



Burnside High School
Te Kura o Waimairi-iri

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+64 3 358 8383

admin@burnside.school.nz

www.burnside.school.nz

Brand Guidelines

This guide is for you

These guidelines are for everyone at Burnside High School Te Kura o Waimairi-iri.

They describe what makes our brand distinctive and provide guidance about how to use brand to present our school in a consistent and compelling way.

You'll find an overview of our brand, visual elements such as logos, colors, typography and imagery, and a guide to using our brand in writing.

This is an active document and will be regularly updated as the Burnside brand is brought to life. Please check back to ensure you are referencing the latest version.

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Our Brand

The Burnside brand is our unique identity and story and determines the way that we are perceived.

Our refreshed brand is clear and simple to use and projects an image that is clean, meaningful and professional.

Capturing the Burnside Story

The growth of Burnside High School over time resulted in a brand that felt outdated, with confusing mix of visual styles.

A series of workshop sessions with a wide range of stakeholders from our school community provided clarity on the unique strengths of the school, and a clear picture of the Burnside story.

Drawing from these workshops, the Burnside brand has been refreshed to refocus the narrative and effectively communicate our school's story, honouring the past, present and future.



Brand Pillars

Our brand pillars embody the essence of Burnside and are the fundamental points of difference that set us apart from other schools. Our brand pillars act as an internal compass, providing the platform for our visual identity and our brand story.

Diversity & Belonging

We cultivate a welcoming and inclusive school community where everyone can find a place to belong. We celebrate diversity and embrace each individual's uniqueness.

The Tī Kōuka Story

Our students and staff are guided by the wairua (spirit) of the Tī Kōuka that stand on our grounds. Historically used as a guiding landmark by Māori and early European travelers, the Tī Kōuka are now symbolic of guiding our students on their unique paths.

Opportunities

Our size enables us to offer a broad range of subjects and extra curricular opportunities for students to explore, serving as a launchpad for our students' future journeys.

Excellence

We hold ourselves to high standards academically and personally, fostering a culture of holistic excellence that values both intellectual and personal growth.

Find your path

Our new motto, 'Find your path,' aligns with our Latin motto, 'Recte sic dirige cursum' – meaning, 'Along this path direct your journey correctly.' It captures the Ti Kōuka narrative of guiding students along their individual journeys, and reflects the myriad of opportunities available for exploration. It reinforces our commitment to diversity and inclusion, presenting Burnside as a community where everyone can find their place, and excel in their chosen path.

When appearing alone, 'Find your path' is always written in sentence case, with a capital 'F' followed by lowercase. When appearing within a body of text, follow usual grammatical rules.

Embark on your journey at Burnside High School where opportunities, connection and excellence converge. Discover your place to belong, nurture your talents, and explore the endless possibilities that await. Find your path at Burnside.

Find your path

Core Brand Elements

Our brand is made up of a number of visual elements that work together to form a recognisable and consistent visual identity.



Logo

Our logo portrays a stand of cabbage trees. The Tī Kōuka leaves branch out in different directions, symbolizing the numerous opportunities and pathways available to our students.

These leaves converge to form a weave pattern in the center, signifying the enduring connections that are formed here and the tight-knit school community.

Two smaller trees grow under the shelter of the larger one, symbolizing the nurturing relationships and mentorship between staff and students, as well as between senior and junior students.



Burnside High School Te Kura o Waimairi-iri

Logo Variations

The Burnside logo has 4 variations to allow the Burnside brand to look its best across a variety of applications.

01

The primary vertical logo is the preferred logo.

02

The primary horizontal logo can be used where vertical space is limited, e.g. a document footer.

03

The secondary vertical logo can be used where horizontal space is limited, e.g. a vertical banner.

04

The secondary horizontal logo should be reserved only for very compact applications where the other logo variations or icon alone are not appropriate.

01 Primary Vertical



02 Primary Horizontal



03 Secondary Vertical (stacked)



04 Secondary Horizontal (stacked)



International Logo

The international logo contains only the english school name and is for use on international materials only.

01

The primary vertical logo is the preferred logo.

02

The primary horizontal logo can be used where vertical space is limited, e.g. a document footer.

03

The secondary vertical logo can be used where horizontal space is limited, e.g. a vertical banner.

The international logo is for use on international materials ONLY.

01 International Primary Vertical



02 International Logo Primary Horizontal



03 International Secondary Vertical (stacked)



Tī Kōuka Icon

The Tī Kōuka icon may be used on its own, in white or pounamu across coloured backgrounds or over images.

Use this as a brand identifier for applications where the full logo would not be appropriate or is not required. e.g. social media profile image, posters within the school etc

The Tī Kōuka icon may be used in black for black and white printing only.



