Unitec Institute of Technology Brand Guidelines
Ngā Tikanga Waitohu a Te Whare Wānanga o Wairaka

V.2 2022

Tauti mai ra!
Welcome.

Te Whare Wānanga o Wairaka (Unitec) is a community rich in whakapapa. For over 40 years, people have flocked to this whenua for the same reason – to transform their lives through the power of learning and teaching.

Today, our focus at Unitec remains the same. We are here to provide quality education that prepares New Zealand's workforce for the future of work, and contribute to the changing needs of industry and communities.

Just like we have a responsibility to be the guardians of our beautiful campus, our students, and our people, we must protect and champion our brand.

Our brand is a living, breathing, visual and linguistic representation of what we do - and what we stand for. That means taking care to correctly use and apply our brand in all that we do, to ensure we create a sense of trust and build recognition in the minds of our audiences through all communications.

This document intends to assist and guide you on how to bring the Unitec brand experience to life. It describes in detail the key elements that make up our brand and gives you the tools required to execute anything related to brand -while keeping it on brand.

These guidelines are what will enable us to achieve a unified and consistent identity that is **recognisable**, provides **value**, and acts with **integrity**.

– **Recognisable** – creates better recognition with our industry and audiences
– **Value** – helps increase our brand's perceived value and protects the strength of our brand
– **Integrity** – helps create quality and integrity around our brand's image

Whether you're an employee of Unitec, a partner, designer, supplier or agency, you should refer to these guidelines and tools when using our brand and its components in your creative or communications work.

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The big picture – understanding Unitec

Te tirohanga whānui – te mārama ki Te Whare Wānanga o Wairaka

What is a brand?

When people hear the word 'brand', it often conjures a company's name, a product or service. But it means so much more than that; its all-encompassing.

Brands aren't only recognised by what you see – name, design, or logo – but how that organisation, product or service makes you feel. Whether you're an employee, industry partner, a prospective customer, or the media, the way you engage and experience with a brand is how you perceive them – and therefore what and how you share that brand with other people.

There are certain things we want people to say about Unitec when we're not in the room. And if we're to achieve this, our brand starts with our people – everything we do determines how our audiences see us, think of us, and how they feel about us.

Therefore, it is our collective responsibility to be brand ambassadors – to be proud and champion the Unitec brand. That means it's our job to take care of – and correctly use – our brand in all that we do, to ensure we create a sense of trust, and build recognition in the minds of our audiences.

A brand is a person's gut feeling about a product, service, or organization.

–Marty Neumeier

Our purpose, vision and values

Unitec's Purpose, Values and Strategic Priorities put our learners and communities at the heart of everything we do – and our brand is no different.

BRAND OBJECTIVE
We want to bring hearts and minds together and build a brand story in a believable way that connects us with our key audiences and communities, and ultimately helps support the decision-making journey of prospective students and their influencers.

OUR BRAND MESSAGE
Unitec can offer you
– A great student culture
– A supportive learning environment
– Connect you with business and industry
– To help you get the job/career you want
– Work ready graduates

Purpose

Led by Te Noho Kotahitanga, we manaaki the success of our learners and communities.

Vision

Manaakitia te Rito: sustaining growth and success, fulfilling promise and potential.

Values

Wakaritenga

Legitimacy

Ngākau Māhaki

Respect

Rangatiratanga

Authority and Responsibility

Mahi Kotahitanga

Co-operation

Kaitiakitanga

Guardianship

Our brand personality

Just like people, brands have personalities. To create a strong brand personality – one that our students, industry and communities can relate to – we must consistently demonstrate Unitec's characteristics in all brand and communications work.

To achieve this, it's important to first understand that people sit at the heart of our brand personality.

Whānau means the world to us. We are one big family. We laugh, cry, celebrate and mourn together. We want people to see us as a trusted mātua kēkē - Aunt or Uncle - someone that offers helpful advice, with caring and genuine interest.

There is a place for everyone in our Unitec whānau – we accept you for who you are without judgment or criticism. We're experts in what we do, passionate thought leaders, smart and knowledgeable in a real-world practical way.

We are also here to be guides – to transform lives through what we do and help our learners to 'find their thing' and achieve success, so our communities can grow and prosper.

Our brand personality traits
We are:

Kaupapa Driven

We're strongly influenced and committed to Māori and non-Māori through our Te Noho Kotahitanga (TNK) partnership

Kind, Trustworthy, Honest

(and we love a good laugh)

Smart, Knowledgeable and Practical

Inclusive and accessible

to our staff, learners, and communities

Vocational Learning

and proud of it

Tone of voice
How we speak to our audiences

Tone of voice is about 'how we say it' rather than 'what we say'. The simplicity of the words and language we use when we write and speak, is key to creating a consistent brand. It's what gives a brand personality and helps us to express our values and Kaupapa.

