

Branding

Procedures 2021

These procedures apply to the correct use of the Playcentre trademarks, logos, fonts and colours.

Playcentre 



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Purpose

Playcentre Aotearoa's brand identity is an asset and it holds value. Our brand is a visual expression of Playcentre Aotearoa and makes us recognisable to our wider communities and partners. It speaks to our reputation and what we stand for. It is important to protect and maintain that value through appropriate and considerate use.

We require professional and consistent use of Playcentre Aotearoa's brand identity from all at Playcentre. Appropriately applied, our brand identity will enable us to communicate clearly the values and status of Playcentre to our wider communities, both locally and nationally.

The purpose of this procedure is to ensure Playcentre's visual image and impact is as strong as possible and is seen to have integrity and meaning.

Brand Objectives

The core objectives of our brand identity at Playcentre Aotearoa is to help bring:

- **Unity:** to show a unity of purpose across all our Playcentre communities
- **Recognition:** heightened awareness of our longstanding and respected reputation in families and early childhood services

Logo variations

The Playcentre logo is available in the following variations...



Full colour word and flower



Black word with full colour flower



White word for reversing out of purple



Black word for reversing out of yellow

Logo lockups

Centre names should be in Providence Sans Bold and sit above the Playcentre logo like these examples.

Mornington
Playcentre 

Waiheke Island
Playcentre 

Mornington
Playcentre 

Waiheke Island
Playcentre 

Mornington
Playcentre 

Waiheke Island
Playcentre 

Aotearoa symbol

The Aotearoa symbol is a registered Trademark of the NZPF. The logo is complete when the additional lower circular text is added to give a full circle of text surrounding the central people component.

The lower circular text under the people component may be changed out for approved titles which are:

- NZ Playcentre Federation
- Aotearoa: New Zealand
- Aotearoa
- New Zealand
- The Federation teams (e.g. Education)
- Treaty Partner titles
- Centre names

Each of the Playcentre Aotearoa groups above has a digital copy of their specific logo. This can be used as a watermark at no less than 15% shading.



Symbol - 100% black



Watermark - 15% black



Welcome to
our Village

“Whānau tupu ngātahi – families growing together”

Usage examples



Playcentre 

“Whānau tupu ngātahi – families growing together”

Tagline

“Whānau tupu ngātahi – families growing together.”

The Playcentre logo should sit like this when combined with the tagline.

Macrons must be present.

Playcentre 

“Whānau tupu ngātahi – families growing together”

Playcentre 

“Whānau tupu ngātahi – families growing together”

Playcentre 

“Whānau tupu ngātahi – families growing together”

Playcentre 

“Whānau tupu ngātahi – families growing together”

Playcentre 

“Whānau tupu ngātahi – families growing together”

Slogan

“Welcome to our Village”

The Playcentre logo should sit like this when combined with the slogan.

Welcome to
our Village

Playcentre 

Welcome to
our Village

Playcentre 

Welcome to
our Village

Playcentre 

Welcome to
our Village

Playcentre 

Welcome to
our Village

Playcentre 

Correct use of the logo

Correct use of the logo

To maintain consistency, the logo must not be altered in any way. The specifications below ensure that the logo appears consistently on all communication.



Exclusion Zone

The logo must be clear of text and graphical objects (shown here by a dotted line) unless used on photography (see next page).

The minimum clearspace area is approximately 1/3 of the height of the logo all around the logo.

The logo may sit on a photographic background providing excellent clarity and contrast is maintained.

Note: this clearspace rule does not apply to web banners.

Logo Minimum Size

The logo may not appear smaller than 10mm high for all print and electronic material.



Playcentre 

Logo clear space

The minimum clearspace area right round the logo should be approximately the width of the purple flowerhead.



The logo may sit on a photographic background providing that excellent clarity and contrast is maintained.

Correct use of the logo over photographic images

Image has a natural abundance of light and a subtly textured clear space.



