



**Age friendly**  
Aotearoa New Zealand

**Age Friendly Aotearoa**  
Brand guidelines  
Hōngongoi/July 2021



# Introduction

This guide makes it easy for you to work with our Age Friendly Aotearoa New Zealand brand.

It describes how to use the brand, including the logo and assets, consistently across different applications. Please use the brand respectfully and follow these guidelines.

If you'd like to talk with someone about how to apply our brand, please email us at [design@msd.govt.nz](mailto:design@msd.govt.nz).

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Diversity  
Connection  
Esteem



# Brand – the story

**Age friendly Aotearoa New Zealand** recognises the role of Kaumātua within the community and the reciprocal role that the wider society has in recognising and supporting them.

Kaumātua and Kuia are the repository of knowledge and wisdom which they often impart to the younger generations. They are a group that the younger generations can turn to.

**Age Friendly Aotearoa New Zealand** recognises the transfer of knowledge between generations.

**Age Friendly Aotearoa New Zealand** consists of two fronds, the younger, smaller frond rising up to meet the embrace of the older, larger frond. This embrace is encased within a circle of the same width, symbolising completion, a wider society and protection.



# Logos

Our **Age friendly Aotearoa New Zealand** logo is available in primary (horizontal) and secondary (vertical) format.

## Primary logo

The preferred option is primary – full colour.

### Primary – colour



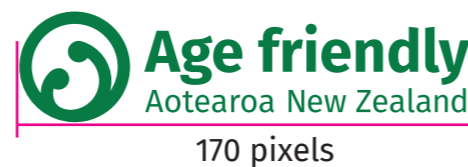
### Minimum size

Please observe the following minimum sizes for print and digital when applying our logo. This ensures accessibility because the text is no smaller than 12pt.

Print



Digital



### Minimum clear space

Clear space around the logo is measured by using the 'e' at its slimmest as pictured below.



### Colour variations

Black and reversed out versions of the logo have been developed for appropriate situations. Either version of the logo can be applied depending on the tone of the background and application requirements.

Primary – black



Primary – white (reversed)



# Logos

## Secondary logo

When the horizontal space is limited or when its more appropriate for the layout, the secondary logo can be used.

The icon may also be used without the logo . For advise on this use please contact [design@msd.govt.nz](mailto:design@msd.govt.nz).

### Secondary – colour



### Minimum size

Please observe the following minimum sizes for print and digital when applying our logo. This maintains ensures accessibility because the text is no smaller than 12pt.

Print



Digital



### Minimum clear space

Clear space around the logo is measured by using the 'e' at its slimmest as pictured below.



### Colour variations

Black and reversed out versions of the logo have been developed for appropriate situations. Either version of the logo can be applied depending on the tone of the background and application requirements.

Secondary – black



Secondary – white (reversed)



# Logo application

Please apply our Age friendly Aotearoa New Zealand logo respectfully. Use only logo files supplied to ensure best quality. The logo must not be manipulated or recreated in any way – for example, don't alter the colour, don't stretch the logo, don't place the logo on an angle or upside down.



Positive logo usage example.



Don't place the logo on a background that makes it difficult to read the logo text.



Don't place the logo over complex images that makes it difficult to read the logo text.



Don't stretch or condense the logo, always scale proportionally.



Don't place the logo on an angle.



Don't place the logo over top of peoples' heads on images.



Don't change the colour of any part of the logo.