When communicating on behalf of Unitec, whether it be over email or in person, it's important we all come from the same unified place – especially when it comes to our prospective students.

Remember, choosing to enter tertiary education is a big decision for our learners. For many, this might be the first time they are engaging with a tertiary provider – and they've turned to us because they know we can help. Therefore, it's important we write and speak to them with kindness, simplicity, and respect.

Tone of voice guideline
For more detail ask us for a copy of
our full tone of voice guidelines.

Tone of voice –
Our voice is:

Knowledgeable and Informative

Personal and supportive

Accepting and welcoming

Clear and concise

Conversational and respectful

OUR VOICE IS NOT:

Disrespectful
don't swear, lie or be rude

Overcritical
Don't guess or make up an answer. If you're unsure of the right answer, then be honest and get back to them later when you've got the right one.

Confusing
Use simple, clear and concise language, and avoid jargon and acronyms.

Judgemental or accusing
Don't assume we know why a person is acting the way they do. Be understanding, helpful and supportive.

Exclusive
Don't use deficit language. People do not want to feel excluded, or be labelled inferior - either as individuals, or as members of a group – so avoid stereotypes and assumptions.

Brand architecture

We have a Masterbrand which represents one name and one visual system.

MASTERBRAND
The Masterbrand is our overarching brand name and logo. It's what anchors all of our business units and services within our organisation together – alongside our core values and positioning.

The Masterbrand is our primary logo lockup, primary colours and font, and in most cases, the one element we use across everything that we produce related to our brand. A logo lockup is the final form of a logo with all its elements locked in their relative positions. For the sake of maintaining consistency across all channels, mediums, and touchpoints, the lockup should not be taken apart or altered.

Our brand –
the whole experience

Te tirohanga whānui -
te mārama ki Te Whare
Wānanga o Wairaka

Unitec Logo
Te moko a Te Whare Wānanga o Wairaka

Unitec Logo

The Unitec "U" is the most recognisable element of our brand. Think of it like our signature - it's what represents us at the very highest level and is important in portraying who we are as a brand. We should always treat the "U" as the most consistent component in all our communications.

The "U" is an extension of takitahi; a visual story of our strength and unity – each strand woven together – signifying our staff, our learners, and our community – to form the letter "U".

Unitec Logo
Primary Logos

This is our primary logo and should always be used as our core identifier for all communications. This ensures we deliver our brand with clarity and consistency each and every time – and people recognise who we are instantly.

We shouldn't use any of the simplified versions in the first instance for any external facing communications, provided the minimum legibility sizes are met (see page 19).

Here are some examples of how we use our primary logo. The stacked logo with descriptor is always the preferred logo format to use. The horizontal logo format with descriptor is used when the stacked version doesn't fit into the space, for instance in narrow digital banners, hoardings or email footers.

Brand Assets
Email marketing@unitec.ac.nz
to get access to asset files.

Horizontal Logo

Stacked Logo

Unitec Logo
Secondary Logos

Here are some examples of how we use our secondary logo. The stacked logo with the U on its own (without descriptor) is used when spacing doesn't allow for the primary logo to be used. The horizontal logo format with the U on its own (without descriptor) is used when neither the stacked versions nor the horizontal primary logo don't fit into the space.

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Brand Assets
Email marketing@unitec.ac.nz
to get access to asset files.

Horizontal Secondary Logo

Stacked Secondary Logo

Unitec Logo
Clear space and minimum size

CLEAR SPACE

Use the rules below to determine the clear space and minimum size of the logo. This applies when the logo appears on its own. Use the 'e' in Unitec to determine clear space around the logo.

MINIMUM SIZE

It's important that our logo remains recognisable and readable when reduced in size. Do not reproduce for print or screen, smaller than the measurements stated here.

Clear space

Clear space

Minimum size

25mm
200 pixels

12mm
100 pixels

5mm
50 pixels

Minimum size

42mm
300 pixels

18mm
120 pixels

Unitec Logo
Using colour

Our logo can use colour in the following ways.
To ensure consistent usage of colour please refer
the colour palettes for detailed colour specifications.

PRIMARY COLOUR
Our primary brand colour is Dark Green (see page 26).
The Unitec colour palette can be used to create either
a positive or reversed version of the Unitec logo, which
may be used for different situations and purposes.

