

TOI-OHOMAI

# Brand Guidelines

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# The Toi Ohomai Visual Identity System brings to life Constellations of Purposeful Connections

Strong brand identities contain a variety of ‘ownable’ visual assets that allow creative flexibility within a tightly controlled system. Toi Ohomai’s key visual brand assets follow.

**Toi Ohomai is a network  
of Purposeful Connections.**

**Together we are forming  
constellations of excellence,  
expertise and people  
throughout the region, united  
in the exchange of knowledge**

Toi Ohomai is intrinsically woven into the region, forming constellations of excellence, knowledge, people, partnerships and innovation.

These purposeful connections result in individual and collective success.

# Our Wordmark

## Toi Ohomai Wordmark

The wordmark has been created to visually symbolise unity and connectivity by joining the two words with the connector.

### Wordmark

The wordmark has been crafted from Basis Grotesque.

It has been adapted from the original font and finely kerned, as such, it should never be recreated. Always use one of the wordmarks from the master set.



### Descriptor

The descriptor has been set in Memphis.

The size and positioning should always remain consistent, it should never be recreated. Always use one of the wordmarks from the master set.\*

\* If a logo lock up does not exist and is needed this should always be created by the design team and added to as a new lock up to the Toi Ohomai suite of logos. No new logos can be developed by a supplier.

## Wordmark Variants

The wordmark has been designed for flexibility. Below are the set of lock ups that can be used.

NOTE: Graphic designers must advise on suitability of use for the wordmark that has no descriptor.

Horizontal

No Descriptor

Left Aligned

Right Aligned

**TOI-OHOMAI**

**TOI-OHOMAI**

Institute of Technology

**TOI-OHOMAI**

Institute of Technology

Vertical

No Descriptor

Left Aligned

Right Aligned

**TOI-OHOMAI**

IMPORTANT: When using the wordmark in a vertical application always position it running down from the top of the mark so that the 'I', connector bar and 'O' reads TO as shown.

**TOI-OHOMAI**

Institute of Technology

**TOI-OHOMAI**

Institute of Technology

## Wordmark Exclusion Zone

It is important to maintain an area of clear-space around the wordmarks so they are never crowded.

No typography, imagery or other visual information should appear in the exclusion zone.

NOTE: All master wordmarks have been created with the correct standard clear space around them.

### Standard – Exclusion Zone

Use this exclusion zone wherever possible. The exclusion zone is determined by using the height of the inner 'O' around all edges of the wordmarks.



## Wordmark Minimum Size

Never use the wordmarks smaller than the minimum sizes shown below. This will ensure legibility is not compromised.

### Wordmark with Descriptor



### Wordmark



35 mm

15 mm

## Master Assets

The Toi Ohomai master assets have been set up in a variety of formats that can be used in digital and print environments. Ensure that the correct file format is used in the correct environment.

Due to the large volume of asset formats a naming system has been created that uses abbreviations. Assets will be named using a variety of the abbreviations below.

### File Formats

#### .eps

This format should be used whenever possible as it will give the best quality reproduction. This file format can be enlarged to any size without quality being compromised.

NOTE: No background has been applied to the white wordmark so that it can be used on images as well as the colour background.

#### .jpg & .psd

This file format is commonly used in digital environments that do not support .eps files. When using at large sizes quality may become compromised. This file format should never be used for print.

#### CMYK

These files are to be used for print applications.

#### RGB

These files are to be used for digital applications.

### Abbreviations

#### WM – Wordmark

#### MG – Monogram

#### OTD – 'O' Tag Device

#### RT – Right Aligned

#### LT – Left Aligned

#### B – Black

#### W – White

#### CMYK – Four Colour Printing

#### RGB – Digital Applications

### Wordmark

Toi Ohomai WM B

**TOI-OHOMAI**

Toi Ohomai WM B LT

**TOI-OHOMAI**

Institute of Technology

Toi Ohomai WM B RT

**TOI-OHOMAI**

Institute of Technology

### Monogram

TO MG B



'O' Tag Device

OTD B



## **Wordmark Geographical Locator**

At times it may be necessary for a geographical locator to be added to the wordmark.

NOTE: the example shown on this page is to give an indication of how it could appear, how this impacts on all variants has yet to be explored.



### **Divider Bar**

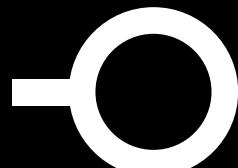
### **Geographical Location**

The Latin Extended pro version of Memphis typeface has Macrons in the set. This font is also available for web use.

## 'O' Tag Device

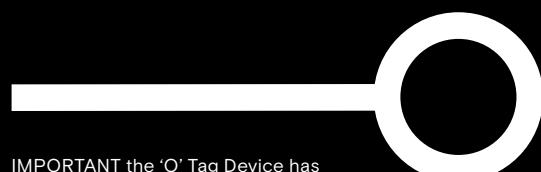
The 'O' tag device has been developed to use as a graphic signature for the brand in applications.

The 'O' tag can also be used to show Purposeful Connections by joining people and copy with each other – this should only be used in advertising.

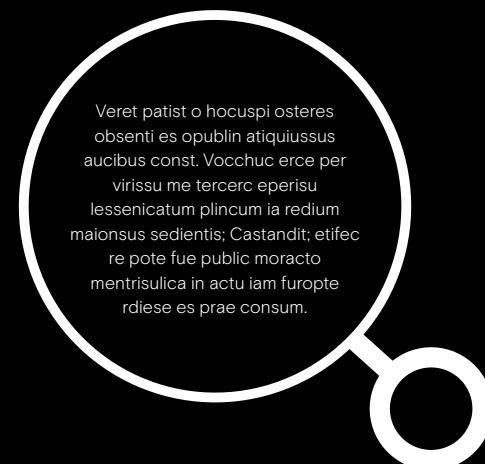


### 'O' Tag Device

The 'O' Tag Device has been crafted to be the same weight as the wordmark and monogram. The 'O' Tag Device forms a perfect circle for easier application unlike the 'O' in both the wordmark and monogram.



IMPORTANT the 'O' Tag Device has only been supplied in an Illustrator.eps format to allow the extension of the connector within applications.



TOI-OHOMAI



## **Monogram**

The ‘action’ TO monogram has been created from the initials of Toi Ohomai. The monogram follows the style of the wordmark and symbolises unity and connectivity by joining the ‘T’ and ‘O’ with the connector. The monogram is a device that can be used to convey aspiration and transformation. It is only ever used in headline messaging associated with Toi Ohomai branding.

---

### **Monogram**

The monogram has been crafted from Basis Grotesque.

It has been adapted from the original font and finely kerned, as such, it should never be recreated. Always use one of the monograms from the master set.



---

### **Monogram Use**

The monogram is used as the word TO in a sentence to join words. Creating a positive association of the brand with the outcome of the statement.

The statement should have consistent line spacing / leading

# Typography

# Basis Grotesque

## Technical information

The Latin Extended pro version has Macrons in the set.

Web fonts are a stand-alone licence to the desktop licence purchased. Web fonts delivered in four formats to support a wide range of browsers, including .TTF, .EOT, .WOFF, .WOFF2 & .SVG. We ask that the font(s) are securely protected via .htaccess (when running Apache), or alternatively through web-config in IIS. App fonts are delivered in OTF format.

## Desktop publishing

We recommend the use of Arial as the best match for Basis Grotesque.

Light  
Regular  
Medium  
Bold  
Black

### Light

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Regular

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Medium

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Bold

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Black

1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## **Setting text in layouts**

The following tips should be used as a guide when setting and creating layouts.

Use Basis Grotesque for all text.

Keep headlines short and concise to ensure the font works in all application.

DO NOT use exclamations in headlines!

Use a point size that does not compete with any headlines.

Keep sub-headings a consistent size with body copy.

Use a consistent size for body copy throughout a document or on marketing collateral.

When referring to Toi Ohomai in body copy always use title case, with a capital O in Ohomai.

DO NOT use a hyphen eg. Toi-Ohomai.

DO NOT justify text.

