Unite against COVID-19:
visual identity

Unite
against
COVID-19

Logo

Unite lockups

The lockups should always be used on a white background. There is a background frame as part of the logo, which should be used at all times.

There are 2 primary lockups available. English and Te reo Māori.

The lockup text must always remain right aligned and never have parts of it removed, altered or spacing changed within it.

Coloured and photographic backgrounds

Because the lockups are always used on a white background, it means we can be more flexible on different kinds of background colours and textures.

When using the lockup on a photographic background, it should never be placed over people's faces.

Unite against COVID-19

English

Mā tātau katoa e ārai atu te COVID-19

Te reo Māori

Minimum size, clearspace, and alignment

Minimum size
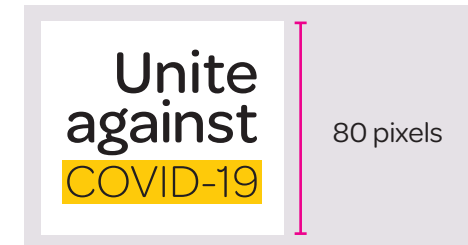
The minimum size for the logo in print is 12mm high.

For digital applications it can be smaller, with a minimum height of 80 pixels high.

For social media profile images it can be used smaller, but should be checked on a case-by-case basis.
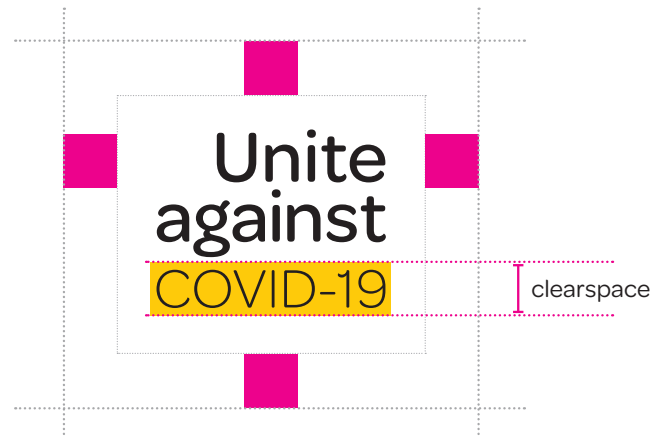
Print lockups

Unite against COVID-19   12mm high

Digital lockups

Unite against COVID-19   80 pixels

Minimum clearspace

The lockups minimum clearspace is based on the height of the yellow strip. It should be applied equally on all sides of the lockups, from the edges of the white frame.

Unite against COVID-19

clearspace

Alignment

Any logos, text or imagery that need to be aligned to the Unite against COVID-19 logo should use the lower edge of the yellow strip as a baseline.

Unite against COVID-19

baseline for alignment

Placement

+ NZ Govt

UAC: Lower-right

Govt: Lower-left

Alignment:
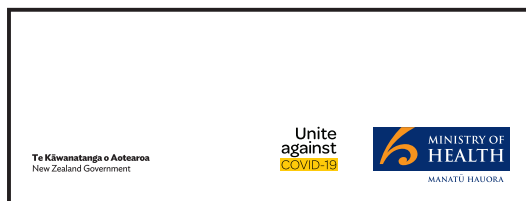Baseline is lower edge of yellow strip in UAC logo.

+ DPMC

UAC: Lower-right

Govt: Lower-left

DPMC: Lower-centre.
Internal documents may not need the AoG logo, in which case DPMC logo sits lower-left.

Alignment:
Baseline is lower edge of yellow strip in UAC logo.
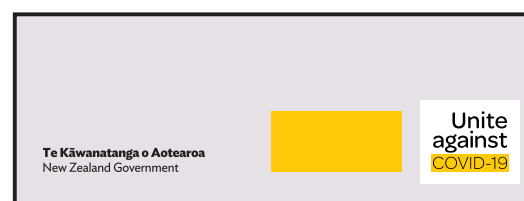
+ Ministry of Health