REVERSING THE LOGO
Our logo can be reversed out of any colour
providing sufficient legibility & contrast is maintained.

Positive

Reversed

Primary colour

Black and white

Reversed out of weave or colour

Logo lockup

There are a few approved instances where a descriptor lockup has been designed to represent one of our core business units or services. This lockup is different to the Masterbrand and can be used stand-alone when representing its corresponding business unit or service for different audiences.

These logo lockups have been specifically designed to complement and support our Masterbrand – and therefore our brand positioning in market. They must be used consistently and deliberately in combination with the Unitec logo, weave, and colour palette, to help reinforce Unitec's Masterbrand.

Examples of approved lockups

Campaign only logo lockups
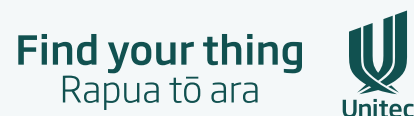
Logo lockup

We can use the existing 'logo lockups' to label all core academic and non-academic entities within our organisation that require a stand-alone logo.
Use the guide here when creating lockups.

Lockup guide

Soho Gothic Regular

Soho Gothic Light

X

Unitec

Find your thing

Rapua tō ara

X

X X

Partnership lockup

One of our goals is to enable better outcomes for New Zealand businesses. That means working in partnership with other organisations to help them access - and secure - an innovative workforce, and business development opportunities, that will enable them to build a long-term future.

When we partner with external organisations, we both need to be represented equally across all communications, collateral and touchpoints.

The size and placement of partner logos, in relation to ours, depends on the relationship and agreement we have. There are two formats we can use for logos to support partnerships – equal and Unitec-led partnerships.

Unitec-led partnerships are characterised and supported by a device that uses the descriptor "In partnership with", and equal partnerships are represented by equal-sized logos that are separated by a single bar.

Unitec-led partnerships with Unitec logo

Partnership descriptor

In partnership with

Unitec-led partnership without logo

In partnership with

Equal partnerships

Special device
Tohu

We have three special-use symbols that we call our Tohu - representative of our Māori and Pacific communities. There are three variants: Moāri, Pacific, and a combination that weaves together both the Māori and Pacific patterns.

The Tohu should never be used to replace the symbol in our logo. It can be used as a brand device – not as a standalone logo – and should always be accompanied by our logo.

Combination Tohu

Māori

Pacifica

Special Device
Using the Tohu

Our Tohu are designed to be used for specific community events - t-shirts, banners, and other event collateral. Disclaimer: our Tohu are not to be used without approval by our Māori and Pacific Reference Group, and all designs need to be approved before application.

✔ The Tohu should always be accompanied by our logo

✕ The Tohu should never be used to replace the symbol in our logo

Te Pūkenga
Co-branding

Unitec to Te Pūkenga brand transition overview

As we move towards full transition with Te Pūkenga over the coming months, you'll see the national body's brand appearing more and more alongside Unitec's.

May – December 2022
Some items such as events, websites, email communications and social media to feature co-branding, where it makes sense. Others, including marketing and course materials, legal references and signage will move to full Te Pūkenga branding from 2023.

Te Manu Tioro Tionga
Tikanga based consultation on Unitec brand & ingoa.

UNITEC

CO BRANDING

100% TE PŪKENGA

April 2022

May 2022

August 2022

April 2023

April 2022
Drop-in sessions for staff via Teams to find out more about co-branding.

May 2022
Tauira (student) recruitment advertising in market: the first use of the co-branded logos.

May 2022
Staff email signatures, document and presentation templates to feature co-branding.

August/September2022
Te Pūkenga launches its brand with a national advertising campaign.

April 2023
Te Pūkenga now a single brand.

Co-brand logo lockups
Primary use

This is our primary co-brand logo lockup and should always be used as our core identifier for all communications.

CLEAR SPACE
All the co-branded logo lockup digital assets have been set with clearspace included. Type and other graphics should not encroach on this clear space area.

MINIMUM SIZE
It's important that our logo remains recognisable and readable when reduced in size. Do not reproduce for print or screen, smaller than the measurements stated here.

Brand Assets
Email marketing@unitec.ac.nz
to get access to asset files.

