



**NZ TRANSPORT AGENCY**  
WAKA KOTAHI

**VISUAL IDENTITY GUIDELINES VERSION 1.4 / 23 OCTOBER 2009**



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# Introduction

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These *Visual identity guidelines* for the NZ Transport Agency (NZTA) have been developed to help staff, partners and suppliers maintain a consistent, high-quality brand in all applications. Along with the logo, typography, colour palette and other visual elements, specific directions are included to help you manage visual communication material. By accurately following these guidelines, you protect the equity of the NZ Transport Agency brand.

Separate web guidelines have been produced for the use of the NZ Transport Agency brand in online environments.

To view these please go to: [www.nzta.govt.nz/webguidelines](http://www.nzta.govt.nz/webguidelines)

## APPROVALS AND QUERIES

Any use of the NZ Transport Agency brand needs to be approved by the branding team. For approvals or any questions about the NZTA brand, please contact: [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz)

# Manual management plan

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## PURPOSE

This manual management plan outlines the updating procedures and contact points for the NZ Transport Agency Visual identity guidelines.

## DOCUMENT INFORMATION

<b>MANUAL NAME</b>	Visual identity guidelines
<b>AVAILABILITY</b>	This manual is located in electronic form on the NZ Transport Agency website <a href="http://www.nzta.govt.nz">www.nzta.govt.nz</a> and on the intranet in PDF format.
<b>MANUAL OWNER</b>	Communications team ( <a href="mailto:branding@nzta.govt.nz">branding@nzta.govt.nz</a> )
<b>MANUAL SPONSOR</b>	Group Manager Strategy and Performance

## AMENDMENTS AND REVIEW STRATEGY

All corrective action/improvement requests (CAIRs) suggesting changes will be acknowledged by the manual owner.

	COMMENTS	FREQUENCY
Amendments (of a minor nature)	Updates incorporated immediately they occur.	As required
Review (major changes)	Amendments to the guidelines will be incorporated as soon as practicable. They may require coordinating with the system rollout timetable.	In line with system upgrades: at least annually
Notification	All users that have registered their interest by email to <a href="mailto:branding@nzta.govt.nz">branding@nzta.govt.nz</a> will be advised by email of amendments and updates.	Immediately

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## OTHER INFORMATION

There will be occasions, depending on the subject matter, when amendments will need to be worked through by the review process before the amendment is actioned. This may cause some variation to the noted time frames.

## DISTRIBUTION

The NZ Transport Agency *Visual identity guidelines* are available on the NZ Transport Agency intranet and on the NZ Transport Agency website. Copies have been distributed to:

- Assurance and Compliance Manager
- Manual sponsor (Group Manager Strategy and Performance)
- Manual owner (Branding team)
- Regional communications staff
- Regional administration managers and office managers
- Relevant IT&S staff
- Relevant NZ Transport Agency suppliers.

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## AMENDMENT HISTORY

AMENDMENT NUMBER	DESCRIPTION	EFFECTIVE DATE	UPDATED BY
1.1	Amendments throughout	24 November 2008	Agency Communications Team
1.2	Updated page 42	5 February 2009	Origin Design
1.2	Added Appendix D	5 February 2009	Origin Design
1.2	Updated page 15	5 February 2009	Origin Design
1.2	Updated page 18	5 February 2009	Origin Design
1.3	Updated page 18 and 22	20 August 2009	Origin Design
1.3A	Updated page 18	28 August 2009	Origin Design
1.4	Updated page 15	23 October 2009	Origin Design

**Pathways to better, safer,  
more enjoyable journeys  
throughout our beautiful  
country for business and  
the community.**

# Our brand

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## OUR NAME

Our name is the NZ Transport Agency. Please don't spell out New Zealand or give 'the' a capital 'T'.

Waka Kotahi is the Māori name for NZ Transport Agency.

'Waka' means 'vessel' and 'kotahi' means 'one' so our Māori name conveys the concept of 'travelling together as one' and embraces integration, affordability, safety, responsiveness and sustainability.

Our Māori name is an integral part of our brand and appears together with our English name. It should not be used alone, either as logotype or in letters and documents, ie it should not replace the name the NZ Transport Agency.

NZTA is our abbreviated name. In letters and documents please use the NZ Transport Agency in the first instance, then the NZTA if you wish to shorten it, for example:

*On 1 August 2008 the NZ Transport Agency (NZTA) was established as a Crown entity. The NZTA is responsible for providing an integrated approach to transport planning, funding and delivery.*

## OUR LOGO

The NZ Transport Agency logo was inspired by the concept of pathways – which was drawn from our brand essence. It reflects three main themes:

- pathways through the landscape
- movement along pathways
- pathways as connectors.

Visually, pathways refer to journeys through the landscape, both natural and man-made, representing mountains and valleys, bridges and tunnels, winding country roads and the shortest distance between two points.

The continuous lines of the symbol represent the idea of perpetual movement. New Zealanders are always on the move, travelling the pathways that connect New Zealand from end to end.

# Logo formats

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The NZ Transport Agency logo should be used on internal and external material developed for and by the NZ Transport Agency.

Our logo should always be reproduced without alteration. Electronically sourced artwork should be used in all cases (see logo file formats on page 13).

## ACCEPTED FORMATS

The accepted formats for the NZ Transport Agency logo are: full colour (two spot or CMYK), one colour (black or NZTA blue) and reversed. A full colour logo should be used wherever possible. Otherwise a black or reversed (white) logo can be used on the specified backgrounds.

### FULL COLOUR

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Full colour refers to both two spot and CMYK versions of the logo. Please see page 18 for specific colour breakdowns of each. This is the preferred colour format and should be used on a white or very light coloured background.



### ONE COLOUR (BLACK)

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This version should only be placed on a white, light or mid-tone background (see page 9 for examples).



### ONE COLOUR (NZ TRANSPORT AGENCY BLUE)

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This version should only be placed on a white or light-tone background (see page 9 for examples).



### REVERSED (WHITE)

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This version should only be placed on a black, NZTA blue, NZTA green, dark or mid-tone background (see page 9 for examples). See page 18 for primary brand colours.



Below are some examples of our logo on different coloured backgrounds. If you are unsure of what version of the logo to use or placement of logo on other backgrounds please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz).

#### WHITE BACKGROUND

Use a full colour, NZTA blue or black logo



#### LIGHT (5% BLACK OR LESS) BACKGROUND

Use a full colour, NZTA blue or black logo



#### NZTA GREEN BACKGROUND

Use a black or reversed logo



#### MID-TONE (EG 50% BLACK) BACKGROUND

Use a black or reversed logo



#### NZTA BLUE BACKGROUND

Use a reversed logo



#### BLACK BACKGROUND

Use a reversed logo



#### LIGHT IMAGE BACKGROUND

Use a black logo



#### DARK IMAGE BACKGROUND

Use a reversed logo



## PLACEMENT

Preferred placement for the logo is top left or bottom left of material. This includes key applications such as stationery and E-templates (see pages 23–36 for examples).

Other placement should be sent to [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz).

## MINIMUM SIZE

The minimum size that the logo should be reproduced is 35mm wide. There may be times when the minimum size is not small enough (eg on a WoF sticker). In this situation please contact the Branding team for advice.



## CLEAR SPACE REQUIREMENTS

These clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around the NZ Transport Agency logo when used by itself is determined by the height of the 'NZ' in the logo. Electronically supplied files of the logo already have this minimum clear space.

When the logo is placed next to another logo, additional white space is required. Please refer to page 16 for guidelines.



## DO NOT

Do not separate the text from the icon or use the icon by itself. (There may be special circumstances when use of the icon alone is allowed, such as signage. However, this must be approved by the Branding team).



Do not change the colour balance of the logo.



Do not stretch or distort the logo in any way.



## VERTICAL LOGO

This logo should only be used when the width is too limiting to allow placement of preferred logo. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) if required. Please note that usage will be limited.

## MINIMUM SIZE

The minimum size this logo should be reproduced at is 30mm wide.



## CLEAR SPACE REQUIREMENTS

The minimum clear space around this logo is determined by the height of the 'NZ' in the logo.



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## AGENT FOR AND APPOINTED BY LOGOS

If you are required to use these logos, please follow minimum size and clear space requirements on page 10.

### AGENT FOR LOGO

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### APPOINTED BY LOGO

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## LOGO FILE FORMATS

An electronic library of the NZ Transport Agency logo in different formats can be accessed at [www.e-see.com](http://www.e-see.com). Only approved design agencies, contractors and consultants will get access to these logo files.

### AI/EPS

AI and EPS files are the most versatile formats available. Logos provided in this format are suitable for offset printing. They are vector based, so can be scaled up or down without loss of quality. They can also be placed on different coloured backgrounds.

### TIFF

A TIFF file is less versatile than EPS, but is still suitable for offset printing. Logos provided in this format are high resolution (300dpi) and can be scaled down, but not up in size.

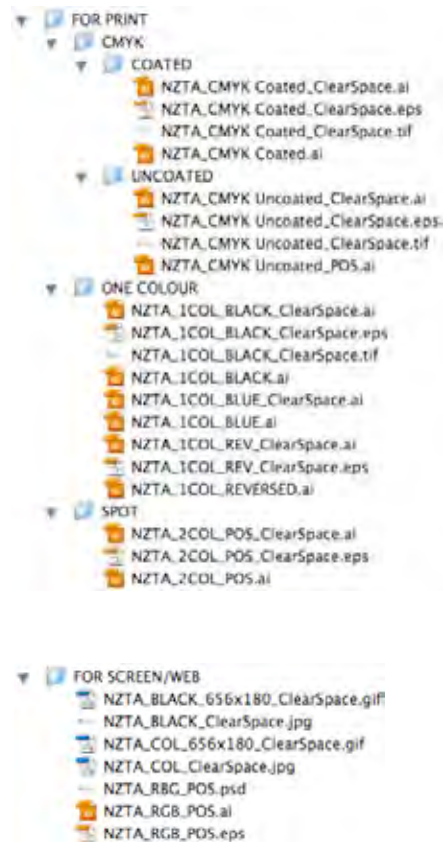
Only positive versions of the logo are available as TIFF files. These should only be used on a white background.

### JPEG

JPEG files are for on screen use only. Logos provided in this format can be scaled down, but not up in size.

Only positive versions of the logo are available as JPEG files. These should only be used on a white background.

## NZTA LOGOS



## AGENT FOR/APPOINTED BY LOGOS



# Use of our logo with the New Zealand Government brand

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In April 2007 the New Zealand Government introduced an all-of-government brand identity for use by government-owned agencies. This brand was developed to make government services more visible and identifiable for New Zealanders. It has been designed to be used in conjunction with existing government branding.

The New Zealand Government brand needs to be used on advertising campaigns, external publications, project related signage and websites. Use on stationery is optional. It does not need to be used on building signs, small classified advertising, uniforms or vehicles. This page outlines which New Zealand government brand to use on NZTA communications. If you have any queries regarding usage, please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz).

For specific directions on using the New Zealand Government brand, please refer to the *All-of-government brand policy and guidelines* at [www.ssc.govt.nz/govt-brand](http://www.ssc.govt.nz/govt-brand).

Only approved design agencies, contractors and consultants will get access to these logo files.

## New Zealand Government

### USE THIS VERSION ON:

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- corporate documents and presentations, eg annual report, statement of intent, PowerPoint presentations
- advertising (where the primary message is to direct users to another website address)
- project signs, project office signs and other signs.

## newzealand.govt.nz

### USE THIS VERSION ON:

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- brochures, mailouts, pamphlets
- regional/project newsletters
- media releases and traffic bulletins
- websites
- advertising (where the primary message is not to direct users to another website address)
- manuals and scheme assessment reports (SAR) documents (either created by NZTA or by contractors or consultants)
- uniforms.

## Te Kāwanatanga o Aotearoa

### USE THIS VERSION ON:

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- te reo Māori communications
- other communications targeted at te reo audiences (a newsletter that is distributed to a predominantly Māori audience can have this logo on it).

## PLACEMENT OF THE BRAND

Preferred placement of the New Zealand Government brand is the bottom left or bottom right of communication material.

## SIZE OF THE NEW ZEALAND GOVERNMENT BRAND

The minimum size of the New Zealand Government brand is determined by the minimum size of the NZ Transport Agency logo (see page 10).

## COLOUR

When the NZ Transport Agency logo is full colour (spot or CMYK) the New Zealand Government brand must be NZ Transport Agency blue.

When the NZ Transport Agency logo is one colour (eg black, NZTA blue or white) the New Zealand Government brand must be the same colour.

## RELATIONSHIP BETWEEN THE NZTA LOGO AND THE NEW ZEALAND GOVERNMENT BRAND

### NEW ZEALAND GOVERNMENT BRAND

Same cap height as 'NZ Transport Agency'.



### NEW ZEALAND GOVERNMENT WEBSITE BRAND

The ascenders are the same as the cap height of 'NZ Transport Agency'.



### TE REO BRAND

Same cap height as 'NZ Transport Agency'.



# Use of our logo with partners' logos

## PLACEMENT OF OUR LOGO

The preferred placement of the NZ Transport Agency logo, when used in conjunction with partners' logos, is the top left or bottom left of communication material.

## RELATIONSHIP WITH PARTNERS' LOGOS

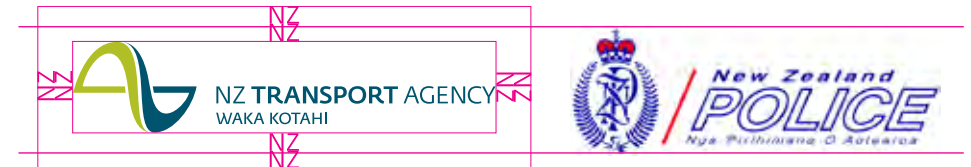
The minimum clear space requirements when used alongside a partner's logo is twice the height of the 'NZ' in the logo. Please see example opposite for minimum size requirements.

The minimum size and clear space requirements of partners' logos should also be observed.

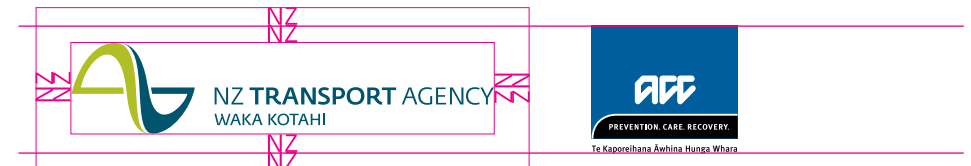
When using multiple logos, try to keep them in proportion to each other and align them vertically or horizontally with even spacing in between.

Because our logo is longer than the majority of our partners' logos, use the example opposite as a guide for proportion. This uses our logo's minimum clear space with the maximum height of some of our partners' logos. By using this guide the logos appear in proportion.

### NZTA AND NEW ZEALAND POLICE



### NZTA AND ACC



# NZ Transport Agency brand colours

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## COLOUR PALETTE

The NZ Transport Agency colour palette comprises two primary, six secondary and six tertiary brand colours. Specific colour breakdowns of each colour can be found on the following pages.

### PRIMARY BRAND COLOURS



### SECONDARY BRAND COLOURS



### TERTIARY BRAND COLOURS



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## PRIMARY BRAND COLOURS

The NZ Transport Agency primary brand colours are: NZTA blue and NZTA green, as specified below. Please match printed material to the NOVA Inks quoted below. Do not use the swatches below for a colour match – refer to the colour breakdowns specified. Nova Ink colour chits for matching are available from the publications team or from Nova Inks Wellington.

Tints of these colours can be used to add interest to communication material.

### NZ TRANSPORT AGENCY BLUE (NZTA BLUE)

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#### For offset printing

**SPOT:** Uncoated: NOVA Ink 905647 (Stationery only)  
Coated: NOVA Ink 905645

**CMYK:** Coated: C35 M0 Y0 K60

**NZTA's preference is to use coated stock. If you would like to use uncoated stock please contact the publications team leader at NZTA National Office.**

#### For digital printing

**CMYK:** Coated: C50 M9 Y7 K66 (Where possible please try and match digital colour to Nova Ink chits. These are available from the publications team.)

#### For screen

**RGB:** R0 G69 B106  
**HEX:** #00456A

RESENE PAINT COLOUR REFERENCE: NZTA BLUE

### NZ TRANSPORT AGENCY GREEN (NZTA GREEN)

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#### For offset printing

**SPOT:** Uncoated: NOVA Ink 905665 (Stationery only)  
Coated: NOVA Ink 905664

**CMYK:** Coated: C25 M0 Y100 K15

**NZTA's preference is to use coated stock. If you would like to use uncoated stock please contact the publications team leader at NZTA National Office.**

#### For digital printing

**CMYK:** Coated: C25 M0 Y100 K15

#### For screen

**RGB:** R175 G189 B33  
**HEX:** #AFBD21

RESENE PAINT COLOUR REFERENCE: NZTA GREEN

## SECONDARY BRAND COLOURS

The secondary colour palette is made up of six colours and is audience specific. These colours were chosen from the New Zealand landscape. These colours should be used in a subtle way (such as a small band of colour as per the regional/project newsletter – see page 41) to differentiate communications aimed at different audiences.

Spot colour or CMYK can be used when producing three or four colour printed collateral (eg primary brand colours + one or two secondary/other). Anything over four colours should be printed in CMYK.

### CENTRAL GOVERNMENT



#### For offset printing:

**SPOT:** PANTONE 413 U

**CMYK:** C0 M0 Y10 K20

#### For screen:

**RGB:** R211 G210 B194

**HEX:** #D3D2C2

### STAFF



#### For offset printing:

**SPOT:** PANTONE 659 U

**CMYK:** C50 M20 Y0 K0

#### For screen:

**RGB:** R123 G175 B222

**HEX:** #7BAFDE

### PARTNERS



#### For offset printing:

**SPOT:** PANTONE 5493 U

**CMYK:** C60 M20 Y30 K0

#### For screen:

**RGB:** R107 G167 B174

**HEX:** #6BA7AE

### REGULATORY & COMMERCIAL



#### For offset printing:

**SPOT:** PANTONE 576 U

**CMYK:** C60 M30 Y70 K0

#### For screen:

**RGB:** R120 G151 B109

**HEX:** #78976D

### SUPPLIERS



#### For offset printing:

**SPOT:** PANTONE 465 U

**CMYK:** C25 M30 Y70 K0

#### For screen:

**RGB:** R197 G170 B104

**HEX:** #C5AA68

### ROAD & GENERAL TRANSPORT USERS



#### For offset printing:

**SPOT:** PANTONE 7412 U

**CMYK:** C20 M50 Y60 K0

#### For screen:

**RGB:** R205 G140 B109

**HEX:** #CD8C6D

---

## TERTIARY BRAND COLOURS

The tertiary colour palette is made up of six colours and is for internal use only – such as the intranet. These colours are not assigned to a specific audience.



