SOCIAL
WELLBEING
AGENCY | TOI HAU
TĀNGATA

Brand and style guide

New Zealand Government

We all want to tell a compelling story about the role and work of the Social Wellbeing Agency.

This guide, used with our image library and supporting Microsoft suite templates, is designed to help staff and design specialists create professional, consistent and engaging marketing communications materials for a variety of audiences.

The meaning behind Toi Hau Tāngata

Toi Hau Tāngata – the wellbeing of the people

Our reo Māori name, Toi Hau Tāngata signifies the valuable aspects of living life – manifesting in the wellbeing of the people. The individual words have many meanings including:

Toi *peak*
Hau *vital essence*
Tāngata *humankind*

Gifted to us by Mohi Apou of Taranaki-Whanganui descent, the name comes from a karakia unique to Taranaki-Whanganui Iwi *Te Hau Tai Tāngata* – the principles influencing the creation of mankind. The karakia is not written but passed from one generation to the next as he taonga tuku iho, or oral tradition.

Mohi tells us that his elders say we face our greatest test upon entering the heavens when asked, "What did you do whilst on this earth – did you do enough for your people?" We carry the sentiment of this question with us in our work as Toi Hau Tāngata, the Social Wellbeing Agency.

Brand and style guide

Download this guide.

Go to brand and style guide
Objective folder: Communications/SWA toolkit 2020

Microsoft suite templates

For report templates, PowerPoint presentations, our Excel chart builder and Agency stationary. Intended for all Agency staff.

Go to Microsoft suite templates
Objective folder: Communications/SWA toolkit 2020

Image library

For illustrations, icons, photography and other graphic design files. Intended for advanced communications work, and designers.

Go to image library
Objective folder: Communications/SWA toolkit 2020

Contents

Our creative platform

Every brand has a personality. To leverage that personality in our communications, we distil it into a unique voice, tone and style. These elements come together to make a creative platform.

Using a creative platform ensures every communications message comes from the same conceptual core — adopting our unique voice, tone and style. Our brand personality consistently reaches our audience in authentic ways that demonstrate the relevance of our Agency and work to the social system, and to New Zealanders.

Our positioning statement

At the heart of our creative platform is a positioning statement. It sits at the conceptual core of what we say and do. An expression aligned to our vision, it helps us check the relevance of our communications. It doesn't define our role or purpose but distils the very essence of our work. It expresses how we are thought of successfully in our audience's mind. Ultimately it serves as a starting point for inspiring the style and tone of our communications.

Positioning statement

Together we can understand and do more of what really works, for better lives.

How to use our positioning statement

ASK YOURSELF:

Does the tone and style of your communication capture the spirit of our positioning statement?

Does your writing read like it comes from someone who embraces the spirit of our vision?

When writing, have you addressed the motivation behind our work to create an emotional tie with the audience?

Hint: You can achieve this simply by using the positioning statement in whole or part, at single or multiple points in your communication.

Voice – what we say

The subjects we regularly write or speak about establish our 'voice'. Speaking routinely to these subjects means we stay on message and on brand as we project a consistent picture of our Agency and our work to our audience.

In our case, our voice is shaped by our Agency values which skilfully express our unique strengths:

Tāngata – people
Manwa Māui – catalysing change
Taunakitanga – evidence
Puaretanga – transparency

Here's how to use our values in writing or presentations to stay on message and evoke our unique voice.

Values based
voice
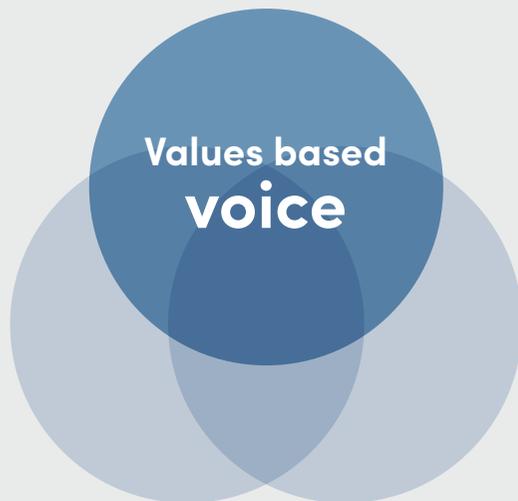
How to evoke our voice in communications

| **1** Select one or more values to guide your communications content choices	**2** Weave our voice into communications by acting on the following content suggestions beside the relevant values' headings
Tāngata **– we're about people** People will do better, sooner and for longer, when the social system works in partnership, acting on better evidence to develop and deliver services.	• Connect your project purpose or specific outcomes to benefits for the social system, whānau and communities. • Use real world examples or people's stories to illustrate how system partnerships and collaboration are enriching and strengthening value for the social system, whānau and communities.
Manwa Māui **– we're a catalyst for change** We challenge the status quo constructively and seek better ways of doing things. We help create change to improve lives through different approaches.	• Explain how we've thoughtfully identified and affirmed system challenges or untapped opportunities. • Show the novel ways we've sought to do things differently for better outcomes through constructive, collaborative processes. • Contrast what the social system knows or can do now, compared with the limited amount we knew or could do, before.
Taunakitanga **– we influence through evidence** We use evidence to influence positive change for New Zealanders.	• Use real world examples or people's stories to explain how acting on better evidence to develop and deliver services has or will benefit the social system, whānau and communities, in tangible ways.
Puaretanga **– we're transparent by nature** We will share what we're doing, how we're doing it, and what we learn.	• Document who our resources, tools and insights will help in their work, offering examples of how these tools will help, and where they can access them. • Provide ways for people to contact our subject matter experts for more information. • Speak about how we're facilitating opportunities for social system learning exchange. • Share real world case studies of improved social sector decision making, productivity gains or service improvements.