Stacked double logo lockup

Positive

Negative

Horizontal double logo lockup

Cleaspace

Minimum size

12mm
100 pixels

18mm
120 pixels
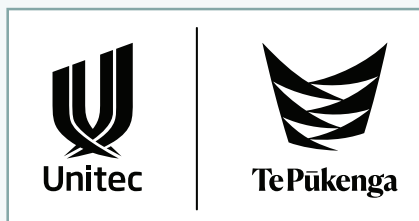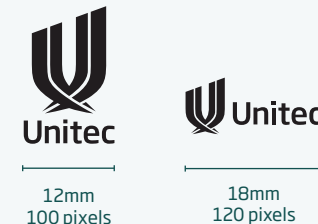
Co-brand logo lockups
Secondary use

This is our secondary co-brand logo lockup. Secondary lockups includes the Unitec Descriptor.

It is important that we adhere to minimum size rules to insure that the descriptor is legible. This logo lockup is best suited to document covers, posters and signage-applications where the logo lockup is bigger.

If the secondary logo lockup is smaller than the minimum size use the primary logo lockup (page 26).

CLEAR SPACE
All the co-branded logo lockup digital assets have been set with clearspace included. Type and other graphics should not encroach on this clear space area.

MINIMUM SIZE
It's important that our logo remains recognisable and readable when reduced in size. Do not reproduce for print or screen, smaller than the measurements stated here.

ⓘ

Brand Assets
Email marketing@unitec.ac.nz
to get access to asset files.

Stacked double logo lockup

Positive

Negative

Horizontal double logo lockup

Cleaspace

Minimum size

25mm
200 pixels

42mm
300 pixels
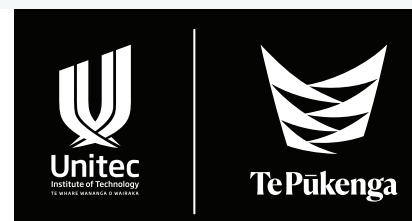
Co-brand logo lockups
ELT, Board and Tamaki Strategy

These versions should only be used to support ELT or board initiated communication for both Unitec and MIT.

CLEAR SPACE

All the co-branded logo lockup digital assets have been set with clearspace included. Type and other graphics should not encroach on this clear space area.

MINIMUM SIZE

It's important that our logo remains recognisable and readable when reduced in size. Do not reproduce for print or screen, smaller than the measurements stated here.

Brand Assets
Email marketing@unitec.ac.nz
to get access to asset files.

5. Double mark logo lockup

Positive   Negative

6. Triple mark logo lockup

Clearspace   Minimum size

5mm
50 pixels

Co-brand logo lockup
Using colour

Co-brand logo lockups can use colour in the following ways. To ensure consistent usage of colour please refer the colour palettes for detailed colour specifications.

PLEASE NOTE
When the logo lockup is used on a white background, only black can be used for both the Unitec logo and the Te Pūkenga logo. Do not use our primary brand colour Dark Green.

REVERSING THE LOGO LOCKUP
The logo lockup can be reversed out of any colour providing sufficient legibility & contrast is maintained.

ⓘ

Brand Assets
Email marketing@unitec.ac.nz
to get access to asset files.

Positive

Reversed

Black and white

Primary colour

Reversed out of weave or colour
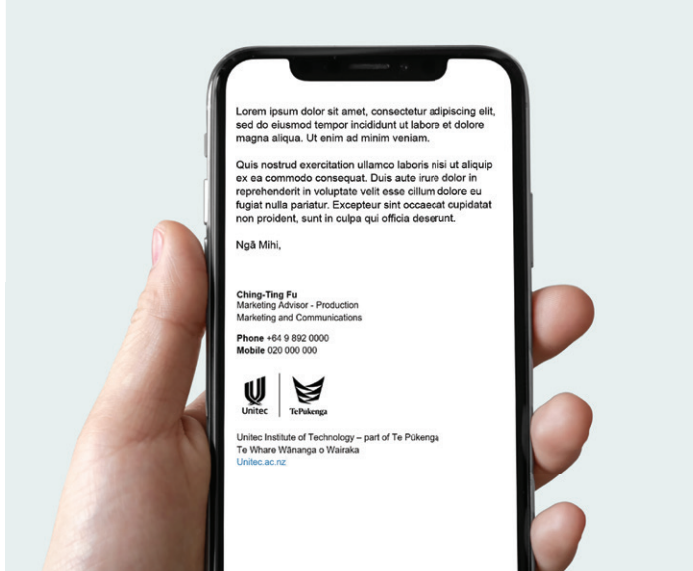
Unitec Weave
Te whiri a Te Wānanga o Wairaka

Unitec weave device

UNITEC WEAVE

The Raranga, or Unitec Weave, is a flexible and organic device that is used to highlight and change perceptions or frame up stories from Unitec.

Unitec weave device – cropping and format

CROPPING

The weave is versatile and can be cropped in a variety of ways that best suit the format providing a suitable background for the Unitec logo and messaging.

