



Brand Guidelines

August 2021

Version 2.0

Te Hiringa Hauora/Health Promotion Agency launched the new brand, Safer Gambling Aotearoa, in June 2021. This brand guideline will assist your transition from 'Choice Not Chance' resources to the new brand.

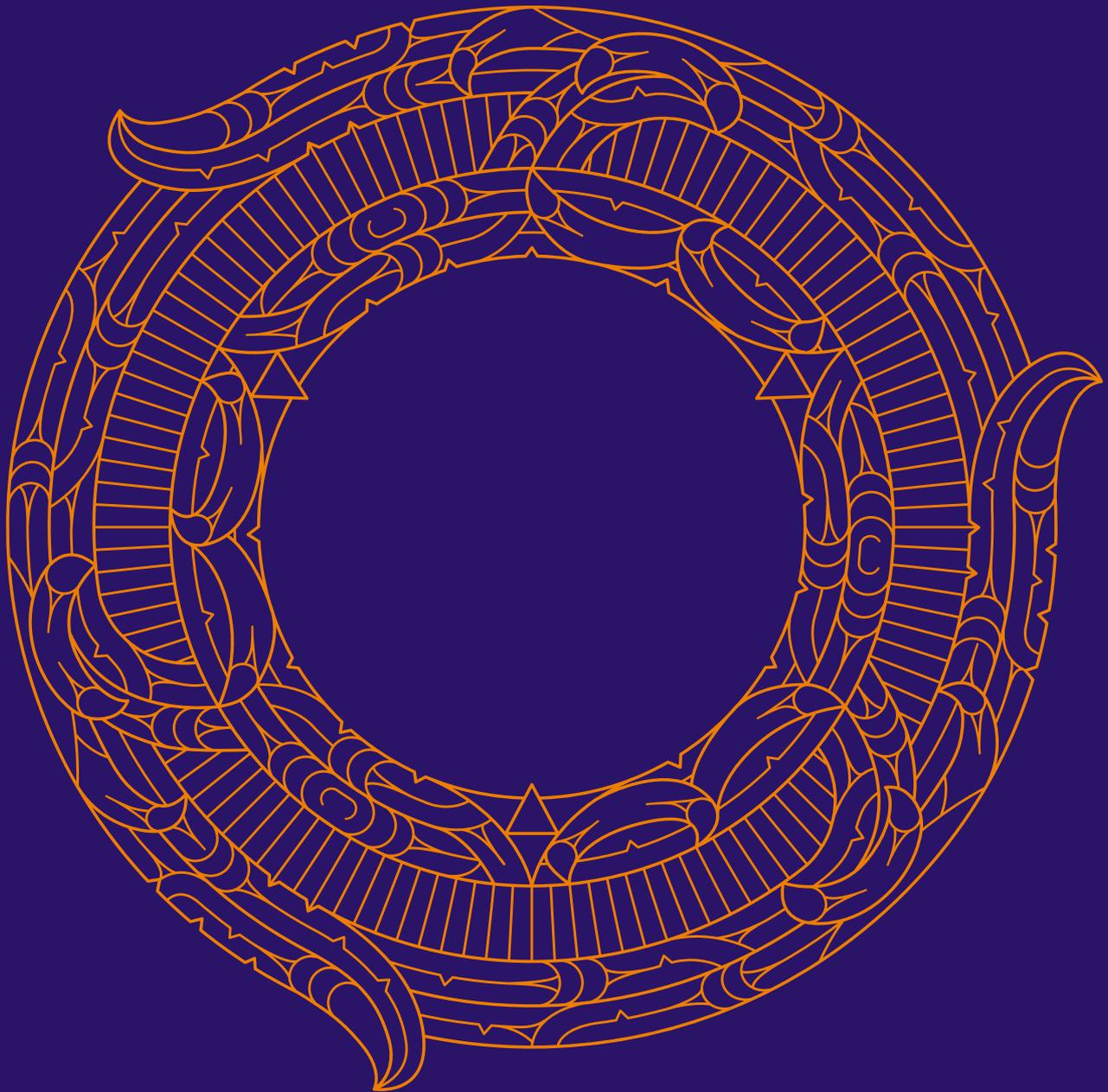
Me kōrero tātou – Let's talk

When it comes to talking about our gambling, many within our communities feel whakamā; it's something we're traditionally not comfortable discussing. However, it's only by talking about our gambling in a way that feels safe, that we're actually able to overcome the shame and stigma that can be associated with it.