**For offset printing:**

**SPOT:** PANTONE 7531 U  
**CMYK:** C50 M50 Y60 K0

**For screen:**

**RGB:** R144 G128 B112  
**HEX:** #908070



**For offset printing:**

**SPOT:** PANTONE 300 U  
**CMYK:** C85 M50 Y10 K0

**For screen:**

**RGB:** R37 G117 B174  
**HEX:** #2575AE



**For offset printing:**

**SPOT:** PANTONE 3145 U  
**CMYK:** C90 M30 Y40 K0

**For screen:**

**RGB:** R0 G139 B151  
**HEX:** #008B97



**For offset printing:**

**SPOT:** PANTONE 356 U  
**CMYK:** C90 M40 Y80 K0

**For screen:**

**RGB:** R25 G125 B93  
**HEX:** #197D5D



**For offset printing:**

**SPOT:** PANTONE 131 U  
**CMYK:** C20 M50 Y100 K0

**For screen:**

**RGB:** R207 G139 B45  
**HEX:** #CF8B2D



**For offset printing:**

**SPOT:** PANTONE 173 U  
**CMYK:** C20 M90 Y80 K0

**For screen:**

**RGB:** R202 G65 B66  
**HEX:** #CA4142

# NZ Transport Agency typefaces

## CORPORATE DOCUMENTS

Our corporate typeface is Lucida Sans (PC). Lucida Sans was chosen for its legibility and consistency – it is available on most computers. It should be used for corporate communications. Templates are available (for staff) for documents such as letters, fax cover sheets, memos and PowerPoint slides. See pages 31–36 for examples of these. Lucida Sans 9pt should be used for correspondence and corporate communications. Emails should be in 10pt Lucida Sans.

## PUBLICATIONS AND ADVERTISING

All publications produced by the NZTA – such as project newsletters – should be in Whitney. All manuals and posters should also be produced in Whitney. Whitney has been chosen for its legibility and versatility.

All recruitment, display, public notice, tender notice and roading advertising should be in Whitney.

## ONLINE

For online communications, including the NZTA intranet and website, Verdana should be used.

### LUCIDA SANS

Lucida Sans  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Lucida Sans italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Lucida Sans demibold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

***Lucida Sans demibold italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

### VERDANA

Verdana  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Verdana italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### WHITNEY

Whitney light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Whitney bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Whitney black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Note: Italic, small cap, and small cap italic versions of each weight can also be used. The condensed version of Whitney may be used in tables. Light, book, medium, semibold, bold, and black weights can also be used.

# Paper stock

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## PREFERRED STOCK

The NZ Transport Agency is committed to being socially and environmentally responsible. In our communications we encourage the use of the following environmentally friendly paper.

### NOVATECH

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Novatch Satin Matt is our preferred stock

Novatch Satin Matt 300 or 250 gsm for Covers.

Novatch Satin Matt 150gsm for internal pages or 130gsm if the books exceed 60 pages.

Novatch Satin Matt 130gsm should be used for newsletters.

BJ Ball Papers are the supplier of this stock.

### ROYAL OFFSET HIBRITE - STATIONERY ONLY

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Stationery (letterhead) is printed on 100gsm.

Business cards are printed on 300gsm.

Folders/file covers are printed on 300gsm.

BJ Ball Papers are the supplier of this stock.

## SUSTAINABILITY MESSAGE

Whenever possible, on the back of publications, please include this message:

*Printed on environmentally sustainable paper. Please recycle.*

# Key applications – stationery

## LETTERHEAD

These are examples of letterhead for

- National Office (A)
- Regional offices (B)
- Transport Registry Centre (C)



Note: Items on this page are not shown at actual size.

## BUSINESS CARDS

Our business cards are designed so that name, title and direct contact details are on the left and general contact details are on the right.

These are examples of National Office (A) and regional business cards (B).



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## COMPLIMENTS SLIP



NZ TRANSPORT AGENCY  
WAKA KOTAHI

With compliments

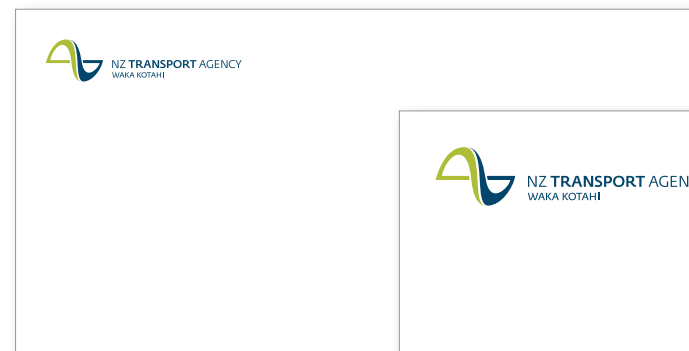
---

[www.nzta.govt.nz](http://www.nzta.govt.nz)

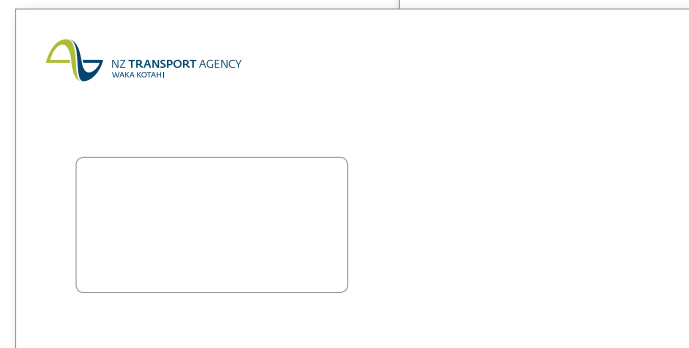
---

## ENVELOPES

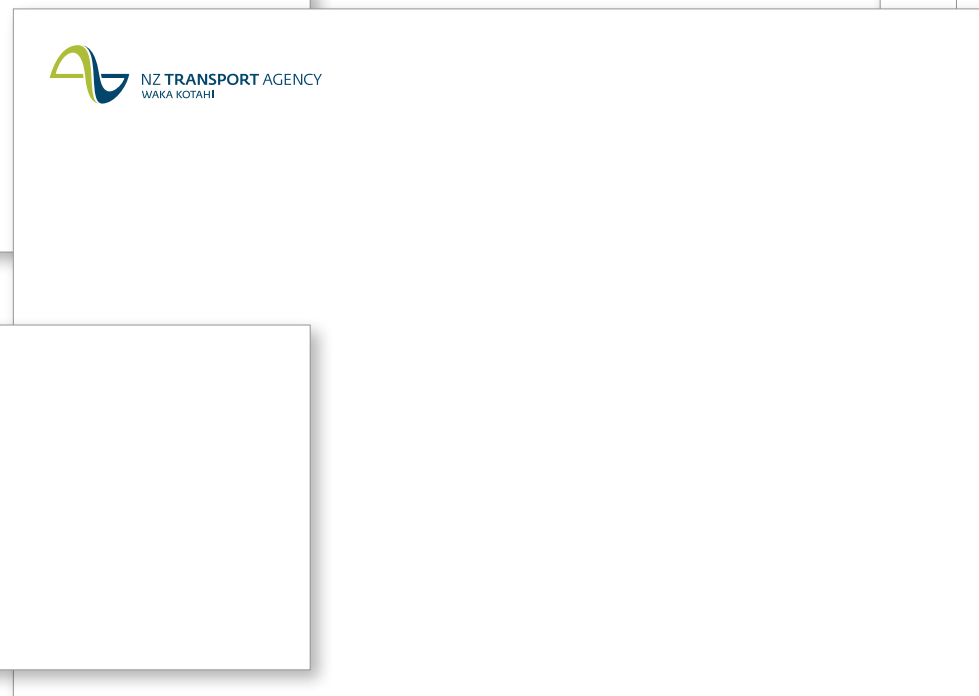
C5 (with no window) and foolscap envelopes (with no window) are also available.



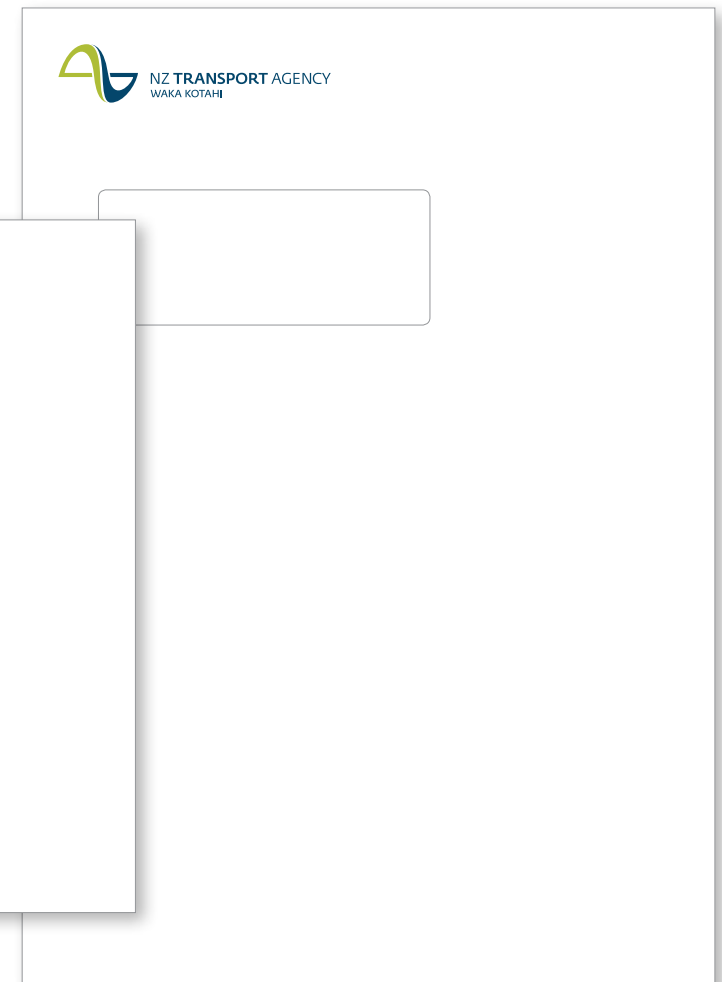
DLE



DLE with window



C4

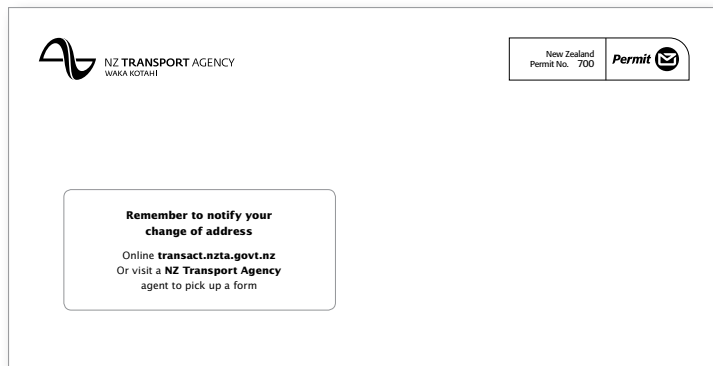


C4 with window

Note: Items on this page are not shown at actual size.

## PERMIT PAID ENVELOPES

To meet NZ Post requirements, permit paid envelopes are only printed in black.



Maxpop - Front



Maxpop - Back



C4



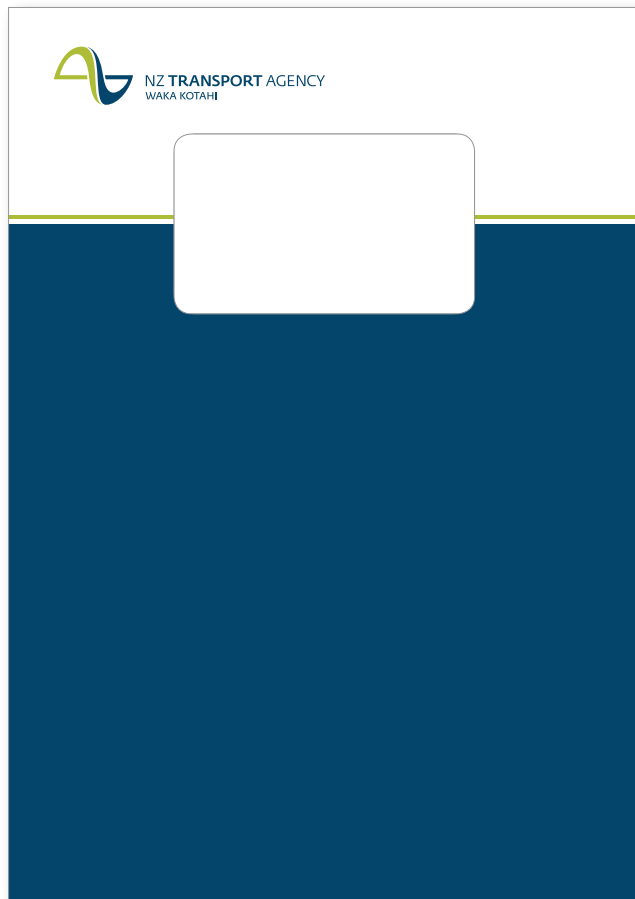
DLE

Note: Items on this page are not shown at actual size.

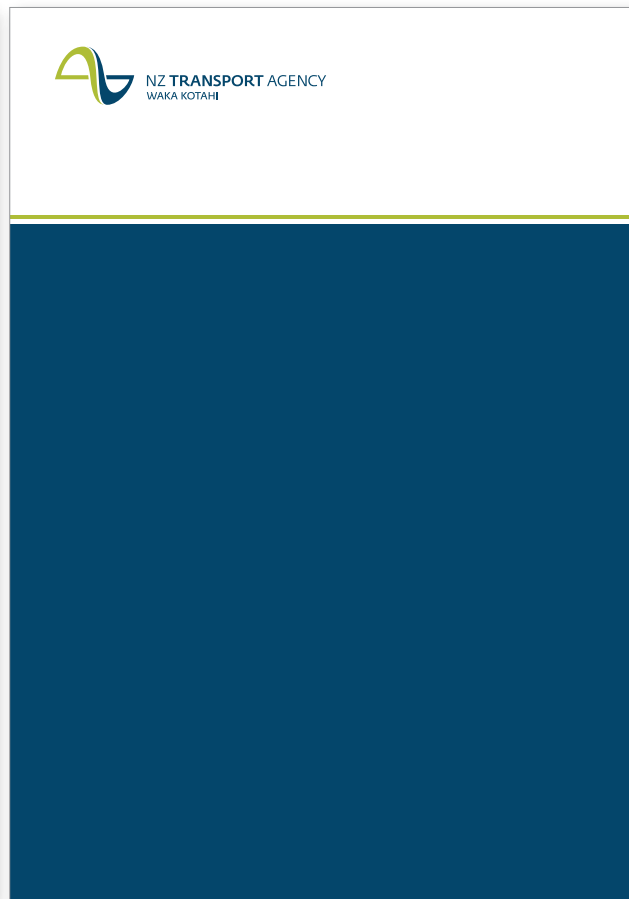
---

## REPORT COVERS

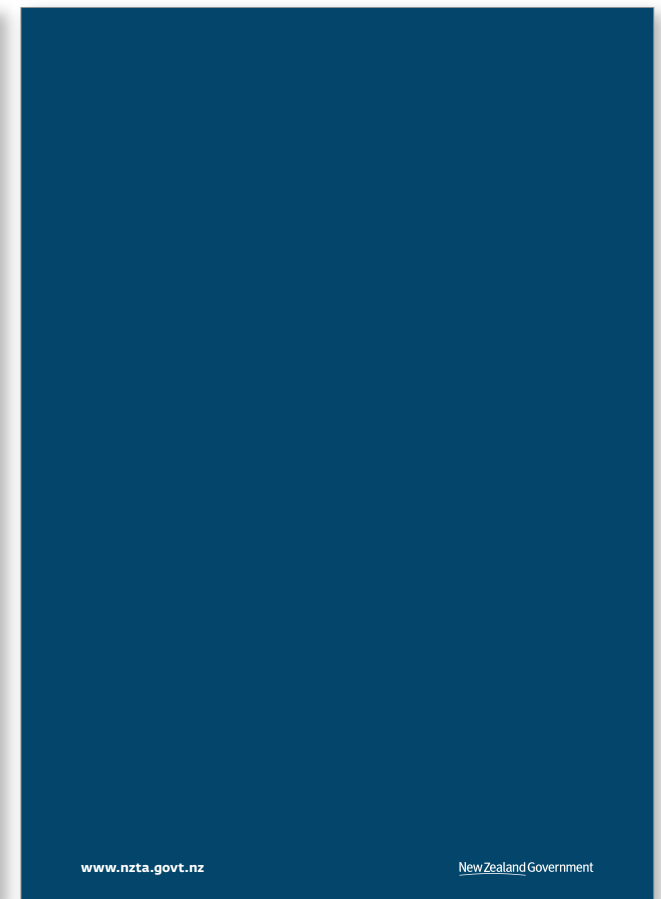
Report cover with window to be used when the title needs to be seen on the cover. (Please don't print titles on labels and stick them on the solid report cover.) A3 report cover and back also available.



With window



Without window

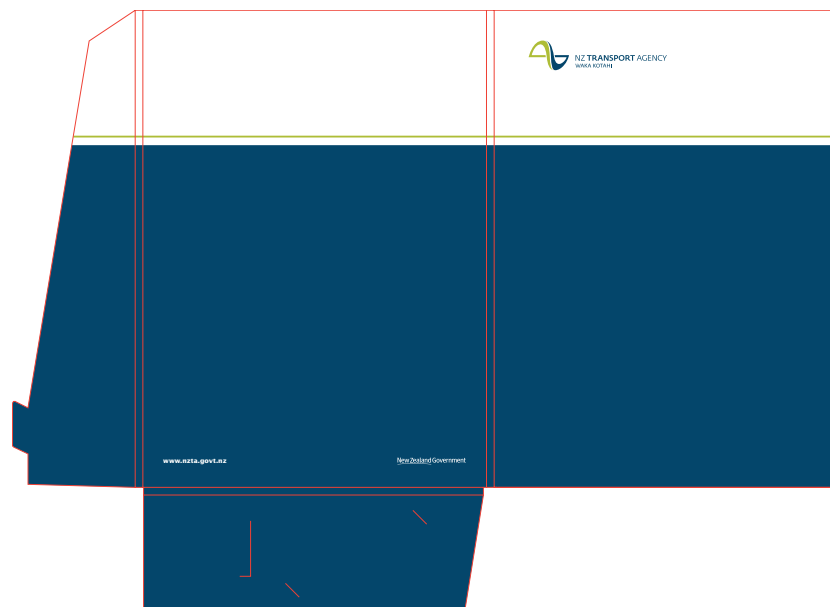


Back cover

Note: Items on this page are not shown at actual size.

## FOLDER

Double pocket folder is also available.



## LABELS



20mm x 70mm



106mm x 30mm



203mm x 57mm

Note: Items on this page are not shown at actual size.

# Key applications – e-templates

---

NZ Transport Agency staff have access to a number of electronic templates for internal and external documents.

