OUR BRAND GUIDELINES

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

CONTENTS

FURTHER ASSISTANCE REQUIRED:
Please direct your queries to either your college Account Manager or email
masseymarketing@massey.ac.nz

You can download our logo and templates from massey.ac.nz/erd

OUR TYPEFACE

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

AaBbCcDd EeFfGgHhIi JjKkLlMm NnOoPpQq RrSsTtUuVv WwXxYyZz

UNIVERS LT STD 47 CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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HEROIC CONDENSED BOLD
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abcdefghijklmnopqrstuvwxyz
1234567890

Āā Ēē Īī Ōō Ūū

UNIVERS MĀORI CONDENSED

Āā Ēē Īī Ōō Ūū

UNIVERS MĀORI CONDENSED BOLD

FONTS
The fonts we use play an important role
in our visual consistency.
We must never deviate from these.

Primary cover titles

Headings

Subheadings

Body Copy

PRIMARY COVER TITLES, SECTION OPENERS AND LARGE HEADLINES.

CAMPUS LIFE 12/12PT CAPS

ACCOMMODATION 9/12PT CAPS

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7/12pt 47. Dectia simet imet dellorehenis deri audae ne cum nos nume ommoluptae inis eiusanimet eat.

PRIMARY COVER TITLES

Typeface is Univers 57. Typography can combine two weights (57 and 67) for emphasis and to create a distinctive typographic style. When setting the title ensure the text is all the same size and caps. Leading is less than the point size. The example to left is set with a 36pt typeface size and 30pt leading.

The colour can be 80% black, Massey gold or Massey blue. No more than two colours can be used at any one time. The colours and font weights are used to create interest.

HEADINGS

Font is Univers 67 and set in blue or gold. The document leading should be the same as the point size.

SUBHEADS

Font is Univers 57 caps, set in blue, gold or grey and is the same size as its body copy.

BODY COPY

Font is Univers 57 in most instances, set to 80% black. Recommended font size is 9pt plus 2pt leading, with the exception being press adverts.

OUR LOGO

1   Primary logo

MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

2   Horizontal logo

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

3   Stacked logo

MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

Our logo is the most important visual statement of our brand. It is our public 'face', with a distinctive shape and colours that combine to give us a recognisable presence in the marketplace.

The logo consists of two elements:

> The Crest – a refined version of the Massey University Arms

> The Name – 'Massey University'

The Crest must always be used with the name – it is never used in isolation.

The physical relationship between the elements should never change and the logo must never be altered or redrawn in any way.

TE KUNENGA KI PŪREHUROA

Te Kunenga ki Pūrehuroa is the Māori name for Massey; it emphasises the pursuit of learning is an endless journey. Literally, it means "from inception to infinity".

If you require our logo outside these guidelines contact:
masseymarketing@massey.ac.nz.

All logo usage must be approved by External Relations and Development.

OUR LOGO
STANDARD LOGO - COLOUR VARIATIONS

1 4 colour

4 1 colour

2 2 colour

5 Greyscale

3 RGB

6 Black and white

6 White only

Our logo is available in varying colour formats, to address the different types of applications you will use.

1   Our logo with clear space

2   Our logo on an image

BLEED AREA

KEEPING CLEAR
All formats of our logo have been designed with 'clear space' allowance – this allows the logo to be clearly seen, giving it maximum impact. other graphics, such as photographs, text or illustrations, should not encroach on this clear space.

The dotted lines show the minimum clear space required. This measure is derived from using a square that is the height of the 'M' in the word 'Massey'.
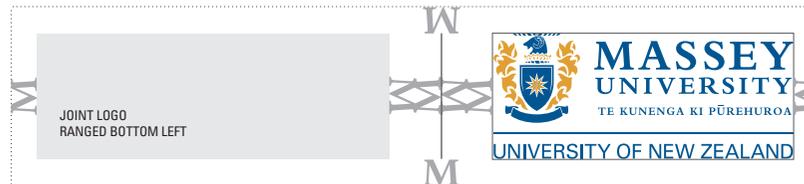
MINIMUM SIZE
To ensure visibility on all applications, the minimum recommended size for the logo is 35mm wide.

1   Our logo with clear space

JOINT LOGO
RANGED BOTTOM LEFT

MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

2   Example

MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

MASSEY
BUSINESS
SCHOOL
TE KURA WHAI PAKIHI

CO-BRANDING AND SPONSORSHIP
Massey University partners with many companies and organisations that play a major part in enabling its growth and direction. This page shows how both identities can sit together. When displaying logos side-by-side, where possible they should appear equal in height and follow the clear space rules.

KEEPING CLEAR
The dotted lines show the minimum clear space required. This measure is derived from using a square that is the height of the 'M' in the word 'Massey'.

COLOUR PALETTE
PRIMARY COLOURS

We have three key primary colours in the system.