FORMATS

There are two ways that we can apply the weave. Either full-bleed (edge-to-edge coverage) or floating (a partially cropped layered element).

Cropping examples

Format examples

FULL-BLEED
The weave fills or wraps the format, providing a background for the logo and messaging.
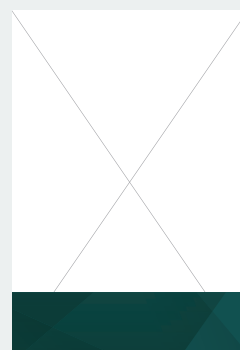
FLOATING STRIP
The weave is cropped and can be placed on top of images providing a background for the logo and messaging.

FLOATING SHAPE
The weave is partially cropped and can be placed on top of images with subtle transparency, providing a background for the logo and messaging.

Colour palettes
Ngā kōwhiringa tae

Primary colours

These are our primary colours (greens) with the addition of black, grey and white. The Unitec primary colour palette should be used whenever the primary logo is used on external communications. Together with our primary logo, our primary colours are the main identifier of the Unitec brand.

We can use colour gradients in a variety of ways. We can blend colours from our primary palette to create the Unitec weave device.

Using colour codes
For print applications, use the Pantone® references supplied. If you are unable to specify a Pantone® use a CMYK reference. For digital applications, ie. web or PowerPoint, use the HTML and RGB references provided.

DARK GREEN

C86 M41 Y55 K44
R11 G81 B80
PMS 561
#0b5150

MID GREEN

C93 M29 Y85 K20
R59 G114 B78
PMS 342
#39724E

GREEN

C50 M0 Y100 K0
R122 G184 B0
PMS 376
#A0BF4A

BLACK

C0 M0 Y0 K100
R0 G0 B0
#000000

GREY

C0 M0 Y0 K77
R95 G95 B97
PMS 425
#5F5F61

WHITE

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Wayfinding palette

Our secondary wayfinding palette consists of colours assigned to Unitec courses and facilities. This palette is used to help audiences navigate the courses we offer across various brand communication eg. prospectus, course brochures, course webpages, pull-up banners, and building signage.

Within any given year, refer to the Prospectus for consistency as these may change. No other colours should be used.

The wayfinding pallete must not be used to create the Unitec weave device.

COLOUR RATIO GUIDE

Use the folowing ratio guide when applying the wayding colours. There should always be a proporation of at least 1/6 of the primary colour.

2 /3 Wayfinding colour	1 /6	1 /6

MAROON
C1 M98 Y58 K44
R134 G38 B51
PMS 202
#862633

Architecture

ORANGE
C0 M64 Y100 K0
R255 G105 B0
PMS 1505
#FF6900

Business

SKY BLUE
C88 M52 Y3 K12
R35 G97 B146
PMS 647
#236192

Construction

VIOLET
C71 M88 Y0 K0
R117 G59 B189
PMS 266
#753BBD

Creative Industries

FUSCIA
C20 M90 Y0 K0
R197 G41 B155
PMS 240
#C5299B

English Language

YELLOW
C0 M49 Y100 K0
R237 G139 B0
PMS 144
#ED8B00

Engineering

TERRACOTTA
C0 M73 Y100 K15
R190 G83 B28
PMS 167
#BE531C

Early Childhood Learning

APPLE GREEN
C48 M0 Y100 K1
R132 G189 B0
PMS 376
#84BD00

Supported Learning

TEAL
C100 M0 Y37 K10
R0 G140 B149
PMS 321
#008C95

Healthcare

STONE
C68 M23 Y28 K14
R79 G134 B142
PMS 5483
#4F868E

Preparing For Study

CYAN
C75 M18 Y0 K0
R0 G156 B222
PMS 2925
#009CDE

Sport, Exercise & Recreation

CRIMSON
C0 M100 Y62 K0
R228 G0 B70
PMS 192
#E40046

Trades

LEAF GREEN
C85 M0 Y98 K0
R0 G177 B64
PMS 354
#00B140

Environmental & Animal Sciences

TAUPE
C0 M44 Y39 K47
R150 G98 B86
PMS 4985
#966256

Social Work & Community Development

TURQUOISE
C81 M0 Y40 K0
R0 G191 B178
PMS 3262
#00BFB2

Computing & Information Technology

Using the wayfinding palette

Our wayfinding colour palette works best when applied for the purpose of navigation. Use this colour palette to help audiences navigate our courses across our various brand communication eg. prospectus, course brochures, course webpages, pull-up banners and building signage.

