

15 September 2022

Tommi Joyce
fyi-request-20050-a1120e40@requests.fyi.org.nz

Kia ora Tommi

I refer to your Official Information Act 1982 (OIA) request of 28 July 2022 for information relating to Police brand identity.

My response to your questions are below:

A copy of the New Zealand Police Visual Identity Guidelines. By Visual Identity Guidelines, I refer to material that informs the use of the New Zealand Police brand identity which includes the Vehicle Livery Guidelines (if this exists). These document terms may not be the exact ones used by the New Zealand Police but may be named something similar.

Attached are the New Zealand Police brand guidelines. You can also find the following additional guidelines online on the Police website <https://www.police.govt.nz/about-us/publication/use-nz-police-brand-and-police-uniform-items>

I would also like to request a copy of the 'NZ Police Brand Manual' document that was previously visible on the Behance website and "was not an official New Zealand Police brand document, it was something that was put together by a graphic designer that previously worked for New Zealand Police for a design awards entry'.

The New Zealand Police brand manual you have referred to above, was on the Behance website. However, it was not an official New Zealand Police brand document. It was something that was put together by a graphic designer that previously worked for New Zealand Police for a design awards entry. The document has since been taken down from the Behance website. Additionally, Police does not hold a copy of the final brand manual that was submitted for the design awards so this part of your request has been refused pursuant to s18(e) of the OIA, as the information you have requested cannot be found.

You have the right to ask the Ombudsman to review my decision if you are not satisfied with the response to your request. Information about how to make a complaint is available at: www.ombudsman.parliament.nz.

Yours sincerely



Jane Archibald
Executive Director: Media & Communications
Police National Headquarters

Police National Headquarters

180 Molesworth Street. PO Box 3017, Wellington 6140, New Zealand.
Telephone: 04 474 9499. Fax: 04 498 7400. www.police.govt.nz

New Zealand Police

Brand Style Guide

Issued December 2017



NEW ZEALAND
POLICE
Ngā Pirihimana o Aotearoa

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Intro

Branding isn't about a logo. Everything we do and say at New Zealand Police contributes to our brand and people's opinion of it.

No matter what district or work group you belong to, we all collectively contribute to the one brand – New Zealand Police. Any great service we provide to the public improves their overall perception of Police as a whole and helps to build trust and confidence.

The written or digital material we publish, our building signage, promotional material and the wide range of other products also carry and contribute to our brand. One of our values is professionalism, so having a unified brand approach for Police is closely aligned with living our values.

To future proof our brand for digital, be more functional for signage and update Te Reo Māori in our identity, we have refreshed our brand style guide.

This new set of guidelines will help ensure our brand is used in an ideal and consistent manner.

If you need any help, feel free to email your question/ pātai to TenOneIntranet@police.govt.nz



Brand marks



Primary logo (Full Colour)



Full colour primary logo



Full colour reversed primary logo

Please note that permission must be sought if third parties or commercial agencies seek to use the NZ Police logo. Advice on the use of the logo can be found on the Police intranet or by contacting TenOneIntranet@police.govt.nz

Crest

The crest is preferred to be used as part of the primary logo. However, there are times the crest is used without the Police word mark, i.e. uniform items.



For assistance on the use of the crest, please email TenOneIntranet@police.govt.nz

Primary logo (Monochromatic)



Mono primary logo



Mono reversed primary logo



Mono primary logo



Mono reversed primary logo

Exclusion zone

To ensure our logo stands out clearly, no other type or graphic elements should be positioned within the area marked by the height of the capital 'P' from 'POLICE' in the logo.



We should always endeavour to use the version of our logo that incorporates the Te Reo translation. With that in mind, please stick to a minimum size of 43mm for printed material and 265 pixels for digital products whenever possible.

Minimum size for print

Minimum size with the Te Reo translation



Minimum size without the Te Reo translation



Minimum size for digital

Minimum size with the Te Reo translation



Minimum size without the Te Reo translation





Sub-branding



Landscape format

The following guide should be used for all sub-branding in a landscape format.

Where possible, the sub-brand name should right align with the edge of the 'E' on 'POLICE' and run with the same angle (8°).
If the sub-brand name is lengthy try to ensure the end of one of the words aligns with the 'E'.

