




**He Kaupare. He Manaaki.
He Whakaora.**
prevention. care. recovery.

Identity Brand Guidelines

RELEASED UNDER THE
OFFICIAL INFORMATION ACT

Contents

| | | | | |
|----------------------------|----|---|----|--|
| Our brand | 2 | Colours - Printed colour palette | 13 | The Brand and Identity team has primary responsibility for the development, implementation, maintenance and strategic direction of ACC's brand. To be most effective, this work needs support from all levels of the organisation. |
| Our brand principles | 3 | Colour Accessibility - Printed colour palette | 14 | |
| Our brand platform | 4 | Colours - Digital colour palette | 15 | |
| Our brand elements | 5 | Typeface - Printed | 17 | These guidelines cover the basics of the ACC brand. Contact the Brand and Identity team with any questions. |
| Our logo (visual identity) | 6 | Typeface - Digital | 18 | |
| Logo placement | 8 | Photography and filming | 19 | Also get in touch if you would like to talk about ACC's brand, need advice on how to apply these guidelines or how to access the Image Library. |
| Document design elements | 9 | Illustrations | 21 | |
| Co-branding | 11 | | |  xxxxxxx@xxx.xx.xx |

Our brand

Our brand is much more than our name and logo (visual identity). Our brand encompasses every type of visual and written communication we produce, as well as our 'attitude' or the way we interact with our customers, partners, stakeholders and the wider community. Letters and brochures are therefore part of our brand, as is our website, branch signage and décor, and even phone conversations and face-to-face meetings. All of these communications and interactions play a part in shaping what people think, feel and know about ACC.

Consistency

One of the keys to maintaining a strong brand is consistency. If all aspects of our brand are expressed consistently, it will be clear to people that we're a cohesive organisation. This is especially important, given that we're a large organisation with many different functions. By expressing our brand consistently at every opportunity, people will also have a clearer understanding of who we are, what we do and what we stand for.

Attribution

The ACC logo (visual identity) is used across all our external and internal communications.

It is important that we recognise all of the great work that we do. The simplest way of doing this is making sure our logo is used.

ACC full lock up

The ACC logo is always used on external communications and is used on some internal communications, where deemed appropriate.

ACC's Māori translation is an integral part of our brand and should always appear with the logo, unless readability is an issue.

In the ACC full lockup, the ACC pixel is supported by our new Te Reo strapline.

'He Kaupare. He Manaaki. He Whakaora.
Prevention. Care. Recovery'

This represents an evolution from where we have been and takes a strong step toward our (whānau, people) and customer-centred aspirations.



**He Kaupare. He Manaaki.
He Whakaora.**
prevention. care. recovery.

Our brand principles

Our brand reflects the very essence of ACC – who we are and what we do. At the heart of the brand are our brand principles. This means all our communications and interactions should help convey that we as an organisation have manaaki at our core.

Our three principles guide how we build our brand experience and culture to express our brand authentically.

Manaakitanga

Te tohu o te rangatira, he manaaki

The sign of a leader is generosity
(the late Bishop Manuhūia Bennett)

Hospitality, kindness, generosity, support – the process of showing respect, generosity and care for others.

How we show and experience manaakitanga:

- **He ngākau aroha** - Be human: demonstrate empathy, warmth and kindness. Understand the person in the process.
- **He mahi whakaute** - Be inclusive: respect difference and accept all people.
- **He ngākau nui** - Be generous: be open with information and share knowledge in ways that others understand.
- **He kanoahi kitea** - Be visible: be seen when and where it matters.

Kotahitanga

He waka eke noa

We are in this together

Unity, togetherness, collective action.

How we show and experience Kotahitanga:

- **Whaia te mahi tahi** - Seek collaboration: come together with our colleagues, partners and customers to co-create solutions and co-produce outcomes.
- **Whaia te ōritetanga** - Seek consistency: be aligned with the work of others to ensure we deliver cohesive and effective experiences.
- **Whaia te tauutuutu** - Seek reciprocity: be prepared to provide, share and offer, as well as receive.