# Basis font for large headlines

## **Basis Grotesque, Bold, Title Case for Main Headings Within Text**

### **BASIS GROTESQUE, BOLD, UPPERCASE FOR SUB-HEADINGS WITHIN TEXT.**

Basis Grotesque, regular, sentence case for body copy. Toi Ohomai cim faciamusam, endunda nam enecaborem. Erro to et as ero qui recum qui officto millore non elit ut am res que es nus ipisit volorum audi qui volecer natur, sa exceroreius eatiatquodis dia corro es que laniet ipsae prae vento cuptatum qui rehendita volores sitatus aeceat eiunt maximusa nonsequatem. Udit facero cus.

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Ecullor eprovide ma debist, voluptae forest harit, sum ipsapedit repro commis estiumq uidipsapic tem laborecusda dolupiet fuga. Sa quae nonem facerum qui re solorum faces nos eribusa ndicides.

# Colour Palette

## **Primary Colour Palette**

The Toi Ohomai primary colour palette is Black and White.

The Wordmark must always appear as one of these colours.



**WHITE**  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255



**STANDARD BLACK**  
C:0 M:0 Y:0 K:100  
R:34 G:34 B:33



**RICH BLACK**  
C:50 M:50 Y:50 K:100  
R:19 G:16 B:10

## **Secondary Colour Palette**

The Toi Ohomai secondary colour palette has been developed to reflect the rich colours of the region.

These colours should be used as subtle highlights to our primary colour palette. Large areas of solid colour blocking should be avoided and we encourage the use of blended backgrounds (see following pages).

Note that Pantone will give the most accurate representation of the colour palette.

The CMYK versions of these colours have been specified using the Pantone Bridge approved values which may differ to the standard application values.

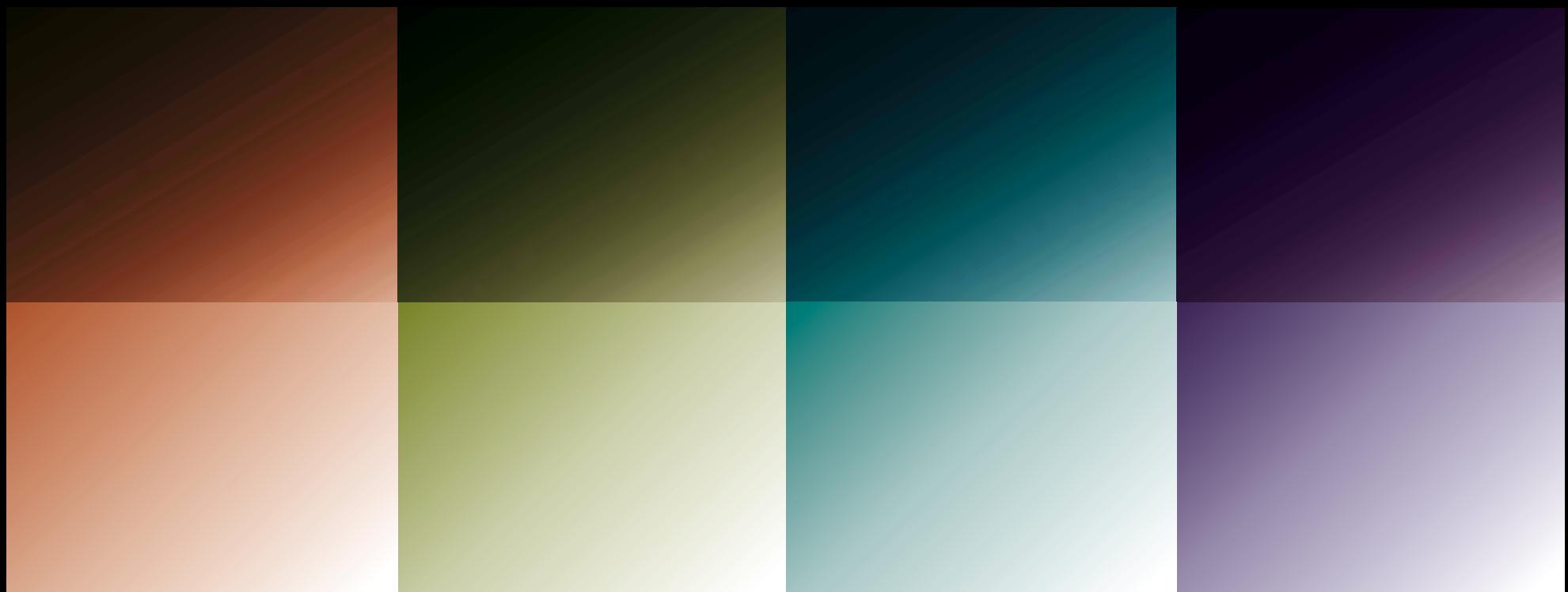
**IMPORTANT:** All values below are for coated paper stock. Please ensure that these colours are tested on both coated and uncoated paper stocks with your approved print suppliers before commencing print runs.



## **Blended Backgrounds**

Our secondary colour palette can be used to create a background blend for use on applications.

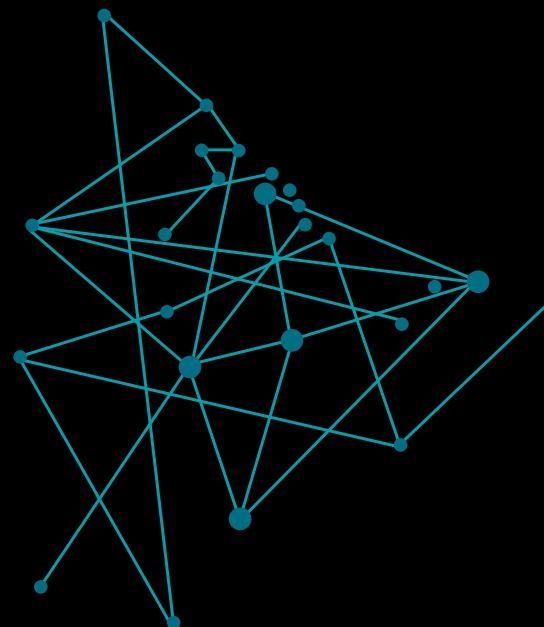
The secondary colour palette blends can transform from black through to white as demonstrated on the previous page OR can simply transfer from the colour to black or the chosen colour to white.



# Our Constellations

## Toi Ohomai's Constellations

Purposeful connections  
that are woven into the fabric  
of the Bay of Plenty.



## Constellations

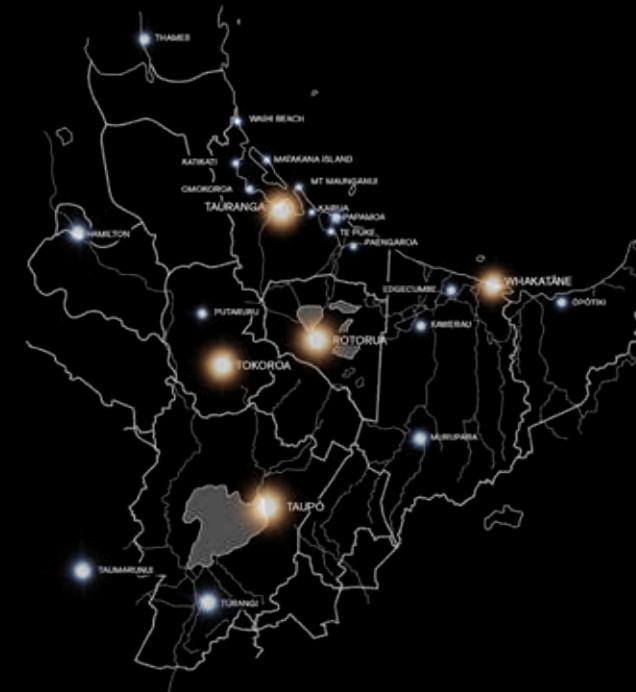
The Toi Ohomai concept of constellations can be expressed in many ways.

### Primary Constellation

The primary constellation has been created by marking the location of all of the Toi Ohomai sites and expressing them as stars in the early dawn sky.