Logo Colour

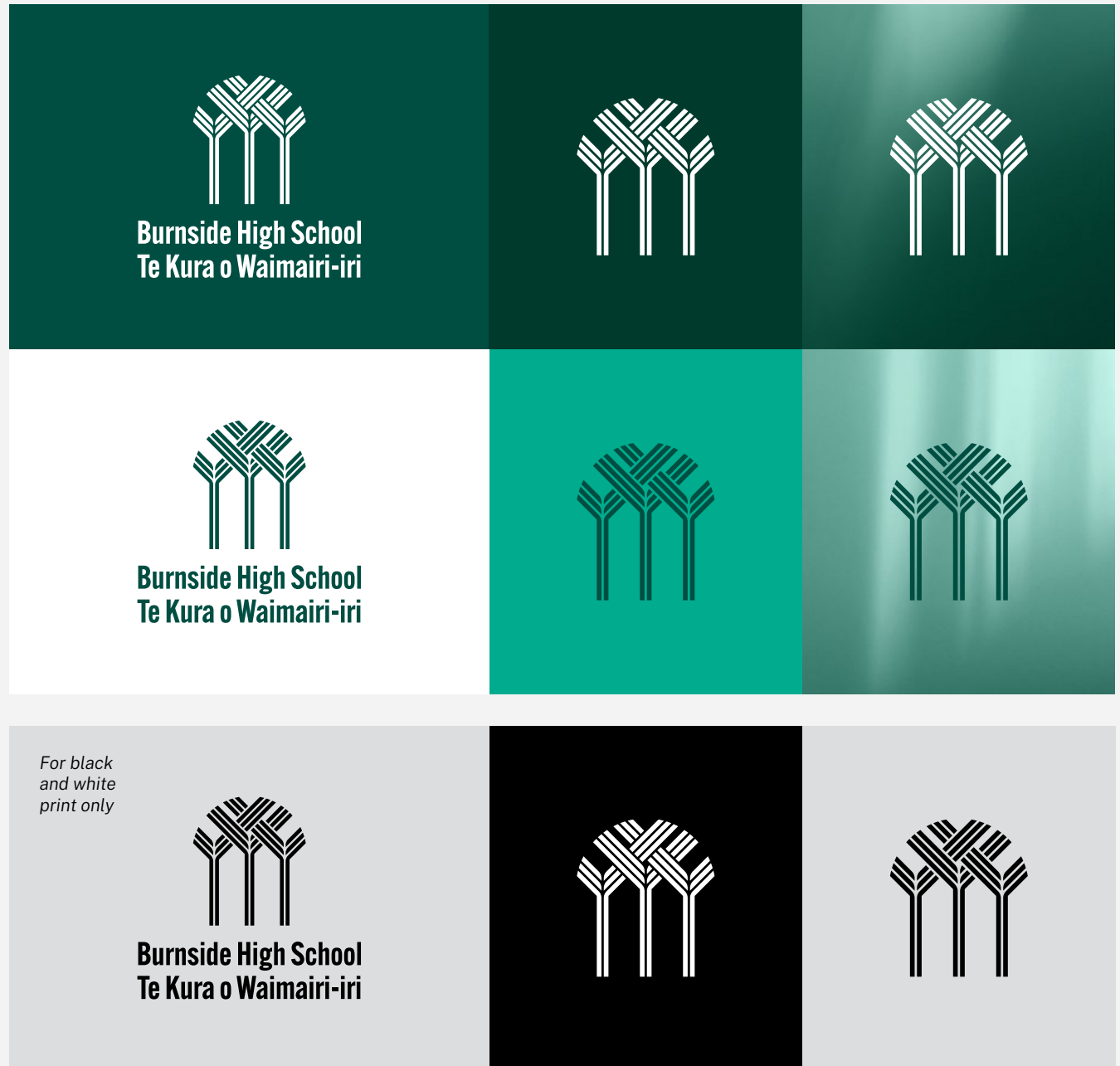
Our logo and Tī Kōuka icon can be used in pounamu green or white.

Our white logo works well on pounamu green, bush green and most image backgrounds.

Our pounamu logo works well on white, glacier green and darker image backgrounds.

Our logo may be used in black for black and white printing only.

See the colour section of these guidelines for more info on our brand colours, including colour codes.



Logo Misuse

We want our logo and icon to always look their best. Please use the correct logo files and follow the rules set out in these guidelines.

- 01 Do not apply shadows, outlines or other effects to the logo
- 02 Do not alter the colour of the logo
- 03 Do not stretch, distort or rotate the logo
- 04 Do not rearrange the logo elements
- 05 Do not add text to the logo
- 06 Do not use the logo on backgrounds without enough contrast

01



02



03



04



05



06



Colour

Our deep green colour is rooted in the history of our school and a combination of green and white have been used as our school colours for many years.

Pounamu is our primary colour and should remain prominent across all communications.