Typography
Te waituhi

Primary font

Our primary typeface, **Soho Gothic**, is chosen for its simplistic feel. We prefer to use light and regular weights, but thin, medium, bold, and extra bold may also be used. We don't use the serif version of Soho Gothic.

Make sure that all Soho Gothic fonts appear with 'Optical Kerning' selected, with 'Tracking' set to -10pt. Font heights and widths shouldn't be manually adjusted on the vertical and horizontal scale – they should always remain at 100%.

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Typesetting in Te Reo Māori
When displaying any copy written in Te Reo Māori, please ensure the appropriate macrons are used.

Using Italics
The italic variants should only be used in special circumstances such as sponsorship or campaign material, quotes, pullouts or special header designs. The italic set should not substitute the fonts specified in the templates.

Primary brand font

Māori Waitākere Programme

Soho Gothic Pro

Primary font

Aā

Soho Gothic Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Soho Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Soho Gothic Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Soho Gothic ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
013456789

International

For international communications - particularly in China - we can us Noto Sans, a Simplified Chinese character set. Light, medium and bold are available. Noto San can be downloaded from Google Fonts and does not require a license: (https://fonts. google.com/specimen/Noto+Sans)

Soho Gothic Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

理工学院

Noto Sans CS

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bc

Web & digital fonts

Arial and Helvetica fonts should only be used online (website or other digital platforms), where Soho Gothic is not supported, or when we can only use default or web-safe fonts. Light, regular, bold, light italic, italic, and bold italic fonts may be used.

Application examples:
– Microsoft documents
– PowerPoint presentations
– Google documents
– Web pages
– Online forms
– HTML emails
– Email signatures

Web and digital fonts

Māori
Waitākere
Programme

Helvetica

Web & digital fonts

Aā Aā

Helvetica Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Photography
Ngā whakaahua

Photography

At Unitec, we're a place of thinking and doing, so our photography needs to reflect this. Our photography styles therefore portray 'human moments' on the Unitec journey. It's emotive, vibrant and authentic – capturing our subjects (whether learners or staff).

There are three styles of the photography we use to create campaigns and communication representing Unitec.

Primary Photography

Experience

People

Secondary Photography

Abstract

Experience

We love showcasing how our students learn, how the lecturers teach and where they make things happen. the environment and the people makes an unique experience. This type of photography requires our subjects to be engaged in realistic, in-the-moment activities that occur in their everyday lives at Unitec.

We should capture environments that represent real-world learning situations, and although these photos should represent the vibrancy and authenticity of life at Unitec, in some cases, we might choose to take photos of our subjects directly facing the camera.

People

'He aha te mea nui o te ao? Māku e kī atu, he tangata, he tangata, he tangata'

What is the most important thing in this world? It is people, it is people, it is people.

We showcase our student, staff and partners and celebrate who they are and what they do.

ⓘ

Cropping people
Make sure not crop people's faces or bodies severely.

Abstract

In instances where we are trying to explain a concept or feeling, we avoid using "experience" or "people" to allow a more unlimited imagination.
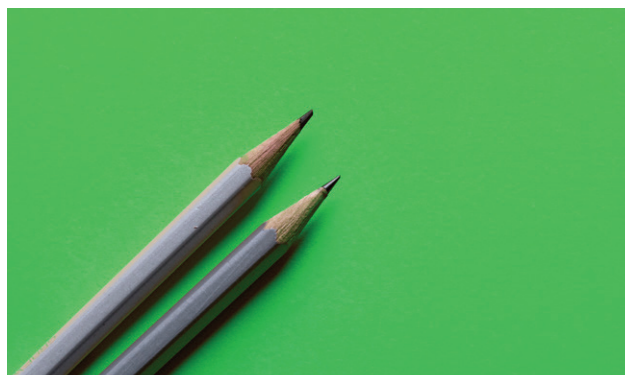
Cropping guide for photographers

When shooting photography we need to cater to a variety of crops and sizes with a lot of these being landscape and wides.

To make sure our shots will work for all of these, make sure to cover plate shots to the left and right for us to add in retouching.

On this page, you'll see crop examples, which are indications only to show you what to keep in mind.

Wide landscape (2:4)
Landscape (3:4)
Square (1:1)
Portraite (4:3)
Wide landscape (1:4)

Layout examples – Print

Here are 3 common print media layout examples to understand the element and image proportions that we must keep in mind.

Portrait Ads/Posters

Landscape Ad/Posters

Landscape Billboards

Layout examples
– Digital

Here are a few common digital media layout examples to understand the element and image proportions that we must keep in mind.