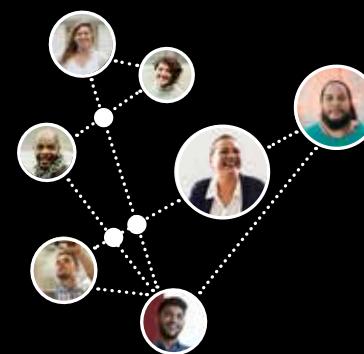
It can also appear on a blended background, preferably in the darkest area.

Always ensure the Toi Ohomai wordmark is within visual reach.



### Info Graphic Constellations

The concept of constellations should be used where possible to explain the idea of purposeful connections within applications. This will predominantly be seen as info graphics as shown in the examples here.



# Photography

## Photography

### Communication Images

The theme of purposeful connections runs through the communication images. People seen in groups of two or more are actively engaged in an occupation or communication - we are looking for a strong journalistic style that captures candid moments of reality as opposed to set up shots. When images contain one subject this person must be purposefully engaged with the task or environment. Background is to give context to the occupation.

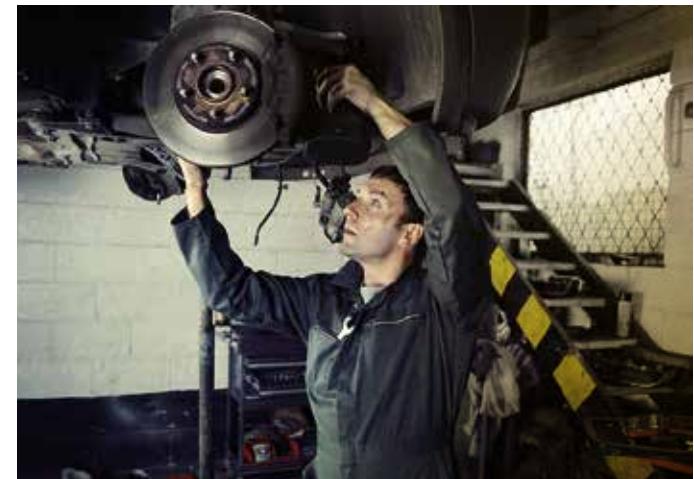


#### Lighting Set Up

Images will be shot with natural lighting in the environment. Maximise the lighting and time of day for shoot to bring out a richness of colour (i.e. if outside please ensure the images are shot early to mid morning or alternatively mid to late afternoon).

#### Content

Toi Ohomai will need to identify and prioritise hero imagery required as well as appropriate subjects and location for each shoot.



## Photography

### People

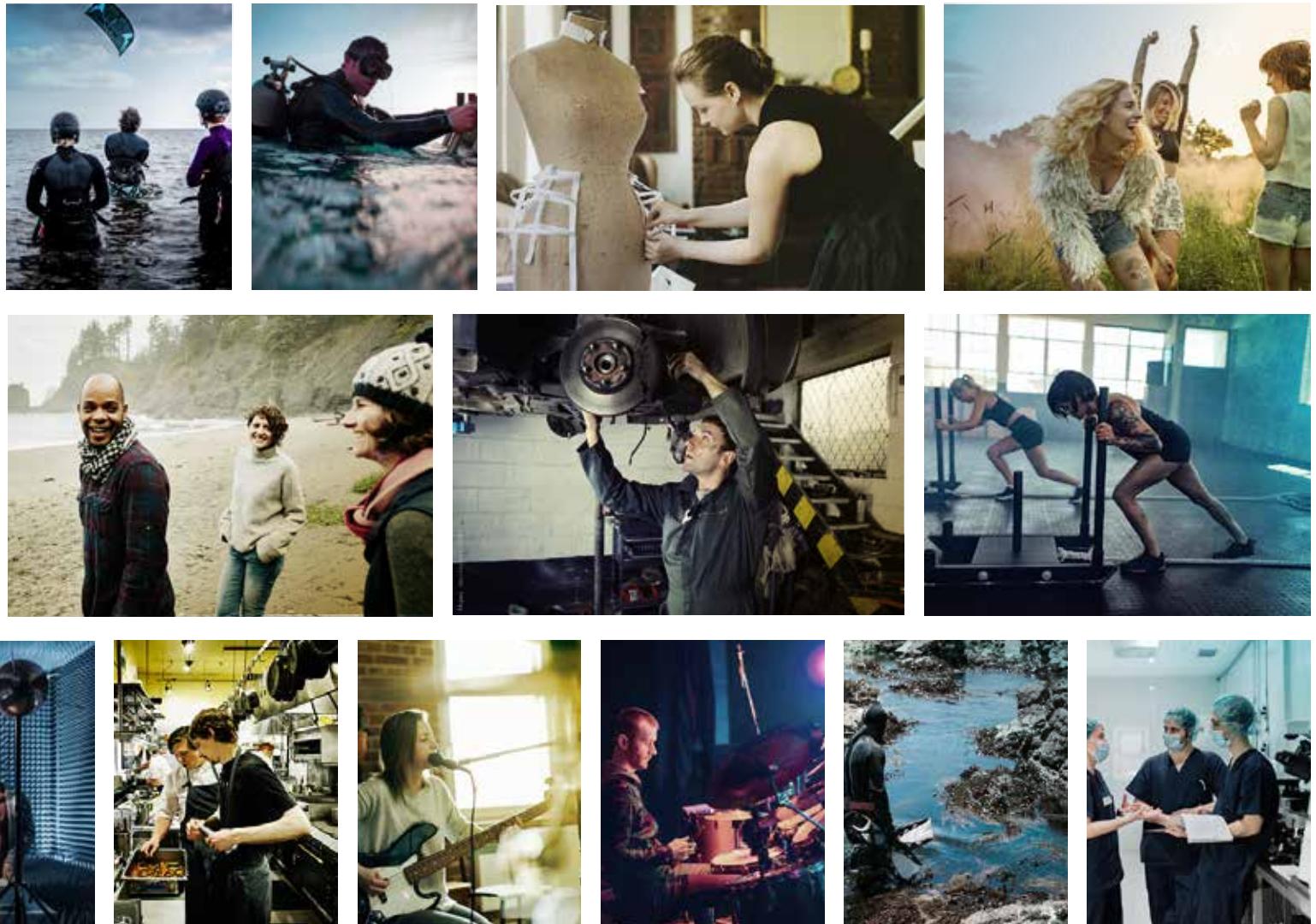
The theme of purposeful connections needs to be communicated through the people within the imagery. People seen in groups of two or more are actively engaged in an occupation or communication and not looking directly at the camera.

When images contain one subject this person must be purposefully engaged with the task or environment. Ideally the backgrounds should be uncluttered to ensure the viewer's focus is on what the individuals are doing.

The background should give context to the location and occupation but it should not fight with the key subject .

#### Clothing

Tidy Casual. No loud patterns or brand logos are to be visible.