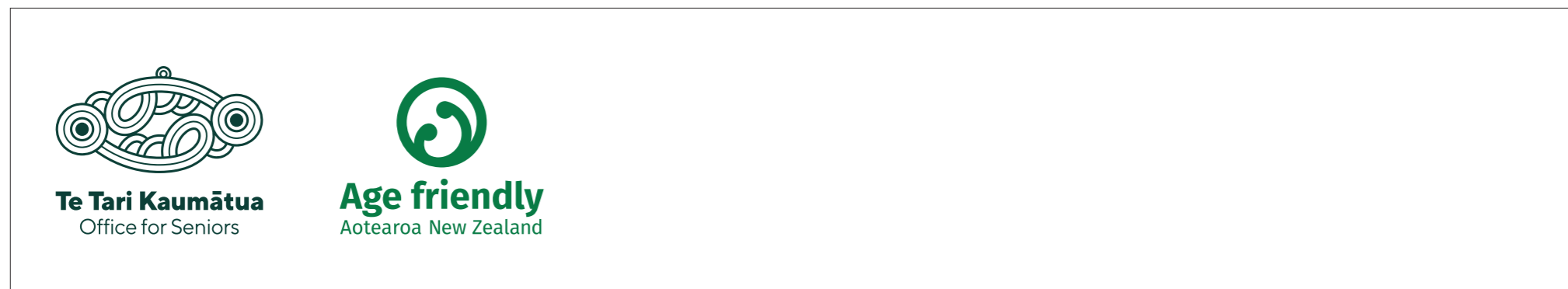
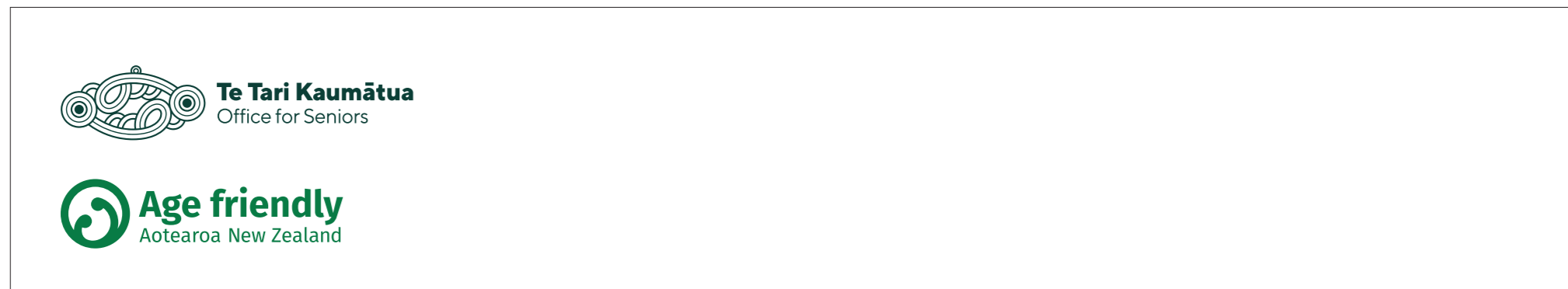
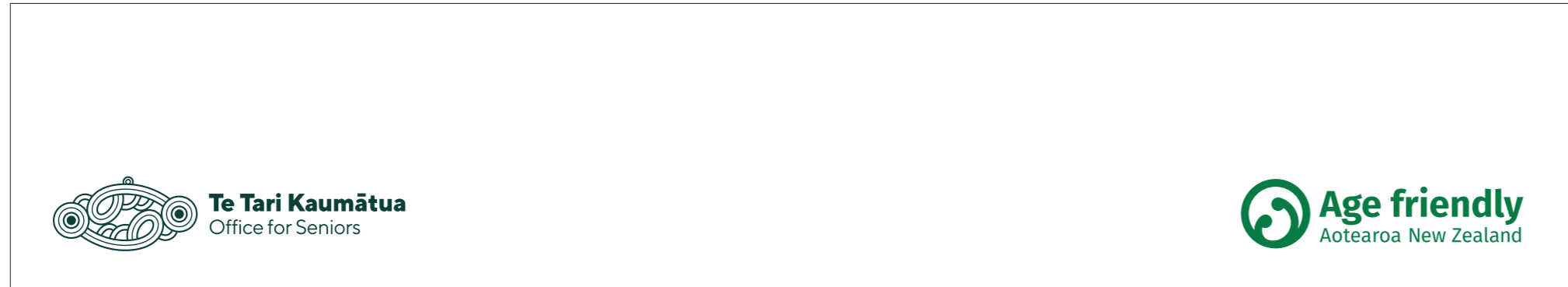


Don't add any text to the logo. Keep text outside the clearspace area.



# Logo partners

In many cases, the Age friendly logo will sit alongside the Office for Seniors logo. Options to display the two logos is shown below.





# Co-opt logo

In certain cases that require collaboration between the national arm of the Age friendly initiative and more localised programmes, there is a logo that can help align both programmes, but will require the use of the brand font. All initiatives must appear in sentence case and the same colour as the main logo in the space provided, using the brand font Fira sans in medium and centred under a light green line.