MoH: Lower-right

UAC: To the left of MoH logo

Govt: Lower-left

Alignment:
Align and size UAC logo (minus white frame) to blue MoH logo block, not the Te Reo line beneath.
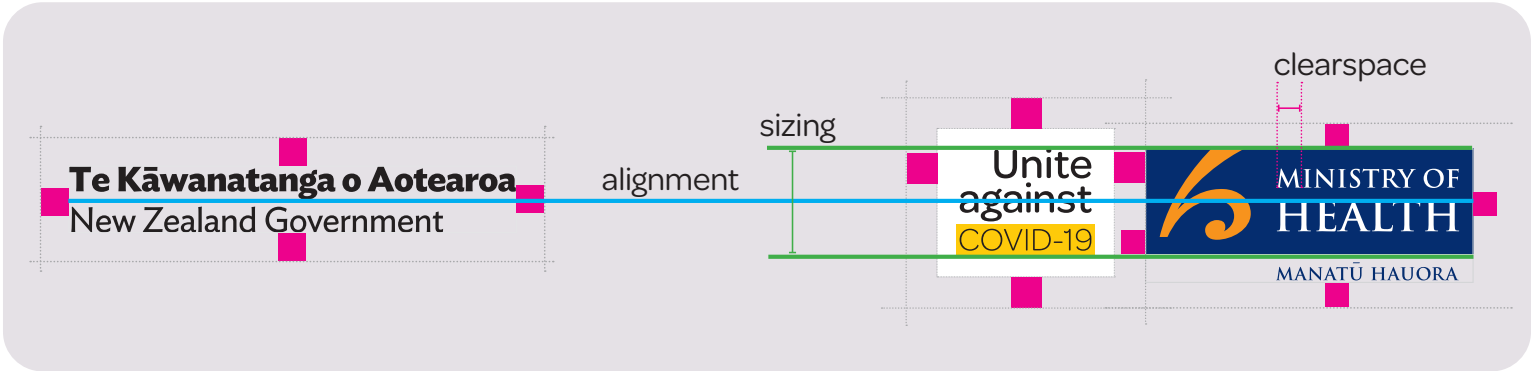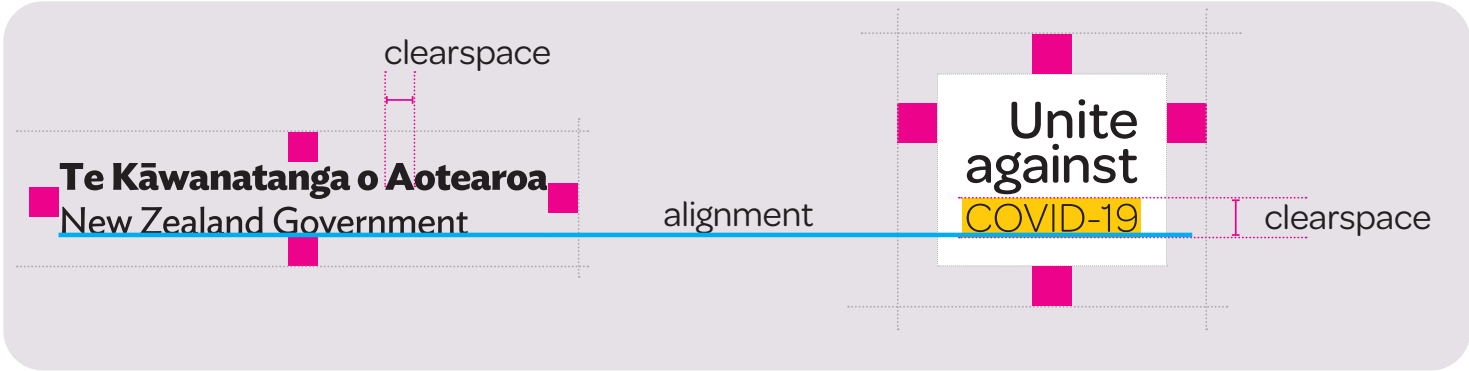AoG logo aligned to vertical centre of MoH logo.

+ Other Logos

UAC: Lower-right

Govt: To be used in accordance with NZ Government Identity guidelines

Other logos: To the left of UAC

Alignment:
Baseline is lower edge of yellow strip in UAC logo.

