



Visual Identity

Ara Poutama Aotearoa • Department of Corrections



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If you have any questions, or need any clarification when using this visual identity please contact Strategic comms at CorrComms@corrections.govt.nz

Introduction

Corrections' visual identity should enhance and promote the professional, approachable, outgoing and inclusive nature in which Corrections endeavours to keep our communities safe and change lives.

It is important that we maintain a consistent visual identity across all forms of communication.

The Corrections visual identity is formed through a range of elements. These include the logo, fonts, colour palette, imagery and our Ara Poutama pattern.

When these elements are put together, they create a professional, cohesive and inclusive look and feel. The Corrections visual identity forms a balance between a human-centric outlook, mixed in with the department's historical and traditional values. It is essential that this tone represented graphically and communicated in a way that showcases the amazing work Corrections does.

This visual identity provides an overview of what these elements look like and how they should be used.



Logos

Using the Corrections logo

It is important that the Corrections logo is used correctly on all designed material and templates. Typically, the Corrections logo will be used in blue on a white background, but there are alternative options available.

Where necessary, the logo may be used in black or white depending on the nature of the document it is being placed into. For example, if you have a dark document, the white logo will be the best option to ensure it stands out.

Correct usage of the logo is important as it is an identifying feature for the organisation and reiterates Corrections' position as a core government agency. The Coat of Arms must not be altered in any shape or form and the logo must never be separated e.g. the Coat of Arms being separated for the 'Department of Corrections' or 'Ara Poutama Aotearoa' title.

Māori logo | Ara Poutama Aotearoa logo



ARA POUTAMA AOTEAROA
DEPARTMENT OF CORRECTIONS

English logo



DEPARTMENT OF
CORRECTIONS
ARA POUTAMA AOTEAROA

Example of logos on negative background



Logo colour:

C 85 **M** 38 **Y** 34 **K** 5

R 25 **G** 125 **B** 146

HEX: 197d92

Logos – Usage

Using the Corrections logo

The Corrections logo may be used in white on a coloured background or black when the blue version is not appropriate.

These options ensure that the logo is able to stand out on all collateral. It is important that the crest, Department of Corrections title and the tagline can be read on all documents.

Both the English and Te Reo Māori logo can be used interchangeably. Please follow these standards for the best usage of the Corrections or Ara Poutama Aotearoa logos.

To download the Corrections logos in a range of different formats, follow the link to the tātou page [here](#).

Alternatively, the logos can be found by entering 'logos' into the search bar on tātou.

Black version of logos



Other examples on coloured backgrounds



White version of logos



Stacking the logo:



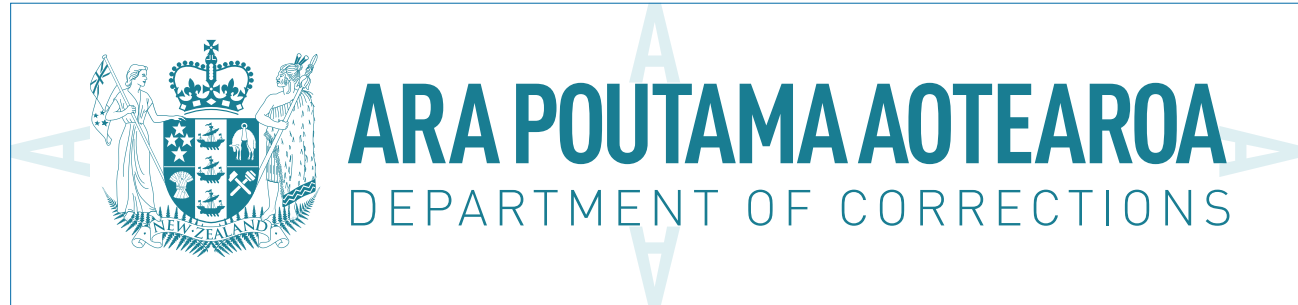
Stacking either the English and Māori versions of the logo is acceptable. Please only use the stacked version of the logo as above, and only in blue, white and black.

Logo – Usage

Sizing

To ensure the logo is represented proportionally and is legible, please follow these sizing rules.