# Typography

For accessibility, body text should not be smaller than 12pt. Text should not include italic or oblique styles. If text is needed to be visually different within a paragraph of text, change the weight of the font instead.

Tracking should always be set to 0 – don't over letterspace or kern too tightly.

## Fira Sans – primary/design font

Fira Sans is the primary font for design agencies producing collateral.

### Heading 1 Fira Sans Bold 26pt

### Heading 2 Fira Sans Semibold 18pt

### Heading 3 Fira Sans Semibold 16pt

### Heading 4 Fira Sans Semibold 14pt

Intro text  
Fira Sans Light 14pt

Body text  
Fira Sans regular 12pt

- Body bullet level 1  
Fira Sans Regular 12pt
  - Body bullet level 2  
Fira Sans Regular 12pt

Footnote text  
Fira Sans Regular 10pt

## Arial – secondary/internal font

When Fira Sans is not available to use in situations such as internal produced documents, emails etc we use Arial, a default system font.

### Heading 1 Arial Black 26pt

### Heading 2 Arial Bold 18pt

### Heading 3 Arial Bold 16pt

### Heading 4 Arial Bold 14pt

Intro text  
Arial Regular 14pt

Body text  
Arial regular 12pt

- Body bullet level 1  
Arial Regular 12pt
  - Body bullet level 2  
Arial Regular 12pt

# Colours

## Colour accessibility

The brand colour palette needs to combine interest and attractiveness with readability levels that meet WCAG AA accessibility standards.

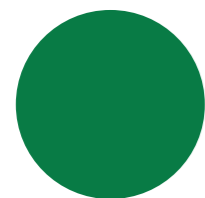
Optimal accessibility requires high contrast levels between background and text. We need to use care when selecting colour for text and backgrounds, and preferably always check with the WebAIM contrast checker (or similar).

Check on <https://webaim.org/resources/contrastchecker/> to see if your colour combination has no less than a AA standard, and ideally a AAA standard particularly for print collateral for an older audience.

## Primary colour

The primary colour palette meets WCAG AA standards for accessibility.

Use this colour for coloured text (minimum of 12pt in size), panels of colour with white text placed over the top.



### Green Colour

**C98 M36 Y100 K3**  
**R0 G123 B70**  
**Hex007a45**

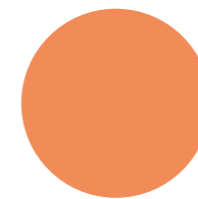
## Secondary colours

Use these colours for graphic accents, backgrounds, patterns or icons. Do not use these for text alone at any size as they do not meet accessibility standards.



### Lime Green Colour

**C51 M2 Y96 K0**  
**R139 G193 B69**  
**Hex 8ac145**



### Peach Colour

**C3 M55 Y71 K0**  
**R239 G138 B88**  
**Hex EF8A58**



# Icon graphic device

This icon can be used in instances where it is to support the main logo as a design component or as an icon in the digital environment, such as a favicon or an app logo. This logo can be used more widely as the brand gains wider recognition.

The icon must not be manipulated or recreated in any way – for example don't stretch it. It may not be cropped in any way, or rotated.

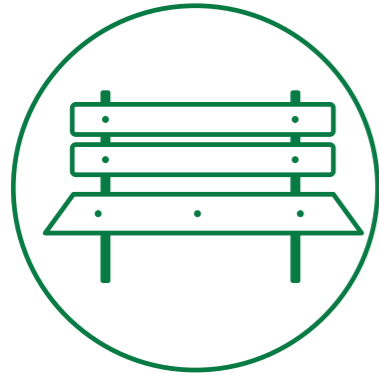
It can be applied on green with a white fill and a transparency of 10% on any of the brand colours. It can also be displayed with a fill of either of the brand colours dark or light green.

It can be used in either green colour as a watermark on top of an image providing the image is of high contrast and the graphic does not cover a persons face or head.





# Iconography - outline



## Outdoor Spaces and Buildings

Seniors live in an environment that includes open spaces, buildings, shaded areas and walkways that are safe and easy to navigate.



## Civic Participation and Employment

Seniors participate in employment, training, lifelong learning and volunteering opportunities and inform government policies.