Incorrect use of the logo over photographic images

Avoid overlaying the logo on an area of the image that has differing levels of light and contrast directly behind it. In this case, you would use a block colour overlay first or reposition to the top right.



Primary Fonts

Calibri is the typeface used for all printed promotional materials, forms, stationery and signage.

When used in the correct manner, this typeface will aid in the development of a consistent style.

It is recommended that all major headings and sub-headings appear in Calibri bold or regular with body copy appearing in regular or light.

All body text should appear left aligned, sentence case, without kerning (or little kerning) and with ample leading. This document serves as a guide for typesetting.

Calibri Bold

AaBbCcDdEe

**AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890,.?!@#\$\$%&*()”;**

Calibri Light

AaBbCcDdEe

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890,.?!@#\$\$%&*()”;

Calibri Regular

AaBbCcDdEe

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890,.?!@#\$\$%&*()”;

Calibri Italic

AaBbCcDdEe

*AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890,.?!@#\$\$%&*()”;*

Secondary Fonts

Providence Sans Bold is the font used for the Playcentre logo. It must be used for centre names when paired with the Playcentre logo. See page 6 for logo lockups.

This font MUST NOT be used elsewhere for body copy.

Playlist font is used for the Welcome to our Village slogan only.

This font MUST NOT be used for body copy as it is too elaborate.

Providence Sans Bold

AaBbCcDdEe

Playlist Script

AaBbCcDdEe

Colours explained

This document (and the digital files it refers to) regularly mention the following document colour modes:



CMYK (or process) colour is the standard method of reproducing colour in print. It creates colours by mixing varying percentages of cyan, magenta, yellow and black together to create a spectrum of colour. CMYK files should be used for press only.



RGB colour is the method of generating colour on screens. It creates colours by mixing varying percentages of red, green and blue together to create a spectrum of colour. RGB files should be used for on-screen presentations and office purposes only.



SPOT colour is a special method of reproducing colour in print where only the exact colours needed are used. These colours are most commonly specified by giving a Pantone (or PMS) number. Spot colour files should be used for press only.



MONO (or monochromatic) describes circumstances when only one colour is used (commonly black). Mono files can be used for office purposes (where the RGB file should be used) and press (where the CMYK file should be used).

Colours

Yellow



CMYK 0/16/100/0
PANTONE 116
WEB #ffd200
RGB 255/210/0

Purple



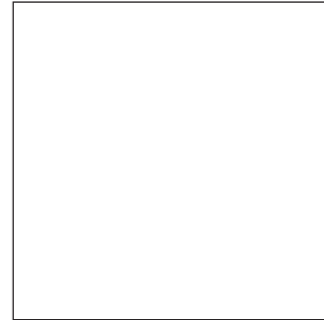
CMYK 81/100/0/7
PANTONE 268
WEB #552988
RGB 84/41/136

