



**Ara**

Institute of Canterbury

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Ara rau, taumata rau

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## ARA BRAND SPECIFICATIONS MANUAL

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## Document Control

### Document Allocation

These guidelines are a controlled document.

Copy	Faculty/school	Name	Signature	Date
Copy 1				
Copy 2				
Copy 3				
Copy 4				
Copy 5				
Copy 6				
Copy 7				
Copy 8				
Copy 9				
Copy 10				
Copy 11				
Copy 12				

## Document Control

### Amendment Register

Amend No.	Section replaced	Date	Signed
1			
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## Brand standards are governed by the Ara Marketing Policy

As referenced by Ara Marketing Policy CPP101. See section 3.1 Brand Standards and Logo Use.

### 3.1 Brand Standards and Logo Use

CPIT Brand Standards will be adhered to at all times and apply to all CPIT corporate, promotional, advertising, communication, academic, teaching, administrative internal and external print, and /or multi-media documentation or images.

- a The Ara logo and/or strategic brand positioning, and any significant changes to it, is approved by the Ara Council.
- b To ensure compliance with the Brand Standards all Ara Council members, staff and any external parties are required to gain approval from Ara's Marketing Manager for the use of Ara logo and brand imagery in any context.
- c Ara Brand Standards are published in controlled implementation with only 10- printed copies in circulation. Nine complete sets are held within Marketing Services, and one copy is held by the Office of the Chief Executive. The document is published for general use onto the Ara Infoweb.
- d Any changes to the Ara Brand Standard documentation must be approved by the Marketing Manager and require that an updated version of the relevant pages be inserted into all 10 controlled copies.
- e Any Ara published brand related material or template that has been created outside of Marketing Services, either as part of an internal academic or allied department, teaching or learning practice, is required to receive signed brand approval from the Marketing Manager or delegate if that material is to be distributed internally or externally and /or displayed publicly in any context including Ara public areas, buildings and events.
- f Staff are not permitted to create their own Ara branded template in any circumstance and must seek an approved Ara template or request the development of a new Ara template from Marketing Services.
- g If a need exists to create a new branded template for internal or external use, Marketing Services will create, design, produce and distribute the new template. This approved template will then form part of Ara's Brand Standards controlled documentation.

## Brand standards are governed by the Ara Marketing Policy

As referenced by Ara Marketing Policy CPP101. See section 3.1 Brand Standards and Logo Use.

### 1.4 Formal Delegations

The holders of the positions detailed in the table below are authorised to approve marketing activity and speak on behalf of Ara on the matters described in the following schedule.

Ara Position	Associated Authority
Ara Council Chair	Brand related <ul style="list-style-type: none"> <li>On recommendation from Ara's Chief Executive or delegate and on behalf of Ara Council</li> <li>Approval of significant changes to Ara brand or logo.</li> </ul>
Ara Chief Executive	Brand related <ul style="list-style-type: none"> <li>Approval of Ara strategic top level marketing positioning and recruitment campaign concepts, utilising high profile media channels, such as television commercials and outdoor advertising to ensure alignment to Ara's strategic objectives</li> <li>Approval of intent to make any significant changes to Ara brand or logo.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>Approval of all requests related to the use of the Ara logo and intended brand use</li> <li>Approval of new brand templates</li> <li>Approval of any change, update and/or review of the Ara Brand Standard controlled documentation</li> <li>Approval of visual design, development and content for publication and distribution of any Ara branded multi-media marketing and communication activity as detailed and defined within this policy</li> <li>Approval of and/or oversight for any Ara media related activity, media releases and corporate positioning statements in consultation with or as delegated by the Communications Manager.</li> </ul> <p><b>It is expected that the Marketing Manager will appropriately consult in the carrying out of these delegations.</b></p>
Communications Manager	<ul style="list-style-type: none"> <li>Approval and/or oversight for any Ara media related activity, media releases and corporate positioning statements in consultation with the Council Chair and the Chief Executive as appropriate.</li> </ul>

# 1.0

## Logomark

**For any logo requests contact the Creative Brand Manager.**

Associated procedure as defined in section 3.1 b and e of the CPIT Marketing Policy CPP101.

