

# **Carterton District Council**

## **Brand Style Guide**



**Version 1, May 2025**

## Our brand

Our visual identity portrays our integrity and credibility in the community. Our brand is created and maintained using our logo and four core visual elements:

- Colours
- Graphic elements
- Imagery
- Fonts and typography

These guidelines have been designed for Carterton District Council and third-party organisations who use our logo. They detail what's required to ensure our brand, style and tone of voice are maintained.

Following these guidelines ensures all our work is professional, reliable, and accessible and contributes to our work to build trust with our community.

ToolsThese Brand Guidelines, along with our logo suite, can be downloaded at **[cdc.govt.nz/brand](https://cdc.govt.nz/brand)**.

Further informationFor guidance and approvals please contact **[comms@cdc.govt.nz](mailto:comms@cdc.govt.nz)**.

# Internal

## Design and Approval

All promotional content, letters to residents, signage, sponsorship acknowledgements and printed corporate documents are created and approved by the Communications and Engagement team.

PowerPoint presentations may be created by you, but you must use the appropriate template – these can be accessed within PowerPoint.

If you have any questions or would like further clarity, please contact the Communications and Engagement Team.

These guidelines are standard practice in government organisations and are key to building trust in our community.

### **I know how to use Canva, can I create what I need myself?**

No\*. Canva is very convenient, however there are many elements to creating good design that reflect our organisation and convey messaging appropriately.

There are also ownership rights issues using Canva. If you use elements provided by Canva (images, graphics, fonts, etc.), known as "Canva Content", you are using them under a license, and they remain the property of their respective creators or Canva.

All of our design work is created and managed by the Communications and Engagement Team.

*\*There are specific situations where you may be able to create content based on specific templates. More information is provided on the 'Templates' page of this guide.*

### **If I have a budget can I get something outsourced?**

We love a budget! Please provide us with your requirements and we will manage this process for you.

### **What if I don't like the design created for me?**

Designers try hard to please everybody as well as address concerns around accessibility and correctness of information. Part of the design challenge is in considering what is personal preference and what will make a measurable difference to the objectives. Time spent v. results achieved. Unfortunatley sometimes this means that we can't please everybody.

### **I need something urgently.**

We understand sometimes things get missed or pop-up unexpectedly. Please let us know as soon as you can, and we'll work together on a solution.

### **I've seen our old logo in use.**

Please let us know where and take a photo too if you can! We'll be replacing our old logo gradually in terms of permanent signage, uniforms, forms etc. but it should no longer appear on anything currently being developed and promoted.

# External

## Design and Approval

If you are an external supplier and have been engaged by Carterton District Council to design any type of advertising, promotional content, informational content, signage, sponsorship, acknowledgements, printed corporate documents or any other screen based or printed material it must go through our external engagement process (detailed right) and be approved by the Communications and Engagement team.

If you have any questions or would like further clarity, please contact the Communications and Engagement Team.

### **You've been engaged to supply CDC what now?**

The Communications and Engagement team will request that you quote for the work. The quote will then be approved by the our management team. Consider that the work might need revisions and to be approved in stages when you put your quote together.

Once your quote has been approved a Purchase Order will be requested and sent out to you. When you have the Purchase Order number you can start the work.

### **How do I get my design approved?**

The best balance between keeping the process moving and not needing to backtrack or end up with too many revisions is to break the work down into stages.

For example, you might submit a rough design for approval before you continue to do the final work. Or you might provide 2-3 different approaches and then work further with a selected one.

### **Final approval**

Once all revisions have been made, the Communications and Engagement team will sign-off on the final design and advise you about next steps.

# Brand colours

## Colour Combinations

The Carterton District Council primary palette is Denim blue with a Teal highlight.

The Primary Palette is best for formal documents or applications where a traditional logo is beneficial.

Following a Spring theme, the Carterton District Council secondary palette adds Daffodil, Duck Egg, Soft Red as the highlight colour with the darker Denim.

Denim is an important part of the palette and creates contrast and therefore legibility in the logo emblem and logo text.

All of our colour logo variations have Denim blue either in the background of the logo or in the text of the logo.