Find your thing
Rapua tō ara

Unitec website banner

Display ad banner

Instagram

Facebook

Display ads

A few don'ts

Don't: Crop people's faces or bodies severely.

Don't: Crop too tightly or crop the fascia of the Wharenui.

Don't: Overly staged the scene so it feels contrived.

Don't: Capture fake-looking starburst and sun effects, or capture an image that is over exposed.

Don't: Silhouette everything

Don't: Shoot in dark and moody light

A few do's

Do: Aim for natural poses and ideally give the talent something to do.

Do: Shoot subjects engaged in realistic, in-the-moment activities.

Do: Talent and background are important. Make sure depth of field works for both.
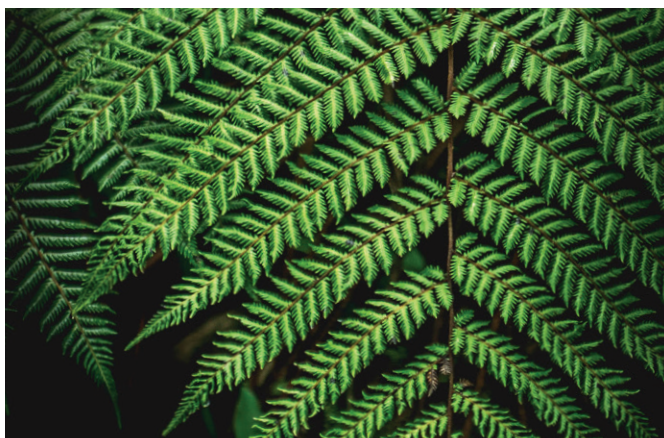
Do: Use abstract imagery that refects ccolour from our colour palette.
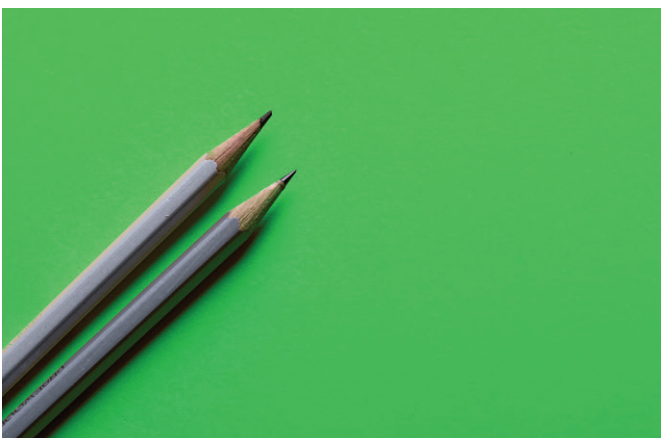
Do: Use abstract imagery with solid colour backgrounds as they can be useful when overlaying text and graphics.

Do: Use abstract imagery with solid colour backgrounds as they can be useful when overlaying text and graphics.

Photography brief and shot list

In addition to the hero shot requested in the brief, the photographer may need to cover additional shots as shown here for use in other media. These shots are more 'free' and the rules discussed earlier in this document DON'T apply to them unless stated in the brief.

What additional shots are required will be detailed in the Unitec Photography Brief. Contact the marketing team for more information or download the brief template below to get started.

CONTACT BRAND AND PRODUCTION
For information about photography amd photography briefs, please get in touch with the Brand and Production team .

marketing@unitec.ac.nz

Hero image (the primary shot requested in the brief)

+

Additional shots to consider

Wide shot

Subject facing the camera

Brand assets - Asset Bank and templates

3.

Unitec Asset Bank

The Unitec Asset Bank
Where to access our brand elements and templates

Asset bank is where all our brand assets and templates are saved and archived. It's the one point of truth for all things brand related - and will help you to use and communicate the Unitec brand in the right way.

Asset bank houses logo files, typography, and photography assets – which you can download and reference when creating beautifully branded printed or digital materials.

Asset Bank Enquiries
Email marketing@unitec.ac.nz

Templates

Templates

We have designed a series of basic branded communication templates that are e consistently branded and simple to use.