## Photography

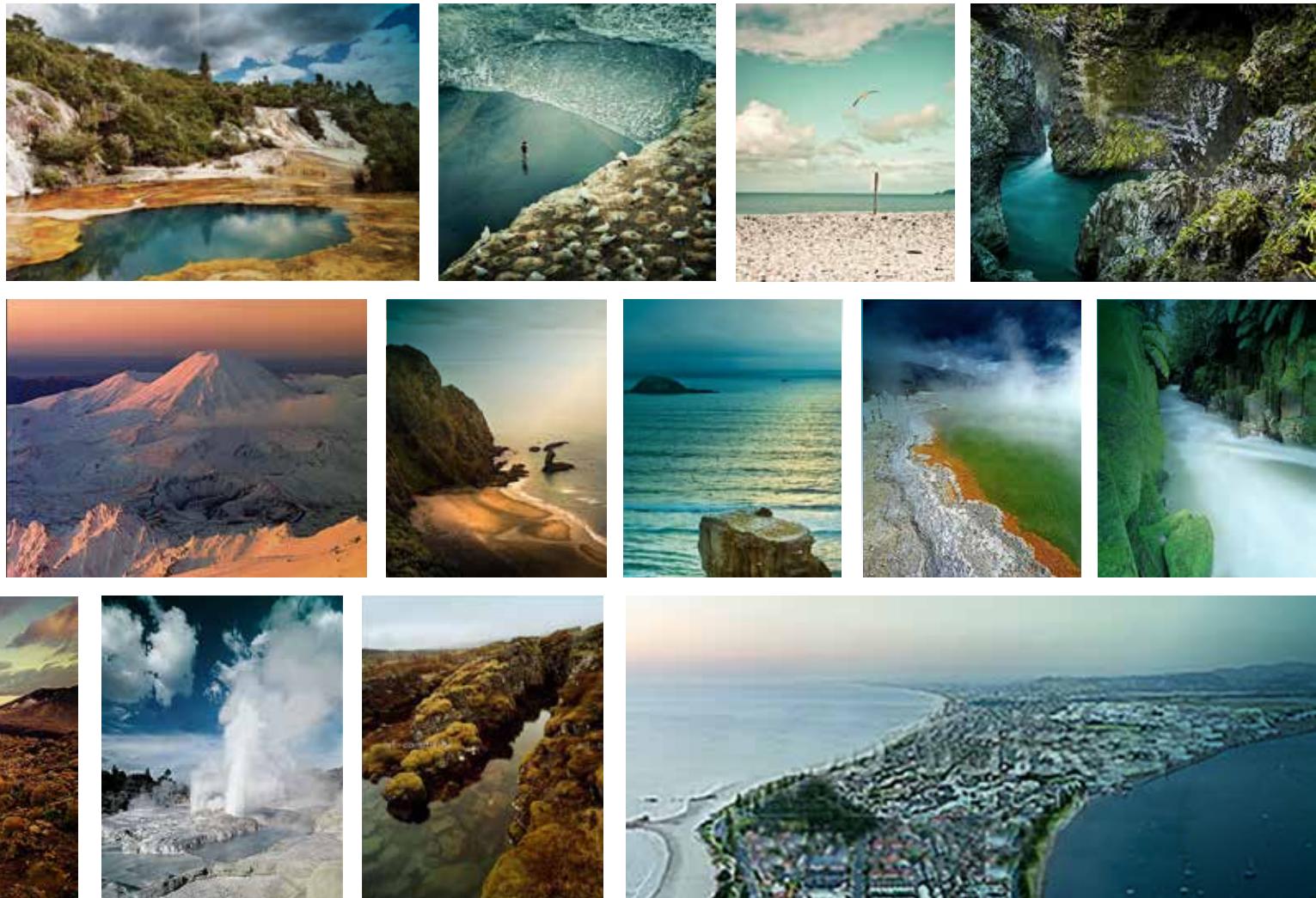
### Location

It is important to portray a sense of place through imagery. The institute has multiple campuses so we need to show a variety of locations. These images should show something unique to the particular location, be dynamic and arresting in their composition.

Images will be shot when lighting is optimal for rich colouring and tones.

Location will be implied through some of the people images to give them geographical context.

As well as landscapes urban locations should also be used to show the relationships and connections of people within the site.

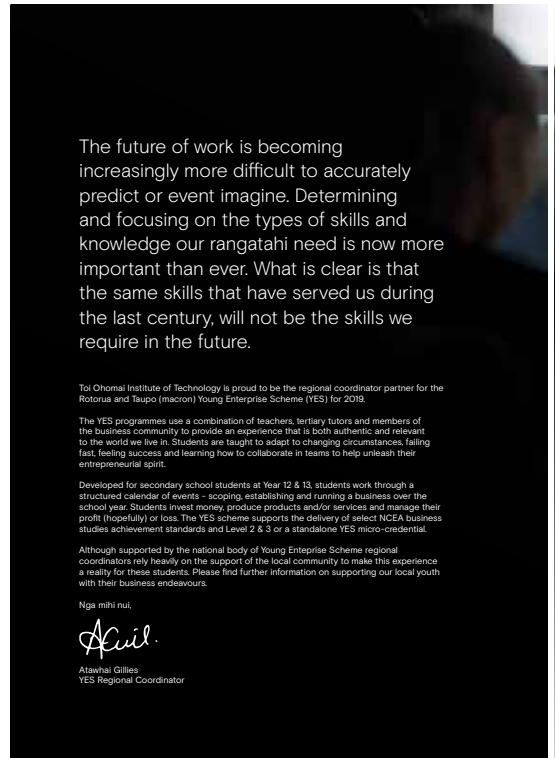


# Putting it all Together

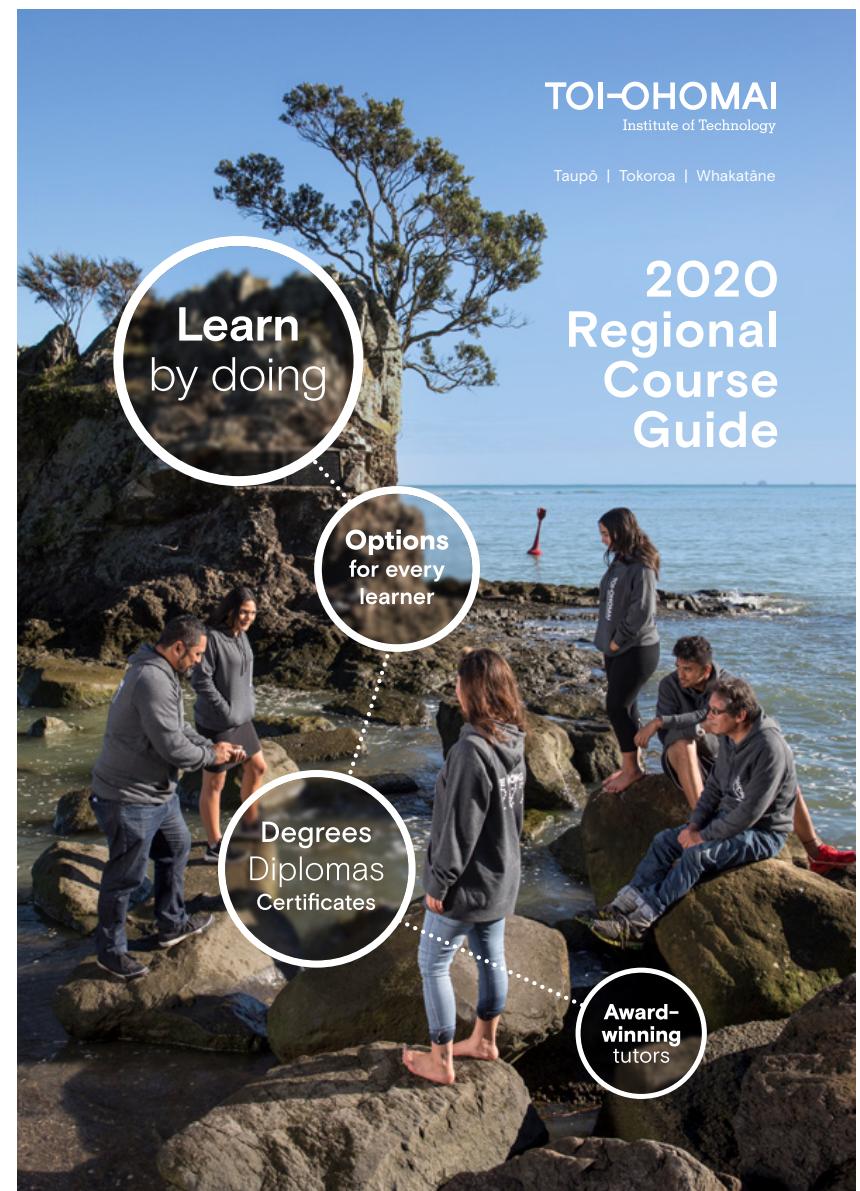
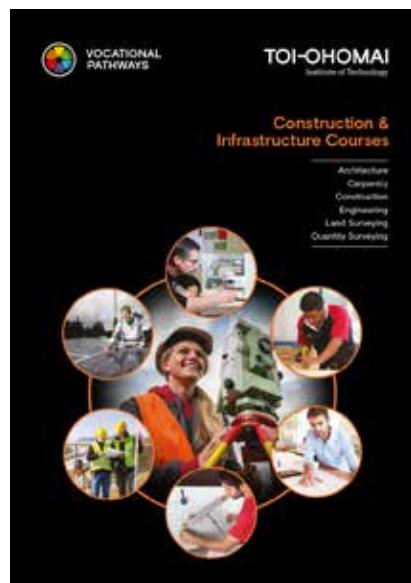
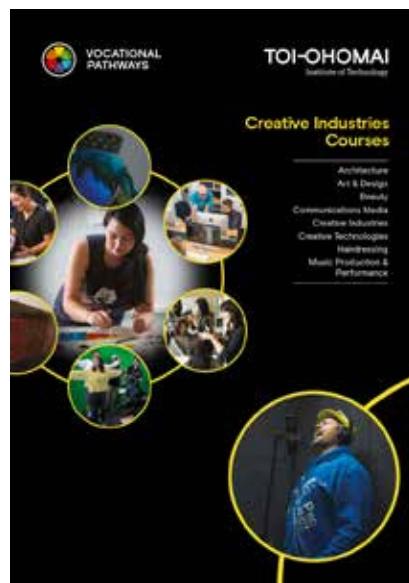
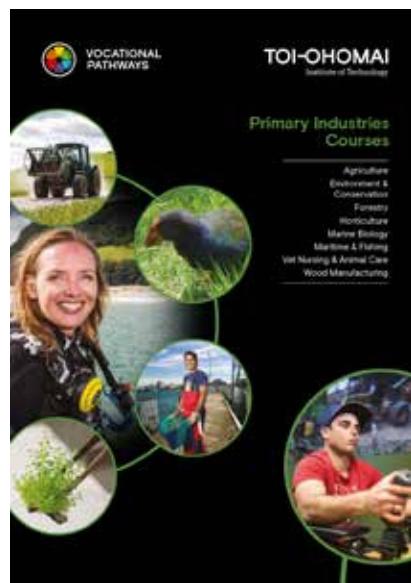
The examples shown on the following pages are to give an indication of how the visual assets could be applied and are not finalised design templates.