**3.1 Brand Standards and Logo Use**

CPIT Brand Standards will be adhered to at all times and apply to all CPIT corporate, promotional, advertising, communication, academic, teaching, administrative internal and external print, and /or multi-media documentation or images.

- b To ensure compliance with the Brand Standards all CPIT Council members, staff and any external parties are required to gain approval from CPIT's Marketing Manager for the use of CPIT logo and brand imagery in any context.
- e Any CPIT published brand related material or template that has been created outside of Marketing Services, either as part of an internal academic or allied department, teaching or learning practice, is required to receive signed brand approval from the Marketing Manager or delegate if that material is to be distributed internally or externally and /or displayed publicly in any context including CPIT public areas, buildings and events.

**Formal delegations as noted in the policy are:**

NATURE OF REQUEST / APPROVAL SOUGHT	DIRECT REQUEST TO:
1 Brand Standards and Logo Use including new template requests	Creative Brand Manager
2 Advertising, promotion, campaign, showcasing, profiling, merchandise and collateral production	Marketing Advisors
3 Media Buying & Agency Relationship	Marketing Manager
4 News Media: Media Releases/Relationships and Direct Engagement	Communications Manager
5 Stakeholder Engagement within Secondary School and Community Markets	Student Liaison Manager
6 Websites: Extranet and Intranet	Marketing Manager
7 Social Media	Communications Manager
8 Sponsorship	Communications Manager

# 1.0

## Logomark

The Ara logomark is the graphic device that visually underpins the entire Ara brand.

The preservation of this logomark is integral to a consolidated and consistent approach for all Ara internal and external brand projects.

The Logomark section of this brand specifications manual details the design of the logomark, its various formats, and rules around appropriate usage.





# 1.1

## Logomark

### Preferred use

The preferred version of the Ara Logomark comprises the triangular graphic device, Ara name and 'Institute of Canterbury' and 'Ara rau, taumata rau' wording.

The portrait format of the Ara logomark should be used as the primary default version wherever possible.

The secondary horizontal version of the Ara logomark should be used where the application size or proportions would compromise legibility if the primary logomark was used.



# Ara

Institute of Canterbury

Ara rau, taumata rau

#### Primary logomark



#### Secondary logomark



## 1.2

### Logomark

#### Limited use

The limited use version of the Ara Logomark comprises the triangular graphic device, Ara name and 'Institute of Canterbury', with no Māori wording.

The primary and secondary versions of the limited use logomark can be used in applications where size restrictions render the Māori wording illegible.

Application of the limited use logomark should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



Primary logomark: Limited use



Secondary logomark: Limited use



# 1.3

## Logomark

### Restricted use

The restricted use version of the Ara Logomark comprises the triangular graphic device and the Ara name, with no 'Institute of Canterbury' or Māori wording.

The primary and secondary versions of the restricted use logomark can be used in applications where size restrictions render the 'Institute of Canterbury' and Māori wording illegible, or for other 'special' applications.

Application of the limited use logomark should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



Primary logomark: Restricted use



Secondary logomark: Restricted use



## 1.4

**Logomark**

## Minimum size

To ensure legibility, all formats and versions of the Ara logomark have been assigned minimum sizes for application.

No Ara logomark should be used smaller than the sizes shown on this page.

Primary logomark



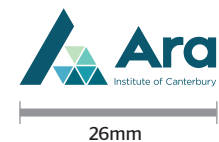
Secondary logomark



Primary logomark: Limited Use



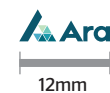
Secondary logomark: Limited Use



Primary logomark: Restricted Use



Primary logomark: Restricted Use



## 1.5

**Logomark**

## Clear space

To allow the Ara logomark to sit comfortably with other content, a minimum clear space requirement as been applied.

The minimum clear space required around the Ara logomark at all times is equivalent to the height of the uppercase 'A' of the word Ara.

Please note: The clear space detailed on this page is a minimum requirement. Larger clear space areas may be used where appropriate.

