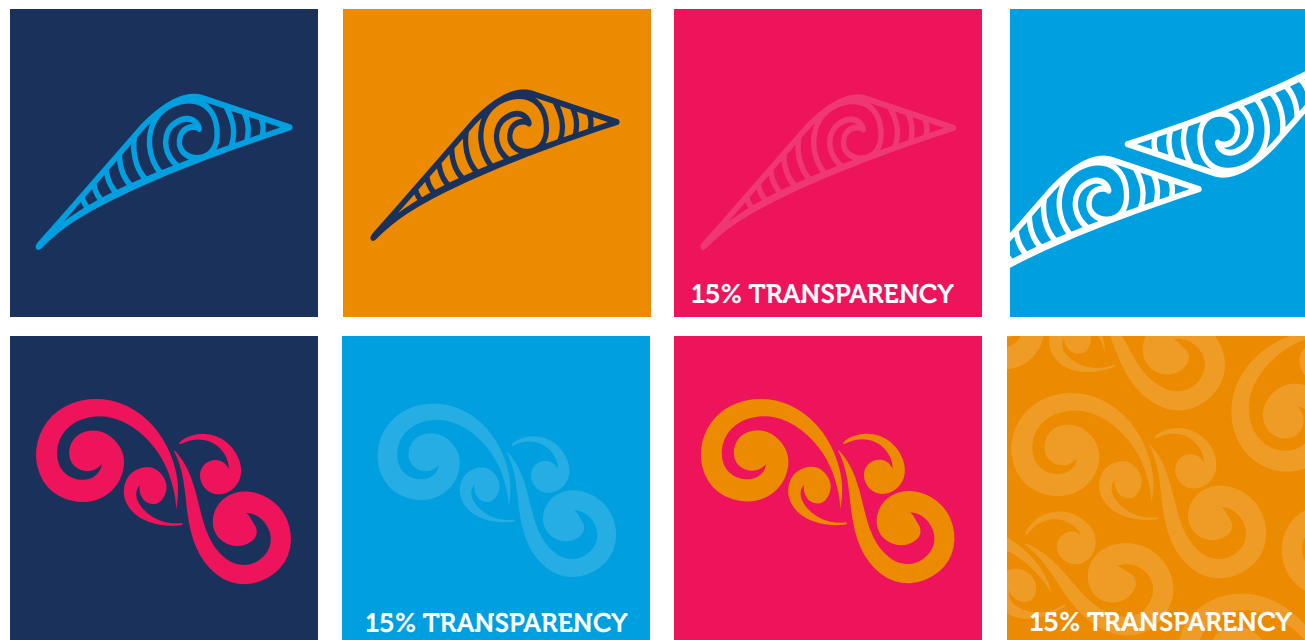
Koru elements may be repeated and oscillated.

You may use a white koru element, at 15% transparency, against plain brand colour to create depth and texture.

The koru elements are to be used in conjunction with the official neighbourhood Support logo. They are not a replacement.

Please consult the National Marketing and Communications Advisor if you are unsure of how to achieve any of these effects.

EXAMPLES

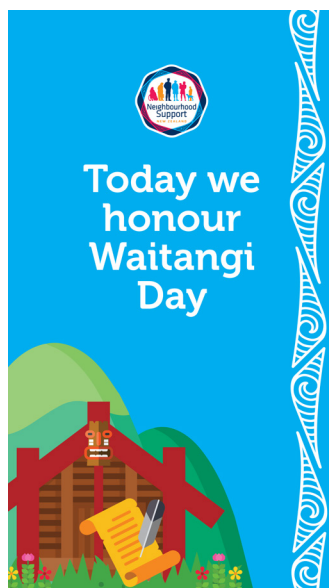


4.1 KORU – USAGE EXAMPLES

EXAMPLES OF KORU USAGE



As a Graphic Element



As a Background Texture

5.0 TYPOGRAPHY – FONT FAMILY

Museo Sans

The **Museo Sans** font family can be downloaded from the Members' Toolkit. It will then need to be installed on your device for use.

Light 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+

Medium 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+

Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+

Black 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890?!@#%^&*()_+

5.1 TYPOGRAPHY – FORMATTING

TYPOGRAPHY EXAMPLES

These style guidelines should form the bases of typography layouts.

MAIN HEADING

Museo Sans 700
Primary Blue
Size: 20pt
Leading: 22pt
Optical Kerning: -10

Connecting you to a safer community

Starting a Neighbourhood Support group is as easy as talking to the people on your street.

Forming a group is a great way to promote regular communication, support one another and bring people closer together.

Community events are a great way to participate in Neighbourhood Support activities, to learn more about what is happening and connect with people living in your neighbourhood. They're also a great way to mix with other Neighbourhood Support groups to exchange ideas.

LEAD PARAGRAPH

Museo Sans 700
Primary Blue
Size: 11pt
Leading: 13pt
Optical Kerning: -10

BODY COPY

Museo Sans 300
Primary Blue
Size: 9pt
Leading: 11pt
Optical Kerning: -10

SUB HEADING

Museo Sans 700
Primary Blue
Size: 11pt
Leading: 13pt
Optical Kerning: -10

How to form a group

There are numerous events and activities you can participate in to help make your community a better place: barbecues to meet your neighbours, working bees to tidy up the street, school holiday programmes, cultural activities, fundraising events and much more.



CONTACT

For support on using this document, the branding elements or design process, please contact the Neighbourhood Support New Zealand Marketing and Communications Advisor.

Neighbourhood Support New Zealand

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INSTAGRAM instagram.com/neighbourhoodsupportnz

LINKEDIN linkedin.com/company/neighbourhood-support-nz

YOUTUBE youtube.com/@neighbourhoodsupportnz

TWITTER twitter.com/nsnewzealand