Taking hold of our brand

Brand guidelines 2014

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This brand guidelines document is a tool for ensuring that the image and identity of Otago Polytechnic is portrayed in a consistent, professional way. It is designed for use by staff, business associates and suppliers who have an interest and role in using the brand.

It covers everything from brand strategy through to applying the brand on all communication material such as stationery, publications, displays and advertisements.

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Brand overview
Introduction

Our brand is a foundation on which we build powerful, consistent stories about our educational offering.

By unifying the way we look and talk, we send a signal to the world that Otago Polytechnic is a united organisation – one that is clear, consistent, different and better in everything we say and do.

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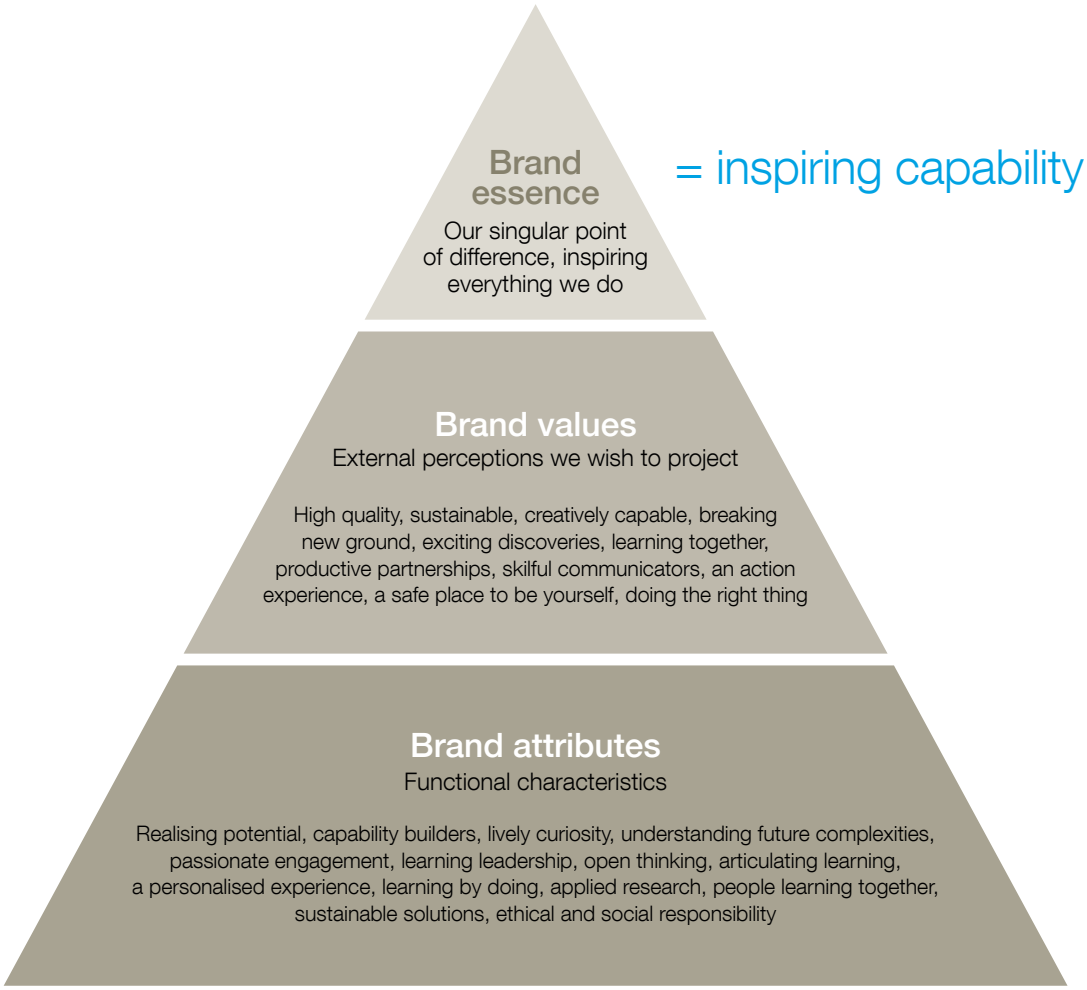
Brand pyramid

The Otago Polytechnic brand can be summarised in the following pyramid. The pyramid is built on the foundation of attributes and values, both tangible and intangible.

At the apex of the triangle is the **brand essence**, which is the enduring, competitive position of the brand expressed in a unique way.

This is what positions us in the marketplace, differentiating us from competitor institutions. It is also what inspires us to achieve in our work, and is a durable proposition to drive us to attain our goals for the future.



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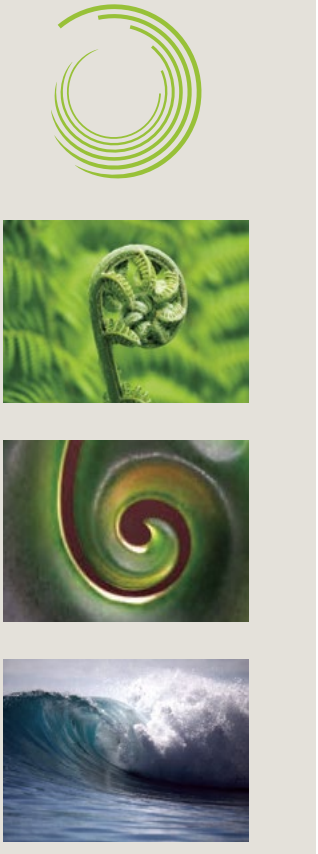

Brand essence
inspiring capability

The brand essence is what positions us in the marketplace, differentiating us from competitor institutions. It is also what inspires us to achieve in our work, and is a durable proposition to drive us to attain our goals for the future.

Our brand essence implies that Otago Polytechnic's form of learning motivates students and teachers alike to reach their full potential and to truly master skills. Their capability arises from not just understanding theory but successfully applying that knowledge in a very practical, often innovative, way.

What assists this skill mastery is Otago Polytechnic's collaborative learning model which provides the stimulation, as well as the confidence, to excel.

Otago Polytechnic's ability to consistently deliver capability also reflects our proud history as education providers, the intimate learning environment that comes from our size and our thirst for fresh thinking. We understand the way the world is turning and the skills required to succeed in this changing work environment – a transition that, for New Zealand, necessitates adding value to our products and services and appreciating ethical and sustainable issues. Our clear intent is to equip people with the leadership and communication skills to succeed in their own right and to share their enthusiasm for learning with others.

As 'playing coaches', our tutoring is designed to encourage keen, work-ready practitioners who are able to add value for their employers from day one. This 'feet on the ground, head in the clouds' approach reinforces our encouragement of practical and reflective capabilities in workplace problem-solving.

Our logo

The brand essence of inspiring capability is at the heart of the logo, but the spiral symbol itself has a broader meaning:

> focussing a students ability – growth and renewal
> a focus on partnership and collaboration
> supporting Māori students to fulfil their educational aspirations
> reflects the idea of career pathways and continued learning
> technology enabled
> innovative.