Primary logomark



Secondary logomark



Primary logomark: Limited Use



Secondary logomark: Limited Use



Primary logomark: Restricted Use



Secondary logomark: Restricted Use



## 1.6

**Logomark****Misuse**

To ensure integrity and consistency, all versions of the Ara logomark must remain unaltered at all times.

Shown on this page are common examples of logomark misuse. None of these formats are acceptable reproductions of the Ara logomark.

Rearranging the elements



Changing the size of elements



Changing the colour of elements



Rotating the logomark



Rotating the logomark



Using the logomark too small



Placing a box around the logomark



Using low resolution artwork



Adding elements to the logomark



Compressing the logomark



Stretching the logomark



Using the wrong colour format



# 2.0

## Colour

**For any logo requests contact the Creative Brand Manager.**

Associated procedure as defined in section 3.1 b and e of the CPIT Marketing Policy CPP101.

**3.1 Brand Standards and Logo Use**

CPIT Brand Standards will be adhered to at all times and apply to all CPIT corporate, promotional, advertising, communication, academic, teaching, administrative internal and external print, and /or multi-media documentation or images.

- b To ensure compliance with the Brand Standards all CPIT Council members, staff and any external parties are required to gain approval from CPIT's Marketing Manager for the use of CPIT logo and brand imagery in any context.
- e Any CPIT published brand related material or template that has been created outside of Marketing Services, either as part of an internal academic or allied department, teaching or learning practice, is required to receive signed brand approval from the Marketing Manager or delegate if that material is to be distributed internally or externally and /or displayed publicly in any context including CPIT public areas, buildings and events.

**Formal delegations as noted in the policy are:**

NATURE OF REQUEST / APPROVAL SOUGHT	DIRECT REQUEST TO:
1 Brand Standards and Logo Use including new template requests	Creative Brand Manager
2 Advertising, promotion, campaign, showcasing, profiling, merchandise and collateral production	Marketing Advisors
3 Media Buying & Agency Relationship	Marketing Manager
4 News Media: Media Releases/Relationships and Direct Engagement	Communications Manager
5 Stakeholder Engagement within Secondary School and Community Markets	Student Liaison Manager
6 Websites: Extranet and Intranet	Marketing Manager
7 Social Media	Communications Manager
8 Sponsorship	Communications Manager

## 2.0

**Colour**

## Parent palette

The Ara parent colour palette is made up of various hues of blue and green.

Two parent colours (with black and white) have been assigned for all corporate level usage, as detailed on this page.

Five secondary colours complete the Ara logomark. These colours are not to be used independently of the logomark in any communication or marketing collateral.



**Parent colour 1: Deep Spring**  
PMS 7699  
C60 M0 Y0 K70  
R12 G88 B110



**Parent colour 2: Shallow Spring**  
PMS 2220  
C40 M10 Y10 K0  
R150 G197 B216



**Parent colour 3: Black**  
PANTONE Black  
CO M0 Y0 K100  
RO GO BO



**Parent colour 4: White**  
CO M0 Y0 K0  
R255 G255 B255

**Secondary Colours**

These colours form the full Ara logomark, and are not to be used individually. Please refer to page 14 for the individual course colour palette.



# 2.1

## Colour

### Logomark colour formats

The Ara logomark can be used in three different colour formats: Full colour, single colour or black and white. The logomark can be used on light or dark backgrounds.

#### Please note:

A second colour has been assigned to Parent Colour 1 when the Ara logomark is being reproduced on a very dark or black background.

This colour is referred to as 'Parent Colour 1A', and provides a legible, tonally-accurate colour representation of Parent Colour 1 when reproduced on darker backgrounds.



Full colour  
CMYK  
RGB



Single colour  
PMS 2261  
C60 M0 Y0 K70  
R12 G88 B110



Black & white  
PANTONE Black  
C0 M0 Y0 K100  
R0 G0 B0



Full colour  
CMYK  
RGB



Single colour  
**PLEASE NOTE:  
Parent Colour 1A for dark backgrounds**  
PMS 2185  
C75 M0 Y0 K45  
R0 G120 B155



Black & white  
White  
C0 M0 Y0 K0  
R255 G255 B255

## 2.2

### Colour

#### Logomark formats colour matrix

The matrix on this page shows the various colour assignments for the primary logomark in preferred use, limited use and restricted use formats.