The length of the battenburg will be determined by the above and the clear space within the housing device – two battenburg squares. There is flexibility in the length of the battenburg but it should always be a considerate length.

Examples



Other examples include

- Dog Section
- Protection Services
- Media Centre



Landscape format - Negative space

Examples



Other examples include

- Dog Section
- Protection Services
- Media Centre



Extended landscape formats

The sub-branding device can appear in an extended landscape format to the right of the primary logo. The housing device should sit the 'N' width in 'New' away from the logo. The size and alignment of the device is determined by the height of 'POLICE'. The length of the battenburg pattern is fixed within this format. The same two square clear space is used in this format.

Examples



Minimum size example

When the logo reaches its minimum size and requires the Te Reo translation to be removed, the extended format will change. The housing device should then centre align between the 'New Zealand' and 'Police'.





Colour palette



Primary colours

The primary colours for the Police brand are derived from our patrol car lights and uniform.



Primary palette



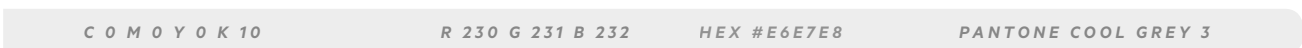
The lead brand colour is deep blue and red.

The supporting palette can be used to enhance the primary colours where necessary.

Supporting palette



Accent palette





Typography



Primary typefaces – Print*

*Note: NZ Police does not have this font licenced for digital use. See page 18 for the digital typeface.

Approachable but authoritative.

For headlines please use Bold Italics. For subheads please use semi bold and for body copy use regular.

Metric has macrons available for written Te Reo.

<p>Metric THIN</p> <p>abcdefghijklmn opqrstuvwxyz ĀāĒēĪīŌōŪū 1234567890 !@#%&*().,</p>	<p><i>Metric</i> <i>THIN ITALIC</i></p> <p><i>abcdefghijklmn</i> <i>opqrstuvwxyz</i> <i>ĀāĒēĪīŌōŪū</i> <i>1234567890</i> <i>!@#%&*().,</i></p>	<p>Metric REGULAR</p> <p>abcdefghijklmn opqrstuvwxyz ĀāĒēĪīŌōŪū 1234567890 !@#%&*().,</p>	<p><i>Metric</i> <i>REGULAR ITALIC</i></p> <p><i>abcdefghijklmn</i> <i>opqrstuvwxyz</i> <i>ĀāĒēĪīŌōŪū</i> <i>1234567890</i> <i>!@#%&*().,</i></p>
<p>Metric SEMI BOLD</p> <p>abcdefghijklmn opqrstuvwxyz ĀāĒēĪīŌōŪū 1234567890 !@#%&*().,</p>	<p><i>Metric</i> <i>SEMI BOLD ITALIC</i></p> <p><i>abcdefghijklmn</i> <i>opqrstuvwxyz</i> <i>ĀāĒēĪīŌōŪū</i> <i>1234567890</i> <i>!@#%&*().,</i></p>	<p>Metric BOLD</p> <p>abcdefghijklmn opqrstuvwxyz ĀāĒēĪīŌōŪū 1234567890 !@#%&*().,</p>	<p><i>Metric</i> <i>BOLD ITALIC</i></p> <p><i>abcdefghijklmn</i> <i>opqrstuvwxyz</i> <i>ĀāĒēĪīŌōŪū</i> <i>1234567890</i> <i>!@#%&*().,</i></p>

Internal typeface

Arial should be used for internal communication and products. It should also be used whenever it's not possible to use Metric.

Arial has macrons available for written Te Reo.

<p>Arial Bold</p> <p>abcdefghijklmn opqrstuvwxyz ĀāĒēĪīŌōŪū 1234567890 !@#%&*().,</p>	<p>Arial Regular</p> <p>abcdefghijklmn opqrstuvwxyz ĀāĒēĪīŌōŪū 1234567890 !@#%&*().,</p>
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Primary typefaces – Digital

Source Sans Pro should be used in place of Metric for all digital products.

Approachable but authoritative.