The letter C is the minimum amount of space that can be used for all iterations of the Corrections logo. For the Māori translation, please use the A as a guide. This is a good guide when using the logo in corners at the bottom or top of documents as sometimes parts of the logo can get cut off when printing.



Logo – Sizing and Misuse

Sizing

To ensure the visual strength of the logo, please follow these sizing rules. If the logo is too small, it won't be legible.

Make sure that the crest, title and tagline are legible at all times. These are important for Corrections since our logo is an identifying feature in many of our corporate documents, templates and collateral.

Misuse

It is important not to rotate, warp, squish, recolour or decrease the legibility of the logos.

The following are a few examples of how not to use the Corrections logo. Other examples include reformatting the logo, placing it on colours and backgrounds that decrease legibility, cutting off parts of the logo or adding effects to the logo such as drop shadows.

Sizing of logos



70mm (ideal size)



50mm (smallest size)



60mm (ideal size)



40mm (smallest size)

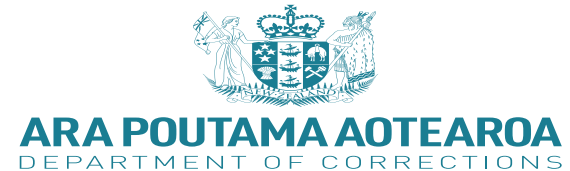
Recolouring the logo



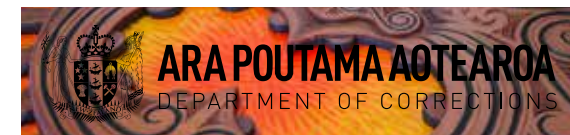
Logo rotation



Logo distribution



Placing the logo into background that decreases legibility



New Zealand Government Logo

Te Kāwanatanga o Aotearoa

New Zealand Government logo mark

There are various versions of the New Zealand Government logo that may be used to identify communications material as having been produced by the New Zealand Government. The logo marks must be reproduced in a consistent manner to preserve the integrity of the brand.

Corrections uses two versions of this logo: The expanded coat of arms and the expanded watermark. More information on these can be found [here](#).

These examples set out the way these logos should be used on Corrections collateral. Please follow these guidelines to ensure the New Zealand Government brand remains consistent.

Expanded – Coat of arms



Expanded – Wordmark



Colour usage



Only monochromatic colours of the logo may be used. Black or reversed out on white and the only ways these logos may be presented for brand integrity.

Clear space



The logo must be presented with adequate space to maintain its visual impact. Follow the examples above for the correct spacing.

Social Media

Our social platforms

Corrections has multiple social media platforms such as Facebook, Twitter and Instagram. It is important the content placed across these platforms is consistent and that all the pages follow the same look and feel.

It is important that these logos are sized correctly since these platforms require different specifications and dimensions. If you wish to have a story posted on social media, you can contact the media team on: media@corrections.govt.nz.

The logo can be adapted to be in line with events and holidays, such as ANZAC day, International Women's Day and any others that are relevant to Corrections. Examples of these are shown on the right.

To view our social pages, refer to the links below.



Social logo examples



Square example



Circle example

Examples used for events/holidays



ANZAC Day



International Women's Day

Visibility on social media



Brand Typefaces

Stag

For headlines and emotive statements the typeface Stag should be used. Stag has a large variety of font weights in the type family. [Stag Thin](#) should not be used in headings as it is too light, whereas **Stag Black** can be too bold.

Stag is primarily used for key strategic and corporate documents.

If Stag is not available, please use [Arial](#) or [Calibri](#) as an alternative.

Please note that there are limited licenses to use this font in the Department.

Headings

Stag Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stag Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stag Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stag Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Other weights of Stag include light, light italic, medium, medium italic, bold, bold italic, black, black italic.

Brand Typefaces

Din Pro

For body copy, Din Regular should be used. To add hierarchy in paragraphs or body text, bold or italics may be used.

Din Pro is primarily used for key strategic and corporate documents.

If Din Pro is not available, please use Arial or Calibri as an alternative.

Please note that there are limited licenses to use this font in the Department.