Placement

Te Kāwanatanga o Aotearoa
New Zealand Government

clearspace

alignment

Unite
against
COVID-19

clearspace

Te Kāwanatanga o Aotearoa
New Zealand Government

alignment

sizing

clearspace

Unite
against
COVID-19

MINISTRY OF
HEALTH
MANATŪ HAUORA

Examples of incorrect use of the logo

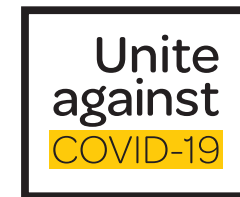Do not stretch or skew the logo

Do not crop the logo

Do not change the orientation of the logo

Do not change the colour of the logo

Do not change the text of the logo

Do not add a border to the logo

Do not change the layout of the logo

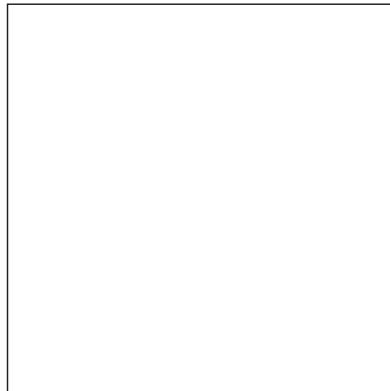Do not align to the white box of the logo

Do not remove the white box of the logo

Colour palette

Core colours

These colours across all of our work and in the different campaign lockups.

Please note when using Pantone/spot colours there are 2 different colours for coated or uncoated paper.

255-204-000
#FFCC00

C0/M20/Y100/K0

Pantone **coated** = 116

Pantone **uncoated** = 114

60%   #FFE066

40%   #FFEB99

20%   #FFF5CC

Supporting colours

These work with the core colours when we are creating graphs or tables or needing background colours to highlight different pieces of information.

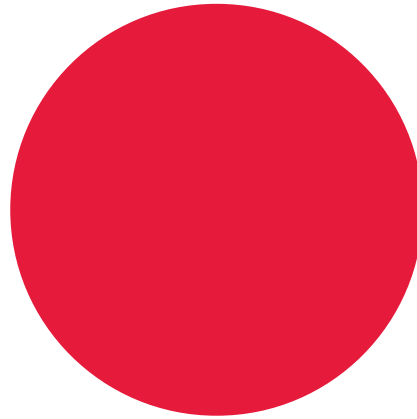Please note that the purple should only be used for vaccine related communications.

10/13/36/0 #e5d4aa	60% #eee3c9	40% #f3ebd9	20% #f8f3e9

10/13/36/0
#e5d4aa
60% #eee3c9
40% #f3ebd9
20% #f8f3e9

3/4/58/0
#f9e886
60% #fbf0b5
40% #fcf4cd
20% #fdf9e3

6/12/78/0
#f2d657
60% #f2d657
40% #f9ebba
20% #fbf3da

0/10/95/0
#ede823
60% #f4f08c
40% #f7f4b2
20% #faf9d7

21/0/85/0
#d2df4e
60% #e3ea98
40% #ecf0b9
20% #f3f7db

28/0/100/0
#c3d82d
60% #9cdcf9
40% #bde7fb
20% #ddf2fd

18/0/98/10
#c6cc22
60% #dadd81
40% #e5e7a8
20% #eff1d1

51/30/100/9
#818c2e
60% #aeb179
40% #c5c69e
20% #dedec9

66/0/21/0
#39c0cd
60% #94d6df
40% #b8e3e8
20% #daf0f2

97/0/30/0
#00acbc
60% #5cc7d3
40% #96d7df
20% #cbeaee

83/27/37/0
#04919d
60% #82b4bd
40% #a9c8cf
20% #d2e0e4

25/27/21/0
#c0b2b7
60% #d6ced0
40% #e1dbdd
20% #eeebeb

58/0/36/0
#65c5b4
60% #a4d9cf
40% #c2e5dd
20% #def1ec

59/0/0/0
#43c7f4
60% #9cdcf9
40% #bde7fb
20% #ddf2fd

68/10/0/0
#00b5ef
60% #8ecbef
40% #b4daf4
20% #d7eaf9

32/30/3/0
#adaace
VACCINE COMMUNICATIONS ONLY
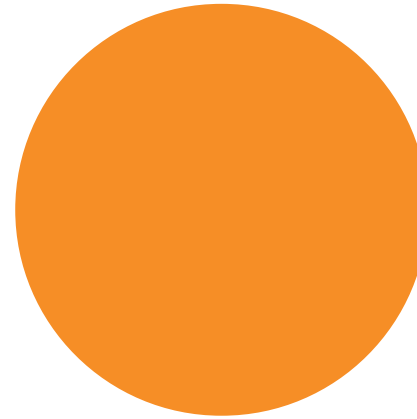60% #cecce2
40% #deddeb
20% #efeef5

Traffic lights

The COVID Protection Framework uses three colour settings, Red, Orange, and Green, to indicate the response we take against COVID-19.