Black



CMYK 0/0/0/100
PANTONE black 6c
WEB #000000
RGB 0/0/0

White



CMYK 81/100/0/7
WEB #FFFFFF
RGB 255/255/255

Colour proportion

Yellow



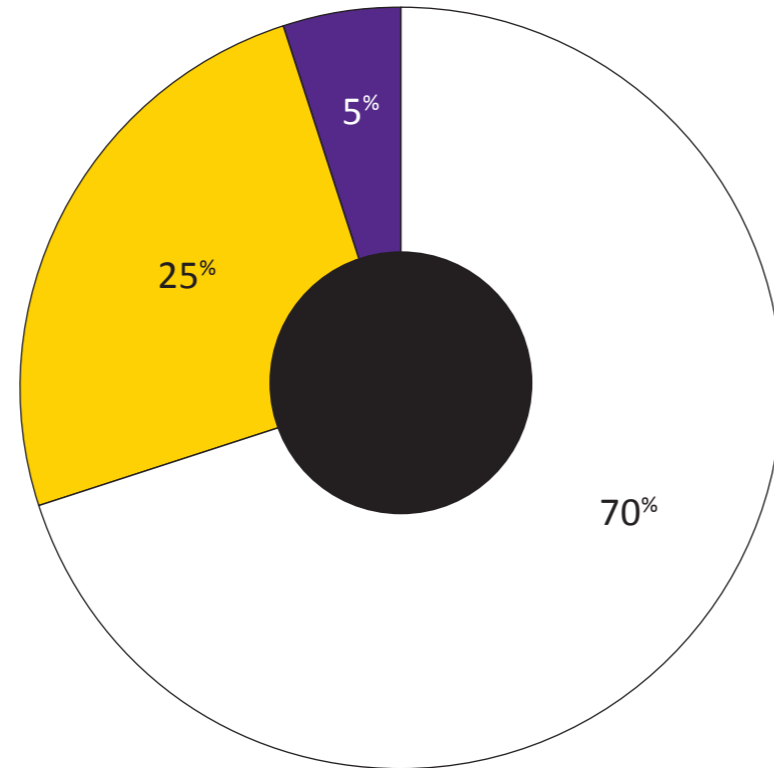
CMYK 0/16/100/0
 PANTONE 116
 WEB #ffd200
 RGB 255/210/0

Purple



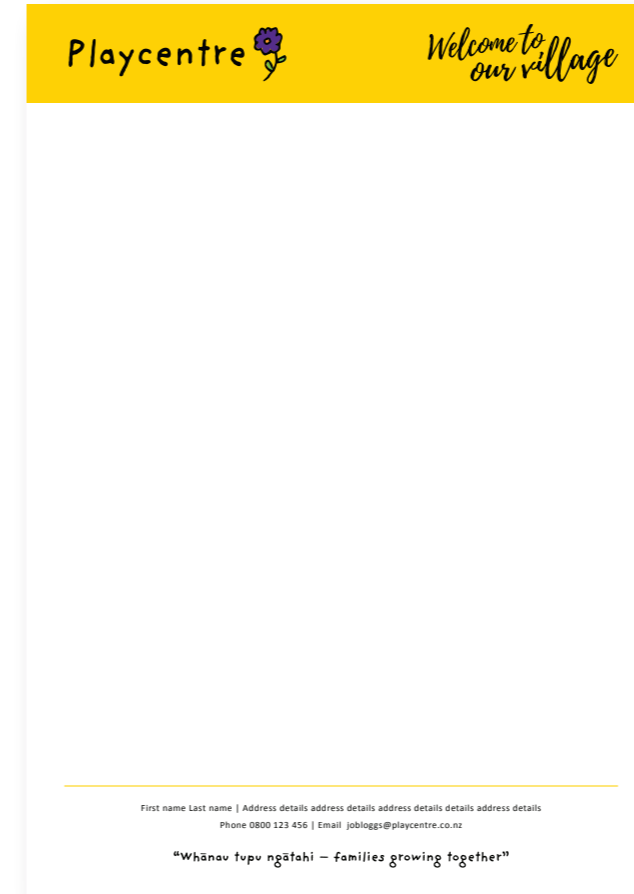
CMYK 81/100/0/7
 PANTONE 268
 WEB #552988
 RGB 84/41/136

In general, colour use should be roughly proportioned as indicated. Black can also be used to increase contrast for elements such as flags and street signage where white is not possible and/or as visible.



Colour usage examples

Here are some examples of how the Playcentre brand colours are used in printed materials, stationery, signage and on the website.

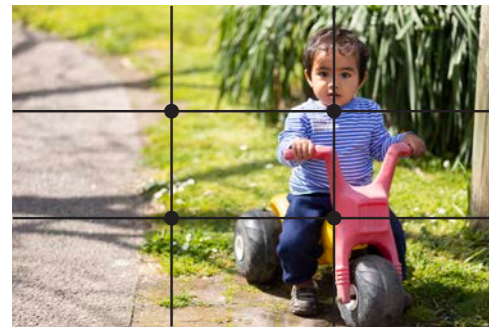


Photographic imagery

Stock or in-house photographs and imagery used in Playcentre collateral should closely align with our vision and capture the essence of Playcentre.