Ensure white continues to have a strong presence alongside our pounamu green.

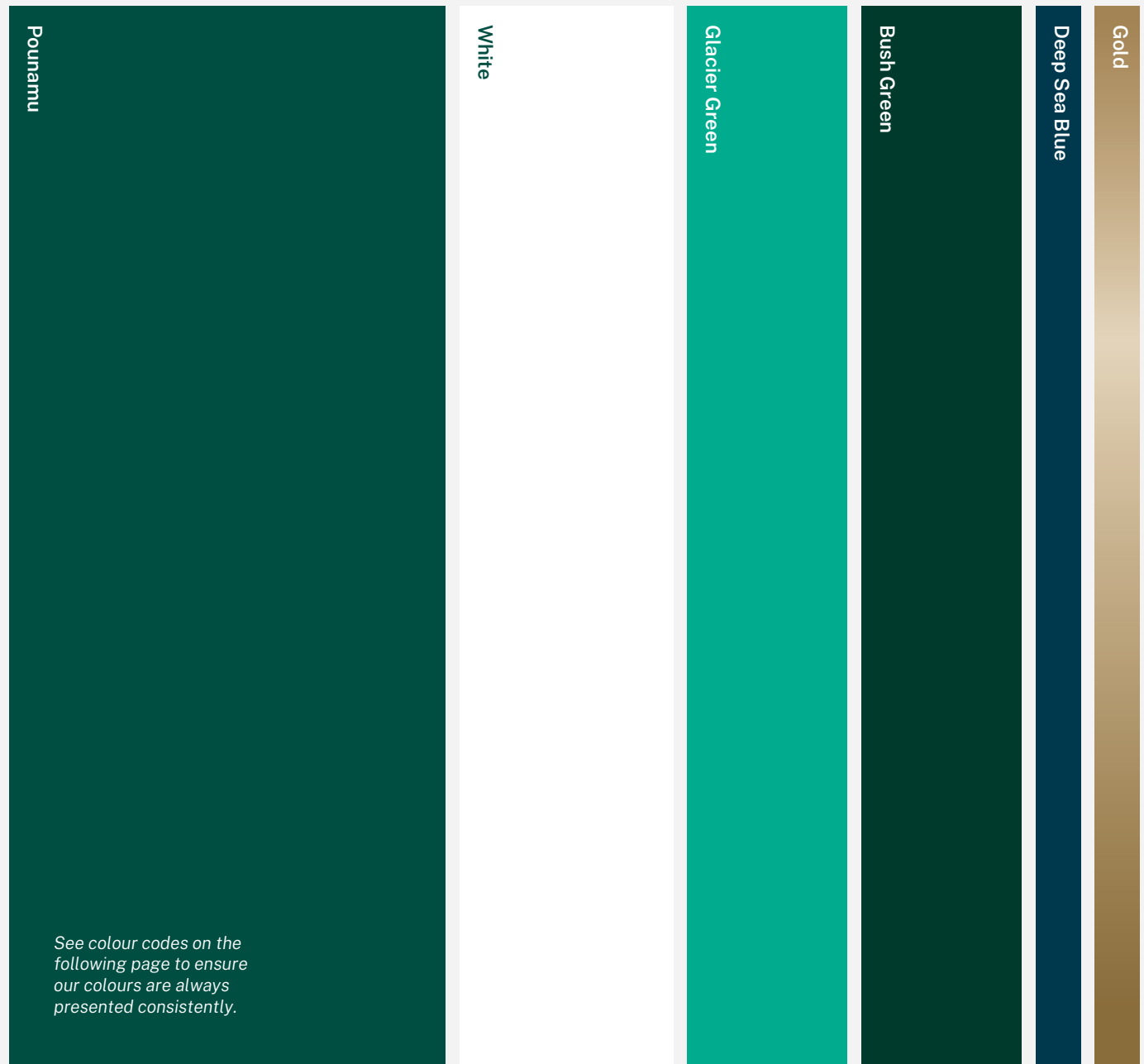
Glacier green is used to inject energy and create contrast, giving our brand a fresh and vibrant feel.

Bush green is used with our pounamu green to give subtle texture or contrast, adding interest.

Our deep sea blue is seen mainly in our uniforms but may be used sparingly across other materials.

Gold may be used very sparingly for special embellishments.

See colour codes on the following page to ensure our colours are always presented consistently.



Colour

Use these colour codes to ensure our colours are always presented consistently. Always use the correct colour codes for your intended application.

CMYK – Print

Use CMYK for printing
e.g. posters, flyers, stationery, booklets etc

Using CMYK on screens can result in inaccurate colours.

RGB – Digital

Use RGB / HEX for digital only.
e.g. social media posts, website, screen graphics etc

Printing RGB can result in inaccurate colours.