Whanaungatanga

He aha te mea nui o te ao

What is the greatest thing in the world

He tangata, he tangata, he tangata

It is people, it is people

Relationship, kinship sense of family connection – a relationship through shared experiences and working together to provide a sense of belonging.

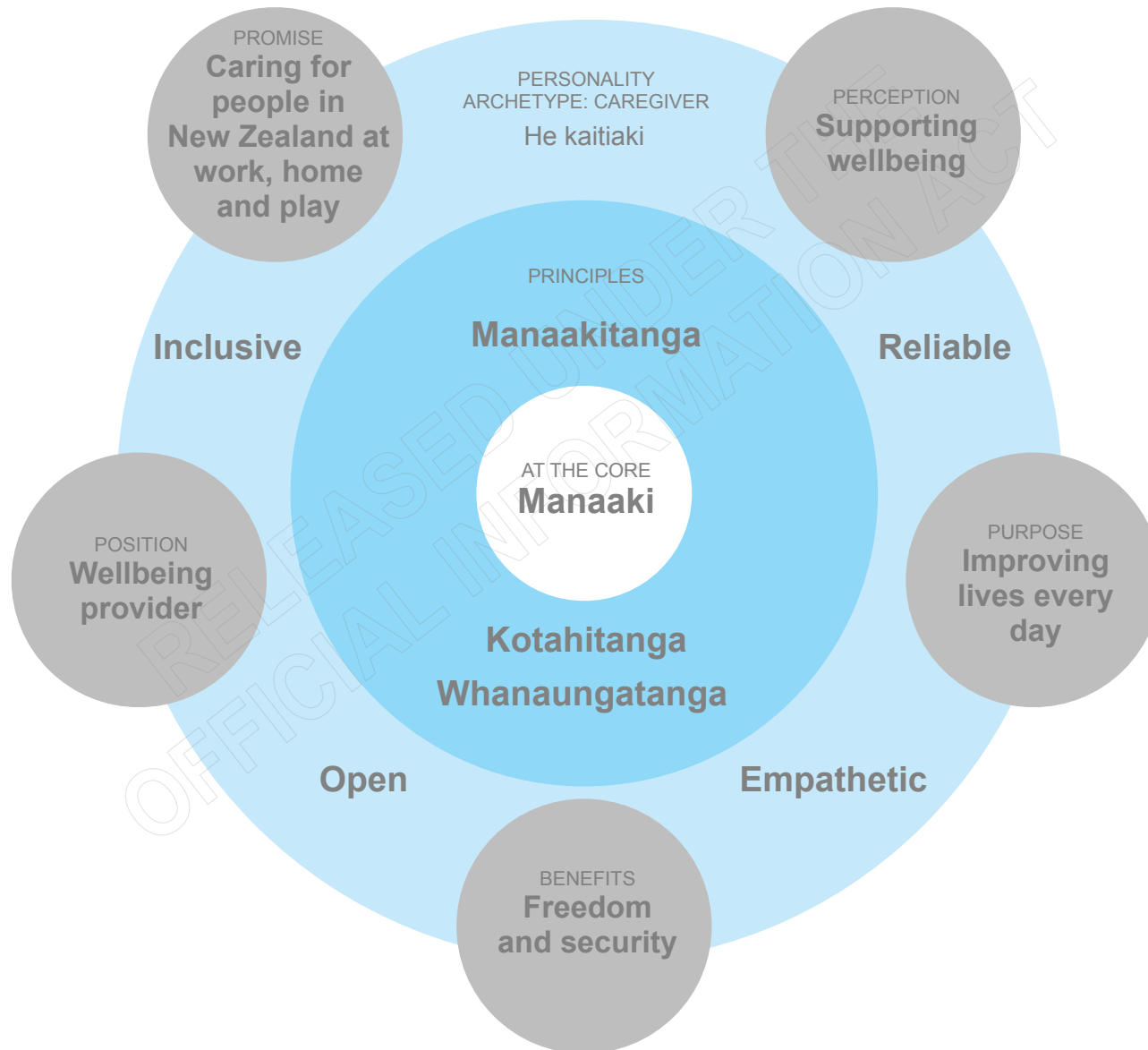
How we show and experience whanaungatanga:

Te mahi whakaute - Show trust - meet as equals, with mutual trust and respect.