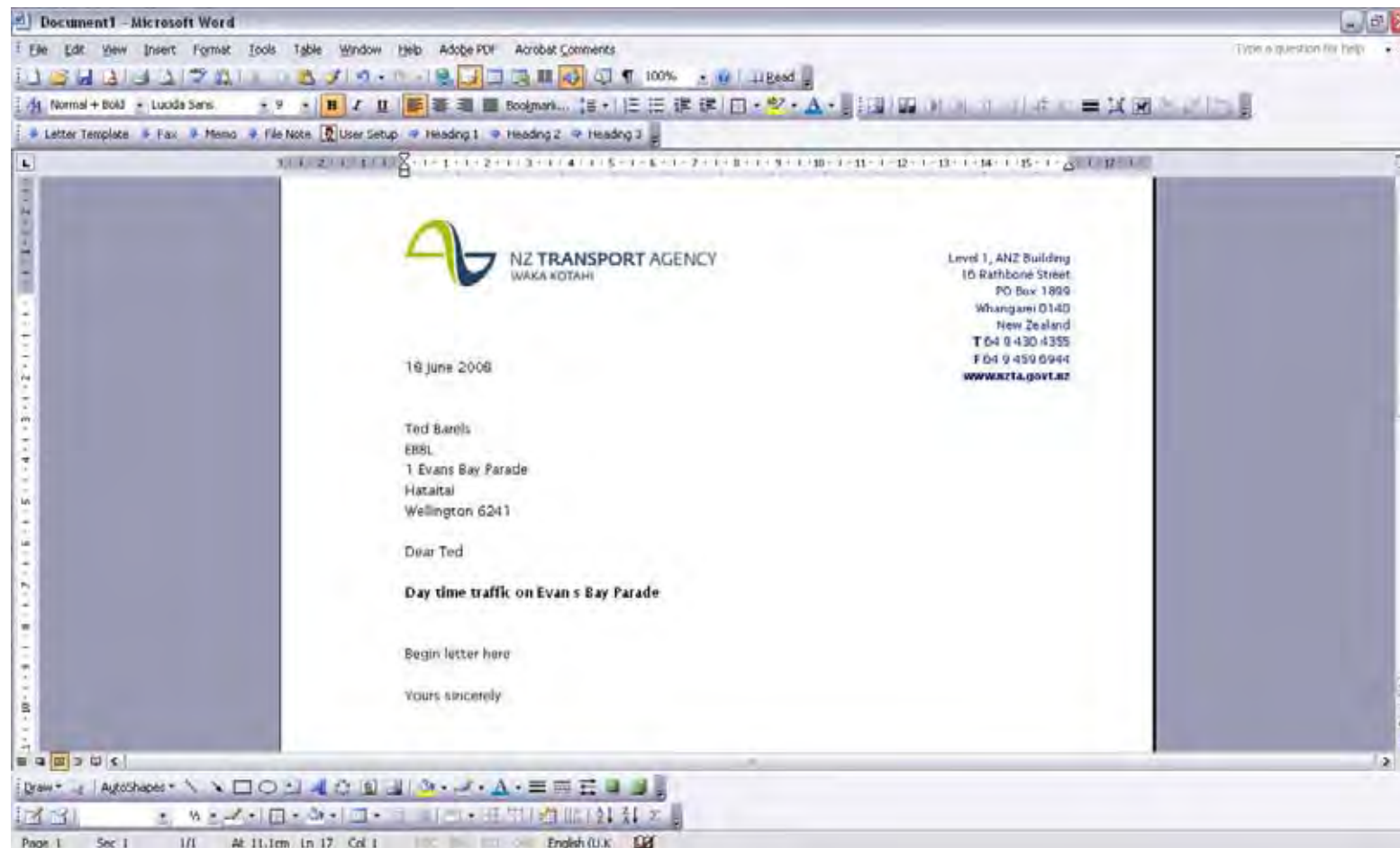
Letter and fax templates are customised for National Office and other offices.

A number of special templates have also been produced. These include board papers, ministerial briefing notes and media releases. Access to these templates is limited to specified users.

Information on how to use the templates is available on the NZTA intranet.


For any problems with templates, phone or email the IT contact centre/helpdesk.

## LETTER



Note: Items on this page are not shown at actual size.

FAX, MEMO AND FILE NOTE



NZ TRANSPORT AGENCY  
WAKA KOTAHI

FAX

To

Name

Cc

Name

From

Name

Date

Day Month Year

Fax number

XX XXX XXXX

Pages

XX (inclusive of cover sheet)

NATIONAL OFFICE

Victoria Arcade

44 Victoria Street

Private Bag 6995

Wellington 6141

New Zealand

T 64 4 894 5400

F 64 4 894 6100


www.nzta.govt.nz

Confidentiality

The information contained in this facsimile message (and any accompanying documents) may be legally privileged and confidential. This information is intended only for the recipient named in this message. If the reader of this information is not the intended recipient you are notified that any use, disclosure, copying, or distribution of the information is prohibited. If you have received this message in error please notify us immediately.

Body text

Ref XXXXX



NZ TRANSPORT AGENCY  
WAKA KOTAHI

MEMO

To

Text here

Cc

Text here

From

Text here

Date


Text here

Subject

Text here

Body text in sentence case, Lucida sans roman, 9pt, left aligned.

Ref 0123456789



NZ TRANSPORT AGENCY  
WAKA KOTAHI

FILE NOTE

Date

Text here

Subject

Text here


Ref 0123456789

Note: Items on this page are not shown at actual size.

NZ TRANSPORT AGENCY VISUAL IDENTITY GUIDELINES VERSION 1.4/23 OCTOBER 2009 32

MINISTERIAL BRIEFING NOTE

Access to this template is limited to specified staff.



NZ TRANSPORT AGENCY  
WAKA KOTAHU

MINISTERIAL BRIEFING NOTE

Name of Agency	NZ Transport Agency
Contact Person	Geoff Dangerfield
Contact Details	DDI 04 xxx xxxx
	M 021 xxx xxxx
	E geoff.dangerfield@nzta.govt.nz
Week beginning	


**Issues/Red Flags**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dapibus lobortis orci. In lacinia justo eget sem. Quisque eget nisl. Aliquam velit. Morbi est ligula, sagittis sit amet, tempus eu, semper nec, nulla. Duis consequat, elit tincidunt porta fermentum, lectus velit gravida lacus, eu vehicula urna nulla eget neque. Proin malesuada tortor eget nisi. Integer aliquet, nunc a tempus adipiscing, elit elit sodales augue, euismod rutrum sapien tortor ut pede.

**Weekly/Monthly Statistics**  
Road deaths as at 13 March 2008: 88  
Road deaths as at 13 March 2007: 76  
Road deaths as at 13 March 2006: 83  
Road deaths for 12 months to 13 March 2008: 435

Note: Items on this page are not shown at actual size.

## MEDIA RELEASE

Access to this template is limited to specified staff.

**NZ TRANSPORT AGENCY**  
WAKA KOTAHU

**MEDIA RELEASE**

**EMBARGOED UNTIL DATE TIME INFORMATION (can be deleted if necessary)**

**NZ Transport Agency [Regional Office Name]**

**XX Month Year**

**Headline text in sentence case, Lucida sans bold, 11pt, left aligned.**

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Body text, Lucida sans roman, 10pt, left aligned.

ENDS

**For more information please contact:**


Contact Name	Contact Name (if any, or delete)
Position	Position
<b>T</b> 64 x xxx xxxx	<b>T</b> 64 x xxx xxxx
<b>F</b> 64 x xxx xxxx	<b>F</b> 64 x xxx xxxx
<b>M</b> 64 xx xxx xxxx	<b>M</b> 64 xx xxx xxxx
firstname.lastname@nzta.govt.nz	firstname.lastname@nzta.govt.nz

**www.nzta.govt.nz**

[New Zealand Government](#)

Note: Items on this page are not shown at actual size.

## BOARD PAPERS



**AGENDA NO.**

**Embargoed until date of next meeting**

<b>Board Paper No.</b>	08/10/xxxx
<b>Submission Date</b>	
<b>Prepared by</b>	
<b>Recommended by</b>	
<b>Subject</b>	

**Purpose**

1 Enter Purpose here – this is Numbered List style:

**Recommendations**

2 That the NZ Transport Agency Board:

- a. This is lettered list style
- b. This is lettered list style

**Background**

3 Enter Background here – this is List – Numbered style:


4 More here...

**Attachments**

5 There is (are) x attachment(s) to this paper<sup>1</sup>

---

<sup>1</sup> Footnote text



**AGENDA NO.**

**In Committee**

<b>Board Paper No.</b>	08/10/xxxx
<b>Submission Date</b>	
<b>Prepared by</b>	
<b>Recommended by</b>	
<b>Subject</b>	

**Purpose**

1 Enter Purpose here – this is List Numbered style:

**Recommendations**

2 That the NZ Transport Agency Board:

- a. This is lettered list style
- b. Xx
- c. Agrees to take Board paper xx/xx/xxxx out of committee when \_\_\_\_\_

**Background**

3 Enter here

4 Enter here

**Attachments**

5 There is (are) x attachments to this paper: 1

Attachment 1 this is normal indented style

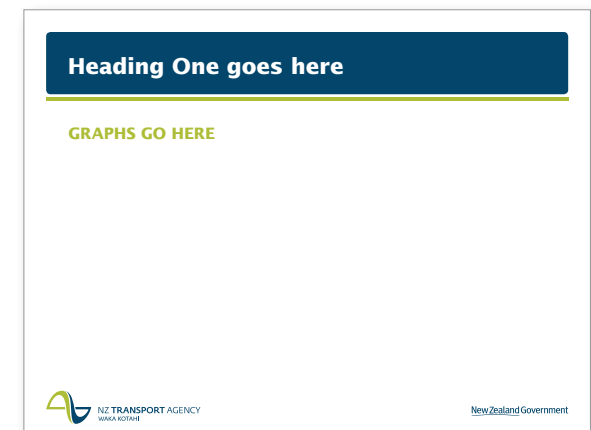
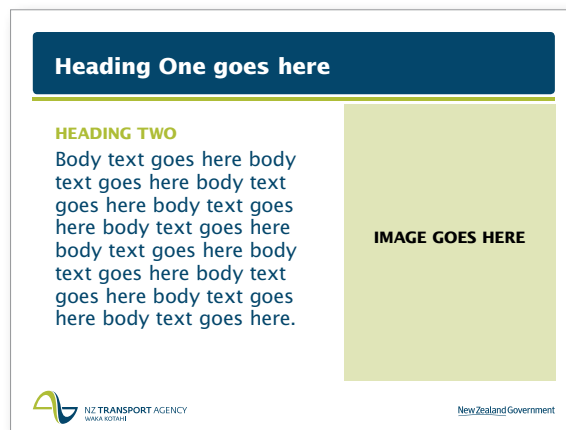
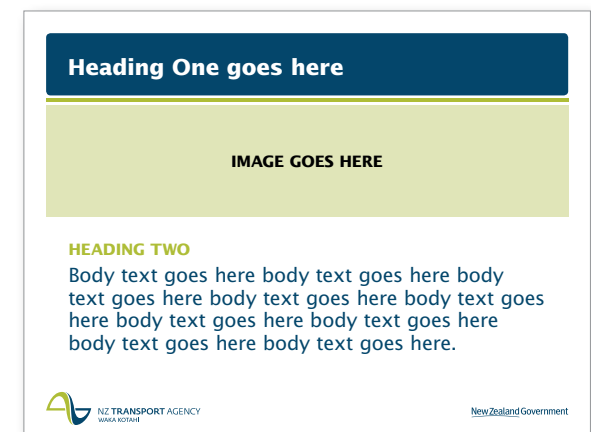
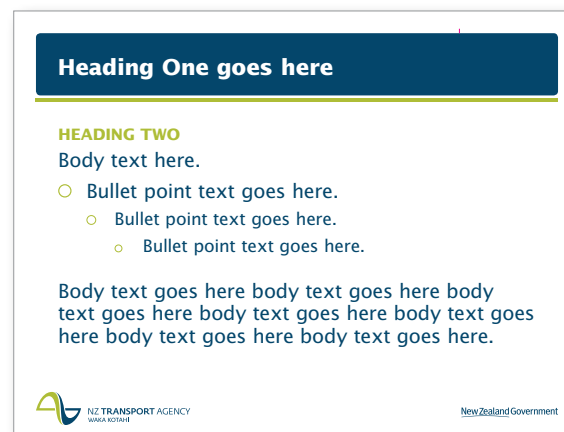
---

<sup>1</sup> Footnote text

Note: Items on this page are not shown at actual size.

## POWERPOINT TEMPLATES

There is a pick and mix selection of PowerPoint slides including title slide, text only, image only and text and image combinations for you to customise presentations.



Note: Items on this page are not shown at actual size.

# Key applications – other

## TENDER NOTICE

- Tender advertisements are placed in the newspaper's tender section.
- Preferably set width to two newspaper columns (approx. 64–74mm).
- Set in black and white, not colour.

Tender notices don't require the NZ Government logo.

Templates are available for downloading at [www.e-see.com](http://www.e-see.com). Only approved design agencies, contractors and consultants will get access to these templates.

### PROFESSIONAL SERVICES CONTRACT: SH16 PUNGANUI STREAM BRIDGE REPLACEMENT – D&PD AND MS&QA

#### CONTRACT PA 2920

The project site is located on SH16 at RP 47/8.76, halfway between Helensville and Kaukapakapa and approximately 150m from the intersection with Inland Road.

The services required from the Consultant under this contract include:

- Develop the approved option into a Detailed Design to enable satisfactory completion of the project, which includes, but not limited to, complying with all applicable NZ Transport Agency and Austroads standards and specification where appropriate.
- Procure the Physical Works Contract in a way to enable satisfactory completion of the project.
- Closure of the Physical Works contract ensuring all Contractor deliverables are to the required standards.

Tenders will be evaluated using the Price Quality (Simple) method.

Tender documents will be available from 12 noon on Wednesday 25 July 2008 from:

The Tenders Secretary, NZ Transport Agency, Level 13 Qantas House, 191 Queen Street, Auckland

A tender document deposit is not required.

**Tenders close at 4.00pm on Tuesday 28 August 2009**  
with:

**The Tenders Secretary, NZ Transport Agency  
Qantas House, Level 13, 191 Queen Street  
Auckland**



NZ TRANSPORT AGENCY  
WAKA KOTAHI

### WHITNEY BOLD 11PT CAPS: WHITNEY BOLD 8.5PT CAPS

#### WHITNEY BOLD 8.5PT CAPS

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- Lorem ipsum dolor sit amet, onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea.

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**Whitney Bold 7pt. Duis autem vel eum iriure dolor  
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autem vel eum iriure dolor.**



NZ TRANSPORT AGENCY  
WAKA KOTAHI

## PUBLIC NOTICE

- Public notices are placed in the newspaper's public notice section.
- Preferably set width to two newspaper columns (approx. 64–74mm).
- Set in black and white, not colour.

Public notices don't require the NZ Government logo.

Template files are available from [www.e-see.com](http://www.e-see.com). Only approved design agencies, contractors and consultants will get access to these templates.

### PUBLIC NOTICE AND ROAD UPDATE

The NZ Transport Agency wishes to advise the following motorway on-ramp will be closed:

**Southern Motorway (SH1) St Marks Rd  
southbound from 7am Saturday 30 June until  
7pm Sunday 8 July 2008**

This closure will allow for the ramp to be widened to two lanes and ramp signals to be installed. However the signals will not be activated until later this year. Motorists are advised to follow the signposted detours.

In the event of bad weather or any unforeseen circumstances, this closure may be extended for one to two extra days. The NZ Transport Agency regrets any inconvenience caused.



NZ TRANSPORT AGENCY  
WAKA KOTAHI

### THREE LINE HEADING 10/12PT WHITNEY BOLD CAPS

Whitney Book 7.5pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod:

**Whitney Bold 7.5pt. Ut ullamcorper wisi enim  
ad minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis.**

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NZ TRANSPORT AGENCY  
WAKA KOTAHI

## RECRUITMENT ADVERTISEMENT

This format meets State Services Commission guidelines. Detailed instructions can be found in the InDesign template. If a template is required, please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz). Only approved advertising agencies will gain access to these templates.

### Contact Centre Opportunities Customer Services Representatives

#### TRANSPORT REGISTRY CENTRE, PALMERSTON NORTH

Awarded Manawatu Contact Centre of the Year 2007, our Contact Centre delivers quality customer service and support to the general public and our agent network.

We have a number of fantastic positions available for Customer Services Representatives. In this role you will need to utilise your problem solving and lateral thinking skills while providing excellent customer service within a supportive team environment.

Our busy national Contact Centre operates between 8am and 6pm, Monday to Friday and the positions are full-time for 40 hours per week. These roles commence Monday 6th October 2008.

Starting salary range is \$37,080-\$39,140 dependent on experience.


To find out more about this opportunity, head to our website [www.nzta.govt.nz/jobs](http://www.nzta.govt.nz/jobs) where you can find a position description and application form for the position. Applications must include a covering letter, CV and completed application form.

To find out more about this opportunity, head to our website [www.nzta.govt.nz/jobs](http://www.nzta.govt.nz/jobs) where you can find a position description and application form for the position. Applications must include a covering letter, CV and completed application form.

**For any enquiries please email [amanda.palmer@nzta.govt](mailto:amanda.palmer@nzta.govt) or call Amanda on 06 953 6248.**

**Applications close 5pm, Wednesday 10 September 2008.**

On 1 August 2008, Land Transport New Zealand and Transit New Zealand became the NZ Transport Agency. The NZ Transport Agency (NZTA) brings together the functions of Land Transport NZ and Transit to provide an integrated approach to transport planning, funding and delivery.



**NZ TRANSPORT AGENCY**  
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[www.nzta.govt.nz](http://www.nzta.govt.nz) [New Zealand Government](#)

### Contact Centre Opportunities Customer Services Representatives

#### TRANSPORT REGISTRY CENTRE, PALMERSTON NORTH

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Our busy national Contact Centre operates between 8am and 6pm, Monday to Friday and the positions are full-time for 40 hours per week. These roles commence Monday 6th October 2008. Our busy national Contact Centre operates between 8am and 6pm, Monday to Friday and the positions are full-time for 40 hours per week. These roles commence Monday 6th October 2008.

Starting salary range is \$37,080-\$39,140 dependent on experience.


To find out more about this opportunity, head to our website [www.nzta.govt.nz/jobs](http://www.nzta.govt.nz/jobs) where you can find a position description and application form for the position. Applications must include a covering letter, CV and completed application form.

To find out more about this opportunity, head to our website [www.nzta.govt.nz/jobs](http://www.nzta.govt.nz/jobs) where you can find a position description and application form for the position. Applications must include a covering letter, CV and completed application form.