Tone – how we say what we say

Whilst what we say evokes our 'voice', how we say it sets our 'tone'.

Our tone *delivers* on the promise of our voice, as if conveying our brand personality in words. This means that when our communications are read or heard, they sound as though they come from a unified group of people – our people – who unreservedly embrace the spirit of our Agency vision.

Whilst the formality of our tone will change to accommodate different audience preferences, the sincerity of our tone is constant.

Brand personality based tone

How to adopt our tone in communications

Keep these words in mind when creating communications to maintain a distinct tone of voice:

Assertive

Passionate

Constructive

Curious

Open

Real
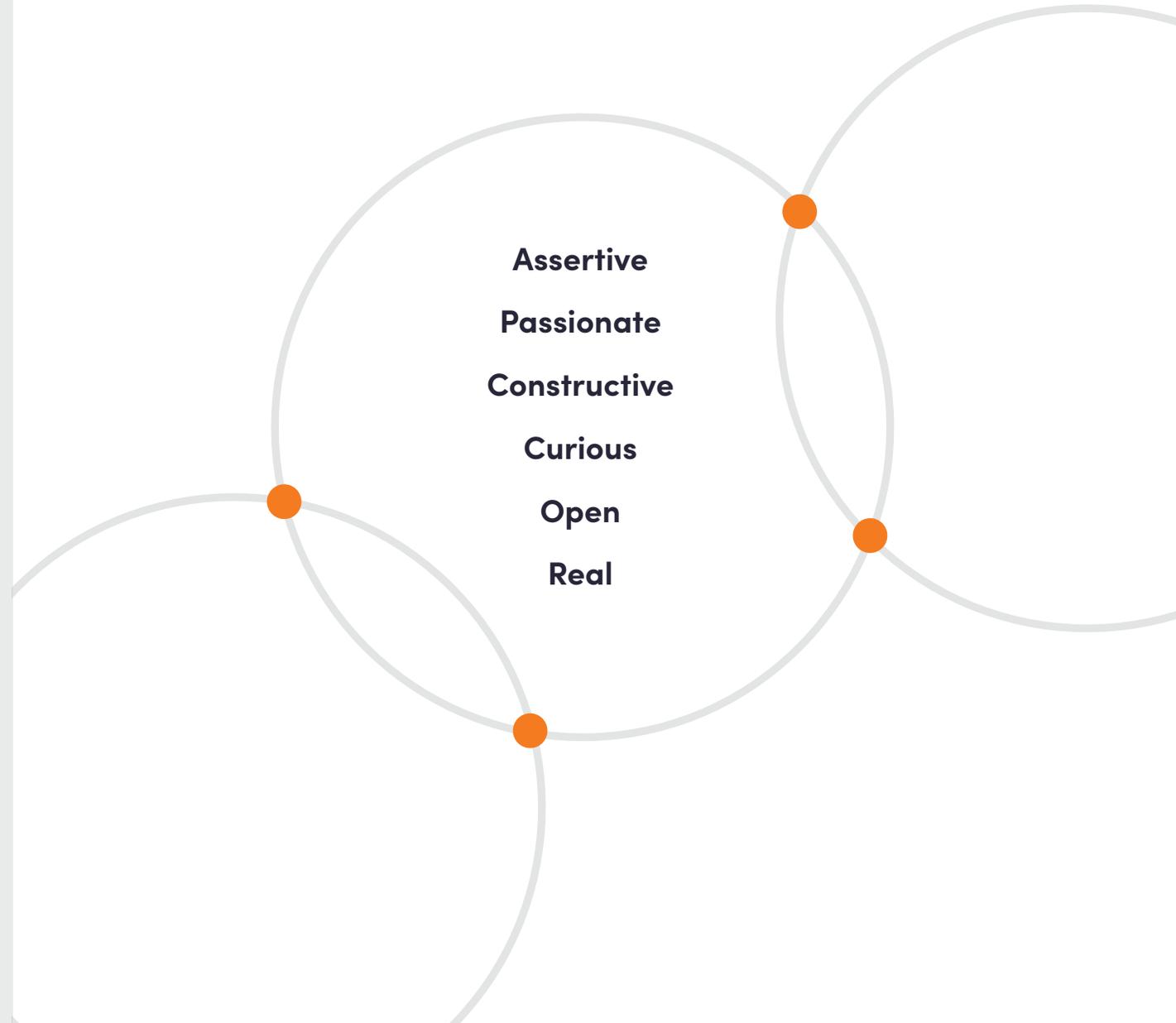
Style – how we write

How we write and represent ourselves visually, expresses our style.