Traditionally, the koru symbolises the way in which life both changes and stays the same. Similar spiral forms that suggest growth, renewal and dynamic energy can be found both within mathematics and nature.

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Brand values

To build a powerful and strong brand, we need to make sure our foundations are as strong as possible.

And that's why we've established clear values at the heart of our brand. The values of our brand are the distinct advantages and points of difference being offered.

High quality, world-class

We are leaders in the sector through our academic results and social contributions. An Otago Polytechnic qualification is valuable.

Sustainable

Sustainability underpins our operations and our approach to learning. Our graduates know how to be sustainable practitioners in their fields.

Creatively capable

Our teaching methodologies and skilled staff encourage students to not only handle tasks very competently but to look at new and improved ways of doing things.

Breaking new ground

We champion advanced thinking in all the new fields that we are teaching. We look beyond the obvious and apply fresh thinking to our programme content. Our staff are adept at applied research, consultancy and real world problem-solving.

Exciting discoverers

We are adventuresome in our approach to education; exciting discoverers of new information and new ideas to impart to our students. Opportunities abound for our students to discover and develop their own brand of fresh thinking.

Learning together

We promote and practice collaborative learning between students, teachers and potential employers. The result is a deeper and more durable learning experience.

Productive partnerships

To optimise the results and relevance of our programmes, Otago Polytechnic creates effective partnerships with the business community and complimentary education providers.

Skilful communicators

We inspire and capture people's imagination by the skillful way we communicate our vision and our story. We also encourage our students to become successful and creative communicators.

An action experience

Otago Polytechnic students and staff alike become fully immersed in a stimulating learning and life experience from day one.

A safe place to be yourself

Whatever race, creed or colour our students are, they will feel comfortable and be listened to at Otago Polytechnic. We celebrate the rich diversity of our staff and students.

Doing the right thing

In our actions and our teaching, we actively promote ethical and social responsibility. We are also proud of our heritage and our on-going contribution to the community fabric of Otago.

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Brand attributes

The functional characteristics of the Otago Polytechnic brand are represented by the following attributes:

Realising potential

Rather than making assumptions we recognise the individual potential in our students and create opportunities which allow them to develop that potential.

Capability builders

We believe you not only need to understand, you need to undertake. So theory is only part of what we teach. We target and build capability.

Lively curiosity

We are naturally curious about the world and where it is going. For that reason, we choose not to simply follow old pathways. We provide our students with the requisite skills to rise to the challenge of change and succeed in the unfolding employment environment.

Understanding future complexities

We appreciate the intricacies of upcoming industry and community needs and having people with the understanding and teaching capabilities to accommodate them.

Passionate engagement

We are passionate about how we connect with our students and other stakeholders. We have a genuine desire to provide a rich and memorable learning and life experience.

Learning leadership

Otago Polytechnic occupies a position of leadership in the techniques of learning, employing modern methods, unique approaches and new technologies.

Open thinking

We are open in our approach to learning – in the learning experiences we provide and our open-minded attitude which encourages students to question and expound their own ideas.

Articulating learning

Our aim is to build leadership in people. So, in addition to learning valuable skills, we teach our students how to communicate these skills to others.

A personalised experience

Our compact size and intimacy creates an environment where people get to really know each other by their first names. This interaction is further enhanced by being within the wider collegial city of Dunedin.

Learning by doing

We are practical and our students learn by doing. We encourage the student perspective of 'know how, can do'. This hands-on approach delivers a well-rounded confident student into a professional working environment.

Applied research

We are recognised for our applied research, consultancy and real-world problem solving. Our tutors encourage an active enquiry into providing solutions to today's challenges in many fields.

People learning together

We see learning as a stimulating process of discovery where students freely engage with their teachers and each other, as well as with business, industry and the wider community.

Sustainable solutions

We don't just think in a sustainable way, we act on it. Sustainability permeates all aspects of the institution from business practice to programme content. We actively encourage sustainable perspectives in our students.

Ethical and social responsibility

Our students gain a very practical skill set but also a broader understanding of ethical and social responsibility. We regard the development of a socially responsible and ethical attitude in our students as important.

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Brand architecture
our markets

The OP parent brand can be used for all communications, especially those that promote **all** of our offerings to a wide market. A sub brand is only to be used on tailored collateral to promote to a specific market. There are only five approved sub brands.*

*For an area to gain its own sub brand a business case must be developed showing evidence of a different market and messaging needs. An application must be lodged with Leadership Team for a budget for a logo, marketing collateral, website or subsite development (if necessary) and ongoing maintenance.

Parent brand

OTAGO POLYTECHNIC Te Kura Matatini ki Otago

INDIVIDUAL LEARNER FOCUS

OTAGO POLYTECHNIC — Nursing

Study Areas

> Core business
> OP qualifications
> Teaching and learning
> Face to face, blended, distance and online, fee for service eg organised professional development
> High per cent full time
> Academic research
> Core brand messages
> Similar market segments

*BUSINESS FOCUS

OTAGO POLYTECHNIC — Research & Enterprise

> Business research
> Fee for service/consultancy, eg workSpace
> Different brand messages
> Multiple markets

***development still underway**

Existing freestanding brands

Some existing freestanding brands (eg AKO and Technique) will remain, but any new collateral should also feature an Otago Polytechnic logo. Others may be phased out or redeveloped.

OTAGO POLYTECHNIC — AKO espresso

Sub brands (different market requirements)

OTAGO POLYTECHNIC — Auckland International Campus (In partnership with Future Skills Academy)

Central Campus

OTAGO POLYTECHNIC

OTAGO POLYTECHNIC — FOOD DESIGN INSTITUTE

OTAGO POLYTECHNIC — DUNEDIN SCHOOL OF ART

OTAGO POLYTECHNIC — CAPABLE

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Brand architecture
Career pathways

Brand architecture is a systematic way of organising the identity of the different products, messages, or services of an organisation.

The way Otago Polytechnic structures the programmes of study, schools/departments and learning options is important. Make it too complex and potential students struggle to find what they are looking for and may choose to study elsewhere.

In the case of Otago Polytechnic a **parent brand** architecture exists. This means that the Otago Polytechnic brand mark should appear on all communications, sometimes in conjunction with descriptors for study or service areas (see page 15 for guidelines).

For prospective students we use Career Pathways whenever careers or study areas are shown. See page 18 for colour specifications.

Career Pathways put prospective students at the centre of all communications. Study areas are grouped into 7 career pathways, then programmes are grouped into individual study areas.

The aim is to produce a logical, outcome related pathway of information for students. These are colour coded and always presented in the same order to promote visual recognition.

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Brand identity
Introduction

Our identity is not just a logo. It's a number of core elements that come together to create a distinctive look and feel that makes us instantly recognisable. Our identity must be applied consistently so we always look like a world-class institution.

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Our logo overview

Our logo is a universal signature across all our communications, comprised of three **inseparable*** elements: 1 the text, 2 spiral symbol and 3 the housing device that contains them.