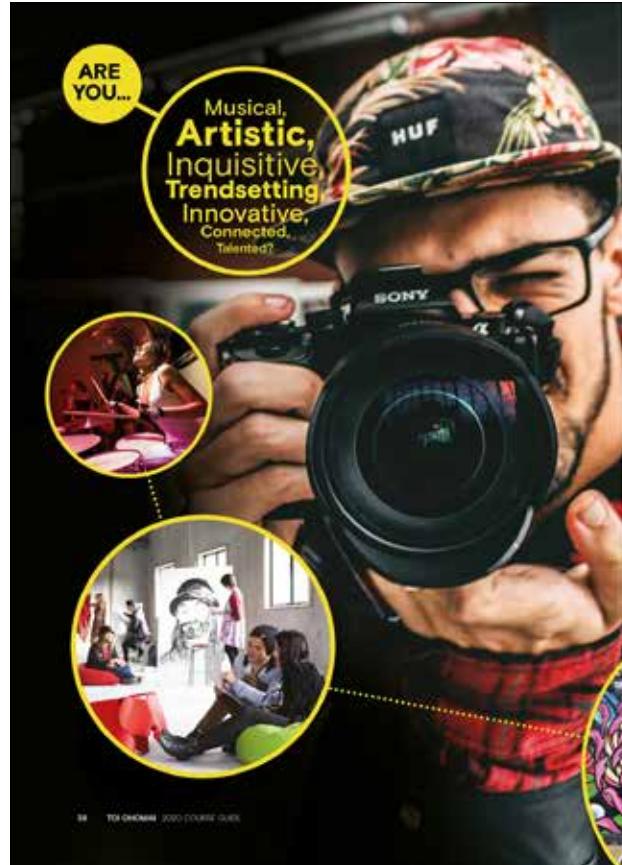
## Flyers & Publications



## Publications



## Publications



**Creative Industries**

These careers embrace individual and collective creativity, skill and talent to develop fresh ways to help others see the world differently. You might use moving images and digital technologies to communicate ideas; deliver products and services in new and exciting ways; or use visual arts or music to share your perceptions and interpretations with a wider audience. It's an ideal pathway for people who are keen to express their cultural or indigenous knowledge.

Developing new ideas is fun, exciting and challenging and offers a career filled with variety. Projects often require a blend of visionary 'big picture' thinking and attention to detail, and you'll need to be open-minded to resolve problems that are likely to arise during the creative process.

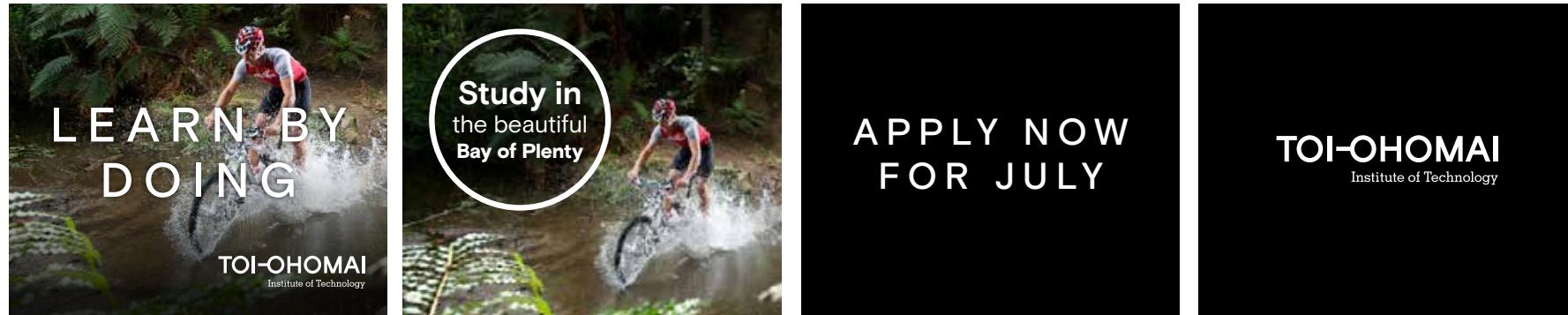
You might work by yourself, particularly if you pursue self-employment, but will more likely work as part of a collaborative team. Creative people need to be adaptable, with the ability to transfer their skills into other areas, and this will help maximise the opportunities and markets for their ideas and unique skills.

For youthguidance.info.nz

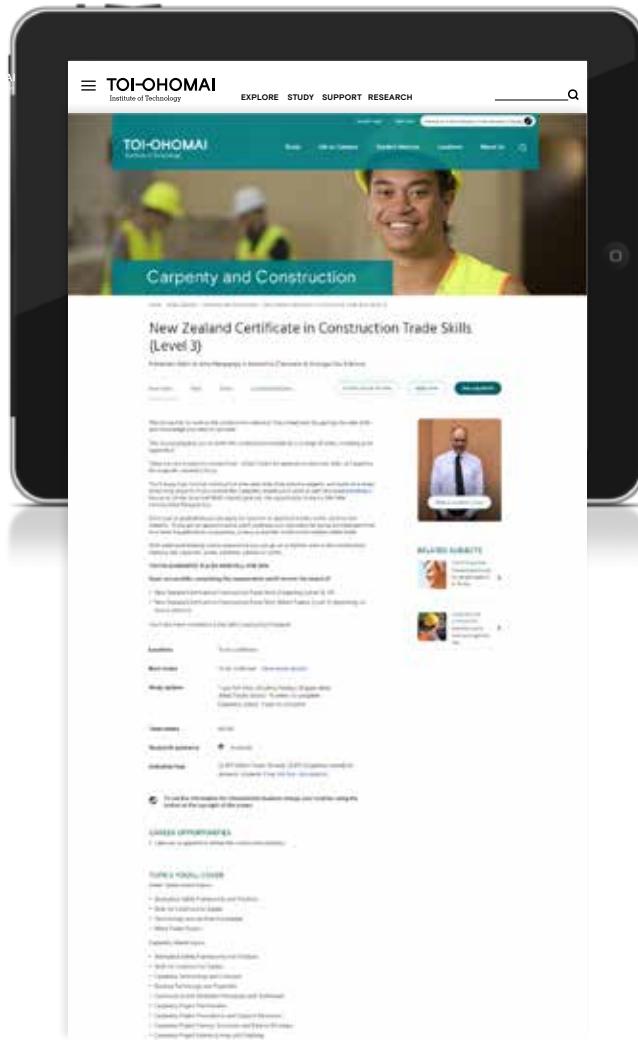
COMMUNICATIONS MEDIA		MUSIC PRODUCTION & PERFORMANCE							
New Zealand Certificate in Communications Media (Level 4)	1 semester	Full-time	Part-time	Teaching	Practicum	Distance	Work-based	Other	Online
		<input checked="" type="checkbox"/>							
New Zealand Diploma in Music (Level 4)	1 year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						
New Zealand Diploma in Music (Level 3)	1 year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						

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## Digital



**Staff / Student Merchandise**



Looking for a change in career or ready to take your next step after high school?