Te mahi hononga - Show connection - create relationships which foster trust, respect and relevancy.

Te mahi pono - Show authenticity - be real, honest and true to who we are and what we stand for.

Our brand platform



Our brand elements

We stand for

At our core: Manaaki. At our core, it is what we offer in our relationship with NZ

It drives us to

Purpose: Improve lives every day.

By

Promise: Caring for the people in New Zealand at work, home and play.

We do this by demonstrating

Principles: Manaakitanga, Kotahitanga and Whanaungatanga in the ways we work together, with our customers, partners and communities.

We assume

Personality: a caregiver role for New Zealanders

and through being

Inclusive, Reliable, Open and Empathetic in our interactions. We will become a relevant and valued part of our audiences' lives.

We strive to

Position: Provide solutions which enhance New Zealanders' wellbeing through

Benefits: Enabling them the **freedom** to live full and independent lives and the **security** to know they will be supported if things go wrong.

By authentically delivering on what we promise, we will be trusted to

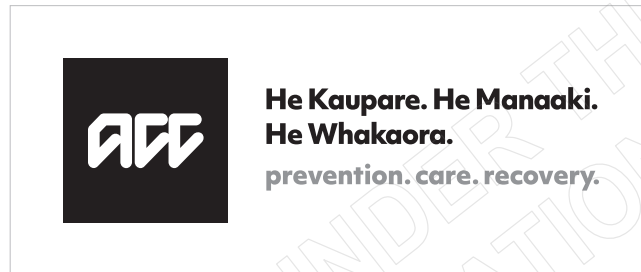
Perception: Support New Zealanders' wellbeing.

Our logo (visual identity)

ACC full lock up - preferred option



ACC full lockup | Full colour



ACC full lockup | Black and white



ACC full lockup | Reversed

The full colour logo is the preferred logo to use and is made up of ACC dark blue and light blue.

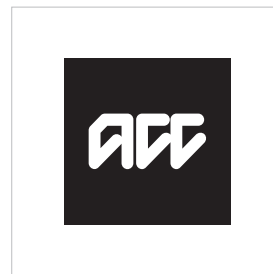
Where printing methods mean that a single colour version is required, the Black and white version of the logo must be used.

The reversed version of our ACC logo is available for use on coloured backgrounds. However please ensure there is enough contrast to read the 'prevention. care. recovery.' strapline.

ACC pixel - option used when legibility is an issue



ACC pixel | Full colour



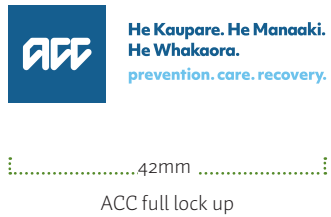
ACC pixel | Black and white



ACC pixel | Reversed

Our logo (visual identity) continued...

Minimum size



The minimum width of the **ACC full lock up** used on material is 42mm, or 180px in digital.



If the above minimum size is not possible, then the '**ACC pixel**' should be used. The minimum size of the pixel on printed material is 10mm, or 30px in digital.

Clear space



When using any ACC logo, make sure there is enough clear space around it. The clear space around the logo should be the same width as the 'A' in the logo, on all sides.

Using clear space ensures that the logo always appears unobstructed and separate from any other graphic elements.

Incorrect use



Do not stretch, squeeze or rotate to fit a space.



Do not recolour elements.



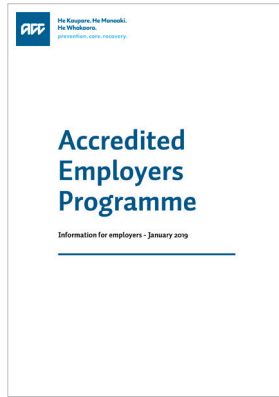
Do not use the ACC letters independently of the box.