Logo formats

The logo comes in two formats, horizontal and vertical. The vertical format is the **preferred format** to use. The horizontal format should be used less often, but chosen when that is the best format to fit a particular application, eg. envelopes.

Both formats have been designed with the spiral and text contained within a rectangular housing device. This ensures the integrity and readability of the brand mark. The relationship between **these elements must not be edited**, under any circumstance. The text should never be used on its own, without the spiral. If using the text in isolation it should be in Helvetica Neue LT font.

*There is a one colour version of the logo without the housing device for very small items. See page 14 for details.

File format & colour

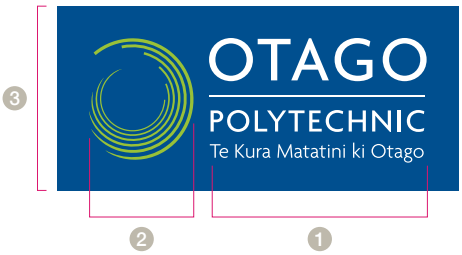
Each format comes in both CMYK, two and one colour PMS, RGB, EPS and JPEG formats, which should be chosen to best fit the application. If you are unsure, please contact us.

Reproduction guidelines

There are strict reproduction guidelines to best maintain the integrity of our brand mark, so it appears consistently uniform. These are outlined on the following pages.

Vertical format

Horizontal format



Colour reproduction varies depending on what kind of surface you are printing on, e.g. coated or uncoated paper, fabric, plastic etc. It is always best to get a proof and give your printer a printed sample to match to.

OP Blue	OP Green
PANTONE® 286	PANTONE® 376
CMYK 100 70 0 0	**CMYK** 45 0 100 0
RGB 0 72 152 #004898	**RGB** 158 192 48 #9ec030

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Our logo
vertical format

Clear space

To maintain the integrity of our logo no other element should come within this area. Clear space is measured by the 'O' of 'OTAGO'.

Minimum size

The vertical logo should not be reproduced smaller than **23mm wide**. This is to make sure that the smallest text is still readable.

CMYK or two colour
This is the preferred colour reproduction of the logo.

One colour OP Blue
When the logo must appear in one colour, it is preferable to use OP Blue.

One colour Black
Black is the only other acceptable one colour option.

Reversed, CMYK, two colour or one colour
Where the standard minimum size cannot be met. This should be used on a plain, one colour background only, not on an image. Where there is a limit of one colour, use either OP Blue or Black.

Colour reproduction

The logo should not be reproduced in any colour other than those shown. Namely, our standard two colour format of OP Blue and OP Green, one colour version in OP Blue or one colour version in black only.

Colour reproduction varies depending on what kind of surface you are printing on, e.g. coated or uncoated paper, fabric, plastic etc. It is always best to get a proof and give your printer a printed sample to match to.

OP Blue	OP Green
PANTONE® 286	PANTONE® 376
CMYK 100 70 0 0	**CMYK** 45 0 100 0
RGB 0 72 152	**RGB** 158 192 48
#004898	#9ec030

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Our logo
horizontal format

Clear space

To maintain the integrity of our logo no other element should come within this area. Clear space is measured by two times the 'O' of 'OTAGO'.

Minimum size

The horizontal logo should not be reproduced smaller than **28mm wide**. This is to make sure that the smallest text is still readable.

CMYK or two colour
This is the preferred colour reproduction of the logo.

One colour OP Blue
When the logo must appear in one colour, it is preferable to use OP Blue.

One colour Black
Black is the only other acceptable one colour option.

Reversed, CMYK, two colour or one colour
Where the standard minimum size cannot be met. This should be used on a plain, one colour background only, not on an image. Where there is a limit of one colour, use either OP Blue or Black.

Colour reproduction

The logo should not be reproduced in any colour other than those shown. Namely, our standard two colour format of OP Blue and OP Green, one colour version in OP Blue or one colour version in black only.

Colour reproduction varies depending on what kind of surface you are printing on, e.g. coated or uncoated paper, fabric, plastic etc. It is always best to get a proof and give your printer a printed sample to match to.

OP Blue	OP Green
PANTONE® 286	PANTONE® 376
CMYK 100 70 0 0	**CMYK** 45 0 100 0
RGB 0 72 152	**RGB** 158 192 48
#004898	#9ec030

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Our logo
incorrect use

Here are some examples of how **not** to reproduce our logo. The vertical format is shown here, however these rules also apply to the horizontal format.

do not
alter the proportions by stretching or squashing

do not
alter the position of the elements within the logo

do not
use the symbol and text without the housing device*

do not
use the text without the spiral symbol
The spiral can be used alone, see page 18

do not
use conflicting coloured backgrounds or images
You could use the black & white version in this case

do not
modify the colours of any element of the logo

*The logo can be used without the housing device if the background colour is OP Blue or a close match

T shirt design

Back cover of a booklet

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Logo + study area guidelines

Study area descriptors can now be 'locked up' with our logo as seen below.

We have developed a new set of logos for all of our study areas, to be used **when talking about that area to a specific market** (eg a nursing brochure, advert or uniform), while still maintaining a strong link to our main identity. We use a linking device, the appropriate career pathway colour and consistent descriptors.

There are various formats, both vertical and horizontal options, including a contact detail option. Approved full sets of logos + study area descriptors and guidelines are available from communications@op.ac.nz **(please do not create your own)**.

Vertical
CMYK logo + study area

30mm

Vertical
B&W logo + study area

Vertical
Reversed logo + study area

16mm

Horizontal
CMYK logo + study area

38mm

Horizontal
Reversed logo + study area

25mm

Horizontal
B&W logo + study area

Contact details

We need to keep our contact details consistent and easy to remember, but have an opportunity here to direct the audience to a specific part of the website.

New Zealand 0800 762 786
International +64 3 477 3014
www.op.ac.nz/nursing

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Sub brand guidelines

Some study and service areas within OP have created a niche for themselves and need an identity to communicate with a specific market.*

Along the same lines as our logo + study areas on page 14, these use logos + descriptors but have their own colour palettes, photography style and messaging.

There are various formats, both vertical and horizontal options, including a contact detail option. Approved full sets of logos + descriptors and guidelines are available from communications@op.ac.nz **(please do not create your own)**.

Approved sub brands

- Capable (including versions for Capable NZ, Capable AUS)
- Food Design Institute
- Dunedin School of Art
- Auckland International Campus
- Central campus

*For an area to gain it's own sub brand a business case must be developed showing evidence of a different market and messaging needs and an application lodged with Leadership Team for the budget for a logo, marketing collateral development and ongoing maintenance.