Study with us this June to gain a hands-on qualification, with smaller class sizes and award-winning tutors. Make valuable connections with industry as you study and learn new skills to transition straight into your dream job.

There are courses available for every learner level across a huge range of topics, including hairdressing and beauty, automotive, culinary arts and baking, construction management, business studies, environmental courses and everything in between.

Choose from degrees, diplomas and certificates, as well as full-time, part-time and online study.

*You could be eligible for fees free study! Visit [feesfree.govt.nz](#) to find out more.*

**TOI-OHOMAI**  
Institute of Technology  
0800 86 46 46 | [toihomai.ac.nz](#)

**APPLY NOW**

Study with the Bay's biggest tertiary provider this June and gain a hands on qualification.

Gain experience in industry and connect with employers throughout the region. With a huge range of courses to choose for all learner levels, including automotive, business, forest management, creative industries, beauty and hairdressing, nursing and everything in between!

Choose from degrees, diplomas and certificates, as well as full-time, part-time and online study.

**Trimester 2 starts Monday, 24 June 2019.**

*You could be eligible for fees free study! Visit [feesfree.govt.nz](#) to find out more.*

**TOI-OHOMAI**  
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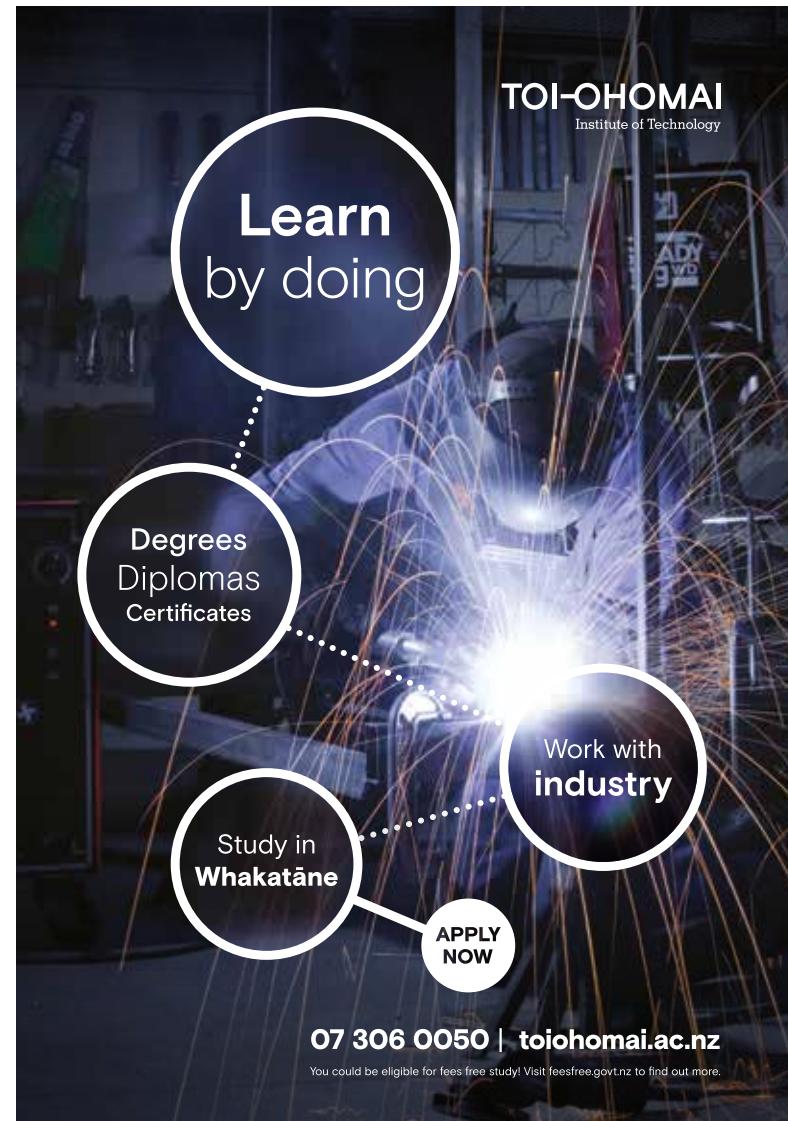
**Trimester 2 starts Monday, 24 June 2019.**

*You could be eligible for fees free study! Visit [feesfree.govt.nz](#) to find out more.*

**TOI-OHOMAI**  
Institute of Technology  
0800 86 46 46 | [toihomai.ac.nz](#)

**APPLY NOW**

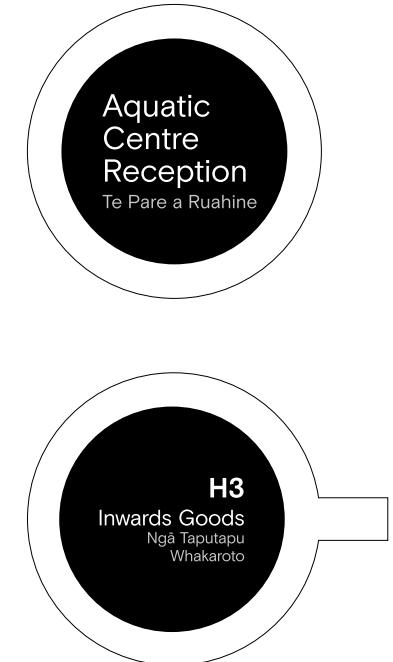
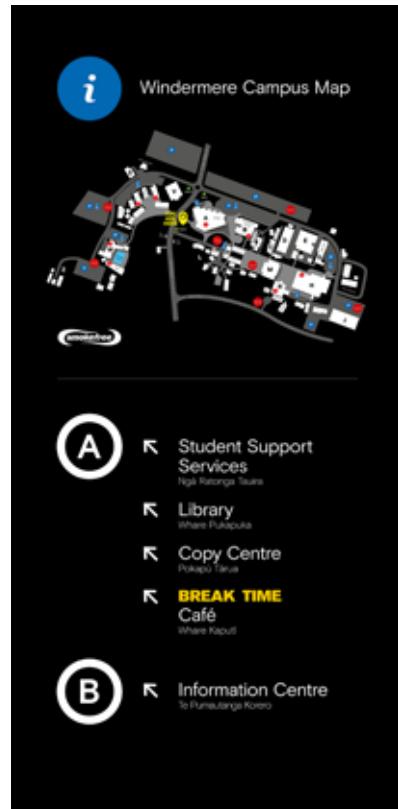
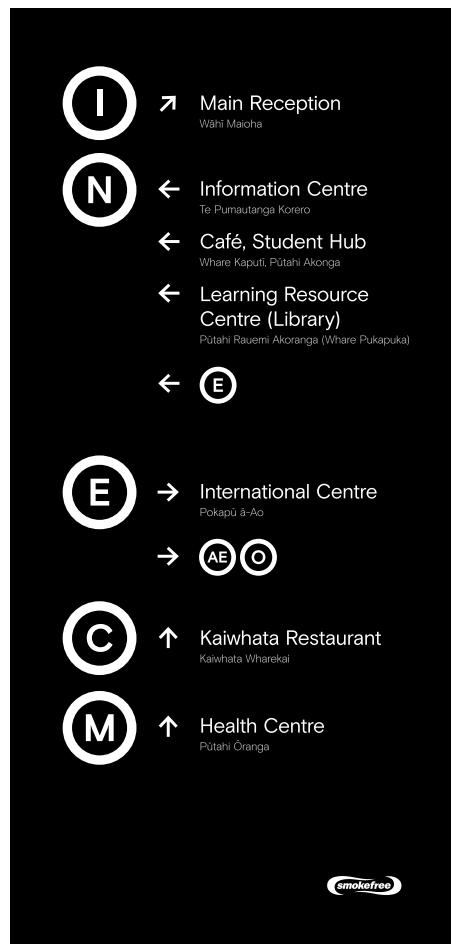
## Outdoor