## Communication and Information

Seniors access information they need in a variety of formats to stay informed and connected with their communities, families and friends.



## Community Support and Health Services

Seniors are helped to stay healthy, active and independent through community support and health services, including services responding to elder abuse, fraud or exploitation.



## Culture and Diversity

Seniors from all backgrounds are valued and appreciated and no one is excluded based on race, geography, culture, language, gender, sexuality, ability or socioeconomic status.



## Housing

Seniors' housing options are affordable, accessible and close to transport and community services.



## Social Participation

Seniors are supported to be active in their community doing things they enjoy.

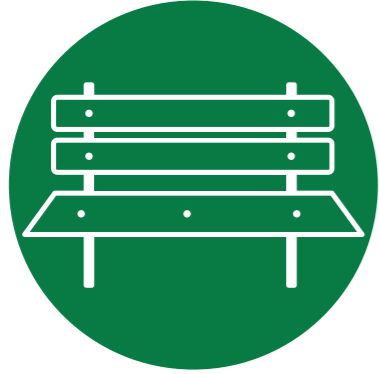


## Transportation

Seniors can get out and about using a range of affordable, user-friendly transport and associated services.



# Iconography - block



## Outdoor Spaces and Buildings

Seniors live in an environment that includes open spaces, buildings, shaded areas and walkways that are safe and easy to navigate.



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## Social Participation

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## Transportation

Seniors can get out and about using a range of affordable, user-friendly transport and associated services.

# Diagram - Complex

Components of an age-friendly society can be broken into 8 sections. The complex diagram has been arranged to reference the cyclical nature and holistic outlook of these components for larger formats to provide visual interest.



# Diagram - Simple

Components of an age-friendly society can be broken into 8 sections. The simple diagram has been arranged to provide maximum readability and can be used in instances where space is at a premium or at smaller sizes.

There is also an option to add a small amount of text under each heading.