**For any enquiries please email [amanda.palmer@nzta.govt](mailto:amanda.palmer@nzta.govt) or call Amanda on 06 953 6248.**

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[www.nzta.govt.nz](http://www.nzta.govt.nz) [New Zealand Government](#)

## DISPLAY ADVERTISEMENT

These templates should be used when creating a road update display advertisement. Detailed instructions can be found in the InDesign template. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the template from [www.e-see.com](http://www.e-see.com).



### Pukerua Bay Geotechnical Investigation

The NZ Transport Agency (NZTA) will be working at the side of SH1 in Pukerua Bay after Labour Weekend to find out what ground conditions are like so we can design a new retaining wall for this location out what ground conditions are like so we can design a new retaining wall for this location.

In order to find out what lies beneath the surface, NZTA will be drilling and surveying alongside the footpath and in one area on the highway over a three week period from 28 October. Pedestrian access will be maintained at all times and temporary traffic lanes will be marked keeping two way traffic available. Most of the work will happen during the day, outside peak traffic hours, the remainder night to minimise disruption to road users, the remainder night to minimise disruption to road users.

We ask for your patience and understanding and patience while we carry out this work in the area.



NZ TRANSPORT AGENCY  
WAKA KOTAHĪ



New Zealand Government



### Waterview Connection Air quality – find out more



**Would you like to know more about air quality and the proposed Waterview tunnel project?**

Find out how planned tunnel emission management compares to international practice. Attend one of these community workshops. The project team is interested in your questions and feedback. Find out how emission management compares to international practice. Find out more about the project by calling 09 368 2000 or visiting [www.waterviewconnection.co.nz](http://www.waterviewconnection.co.nz)

**Community workshops**

**9 September** 7pm–9pm  
Owairaka Primary School  
113 Richardson Road

**11 September** 7pm–9pm  
Waterview Methodist Church  
Cnr Great North Road and Fir Street



NZ TRANSPORT AGENCY  
WAKA KOTAHĪ



New Zealand Government



### Overnight road closure on SH20

**All motorway lanes underneath the Rimu Road overbridge on the Southwestern Motorway (SH20) will be closed from 9pm on Wednesday 17 September. The lanes will reopen at 5am on Thursday 18 September.**

The closure is required to lift beams into place across one span of the overbridge as part of the SH20 Manukau Harbour Crossing project. The closure is required to lift beams into place across one span of the overbridge as part of the SH20 Manukau Harbour Crossing project.

Delays are possible so motorists travelling to and from Auckland International Airport are advised to leave extra time for their journey.

Motorists should follow the signposted detours between the Rimu Road and Waimsey Road Interchanges.

Contingency dates are Thursday 18 and Sunday 21 September.

The NZ Transport Agency thanks you for your patience. For more info call 0800 SH20 MHX (0800 7420 649) or visit [www.transit.govt.nz/projects/mhc/](http://www.transit.govt.nz/projects/mhc/)





NZ TRANSPORT AGENCY  
WAKA KOTAHĪ



New Zealand Government

Note: Items on this page are not shown at actual size.

## INVITATION

This template should be used when creating an invitation.

Detailed instructions can be found in the InDesign template. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the template from [www.e-see.com](http://www.e-see.com). Only approved design agencies, contractors and consultants will get access to these templates.



Note: Items on this page are not shown at actual size.

REGIONAL/PROJECT NEWSLETTERS

This template should be used when creating a general project newsletter. Please contact branding@nzta.govt.nz or download the template from www.e-see.com.



Examples of general project newsletter fronts

Note: Items on this page are not shown at actual size.

# Signage – office signs

---

There are 18 types of NZTA signage to meet different requirements. Note: These are visuals only.



## SIGN TYPE 1

3D (4mm deep) white acrylic logo (icon and text same depth). This sign can be used on frosted or clear glass.



## SIGN TYPE 2

3D (15mm deep) full colour acrylic logo with light behind icon only (all text the same depth, but icon is higher as contains lighting). For use in reception areas, preferably on a white wall. This is the reception sign at National Office.



## SIGN TYPE 2B

3D (15mm deep) full colour 15mm acrylic logo (as per sign type 2, but no lighting behind icon, therefore icon and text will be same depth). For use in well-lit reception areas, preferably on a white wall.

Note: Items on this page are not shown at actual size.



### SIGN TYPE 3

Engraved anodised aluminium with infill – PMS 423.  
Way finding signs – likely to have other information on them.  
This sign can be used in lifts, lift door entrances/exits and stairwells.



### SIGN TYPE 4

Icon only, white or frosted vinyl applied to glass as a safety/ security measure. Please check before using this icon-only version.



### SIGN TYPE 5

Digitally printed vinyl print mounted on PVC panel.  
Alternative reception sign and secondary sign where additional large internal signage is required. For general use.

Note: Items on this page are not shown at actual size.



#### SIGN TYPE 6

Digitally printed vinyl print mounted on PVC panel (slightly thicker than sign type 5). For use in exterior/building signs.



#### SIGN TYPE 7

Pre-cut, pre-spaced vinyl logo (one colour – black or white) applied straight onto surface. For general use.



#### SIGN TYPE 8

Pre-cut, pre-spaced vinyl logo (full colour) applied straight onto white wall/surface. For general use.

Note: Items on this page are not shown at actual size.



#### **SIGN TYPE 9**

Digitally printed vinyl print mounted on PVC panel. For use as a carpark sign. Information may vary according to placement of the sign.



#### **SIGN TYPE 10**

Digitally printed vinyl print mounted on PVC panel. For use as a carpark sign for NZTA fleet vehicles.



#### **SIGN TYPE 11**

Digitally printed vinyl print mounted on PVC panel. Carpark sign.

Note: Items on this page are not shown at actual size.



#### SIGN TYPE 12

Digitally printed vinyl print mounted on PVC panel.  
Carpark sign.



#### SIGN TYPE 13

Digitally printed vinyl print mounted on lightweight  
PVC panel.



#### SIGN TYPE 14

Digitally printed vinyl print mounted on lightweight PVC panel.

Note: Items on this page are not shown at actual size.



#### SIGN TYPE 15

Digitally printed vinyl print mounted on PVC panel.  
Alternative reception sign and secondary sign where additional large internal signage is required.  
For general use.



#### SIGN TYPE 16

Pre-cut, pre-spaced frosted vinyl logo applied to clear glass.



#### SIGN TYPE 17

Digitally printed vinyl print mounted on existing road toll sign.

Note: Items on this page are not shown at actual size.

# Signage – banners

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## PULL UP BANNER

Portable pull up banners have been produced for display and event branding purposes.

Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) to borrow them.



Note: Items on this page are not shown at actual size.

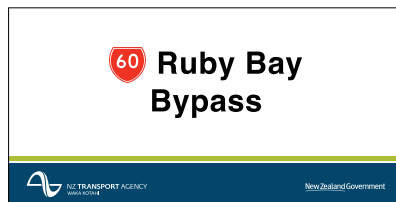
# Appendix A: Roding project signage

The NZ Transport Agency roding project signage is an important part of our public facing brand. The purpose of a project sign is to convey what is happening, where it is happening and how long it might take. All of this needs to be in 7 words or less. Here is how to name and brand NZTA roding projects on the road.

## EXAMPLES OF PROJECT SIGNS

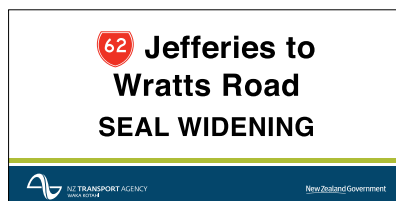
### STATE HIGHWAY PROJECT SIGNS

The highway sized signs are two-sided and come in a range of formats. These signs are all 2400mm wide x 1200mm high.



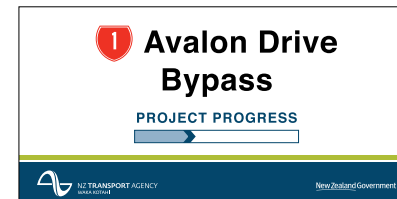
#### State Highway project sign, 2 lines

To be used when the name of project describes the nature of work beginning done. Positioned on state highway projects at the entry points to a project. (Refer to Template 1 – page 58)



#### State Highway project sign, 3 lines

To be used when a description of work being done needs to be included in addition to the project name. Positioned on state highway projects at the entry points to a project. (Refer to Template 2 – page 59)



#### State Highway project sign, 2 lines with progress bar

Used for state highway projects at the entry points to a project that has multiple phases or components. Project progress bar gets filled in as each stage is completed. (Refer to Template 3 – page 60)



#### State Highway project sign, rear face

Used on the back of all state highway project signs and state highway 'Thanks for your patience' signs. (Refer to Template 4 – page 61)



#### State Highway project sign, Thanks for your patience

Used at the exit points of a state highway project where we are more likely to cause delays or disruption. This sign is optional. (Refer to Template 5 – page 62)

Note: Items on this page are not shown at actual size.

## MOTORWAY PROJECT SIGNS

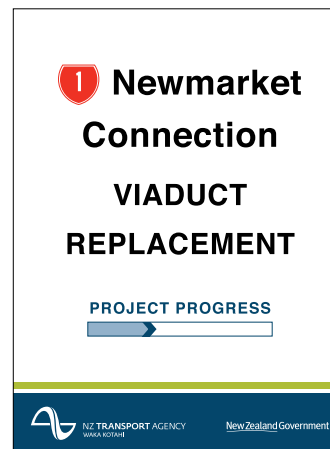
The motorway sized signs has no contractor information on the rear face as the rear face is not able to be seen. They are suitable for placement on larger city motorways, with 4 or more lanes of traffic.

Either the motorway sign with phone number or progress bar can be used, these signs are either 1800mm wide by 2400mm high portrait or 3600 wide by 2400 high landscape.



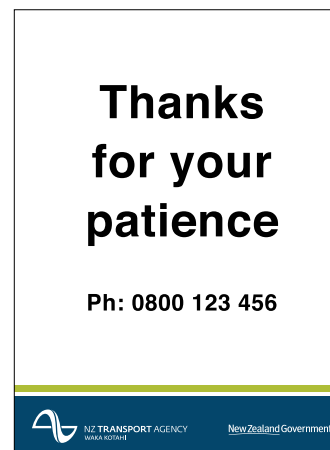
### Motorway project sign with phone number (3600mm x 2400mm)

Used on motorway projects at the entry points to a project with the contractors phone number on front face. (Refer to Template 6 – page 63)



### Motorway project sign with progress bar

Used on motorway projects at the entry points to a project that has multiple phases or components. (Refer to Template 7 – page 64)



### Motorway project sign, Thanks for your patience

Used at the exit points of a motorway project where we are more likely to cause delays or disruption. This sign is optional. (Refer to Template 8 – page 65)

Note: Items on this page are not shown at actual size.


---

## ELEMENTS OF PROJECT SIGN FRONT

Each element of the project signage designs are explained below.

### STATE HIGHWAY SHIELD

---

e.g.  This shield holds the state highway number. It is always at the same proportions and will always appear in red with a white outline and red keyline. Available as an eps on [www.e-see.com](http://www.e-see.com).

### MESSAGE

---

The maximum number of words on any project sign is 7.

Words on project signs should explain to motorists what is being done and why.

The two key messages are the project name and the description of work.

#### Project name

e.g. **Dowse to Petone**

This text titles the name of the project NOT necessarily the project contract name as it appears in the WLTP. Project name will always appear in **Sentence Case**. The maximum number of lines the project name can take is two. Note the maximum number of words includes the project name and description of work.

#### Description of work

e.g. **HIGHWAY IMPROVEMENT**

This text is a description of the work. It needs to be understood by all motorists and should be simple and clear. Project description will always appear in **UPPER CASE** and on one line only (except on motorway signs). The maximum number of lines the description of work can take is one. Note the maximum number of words includes the project name and description of work.

### PHONE NUMBER - FOR MOTORWAY SIGNS ONLY

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e.g. **Ph: 0800 123 456**

The phone number on the front face of motorway signs is to inform motorists of who they can contact for further information.

Note: Items on this page are not shown at actual size.

## ELEMENTS OF PROJECT SIGN FRONT (CONTINUED)

### PROGRESS BAR (OPTIONAL)

e.g. **PROJECT PROGRESS**



The project progress bar is designed for projects which have multiple phases or components which are likely to last several years e.g. Dowse to Petone, which consists of several project stages (highway improvement, access bridge development, interchanges etc.)

The bar is filled with colour as the project progresses. After each project stage is completed, a longer sticker is replaced. The progress bar is not suitable for all projects.

Available as an eps in various stages (quarters or thirds) from [www.e-see.com](http://www.e-see.com).

### BRANDING BAR

e.g.



The branding bar contains the NZTA logo and NZ government logo. It is available on the template and also as an eps on [www.e-see.com](http://www.e-see.com).

## ELEMENTS OF PROJECT SIGN BACK – HIGHWAY SIGNS ONLY

### CONTRACTOR

e.g. **CONTRACTOR:**  
**Building Roads Ltd**

Contractor's name to appear here.

Used on the back of all state highway project signs and state highway 'Thanks for your patience' signs.

### PHONE NUMBER

e.g. **Ph: 0800 123 456**

The contractor's phone number to appear here.

Note: Items on this page are not shown at actual size.

---

## CREATING AND INSTALLING PROJECT SIGNS

Each element of the project signage is explained below.

If you are having problems with creating the sign file, please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz).

### SIGN FILE TEMPLATES

---

Each sign template is available in the following formats:

- InDesign CS3 (indd)
- InDesign Interchange (inx)
- Illustrator CS3 (ai)
- eps (elements of signs)
- PDF (for reference only)

Files which are created by designers should be supplied at the correct dimensions and as a high resolution PDF to the printers/sign writers.

These files can be accessed by going to: [www.e-see.com](http://www.e-see.com)

### COLOUR

---

All signs should be colour matched to NZTA Blue (PMS 548U) and NZTA Green (PMS 583U).

These primary brand colours are set up in the national Resene colour directory under the following names:

- NZTA Blue
- NZTA Green.

The shield is red, PMS 485C.

All text which appears on project signs is to be in black, except for the project progress bar.

Note: Items on this page are not shown at actual size.

### PRINTING

---

To digitally print graphic, using lightfast inks, onto 3M IJ40.10 or equivalent product.

Overlaminated with 3M 3640.114 Clear Antigraffiti Film;

- **2400mm x 1200mm signage:** Graphics mounted to 4mm Aluminium Composite Materials (ACM) – Alucabond, Signbond, Dibond are examples of trade names for this product.
- **Signage larger than above:** Graphics mounted to 2mm Power Coated Aluminium panel, including Signfix channel 'blind fixed' to rear. Size will denote number of channels required.

Note: Non reflectionised material should be used.

### INSTALLING

---

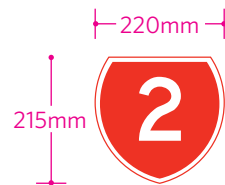
Signs are to be erected perpendicular to the road centre line and be erected at a location where a vehicle may safely stop and park clear of the white edge line.

- **2400mm x 1200mm signage:** Apply rear face graphic detail, produced as pre-spaced computercut lettering, onto rear of sign. Suitably set 100mm x 100mm Treated Timber posts into ground. Attach sign panel to 100mm x 100mm Treated Timber posts using mechanical fixings such as stainless steel screws etc. Spot patch over the tops of screw heads using small 30mm dots of the white self adhesive vinyl.
- **Signage larger than above:** Apply rear face graphic detail, produced as pre-spaced computercut lettering, onto rear of sign. Supplied with Signfix 100mm Square Post Clips for attaching to posts. Suitably Set the 100mm x 100mm Treated posts into ground. Size will denote number of posts required. Attach sign panel to 100mm x 100mm Treated Timber posts using Signfix post clip fixing system.

## HIGHWAY SIGN DIMENSIONS

### SH SHIELD

Available as an eps on  
www.e-see.com.



### PROGRESS BAR

Available as an eps  
in various stages from  
www.e-see.com.



### BRANDING BAR AND LOGOS

#### NZTA logo:

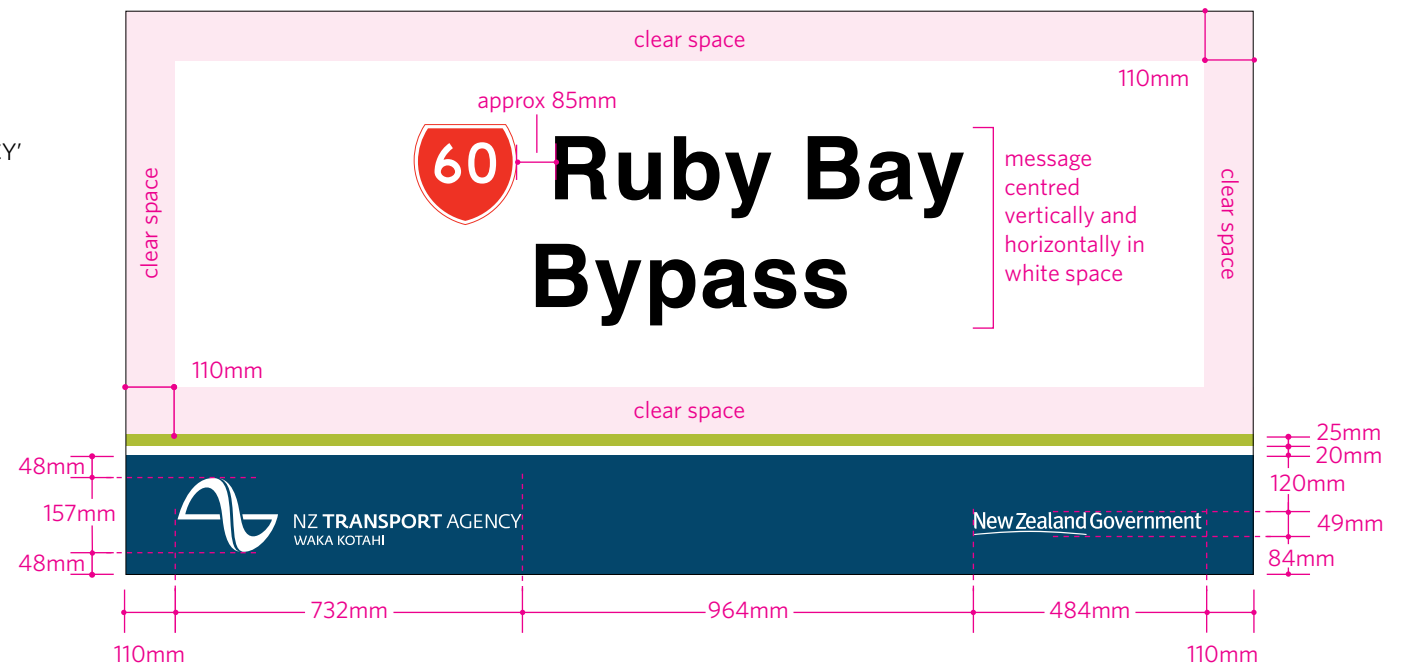
732mm wide x 157mm high

#### New Zealand Government logo:

484mm wide x 49mm high

(NZgovt logo width = width of 'NZ TRANSPORT AGENCY')

This is a different logo proportion relationship to that on the section titled 'Use of our logo with the New Zealand Government brand' in the Visual Identity Guidelines.

