

BUILDING BETTER
HOMES, TOWNS
AND CITIES

Ko ngā wā kāinga hei
whakamāhorahora

NATIONAL SCIENCE CHALLENGES VISUAL IDENTITY

BUILDING BETTER HOMES, TOWNS AND CITIES

MBIE DESIGN TEAM 2016

For all communications-related queries, including design questions, please contact the MBIE comms contact.

NATIONAL SCIENCE CHALLENGE

COMMUNICATIONS GUIDANCE

Roles and responsibilities

The National Science Challenges are devolved entities, and you are responsible for public engagement, outreach and communication activities relating to your particular Challenge.

With National Science Challenge communication, MBIE is responsible for:

- › communication of the Challenges as a Government priority
- › communication of the Challenges as a policy direction and funding mechanism
- › communication of the Challenges as a component of New Zealand's science and innovation system
- › advice and guidance to Challenges on issues relating to communication of individual Challenges and issues common to all Challenges
- › PRs and speech notes for Ministers
- › general liaison with Ministers' offices
- › production of brand guidelines and brand advice.

Branding guidelines, visual identity and photographs

Before these brand guidelines were updated in 2016 and sent to the communications contacts, all Challenges were provided with the original branding guidelines and a set of templates. Logo files, including design files, are included in a folder called 'Logo files'. If you have trouble accessing this, please let your MBIE communications contact know.

When commissioning new photographs, the example images in your branding pack can be provided to your photographer as an informal guide for the look and feel of new images – i.e. colour images, not overly stylised, etc.

Media protocols

If a piece of research is funded through the National Science Challenge budget, it should always be clearly communicated as Challenge research.

The following messaging can be used or adapted:

In paragraph two or three of a release –

The XX Challenge is one of 11 Ministry of Business, Innovation and Employment-funded Challenges aimed at taking a more strategic approach to science investment.

As background information –

The 11 National Science Challenges are designed to take a strategic approach to the Government's science investment by targeting a series of goals that, if achieved, would have major and enduring benefits for New Zealand.

The Challenges provide an opportunity to align and focus New Zealand's research on large and complex issues by drawing scientists together from different institutions and across disciplines to achieve a common goal.

For more information on the National Science Challenges, visit the Ministry of Business, Innovation and Employment website.

Each Challenge will need to decide on their own protocols for communicating other pieces of work that may be aligned to Challenge goals. Please keep your MBIE comms contact in the loop.

Sign-off processes

A communications plan for the Challenge with overarching key messages should be agreed by all partners. Any communication should align to this plan.

We suggest that each organisation follows their normal internal sign-off process before running material past a designated person (e.g. Challenge communications or operations manager) and the Challenge director.

If your Challenge does not have a communications manager, you may wish to choose someone to be your key communications contact and who has oversight and responsibility for ensuring consistent messaging.

A heads-up on media releases or any media coverage should also be given to MBIE and your Challenge partner organisations.

URL and social media conventions

MBIE has not prescribed URL or Twitter handle conventions. However, it is a good idea to protect brand by purchasing similar domain names so that they can't be used by others.

When to involve MBIE

Please advise MBIE comms in advance of any events, public announcements or media releases you have planned. Please give as much advance warning as possible.

This is so that the Minister can be advised, in the interest of 'no surprises'. It also means we can share your news, once released, via our social media channels.

Your MBIE comms contact is also available to provide advice and templates and put you in touch with other Challenge communications contacts, who can also review, advise or share communications material and ideas.

You are also encouraged to send MBIE any posts or media coverage that might be suitable to share.

MBIE's science science Twitter is twitter.com/MBIEsci
National Science Challenges hashtag is [#NZSciChallenges](https://twitter.com/NZSciChallenges).

Public engagement

For many Challenges, science alone will not be sufficient to achieve the objectives – this will require change in people's behaviours or attitudes. Therefore, public engagement, outreach, communication and education activities are an important component of your work.

The public have been involved with National Science Challenges from the start, with wide consultation with the public to identify the Challenge missions. The overall success of the National Science Challenges relies on conducting relevant research and an informed society taking up that research.

One of the performance measures of success for each Challenge asks 'to what extent is there effective engagement between the Challenge and the public?' It considers whether the Challenge is undertaking an appropriate programme of public engagement, and whether members of the public are involved in the Challenge where appropriate, and engaged in the aspirations of the Challenge.