Body copy

Din Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Other weights of Din Pro include thin, thin italic, extralight, extralight italic, light, light italic, medium, medium italic, black, black italic.

It is important to use Din Pro as it has macrons.

Alternative Typefaces

Other fonts

If Stag or Din Pro are not available, please use Arial or Calibri as an alternative.

Calibri and Arial are available on all computers as they are default fonts.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand Colours

Corrections colour palette

Follow this colour palette for a range of material, including print, banners, templates and signage. Colour reproduction may vary across different applications and printers.

This colour palette adds energy and brightness to all designed material across the business.

The PANTONE® Color Matching System is the international standard for printed colour reproduction and will provide the reference point for most colour applications. PANTONE® or CMYK colour specification must be used for digital and offset printing.

RGB may be used for web and digital. Please note that colour quality control can be challenging to manage in a digital environment and changes to the code might be necessary to match the CMYK swatches.

Primary brand colours

R 25 G 125 B 146
C 85 M 38 Y 34 K 5
HEX #197d92
Pantone 2222 C / 633 U

Primary blue

R 43 G 150 B 171
C 78 M 25 Y 28 K 1
HEX #2b96ab
Pantone 7459 C / 7712 U

Tātou light blue

R 68 G 171 B 224
C 66 M 16 Y 0 K 0
HEX #44abe0
Pantone 2190 C / 298 U

Our people blue

Secondary brand colours

R 95 G 150 B 55
C 68 M 21 Y 100 K 5
HEX #5f9637
Pantone 363 C / 369 U

R 158 G 72 B 143
C 42 M 86 Y 9 K 0
HEX #89357c
Pantone 513 C / 2070 U

R 244 G 123 B 34
C 0 M 64 Y 100 K 0
HEX #f47b22
Pantone 715 C / 3564 U

R 229 G 68 B 53
C 4 M 89 Y 87 K 0
HEX #e54435
Pantone 179 C / 2347 U

R 69 G 69 B 69
C 67 M 60 Y 58 K 43
HEX #454545
Pantone 446 C / Neutral Black U

Regional Branding

Corrections regions

The regions nationwide work hard to showcase the great work Corrections does. The regional branding helps the different areas around New Zealand to brand things like Word templates, tātou banners, PowerPoints and posters so that each piece of work can relate back to its place of origin. This helps the audience and staff to get in contact with the right person, so that if they are interested in a particular project or if they need some help with something, they know which region to get in touch with.

The colours of the regions relate back to the main Corrections colour palette so that everything remains cohesive, with the same look and feel flowing throughout the regional branding. The logos can be used in colour or white on a coloured background depending on the design. Both examples are shown to the right on how this might look.

Templates using these designs can be found on tātou and can be amended to meet your needs.

These logos and colour palettes can be found on tātou by clicking the link [here](#).

Examples



Colour swatches

NORTHERN R 25 G 125 B 146 C 85 M 38 Y 34 K 5 HEX #197d92 Pantone 2222 C / 633 U	CENTRAL R 244 G 123 B 34 C 0 M 64 Y 100 K 0 HEX #f47b22 Pantone 715 C / 3564 U	LOWER NORTH R 158 G 72 B 143 C 42 M 86 Y 9 K 0 HEX #89357c Pantone 513 C / 2070 U	SOUTHERN R 95 G 150 B 55 C 68 M 21 Y 100 K 5 HEX #5f9637 Pantone 363 C / 369 U
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Email Signatures

Using email signatures

Corrections has an assorted range of email signatures to choose from to give staff options to provide their contact information to people within and out of the business. The reason for email signatures is to create a consistent and professional image for the organisation, whilst supporting our brand identity, promoting our social media channels and carrying useful contact information that can be shared with others with ease.

Fonts and specifics of the email signatures are set to the same format, but variants of the signature are available for a bit of personalisation. Signatures should not include personal quotes, mottos, slogans, clipart, logos, unapproved or old taglines and alternative fonts and colours. Adding these things creates an unprofessional and inconsistent look and feel.

For more detailed information on the email signature standards, please visit the tātou page [here](#).