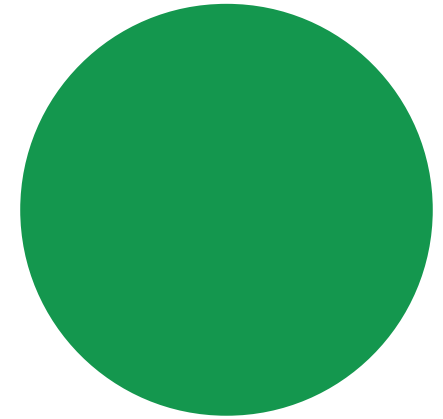These colours should only be used as indicators for the framework, and not as general brand colours.

There is always a thick white outline (~6pt on A4) added to the circular indicators when used against a coloured background.
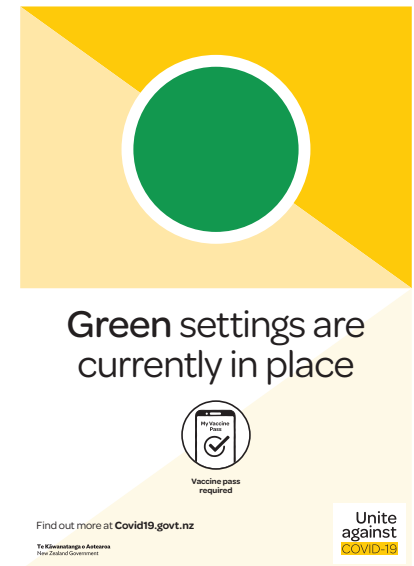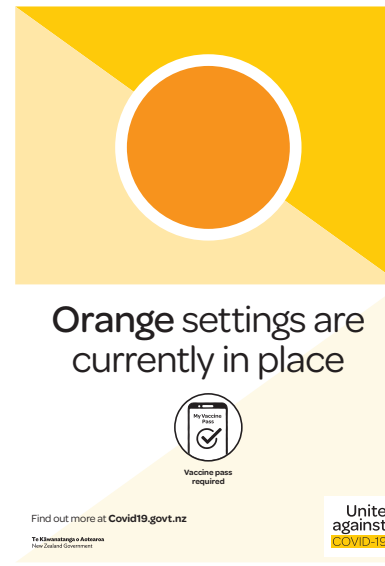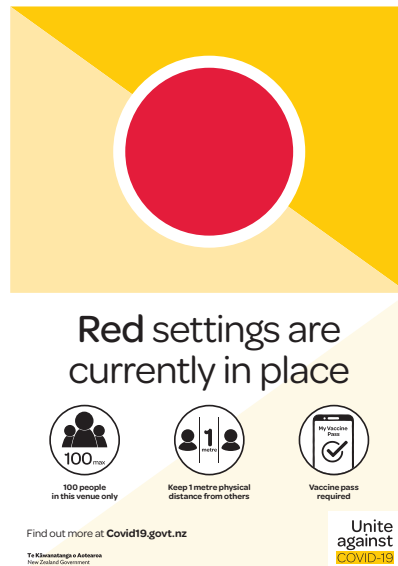
5/100/100/0

#E4193B

0/50/100/0

#FF8F1D

85/15/94/3

#06964E

Red settings are currently in place

100 people in this venue only

Keep 1 metre physical distance from others

Vaccine pass required

Find out more at **Covid19.govt.nz**

Te Kāwanatanga o Aotearoa
New Zealand Government

Unite against COVID-19

Orange settings are currently in place

Vaccine pass required

Find out more at **Covid19.govt.nz**

Te Kāwanatanga o Aotearoa
New Zealand Government

Unite against COVID-19

Green settings are currently in place

Vaccine pass required

Find out more at **Covid19.govt.nz**

Te Kāwanatanga o Aotearoa
New Zealand Government

Unite against COVID-19

Typeface

Heading size, weight and colour may vary depending on the document needs.