- Photos should have vibrant colour, correct brightness and sharp focus.
- Photos should have the correct resolution - 300dpi for print.
- The subject should be engaged - either with the viewer, or with others in the photo.
- The subject's head must not be cropped.
- A diverse range of ages, cultural background and gender should be represented through the photographs.
- Photo permission release form needs to be completed for every child in the photos including those in the background.
- Where possible, crop to the 'Rule of Thirds', where the subject's face or main focal point of the photo appears roughly on one of the circles.

Examples of how this works in a landscape and portrait orientated photo are shown below...



Correct



Too dark



Poor resolution



Correct



Zoomed in too much and heads cropped



Colour not vibrant



Design examples - Stationery



Stationery

Full name

Te Tumu Whakarae | General Manager
 Te Whānau Tupu Ngātahi o Aotearoa | Playcentre Aotearoa
 Wātea | Office hours

📞 021 123 4567
 @ first.lastname@playcentre.org.nz
 🌐 www.playcentre.org.nz



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Email signature

Design examples - Social Media



Facebook profile pic - 180 x 180
 Twitter profile pic - 400 x 400
 Instagram profile pic - 110 x 110



Profile pics for specific centres available



Facebook cover photo - 820 x 312



Twitter heading photo - 1500 x 500



Instagram photo - 1080 x 1080

Design examples - Powerpoint slides

Here are some of the Powerpoint slide examples in our kit.
They are formatted for standard screen size of 1024 x 768px

Main Heading
Subheading

Welcome to our Village

Playcentre

Playcentre "Whānau te pūv ngāfahi – families growing together"

Heading

First paragraph text in bold. First paragraph text in bold. First paragraph text in bold. First paragraph text in bold. First paragraph text in bold.

Tum accumquodi deleniti aut lis eum fugia volupta quatiat dolor sum coremol uptatur? Puda venimodi nos et aliqui doluptiur? Us magnihitis cusanihic tecus expedi ulpa niminciis doluptae. El eaque et qui qui blaccum, eaturis sapitatur, sam iur a cum excerit ipsapedignam latatius assitatia nem ipsandi bea consedigendi.

Playcentre "Whānau te pūv ngāfahi – families growing together"

Heading

Image caption to go here

Image caption to go here

Image caption to go here

Playcentre "Whānau te pūv ngāfahi – families growing together"

Heading

First paragraph text. First paragraph text in bold.

Rumquas aut quodipsumqui consequis etur acerum ut ipitas saperum cullibus etur, utecae poritin verspis voluptatem ipiet voluptu sciam, nobitatem iniscil ium, corpore mporrov itesed que sume natius ma niendi andi nes eatum volo totatur ma ame late di ut liquo velliores es asinimi, sint, con con cum doloria rendit qui quo vellorendic tem enda iduciliqui tem ant pa velendae.

Image caption to go here

Image caption to go here

Image caption to go here

Image caption to go here

Playcentre "Whānau te pūv ngāfahi – families growing together"

2019

Most, if not all, organisations are looking to give funding to meaningful projects that benefit the greater good. Make a point of those benefits in your application.

Before you hit send on your application, have a fresh pair of eyes look over it. You've probably been staring at it for so long, it's starting to blur. New eyes might pick up that stray error.

Proofread the numbers too. Have a financial whizz, or someone not afraid of numbers, to check the figures and budget you're including.

It might seem obvious, but keep a copy of your application. It will make it easier next time you apply.

Playcentre "Whānau te pūv ngāfahi – families growing together"

Contact details

If you have any queries or need clarification around anything, please email:

askpr@playcentre.org.nz

We also have separate procedures for Merchandise and Signage available:

- **Branded Merchandise Procedures**

These procedures apply to the use of the Playcentre trademarks and logos when used on merchandise.

- **Signage Procedures**

These procedures apply to the use of the Playcentre trademarks and logos when used on signage.