## Outdoor



## Signage



# Monthly News Summary

**TOI-OHOMAI**  
Institute of Technology

Please share at your team meetings

Council & ELT

Dr Leon Fourie



Teaching & Learning

Wendy Horne



Research

Dr Heather Hamerton



Strategic Partnerships & Māori Success

Ana Morrison



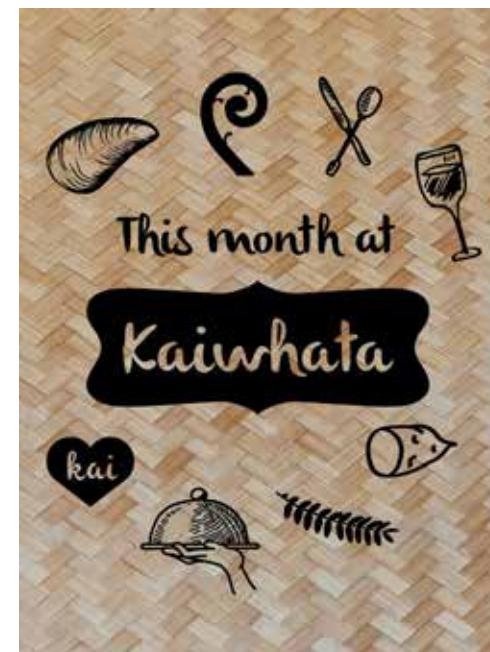
## Taupō & Rotorua Cafés



A black sign with white text. At the top left is a small illustration of a hand holding a coffee cup. To the right of the hand, the words "Dinner menu" and "flavours of Autumn" are written in a stylized font. Below this, there is a section titled "Freshly baked sourdough for the table". Under "Entrée", there are three options: Mushroom and tarragon tortellini in beef consommé soup, Chicken liver pâté with onion marmalade, fresh apple and crostini, or Confit duck, salt baked beetroot, hazelnut and rocket. Under "Mains", there are three options: Thyme and lemon roasted chicken breast on a kumara and potato rosti with jus gras, Scotch fillet of beef with béarnaise sauce and a bacon and potato croquette, or Twice-cooked pork belly with smoked parsnip. Under "Desserts", there are three options: Lemon tart accompanied with citrus and mint salad and pistachio, Poached pear and ginger rice pudding, or Apple tarte tatin with calvados anglaise sauce. At the bottom right, the text "TOI-OHOMAI Institute of Technology" is printed.



A black sign with white text. At the top right is a vertical column of icons representing different food items. To the right of the icons, the word "May Menu" is written in a stylized font, followed by "\$30.00 per head". Under "To Start", there are two options: Buffalo bruschini and bruschetta. Under "Entrée", there are three options: Sesame crusted tofu, sweet and sour sauce and vegetable salad finished with soy sauce foam, Smoked eel and mushroom tortelli with lobster bisque, served with sicchuan and cucumber salad, and Sous vide duck breast with red cabbage beetroot puree, herb oil, spiced breadcrumbs and mango gel finished with a coconut sphere. Under "Mains", there are three options: Goat cheese ravioli served with puttanesca cavier and parmesan foam, Glazed lamb rack and pithivier shark served on savoury sand, jalapeño puree, baby veg and mushroom jus, and Salmon share with potato scallo, succotash, black bean hummus, crispy skin and bok boudin sauce. Under "To finish", there is one option: A selection of fresh pastry items. At the bottom right, the text "TOI-OHOMAI Institute of Technology" is printed.



**leave the cooking  
and clean-up to us!**

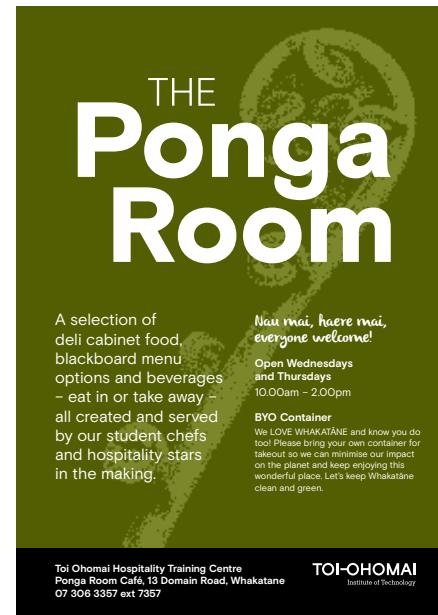
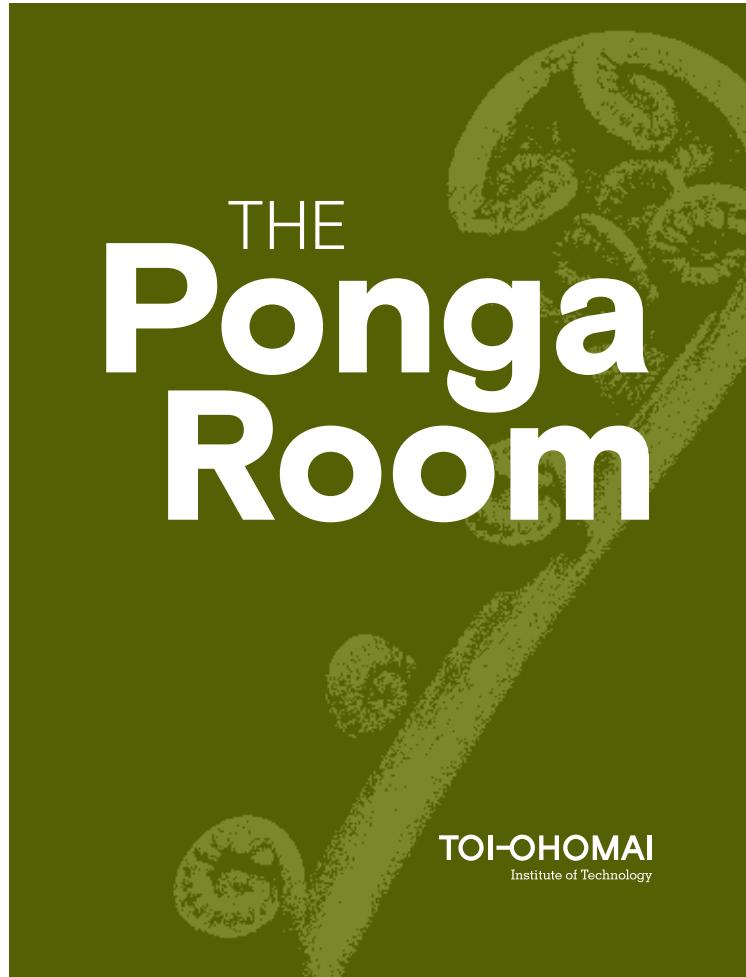
**Table d'hôte Dinner**  
Tuesdays @6pm  
2 & 9 April