Curious Minds (www.curiousminds.nz) is a programme of work launched off the back of the National Science Challenges to help build engagement with science and technology across all sectors of New Zealand. It is jointly run by MBIE, the Ministry of Education and the Department of the Prime Minister's Chief Science Advisor.

There may be opportunities for collaboration between your Challenge and Curious Minds, and there are opportunities for cross-communication through the Curious Minds website (refreshed version launched in June 2016) and the Challenges' websites.

MBIE communication contacts

Bronwyn Bannister
SCIENCE AND INNOVATION COMMUNICATIONS LEAD ADVISOR

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Telephone: +64 (0)4 896 5945
Mobile: 021 245 3407

Your operations manager will have the contact details of the MBIE project lead assigned to your Challenge, or your MBIE comms contact can put you in touch with them.

WORDMARK

The wordmark is made up of abstract technical and organic shapes that reflect the diversity and scope of the Challenges, and shows how collaboration from different areas can create a cohesive whole. It has an energetic and dynamic feel to inspire collaborators and attract interest from stakeholders and the public.

It works as a simple anchoring 'stamp' that can be applied across a range of colours and backgrounds, and be identifiable at small sizes.

National
SCIENCE
Challenges

WORDMARK

VARIATIONS

The wordmark can be used on a white background in any of the challenge colours, or in a containing 'ribbon'.

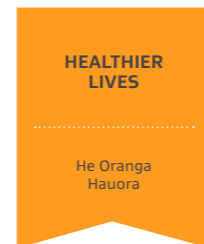
LOGO ON WHITE BACKGROUND

National
SCIENCE
Challenges

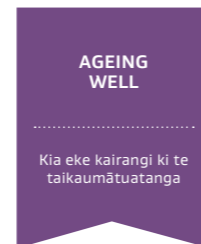
LOGO IN RIBBON

National
SCIENCE
Challenges

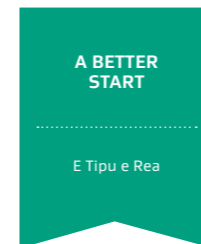
National
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USAGE GUIDELINES

The guidelines for usage of the NSC – Building Better Homes, Towns and Cities logo.

LOGO LOCKUP

THE LOGO LOCKUPS SHOULD BE APPLIED CONSISTENTLY AS SHOWN BELOW. THE RIBBON IS THE ANCHOR POINT AND EXAMPLES OF THIS ARE SHOWN ON THE FOLLOWING PAGES. THESE LOCKUPS SHOULD BE USED AS SUPPLIED AND NOT BE SEPARATED.

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National
SCIENCE
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COLOUR

COLOUR BREAKDOWN - CMYK, RGB AND HEX



CMYK

0 80 90 0

RGB

239 65 61

HEX

e73432

SOCIAL MEDIA WORDMARK

FOR USE ONLINE WHERE SPACE IS LIMITED.

National
SCIENCE
Challenges

TYPOGRAPHY

The typeface for National Science Challenge is Calibri.

Calibri has been chosen because it is an easily accessible font, which is important because of the number of people who will be using the Challenge branding.

Typography *system*

MODERN *Efficient* Friendly Versatile

Calibri

High-performing

SHAPE / COLLABORATE / DELIVER

Māori macron

NEW ZEALAND

skilled people

SCIENCE & INNOVATION

infrastructure

MBIE LOGO USAGE GUIDELINES

The MBIE logo uses the NZ Government coat of arms, our name, and the Māori byline *Hikina Whakatutuki*. The use of the government crest provides automatic recognition nationally and internationally, as well as regulatory authority when applicable. The applications of the logo should not differ from those shown here.

The Māori identity: Hikina Whakatutuki is a transliteration of 'lifting to make successful'. This is kupu Māori, or Māori words that reflect our aspirations, functions and scope. Hikina Whakatutuki encompasses the diverse perspectives and contributions of our founding agencies, and echoes our social and economic aspirations.