Source Sans Pro has two styles for the letter 'a', please use alternative 'a' as opposed to the standard 'a' to match the style of Metric font.

a Alternative

a Standard

Source Sans Pro has macrons available for written Te Reo.

Source Sans Pro
EXTRA LIGHT
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,

*Source Sans Pro
EXTRA LIGHT ITALIC
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,*

Source Sans Pro
LIGHT
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,

*Source Sans Pro
LIGHT ITALIC
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,*

Source Sans Pro
REGULAR
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,

*Source Sans Pro
ITALIC
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,*

**Source Sans Pro
SEMIBOLD**
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,

***Source Sans Pro
SEMI BOLD ITALIC
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,***

**Source Sans Pro
BOLD**
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,

***Source Sans Pro
BOLD ITALIC
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,***

**Source Sans Pro
BLACK**
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,

***Source Sans Pro
BLACK ITALIC
abcdefghijklmnop
opqrstuvwxyz
ĀāĒēĪīŌōŪū
1234567890
!@#%&*().,***



Graphic devices



The battenburg pattern

The battenburg pattern primarily appears on our uniforms and vehicles.

Battenburg (for uniforms etc)



Spread battenburg



The spread battenburg pattern is closely related to the battenburg pattern but has more forward movement. This symbolises the fact that the Police are always active in our communities. It can be used as a design element in publications and other contexts.

The Turning of the Tide koru

The Turning of the Tide koru mark represents New Zealand Police's vision of achieving better outcomes for New Zealanders through working in partnership with Iwi.

It can be used as a single pattern in documents or be repeated to create a wallpaper motif on internal walls and external signage.



The koru rule line

The koru rule line can be used as a graphic device mainly for the headers and footers of documents. This can also be used to separate sections and titles. The size and scale of the koru rule line should not be a dominating feature.



Chevron

The chevron is a core part of our brand toolkit. It is the insignia of rank worn by New Zealand Police Officers.



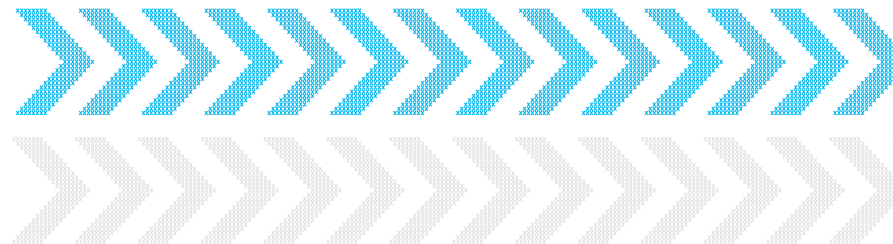
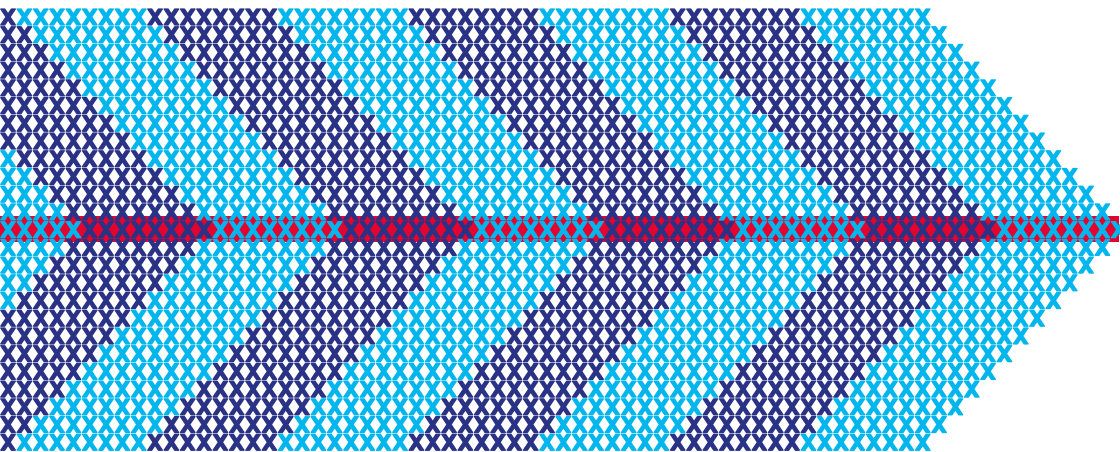
The tukutuku chevron

The tukutuku chevron is distinctively an Aotearoa graphic and is based on the weaving approach applied to tukutuku panels in marae.