Point size and colour must comply with accessibility standards AA. Make sure there is enough contrast and the type is not too small (recommended minimum size is 11pt). Caps should be used at a minimum and never in headlines.

The main typeface is **Omnes**. It is a paid, licenced font and comes in wide range of weights and is used for headlines and body copy.

The main weights that we use are shown here.

Light *Light Italic*
Regular *Italic*
Medium *Medium Italic*
Semibold *Semibold Italic*

For website and online communications the typeface is **Baloo 2**. This is a free Google font that can also be used when the Omnes licence does not apply.

Regular
Medium
Semibold
Bold

The default font for Word and other Microsoft Office programs is **Segoe UI**.
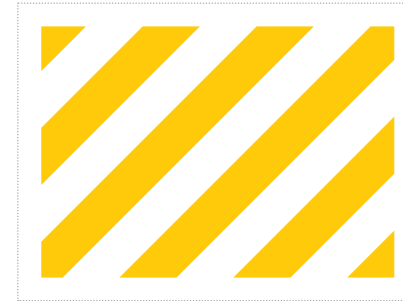
Light
Semilight
Regular
Semibold
Bold

Stripes

The Unite against COVID-19 stripes were a main feature in our visual identity until the implementation of the COVID Protection Framework (traffic lights) on 3 December 2021. They remain a core element of our brand and are still acceptable in existing resources, though we now use them sparingly.

The stripes can be used in a range of shapes, the optimal amount of stripes is 5 to 6. The top left and bottom right corners of the frame should have equal parts of a stripe in them to make the corner shape yellow rather than white.

There should be a white border between the stripes and the edge of frame or page at all times.

The stripes may be used in UAC yellow, white or vaccine lavender (see vaccines style guide for details).
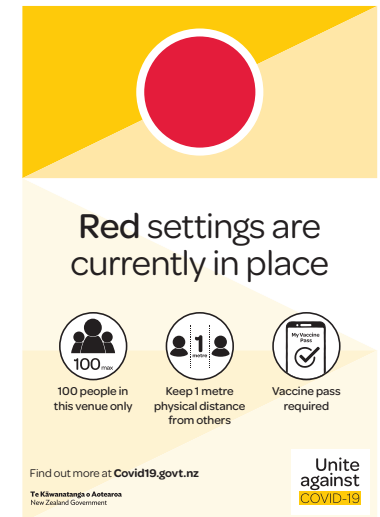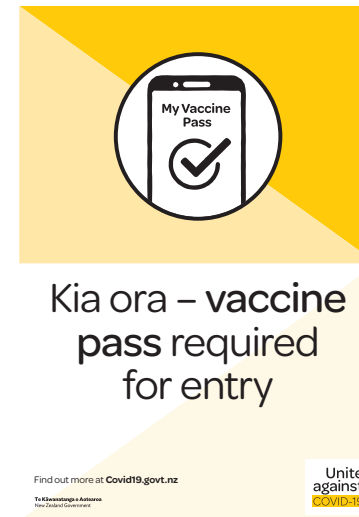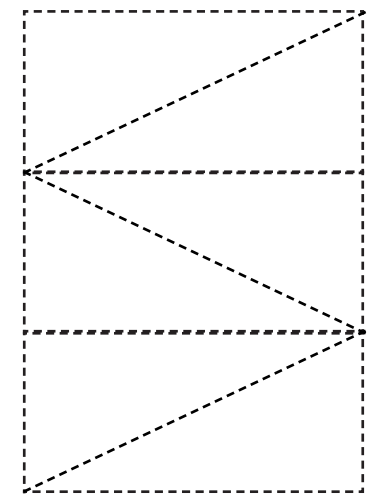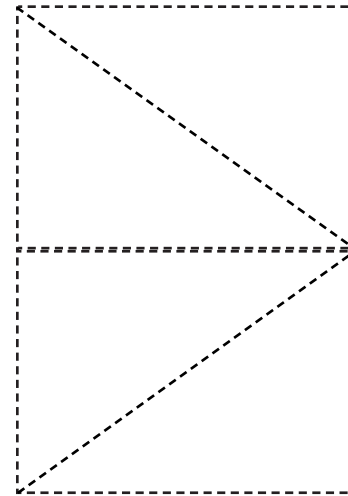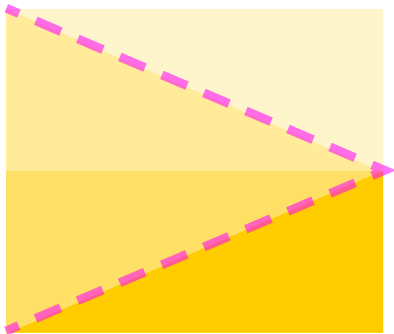
Sails