Pantone – Special Print

Pantone is a standardized system for colour to achieve superior colour accuracy.

Pantone or PMS is reserved for special printing and is only available via commercial printers.

Consult Downing or your commercial printer to determine if Pantone is appropriate for your print project.

Pounamu

PANTONE 3305 C
CMYK 100, 45, 80, 50
RGB 0, 78, 66
HEX #004E42

White

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

Glacier Green

PANTONE 3268 C
CMYK 80, 15, 60, 0
RGB 0, 171, 142
HEX #00AB8E

Bush Green

PANTONE 560 C
CMYK 100, 55, 80, 75
RGB 0, 58, 44
HEX #003A2C

Deep Sea Blue

PANTONE 302 C
CMYK 75, 15, 5, 80
RGB 0, 56, 78
HEX #00384E

Gold

PANTONE 871 C Gold
Gold is only to be used as a foil or Pantone ink. Using CMYK will produce unacceptable results.

Typography

Consistent typography is a strong, unifying element across brand applications.

Public Sans is our brand font and should be used across all external-facing brand communications including print and digital.

Public Sans has a range of weights and styles to choose from and extensive language support.

To ensure maximum accessibility this is a google font available for free download.

To download
Public Sans go to:

[fonts.google.com/
specimen/Public+Sans](https://fonts.google.com/specimen/Public+Sans)

Our brand font is **Public Sans**.

Use Public Sans on all external-facing brand communications such as stationery, prospectus, or the website.

Public Sans Light.

Public Sans Regular.

Public Sans Medium.

Public Sans Semibold.

Public Sans Bold.

Public Sans ExtraBold.

Our default font is **Calibri**.

Use Calibri for school communications via email or letter, internal documents, or cases where the brand font is unavailable, or impractical.

Calibri Regular.

Calibri Bold.

Typography Styling

To ensure your message is clear, it's important to create a clear hierarchy with your typography.

Use size, weight and colour to show hierarchy. The example on this page can serve as a guide to get you started, but each application should be considered individually.

Headings

Generally bold in a contrasting colour

Introductory paragraph, pull quote or call out

Generally light or regular in a contrasting colour

Subheadings

Generally semibold or medium in a contrasting colour

Body

Generally light in black or white

Belong at Burnside

Our welcoming and inclusive school community is a place where everyone can belong. Our unique “Divisional Structure” and our extensive pastoral network, ensure that Burnside High School provides a caring and nurturing environment for our students.

Personal excellence and care for others

We celebrate diversity. It is our strength and a source of pride. It means that we respect, understand and celebrate the things that make each of us unique. By nurturing wellbeing and relationships, we create real connections with each other – by leaning into these we are supported to achieve personal excellence.

Patterns

The unique Rise and Weave patterns are a distinctive part of our brand and can be used in a variety of ways to strengthen our identity and create striking communications.

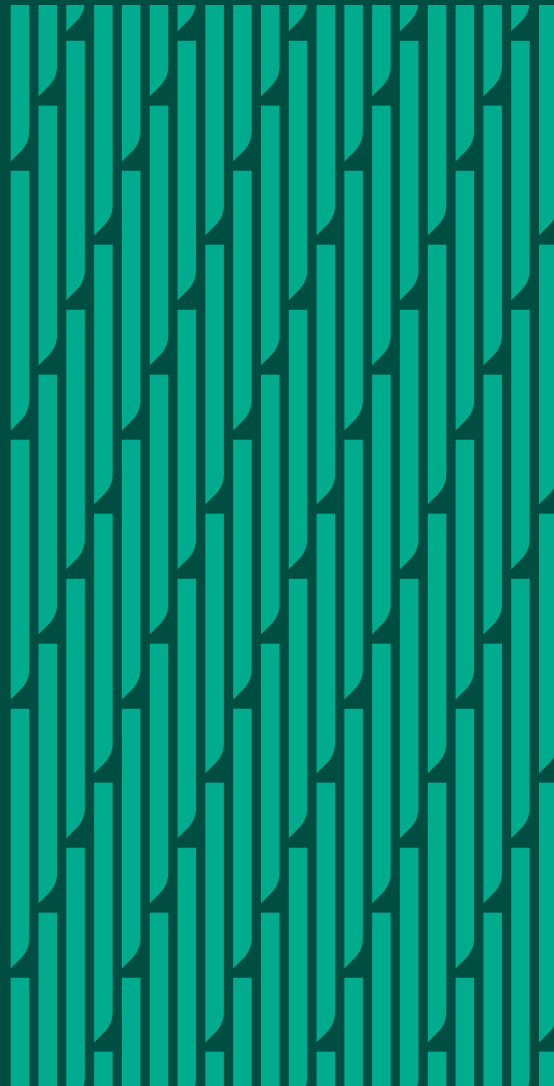
Rise pattern

The rise pattern uses pillar shapes from the Tī Kōuka icon arranged in a rhythmic repetition which is reminiscent of traditional tukutuku patterns. The ascending steps suggest growth and progression.