Tukutuku panels are jointly created by two or more people with weavers working on either side of the panels. This, and the blending together created through the weaving process represents the partnership between New Zealand Police and the communities we serve.

The tukutuku pattern can be used on signage and in other contexts.

Refer to pages 27-46 to see examples
uses of the tukutuku pattern.



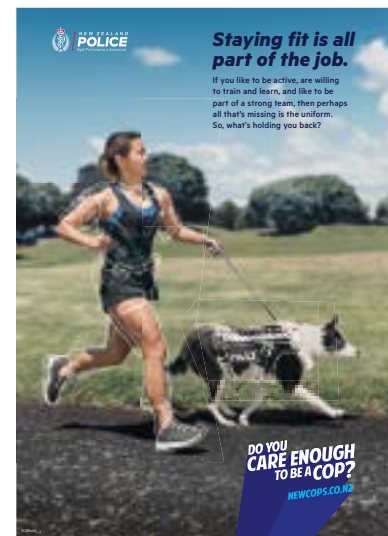
Recruitment marketing device

The recruitment call to action device is to be used for marketing purposes. The tail of this device has been provided for use when the image extends beyond the edge of the page (bleed). The device should always be placed on a dark background (never apply a drop shadow to the device).

Device on a solid blue background



Example of correct use



Te Reo device on a solid blue background



The tohu

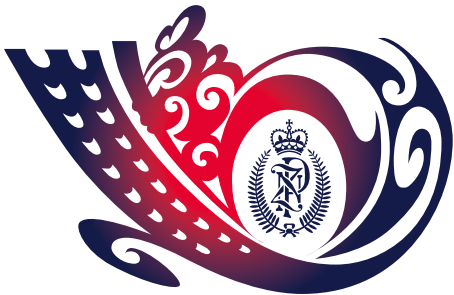
The background of the tohu originates from the whakatauki or proverb given to us by Ngāti Porou iwi leader Apirana Mahuika who was a member of the Commissioner's Māori focus forum:

'E tu ki te kei o te waka, kia pākia koe e ngā ngaru o te wā' translates to 'Stand at the stern of the waka and feel the spray of the future biting at your face'

The design was developed by artist Andy Dunn of Ngāpuhi and embodies our mission 'to be the safest country'. It depicts 'Ngaru', the waves of time, the challenges and achievements and 'Haere Whakamua', a vehicle towards common goals.

For ease of printing two simplified versions of the tohu exist, the single and two colour version.

The tohu should be applied to key products and publications in order to symbolise our commitment to Māori and the Treaty of Waitangi. When space allows it should be used in conjunction with our logo/wordmark.



***E tū ki te kei o te waka,
kia pākia koe e ngā ngaru o te wā***

Simplified two colour version

The simplified version of the tohu can be reproduced with a gradient through the tohu of the Police blue and red. The crest and strapline stay blue.



***E tū ki te kei o te waka,
kia pākia koe e ngā ngaru o te wā***

Simplified single colour version

The simplified version of the tohu can be reproduced in black, Police blue or reversed white out of a solid.

Alternate version

The tohu can also appear without the strapline where appropriate, i.e. for background textures.

Please note that the tohu is never to appear without the Police crest.

Minimum size

The tohu should not appear smaller than 46mm wide.



46mm
Print



Photography





Images

Whenever possible, try to use images that show us going about our everyday mahi. Also try to show images of Police naturally interacting with people in the community. Keep things genuine and down to earth by steering clear of staged or posed images. Avoid cropping any heads in the image, and be aware of cultural sensitivities.

Find relevant images from the image library on the Police intranet.
 If you have a great image you'd like to share, email TenOneIntranet@police.govt.nz



Internal communications



Powerpoint designs

Below are generic PowerPoint slides that have been developed for general New Zealand Police use. The Arial font family is to be used for all headings and text.