Implemented at the launch of the COVID Protection Framework (traffic lights) on 3 December 2021.

Sails can be used in a range of sizes and shapes, the most common of which is 4 or 6 in a rectangle. It is not recommended to go beyond 8 sails in a layout. There should be a white border between the sails and the edge of frame or page at all times.

The sails should be a mix of tints, usually chosen from 0%, 20%, 40%, 60% and 100% of a brand colour. The order of the tints is not set, but the use of official templates is recommended.

Only one sail colour per layout.

Create a forwards arrow where possible:

Kia ora – **vaccine pass** required for entry

Find out more at **Covid19.govt.nz**

Te Kāwanatanga o Aotearoa
New Zealand Government

Unite against COVID-19

Red settings are currently in place

100 people in this venue only

Keep 1 metre physical distance from others

Vaccine pass required

Find out more at **Covid19.govt.nz**

Te Kāwanatanga o Aotearoa
New Zealand Government

Unite against COVID-19

Icons

The Unite against COVID-19 brand has a range of icons that have been created specifically for use in our resources and messaging.
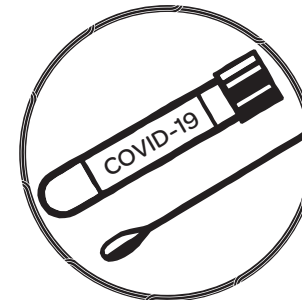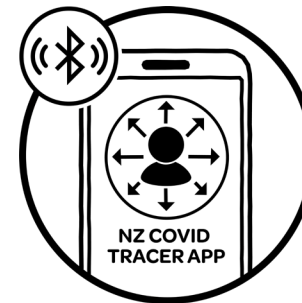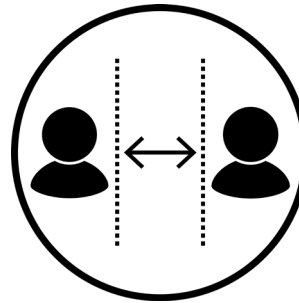
Often specific icons are attached to particular themes or messaging. If you have concerns about which icon to use, please contact the brand team.

Icons can be used on any background, but ensure the fill of the icon remains white. The icon itself remains black in most cases, with exceptions only for official engagement tools and specific audiences.

For Māori audiences, we also have a set of icons that feature a patterned border - the same colour rules apply.

Additional icons are created periodically as our messaging evolves.

<u>Do not</u> colour in the icon

Templates

There are a range of templates available to use at
Toolkit.covid19.govt.nz/pages/assets?tags=Template

You can make adjustments to suit your content, if needed.

Note: public templates will not carry the NZ Government logo.

Microsoft Word

Portrait A4 and A3
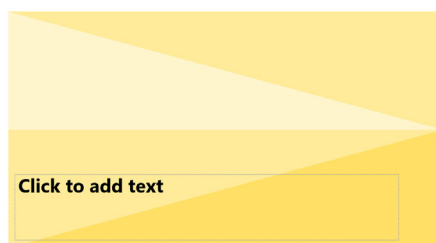
Landscape A4 and A3

Microsoft Powerpoint

Each page is available in different brand colours

PDF

Portrait A5, A4, and A3

Landscape A5, A4, and A3

InDesign templates are also available on our Toolkit

Social tile

Headers and footers

All assets are available in every brand colour

Mask. Scan. Pass. email signature or footers

DPMC use

All of Government use

Public use