Examples of email signatures

Option one:

First and surname

Title of role/position

Department of Corrections, Ara Poutama Aotearoa

a: Site address

p: XX XXX XXXX **m:** XXX XXX XXXX **ext:** XXXXX

e: name@corrections.govt.nz



First and surname

Title of role/position

Department of Corrections, Ara Poutama Aotearoa

a: Site address

p: XX XXX XXXX **m:** XXX XXX XXXX **ext:** XXXXX

e: name@corrections.govt.nz



You can use either the English or Māori versions of the logo.

Variations of the logo can include she/her, using Te Reo for titles or taking out the rainbow icon and only having the social media icons like the example below.

First and surname (she/her)

Role/title and Te Reo title

Ara Poutama Aotearoa, Department of Corrections

Wāhi mahi: Site address

Tau waea: XX XXX XXXX **m:** XXX XXX XXXX **ext:** XXXXX

Īmēra: name@corrections.govt.nz



Option two (simplified):

First and surname

Title of role/position

Department of Corrections, Ara Poutama Aotearoa

p: XX XXX XXXX **m:** XXX XXX XXXX **ext:** XXXXX

First and surname

Title of role/position

Department of Corrections, Ara Poutama Aotearoa

Option three (work week schedule):

First and surname

Title of role/position

Department of Corrections, Ara Poutama Aotearoa

p: XX XXX XXXX **m:** XXX XXX XXXX **ext:** XXXXX

Mon	Tues	Wed	Thurs	Fri

First and surname

Title of role/position

Department of Corrections, Ara Poutama Aotearoa

Mon	Tues	Wed	Thurs	Fri

Symbol meanings:

- On site or in the office
- Working off site or working from home
- Out of office, e.g. sick leave, uncontactable etc.

Sub-brands

Sub-brands within Corrections

Sub-branding is available for larger projects throughout the business. These sub-brands follow the official brand identity, but help create a sense of recognition for each individual project, whilst still maintaining true to the original brand.

These sub-brands are only available for larger scale projects and cannot be produced for all teams throughout Corrections. For more information on sub-branding, contact:

CorrComms@corrections.govt.nz.

Examples of sub-brands

The examples below show a range of branding created for larger projects within Corrections.

Women's network



Electronic monitoring (EM)



Everyone safe & well everyday (ES&WE)



Veterans' network



Inclusion and diversity



High impact innovation programme (HIIP)



Professional Photography

Corrections images

At Corrections, there are generally two types of photography used in the department's publications and digital platforms. The first is professionally shot photography and the second is amateur photography generally taken by staff.

Professionally shot photography includes staff members interacting with people in our care in a positive manner, moving around in their work environment, staff engaging with each other and our Corrections sites around the country.

Professional photography is preferred for strategic or external documents, for example, Annual Reports, external newsletters, and SOIs as amateur photography differs in quality and composition. Examples to the right show professional images that take into consideration lighting, movement, composition and tone. These are also high resolution and can be adjusted on large scale designs such as banners.

Corrections has a number of professional photographers set up as vendors that can be utilised if your team is after a specific photo. Alternatively, you can contact **CorrComms@corrections.govt.nz** as the team could have what you're looking for on file.

The examples on the right were taken as a part of an Annual Report photoshoot. Imagery at Corrections has a three – five year lifespan to ensure all of our imagery is up-to-date and takes into consideration changing industries in the community and in prison and staff turnover. This also showcases the vast work Corrections does and it is important our imagery reflects the latest changes within our organisation.

Things to remember when commissioning a photoshoot are:

- Write a brief to ensure you are getting the photos you need for your project
- Always communicate with the sites to ensure you are coming to take photos at a time that works for them
- Make sure you always have consent forms for anyone being photographed, including people in our care. Contact the comms team for consent forms
- Take note of who was in each photo and send details to HR to be checked.

Professionally shot photography



Amateur Photography

Corrections images

When a professional photographer isn't a viable solution due to things like budgets, staff are able to take their own photos to get desired imagery for their projects or to document events so that these moments are captured for others to appreciate.