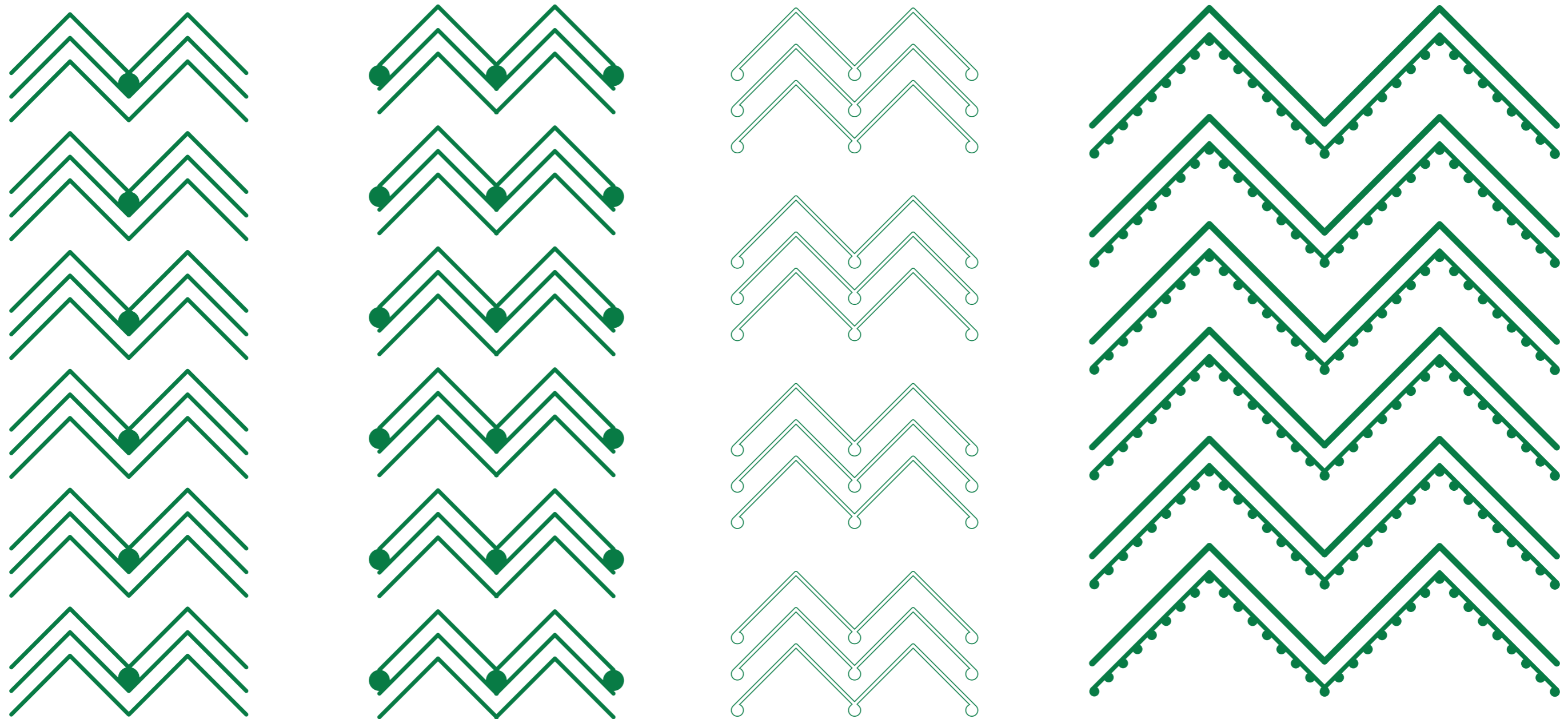




# Patterning

## Kaokao Concepts

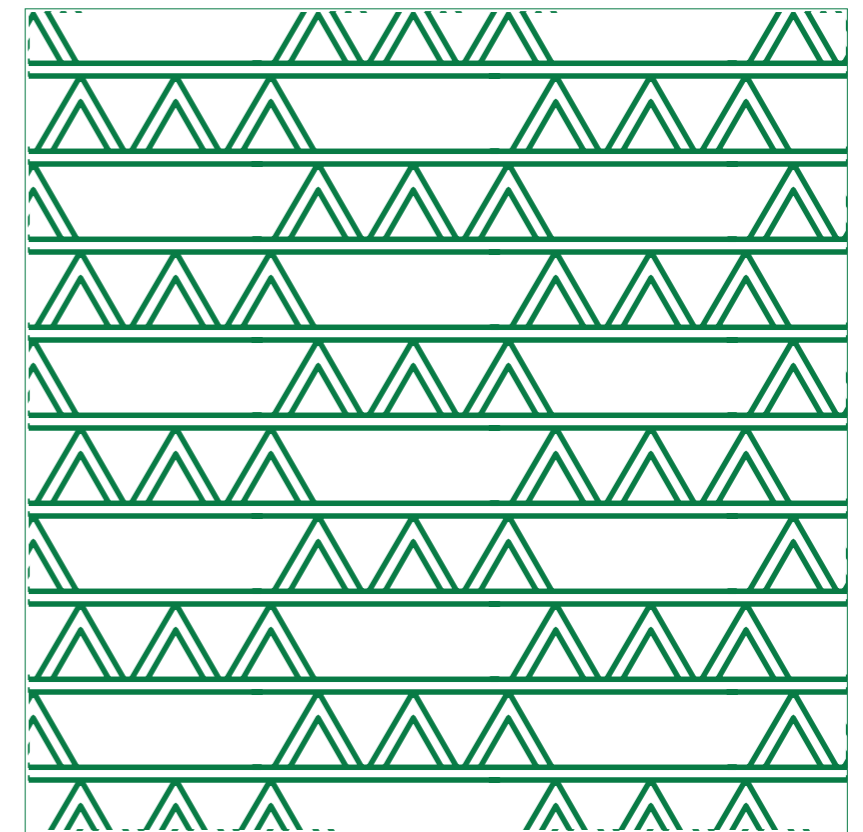
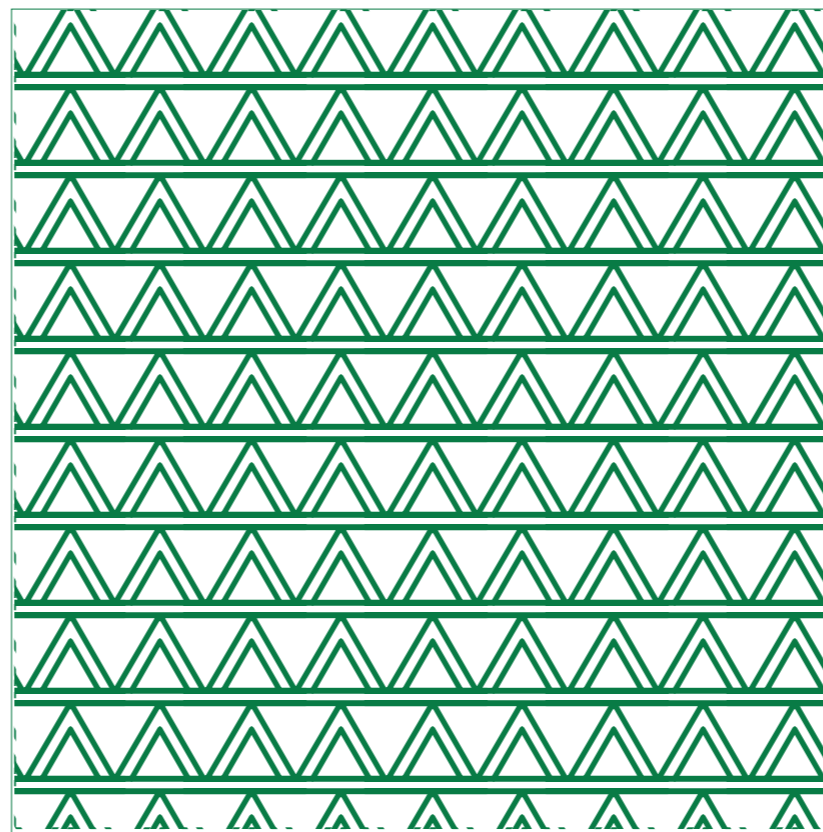