The Powerpoint template is available on the Police intranet.



Publication designs

Police produces a wide variety of documents and brochures. In general, all New Zealand Police funded and produced publications should use one of the generic designs provided.

While it is important to retain freedom to design these publications in a manner suited to their end use and target audience, it is preferred that these corporate identity guidelines are applied to ensure a consistent and professional image to our audience.

The secondary colour palette is available to be used to add another layer of depth and interest to Police publications.



Cover option 1



Cover option 2



Cover option 3



Cover option 4 – Document Set

Cover option 5

Select your preferred image from the image library on the intranet



For assistance in designing your publications, please email TenOneIntranet@police.govt.nz



Spread option 1



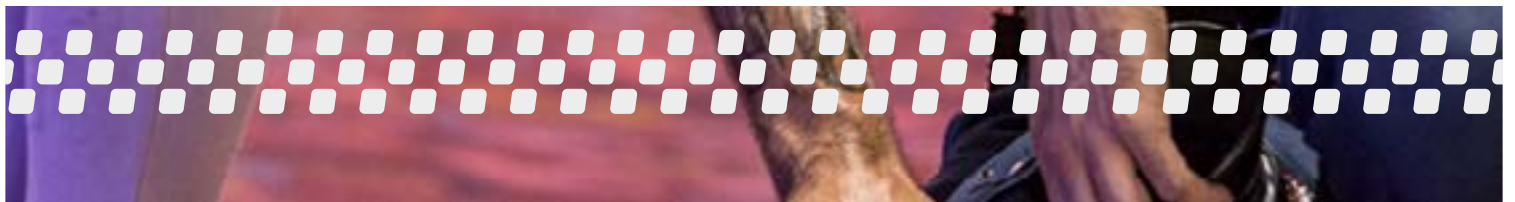
Spread option 2



Spread option 3



Signage



External Police station signs

A consistent signage presence has been developed for Police stations. Signage elements are available in various formats to best connect with the station building and location, to provide a high profile and professional presence in our communities.

The examples shown represent the most common signage requirements; display, colour, visual elements and text.

For more information please contact the National Property Group.



- > Top right corner of signage is rounded
- > Background texture
- > Tukutuku pattern footer
- > Māori translation above Police
- > Red accent side profile

Secondary external signs

Secondary external signage is to be kept to a minimum to avoid clutter. It is used when other auxiliary requirements are needed. Turning the Tide koru design can be used as appropriate. See the examples below.



- > Top right corner of signage is rounded
- > Background texture
- > Tukutuku pattern footer
- > Red accent side profile (where applicable)



Lampost signage

Double-sided directional signs are used to indicate the location of a Police station, off the main thoroughfare.



Internal Signage

As a general rule, signs inside Police stations are to be deep blue type on a silver tukutuku chevron pattern.

The Police logo is not required on internal signage.