### Primary



#### Denim Blue

Hex: #1c3451  
RGB: R - 28 G - 52 B - 81  
CMYK: C - 95 M - 79 Y - 43 K - 37



#### Teal

Hex: #28aed1  
RGB: R - 40 G - 174 B - 161  
CMYK: C - 75 M - 7 Y - 44 K - 0

### Secondary



#### Daffodil

Hex: #ffe83e  
RGB: R - 255 G - 232 B - 62  
CMYK: C - 2 M - 3 Y - 87 K - 0



#### Duck Egg

Hex: #94ddd1  
RGB: R - 148 G - 221 B - 209  
CMYK: C - 39 M - 0 Y - 23 K - 0



#### Soft Red

Hex: #f95d6f  
RGB: R - 249 G - 93 B - 111  
CMYK: C - 0 M - 79 Y - 42 K - 0

### Combining the Palettes



# Logo

## Primary Palette

The Carterton District Council primary palette is Denim Blue with a Teal highlight. This palette is best for formal documents or applications where a traditional style is beneficial.

The logo has been supplied in variations suitable for light or dark background colours. Please only use logos from the files and select a suitable logo for use with a light or dark background.

Emblem/tag mark only variations have been supplied for use when the text from the logo already exists on the page and would look repetitive to include in the logo. These are not intended for stand-alone usage.

The Tag Logos are a bold option that sit well over most backgrounds.

## Teal and Denim



*This logo style is referred to as a 'tag'*



*These are 'tag marks'*



# Logo

## Secondary Palette

The Carterton District Council secondary palette adds Daffodil, Duck Egg, Soft Red as the highlight colour with the darker Denim.

The logo has been supplied in variations suitable for light or dark background colours. Please only use logos from the files and select a suitable logo for use with a light or dark background.

Emblem/tag mark only variations have been supplied for use when the text from the logo already exists on the page and would look repetitive to include in the logo. These are not intended for stand-alone usage.

The Tag Logos are a bold option that sit well over most backgrounds.

## Duck Egg and Denim



*These logo styles are referred to as 'tags'*

*These are 'tag marks'*



# Logo

## Secondary Palette

continued

The Carterton District Council secondary palette adds Daffodil, Duck Egg, Soft Red as the highlight colour with the darker Denim.

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## Soft Red and Denim



*This logo style is referred to as a 'tag'*

*These are 'tag marks'*





# Logo

## Secondary Palette

continued

The Carterton District Council secondary palette adds Daffodil, Duck Egg, Soft Red as the highlight colour with the darker Denim.

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## Daffodil and Denim



*These logo styles are referred to as 'tags'*

*These are 'tag marks'*



# Logo

## Black/White

Some things require a monotone application of the logo.

PDF Rich black logos are included for use in full colour print media, and greyscale 100% black logos have been supplied for single colour print media.

PNG logos have been supplied in RGB black for screen applications.

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The Tag Logos are a bold option that sit well over most backgrounds.



*This is a 'tag mark'*



*This logo style is referred to as a 'tag'*



### Black for full colour or single colourprint media



#### Rich Black

CMYK: C - 10 M - 10 Y - 10 K - 100



#### Greyscale Black

CMYK: C - 0 M - 0 Y - 0 K - 100

# Logo

## Sizing, Spacing & Alignment

Sizing of the logo is largely relative to its purpose within media, but it must always be thoughtfully placed to have maximum impact. It needs to have clear space at all times either from the edge of the page or from surrounding type and graphics.

Size the logo to be visually balanced with other elements such as text and images and within the entire space, but it must never be scaled to smaller than 25mm in width

### Left or Right-aligned

Right or left aligning works in situations where there is a need for the logo to be secondary to the content.

