



## Corporate Branding Guidelines

*as at February 2014*

This document outlines the use of the 'Te Matatini' brand. For further enquiries, please contact the Te Matatini National Office: [office@tematatini.co.nz](mailto:office@tematatini.co.nz) or phone +64 4 385 2306.

If your concepts stretch outside these guidelines, please discuss your visual concepts with the Te Matatini National Office before application of this brand.

The Te Matatini National Office requires sign off of all material using the 'Te Matatini' brand.

## About the logo

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The values of 'Te Matatini' are represented in the stylised and symbolic Huia icon, where the Huia bird represents:

- Beauty
- Leadership
- Excellence
- Prestige

With the redesign of the Te Matatini brand, the reconnection of iconic tohu, the Huia, reinforces the values of 'Te Matatini', fostering development, progression, the flight of 'Te Matatini' towards excellence and leadership in all aspects of Kapa Haka and Māori Performing Arts.

The colour palette emulates the shimmer of tones of the Huia that are reflected from the light that gleams from the movement of the manu.

The tagline 'Kapa Haka Aotearoa' has been introduced to highlight the purpose of 'Te Matatini'.

## Versions of the logo

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Below illustrates the various versions of the logo that are available.

Black



White (reversed)



Colour

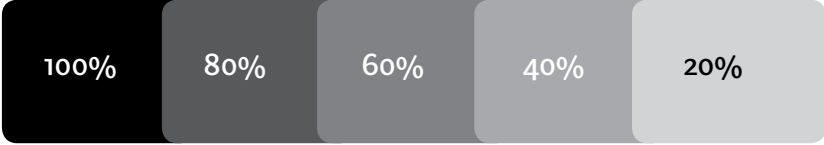
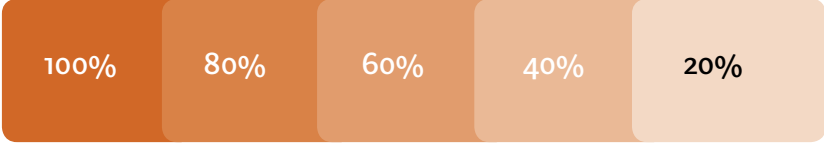

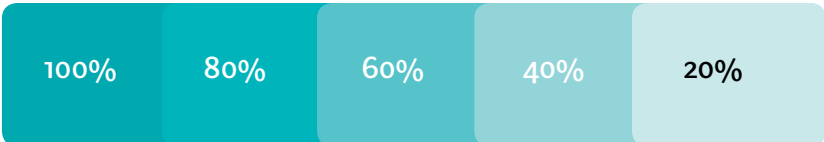


## Colour palette

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### Primary colours

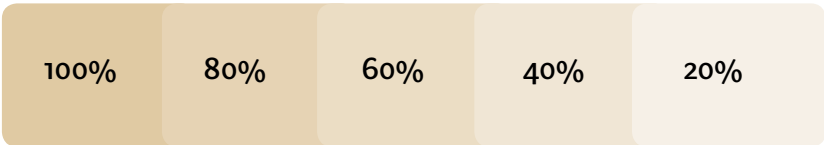
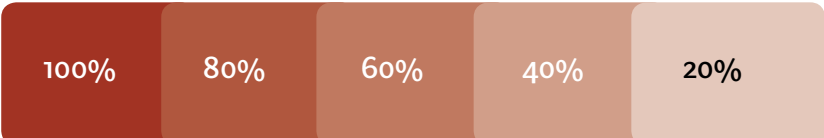
The following illustrates the primary colours of the 'Te Matatini' brand.

	<b>Black</b> Co, Mo, Yo, K100 R26, G24, B24
	<b>Pantone 159</b> C13, M70, Y100, K3 R194, G82, B26
	<b>Pantone 383</b> C40, M18, Y100, K4 R144, G156, B32
	<b>Pantone 320</b> C100, Mo, Y37, K1 R0, G154, B160

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### Secondary colours

The following illustrates the secondary colours of the 'Te Matatini' brand. These colours can be used with the primary colours to compliment the 'Te Matatini' brand in various promotional and communication products.