'Me kōrero tātou | Tatou Talanoa'

encourages open discussion about our gambling. By speaking with manaaki and alofa, together we can encourage each other towards a better tomorrow.

Safer Gambling Aotearoa offers a new destination for us all to work towards. We're hoping to avoid further stigmatising people who gamble by removing phrases like 'problem gambling'. With Safer Gambling Aotearoa we're shifting the focus to a positive outcome, rather than telling our audience what to do.



Te Ringa Akiaki – A guiding hand

As a Māori and Pasifika lead approach to minimising gambling harm, we placed our cultures at the heart of our brand. Working with artist Graham Tipene, we created a unifying device that conveyed the essence of our mission.

Our logo stems from a circular tohu which represents a cycle of activity and depicts the themes of manaaki, strength through adversity and protection. Also within this piece are the ringa akiaki, helping hands of those who endeavour to tautoko our individuals and support them to practice safer ways to gamble, or completely stop if they choose to.

Primary logo
Māori



Primary logo
Pasifika



Black logo



Reverse white logo



Our tohu

The outer rings with the curved ringa symbolises the continuous mahi of Safer Gambling Aotearoa. The inner rings represent the people we hope to inspire.

The logo cannot be altered.

The logo name can be reproduced in either purple or white. We have an all black version available and it can also be reversed in white out of a solid colour background as shown.

The colour, which the logo is reversed out of, must be dark enough to allow clear contrast between the logo and the solid block of colour.

The Primary Logo Māori and Primary Logo Pasifika are the only two language options available at this stage.

If you are unsure we suggest leading with the Primary Logo Māori.

Clear space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all of our communications. The minimum clear space is the height of the 'G'.



Size guide

Our logo must be large enough to be easily read on every application.

While minimum sizes are specified, it is preferred that the logo appears larger than the minimum size when possible.



Full size

Please use this version wherever possible.

Minimum size:

25mm or 80px



Secondary

If the logo needs to be smaller than the minimum size of the primary logo, please use this version.



Ultra small

Restricted usage

This version can only be used on materials approved by communications@hpa.org.nz



Digital icon

Only to be used for Social profile or App icons.



Never re-set the type



Never condense or elongate the logo.



Never apply any logo version onto backgrounds that reduce legibility.



Never reproduce the logo in non-approved colours.



Do not use the text without the Tohu



Never apply any logo version onto images that reduce legibility.



Never rotate the logo.



Never position the Tohu to the right of the text

Incorrect use of our tohu

The integrity of the Safer Gambling Aotearoa logo must be maintained. The logo must never be altered in its relationship or appearance.

If you're still unsure and need further guidance, or have any questions – then email us at communications@hpa.org.nz

Brand colours

The striking use of colour is an integral part of our visual identity. Our primary colours are bold and confident and designed for maximum

visual impact. Our secondary colours have been selected to compliment our primary colours and to maintain our bold visual style.

Primary colours

Purple

Print
PMS 2685C
C93 M100 Y16 K7

Digital
R51 G0 B117
HEX #330075

Orange

Print
PMS 151C
C0 M65 Y100 K0

Digital
R244 G121 B32
HEX #f47920

Cream

Print
PMS 7499C
C2 M3 Y6 K0

Digital
R246 G241 B234
HEX #f6f1ea

White

Print
WHITE
C0 M0 Y0 K0

Digital
R255 G255 B255
HEX #ffffff

Black

Print
BLACK
C0 M0 Y0 K100

Digital
R0 G0 B0
HEX #000000

Secondary colours

Pink

Print
PMS 183C
C0 M50 Y11 K0

Digital
R245 G153 B176
HEX #f599b0

Blue

Print
PMS 305C
C54 M0 Y8 K0

Digital
R87 G207 B218
HEX #57cfd9

Gold

Print
PMS 130C
C0 M37 Y100 K0

Digital
R255 G176 B17
HEX #ffb011

Green

Print
PMS 368C
C60 M0 Y85 K0

Digital
R145 G197 B38
HEX #91c526

Our typefaces

Typography plays a major role in ensuring that our message is seen loud and clear.