Weave pattern

The weave pattern intricately tessellates the Tī Kōuka, symbolising Burnside's community unity and illustrating strength in diversity as individual strands intertwine into a stronger whole.

Rise Pattern



Weave Pattern



Rise Pattern

The Rise pattern is most commonly used as a full background treatment to add texture and interest to layouts.

Colour

Use in pounamu on bush green (or vice versa) for a more subtle effect

Use in glacier green on pounamu for high visual impact

Fade the pattern out to create space for logos or text.

Scale

The pattern may be scaled to suit different applications, but avoid using it at extremely large or extremely small scales.

If you are cropping the pattern pay close attention to the edges and avoid cropping in way that creates very small or awkward shapes at the edges.

Always use the pattern in a vertical orientation. Do not rotate or skew it.

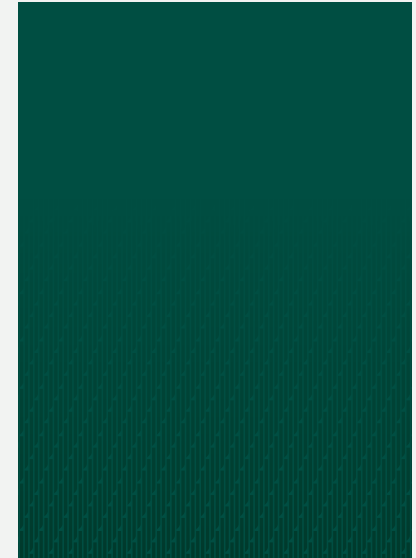
Pounamu / Bush green

DO:

- ✓ Use as a subtle background texture.
- ✓ Place images or text over (consider legibility).
- ✓ Place logo over flat colour area.

DO NOT:

- ✗ Do not place small text over pattern area.
- ✗ Do not place logo over pattern area (use fade or *Ti Kōuka Frond*).
- ✗ Do not rotate or skew the pattern.



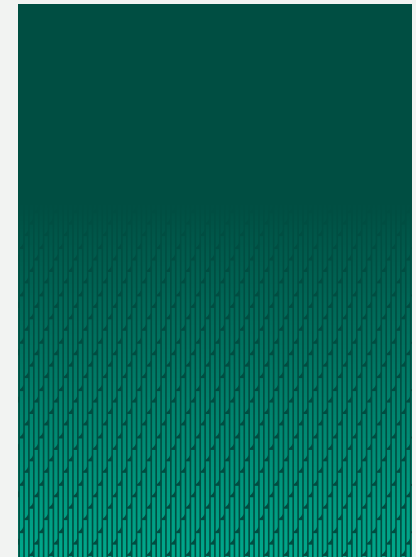
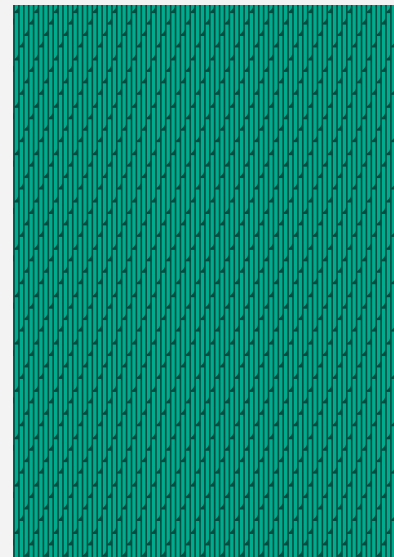
Glacier green

DO:

- ✓ Use sparingly for high visual impact, such as on a cover page or poster.
- ✓ Place images over.
- ✓ Place logos or text over flat colour area.

DO NOT:

- ✗ Do not place logos or text over pattern area (use fade or *Ti Kōuka Frond*).
- ✗ Do not rotate or skew the pattern.



Weave Pattern

The Weave pattern is most commonly used as a strip at the edge of a page or layout. It may also be used sparingly in larger sections.

Colour

The Weave pattern is always used in glacier green. It may be used on a pounamu or white background, or over images (strip only). Use at 10% opacity as a watermark.

Scale

The pattern may be scaled to suit different applications, but avoid using it at extremely large or extremely small scales.

If you are cropping the pattern pay close attention to the edges and avoid cropping in way that creates very small or awkward shapes at the edges. Do not crop vertically through a Tī Kōuka 'trunk'.

Always use the pattern in a vertical orientation. Do not rotate or skew it.