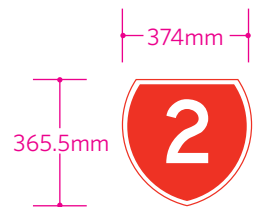


Note: Items on this page are not shown at actual size.

## MOTORWAY PROJECT SIGN DIMENSIONS – LARGE (3600MM X 2400MM)

### SH SHIELD

Available as an eps on [www.e-see.com](http://www.e-see.com).



### PROGRESS BAR

Available as an eps in various stages from [www.e-see.com](http://www.e-see.com).

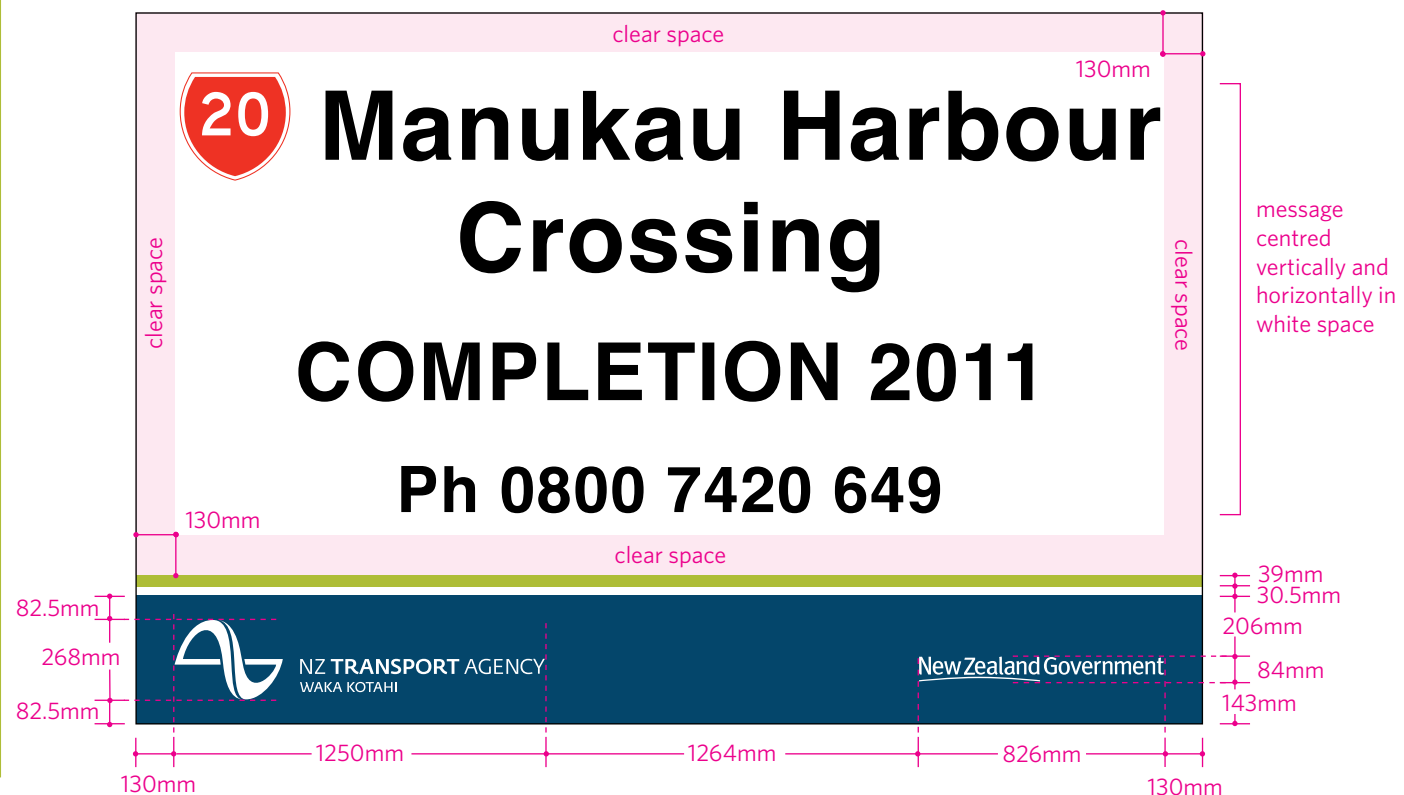


Note: Items on this page are not shown at actual size.

## BRANDING BAR AND LOGOS

**NZTA logo:** 1250mm wide x 268mm high

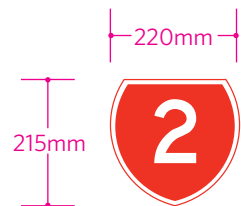
**New Zealand Government logo:** 826mm wide x 84mm high (NZ Govt logo width = width of 'NZ TRANSPORT AGENCY').  
This is a different logo proportion relationship to that on the section titled 'Use of our logo with the New Zealand Government brand' in the Visual Identity Guidelines.



## MOTORWAY PROJECT SIGN DIMENSIONS – SMALL (2400MM X 1800MM)

### SH SHIELD

Available as an eps on [www.e-see.com](http://www.e-see.com).



### PROJECT BAR

Available as an eps in various stages from [www.e-see.com](http://www.e-see.com).



Note: Items on this page are not shown at actual size.

## BRANDING BAR AND LOGOS

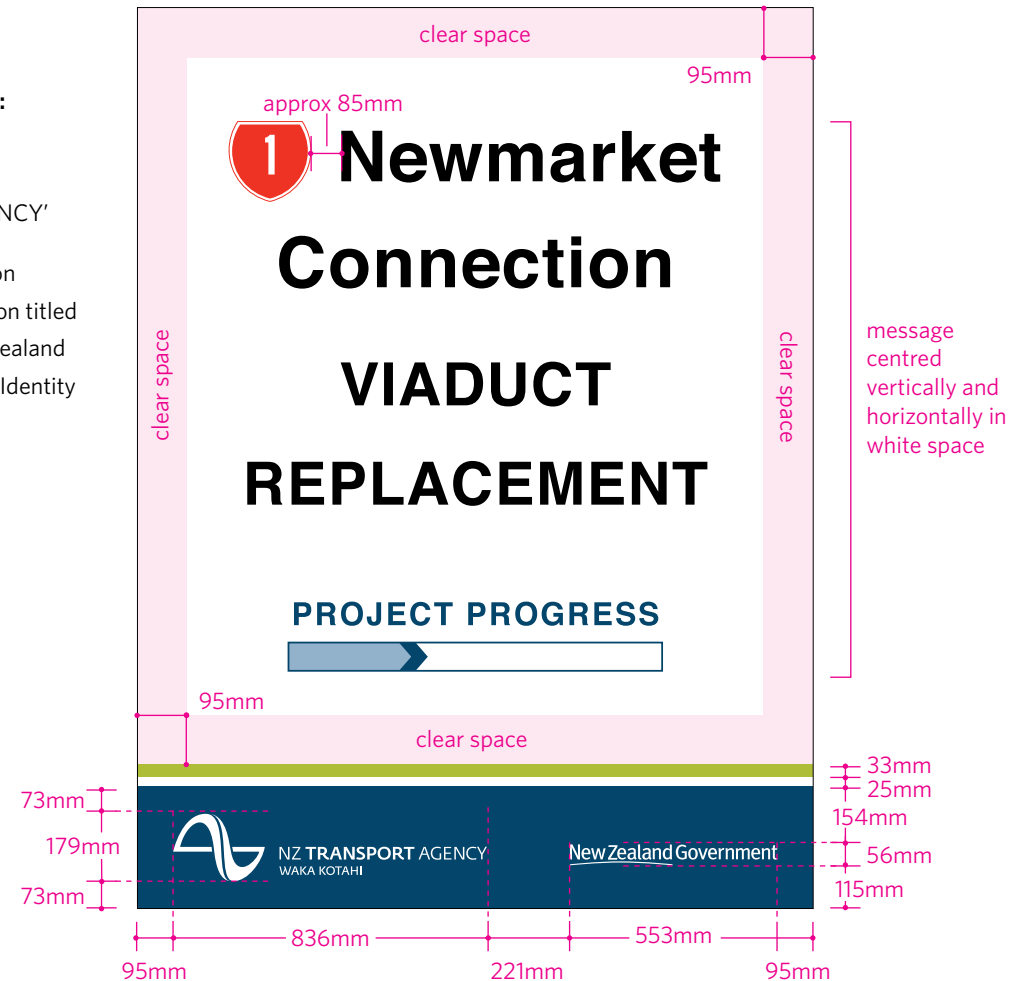
### NZTA logo:

836mm wide x 179mm high

### New Zealand Government logo:

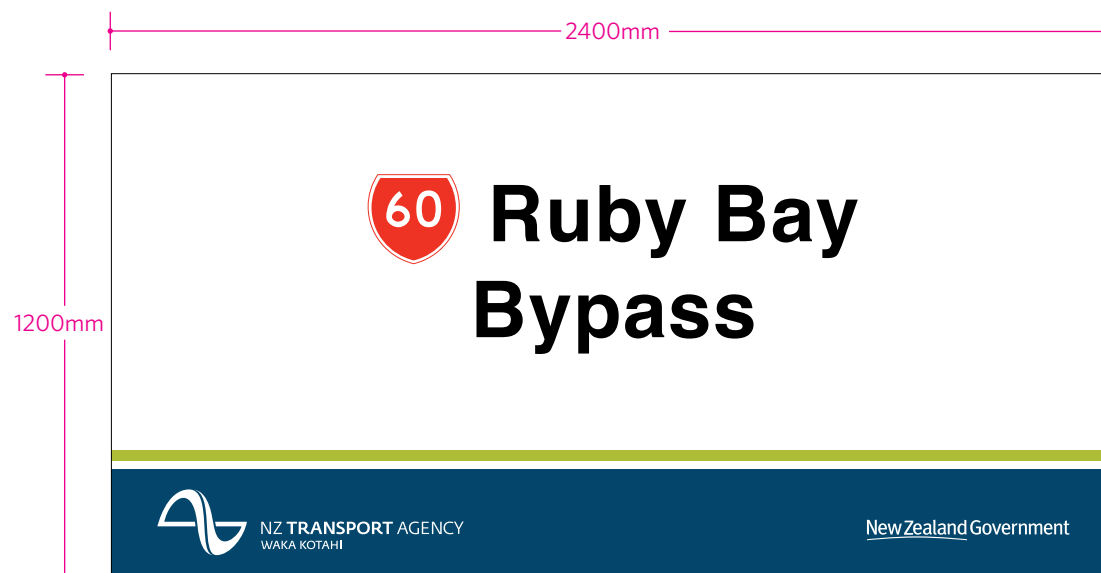
553mm wide x 56mm high  
(NZ Govt logo width =  
width of 'NZ TRANSPORT AGENCY')

This is a different logo proportion relationship to that on the section titled 'Use of our logo with the New Zealand Government brand' in the Visual Identity Guidelines.



## TEMPLATE 1 – STATE HIGHWAY PROJECT SIGN, 2 LINES

To be used when the name of project describes the nature of work beginning done. Positioned on state highway projects at the entry points to a project.



Note: Items on this page are not shown at actual size.

## SPECIFICATIONS

### DESIGN REQUIREMENTS

**Size:** 2400mm wide x 1200mm high

**Project name:**

Font: Helvetica Bold      Size: 530pt  
Leading: 650pt      Kerning: 20  
Character height: 134.5mm (approx)  
Max number of characters: 21

Sentence case, centred vertically and horizontally in white space

**Project description:**

Font: Helvetica Bold      Size: 450pt  
Leading: 550pt      Kerning: 20  
Character height: 114mm (approx)  
Space before Project description: 50pt  
Max number of characters: 19

(The space between words is equal to 1 character space.

The width of the shield is equal to 2 character spaces.)

Uppercase, centred vertically and horizontally in white space

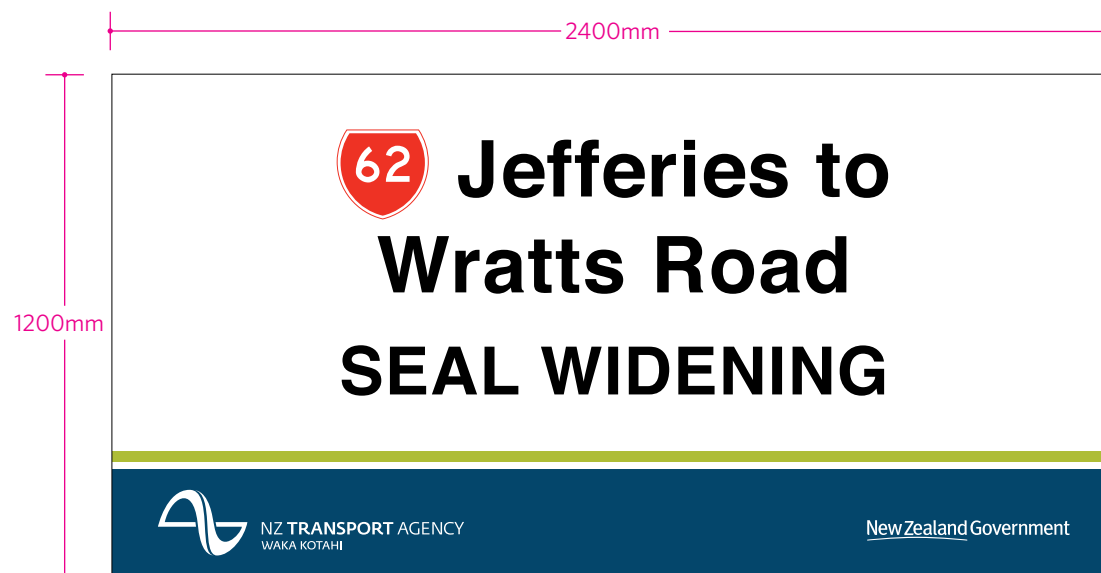
**Colour:**

See 'Creating and Installing Project Signs' on page 54.

## TEMPLATE 2 – STATE HIGHWAY PROJECT SIGN, 3 LINES

To be used when a description of work being done needs to be included in addition to the project name.

Positioned on state highway projects at the entry points to a project.



Note: Items on this page are not shown at actual size.

## SPECIFICATIONS

### DESIGN REQUIREMENTS

**Size:** 2400mm wide x 1200mm high

**Project name:**

Font: Helvetica Bold      Size: 530pt

Leading: 650pt      Kerning: 20

Character height: 134.5mm (approx)

Max number of characters: 21

Sentence case, centred vertically and horizontally in white space

**Project description:**

Font: Helvetica Bold      Size: 450pt

Leading: 550pt      Kerning: 20

Character height: 114mm (approx)

Space before Project description: 50pt

Max number of characters: 19

(The space between words is equal to 1 character space.

The width of the shield is equal to 2 character spaces.)

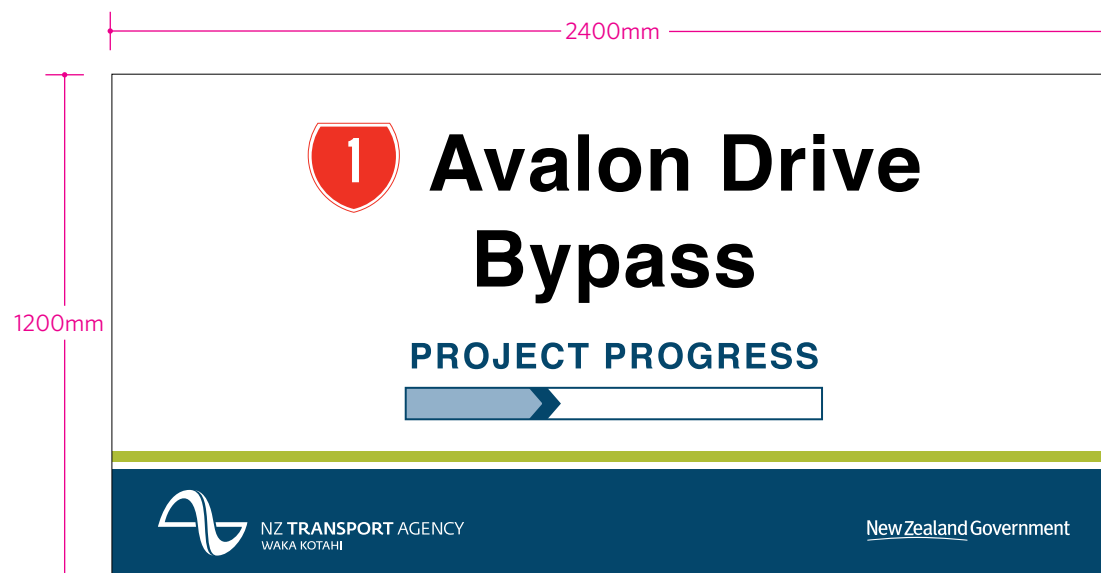
Uppercase, centred vertically and horizontally in white space

**Colour:**

See 'Creating and Installing Project Signs' on page 54.

### TEMPLATE 3 – STATE HIGHWAY PROJECT SIGN, 2 LINES WITH PROGRESS BAR

Used for state highway projects at the entry points to a project that has multiple phases or components. Project process is shown and changes over time. You will not be able to include the project progress bar if the project name and description are 3 lines of text.



### SPECIFICATIONS

#### DESIGN REQUIREMENTS

**Size:** 2400mm wide x 1200mm high

**Project name:**

Font: Helvetica Bold                      Size: 530pt

Leading: 650pt                              Kerning: 20

Character height: 134.5mm (approx)

Max number of characters: 21

Sentence case, centred vertically and horizontally in white space

**Project description:**

Font: Helvetica Bold                      Size: 450pt

Leading: 550pt                              Kerning: 20

Character height: 114mm (approx)

Space before Project description: 50pt

Max number of characters: 19

(The space between words is equal to 1 character space.

The width of the shield is equal to 2 character spaces.)

Uppercase, centred vertically and horizontally in white space

**Colour:**

See 'Creating and Installing Project Signs' on page 54.

Note: Items on this page are not shown at actual size.

## TEMPLATE 4 – STATE HIGHWAY PROJECT SIGN, REAR FACE

Used on the back of all state highway project signs and state highway 'Thanks for your patience' signs.



Note: Items on this page are not shown at actual size.

## SPECIFICATIONS

### DESIGN REQUIREMENTS

**Size:** 2400mm wide x 1200mm high

#### CONTRACTOR + Contractor's name:

Font: Helvetica Bold      Size: 350pt

Leading: 600pt      Kerning: 20

Character height: 89mm (approx)

'CONTRACTOR' in uppercase

'Contractor's name' in sentence case

Contractor's name can appear over 2 lines if required.

Message centred vertically and horizontally in white space

#### Phone:

Font: Helvetica Bold      Size: 250pt

Leading: 400pt      Kerning: 20

Character height: 63.5mm (approx)

Number centred vertically and horizontally in white space

#### Colour:

See 'Creating and Installing Project Signs' on page 54.