File types

For Word documents: .jpg or .png

For websites: .jpg or .png

For print/designed documents: .eps or .ai (vector files)

Positive (for WHITE backgrounds only)

Note: the text is 100% black, the crest and Māori tagline is 80% black



Filename: MBIE-logo-pos

Minimum clear space

Three 'N' widths – built into overall file size



Preferred size: 90 mm wide including clearspace

Black (for backgrounds other than 100% black or white)



Filename: MBIE-logo-black

Negative (for 100% BLACK backgrounds only)

Note: the text is 100% white, the crest and Māori tagline is 30% black



Filename: MBIE-logo-neg

Minimum size

Note: although the logo files are set up to incorporate the minimum clear space, the minimum size refers to the size of the logo itself



White (for backgrounds other than 100% black or white)



Filename: MBIE-logo-white

SUPPLIED DESIGN ELEMENTS

On pages 9–13 you will find the following design elements: sample photography, Word template covers, a PowerPoint template, an email signature.

PHOTOGRAPHY

Photography is a key component to any identity. The logo has been designed in one colour so it can be placed on top of photos without clashing.

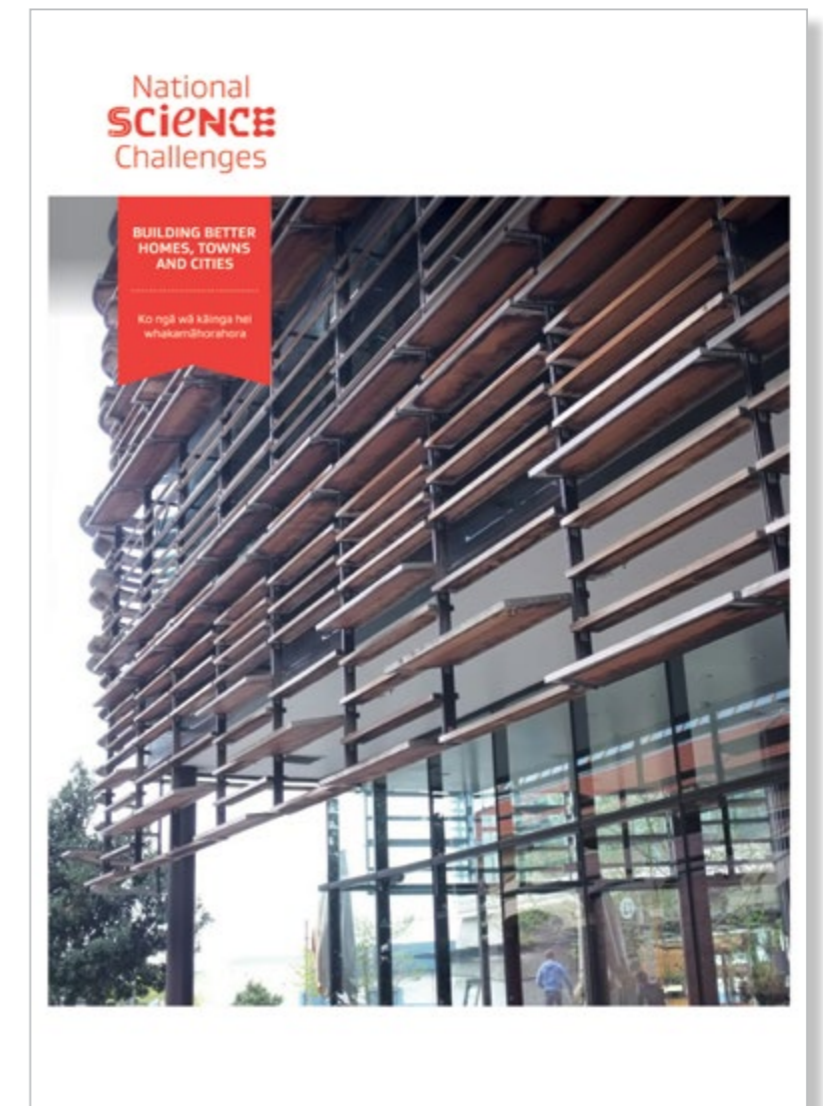
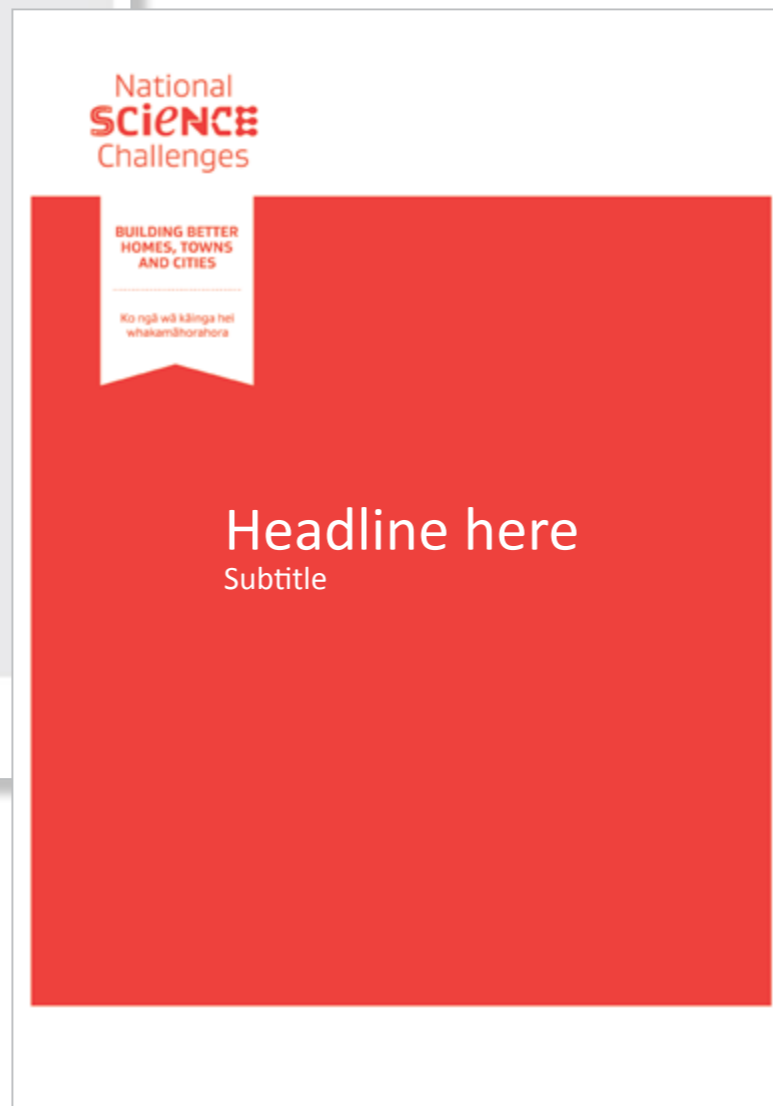
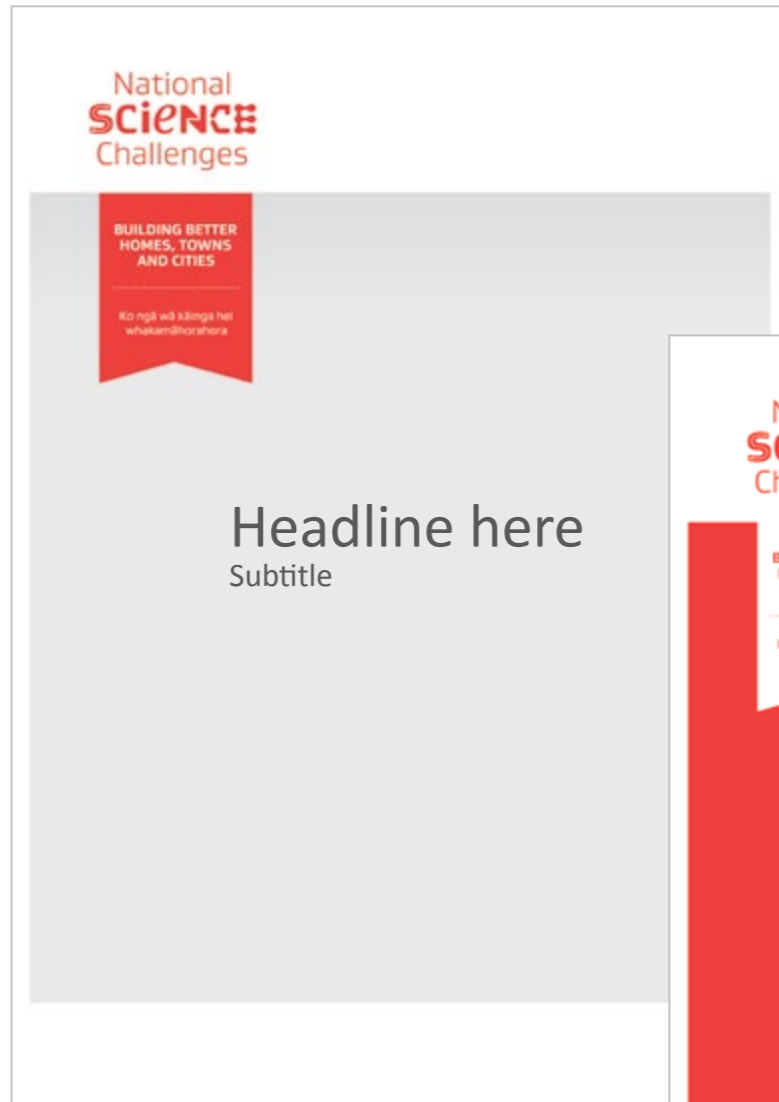
The photography should be shot in a close-range / tightly cropped style to complement the detail and focus of each Challenge.