Primary logomark: Preferred use



Primary logomark: Limited use



Primary logomark: Restricted use



## 2.3

### Colour

#### Ara course colour palette

The Ara course colour palette has been developed to bring an engaging, natural series of colours to the overall Ara brand.

Each Ara course as been assigned a colour to be used in various course-related communications and marketing collateral.

Use of individual course colours outside of their assigned courses should be decided in conjunction with Marketing Services, with sign-off from the Marketing Manager.



#### Hospitality, Languages and Travel

PMS 2261  
C50 M0 Y50 K0  
R130 G202 B156



#### Automotive and Engineering Trades

PMS 2220  
C80 M20 Y30 K0  
R0 G156 B173



#### Creative

PMS 2183  
C58 M35 Y0 K34  
R79 G108 B150



#### Architectural Studies and Engineering

PMS 319  
C55 M0 Y30 K0  
R109 G200 B191



#### Construction and Electrical Trades

PMS 2218  
C70 M0 Y30 K0  
R39 G189 B190



#### Māori and Pasifika Studies

PMS 2223  
C100 M20 Y30 K35  
R0 G106 B124



#### Commerce and Business

PMS 7544  
C17 M0 Y0 K57  
R109 G127 B137



#### Health and Education

PMS 727  
C35 M45 Y68 K0  
R210 G183 B109



#### Computing and ICT

PMS 2165  
C53 M21 Y5 K35  
R84 G123 B152



#### Primary Industries

PMS 7535  
C23 M21 Y40 K12  
R178 G170 B142

# 3.0

## Typography

### For any logo requests contact the Creative Brand Manager.

Associated procedure as defined in section 3.1 b and e of the CPIT Marketing Policy CPP101.

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7 Social Media	Communications Manager
8 Sponsorship	Communications Manager

## 3.0

**Typography**

## Primary typefaces

A selection of six typefaces from a single typeface family has been assigned to the Ara brand.

All typefaces fall within the extensive 'Stag' typeface family, with allocation to marketing and corporate usage as detailed below.

**Corporate may use:**

Stag Sans Light  
Stag Sans Medium  
Stag Sans Bold

**Marketing may use:**

Stag Sans Light  
Stag Sans Medium  
Stag Sans Bold  
Stag Light Italic  
Stag Bold  
Stag Stencil Bold

---

Stag Sans Light

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---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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---

CORPORATE TYPEFACE  
MARKETING TYPEFACE

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---

**Stag Sans Medium**

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---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

---



---

CORPORATE TYPEFACE  
MARKETING TYPEFACE

---



---

**Stag Sans Bold**

---



---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

---



---

CORPORATE TYPEFACE  
MARKETING TYPEFACE

---



---

*Stag Light Italic*

---



---

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

---



---

MARKETING TYPEFACE

---



---

**Stag Bold**

---



---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

---



---

MARKETING TYPEFACE

---



---

**Stag Stencil Bold**

---



---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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---

MARKETING TYPEFACE

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# 3.1

## Typography

### Word processing typefaces

Due to licensing restrictions, the use of the 'Stag' family of typefaces is limited to marketing and corporate applications.

The Arial family of typefaces is available for all word processing requirements.

#### Body copy:

Arial Regular  
Arial Regular Italic

#### Headings and highlight text:

Arial Bold  
Arial Bold Italic  
Arial Black

---

Arial Regular

---

---

*Arial Regular Italic*

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---

**Arial Bold**

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---

***Arial Bold Italic***

---

---

**Arial Black**

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

---

---

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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---

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

---

---

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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## 3.2

### Typography

Electronic  
communication  
typefaces

Due to licensing restrictions,  
the use of the 'Stag' family of  
typefaces is limited to marketing  
and corporate applications.

The Calibri family of typefaces  
is available for all electronic  
communication requirements.

**Body copy:**

Calibri Regular  
Calibri Regular Italic

**Headings and highlight text:**

Calibri Bold  
Calibri Bold Italic

---

Calibri Regular

---

*Calibri Regular Italic*

---

**Calibri Bold**

---

***Calibri Bold Italic***

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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