Brand collateral
– Posters
– Flyers

Office-use
– Presentations
– Letterhead
– Email signature

Digital content
– Video titles

Asset Bank Enquiries
Email marketing@unitec.ac.nz

Poster and flyer templates

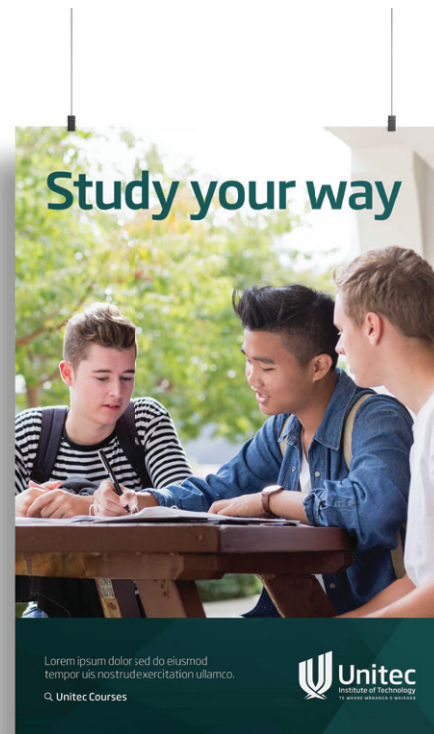Three template designs have been created for posters and flyers are available in all formats shown here.

Primary templates use

– Advertising
– Promotions
– Product
– Events
– School Events

Secondary template use

– Student Services
– Campus Notices
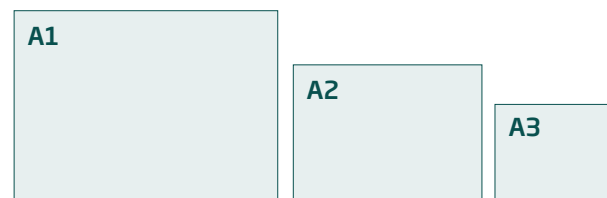– Campus Events
– Internal Comms

Primary – floating shape

Primary – floating footer

Secondary – Full-bleed image
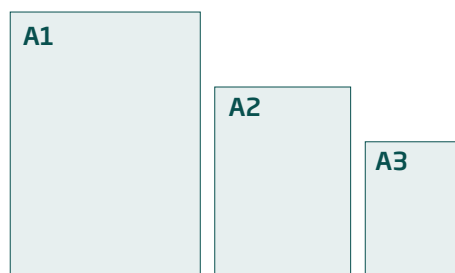
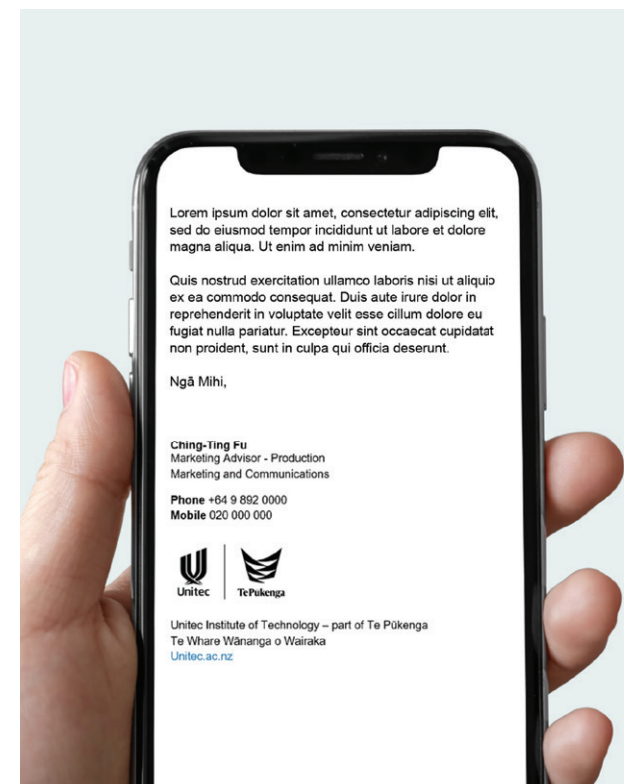**Portrait posters**

Landscape posters

Flyer formats

Office-use templates

For general office use we have templates for the following.

Letterhead (Word template)
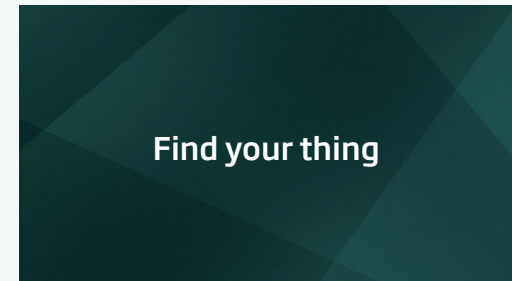Presentation (Powerpoint template)
Email signature

Video title template

This is our standard video title and end title sequence. It can be easily dropped into the front and end of video content edits to brand all Unitec video content consistently.

A. Opening sequence

B. Closing sequence

CTA (optional)