

Our reference point



The Ministry for Culture & Heritage logo symbolises New Zealand's culture being a reference point for the country, and the diversity of both the Ministry and the cultural sector. It indicates authority and excellence as well as style, flair and creativity.

The Ministry for Culture & Heritage logo is the most important tool in its identity system. It is made up of the following components:

- The "reference point" symbol graphic on the left
- The name "Te Manatū Taonga, Ministry For Culture & Heritage" on the right.

The name and graphic is purposefully enclosed in a unique and uneven shape.

Components of this logo cannot be separated for graphic purposes. They must always appear in their complete form.

Logo Application

The use of the logo should be considered carefully. Application examples are shown here.

If there is any uncertainty or if you are an external supplier, please contact the Ministry For Culture & Heritage to obtain the correct electronic logo and to gain usage approval.



Clear space requirements



Minimum size reproduction



One colour



One colour on a one colour background



On a colour background



On an image

Colour Background Application

There is an identical white shape set behind the logo for its application to colour backgrounds (see above for reference).

Clear Space

In most instances, maintaining the specified clear space around the logo is necessary to maximise its visibility.

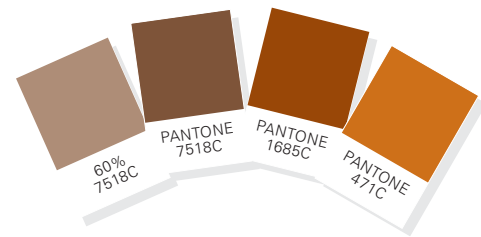
This avoids the logo being encroached upon by type, and careful consideration should be given when applying the logo onto images.

The clear space requirements are based on the height and width of the large 'N' in the name.

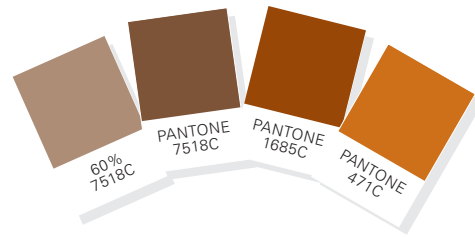
Minimum Size for Reproduction

There will be circumstances when the logo will need to be reproduced in small sizes. The minimum size for reproduction is shown above.

Our Colours

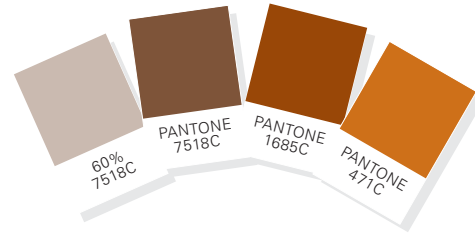


Pantone colours



RGB colours

7518	60%	1685	471
R=103	R=171	R=122	R=180
G=56	G=145	G=20	G=56
B=41	B=135	B=0	B=3



CMYK colours

7518	60%	1685	471
C=0	C=21	C=0	C=0
M=40	M=27	M=70	M=59
Y=55	Y=28	Y=100	Y=100
K=60	K=0	K=45	K=18

Colour Reproduction

There are 3 ways to reproduce the logo

1. From three Pantone colours
 - these should be used for reproduction wherever possible
2. CMYK process
 - where only CMYK colours are available
3. One colour greyscale
 - where only one colour is available
 - eg. fax, newspaper advertising.

Please note the representation of colours shown in this document is not accurate to actual printed colours. They should not be used as a guide for colour matching purposes.

When printing with process colours always match to the Pantone Colour Guide.

Where only one colour is available the colour must be black.

Our fonts

Internal communication and letters

Times New Roman plain text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman italic text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman bold text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

External communication

Giovanni Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Giovanni Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Giovanni Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ministry for Culture & Heritage Fonts

Times New Roman is the internal communication typeface of Ministry for Culture & Heritage. It is used for in-house word processing in documents such as letters, powerpoint presentations and internal correspondence.

Giovanni is the external typeface which forms part of the MCH brand toolbox. It should be used for stationery address details and all large published documents by the Ministry.