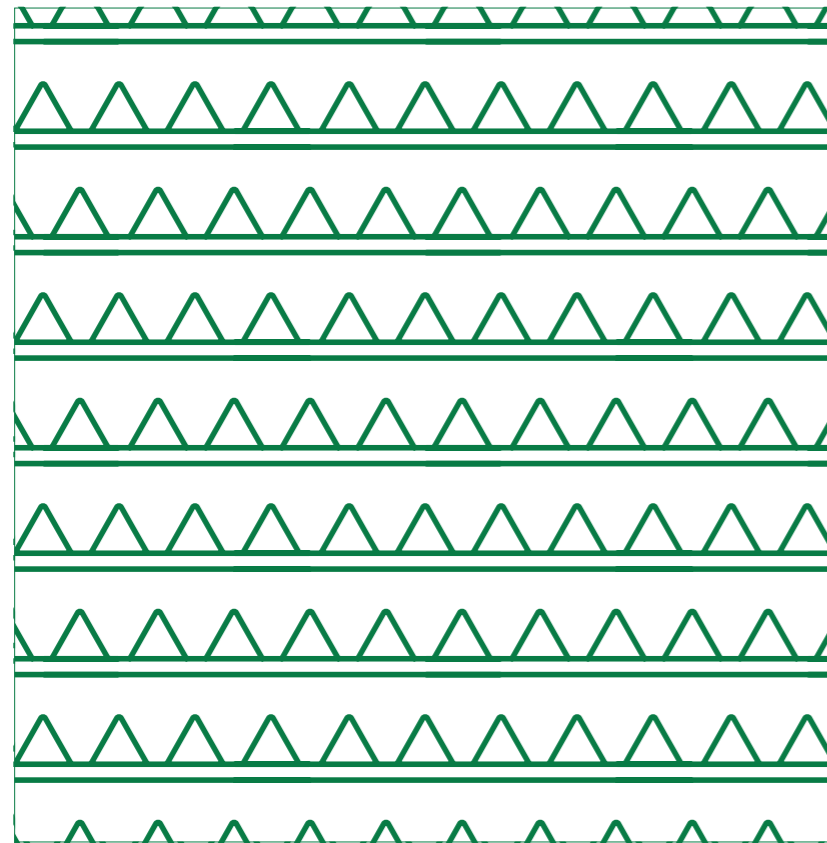
The patterns may be used in dark green or light green to create visual interest.