Vertical
CMYK logo + descriptor

Horizontal
CMYK logo + descriptor

Should be used as a highlight colour only

	OP Grey	70%	50%	20%	Hospitality
PANTONE® BLACK	PANTONE® 404 U				PANTONE® 484 U
CMYK 0 0 0 100	**CMYK** 0 9 24 56	**CMYK** 0 6 17 39	**CMYK** 0 5 12 28	**CMYK** 0 2 5 11	**CMYK** 0 70 65 30
RGB 0 0 0	**RGB** 139 127 104	**RGB** 155 144 121	**RGB** 177 168 150	**RGB** 220 216 209	**RGB** 180 83 65
HEX #000000	**HEX** #8b7f68	**HEX** #9b9079	**HEX** #b1a896	**HEX** #dcd8d1	**HEX** #b45341

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Sub brand
Central

Our Central campus has developed an identity and its own logo to be used together with the OP logo.

The new look and feel incorporates both logos, new language and messaging and image development while maintaining the same typography and a paired down OP colour palette. This is to be applied to all separate Central collateral, including a micro-website within the OP website.

There are various formats, both vertical and horizontal options, including a contact detail option. Approved sets of logos and full guidelines are available from **communications@op.ac.nz**

Colour palette

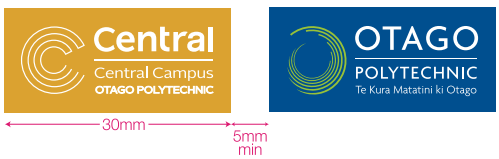
Central Otago	**PANTONE®** 123 U **CMYK** 0 25 90 5 **RGB** 241 184 48 **HEX** #f1b830
OP Blue	**PANTONE®** 286 U **CMYK** 100 70 0 0 **RGB** 0 72 152 **HEX** #004898
OP Grey	**PANTONE®** 404 U **CMYK** 0 9 24 56 **RGB** 139 127 104 **HEX** #8b7f68
70%	**CMYK** 0 6 17 39 **RGB** 155 144 121 **HEX** #9b9079
50%	**CMYK** 0 5 12 28 **RGB** 177 168 150 **HEX** #b1a896
20%	**CMYK** 0 2 5 11 **RGB** 220 216 209 **HEX** #dcd8d1

Vertical
CMYK logo lockup

Vertical
B&W logo lockup

Vertical
Reversed logo lockup

Horizontal
CMYK logo lockup



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Colour specifications

These colour references should be used to match for correct reproduction of all colours by professional printers.

Process (CMYK) colour printing

Most of our collateral is printed CMYK, either offset or digital print on uncoated or matt paper. Custom CMYK colour breakdowns have been selected to provide the best possible result for process colour reproduction. The Pantone Uncoated colour swatches are to be used if you have a limit of 1 to 2 colours, and are useful if you need to match other materials, such as fabric or paint using industry standard swatches. For best results give your printer a previously printed sample to match to.

Colour for screen reproduction

Due to different screens and browers, it's difficult to get consistency with colours on screen. We have chosen the closest RGB/HEX colour conversions from the custom CMYK breakdowns using Apple RGB as a benchmark.

Colour balance

The use of OP Blue should be relatively restrained. OP Green should be used as a special accent only. Career pathway and campus colours should only be used in conjunction with that specific area to retain consistency. OP Grey should be used as a neutral background colour behind text.

Master brand colours

OP Blue	OP Green & Dunedin	OP Cyan	Central Otago	Auckland International Campus	Off campus
PANTONE® 286 U	**PANTONE® 376 U**	**PANTONE® CYAN U**	**PANTONE® 123 U**	**PANTONE® 2915 U**	**PANTONE® 284 U**
CMYK 100 70 0 0	**CMYK** 45 0 100 0	**CMYK** 70 0 0 0	**CMYK** 0 25 90 5	**CMYK** 60 0 0 0	**CMYK** 55 22 0 10
RGB 0 72 152	**RGB** 158 192 48	**RGB** 29 174 234	**RGB** 241 184 48	**RGB** 68 200 245	**RGB** 95 152 213
HEX #004898	**HEX** #9ec030	**HEX** #1daeea	**HEX** #f1b830	**HEX** #44c8f5	**HEX** #5f98d5

Capable	OP Grey	70%	50%	20%
PANTONE® 369 U	**PANTONE® 404 U**			
CMYK 45 8 100 10	**CMYK** 0 9 24 56	**CMYK** 0 6 17 39	**CMYK** 0 5 12 28	**CMYK** 0 2 5 11
RGB 125 158 32	**RGB** 139 127 104	**RGB** 155 144 121	**RGB** 177 168 150	**RGB** 220 216 209
HEX #7d9e20	**HEX** #8b7f68	**HEX** #9b9079	**HEX** #b1a896	**HEX** #dcd8d1

Should be used as a neutral background colour tint

Career pathways

Health, Community & Education	**PANTONE®** 624 U **CMYK** 45 0 20 27 **RGB** 105 163 164 **HEX** #69a3a4
Creative	**PANTONE®** 143 U **CMYK** 0 45 90 9 **RGB** 227 144 47 **HEX** #e39027
Hospitality	**PANTONE®** 484 U **CMYK** 0 70 65 30 **RGB** 180 83 65 **HEX** #b45341
Business Tourism & IT	**PANTONE®** 549 U **CMYK** 43 6 0 38 **RGB** 93 139 166 **HEX** #5d8ba6
Trades & Technical	**PANTONE®** 5545 U **CMYK** 35 0 25 45 **RGB** 109 147 138 **HEX** #6d938a
Sport & Adventure	**PANTONE®** 2915 U **CMYK** 60 20 0 5 **RGB** 76 153 206 **HEX** #4c99ce
Life Sciences	**PANTONE®** 399 U **CMYK** 19 0 75 38 **RGB** 143 154 70 **HEX** #8f9a46

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Typography guidelines

An important part of building a strong and distinctive brand identity is the consistent and correct use of the typefaces.

All external communications use the **Helvetica Neue LT** and **LT Com** typefaces in one of four weights; either light, medium, bold or heavy. It is a clean, legible and modern typeface and Helvetica Neue LT Com has macrons for Māori text.

Helvetica Neue LT and LT Com are not standard system fonts within the MS Office suite of software. Where it is not available use Arial, in regular or bold only.

Tracking values

Generally, all our communications use a tracking value (space between letters in a word) tighter than common default settings. In Adobe Creative Suite applications this usually equals a value of -2 for body copy (this size), and up to -40 for large headline type.

Line spacing

Line spacing (leading) is generally tight also. Do not space out lines excessively as it makes text harder to read. Body copy such as this should be set at a proportion similar to 10pt (font size) on 12pt (leading value). Line spacing in large headings is usually tighter (e.g. 42pt font size on 36pt leading value).

Kerning

Good kerning (space between letters) is important in keeping a sense of quality and attention to detail in our brand identity. All headlines (minimum) need to be manually kerned. Default kerning values in certain letter and number combinations are too large or tight (e.g. 10, ft, Ke). Look at each character individually to make sure the spaces are as even as possible.