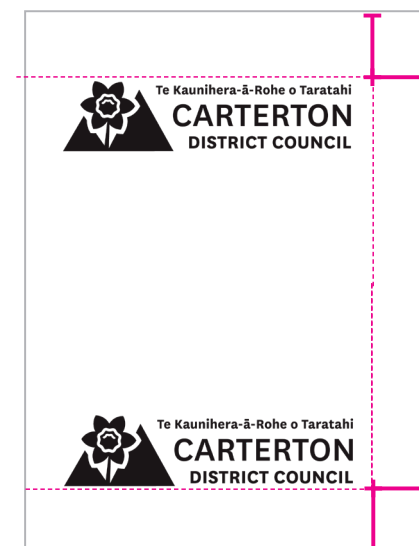
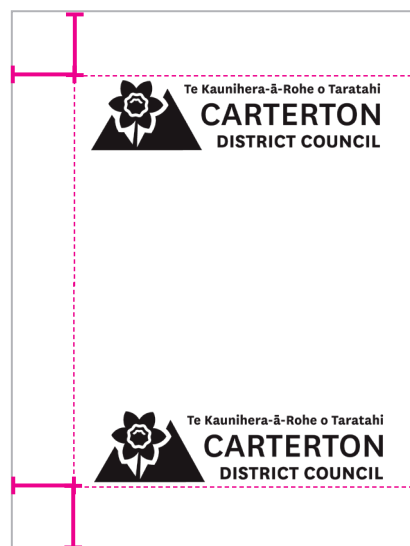
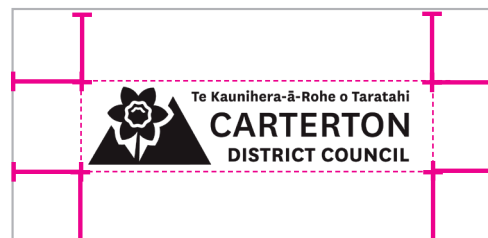
When left-aligned, the emblem edges align other elements on the page, and when right-aligned it is the text in the logo that lines up.

### Centered

Centering the logo gives a more dramatic effect, and can be used in this way on cover pages or other applications where it needs to be front and centre.



Minimum 25 mm in width



# Logo

## Dos and Donts

To the right are two examples of how the logo must not be used under any circumstance, and alternative solutions are given.

### Coloured backgrounds

In the instance that a logo must be used on a coloured background that is not on white or Denim Blue do not use a coloured logo.

### Photograph backgrounds

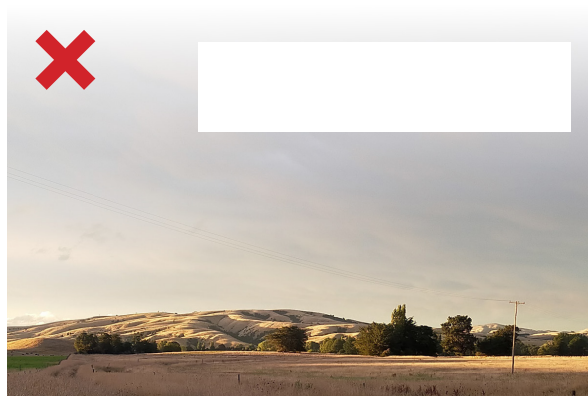
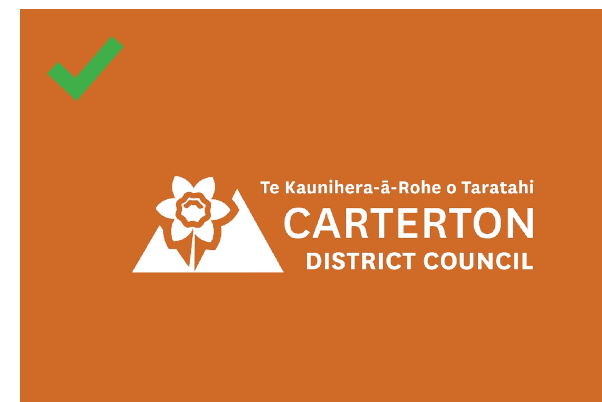
When the logo appears over a photograph, use gradient shading to pop the logo off the background.

### Cropping

Do not crop the logo.

### Reproducing

Do not reproduce the logo using incorrect fonts.



# Logo

## Dos and Donts

continued

### Distorting / Rearranging

Do not distort, replace, remove or rearrange elements of the logo.

(Holding the shift key while you scale in most Adobe programs with constrain the dimensions)

### Recolouring

Do not change the colours in the logo emblem or the logo text. Use only the logos in the supplied file in their original colours.



# Typography

## Title, Body and Flavour

Carterton District Council brand font has been selected from Google Fonts so it is accessible from any computer with internet access.

At this stage, there is no set flavour font, and external designers are able to make relevant selections on a project-by-project basis.

Any fonts used should be selected from Google Fonts and contain macrons for Te Reo Māori.