# Patterning

## Niho Taniwha Concepts

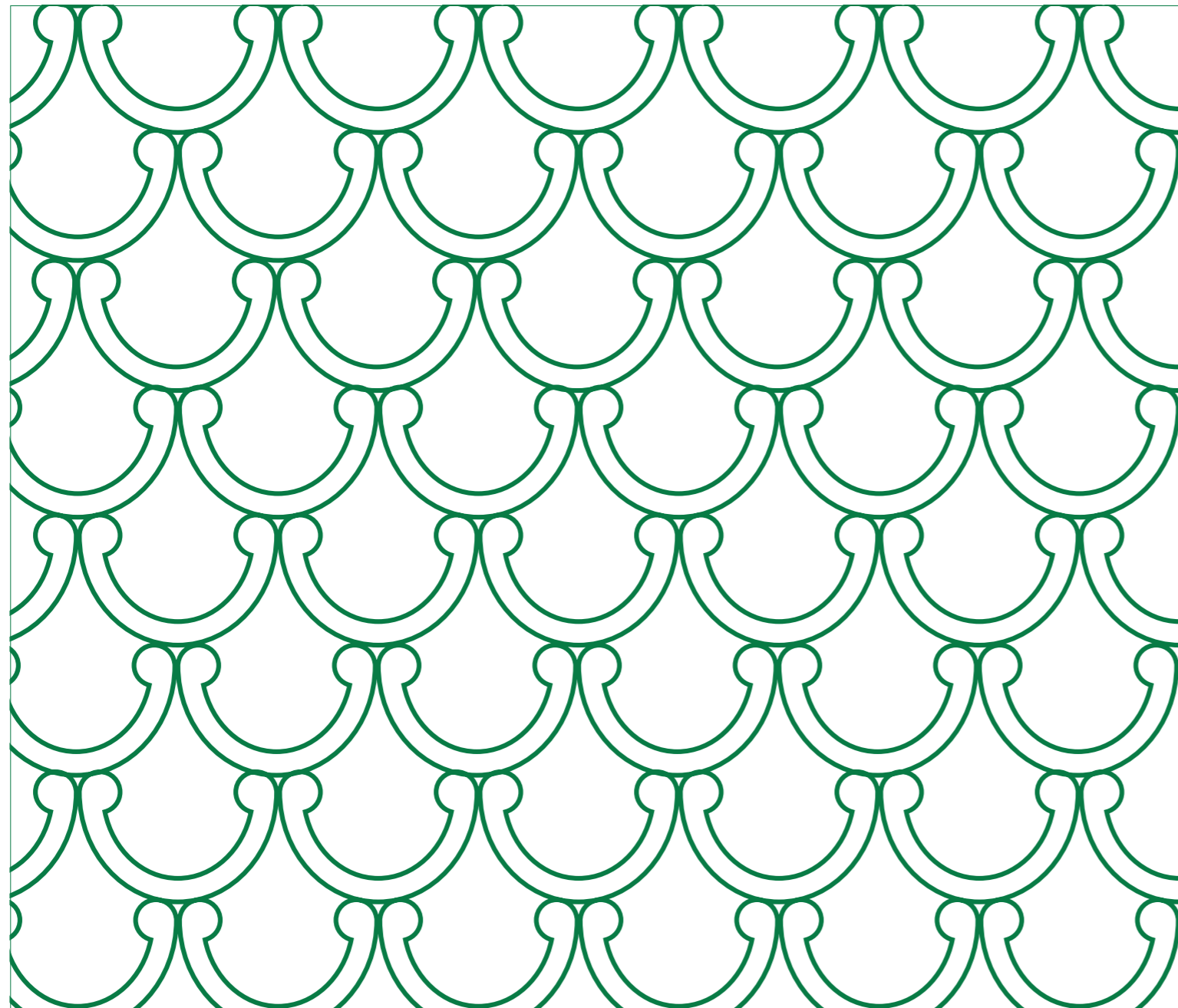
The patterns may be used in dark green or light green to create visual interest.



# Patterning

## Logo based concept

The patterns may be used in dark green or light green to create visual interest.



# Web and social tiles

## Social Media Profile Image Options

Full Logo



Plain Icon



Reverse Icon