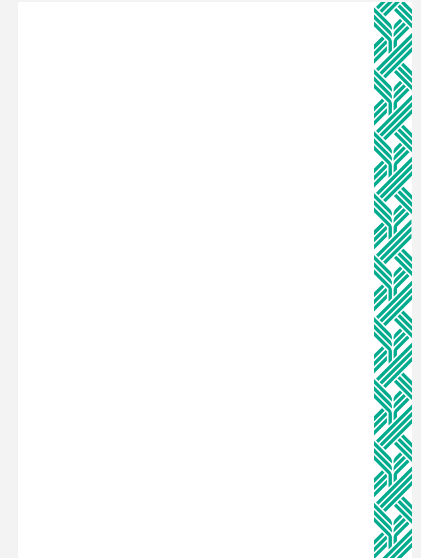
Weave strip

DO:

- ✓ Use in glacier green on white or pounamu.
- ✓ Use over images (aligned to image edge).
- ✓ Use at the edge of a page or layout.
- ✓ Use at 10% as a watermark.

DO NOT:

- ✗ Do not place logos or text over.
- ✗ Do not use in other colours.
- ✗ Do not rotate or skew the pattern.



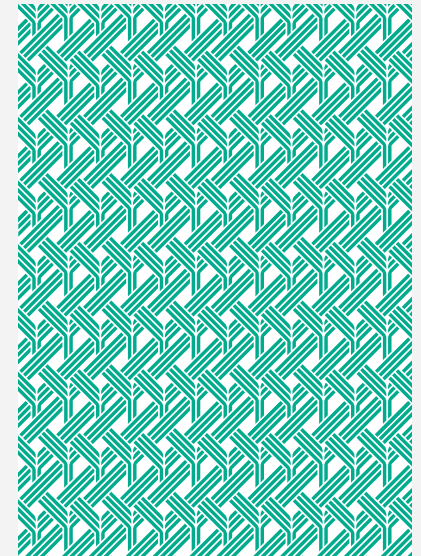
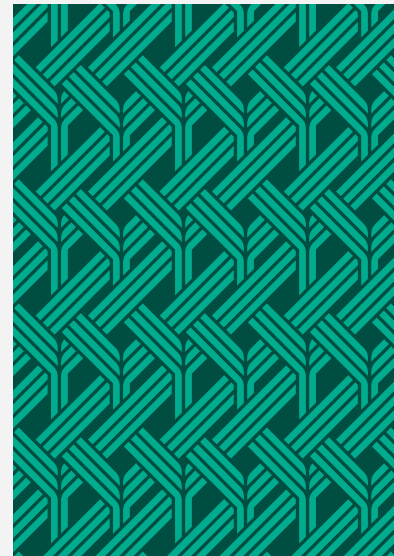
Weave pattern

DO:

- ✓ Use sparingly, for high visual impact, such as on a cover page or poster.
- ✓ Place images over.

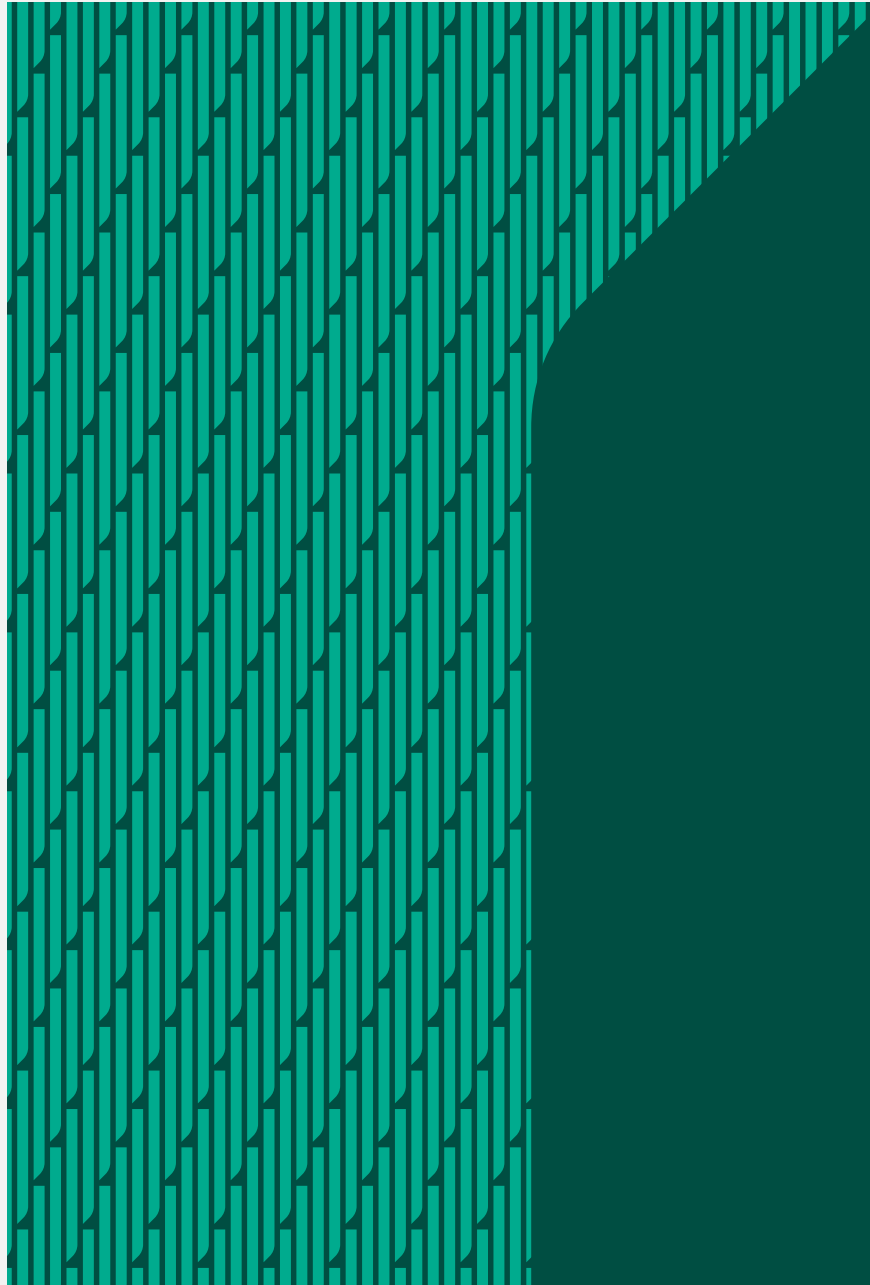
DO NOT:

- ✗ Do not place logos or text over (use Tī Kōuka Frond).
- ✗ Do not rotate or skew the pattern.



Tī Kōuka Frond

The Tī Kōuka Frond is a flexible but distinctive graphic device. The Frond forms part of our brand toolkit and can be used in a variety of ways to strengthen our identity and create striking communications.

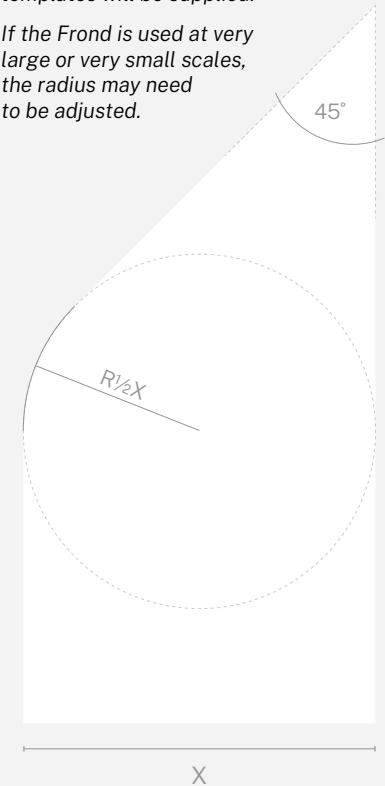


Tī Kōuka Frond construction

The Tī Kōuka Frond is constructed from an angled cut with a rounded corner. It can be used as a panel or a corner treatment on a larger block or image. The cut is always made at a 45° angle and the radius of the curved corner is half of the width of the cut. The height may be adjusted to suit the application.

This guideline is mainly for reference, templates will be supplied.

If the Frond is used at very large or very small scales, the radius may need to be adjusted.



Tī Kōuka Frond

The Tī Kōuka Frond can be tailored to create a variety of layouts and visual effects, while remaining in line with our brand.

The Tī Kōuka Frond is constructed from an angled cut with a rounded corner (see previous page for detail).

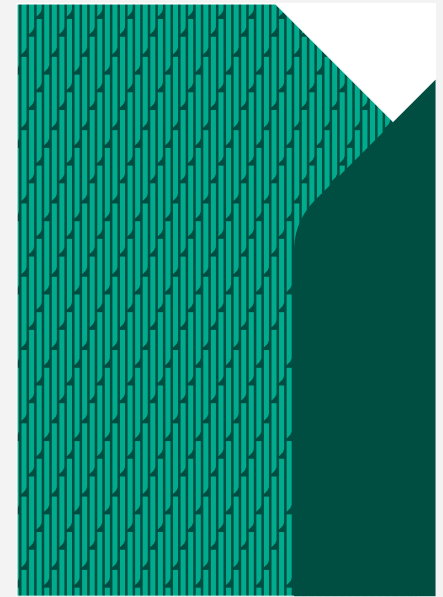
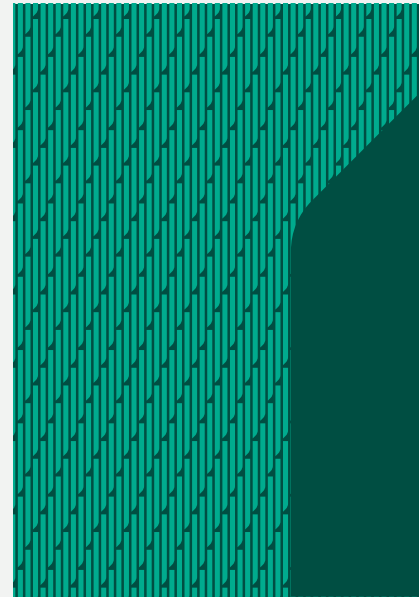
It can be used as a panel or a corner treatment on a larger block or image.