If using existing posts, reduce text to fit between posts if needed.

If you have any queries, please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz)

## TEMPLATE 5 – STATE HIGHWAY PROJECT SIGN, THANKS FOR YOUR PATIENCE

Used at the exit points of a state highway project where we are more likely to cause delays or disruption.

**This sign is optional.**



## SPECIFICATIONS

This file can be accessed by going to: [www.e-see.com](http://www.e-see.com)

### DESIGN REQUIREMENTS

**Size:** 2400mm wide x 1200mm high

Note: Items on this page are not shown at actual size.

## TEMPLATE 6 – MOTORWAY PROJECT SIGN WITH PHONE NUMBER

Used on motorway projects at the entry points to a project with the contractors phone number on front face.



Note: Items on this page are not shown at actual size.

## SPECIFICATIONS

### DESIGN REQUIREMENTS

**Size:** 3600mm wide x 2400mm high

**Project name:**

Font: Helvetica Bold      Size: 950pt

Leading: 700pt      Kerning: 20

Character height: 240mm (approx)

Max number of characters: 18

Sentence case, centred vertically and horizontally in white space

**Project description:**

Font: Helvetica Bold      Size: 800pt

Leading: 750pt      Kerning: 20

Character height: 203mm (approx)

Space before project description: 50pt

Max number of characters: 17

(The space between words is equal to 1 character space.

The width of the shield is equal to 2 character spaces.)

Uppercase, centred vertically and horizontally in white space

**Phone number:**

Font: Helvetica Bold      Size: 630pt

Leading: 750pt      Kerning: 20

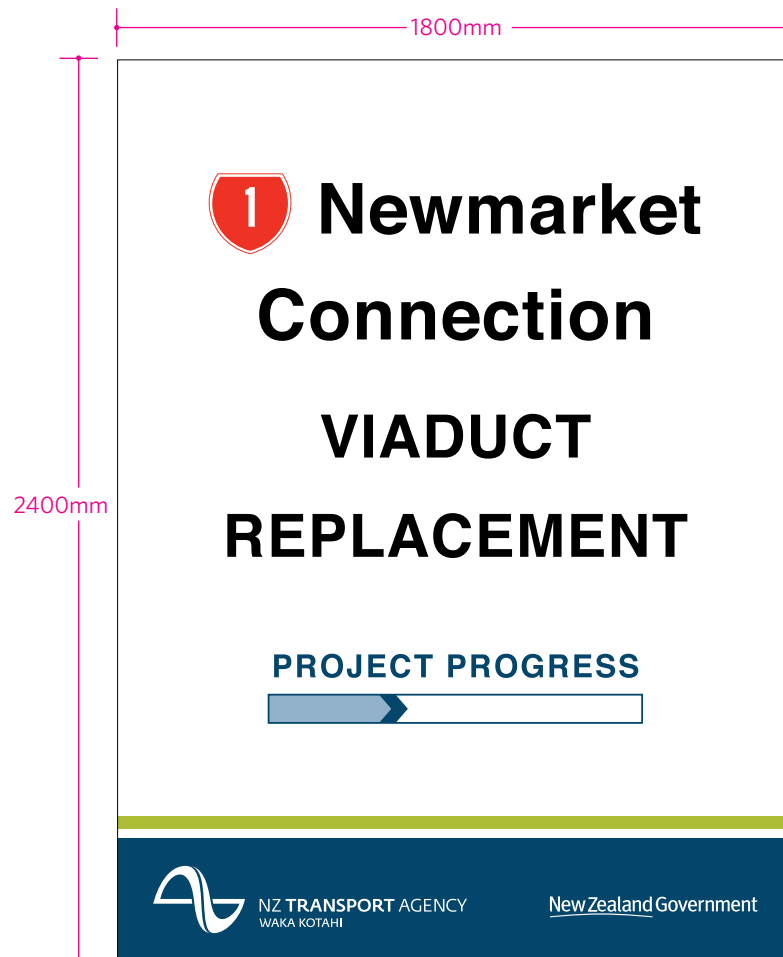
Character height: 160mm (approx)

**Colour:**

See 'Creating and Installing Project Signs' on page 54.

## TEMPLATE 7 – MOTORWAY PROJECT SIGN WITH PROGRESS BAR

Used on motorway projects at the entry points to a project that has multiple phases or components.



Note: Items on this page are not shown at actual size.

## SPECIFICATIONS

### DESIGN REQUIREMENTS

**Size:** 1800mm wide x 2400mm high

**Project name:**

Font: Helvetica Bold      Size: 530pt

Leading: 800pt      Kerning: 20

Character height: 134.5mm (approx)

Max number of characters: 15

Sentence case, centred vertically and horizontally in white space

**Project description:**

Font: Helvetica Bold      Size: 450pt

Leading: 750pt      Kerning: 20

Character height: 114mm (approx)

Space before project description: 50pt

Max number of characters: 14

(The space between words is equal to 1 character space.

The width of the shield is equal to 2 character spaces.)

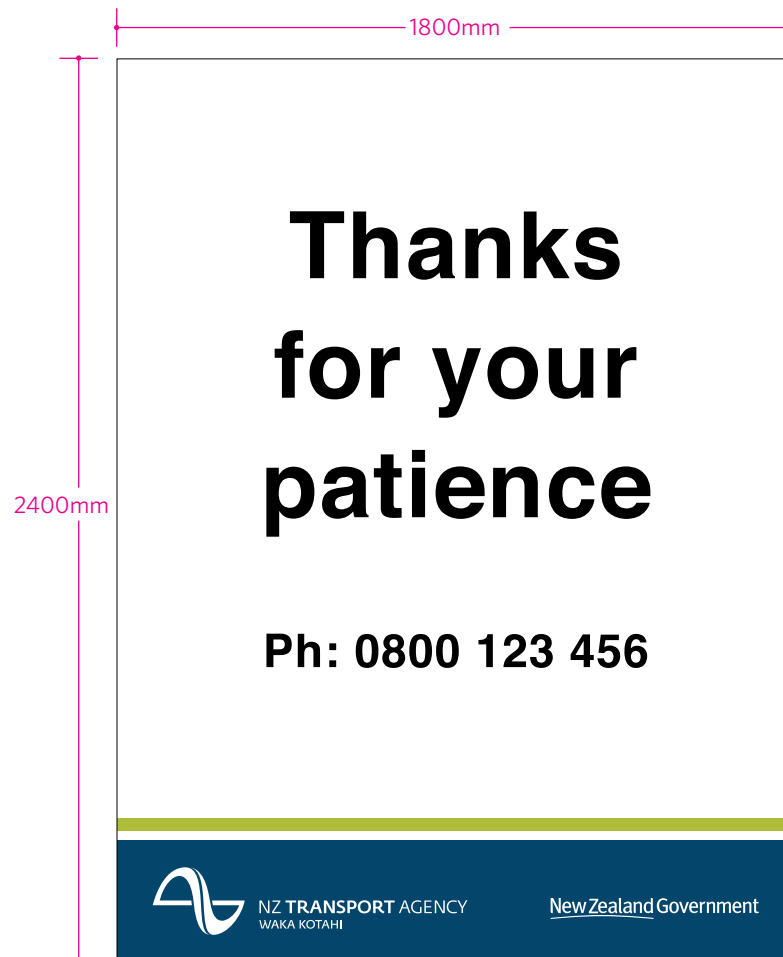
Uppercase, centred vertically and horizontally in white space

**Colour:**

See 'Creating and Installing Project Signs' on page 54.

## TEMPLATE 8 – MOTORWAY PROJECT SIGN, THANKS FOR YOUR PATIENCE

Used at the exit points of a motorway project where we are more likely to cause delays or disruption. **This sign is optional.**



Note: Items on this page are not shown at actual size.

## SPECIFICATIONS

This file can be accessed by going to: [www.e-see.com](http://www.e-see.com)

### DESIGN REQUIREMENTS

**Size:** 1800mm wide x 2400mm high

Telephone number is an optional extra. If including a telephone number, specifications to follow are:

**'Thanks for your patience':**

Font: Helvetica Bold      Size: 700pt

Leading: 900pt      Kerning: 20

Character height: 178mm (approx)

Sentence case, centred vertically and horizontally in white space

**Phone number:**

Font: Avenir 95 Black      Size: 350pt

Leading: 420pt      Kerning: 20

Character height: 89mm (approx)

Space before project description: 250pt

**Colour:**

See 'Creating and Installing Project Signs' on page 54.

## Appendix B: Project Opening Ribbon

There is a selection of Project Opening Ribbon formats, depending on your requirement. Preference when including the project name is Ribbon Type B. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) if you have any queries.

Font: Lucida Sans Bold

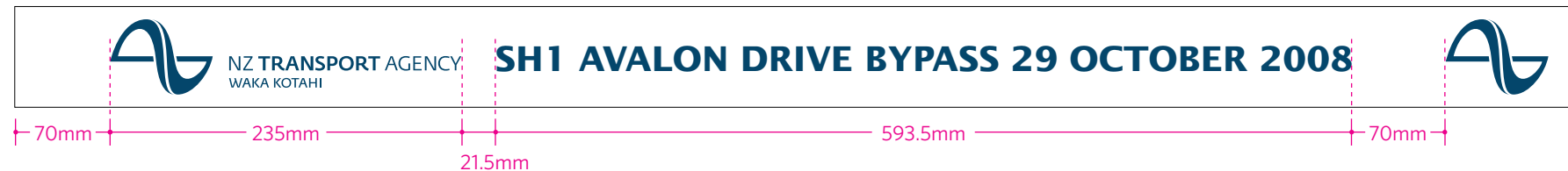
Size: 75mm high

Colour: NZTA Blue

Ribbon Type A – Standard logo



Ribbon Type B – Preferred layout when project name is to be included



Ribbon Type C – Layout when project name is long, and a number of cuts are required from a 40m roll



Note: Items on this page are not shown at actual size.

# Appendix C: Alliance project branding

## ALLIANCE BRANDS

The NZ Transport Agency often work alongside key partners in delivering large scale roading projects. These project alliances can include other agencies, contractors, engineers, utility companies, and local and regional government. The work we undertake must be recognised clearly as being delivered by the NZ Transport Agency under an alliance agreement. The purpose of an alliance brand is to clearly identify each project and assist in creating public awareness. This appendix explains how to apply the NZTA alliance project brand.

## BRAND LIFESPAN

Alliance brands have a natural lifespan and will be created as projects begin and discarded as they are completed.

A significant degree of flexibility is required to allow for project brands to be created and applied successfully. To this end, a system has been devised to allow for both long and short project names to work in a wide range of applications.

## USING THE STATE HIGHWAY SHIELD

Where a project is exclusively being undertaken on one state highway, it is necessary for the relevant shield to be included as part of the brand lock-up. When an alliance project is undertaken over multiple state highways, it is not necessary to include the relevant shields.

This shield holds the state highway number. It is always at the same proportions and will always appear in red with a white outline and red keyline. No other colours are acceptable for shield reproduction. Available as an .eps on [www.e-see.com](http://www.e-see.com).



## LOGO FORMATS

The NZTA alliance logos should be used on internal and external material developed for and by the NZTA alliance projects.

NZTA alliance logos should always be reproduced without alteration. Electronically sourced artwork should be used in all cases (see logo file formats on page xx).

Each alliance project has a set of three logo formats for application. The accepted formats are: horizontal, vertical and stacked. An example of a logo set is shown here.

### HORIZONTAL



### VERTICAL



### STACKED



## LOGO COLOUR FORMATS

The accepted colour formats for the NZTA alliance logo are: full colour with shield (three spot or CMYK), without shield - (two spot or cmyk), one colour without shield (black or NZTA blue) and reversed. A full colour logo with shield should be used wherever possible. Otherwise a black or reversed (white) logo can be used on the specified backgrounds only.

### FULL COLOUR

Full colour refers to three (logo with shield) or two (without shield) spot and CMYK versions of the logo. Please see page xx for specific colour breakdowns of each. This is the preferred colour format and should be used on a white or very light coloured background.

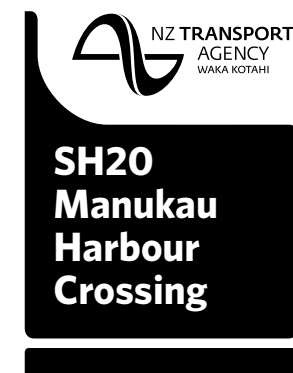
If the full colour logo has a state highway shield it must appear in the correct spot or CMYK colour. It is always at the same proportions and will always appear in red with a white outline and red keyline. No other colours are acceptable for shield reproduction. The shield is available as an eps on [www.e-see.com](http://www.e-see.com).



### ONE COLOUR (BLACK)

This version should only be applied in limited circumstances when a full colour logo cannot be used. If an alliance logo with a state highway shield cannot be reproduced in full colour (blue, green and red), the shield must be replaced with the initials SH (for state highway) and the relevant state highway number following. Examples are shown here.

**IMPORTANT:** Under no circumstances should the shield be applied in a one or two colour logo. It must only appear in its correct colour (red) as part of a full colour logo lock up (see full colour examples on page 69).



---

#### ONE COLOUR (NZ TRANSPORT AGENCY BLUE)

This version should only be applied in exceptional circumstances when a full colour logo cannot be used. If an alliance logo with a state highway shield cannot be reproduced in full colour (blue, green and red), the shield must be replaced with the initials SH (for state highway) and the relevant state highway number following. Examples are shown here.

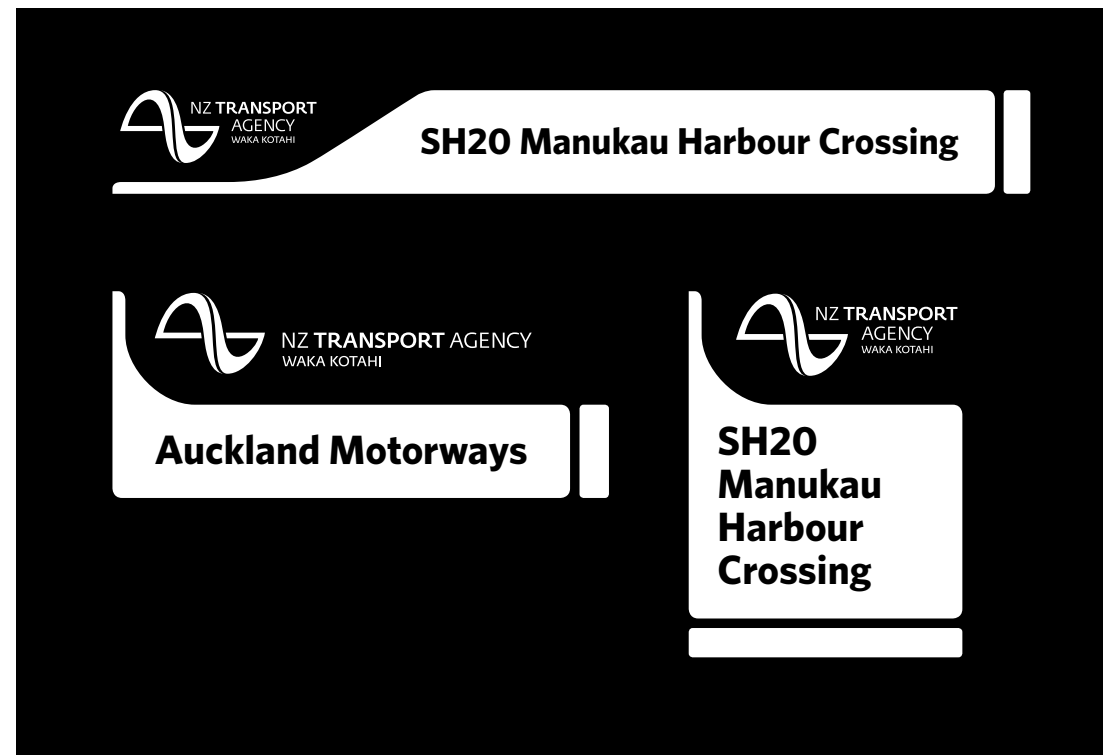
**IMPORTANT:** Under no circumstances should the shield be applied in a one or two colour logo. It must only appear in its correct colour (red) as part of a full colour logo lock up (see full colour examples on page 69).



#### REVERSED (WHITE)

This version should only be placed on a black, NZTA blue, NZTA green, dark or mid-tone background (see page 9 for examples) and should only be applied in very limited circumstances when a full colour logo cannot be used. If an alliance logo with a state highway shield cannot be reproduced in full colour (blue, green and red), the shield must be replaced with the initials SH (for state highway) and the relevant state highway number following.

**IMPORTANT:** Under no circumstances should the shield be applied in a one or two colour logo. It must only appear in its correct colour (red) as part of a full colour logo lock up (see full colour examples on page 69).



## PLACEMENT

Preferred placement for the logo is top left or bottom left of material.

This includes key applications such as stationery and signage  
(see pages 76–80 for examples).

Other placement should be sent to [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) for approval.

## MINIMUM SIZE

The minimum size that an alliance logo should be reproduced is governed by the NZ Transport Agency logo. Two formats of the NZ Transport Agency logo have been used as components in the alliance logo lock up to allow for maximum flexibility.

For alliance logos using the horizontal format of the NZTA logo - the minimum size is 35mm wide.

For alliance logos using the stacked version of the NZTA logo - the minimum size is 30mm wide.

There may be times when the minimum size is not small enough. In this situation please contact the [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) for advice.



## CLEAR SPACE REQUIREMENTS

These clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around an alliance logo is determined by the height of the 'NZ' in the NZ Transport Agency logo. Electronically supplied files of all alliance logos already have this minimum clear space.



## DO NOT

Do not recreate, reconfigure, separate, or otherwise reformat any alliance logo.  
Only approved alliance logos can be used.



Do not change the colour balance of the logo.



Only use the shield graphic in a full colour logo application (see page x for correct shield use).

Do not stretch or distort the logo in any way.



Do not rotate the logo on any axis.