Helvetica Neue LT Com Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue LT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue LT Com Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue LT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Arrival Guide

Example of **incorrect** tracking, line spacing and kerning

Arrival Guide

Example of **correct** tracking, line spacing and kerning

Arrival guide cover

Personal training internal poster

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Image style guidelines

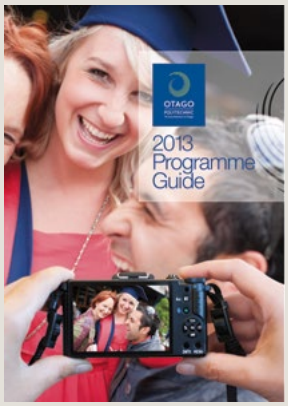
Our students learn by doing and our imagery presents this ‘hands on’ learning approach by showing our actual students and staff in real learning environments.

Our images communicate the over-arching idea of inspiration and capability. They range from conceptual images that do not relate specifically to a career or programme of study and speak to multiple audiences, to specific study area and student profile photography.

Themes to be portrayed in our photography: friendly, approachable, real people, hands on, aspirational, natural, creative, new technology, ethnically diverse, quality education and facilities, innovative, supportive environment, using best practice, a safe place.

Our image style is light (yet colourful), natural, un-posed, direct, confident and engaging (not manipulated or contrived) and uses a blurred depth of field. The majority of our images are purpose shot using real students, staff and environments, with stock photography being used only when absolutely unavoidable. We have a digital image library, split into study areas with corporate, event, staff and student profile photography. New images are being added all the time. If you need an image for something in particular, please contact **communications@op.ac.nz**

A media consent form must be signed by anyone in an image we intend to use to promote Otago Polytechnic. These must be returned to Marketing and Communications for filing. If you are featuring a student’s work in the image, please make sure they give written permission for this as well.



Programme guide cover (full crop)

Programme guide page (grid system)

Using our images

We use both single, full crop images and a grid system of images. When talking about career pathways and study areas the images can be supported by those colours.

Please consider the crop of every image. Look in particular for any negative space in the image and crop out anything that doesn’t add value. As a rule of thumb, if the image is on the left hand side of the page, the person in the image should be looking into the page, not outwards. If you want to flip an image make sure that you reverse any text or logos in the image, so that they read the correct way around.

Study area photography for nursing. In a clinical situation, students must be in uniform, not wearing jewellery and be appropriately serious. Consider what’s best practice for your study area, or an angle that shows the point of difference.

Student profile photography of Manassah Kutia, Diploma in Applied Sport and Exercise Leadership (Level 5). We try to show our students in their learning environment or area of interest, looking relaxed and interacting with others (if appropriate).

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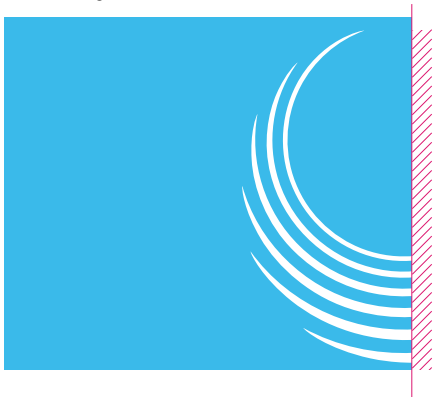
Watermark graphic element

Based on the spiral symbol, the watermark is a secondary graphic element that can be used to add impact to our collateral.

The watermark can be used both with and without the logo and should be cropped as shown into the bottom left half of the swirl. It should bleed (cut) off the right edge of a document.

The watermark container is reproduced in 100% cyan (or white), set in Adobe Creative suite applications to a transparency of 70% for document covers where it sits over an image and the spiral cuts out of the cyan box to reveal the image. When the watermark does not sit over an image the cyan box is 70% cyan and the spiral should be set to 15% opacity OVER the cyan box. Do not use this element together with Kohatihaka (see next page).

Over an image



No image

Examples of two covers of different sizes. This element can limit image selection and cropping for covers. See page 22 for our template options.

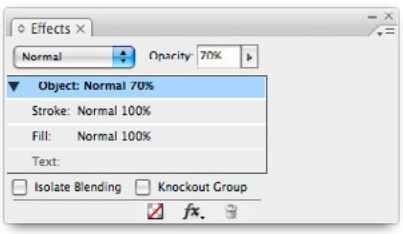
Programme guide

Arrival guide

Adding the logo and text

This is mostly used as a heading container for our publication covers, banners and external posters. The scale and position depend on the item and the image used.

The proportions of the heading, logo and spacing should remain the same (indicated below), but the spiral can be moved to the right and resized slightly to accommodate the readability of the text.



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Kotahitaka (unity) watermark

Artist Dana Te Kanawa (née Russell), Kai Tahu

The pattern brings together landscape, seascape, Kai Tahu, Otago Polytechnic and the people from all of the places that come here to study. It symbolises unity and togetherness.

As a multi-cultural organisation our partnerships with local iwi and the culture and heritage of Otago are important to us. This Māori pattern has been designed by a local artist for use on our website, corporate and marketing documents, banners and environmental graphics.

The pattern **can not** be turned vertically or used together with the OP swirl (see previous page) and **can only** be used to represent the Dunedin and Central Otago campuses. **Pattern placement also has restrictions. Use must be approved by the KTO office, Communications and the artist**, please email communications@op.ac.nz for full guidelines.

Repeating pattern

The repeating pattern may be used full-colour (on a white background only) or white, reversed on OP Cyan, OP Grey or any career pathway colour. On a coloured background the fills have been removed, and the opacity of the white lines can be taken back to make it a more subtle watermark. There is also an OP Grey 50% (or lighter) option, on a white or OP Grey background.

Cropped watermark

The pattern can be enlarged and cropped into, and the opacity of the white lines taken back to make it a more subtle watermark, either OP Grey 50% (or lighter), on a white background or a white pattern set to 25% opacity on OP Grey, OP Cyan or any career pathway colour. The width can be extended if needed. Do not place a lot of text over top of the watermark.

Study area banner with Kotahitaka over the career pathway colour

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Language and written style

Our written style is just as important as our visual one. We want to be consistent, approachable and easy to understand (especially when English is a second language).

Our messaging and voice should be clear and consistent across our communications.

Good writing sets out to create a relationship and a rapport with the reader. One of the most important ways it does this is by addressing the reader directly and personally, using the first person (I or we) whenever possible, and even more important addressing the reader as "you".

Here, we're talking about going further than keeping it personal; we're talking about the critical importance of making your readers feel that you understand their point of view, and are addressing their interests and priorities.

Always remember:

- Keep it simple!
- Stick to the point – write short sentences
- Make it interesting – capture the attention of your readers by including relevant details that motivate them to continue reading
- Write for your target audience
- Don't assume your readers know the subject matter as well as you
- Avoid slang and jargon (social media is an exception)
- Get others to proof and edit your work.

Types of writing we can help you with are:

- Media releases
- News and events
- Magazine articles
- Student profiles
- Website content
- Programme information
- Promotional material
- Student communications
- Staff communications

Capitals

Otago Polytechnic, the Polytechnic, Head of School, Midwifery, Year One, Semester One, prospectus etc.