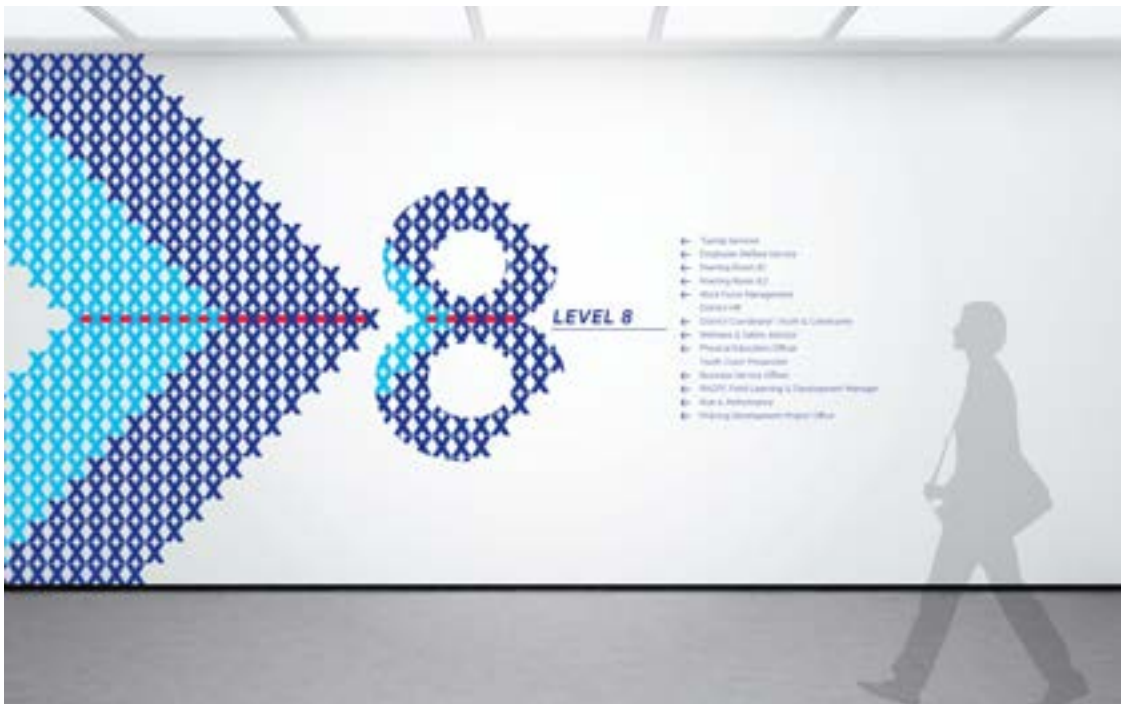
All internal signage is to include Te Reo Māori where possible. Please use a Te Taura Whiri qualified translator.

Please contact MPES if you have any questions relating to the use of Te Reo for your signage.