APPLICATION

Word template covers

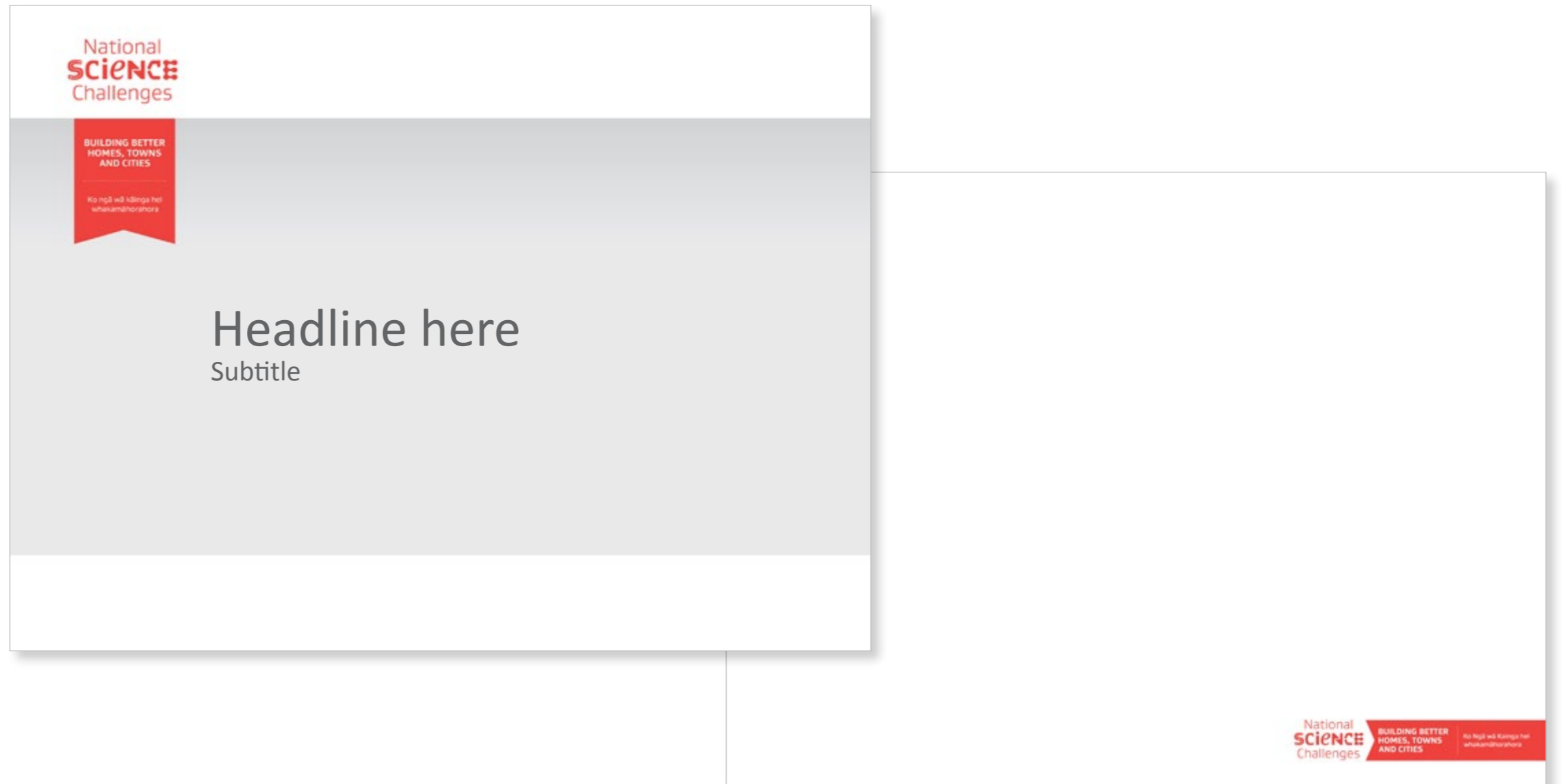
Logo always placed on a white background, top-left corner