Emails

Written as one word with lowercase 'e' unless at the start of a sentence eg email **kate.roff@op.ac.nz**

Hyphens

Two-year programme, cross-credit, three-year degree, 100-level, full-time programme, part-time etc. Postgraduate, prerequisite, cooperate and coordinate as one word, not hyphenated.

Italics

Use italics only for names of exhibitions, shows, fashion labels, books, magazines, boats, ships.

Languages

Upper case of language school subjects eg English, French

Numbers

One-nine, 10-9999, 10,000-999,999, 1 million.

Per cent

Written as two words, not hyphenated. Percentage is one word.

Programme

Unless computer usage, eg program a computer. Course should not usually be substituted unless special circumstances necessitate, such as quoting somebody, eg student profiles, or in regard to IT, eg "In this course you will learn to program…"

Tense

In general, the present tense is used, except where reporting on a past event where present tense is not appropriate.
Future tense for prospectus eg, "you will…"

Quotation marks

Use double quote marks always.
Use single quotation marks only when there is a quote within a quote: "It's 'just like a bought one' as my mother would say" or when only one letter is being quoted: lowercase 'm'.

Full style guide can be found on the Marketing and Communications page on Insite.

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Campaign examples

Every year we run an enrolment campaign. This is a call to action for prospective students to enrol for the next year, and a good chance to build our brand recognition.

The concept and messaging is changed every few years. From 2013 we have used the tagline **WE ♥ OP** to bring together employer endorsements, supported by related graduate stories. We are aiming to raise the status of polytechnic education as being high quality, credible and career-focused.

We want to reinforce the concept of taking your own path, being work-ready and highly employable upon graduation. These aim to cover as many study areas as possible. Ads appear in cinemas, on TV, in newspapers, on You Tube, Google ads, digital signage, billboards, on our website in the relevant study areas and on a dedicated page **www.weloveop.ac.nz**

WE ♥ OP

The WE ♥ OP tagline can be used for advertising, the website, TV and digital media. This should be used with our OP logo and contact details (see examples to the right) or can be used as above on collateral that is already OP branded.

#weloveOPgrads

We are using this # to promote and co-ordinate all of our social media platforms together.

Career pathway half page colour advert

Study area website page

Generic half page colour advert

3m billboard

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Brand templates introduction

When applied consistently and correctly, the Otago Polytechnic brand identity is very distinctive. A simple clean template system has been developed for use across a number of applications.

The following section brings together some examples of the templates that have been developed.

Please contact **communications@op.ac.nz** for templates, advice and sign-off.

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Stationery examples

Our letterheads, with compliments and business cards are pre-printed with the logo and then over-printed with different address and name details.

These are ordered by each school or service area directly from **Speedprint** **prepress@speedprint.co.nz**. They hold the templates, so just provide them with the details to be over-printed, quantity required and BUN number. They will supply a proof for you to check before printing. If you wish to have a photo or Kotahitaka printed on the reverse please include that in your request.

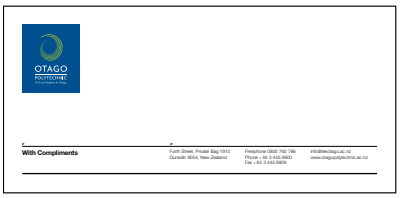
Standard business card

Business card with photo

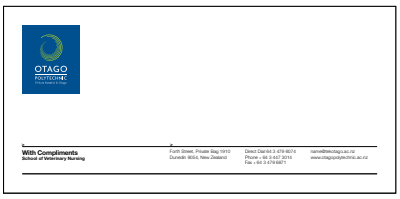
Kotahitaka on reverse (optional)

Business cards can also be translated. Please contact **communications@op.ac.nz** for assistance with this.

The letter and address details are overprinted using an MS Word template. The template has been designed to accommodate multiple page letters and is available on Insite.



Standard with compliments



With compliments with school details

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Publications
A4 brochures

The examples on the following pages show how the basic elements are applied across different publications. Each one brings together consistent combinations of type, colour, and imagery.

Most of these are custom publications produced by the Marketing and Communications team, but we have basic templates available. If you are producing your own, you will need to get sign off from us. Please contact **communications@op.ac.nz**

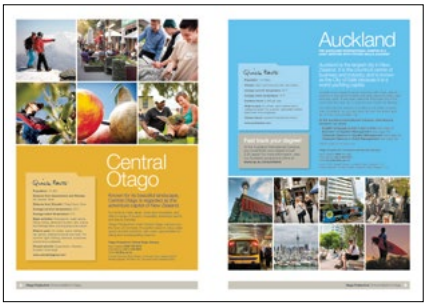
Some of the basic elements for these documents include a 15mm white border around the pages (can include the cover also), a consistent grey footer with page numbers, our name and Māori translation and website contact details. The footer does not need to appear on all documents smaller than A4. No matter the size of the document, our back covers are always consistent, with solid OP Blue and the logo and contact details.

The size of the document depends on the amount of content and the audience.

Other examples include:

2012 Annual Report

2012 Research Annual Report



2014 Programme Guide cover, contents and campus pages

Career pathway spread and study area programme information

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Publications handbooks

Most of these are custom publications produced by the Marketing and Communications team, but we have basic templates available. If you are producing your own, you will need to get sign off from us. Please email **communications@op.ac.nz**

For documents smaller than A4 (but larger than DLE), we have a square format (200 x 200mm). The page number should be no less than 4, but if there are more than 24 pages, consider moving to an A4 document. This size was developed to be a 'pocket' document, that is attractive to prospective students and gives a taste of the study area or Otago Polytechnic in general. It shouldn't contain too much detailed programme information, as this will quickly date it.

Career Handbook

Designed bi-yearly to engage with young high school students and raise their awareness of what Otago Polytechnic offers. This year's was designed to fit in with our campaign messaging. We ensured the imagery featured younger people and also included a version of Helvetica called Sketchvetica, for a more relaxed, youthful look.

Arrival Guide

Targeted at international students to prepare them for studying at Otago Polytechnic, this document contains very specific information, a taste of our different campuses and even some kiwi slang.

Other examples include:

Undergraduate information booklet for the Dunedin School of Art

Brochure for a function with our business partners to promote our areas of research expertise

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Publications
flyers

To be used for brief promotional information for an event, study or service area. We use both portrait and horizontal formats of DLE (99 x 210mm) and A5 flyers, depending on the amount of content. If you are producing your own, you will need to get sign off from us. Please contact **communications@op.ac.nz**

These are the best format to use for a small amount of information, and can be easily distributed by mail or direct marketing companies to cafés, shops and community centres. Or distributed internally around the Polytechnic. There is also space on our website and Student Hub for promotion of events.