Logo placement

Front covers



Cover with image



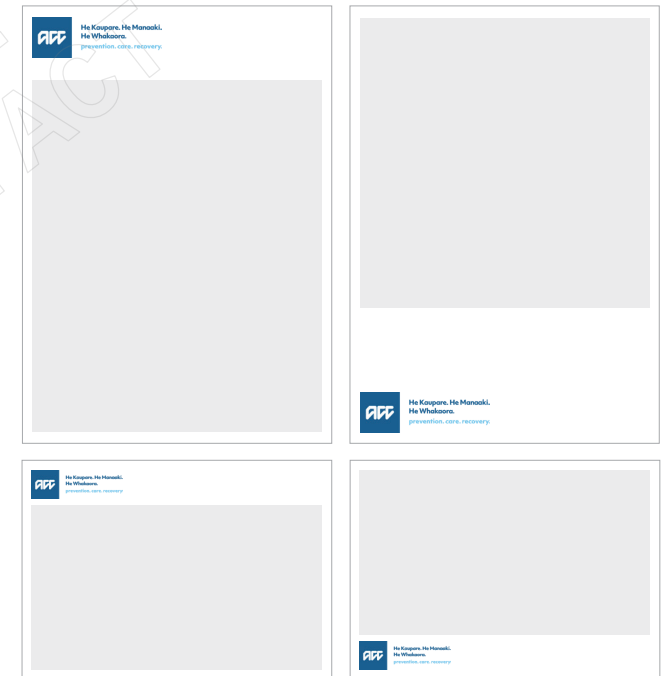
Cover with text

White space - logo



ACC logo

White space - grid



The ACC logo has a right hand facing rag (the ends of the words have a wavy edge), therefore the logo works best when left aligned. This can be either up the top or bottom of a document, depending on other elements.

The white space around the logo should be the same width as the 'A' in the logo, on all sides as shown below. Rounded corners of the box are set to the width of the 'A'.

To align all communications, we recommend utilising a white space grid around the edge of the documents. When used with the logo, it creates a distinct grid.

The creative space (as shown here using grey boxes) is flexible and can move and adapt to the available space.

Used for both internal staff documents and agency documents.

Document design elements

Line graphic device - cover with image



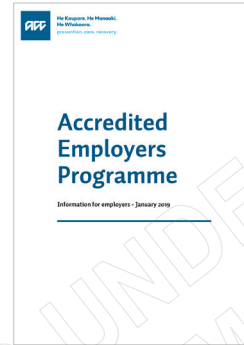
Cover with image



1 pager with image

A coloured graphic line as been introduced to the document. The line and heading text will match in colour selected from the printed colour palette on pg 13.
 Covers with images: the line will sit on top of the image.
 1 pager with images: the line will sit on top of the image.

Line graphic device - cover with text



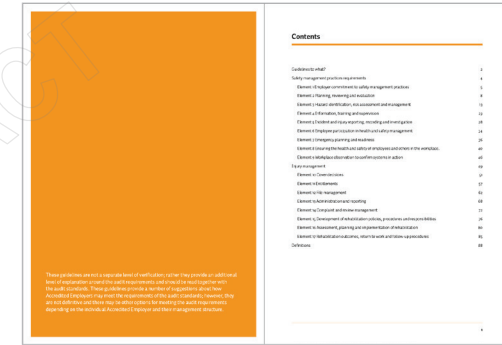
Cover with text



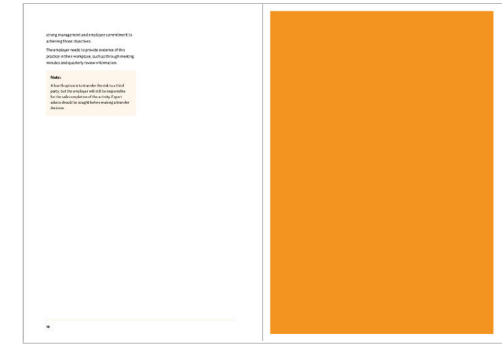
1 pager with text

A coloured graphic line as been introduced to the document. The line and heading text will match in colour selected from the printed colour palette on pg 13.
Covers with text: the line will sit under the text.
1 pager with text: the line will sit under the text.