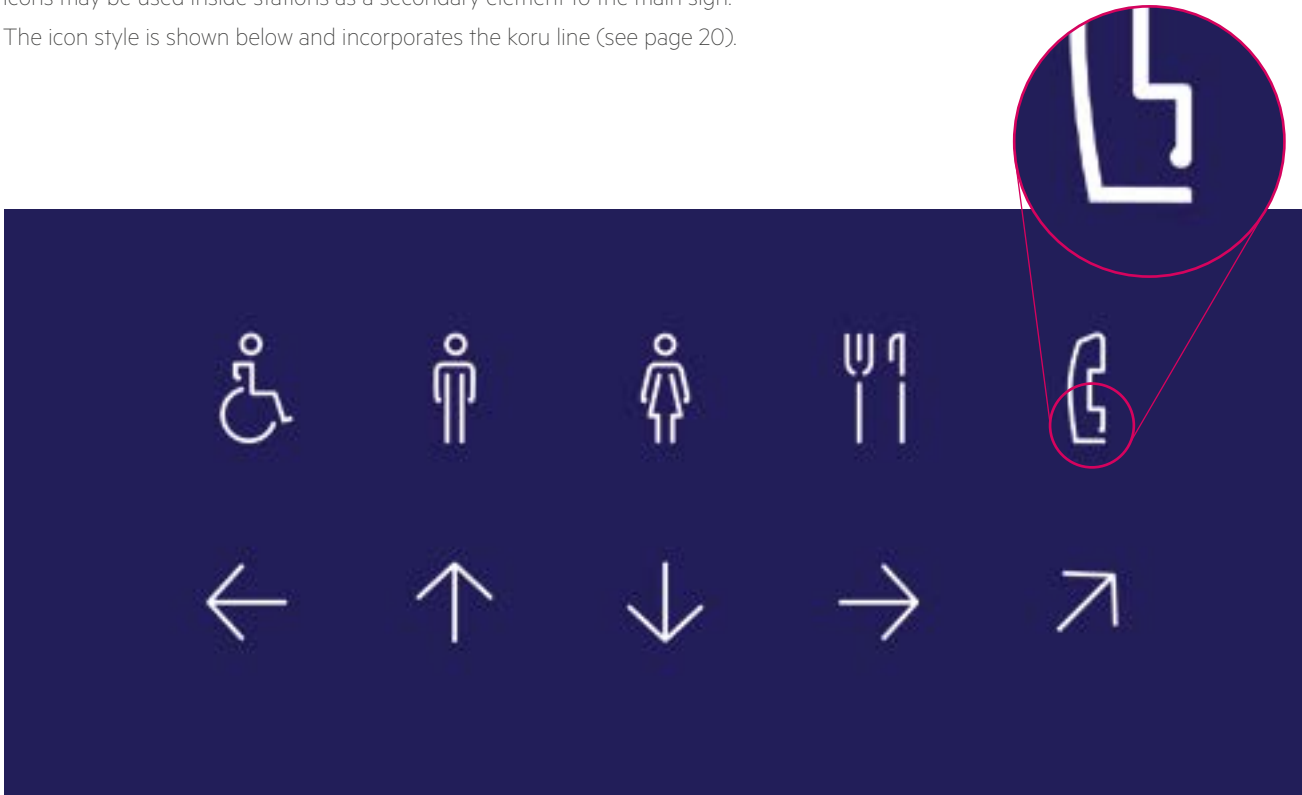
Directional signs

Directional signage may be used in public or non-public areas of Police stations.



Iconography

Icons may be used inside stations as a secondary element to the main sign. The icon style is shown below and incorporates the koru line (see page 20).



Typographic & iconography



Iconography



Koru

The Turning the Tide koru can be used as a glazing device on glass as per examples below. When used as glazing, the koru should always be between 150mm and 250mm in height.



To produce Turning the Tide koru design, repeat the koru. The space between each koru is equal to the thickness of the koru line.

Available to download as a vector file (.eps) on the Police intranet.

Images for internal signage

Images can be applied to plain white walls that are unobstructed from floor to ceiling and are at least five metres long. Images should depict Police being active in the community and/or interacting with members of the public. The Turning the Tide koru can be used as a design element.

Images should be sourced via the image library on the Police intranet.





Stationery



Business card designs

Below are designs for general business cards, if required. The standard size is 90mm x 55mm. The Metric font family is to be used for all mandatory information including name, title and contact details. Existing stocks should be run out before new cards are printed.

Primary blue design

Front



Back – Tukutuku



White design

Front



Back – Tohu



Letterhead

Below is the NZ Police letterhead that has been developed for general New Zealand Police use.

The Arial font family is to be used for all headings and text.

A digital template of this letterhead is available on the Police intranet. Please avoid printing costs where possible.

Letterhead



6 December 2017

A B Sample
123 Sample Street
Sampletown
Sampleville 0000

To whom it may concern,

Ficim saperupta verum, nus dollatu scillum que occus moloreione sus ut hicaectatur?

Xerae. Dunt. Edis que provid modit omniate nobis venduciam faces nam nimodignimus dolupta tiatiate pore porrorem fuga. Itati beria nistiae vendam, cusam repedit, nobis acearumquam amuscus sus quibus quasit odi allitius eum est rehendus quam, incntemp orehntis modi remo dolorestissi con consequos vendebi squiant orempor elusae sintas ent officilis in consed mos molupli onsequas expel ldelestrum que porecia cori dellum audis dolor alictia sequas aut ium doluptam, temquis quanti omnimosam harumquis sam haruptateces quam isciamusam amusdandus aut quamus magnam quiae con corenda nia dempeliqae lam, sita non reir.

Lorepud aecest, tenducit quo quisquibus mi, nimus quodcium volorepudit atiusdam volecerias aut ut offictaquam, aut que et volor rector, corro optam quunt.

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Yours sincerely

Rebecca Barclay
Senior Communications Advisor
Public Affairs, PNHQ

Police National Headquarters
180 Molesworth Street, PO Box 3017, Wellington 6140, New Zealand.
Telephone: 04 474 9499. Fax: 04 498 7400. www.police.govt.nz

Digital letterhead



6 December 2017

A B Sample
123 Sample Street
Sampletown
Sampleville 0000

To whom it may concern,

Ficim saperupta verum, nus dollatu scillum que occus moloreione sus ut hicaectatur?

Xerae. Dunt. Edis que provid modit omniate nobis venduciam faces nam nimodignimus dolupta tiatiate pore porrorem fuga. Itati beria nistiae vendam, cusam repedit, nobis acearumquam amuscus sus quibus quasit odi allitius eum est rehendus quam, incntemp orehntis modi remo dolorestissi con consequos vendebi squiant orempor elusae sintas ent officilis in consed mos molupli onsequas expel ldelestrum que porecia cori dellum audis dolor alictia sequas aut ium doluptam, temquis quanti omnimosam harumquis sam haruptateces quam isciamusam amusdandus aut quamus magnam quiae con corenda nia dempeliqae lam, sita non reir.