Double sided DLE flyer for Dunedin School of Art **external** evening class promotion

flap back cover front cover

3-fold **external** DLE flyer to promote Occupational Therapy Master's programme for international students

Double sided A5 OISA student personal trainer **internal** promotion (also produced A3 posters and web page)

Other examples include:

Auckland International Campus english language DLE flyer

DLE flyer to promote Catering and Functions services and facilities

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Publications
information sheets

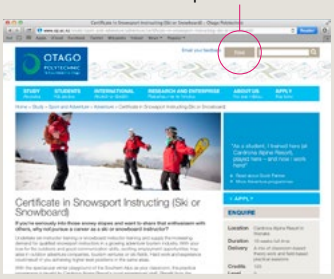
Every programme we run has an information sheet on our website, including short programmes and evening classes. This provides detailed information for prospective students, from start dates, fees, down to individual papers. These are now 'live' documents that can be automatically updated, then printed as a PDF from the website. Content needs to be approved by Academic Quality, programme managers and Marketing and Communications.

Your area's web champion can make changes, as approved by programme managers and Academic Quality. The edits will alert the Marketing and Communications team who will approve the changes. If you are a web champion and require training for this please contact communications@op.ac.nz

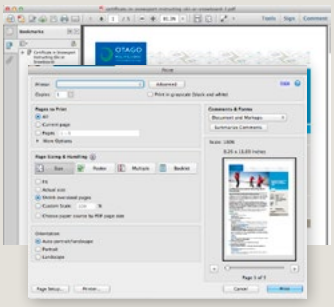
To get bulk printed copies of these for your school, copy the url (web address) from the information sheet on our website and send it to dale.carey@uniprint.co.nz at **UniPrint**, with a BUN number, quantity and delivery address. We want to be as sustainable as possible, so please only print as many as you need, as these may be updated often. Depending on the amount of content, these may be single or multiple pages.

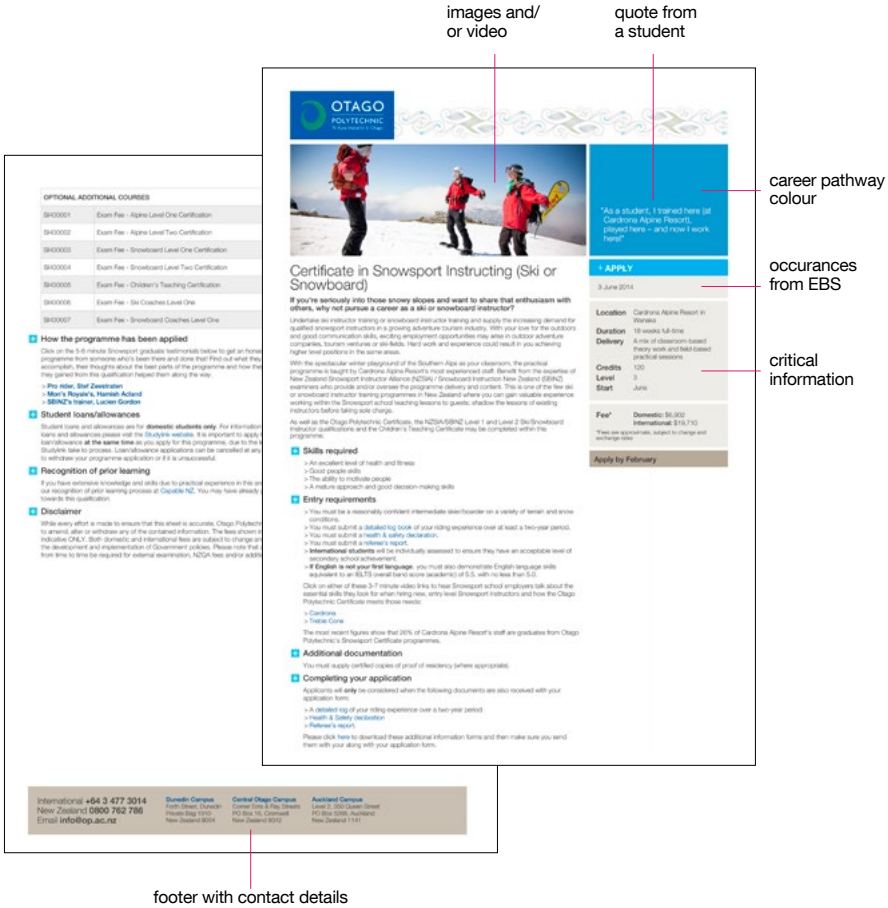
To print an information sheet for your own use, use the **print button on our website**, not the browser print function. The print button will download a correctly formatted, up-to-date pdf, that can be printed using the PDF print function.

print button



The downloaded PDF should automatically open, but if not, then double click to open.





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Publications
certificates

Qualification certificates for Graduation are produced and managed by the Graduation Team. Non-qualification certificates are produced and managed within schools. Please contact **christine.aitken@op.ac.nz**

Otago Polytechnic qualification certificates are pre-printed on special paper-stock with the Otago Polytechnic logo, common seal colour spot and embossed seal image. Graduands' details are overprinted in black. New Zealand Diplomas and Certificates are digitally printed on white card. Some awards are approved to include partner logos.

A5 Certificate: Record of Achievement/ Record of Attendance

These are non-qualification certificates whose templates are maintained by Academic Quality. Schools overprint all details in black on special A5 paper stock pre-printed with Otago Polytechnic logo.

Master's, Bachelor's and Postgraduate/Graduate Diploma/Certificate (346x250)

New Zealand Diploma/Certificate (A4)

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Colour specifications
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Watermark
Kotahitaka (unity)
Language
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www.op.ac.nz
Advertising
MS Office®

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Environmental posters

Posters are an excellent way to capture attention, if they are eye-catching, have very simple content, are correctly branded and targeted at a specific audience.

We have different templates for **external** and **internal** focused posters. These can be A4, A3 or larger and tend to be horizontal format, as this suits our photography style and still leaves room for text. But a vertical format can be used if it suits your image better. We also use both a single full bleed image or the grid system of images.

Indesign templates are available from the Marketing and Communications team. If you are producing your own, please liaise with us to ensure brand standards are met. It is vital to ensure that any images used are being used with permission, credited appropriately or purchased legally. If you need advice or assistance email communications@op.ac.nz

Recruitment poster
based on a pull up banner, this was resized as an A3 poster for agents' offices

External poster
Women in Trades campaign to draw more female students into trades training

Internal poster
(see page 33 for new digital signage options)

Career pathway posters
for high schools and careers advisors to promote our career pathways (set of 7, 2 shown)

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Environmental
Digital signage

We are developing and installing a new digital signage system on our campuses. This enables us to engage with students and visitors, improve internal communication and promote news and events.

Screens will be located on all levels of each building. ISS will work with schools and service areas to determine locations and installation. For technical support with the screens please contact **service@op**

Communications will develop and update content and in mid 2015 will develop templates for schools to edit their own screens. Screens can include animation, video and social media feeds. Live streaming (eg Graduation) is also a feature. To request a screen please contact **communications@op.ac.nz** and include some short content, who your audience is, which screens you want your message on and start and finish dates.

Why digital?

We have various channels to communicate with each other, but we wanted to steamline these and make them more dynamic and easier to update than the current posters that are used around campus or Insite and website posts that may get missed.

This is also a much more sustainable solution. The web-based system behind the screens makes content easy to update and automate.