The typography we use has been designed to be friendly, yet strong. The characteristics of our headline font compliment the style and curves found in our tohu. While the geometric style, makes it easy to see and easier to read.

Our body copy and web safe font shares similar design traits with our headline typeface, making it the perfect duo. It is also a great substitute as a headline font for when Hurme is unavailable.

Arial

If you do not have access to our brand fonts, then please use Arial as the default substitute.

Hurme Geometric Sans 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,.: " ?)

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,.: " ?)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,.: " ?)

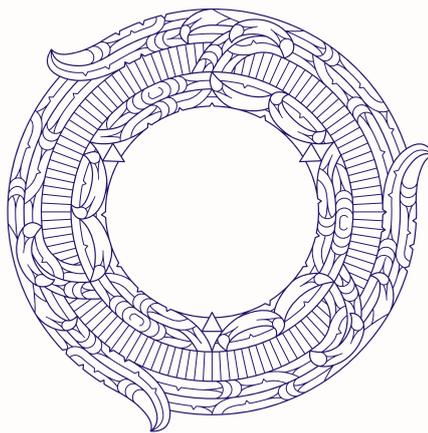
Graphic devices

To help enhance the visual treatment of our brand, we've created a couple graphic devices that are available for you to use.

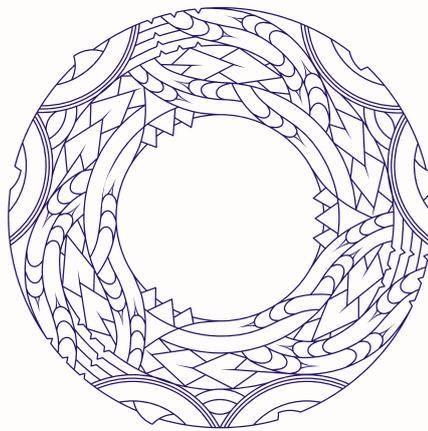
The first are the Ringa Akiaki motifs. You can use these as amplifiers for our tohu, or as a graphic in the background that helps indicate which audience you are communicating with (Māori or Pasifika).

The second is our divider lines. Use these to help with the readability of your communications. They can provide a clear space for sector logos or help to separate sections of copy and content.

Māori motif



Pasifika motif



Divider line



Colour block frame

The final graphic device in our toolkit is the colour block frame.

We have created a modular design system to help ensure that our messaging is seen loud and clear even when placed alongside photographic images.

The frame can come in from the bottom, top, left side or right side.

Our tohu is always placed at the heart of our communications and is the connecting link between the messaging and the photography.



Partnership

When including partner logos on communications we have created a dedicated space for this branding to sit: at the bottom of the colour frame device, next to the website call to action.



Safer Gambling Aotearoa
Me kōrero tātou

Gambling getting out of hand?

Kōrero with a **FREE** local support service. They'll help you keep your gambling in check.

Visit us at safergambling.org.nz

DEDICATED AREA FOR PARTNER BRANDING

Visit us at safergambling.org.nz

DEDICATED AREA FOR PARTNER BRANDING

Example application



Let's talk about this.

Visit us at safergambling.org.nz

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DEDICATED AREA FOR PARTNER BRANDING

The power to change lives within us all.



Safer Gambling Aotearoa
Me kōrero tātou

hpa te hīringa hauora
HEALTH PROMOTION AGENCY

Online gambling getting out of hand?

Have a chat with a **FREE** local support service near you.

Visit us at safergambling.org.nz

hpa te hīringa hauora
HEALTH PROMOTION AGENCY

When we kōrero about gambling with manaaki and alofa we walk towards a better tomorrow.



Safer Gambling Aotearoa
Me kōrero tātou

Visit us at safergambling.org.nz



**Safer
Gambling
Aotearoa**
Me kōrero tātou

If you have any questions regarding the application or use of the brand toolkit or identity, or would like the full brand guidebook for your designer, please contact Communications at Te Hiringa Hauora.

Phone: **04 917 0060** or **Communications@hpa.org.nz**