## BUSINESS CARDS

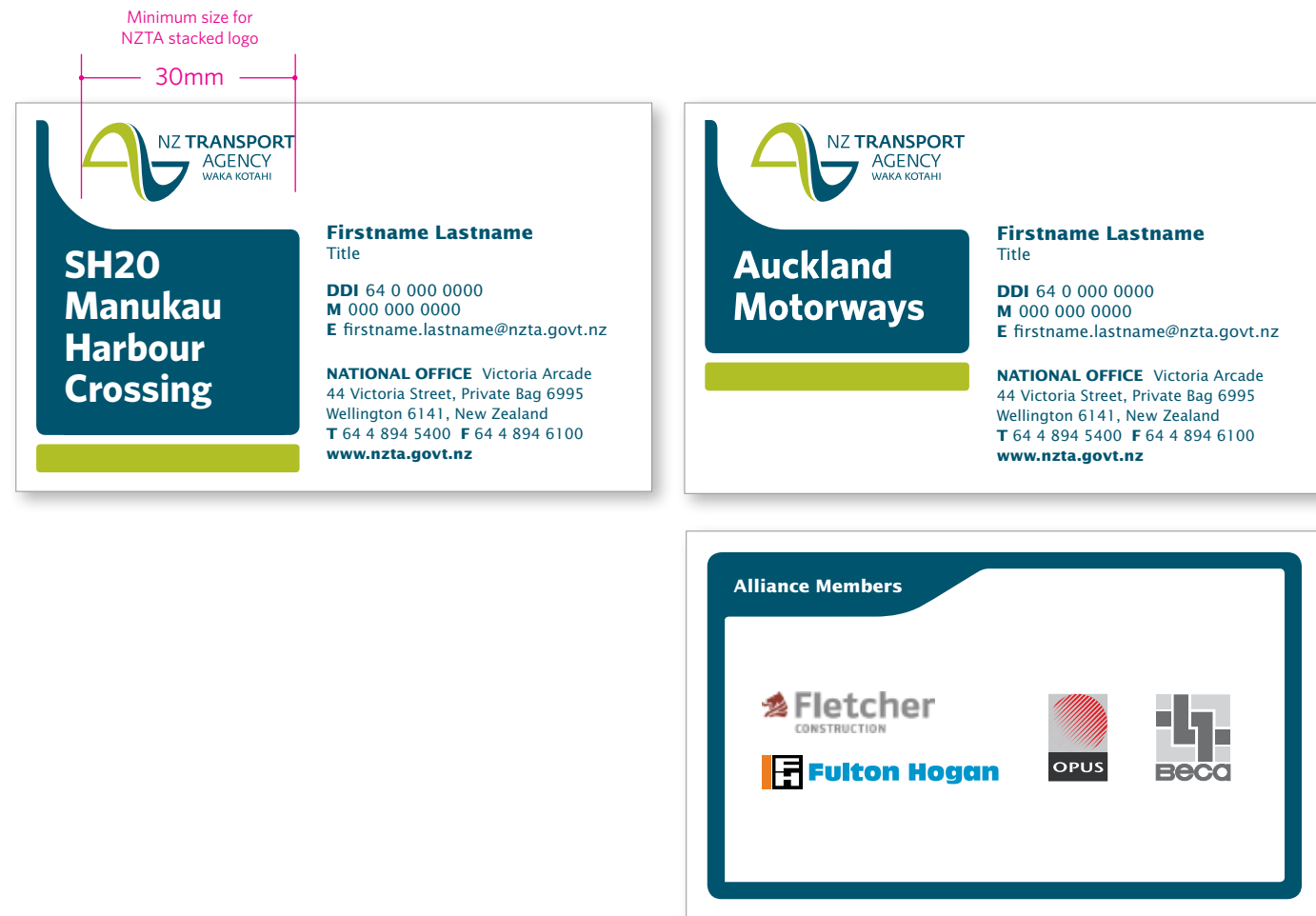
Alliance project business cards are designed so that the logo is always on the left and name, title, direct and general contact details are on the right.

The dimensions of the alliance project logo is determined by the minimum size of the NZ Transport Agency logo.

If the name of the project is too long to fit on the business card, it is permissible to replace the shield graphic with the initials 'SH' and the relevant highway number. An example is shown here. If the project title does not have a shield graphic, the standard application applies.

The backs of the cards are designed to display the alliance partner logo or logos. The placement of the logos can be altered depending on the number and kind. An example layout is shown here. The backs of the cards are printed in 5 colours (NZTA blue prints as a spot colour to match the front) to allow the partner logos to appear in their correct colours. Refer to the individual partner logo brand application guidelines for correct colour reproduction.

An InDesign template is available for business cards. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the template from [www.e-see.com](http://www.e-see.com).



Back of card with partner logos (example only)

Note: Items on this page are not shown at actual size.

## LETTERHEAD AND COMPLIMENTS SLIP

These are examples of alliance project letterhead and compliments slip.

An InDesign template is available for these items. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the templates from [www.e-see.com](http://www.e-see.com).



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**T** 64 4 894 5400  
**F** 64 4 894 6100  
**[www.nzta.govt.nz](http://www.nzta.govt.nz)**



**Manukau Harbour Crossing**

With compliments

**[www.nzta.govt.nz](http://www.nzta.govt.nz)**

Application examples - comp slip and letterhead

Note: Items on this page are not shown at actual size.

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## SITE VEHICLE SIGNAGE

These are examples of alliance project vehicle fleet brand application. Signage will need to be flexible to meet the different vehicle types and requirements.



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## SITE OFFICE RECEPTION SIGNAGE

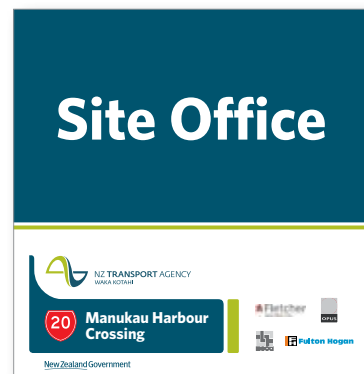
These are examples of alliance project reception brand application. In all cases ensure the brand is applied to a well-lit white or very light coloured prominent wall. In this instance partner co-branding is preferred. Placement of partner logo or logos will depend on the wall space available and the number of logos to be applied. Signage will need to be flexible to meet different site requirements.



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## SITE OFFICE SIGNAGE

These are examples of alliance project site office brand application. In this instance partner co-branding is preferred. Placement of partner logo or logos will depend on the external wall space available and the number of logos to be applied. The preferred placement of the New Zealand Government brand is the bottom left or bottom right of the sign and must always be separated from the partner logos. Signage will need to be flexible to meet different site requirements.



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## SITE AND SAFETY APPAREL

These are examples of alliance project apparel brand application. In most cases, the one colour stacked project logo is preferred for application. On a light or mid-tone background use a black logo. On a dark background use a reversed logo. For safety reasons, under no circumstances should any logo or branding appear on the reverse of the safety vest.



Hard hat



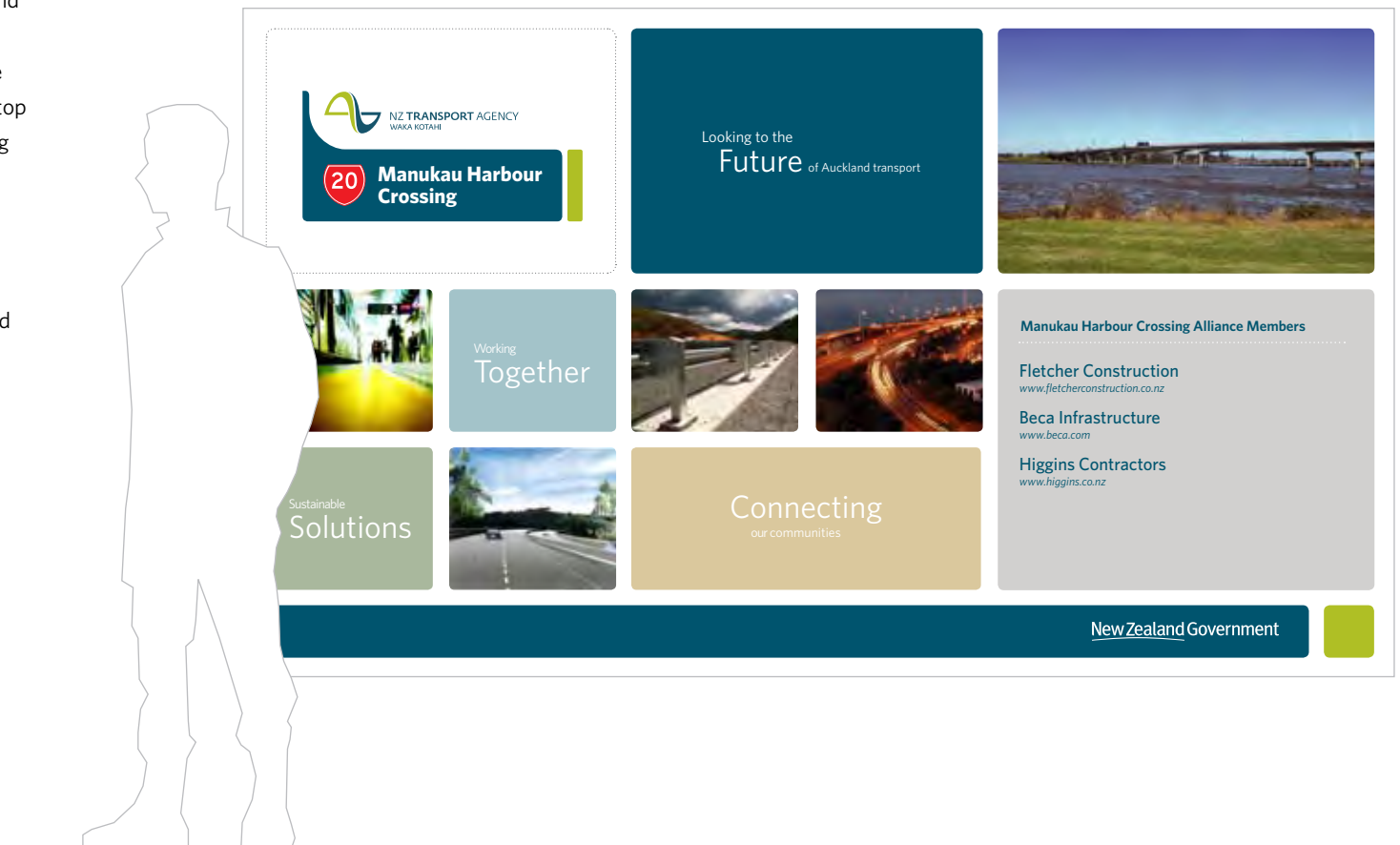
Safety vest



Casual polo shirt


## ALLIANCE PROJECT DISPLAY GRAPHICS

This is an example of alliance project display brand application. The overall size and dimensions of the display will depend on the area available. The preferred placement of the project logo is at the top left of the display. In this instance a partner listing is preferred. The placement of the New Zealand Government brand is the bottom right within the blue bounding box. Only NZ Transport Agency brand colours are used (see page x for the brand colours). Supporting text and imagery will depend on the individual project.



## ALLIANCE DISPLAY ADVERTISEMENT

These templates should be used when creating an alliance project road update display advertisement. Detailed instructions can be found in the InDesign template. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the template from [www.e-see.com](http://www.e-see.com).




### Waterview Connection Geotechnical Investigation

**The NZ Transport Agency (NZTA) will be working at the side of SH1 in Pukerua Bay after Labour Weekend to find out what ground conditions are like so we can design a new retaining wall for this location out what ground conditions are like so we can design a new retaining wall for this location.**


In order to find out what lies beneath the surface, the NZTA will be drilling and surveying alongside the footpath and in one area on the highway over a three-week period from 28 October. Pedestrian access will be maintained at all times and temporary traffic lanes will be marked keeping two-way traffic available.

Most of the work will happen during the day, outside peak traffic hours, the remainder at night to minimise disruption to road users.

We ask for your patience while we carry out this work in the area.



NZ TRANSPORT AGENCY  
WAKA KOTAHU




### Manukau Harbour Crossing


[www.nzta.govt.nz/manukau](http://www.nzta.govt.nz/manukau)

[New Zealand Government](#)

Vertical logo with shield



### Waterview Connection Air quality – find out more



**Would you like to know more about air quality and the proposed Waterview tunnel project?**


Find out how planned tunnel emission management compares to international practice. Attend one of these community workshops. The project team is interested in your questions and feedback. Find out how emission management compares to international practice.

Find out more about the project by calling 09 368 2000 or visiting [www.waterview-connection.co.nz](http://www.waterview-connection.co.nz)


**Community workshops**

**9 September** 7pm–9pm  
Owairaka Primary School  
113 Richardson Road

**11 September** 7pm–9pm  
Waterview Methodist Church  
Cnr Great North Road and Fir Street



NZ TRANSPORT AGENCY  
WAKA KOTAHU



### Manukau Harbour Crossing

[www.nzta.govt.nz/manukau](http://www.nzta.govt.nz/manukau)

[New Zealand Government](#)

Horizontal logo with shield

Note: Items on this page are not shown at actual size.



## Pukerua Bay Geotechnical Investigation

**The NZ Transport Agency (NZTA) will be working at the side of SH1 in Pukerua Bay after Labour Weekend to find out what ground conditions are like so we can design a new retaining wall for this location out what ground conditions are like so we can design a new retaining wall for this location.**

In order to find out what lies beneath the surface, the NZTA will be drilling and surveying alongside the footpath and in one area on the highway over a three-week period from 28 October. Pedestrian access will be maintained at all times and temporary traffic lanes will be marked keeping two-way traffic available.

Most of the work will happen during the day, outside peak traffic hours, the remainder at night to minimise disruption to road users.

We ask for your patience while we carry out this work in the area.



**Auckland Motorways**

[www.nzta.govt.nz/manukau](http://www.nzta.govt.nz/manukau)

[New Zealand Government](http://www.nzta.govt.nz)

Vertical logo without shield



## Waterview Connection Air quality – find out more



### Would you like to know more about air quality and the proposed Waterview tunnel project?

Find out how planned tunnel emission management compares to international practice. Attend one of these community workshops. The project team is interested in your questions and feedback. Find out how emission management compares to international practice.

Find out more about the project by calling 09 368 2000 or visiting [www.waterviewconnection.co.nz](http://www.waterviewconnection.co.nz)

### Community workshops

**9 September** 7pm–9pm  
Owairaka Primary School  
113 Richardson Road

**11 September** 7pm–9pm  
Waterview Methodist Church  
Cnr Great North Road and  
Fir Street



**Auckland Motorways**

[www.nzta.govt.nz/manukau](http://www.nzta.govt.nz/manukau)

[New Zealand Government](http://www.nzta.govt.nz)

Horizontal logo without shield

Note: Items on this page are not shown at actual size.

## ALLIANCE PROJECT NEWSLETTERS

This template should be used when creating an alliance project newsletter. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the template from [www.e-see.com](http://www.e-see.com).



Newsletter front

Newsletter back

Other examples of alliance project newsletter fronts

Note: Items on this page are not shown at actual size.

# Appendix E: Map styles

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## USING MAPS WITHIN NZTA COMMUNICATIONS

The NZ Transport Agency often require maps to support information as part of its business. Our maps can vary greatly in their level of detail depending on the information required to be communicated. It is important that the correct 'level' of detail is chosen to accompany each map requirement. These map style guidelines have been created to assist in choosing the most suitable style of map for each application and to ensure they align to our visual identity.

**NOTE: While basic guidelines and examples of map styling are shown here, it is inevitable that unique situations will arise. If you have any questions or need further information please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz)**

## HOW TO USE THIS GUIDE

When a map is needed, use the map detail matrix on the following page to select the appropriate level of detail to suit the information needing to be communicated. Please ensure the map style suits the audience it is required for. Consider the audience needs and type of communication the map is to be included in. Choose the simplest map level possible for the specific information need. Avoid overwhelming the audience with unnecessary or complex information.

After the map examples are shown, general guidelines for applying the visual identity consistently to map styles are outlined. This includes information on preferred fonts, colour palettes and placement of NZTA logo, north symbol and map legend. Please read and follow these guidelines carefully.

## MAP TEMPLATES

### LEVELS 1, 2 AND 3

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Basic map templates for levels 1, 2 and some of level 3 are available for use as a basis for creating new maps. More detailed instructions can be found in the InDesign template. Please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) or download the template from [www.e-see.com](http://www.e-see.com)

### LEVEL 4

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Level 4 maps are most often created from specific mapping software so are unable to be created easily using InDesign or other standard desktop publishing software. If this style and/or level of map detail is required please contact [branding@nzta.govt.nz](mailto:branding@nzta.govt.nz) for more information.

## MAP DETAIL MATRIX

MAPS WITHIN DOCUMENTS			STAND ALONE MAPS
<div>LEVEL <b>1</b></div> <div>Minimal</div> <hr/> <p><b>USED FOR...</b> Public awareness notices Basic project overview information 'At a glance' road information for general public Websites</p> <p><b>INCLUDES...</b> North symbol (see pg x for correct positioning) Only the state highways (and relevant shield) and/or specific road involved (if not state highway) Key landmarks and locations</p> <p><b>EXCLUDES...</b> Secondary roads if not involved Underlying land and/or coastline Map legend Scale bar Map title• NZTA logo•</p> <p>•Unless stand alone map</p>	<div>LEVEL <b>2</b></div> <div>Minor</div> <hr/> <p><b>USED FOR...</b> General newsletters and project updates National and regional overview information</p> <p><b>INCLUDES...</b> Any/all level 1 information and: Land and/or coastline Secondary roads if necessary Key landmarks, locations, waterways Street names (depending on map scale) Map legend</p> <p><b>EXCLUDES...</b> Aerial imagery (only use flat colour). Scale bar Map title• NZTA logo•</p> <p>•Unless stand alone map</p>	<div>LEVEL <b>3</b></div> <div>Moderate</div> <hr/> <p><b>USED FOR...</b> In depth project newsletters and updates Project segment updates and information More detailed national and regional overview information</p> <p><b>INCLUDES...</b> Any/all level 1 and 2 information and: Project segments (if required) Aerial imagery as an underlay (if required) Scale bar (if map to scale) Map legend</p> <p><b>EXCLUDES...</b> Property boundary information Infrastructure (power, water mains etc) Rail/sea/air links Map metadata Map title• NZTA logo•</p> <p>•Unless stand alone map</p>	<div>LEVEL <b>4</b></div> <div>Comprehensive</div> <hr/> <p><b>USED FOR...</b> In depth programme and project planning, reporting, analysis and information for NZTA staff, project partners, central government agencies, local government, landowners and other interested parties</p> <p><b>INCLUDES SOME OR ALL OF THE BELOW...</b> All level 1, 2 &amp; 3 information and: Street level information Residential and privately owned property boundaries Infrastructure (power, water mains etc) Rail/sea/air links Project segment(s) and features Other geospatial and non-spatial data analysis information Other data analysis mapping eg. land use, transport mode, land transport programme boundaries etc. Map metadata Scale bar Map border Map title NZTA logo</p>

## MAP EXAMPLES

### LEVEL 1 Minimal

#### USED FOR...

- Public awareness notices
- Basic project overview information
- 'At a glance' road information for general public
- Websites

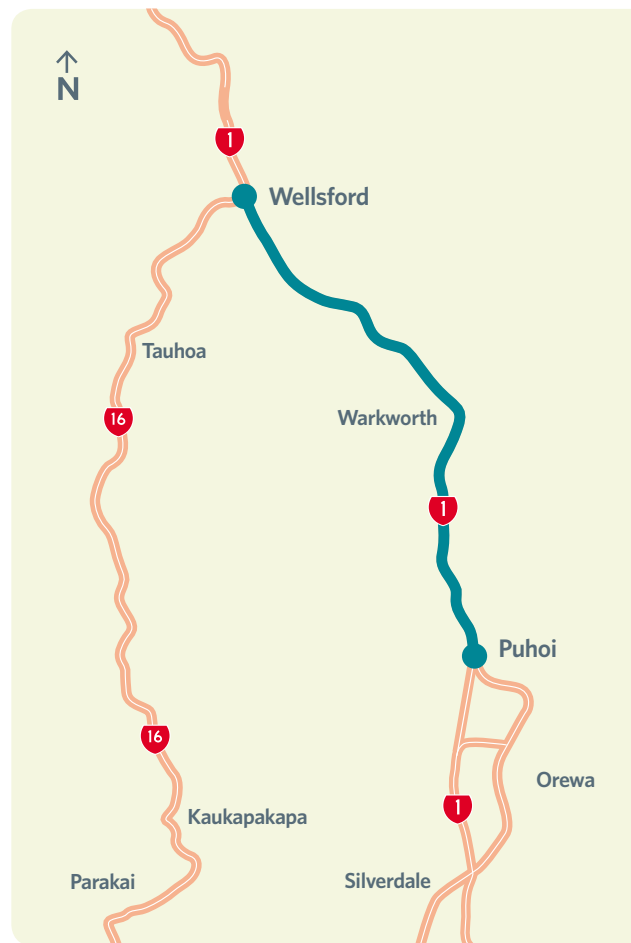
#### INCLUDES...