MASSEY BLUE
PANTONE: 288C
CMYK: 100C / 67M / 0Y / 23K
HEX: #004B8D
RGB: 0R / 75G / 141B

MASSEY GOLD
PANTONE: 131C
CMYK: 10C / 40M / 100Y / 0K
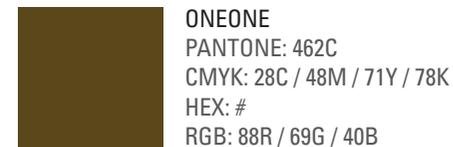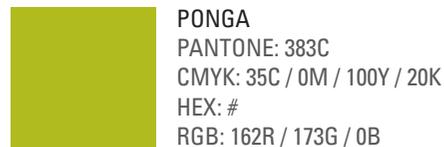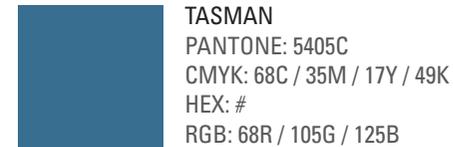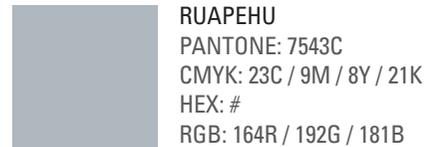HEX: #E4A024
RGB: 228R / 160G / 37B

MASSEY BLACK
PANTONE: BLACK
CMYK: 0C / 0M / 0Y / 100K
HEX: #
RGB: 0R / 0G / 0B

COLOUR PALETTE
SECONDARY COLOURS

RANGIPO
PANTONE: 4525C
CMYK: 9C / 12M / 46Y / 19K
HEX: #
RGB: 198R / 188G / 137B

RUAPEHU
PANTONE: 7543C
CMYK: 23C / 9M / 8Y / 21K
HEX: #
RGB: 164R / 192G / 181B

TASMAN
PANTONE: 5405C
CMYK: 68C / 35M / 17Y / 49K
HEX: #
RGB: 68R / 105G / 125B

TUI
PANTONE: 717C
CMYK: 0C / 70M / 100Y / 0K
HEX: #
RGB: 217R / 94G / 0B

VOLCANO
PANTONE: 484C
CMYK: 8C / 94M / 99Y / 34K
HEX: #
RGB: 152R / 50G / 34B

KUKU
PANTONE: 5753C
CMYK: 42C / 16M / 80Y / 62K
HEX: #
RGB: 91R / 99G / 52B

PONGA
PANTONE: 383C
CMYK: 35C / 0M / 100Y / 20K
HEX: #
RGB: 162R / 173G / 0B

KAMAKA
PANTONE: WARM GREY 9C
CMYK: 23C / 32M / 34Y / 53K
HEX: #
RGB: 130R / 120G / 111B

ONEONE
PANTONE: 462C
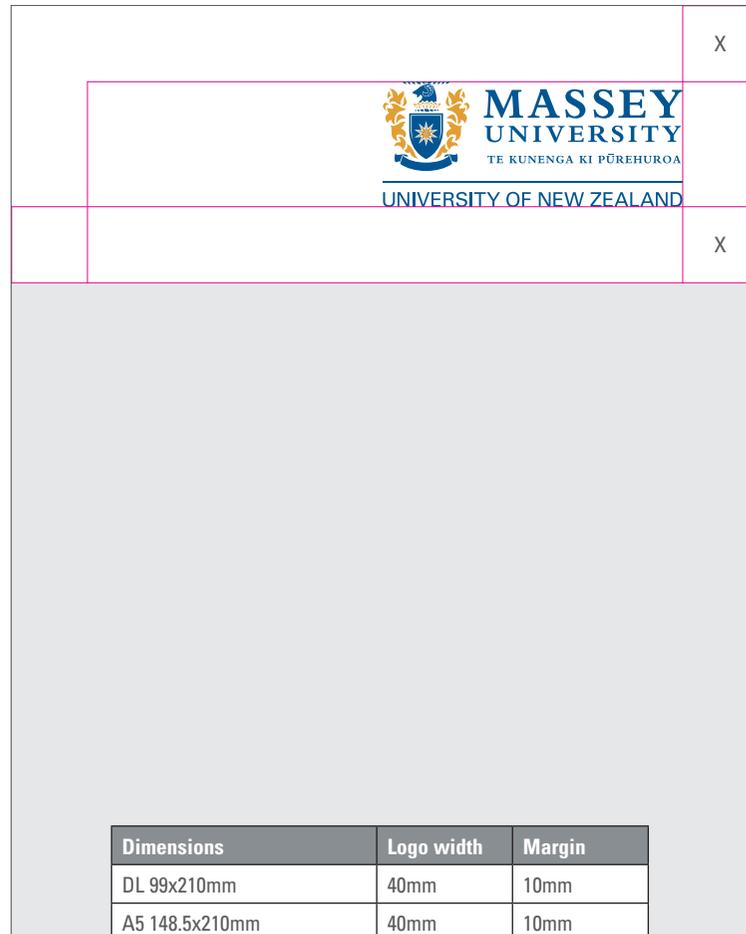CMYK: 28C / 48M / 71Y / 78K
HEX: #
RGB: 88R / 69G / 40B

The secondary colours have been introduced for use in conjunction with the primary colours. It is permissible for these colours to be screened back (tinted) if necessary.