If you need to promote something internally then ask us for a digital screen. Posters can still be used for external promotions, and you may need both.

And please give us some feedback on the screens as we develop our messaging and templates.

Marketing messages (singing our praises)

Graduation promotion screen

Social media promotion screen

Enrolment campaign screen

Excite event highlights video screen

Event promotion screen

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Environmental banners

If you are having an event, expo or open day then pull-up banners are very effective. They should be correctly branded and consistent, so that when different study areas are seen together they make a set.

We have a preferred supplier for our banners, who provide a cost effective and lightweight system, that can easily be carried and installed by one person. They are 2 metres high and 0.8 metres wide, and include a stand and carry bag.

If you wish to order an existing generic banner or commission a new banner, email **communications@op.ac.nz**

Study area banners
We are updating all study area banners with new photography and messaging. Bring us your old banners and we'll replace and recycle them.

Generic recruitment pull-up banners
used to promote Otago Polytechnic, our career pathways and qualifications

If you wish to borrow any of these banners for an event, please contact **karen.spreckley@op.ac.nz**

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Environmental large scale graphics

Signage and graphics on campus are all part of our brand. These can set the tone for the student and staff environment, and should make it easier for everyone to find their way around.

We have a signage and wayfinding system that is overseen by Campus Services and printed and installed by **workSpace**. If you require extra signage or internal graphics please contact Marketing and Communications.

The typography and colours should be as consistent as possible across all large scale graphics, with the use of a short heading and/or relevant text and imagery.

Main signage plinth, located outside all buildings

Small logo plinth and subject specific banner

Career pathway building signage (short term)

International study options garden sign (short term)

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www.op.ac.nz update

We have just completed a total redesign of our website, including a change in content management system to SilverStripe. This allows the site to have more interactive content, be dynamic and easy to update.

Improvements include a better search function, mega menu navigation (see it all on roll over), dynamic information sheets with an automatically updated PDF print version, refined content, video and social media links.

This is a large site, with many stakeholders and different audiences. The key to keeping visitors on our site is to present clear and engaging content, with excellent usability and wayfinding. It also needs to remain updated and we need to resist the urge to create clutter or duplicate information.

Within each school and service area we have dedicated web champions who can update news and events, social media and some programme information. All main changes for both content, image and video are done through Marketing and Communications. Please email your changes or feedback to **communications@op.ac.nz**

Coming soon

We are driven to improve what we offer and how we offer it. We will continue to refine the new website with content and additional functionality.

Coming soon is the Student Hub, which gives students their own personal space, using one log-in to access and receive targeted information. This will also be integrated with social media.

We will be looking at a Staff Hub, which draws together and simplifies the various systems we have, and provides a better platform for internal communication and feedback.

We are also looking at improving satellite sites. If you have a site or project that you think should be included, please contact us. This will need to be aligned with our brand architecture.

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CLASS is an ad placed in the CLASSIFIED section under a specific heading

ROP = RUN OF PAPER – run in the front section of the paper

Newspaper advertorials/editorials

Often we are approached to provide editorial content for particular publications.
We generally use relevant student or staff stories.
If you have a story idea please email the details to **communications@op.ac.nz**
It is important to note that editorial runs at the discretion of the publisher – the only guaranteed space is paid advertising space.

Advertising examples

We have a range of ad templates, from small black and white newspaper ads to large, colour newspaper and magazine ads.

We have specialised knowledge about media placements, dedicated media reps and special rates for different publications. If you wish to place an ad for your service or study area, please contact **katie.duncan@op.ac.nz** with an idea of your content and she will help with sizes, costs and bookings.

10cm x 2 column ROP

14cm x 3 CLASS

14cm x 3 ROP

Black and white newspaper ads

If your ad is small keep the text to a minimum to increase readability, and consider whether an image is adding value or just taking up precious space. A well written headline can be just as eye catching. We also make a feature of our contact details (0800 number and website address) to prompt people to follow-up.

1/4 page newspaper ad – Campaign 2013

1/4 page newspaper ad – Central Otago info day

Colour newspaper and magazine ads

These ads are usually costly, so we have to maximise our opportunity. Again, we don't want to overwhelm readers with too much information at once. The image and information need to be something that people will connect with and make them stop and read. Think about your audience and the kind of publication. The Marketing and Communications team can provide advice, create the ad and help to refine this content for the best results.

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MS Office® templates

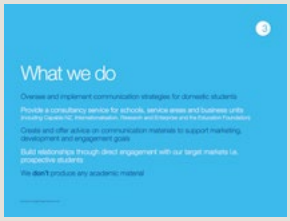
Basic Microsoft Word® templates exist for faxes and memos. These are located on the Marketing and Communications **Insite** page.

If you require changes to these templates please contact **communications@op.ac.nz**

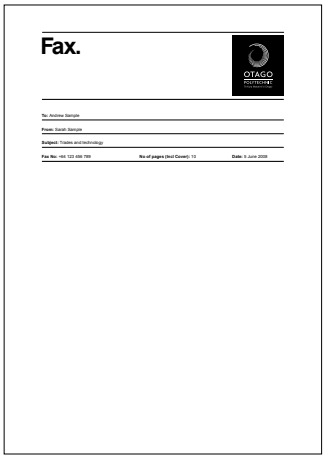
We may be able to help you set up customised templates for your needs eg reports and tender packs going to external audiences. Please ask us.

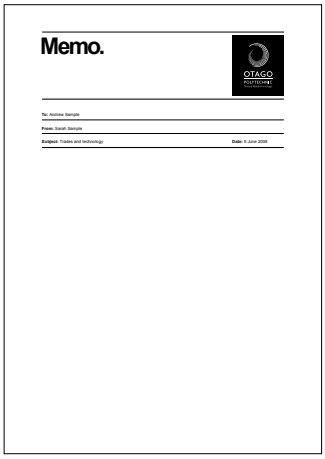
Powerpoint® templates

Consistently branded presentations are important and we have some basic templates. We want to update these and take on board some feedback from users. We aim to provide more flexibility, training and interactive features.No matter what the template, try not to place too many words onto a single slide and also avoid the use of low-quality or inappropriate images or illustrations.



Still being designed





Fax and memo
Set up in Microsoft Word®, using Arial instead of Helvetica Neue LT, and editable text fields.

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Contact details

To provide feedback, share information or seek answers to questions you may have about the implementation of our brand, please contact:

Otago Polytechnic
Forth Street,
Private Bag 9054,
Dunedin, New Zealand
International **+64 3 477 3014**
New Zealand **0800 762 786**
www.op.ac.nz

For brand sign-off, image enquiries, templates and advice email the Marketing and Communications team at
communications@op.ac.nz

For media placement and graphic design jobs
katie.duncan@op.ac.nz

OTAGO
POLYTECHNIC
Te Kura Matatini ki Otago

NEW ZEALAND

Forth Street, Private Bag 1910
Dunedin 9016, New Zealand
Telephone + 64 3 477 3014
Facsimile + 64 3 471 6870
Freephone 0800 762 786

www.op.ac.nz

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