	<b>Pantone 468</b> C12, M18, Y38, K0 R216, G191, B145
	<b>Pantone 484</b> C24, M91, Y98, K20 R140, G34, B26

# Typefaces

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## Primary typefaces

There are two primary typefaces that can be used within the 'Te Matatini' Brand. A combination of both or just option 1 typeface (Sharik Sans) can be used.

### Option 1

#### **Sharik Sans - Bold (use for headings)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

#### **Sharik Sans - Medium (use for sub headings or highlighting text)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

#### ***Sharik Sans - Medium Italic (use for highlight text or quotations)***

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

#### **Sharik Sans - Light (use for body text)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

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### Option 2

#### **GOUDY OLD STYLE - Bold (use for headings only)**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

#### ***GOUDY OLD STYLE - Italic (use to highlight text or quotations)***

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

# Typefaces

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## Electronic typefaces

The below typeface is to be used within electronic documents only, where documents require to be emailed. This typeface is not to be used if the document is to be produced through a commercial printer, the primary typeface options must then be used.

### Calibri - Bold (use for headings)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

### Calibri - Bold Italic (use for sub headings or highlighting text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

### Calibri - Italic (use for highlight text or quotations)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

### Calibri Regular (use for body text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ + { } | : " < > ? , . / ; ' [ ] \

## Logo size and clear space

### Logo size

The logo has been created as a vector file, therefore it can be scaled as large as required without losing clarity or resolution.

The minimum size requirement for the logo is illustrated to the right. *If a smaller application is required, you must contact the office to discuss this application and size.*



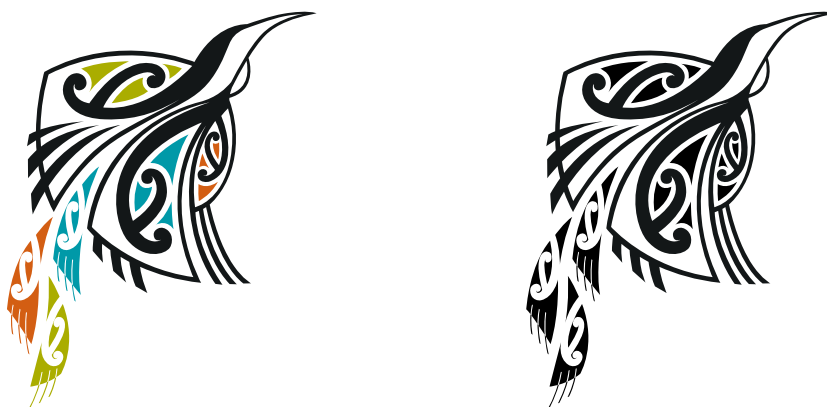
### Logo clear space

The below illustrates the 'clear space' that is required around the logo to ensure the logo can be easily identified.



## The Huia icon

The Huia icon is an integral part of the 'Te Matatini' Brand. The Huia can be presented with the logo as per the brand guidelines. It may be presented by itself, however, the full 'Te Matatini Kapa Haka Aotearoa' logo must be featured else where on that particular document or material to connect the Huia to the brand. The Huia **MUST NOT** be produced by itself as a completely individual element with no visual connection to the 'Te Matatini' logo or brand.



## Application of the logo

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### CORRECT application of the logo

Below demonstrates how to apply the 'Te Matatini' logo with your communication and promotion documents.

Colour logo on a white or light coloured background



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Colour logo on a black or dark coloured background





Black logo on a white or light coloured background



White logo on a black or dark coloured background



## INCORRECT application of the logo

Below demonstrates how the 'Te Matatini' logo SHOULD NOT be used with your communication and promotion documents.

Do not stretch, distort or manipulate the logo in any way or form.



Do not reposition the Huia in any other area around the 'Te Matatini' title.



Do not change the colour of any part of the logo. Use only what is available as per these guidelines.



TE MATATINI  
Kapa Haka Aotearoa



Do not position the logo on a background where the complete logo can not be seen or easily identified.