The secondary colours should never replace our brand colours in any way. They provide colour options to enhance the design of communications where appropriate.
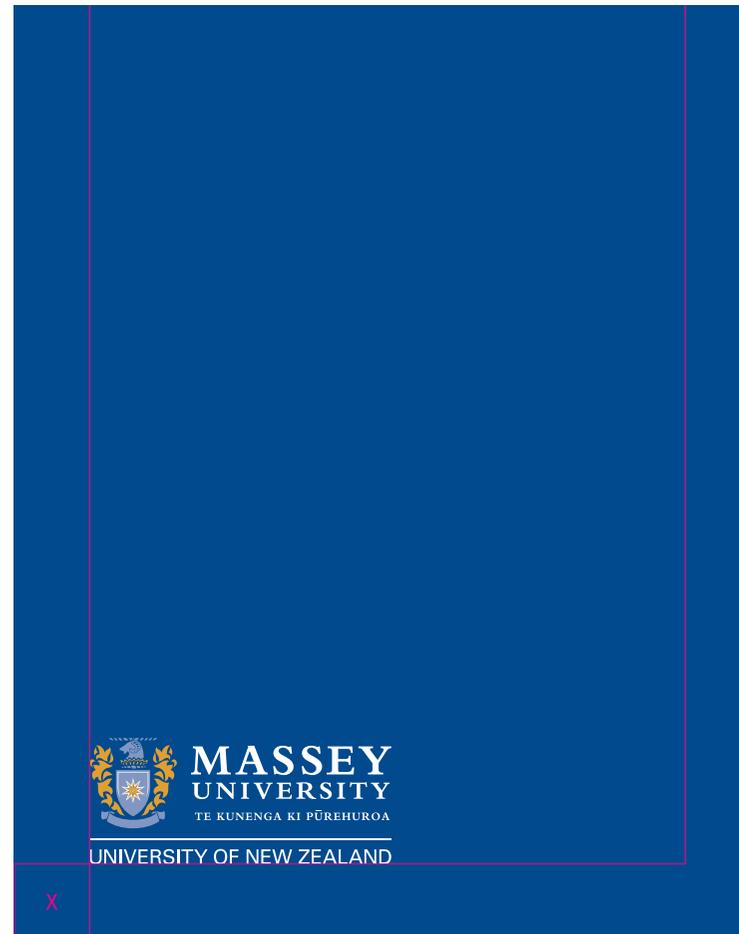
OUR BROCHURE
MEASUREMENT GUIDES

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

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1   Front cover specifications

X

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

X

Dimensions	Logo width	Margin
DL 99x210mm	40mm	10mm
A5 148.5x210mm	40mm	10mm
A4 210x297mm	45mm	12mm
A3 Poster 297x420mm	50mm	15mm
Pull up banner 850x2150mm	360mm	60mm

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2   Back cover logo placement

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

X

Placing our logo top right and in its own white space makes our brand stand out.

It is imperative that our logo has adequate white space around it for brochures. Although this isn't strictly clear space, please use the approved formula for DL, A5 and A4 logo placements.

Typically, the size of our logo should be 40mm wide for A5 and smaller. 45mm wide for A4, 50mm wide for A3 printed documents.

Back covers can be solid blue or white and only show our logo positioned bottom left.

PHOTOGRAPHY

Only Massey copyright images can be used in publications and marketing material. Access to the image library can be found at:

http://tur-www2.massey.ac.nz/asset-bank/action/viewHome

Where Massey copyright images do not meet requirements, images may be sourced from online image libraries. Images obtained from other sources that are protected by copyright may not be used in Massey publications (internally/externally) or marketing material, unless a royalty or licensing fee has been paid.

Note that the Design Studio, who are our preferred design agency, have access to reasonable cost images through an external database and should be the first port of call should the media database images not be suitable.

Design Studio general enquiries:

Visit: http://printonline.massey.ac.nz

Email: Printeryhelp@massey.ac.nz

NEW PHOTOGRAPHY
If you are requesting new photography contact your Account Manager in External Relations and Development or email masseymarketing@massey.ac.nz. Please note cost may apply.

POWERPOINT SLIDES

TITLE GOES HERE

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TITLE GOES HERE

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- Citi aut et remquam prore modis unda id quianis.
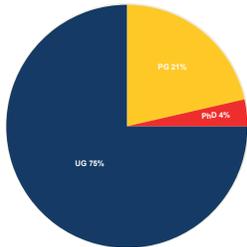
TITLE GOES HERE

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TITLE GOES HERE

Me num et qui di unt ent volore senitatecae natu rec eaquat landis eossecusande simaiore disinctur. Sa sae. Ebis sitiorro moluptat lataqui ducitatium de coresequas dunt. Esequia debisquam dolum quam et porporescia si sitat. Citi aut et remquam prore modis unda id quianis.

PG 21%

PhD 4%

UG 75%

The font family to use for all text, is Univers LT Std or Arial.

Full screen images are ok to use.

Ensure that any imagery/text does not partly cover any part of the logo.

You can download the powerpoint templates from massey.ac.nz/erd