Inside front and back covers



Inside front cover



Inside back cover

A block colour of the heading and line colour will feature on inside front and back covers.

Document design elements continued...

Internal pages



Internal pages

The coloured graphic line also features on the internal pages. A 100% tint of the coloured line sitting under each main heading at the top of the page and a 10% tint of the coloured line sitting at the bottom of the page, with the page number positioned below this.

Pull out or highlight boxes



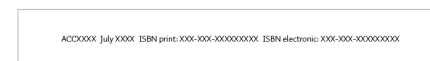
Pull out box

Coloured boxes can be used to highlight important text within publications. They can sit within the body of a page. The 'Auto Pro' font should be used in these boxes.

Back covers



Bottom of back cover



Publication details

Back covers should have the following elements:

- The full ACC logo
- ACC website: www.acc.co.nz
- ACC 0800 number (usually 0800 101 996)
- Publication details – ACC number (available from ExternalPrintServices@acc.co.nz) and print date plus ISBN number if needed
- 'All of Government' branding if required (on documents such as the Annual Report or Statement of Intent).

Co-branding

The ACC logo can be used by partners, providers or suppliers to endorse a partnership or sponsorship arrangement.

All co-branding scenarios need to be reviewed by the Brand & Identity team.

Clear space

Partnership messaging



Landscape co-branding

Partnership messaging



Portrait co-branding

When co-branding using the ACC logo, make sure there is enough clear space around it. The clear space around the pixel should be the equal to the width of the 'ACC' lettering, between the two logos.

Signalling partnership

We use additional messaging to endorse the relationship ACC has with the partner.

For example:

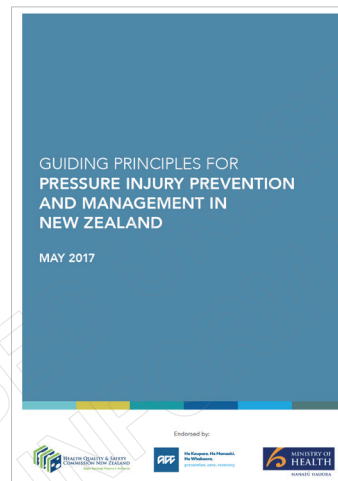
- **Created by**
For instances where ACC has ownership of a project.
- **Government partner**
For instances where ACC is endorsing a project in partnership with a private organisation (outside of government).
- **In partnership with**
For instances where ACC is endorsing a project equally with another organisation.

Co-branding examples

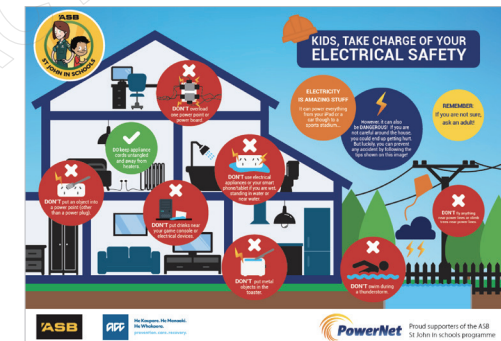
ACC lead initiatives, in partnership with others



Joint initiative, equal partnership



ACC contributed, however another party leads



The overall look and feel should fit with the ACC brand. This is achieved with the grid, fonts and colours.

Logo placement should be as follows:

- Standard ACC logo is in the top left hand corner.
- Any other logos are placed opposite in the top right hand corner. Options include the cover (front or back), or the inside front cover.

- Standard ACC logo is applied.
- The logo should be of a similar size to those of other equivalent partners.
- An extra line of text may help to explain ACC's involvement, for example, 'Proudly supported by ACC', or 'Supported by ACC'.

- An example might be a situation where ACC has supplied some content, and the third party asks to use the ACC logo as an endorsement.
- Unless the work has been quality-checked, do not use the ACC logo at all. Instead use a line of text to show the relationship, for example, 'Content supplied by ACC'.

Colours - Printed colour palette


This is ACC's main colour palette and should be used for the majority of ACC's work.