You can use this graphic device to:

- Break up spaces
- Create a dynamic layout
- Create space for logos or text
- Add interest to images

When used as a panel, ensure the proportions remain vertical i.e. the height of the Frond is always greater than the width.

When used as a corner treatment on block or image ensure the corner cut is not overly large or negligibly small. As a general guide the width or height of the cut should be between a quarter to a half of the width or height of the block.



Iconography

Content to come

Photography

Content to come



BHS Values

We are led by our values, helping every student to:

Be a culturally-inclusive, involved citizen; and a life-long learner who is self-managing, flexible and resilient.

Be able to develop to their full academic, creative, and sporting potential; and give service to others.

Become a caring citizen who builds positive, supportive and respectful relationships in both the school and wider community.

BHS values

The BHS values are:

- Bring respect
- Have pride
- Seek excellence

They each follow a consistent structure of verb + noun which together create the acronym BHS.

The values are always written in sentence case, with the verb capitalised and noun in lowercase.

BHS values is always written with the acronym capitalised and values in lowercase.

Each value is represented by an icon. The icon designs continue the visual language of pattern which has been created for the Burnside brand.

Vision Statement

Our vision statement describes our school culture and underpins our values.

BHS values

Bring respect Manaakitanga



Bring respect for everyone
and the environment

Have pride Mana



Have pride in yourself,
our school and community

Seek excellence Rangatiratanga



Seek excellence in
learning and in life

Vision statement

**Personal excellence
and care for others**

Values Icons

Each value is made up of a heading, icon and subtext. These elements can be used in a variety of ways:

- Icon only (restricted use)
- Icon + heading
- Icon + heading + subtext

When used together the elements should be stacked vertically as shown here.

The three values can be presented together to give an overview or separately to show more detail around a particular value.

When the values are presented together always place them in order; Bring respect, Have pride, Seek excellence.

Values

When used together, the elements should be stacked vertically as shown here, with the heading above the icon and the subtext beneath the icon.

Bring respect Manaakitanga



Bring respect for everyone
and the environment

Have pride Mana



Have pride in yourself,
our school and community

Seek excellence Rangatiratanga



Seek excellence in
learning and in life

Colours



Burnside pounamu



Glacier Green

CMYK 80, 15, 60, 0
RGB 0, 171, 142
HEX #00AB8E



Burnside pounamu



Kowhai Yellow

CMYK 9, 22, 92, 0
RGB 235, 194, 52
HEX #EBC234



Burnside pounamu



Sky Blue

CMYK 55, 4, 13, 0
RGB 105, 197, 216
HEX #69C5D8

Bring respect Manaakitanga



Have pride Mana



Seek excellence Rangatiratanga



Inverted Colour

When used on a Burnside pounamu background, the english text should be white.

Always keep the colour of the icon and te reo māori text consistent

Do not place on similar colour backgrounds.

BHS Lockups

The BHS lockups provide context for the values. Generally, if you are presenting one or all of the value icons, it's a good idea to include one of the BHS lockups too. This makes sure that all applications present the values completely.

Compact lockups

The compact lockups are reserved for very small applications such as email signatures or document footers.

BHS lockups

To provide context for the values, use one of the two BHS lockups wherever the value icons are presented.

If your application presents all three value icons, you may opt for the BHS heading lockup.

If your application presents only one value icon, you may opt for the BHS icons lockup.

BHS heading lockup



BHS icons lockup



Compact lockups

Only use the compact lockups for very small applications such as email signatures or document footers.

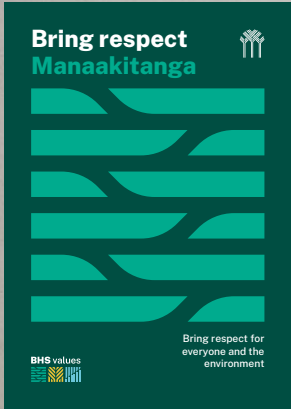


Bring respect
Have pride
Seek excellence



Bring respect
Have pride
Seek excellence

BHS values Application Examples



Brand Voice

Content to come.

Voice and Tone

Content to come

Applications

Content to come.

Applications

Content to come.