Partner logos to run along the bottom of the cover

APPLICATION

Powerpoint templates

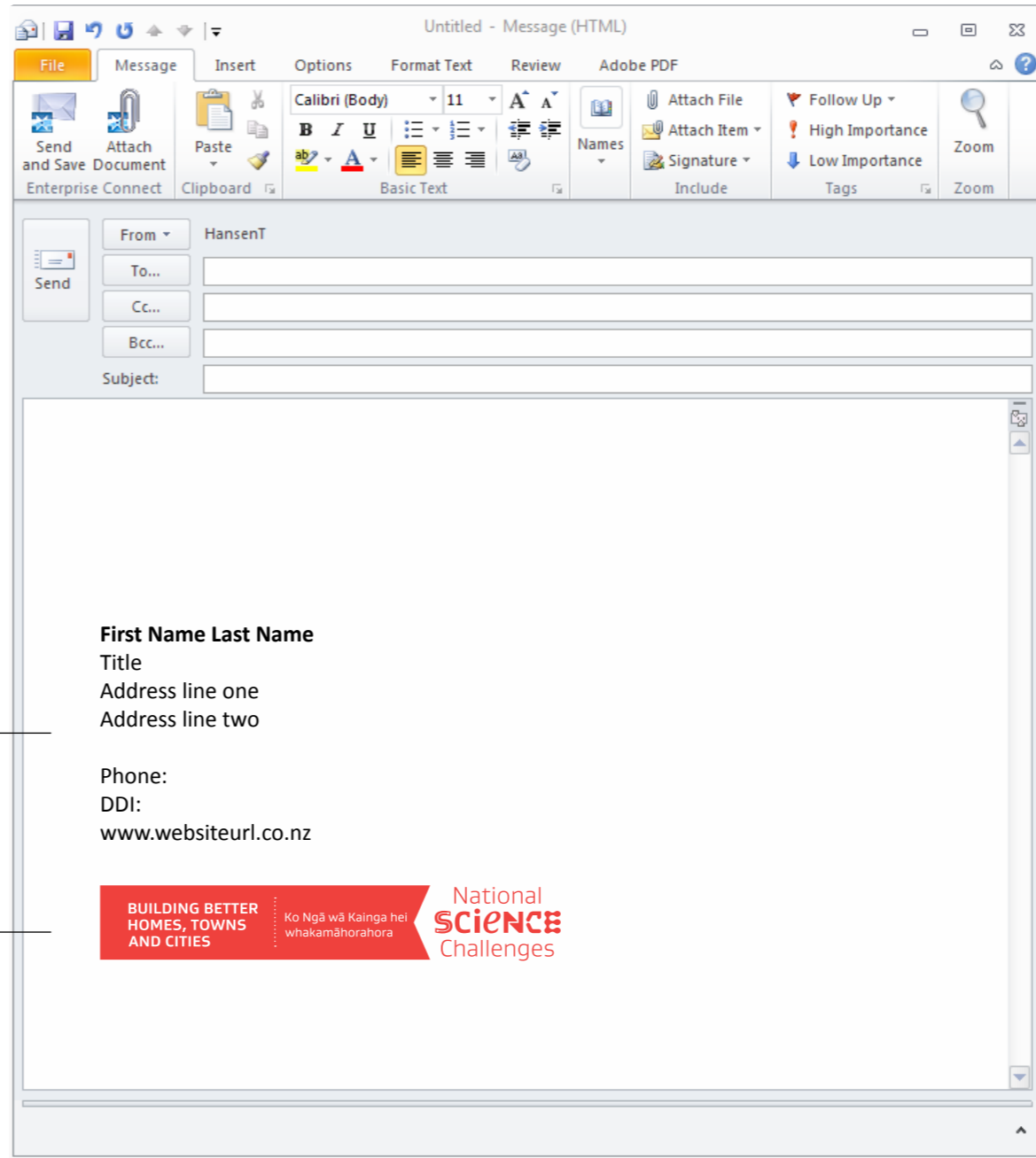


APPLICATION

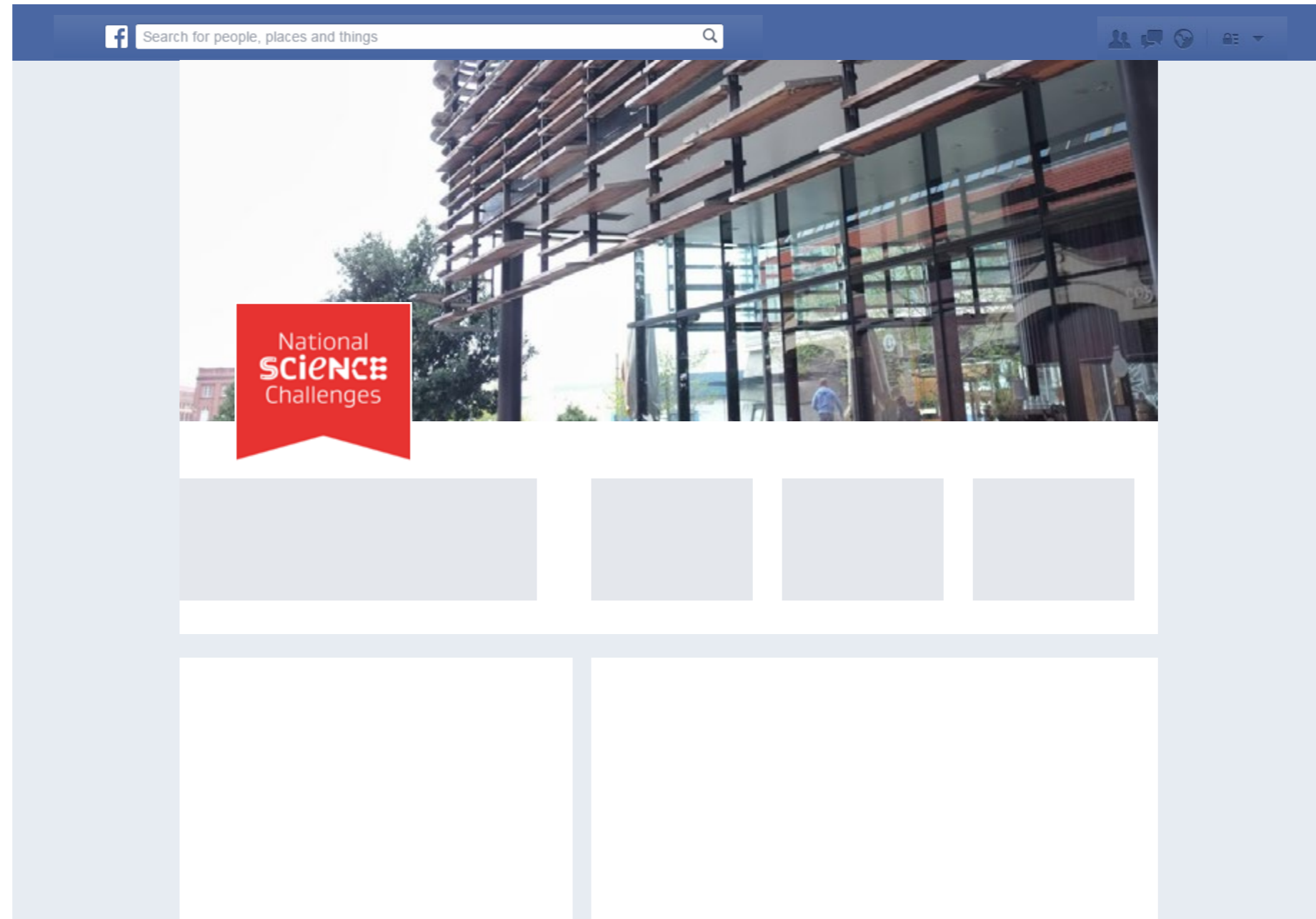
Email signature guide

Typeface - Calibri, 10pt

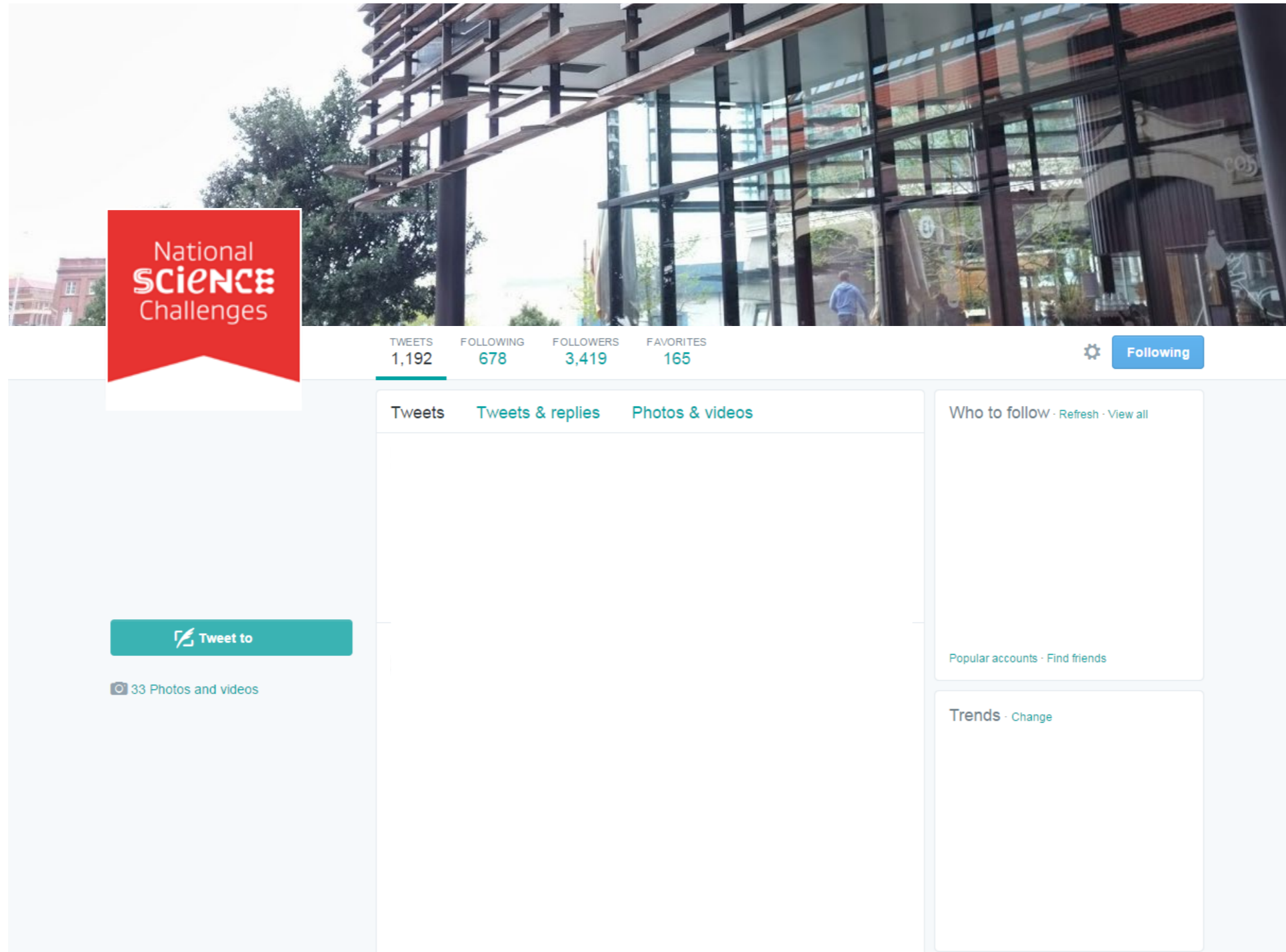
Logo



POTENTIAL BRAND APPLICATION



Ribbon to indicate the challenge



The image shows a Twitter profile page for 'National Science Challenges'. The header features a banner image of a modern building with a glass facade and a red banner with the text 'National Science Challenges'. Below the banner, the profile statistics are displayed: TWEETS 1,192, FOLLOWING 678, FOLLOWERS 3,419, and FAVORITES 165. A 'Following' button is visible. The main content area is divided into three tabs: 'Tweets', 'Tweets & replies', and 'Photos & videos'. The 'Tweets' tab is currently selected. On the left side, there is a 'Tweet to' button and a link to '33 Photos and videos'. On the right side, there are sections for 'Who to follow' (with 'Refresh' and 'View all' options), 'Popular accounts' (with 'Find friends' option), and 'Trends' (with 'Change' option).