Work or personal phones can take high resolution imagery if a DSLR or mirrorless camera are not available to be hired at short notice.

If you are after a professional camera these can be hired across the regions by contacting webstories@corrections.govt.nz. Basic knowledge of these cameras are required for usage.

It is essential that these images are high resolution as they are often used on the Corrections internal material, tātou stories and social media. Minimum resolution for these images must be 2MB or over. When emailing an image from a smartphone, be sure to select 'use original size' when prompted.

Images must be in focus, have good lighting and of a high quality standard. This ensures professionalism through all of our collateral. For more information on taking photos, follow the link [here](#).

The images on the right are good examples of staff photography. The images are bright, in focus, show happy staff and are high resolution.

Images that are not appropriate consist of people in our care being identifiable, blurry imagery, low resolution imagery, overexposure or bad lighting.

Staff photography examples



Ara Poutama Pattern

Usage

The Ara Poutama pattern has become a significant part of our Corrections branding. The pattern is a symbolic representation of our Te Reo name, meaning “A Pathway to Excellence.” It is important that the pattern is used correctly as parts of the pattern can often drop off or become warped. Ensuring the pattern is used correctly helps maintain consistency and professionalism when it comes to the Corrections brand identity.

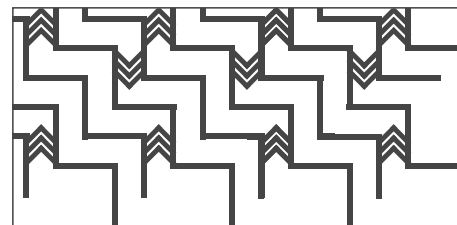
The pattern can be used in white on a coloured background or in colour on a white background. Gradients and full opacity use of the pattern can be used to add value to corporate documents.

You can download the Ara Poutama pattern in a range of colours by clicking [here](#).

Acceptable

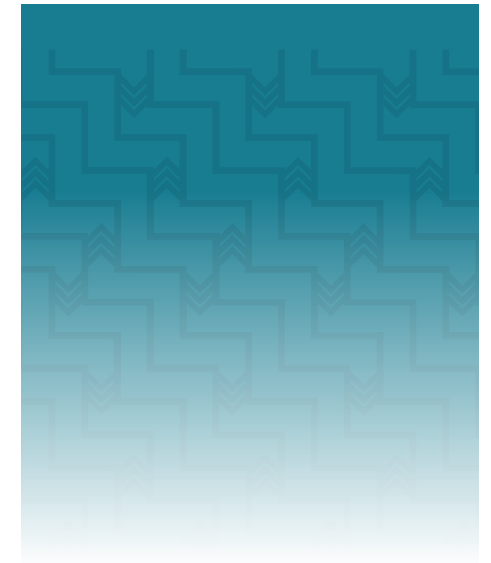


Pasting in the pattern



Sometimes when the pattern is pasted, elements can get lost. Look out for this when using the design, especially when it's used at the top of documents.

Top of documents



Remember to pull the pattern to the top of the page and check again that all elements have been pasted. In examples like the one of above, it can be hard to see if there are lines missing. It pays to double check, especially in the final versions.

Department Values

Values and colour associations

Corrections has five values, which are practiced across the organisation and used in our awards.

Each value has a colour from the brand colour palette associated with it and it is important these colours remain the same for each value.

The values are shown on a range of collateral, from banners to awards certificates, screensavers and wallpapers and medals when they are presented to staff members who have shown they live by the values.



Manaaki

We care for and respect everyone

R 68 G 171 B 224
C 66 M 16 Y 0 K 0
HEX #44abe0
Pantone 2190 C / 298 U



Kaitiaki

We are responsive and responsible

R 95 G 150 B 55
C 68 M 21 Y 100 K 5
HEX #5f9637
Pantone 363 C / 369 U



Rangatira

We demonstrate leadership and are accountable

R 229 G 68 B 53
C 4 M 89 Y 87 K 0
HEX #e54435
Pantone 179 C / 2347 U



Whānau

We develop supportive relationships

R 244 G 123 B 34
C 0 M 64 Y 100 K 0
HEX #f47b22
Pantone 715 C / 3564 U



Wairua

We are unified and focused in our efforts

R 158 G 72 B 143
C 42 M 86 Y 9 K 0
HEX #89357c
Pantone 513 C / 2070 U



Tātou crest

The tātou crest represents all five values. It is a combination of all the colours and the Ara Poutama pattern. It can also be seen on the Corrections wallpapers on every PC.