- North symbol (see pg x for correct positioning)
- Only the state highways (and shield) and/or specific road involved (if not state highway)
- Key landmarks and locations

#### EXCLUDES...

- Secondary roads if not involved
- Underlying land and/or coastline
- Map legend
- Scale bar
- Map title\*
- NZTA logo\*

\*(unless stand alone map)



EXAMPLE 1



EXAMPLE 2

## MAP EXAMPLES

### LEVEL 2 Minor

#### USED FOR...

- General newsletters and project updates
- National and regional overview information

#### INCLUDES...

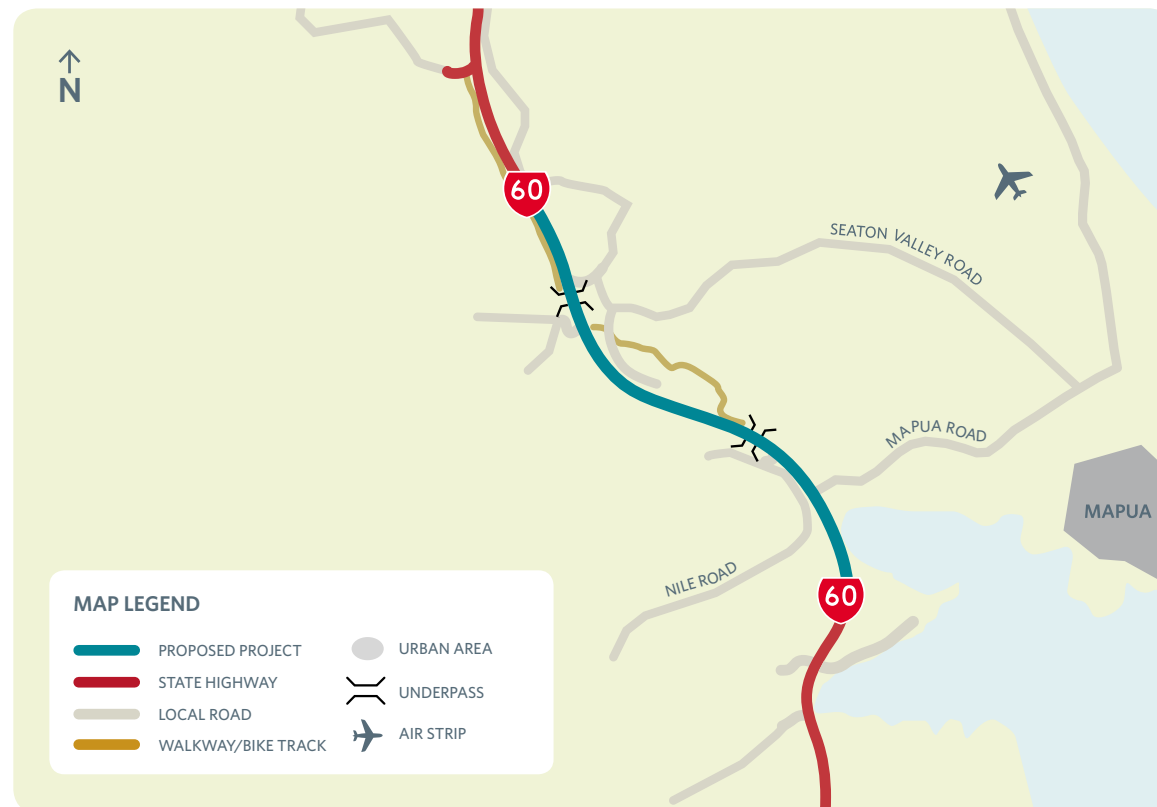
*Any/all level 1 information and:*

- Land and/or coastline
- Secondary roads if necessary
- Key landmarks, locations, waterways
- Street names (depending on map scale)
- Map legend

#### EXCLUDES...

- Aerial imagery (only use flat colour).
- Scale bar
- Map title\*
- NZTA logo\*

\*(unless stand alone map)



EXAMPLE 1

## MAP EXAMPLES

### LEVEL 3 Moderate

#### USED FOR...

- In depth project newsletters and updates
- Project segment updates and information
- More detailed national and regional overview information

#### INCLUDES...

Any/all level 1 & 2 information and:

- Project segments (if required)
- Imagery as an underlay (if required)
- Scale bar (if map to scale)
- Map legend

#### EXCLUDES...

- Property boundary information
- Infrastructure (power, water mains etc)
- Rail/sea/air links
- Map metadata
- Map title\*
- NZTA logo\*

\*(unless stand alone map)



EXAMPLE 1

## MAP EXAMPLES

LEVEL

4

## Comprehensive

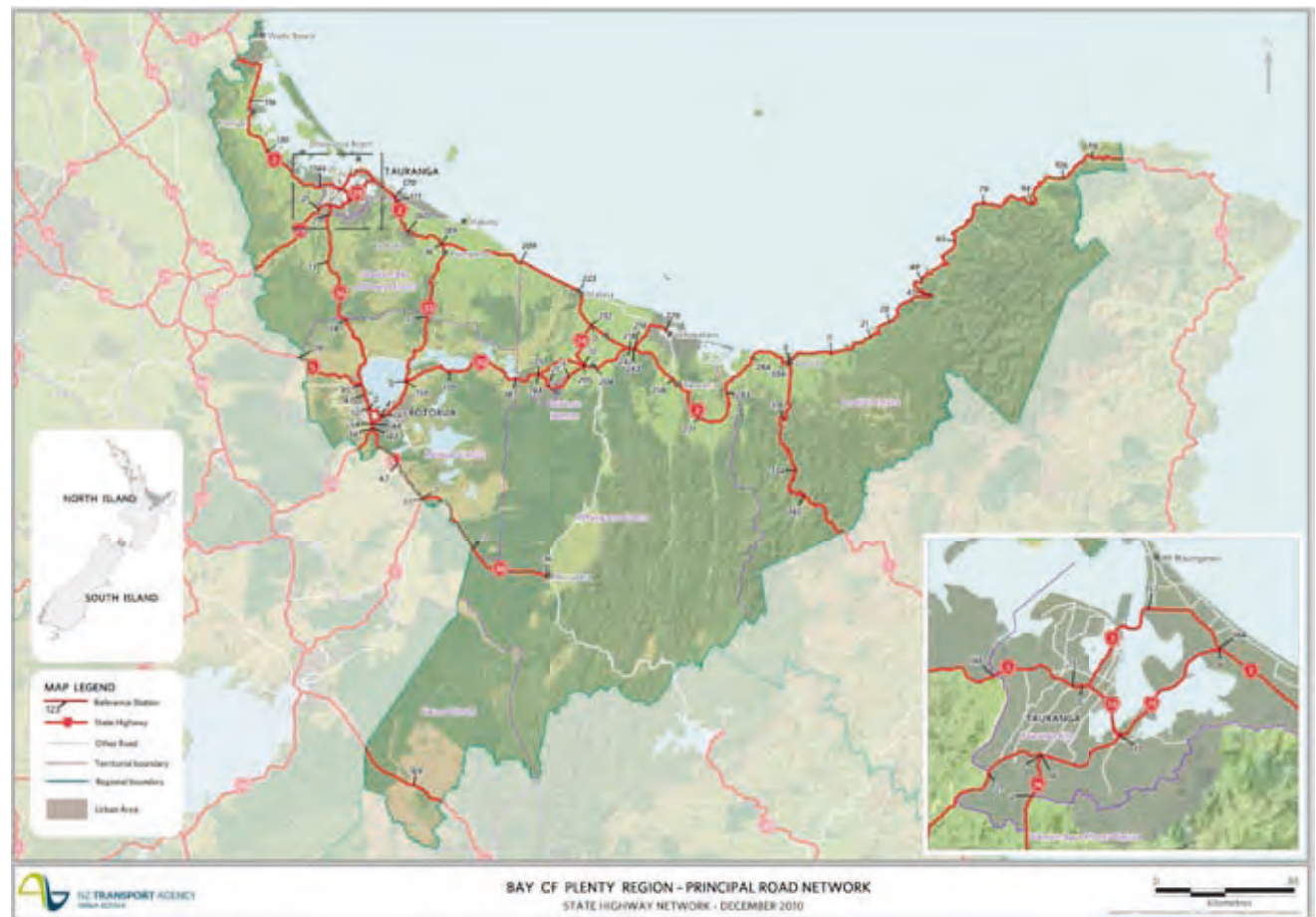
### USED FOR...

In depth programme and project planning, reporting, analysis and information for NZTA staff, project partners, central government agencies, local government, landowners and other interested parties

### INCLUDES SOME OR ALL OF THE BELOW...

All level 1, 2 & 3 information and:

- Street level information
- Residential and privately owned property boundaries
- Infrastructure (power, water mains etc)
- Rail/sea/air links
- Project segment(s) and features
- Other geospatial and non-spatial data analysis information
- Other data analysis mapping eg. land use, transport mode, land transport programme boundaries etc.
- Map metadata
- Scale bar
- Map title
- NZTA logo



EXAMPLE 1

## MAP TYPEFACES

Our corporate typeface is Whitney. This typeface has been chosen for its legibility and versatility. Wherever possible all text within our maps should use Whitney.

When this is not possible, for instance, in some level 3 and 4 maps, please use Lucida Sans. This is a widely available typeface on most computers.

### WHITNEY

Whitney light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Whitney black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Note: Italic, small cap, and small cap italic versions of each weight can also be used. The condensed version of Whitney may also be used in instances where space is at a premium.

### LUCIDA SANS

Lucida Sans  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Lucida Sans italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Lucida Sans demibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Lucida Sans demibold italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Note: Italic, small cap, and small cap italic versions of each weight can also be used.

## COLOUR PALETTE

A range of colours from our existing primary, secondary and tertiary brand palettes have been selected for use in our maps. These have been split into 3 palettes to include land, sea/river and road/landmarks/other. Please use these colours wherever possible. Tints of these colours are allowable to suit individual map requirements.

Spot colour or CMYK can be used when producing three or four colour printed collateral in (eg primary brand colours + one or two secondary/other). Anything over four colours should be printed in CMYK.

For screen-based application use the RGB/HEX breakdowns indicated.

For one or two colour printing, please use tints to create as much contrast for the map graphics as possible.

For more information on brand colour application please see page 17 of the visual identity guidelines.

### LAND



**PRIMARY GREEN**  
SPOT: PANTONE 583  
CMYK: C25 M0 Y100 K15  
RGB: R175 G189 B33  
HEX: #AFBD21



**SECONDARY GREEN**  
SPOT: PANTONE 576  
CMYK: C60 M30 Y70 K0  
RGB: R120 G151 B109  
HEX: #78976D



**TERTIARY GREEN**  
SPOT: PANTONE 356  
CMYK: C90 M40 Y80 K0  
RGB: R25 G125 B93  
HEX: #197D5D

### SEA / RIVER



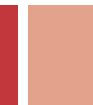
**SECONDARY BLUE**  
SPOT: PANTONE 283  
CMYK: C50 M5 Y0 K0  
RGB: R160 G198 B236  
HEX: #A0C6EC



**SECONDARY TEAL**  
SPOT: PANTONE 628  
CMYK: C30 M0 Y12 K0  
RGB: R199 G224 B227  
HEX: #C7E0E3

### ROADS / LANDMARKS / OTHER

#### STATE HIGHWAY



**TERTIARY RED**  
SPOT: PANTONE 173  
CMYK: C20 M90 Y80 K0  
RGB: R202 G65 B66  
HEX: #CA4142

#### SECONDARY ROAD



**SECONDARY GREY**  
SPOT: PANTONE 413  
CMYK: C0 M0 Y10 K20  
RGB: R211 G210 B194  
HEX: #D3D2C2

#### HIGHLIGHT ROAD



**TERTIARY TEAL**  
SPOT: PANTONE 3145  
CMYK: C90 M30 Y40 K0  
RGB: R0 G139 B151  
HEX: #008B97

#### URBAN AREA



**TERTIARY GREY**  
SPOT: PANTONE Cool Grey 6  
CMYK: C30 M20 Y20 K10  
RGB: R174 G175 B176  
HEX: #AEAFB0

#### OTHER FEATURES



**TERTIARY CARAMEL**  
SPOT: PANTONE 131  
CMYK: C20 M50 Y100 K0  
RGB: R207 G139 B45  
HEX: #CF8B2D



**SECONDARY BLUSH**  
SPOT: PANTONE 7412  
CMYK: C20 M50 Y60 K0  
RGB: R205 G140 B109  
HEX: #CD8C6D



**TERTIARY BLUE**  
SPOT: PANTONE 300  
CMYK: C85 M50 Y10 K0  
RGB: R37 G117 B174  
HEX: #2575AE

## NORTH SYMBOL

The north symbol shows the direction of north on the map, thereby showing how the map is oriented. All NZTA maps must have a north symbol.

Most maps are drawn for viewing with either true north or magnetic north at the top. As a general rule, orientation should be north-south with the placement of the north symbol at the top, left corner of the page. Use a north symbol consistent in size and style with the rest of the map. The InDesign templates will have the correct style of symbol already in place. If using specific mapping software please select the simplest style of north symbol available. Please do not use overly ornate or decorative styles.

Examples of preferred north symbols and their placement are shown here. This applies to map levels 1 to 3.



Note: The maps on this page are shown for style reference only and are not necessarily accurate.

## MAP LEGEND

All main features on level 2, 3 and 4 maps must be explained in a legend. The legend should be simple and clearly separated from the main map. The preferred placement is at the bottom left or right hand side of the map, depending on what suits the layout.

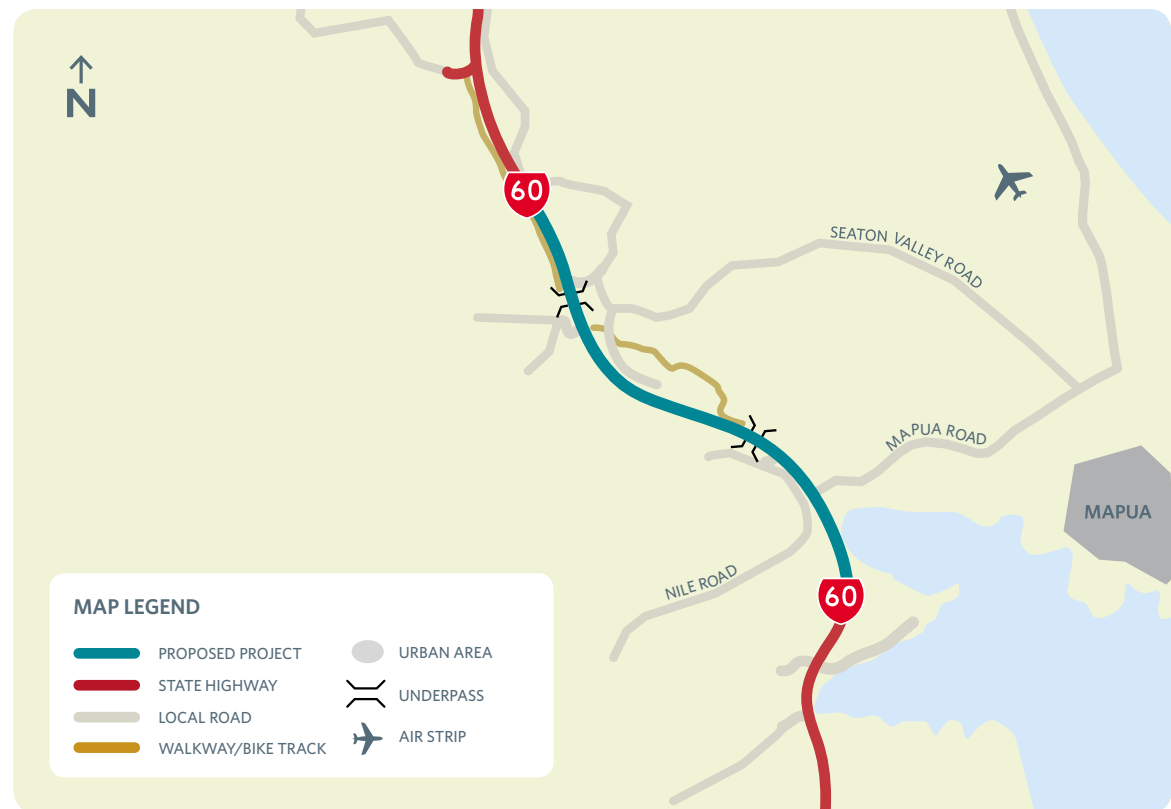
The legend must be clear, discreet and minimal so it does not overtake the whole map.

Group similar items together, e.g. hydrological features, geographical features, transport lines, regional territories.

Leave enough space between lines and symbols to avoid a cluttered appearance.

For map levels 3 and above, place the scale bar either above or below the map legend.

Examples of a basic legend and its placement is shown here.



Note: The map on this page is shown for style reference only and is not necessarily accurate.

## NZTA LOGO PLACEMENT AND TITLE (STAND ALONE MAPS ONLY)

Occasionally maps are created as single page items or 'stand alone'. That is, they are not part of a larger document. In these instances it is necessary to apply the NZTA logo and a title so the map can be easily identified.

The preferred placement of the NZTA logo and title is in a panel that sits below the main map. This is so the main map graphics are not encroached upon and that the logo and title remain clearly visible. The preferred location for the logo is on the left hand side with the title to the right.

Please avoid placing multiple logos. The only preferred application is the NZTA logo. If co-branding is necessary, please group multiple logos together with the NZTA logo dominant.

**NOTE: See page 10 of the NZTA visual identity guidelines for correct application of the logo. Please be sure to follow the placement, minimum size and clear space requirements as outlined.**

