



Ara

Institute of Canterbury

Ara rau, taumata rau

ARA BRAND SPECIFICATIONS MANUAL

0.0

Contents

1.0 LOGO

1.0	Preferred use	03
1.1	Limited use	04
1.2	Restricted use	05
1.3	Minimum size	06
1.4	Clear space	07
1.5	Misuse	08
1.6	Triangle placement	09

2.0 COLOUR

2.0	Primary colour palette	10
2.1	Logo colour formats	11

3.0 TYPOGRAPHY

3.0	Primary typefaces	12
3.1	Word processing typefaces	14
3.2	Electronic communication typefaces	15
3.3	Common usage	16

4.0 NATIONAL SCHOOLS

4.0	NASDA	17
4.1	NZBS	18

1.0

Logo

Preferred

The preferred version of the Ara logo comprises the triangular motif, Ara name and 'Institute of Canterbury' and 'Ara rau, taumata rau' wording.

The portrait format of the Ara logo should be used as the preferred default version wherever possible.

The secondary horizontal version of the Ara logo should be used where the application size or proportions would compromise legibility if the primary logo was used.



Ara

Institute of Canterbury

Ara rau, taumata rau

Primary logo



Secondary logo



1.1

Logo

Limited use

The limited use version of the Ara logo comprises the triangular motif, Ara name and 'Institute of Canterbury', with no Māori wording.

The primary and secondary versions of the limited use logo can be used in applications where size restrictions render the Māori wording illegible.

Application of the limited use logo should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



Primary logo: Limited use



Secondary logo: Limited use



1.2

Logo

Restricted use

The restricted use version of the Ara logo comprises the triangular motif and the Ara name, with no 'Institute of Canterbury' or Māori wording.

The primary and secondary versions of the restricted use logo can be used in applications where size restrictions render the 'Institute of Canterbury' and Māori wording illegible, or for other 'special' applications.

Application of the limited use logo should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



Primary logo: Restricted use



Secondary logo: Restricted use



1.3

Logo

Minimum size

To ensure legibility, all formats and versions of the Ara logo have been assigned minimum sizes for application.

No Ara logo should be used smaller than the sizes shown on this page.

Primary logo



14mm

Primary logo: Limited use



12mm

Primary logo: Restricted use



5mm

Secondary logo



28mm

Secondary logo: Limited use



24mm

Primary logo: Restricted use



12mm

1.4

Logo

Clear space

To allow the Ara logo to sit comfortably with other content, a minimum clear space requirement has been applied.

The minimum clear space required around the Ara logo at all times is equivalent to the width of the lowercase 'a' of the word Ara.

Please note: The clear space detailed on this page is a minimum requirement. Larger clear space areas may be used where appropriate.

Primary logo



Primary logo: Limited Use



Primary logo: Restricted Use



Secondary logo



Secondary logo: Limited Use



Secondary logo: Restricted Use



1.5

Logo
Misuse

To ensure integrity and consistency, all versions of the Ara logo must remain unaltered at all times.

Shown on this page are common examples of logo misuse. None of these formats are acceptable reproductions of the Ara logo.

Rearranging the elements



Changing the size of elements



Changing the colour of elements



Rotating the logo



Using the motif by itself



Using the logo too small



Placing a box around the logo



Using low resolution artwork



Replacing the 'A' with the 'motif'



Adding elements to the logo



Compressing or stretching the logo



Using the wrong colour format



1.6

Logo

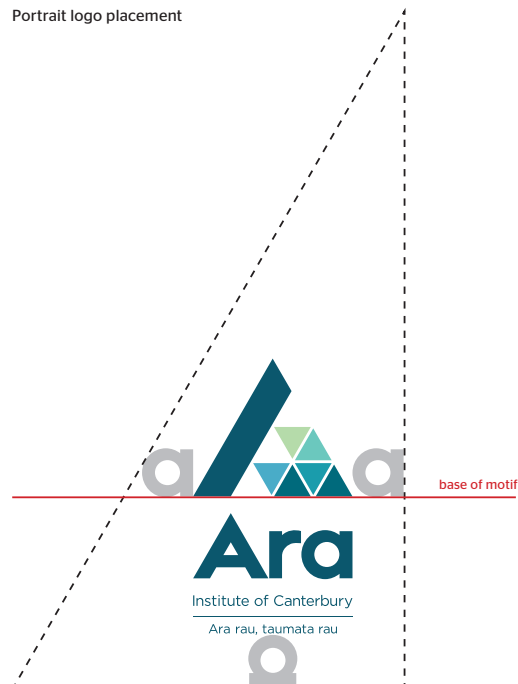
Triangle placement

To allow the Ara logo to sit comfortably within the white triangle, a recommended clear space has been applied.

The clear space recommended around the Ara logo is equivalent to the width of the lowercase 'a' of the word Ara.

Please note: To create the clear space required between the motif and angle of the triangle, the lowercase 'a' needs to line up with the base of the motif.

Portrait logo placement



Horizontal logo placement



2.0

Colour
Palette

The Ara colour palette is made up of various hues of blue and green.

Seven colours (with black and white) have been assigned for the basis of all marketing material.