Brand Examples

Annual Report 2020/21 (External)



Brand Examples

Alcohol and Other Drugs Strategy 2021 – 2026 (External)



Brand Examples

Hōkai Rangī Strategy (External)



Brand Examples

Mana Whenua – Ahi Kā Foundation Document (External)



Brand Examples

Typographic Banners – Regional (External)



Brand Examples

Your Health in Prison (Internal – Prisons)



Brand Examples

Newsletter – Wellbeing Focus Summer Edition (Internal)



Brand Examples

Tātou Banners (Internal)



Brand Examples

Pins – Women's Network, Veteran's Network and EM Monitoring (Internal)



Brand Examples

Templates (Internal and External)

Word and PowerPoint Templates

Word and PowerPoint templates can be created for projects if required. Generic templates can be found [here](#) if you are after something you can update on your own. If you are not confident in your abilities in Word or PowerPoint, please get in touch with webstories@corrections.govt.nz.



Brand Examples

Personas – Variety of Illustrations

Personas

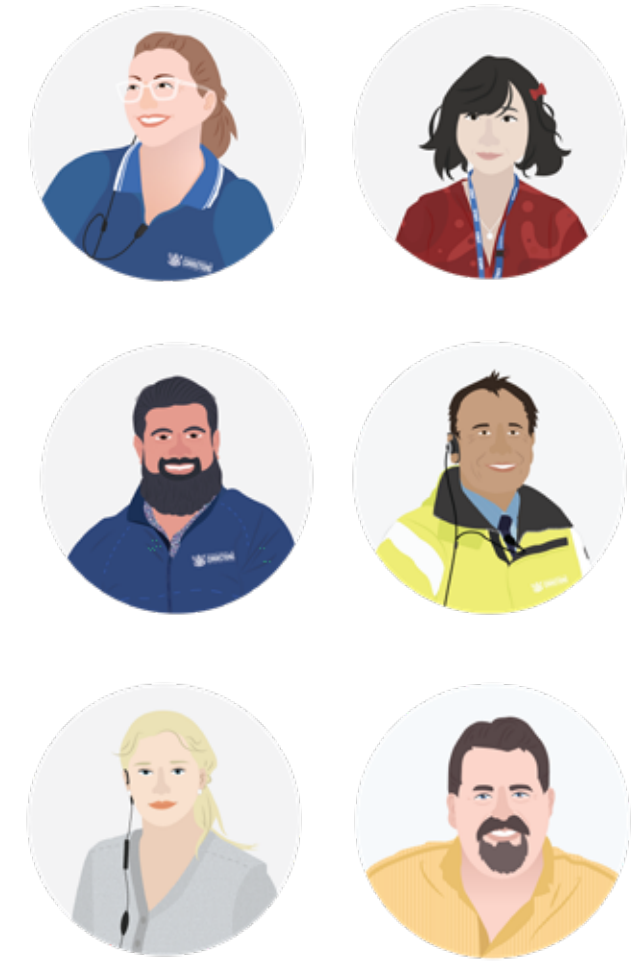
Personas can be based on real-life people or they can be fictional characters. These characters are often created based on research to represent different user types. Creating a persona can help you to understand your users' needs, experiences, behaviours or goals. This can be helpful when creating programmes or workshops for people in our care and for staff.

Personas can be represented in a range of different ways, from silhouettes, illustrations, icons, photos and the like. It is personal preference on how you use personas to enhance your work if required. Keep in mind that they can help develop good insights and perspectives for future projects.

MSW team personas



Generic personas





ARA POUTAMA AOTEAROA

DEPARTMENT OF CORRECTIONS

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Follow us @CorrectionsNZ or visit
our website www.corrections.govt.nz