Lorepud aecest, tenducit quo quisquibus mi, nimus quodcium volorepudit atiusdam volecerias aut ut offictaquam, aut que et volor rector, corro optam quunt.

Aquaspe liquate sseque id maximus dolor rem rem atem. Ic tem quis rem nonsed que volores el in pratur, optas ut earum quatur? Um quam ni unt ut viduciet odic tesciam, nobit, ulleucus intilus reicimust, soluptati cus.

Ullor as adis adi volupta tempel eni con pilibus aribuslorum re eosapeles nihillis essusapudi te pelescia illautam derrovitlis volore et quatit alicsi dolest as qui volecto berovit dolut quas moluptatur.

Yours sincerely

Rebecca Barclay
Senior Communications Advisor
Public Affairs, PNHQ

Police National Headquarters
180 Molesworth Street, PO Box 3017, Wellington 6140, New Zealand.
Telephone: 04 474 9499. Fax: 04 498 7400. www.police.govt.nz

Email signatures

It is preferred that Police staff use the same formatted email signature to maintain consistency and strengthen our brand.

The email signature template can be downloaded from the Police intranet.



Use the reference notes below to recreate the email signature.

Images and logos can be downloaded from the Police intranet.



- Font: **Arial Regular** – Size: **10pt** – Colour: **RO G0 B0** → Regards,
- Font: **Arial Bold** – Size: **14pt** – Colour: **RO G22 B75** → **Rebecca Barclay**
- Font: **Arial Bold** – Size: **10pt** – Colour: **RO G22 B75** → **Senior Communications Advisor**
- Font: **Arial Regular** – Size: **10pt** – Colour: **RO G22 B75** → **Public Affairs, PNHQ**
- Font: **Arial Bold** – Size: **9pt** – Colour: **RO G189 B242** → **P +64 4 460 2961**
- Font: **Arial Regular** – Size: **9pt** – Colour: **R128 G130 B133** → **+64 21 191 7786**
E rebecca.barclay@police.govt.nz

Insert NZ Police logo and apply hyperlink →

Insert social buttons and apply hyperlinks →

Insert separator line →

Font: **Arial Regular** – Size: **8pt** – Colour: **R128 G130 B133** → WARNING
The information contained in this email message is intended for the addressee only and may contain privileged information. It may also be subject to the provisions of section 50 of the Policing Act 2008, which creates an offence to have unlawful possession of Police property. If you are not the intended recipient of this message or have received this message in error, you must not peruse, use, distribute or copy this message or any of its contents.
Also note, the views expressed in this message may not necessarily reflect those of the New Zealand Police. If you have received this message in error, please email or telephone the sender immediately

- Hyperlinks: <http://www.police.govt.nz>
<https://www.youtube.com/user/policenz>
<http://www.police.govt.nz/facebook>
<http://www.police.govt.nz/twitter>
<http://www.police.govt.nz/instagram>

Examples of other brand uses

A wide range of promotional elements and products also contribute to our unified brand and helps build trust and confidence.

If you need any assistance in designing your promotional elements or web based products, please email TenOneIntranet@police.govt.nz

Newcops website



Recruitment facebook page



Desktop wallpaper



Banner



Poster

Make the distance, then make a difference.

Standard pass time by age and gender to run a 2.4km distance.

AGE	MALE	FEMALE
Under 20 years	10:51 min	12:54 min
20-29 years	10:15 min	11:50 min
30-34 years	10:50 min	12:25 min
35-39 years	11:30 min	13:40 min
40+ years	12:15 min	14:10 min

PHYSICAL APPRAISAL TEST
SIGN UP AT NEWCOPS.CO.NZ

NEW ZEALAND POLICE
Ngā Pirihimana o Aotearoa

For any further information

Or questions regarding this document please contact:

Karen Jones, DCE Public Affairs

TenOneIntranet@police.govt.nz