Deep green is the brand colour and aqua is the colour used for recruitment.

Deep Spring



PMS 7699
C60 M0 Y0 K70
R12 G88 B110

Blue



PMS 2389
C65 M15 Y15 K0
R80 G172 B200

Deep Green - Brand



PMS 2223
C100 M20 Y30 K35
R0 G106 B124

Mid Green



PMS 319
C55 M0 Y30 K0
R109 G200 B191

Dark Green



PMS 2220
C80 M20 Y30 K0
R0 G156 B173

Light Green



PMS 2254
C25 M0 Y30 K0
R193 G225 B193

Aqua - Recruitment



PMS 2218
C70 M0 Y30 K0
R39 G189 B190

2.1

ColourLogomark
colour formats

The Ara logo can be used in four different colour formats: Full colour, single colour (deep spring), black or white. The logo can be used on light or dark backgrounds.

Full colour



CMYK
RGB

Single colour: Deep spring



PMS 7699
C60 M0 Y0 K70
R12 G88 B110

Black



PANTONE Black
C0 M0 Y0 K100
R0 G0 B0

White



White
C0 M0 Y0 K0
R255 G255 B255

3.0

Typography

Primary typefaces

The typeface family 'Stag' has been assigned to the Ara brand with both serif and sans serif options available. These are detailed below with each weight having an italic option.

Stag Sans:

Stag Sans Light
Stag Sans Book
Stag Sans Medium
Stag Sans Semibold
Stag Sans Bold
Stag Sans Black

Stag is the Ara primary typeface and should be used on all external printed material. It is available in a range of weights with Māori characters allowing for effective contrast and flexibility across a range of design applications. This unique typeface adds a sense of freshness and recognisability to the Ara brand.

Stag Sans Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Sans Book	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Sans Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag San Semibold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Sans Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stag Sans Black	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.0

Typography

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Stag Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stag Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stag Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stag Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stag Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stag Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.1

TypographyWord processing
typefaces

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Arial family of typefaces is available for all word processing requirements.

Body copy:

Arial Regular

Arial Regular Italic

Headings and highlight text:

Arial Bold

Arial Bold Italic

Arial Black

Stag is the Ara primary typeface and should be used on all external printed material. Due to licensing restrictions, we are unable to use Ara for our word processing requirements. We have selected these readily available cross platform typefaces. Arial (san serif) to be used for all word processing requirements and Calibri (san serif) for all typed correspondence and electronic communication. To retain consistency across our publications and correspondence, only use these typefaces.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.2

Typography

Electronic
communication
typefaces

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Calibri family of typefaces is available for all electronic communication requirements.

Body copy:

Calibri Regular
Calibri Regular Italic

Headings and highlight text:

Calibri Bold
Calibri Bold Italic

Stag is the Ara primary typeface and should be used on all external printed material. Due to licensing restrictions, we are unable to use Ara for our word processing requirements. We have selected these readily available cross platform typefaces. Arial (san serif) to be used for all word processing requirements and Calibri (san serif) for all typed correspondence and electronic communication. To retain consistency across our publications and correspondence, only use these typefaces.

Calibri Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Calibri Regular Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Calibri Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Calibri Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>

3.3

Typography

Common usage

The correct use of formats and typographical layout will help to maintain consistency throughout the broad range of Ara collateral.

Date format:

Day date month year

Tuesday 22 August 2017

Time format:

Single number only, no gaps between number and time of day.

9am-4pm, 10am, 12pm

Use a full stop (not a colon) for 'past the hour' times.

10.30am

Number format:

Numbers under 10 are written as words.

one, two, three

Numbers 10 and above are written as numbers.

11, 20, 50, 100

Try to keep a number with its meaning if it falls at the end of a line. Use a non breaking space.

25 years, 100 people.

Name format:

Try not split a person's name if it falls at the end of a line in a paragraph; use a soft return or non breaking space to keep the whole name together.

Mrs Jane Brown

This also applies to 'New Zealand'.

New Zealand

Programme names:

Refer to qualifications using their full name, or describe them as a 'programme'.

Do not refer to a qualification as a 'course'.

Level must be spelt in full with a capital L, and not be placed in brackets when used in conjunction with a qualification.

Certificate in Carpentry Level 3

Study area names:

When used in general copy, study areas should not have a capital letter

engineering, cookery, agribusiness

Avoid commas before a conjunction like **but** or **and**.

Only **one space** is required after a full stop.

Avoid **widows and orphans**.

Single lines of a paragraph at the bottom or top of a page aim for **two lines together**.

Also single words on a line at the end of a paragraph; aim for **two words together**.

We do not use the **Oxford comma**.

4.0

National Schools
NASDA

NASDA and the New Zealand Broadcasting School sit outside traditional naming conventions as they are both national academies with significant brand equity.

Primary use is for all printed material with the limited use option available for digital spaces only.

Primary use



Limited use



4.1

National Schools
NZBS

NASDA and the New Zealand Broadcasting School sit outside traditional naming conventions as they are both national academies with significant brand equity.

Primary use is for all printed material with the limited use option available for digital spaces only.

Primary use

Limited use