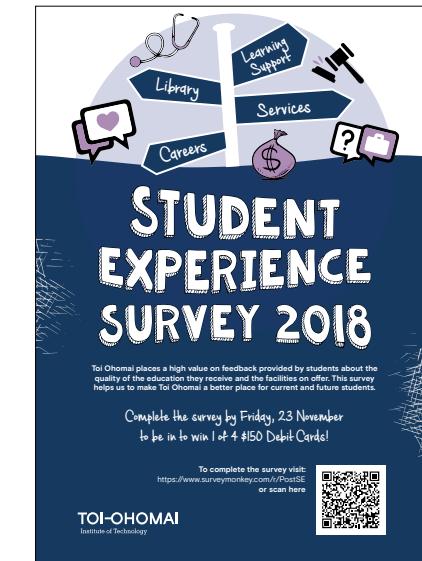
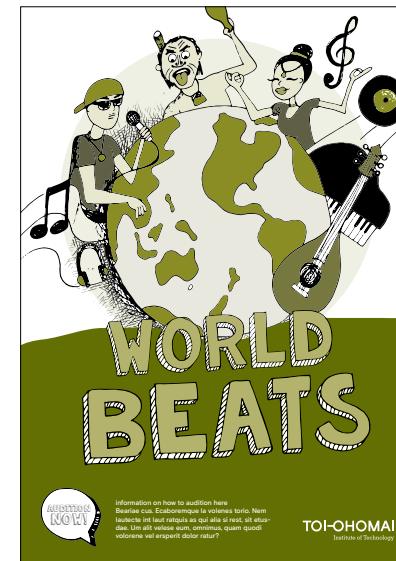
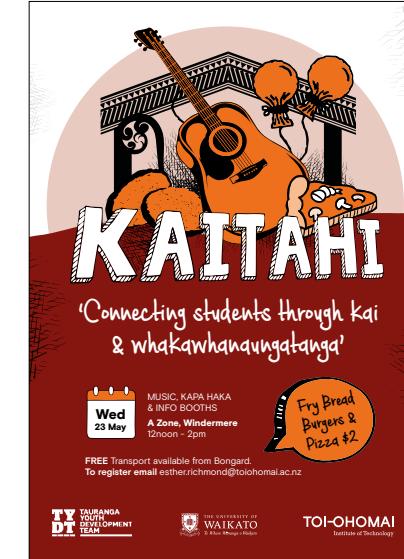
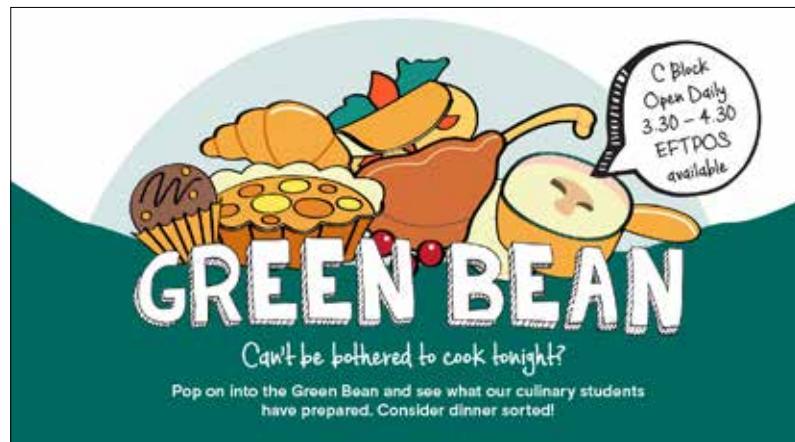
**BOOKINGS ESSENTIAL**  
For more info and to book your table email  
[Roz.Tucker@toihomai.ac.nz](mailto:Roz.Tucker@toihomai.ac.nz)

Thank you for supporting the experiences of  
culinary arts, and food and beverage students!

C Block,  
Mokoia  
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**Values & Corporate**



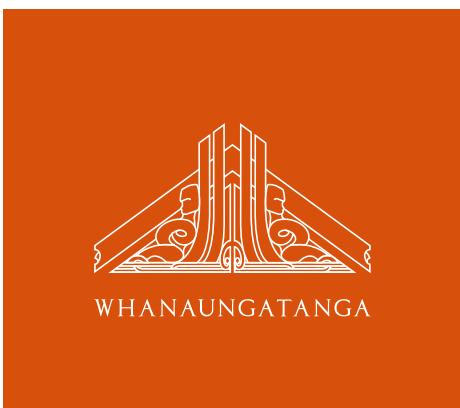
TOITŪTANGA



KOTAHITANGA



MANAAKITANGA

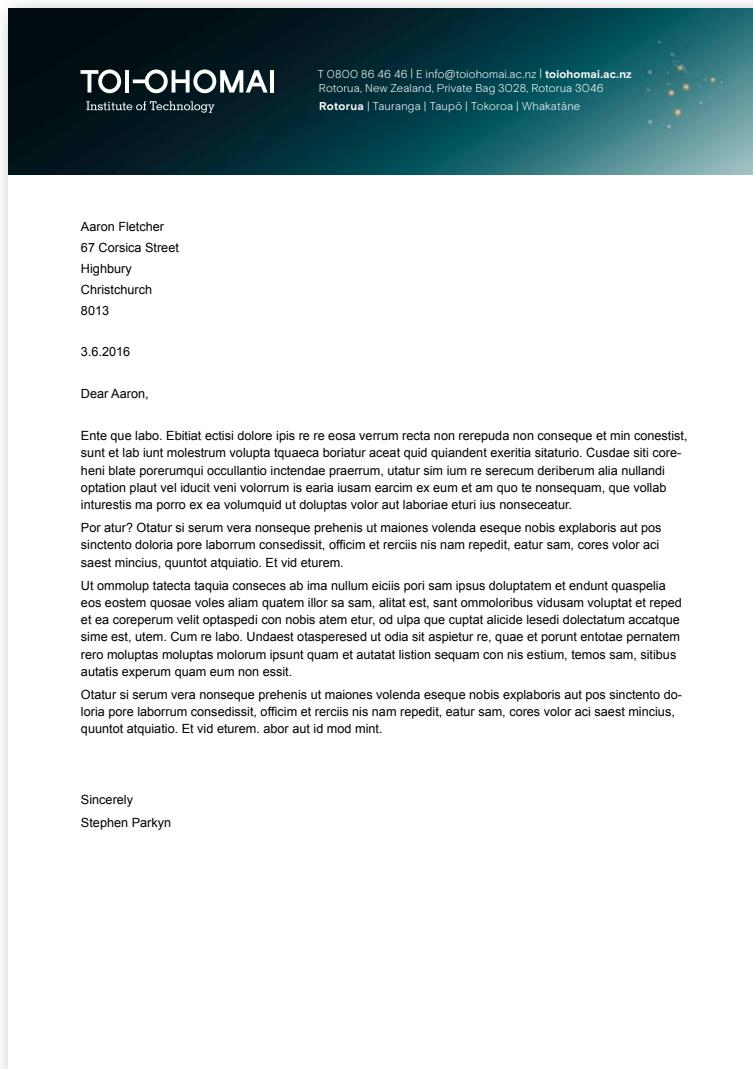


WHANAUNGATANGA



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## Stationery



# Summary

## Toolkit

### Wordmark

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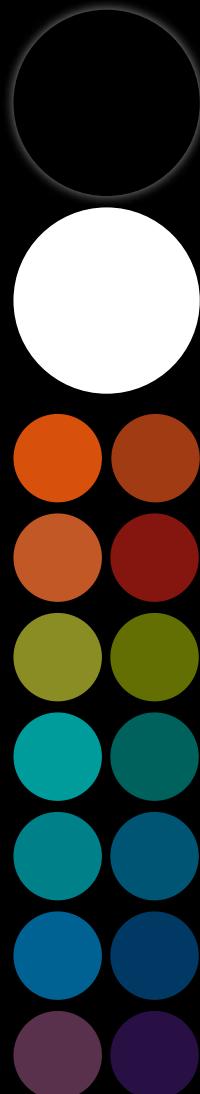
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### Typography

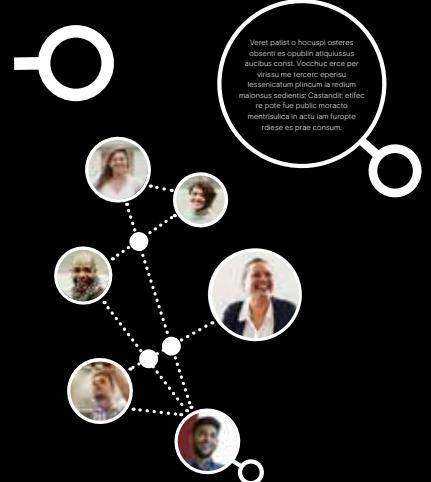
Basis  
Grotesque

### Colour Palette



### Iconography

#### O Device



#### Monogram



### Imagery

#### Constellation



#### Campaign



#### Communications People



#### Communications Location



For further information on our brand  
and these guidelines please contact:

Toi Ohomai  
0800 86 46 46

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