### **Title – Carterton District Council: What do we do?**

Body – The District Council is responsible for developing and maintaining a wide range of public services and facilities to provide a quality lifestyle for people living in the district.

### **Title Font – Poppins Bold**

**Body Font** – Poppins Regular

Poppins is a static font with 18 styles  
It includes macrons for Te Reo Māori

#### Print settings

Letterspacing / tracking – 30  
Line height +2 (12pt = 14pt)

#### Screen settings

Letterspacing / tracking – 0.1em or 1px  
Line height – 0.8em or 8px

# Bilingual considerations

We always encourage the inclusion of te reo Māori

Carterton District Council has taken guidance from Te Puni Kokiri in the development of these guidelines with two key considerations:

- **Equality of Māori and English languages**
- **Quality of Māori language**

By following these guidelines, we ensure we are respecting the mana of the reo and maintaining consistency across all design work, from physical signs to digital platforms.

## Equality of Māori and English languages

- **Visual hierarchies matter**  
The way languages are presented influences perceptions of importance.
- **Consistency in representation**  
Avoid making one language appear more dominant through size or boldness. Māori and English are treated with equal prominence.
- **Language differentiation**  
Each language is visually distinct for easy recognition.
- **Navigation cues**  
Clear and consistent design ensures users can follow their preferred language effortlessly.

*If readability is a concern, Māori text should take precedence over English. English is widely understood, making navigation easier even if Māori text is more prominent.*

*Carterton District Council has an experienced Kaituitui available to assist in ensuring accuracy and mana in design and kupu. Our Kaituitui should be included in approval processes whenever te reo kupu is used.*

**Contact: [Peopleandwellbeing@cdc.govt.nz](mailto:Peopleandwellbeing@cdc.govt.nz)**

# Bilingual considerations

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## Quality of Māori and English languages

- **Accuracy matters**

Consult Kaituitui early to ensure linguistic and cultural integrity. It is important to Council that when we include te reo Maori in our work it is done correctly and respectfully.

- **Translation standards**

Where relevant you are able to use official resources, such as Te Taura Whiri i te Reo Māori, to reference common signage terms like "Exit" and "Reception."

For non-standard signage, ensure translations are professionally verified (e.g., instructions or specialised messages).

- **Orthographic accuracy**

Follow the Guidelines for Māori Language Orthography to ensure proper spelling, macrons, and conventions.

- **Consultation with iwi and hapū**

Engage local iwi and hapū for signage in regional and local buildings to ensure appropriate use of dialect, orthography, and macrons. Our Kaituiui can assist you in building meaningful relations with tangata whenua.

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# Imagery

## Bright and friendly

Our imagery shows who we are and tells our story. It's important to use it correctly to enhance and maintain our brand.

Our photography style is professional, vibrant and a true reflection of the people and places that make Carterton wonderful.

Our images should always be properly in focus and we always prefer authentic photos over stock imagery.

For assistance in this space, please download our photography guide or contact the Comms and Engagement Team.



# Templates

We are developing some approved templates that can be used in specific circumstances both internally and externally. In some cases, you will be able to edit these in Canva.

The Communications and Engagement Team still need to approve these materials before they are published. We are always available to help if you require assistance.

## **What can change in these templates?**

You'll need to change the wording and imagery to suit your messaging. You can reduce the size of the font provided you do not make it smaller than size 12. You may need to reduce the amount of text you are using to accommodate this.

## **What must remain the same?**

Unless specified, you cannot change the font, colours, or move any elements from their original positions.

The Communications and Engagement Team still need to approve these materials before they are published. We are always available to help if you require assistance.

# Sponsorship requirements

Whenever we provide sponsorship or grant funding there is a requirement that our logo appears on all promotional material and that we are acknowledged in any media releases and social posts.

Our logo pack is available to download at [www.cdc.govt.nz/branding](http://www.cdc.govt.nz/branding). This should be provided to third parties when sponsorship or grants are confirmed. It is a requirement that the Communications and Engagement Team approve logo placement prior to any collateral being published.

If a third party has an ongoing arrangement with us, we can develop a sponsor block that is approved for use throughout a project or period. Please let us know if you think this would be useful in your role.

**If the third party is producing a media release or similar, Carterton district Council should always be afforded an opportunity to provide a quote for inclusion.**