For digital mediums (ie: websites, mobile apps) we have a Digital colour palette which have been created with screen accessibility and colour contrast optimisation. These can be found on page 15.

These colours should not be used as a way of segmenting different audiences and business streams. Colour is instead used as a design element to lift internal pages of publications, for functionality and ease of navigation.

Colours can be used in tints where required. However consider what colour the tint will produce. For example a tint of red will produce pink, a tint of orange will produce salmon. These are not colours we want to use in the ACC colour palette.

Considerations should also be made to ensure the work produced meets the AA accessibility rating.

Contact the Brand & Identity team if you have any questions. 

Primary colours



Core Blue

C80 M20 Y0 Ko
PMS 2925 R0 G150 B219
Hex #0096DB



Dark Blue

C95 M64 Y22 K5
PMS 647 R5 G93 B142
Hex #005E8F



Light Blue

C51 M7 Y1 Ko
PMS 297 R113 G194 B234
Hex #71C2EA

Secondary colours



Purple

C100 M90 Y0 Ko R33 G63 B152
Hex #213F98



Teal

C76 Mo Y15 K12 R7 G169 B194
Hex #07A9C2



Sea Green

C100 Mo Y56 Ko R5 G169 B149
Hex #05A995



Dark Green

C45 Mo Y100 K20 R131 G184 B36
Hex #83B824



Green

C30 Mo Y100 K10 R173 G195 B43
Hex #ADC32B



Mustard

Co M19 Y100 K15 R222 G179 B8
Hex #DEB308



Yellow

Co M15 Y90 Ko R255 G214 B50
Hex #FFD632



Orange

Co M50 Y100 Ko R247 G147 B29
Hex #F7931D



Red

C10 M100 Y60 Ko R218 G29 B83
Hex #DA1D53

Colours Accessibility - Printed colour palette

For documents to be viewed online

For Level AA conformance, WCAG 2.1 Success Criterion 1.4.3 recommends that regular text has a minimum contrast ratio of 4.5:1 and that large text (18-point or 14-point bold) has a minimum contrast ratio of 3:1.

The ratios have been scientifically calculated to ensure that text can be read by those with moderate low vision and that contrast is enough for those who have colour deficiencies. The AA WCAG 2.1 criteria is the Government standard that ACC adheres to.

Large text is defined as:

- 14 point and bold or larger, or
- 18 point or larger.

Therefore colour should only be used for headings (18pt+) or large subheadings (14pt and bold) in designs.

Exceptions to this rule are the ACC Dark Blue and Purple which can be used in text sizes below 14 point.

When creating a printed document, consider whether this will also be used online and select colours for headings appropriately.

| Colour | HEX Value | AA Rating | | |
|------------|-------------|-----------------|-----------------|-----------------|
| Core Blue | Hex #0096DB | Text | Text | Text |
| Dark Blue | Hex #005E8F | Text | Text | Text |
| Light Blue | Hex #71C2EA | Text | Text | Text |
| Purple | Hex #213F98 | Text | Text | Text |
| Teal | Hex #07A9C2 | Text | Text | Text |
| Sea Green | Hex #05A995 | Text | Text | Text |
| Dark Green | Hex #83B824 | Text | Text | Text |
| Green | Hex #ADC32B | Text | Text | Text |
| Mustard | Hex #DEB308 | Text | Text | Text |
| Yellow | Hex #FFD632 | Text | Text | Text |
| Orange | Hex #F7931D | Text | Text | Text |
| Red | Hex #DA1D53 | Text | Text | Text |

Colours - Digital colour palette

ACC's digital colour palette has been brightened and optimised for digital use. These colours should be used sparingly, rather than heavily applied. As per our existing digital products, we use white space to allow content to breathe and use colour to aid way-finding, create visual interest, or as a tactile response for hover states.

On this page are our primary colours, which revolve around our core identity blue as seen in the ACC logo. We also have a Blue bright, Blue bright light and Blue dark (Secondary colours), which should be used sparingly to help highlight a call to action for instance. If in doubt, use our Primary colours.

The NZ Government AA accessibility rating is essential for ACC's digital identity. Ensure all text and interactive elements meet AA level WCAG 2.1 with minimum contrast of 4.5:1 for text and 3:1 for graphics.

Primary colours

| | | |
|--|-----------------|-------------------------------|
|  | Blue | R5 G93 B142 Hex #005E8F |
|  | Blue light | R41 G127 B164 Hex #297FA4 |
|  | Blue pale dark | R128 G175 B199 Hex #80AFC7 |
|  | Blue pale | R231 G244 B250 Hex #E7F4FA |
|  | Blue grey | R239 G245 B248 Hex #EFF5F8 |
|  | Blue grey light | R249 G251 B252 Hex #F9FBFC |



The primary blue palette is based on the original ACC brand, and is designed for a digital environment.

ACC Blue is our primary colour and can be used for text, links, backgrounds, icons and supplementary graphics.

ACC Blue Light is used in button hover states, and in graphics.

ACC Blue Grey is used as a background fill in tables, and in graphics.

Secondary colours

| | | |
|---|-------------------|-------------------------------|
|  | Blue bright | R0 G150 B219 Hex #0096DB |
|  | Blue bright light | R113 G194 B234 Hex #71C2EA |
|  | Blue dark | R0 G53 B108 Hex #00356C |

These are an extension of the brand blue palette, designed to cover a wider range of digital design and accessibility needs.

Blue bright is helpful to highlight a call to action interaction, such as a sign-up button. Blue bright light is the colour seen in our full logo as the tagline text, and can be used in graphics and illustrations along with Blue dark.

As the section implies, these colours should always be used after Primary colours have been considered.

Colours - Digital colour palette continued...

Monochromatic Colours

| | | |
|---|------------|-------------------------------|
|  | Black | R0 G0 B0 Hex #000000 |
|  | Grey Dark | R74 G74 B74 Hex #4A4A4A |
|  | Grey | R105 G105 B105 Hex #696969 |
|  | Silver | R167 G169 B172 Hex #A7A9AC |
|  | Grey Light | R234 G234 B234 Hex #EAEAEA |
|  | White | R222 G179 B8 Hex #FFFFFF |

Our range of grayscale tones to supplement the brand.

- Use Black for text on a white background where possible to maximise legibility and contrast.
- White is used for headings on ACC Blue background and within graphics


Tertiary Colours

| | | | | |
|---|--------------|------------------------------|-------------------|-------------------------------|
|  | Magenta | R229 G66 B128 Hex #E54280 | Magenta Tint | R242 G160 B191 Hex #F2A0BF |
|  | Bright Green | R219 G233 B86 Hex #DBE956 | Bright Green Tint | R250 G255 B219 Hex #FAFFDB |
|  | Teal | R5 G169 B149 Hex #05A995 | Teal Tint | R227 G247 B244 Hex #E3F7F4 |
|  | Turquoise | R81 G207 B214 Hex #51CFD6 | Turquoise Tint | R215 G246 B248 Hex #D7F6F8 |

These are our wider colours (inspired by our wider corporate brand) that are typically used to differentiate between sections or customer types.

For example, the Magenta is sometimes used for Injured Clients and the Teal seen in Business Customer. Whenever using these Tertiary colours, they must not overpower the Primary and Secondary colours and are to be used sparingly - more for wayfinding, rather than core areas of focus. If in doubt, it's safer to not use these colours.

Function colours

| | | | | |
|---|----------------------|------------------------------|--------------|-------------------------------|
|  | Error | R189 G10 B38 Hex #BDoA26 | Error Tint | R254 G228 B228 Hex #FEE4E4 |
|  | Warning | R245 G160 B36 Hex #F5Ao24 | Warning Tint | R255 G240 B182 Hex #FFFoB6 |
|  | Success | R56 G189 B12 Hex #38BD0C | Success Tint | R226 G248 B221 Hex #E2F8DD |
|  | Accessibility Purple | R146 G99 B222 Hex #9263DE | | |

These colours are only used for notifications (following a traditional traffic-light system) and accessibility purposes.

- The red Error colour and tint is used for error notifications and icons
- The orange Warning colour and tint is used for warning notifications and icons
- The green Success colour and tint is used for success notifications and icons
- The purple Accessibility colour is only used for focus states

Typeface - Printed

External use

Auto Pro Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Auto Pro Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Auto Pro family has 24 different weights ranging from Light, Regular, Bold and Black. This typeface is to be used for main headings and body copy.

External use

Dolly Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Dolly Pro Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Dolly Pro is to be used for secondary headings and short quotes. Dolly Pro is not designed to be used in large blocks for readability reasons.

Internal use

Use Arial and Cambria for all communications generated in-house (eg, letters, e-mails, reports, presentations).

Auto Pro and Dolly Pro are not available on ACC's computer system.

Campaign fonts

Macbeth features in the ACC internal purpose campaign. This may be used in other internal campaigns, however this is at the Brand & Identity teams discretion. Macbeth is not available on ACC's computer system.

Macbeth

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()*

Typeface - Digital

External use

Sofia Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Sofia Pro Semi bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Sofia Pro is only used in Regular & Semi-Bold weights (no italics or Bold/Black). Sofia Pro Regular is used for all body text. Semi-Bold is used for headings (or when body-text needs to be bolded for emphasis).

Note we do not use italics.

External use

Trola

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Trola is to be used for H2 headings and only appears in Regular weight.

Fallback fonts

Sometimes, typography has to default to system fonts – for example if your browser cannot access the required data for your chosen fonts.

By ensuring you define the fallback font, it means the visual identity won't be comprised too much if this occurs.

Use Georgia as the fallback font for Trola and Helvetica as the fallback font for Sofia Pro.

Photography and filming

We want to tell visual stories that connect with people's everyday lives. By incorporating a documentary style, there is an integrity and honesty which represents the diversity of our audiences together.

Use the following three principles when seeking to commission or select photography or video work:

- Use empathy to drive connection
- Be contemporary
- Communicate a visual consistency

To access ACC image library visit brandkit.acc.co.nz

Photographic values

The goal is to produce materials that are consistent, of high quality and that reflect the brand attributes and values of ACC. Photography and filming should be:

- people focused and inclusive – in terms of ethnicity, gender, ability, location and age.
- positive and focused on injury prevention or a return to work and life as opposed to depicting the actual point of injury. This is in line with our focus on delivering positive outcomes
- respectful of cultures:
 - no cropping of faces, necks or heads
 - no depictions of soles of feet
 - showing more than one person wherever possible to depict the whānau or extended family that can provide support
- 'slice of life' rather than contrived or set-up situations, except in an interview format
- colour saturated and vibrant to help bring life and vitality to the brand.



Contact the Brand and Identity team if the photography available on brandkit doesn't fit your needs.

Approved images are available at brandkit.acc.co.nz

Photography and filming continued...

Talent approvals

All talent used in photography or filming, including staff, must sign a talent agreement as per the ACC Talent Policy. All external talent must also undergo the formal Ministry of Justice criminal check and ACC fraud check. The criminal check can take up to two weeks.

Stock imagery

Where possible we should use our brand library for images, however there will be instances where we don't have appropriate imagery. When this occurs we are able to use stock library images, although there are a few things to consider.

- If using people, their faces must not be recognisable. This is because we don't have any oversight around criminal convictions they may have. Therefore use imagery which shoots from behind, on a side angle where their face isn't visible or faces are blurred.
- Does the scenery look like Aotearoa? A lot of these images are American shots and may not convey visual consistency with our ACC photographic library.
- Is the image in keeping with our photographic values?
- Is it culturally appropriate?



Illustrations

Our illustrations have been created for use when photography is not appropriate or available.

Our illustration style needs to be used consistently. We have a wide range of illustrations that can be used independently, as icons or arranged to create a scene.

No attempts to edit or redraw our illustrations should be made.



Contact the Brand and Identity team if you are animating the illustrations, or need to commission more.

Approved illustrations are available at brandkit.acc.co.nz