This part of our style guide introduces how we write – our grammar, punctuation and formatting. The remainder of our Brand and style guide illustrates and explains how to apply our visual style to our communications.

All of government writing style
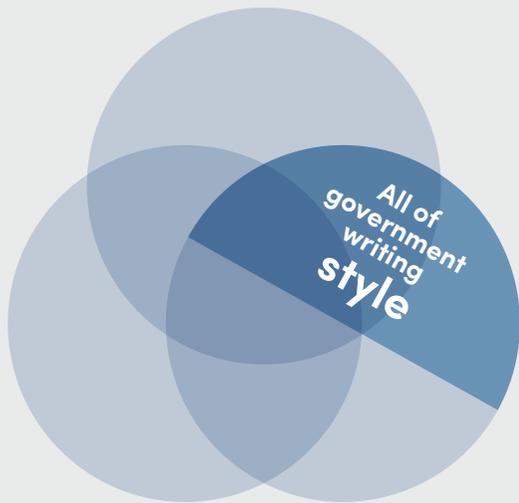
Grammar and punctuation

Grammar is the structure of language. You can think of it as word order and choice, or the way we put words together in sentences to form meaning. Punctuation refers to all the symbols that enhance sentences and add clarity.

Our writing style guide

We refer to the Govt.nz **Writing style guide** – an all-of-government standard for grammar and punctuation, writing with numbers and currency, and more.

References to the Social Wellbeing Agency

In first references, use 'the Social Wellbeing Agency'. In second and subsequent references use 'the Agency'.

Whilst externals will refer to us as with the acronym 'SWA', don't use the acronym SWA in our communications, verbal or written. The only acceptable exception is for articles regularly referencing more than one agency, such as Cabinet papers. In first references, use 'the Social Wellbeing Agency'. Then in second and subsequent references use the acronym 'SWA'.

Personify references to the work of the Agency and our people when authoring Agency material, using first person plural. I.e. At the Social Wellbeing Agency, we work to understand and do more of what really works, for better lives. Or: The Social Wellbeing Agency works to understand and do more of what really works, for better lives.

References to social wellbeing

When writing about social wellbeing don't use capitals, except when referring to the Social Wellbeing Agency.

Formatting

Formatting text

Our fonts used in Microsoft Word templates are:

Headings level 1–5
Arial Bold

Body text
Calibri Regular

Our visual **style**
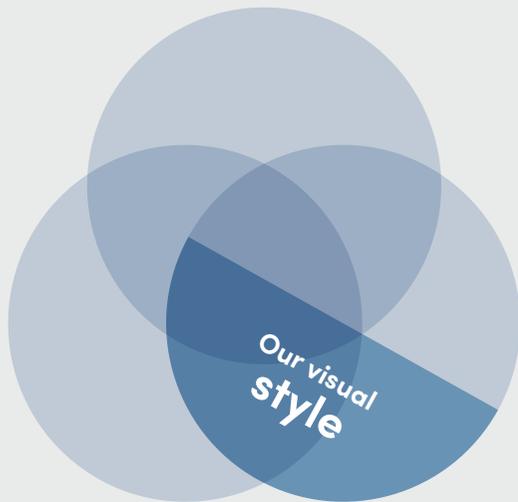
Introduction/SIA heading 1

Arial Bold 22pt, line spacing at least 26pt, space before 5.65pt, space after 14.2pt

Heading 2 (SIA heading 2)

Arial Bold 18pt, line spacing at least 22pt, space before 8.5pt, space after 5.65pt

Heading 3 (SIA heading 3)

Arial Bold 14pt, line spacing at least 16pt, space before 8.5pt, space after 5.65pt

Heading 4 (SIA heading 4)

Arial Bold 12pt, line spacing at least 15pt, space before 11.35pt, space after 5.65pt

Heading 5 (SIA heading 5)

Arial Bold 11pt, line spacing at least 14pt, space before 8.5pt, space after 5.65pt

Body text

Calibri Regular 12pt, line spacing at least 16pt, space before 0pt, space after 8.5pt

Bulleted lists

Use bulleted lists to list items or points, and numbered lists for processes where the order of steps is important.

Try to:

- keep lists short (2–7 items)
- only use 1 level of nesting.

There are 2 types of bulleted lists – single-sentence lists and multi-sentence lists.

Our visual style

Single-sentence lists:

- start with a stem sentence that all the points have in common
- start each point in lower case, and only use a full stop on the last point
- sometimes use 'and' or 'or' on the second-to-last point
- place a comma after the last word before the 'and' or 'or'
- check that each point makes a full sentence when read with the stem.

Multi-sentence lists are introduced by a complete sentence

- Each point in the list is also a complete sentence.
- Each point can be 1–3 sentences long.
- Each point begins with a capital letter and ends with a full stop.
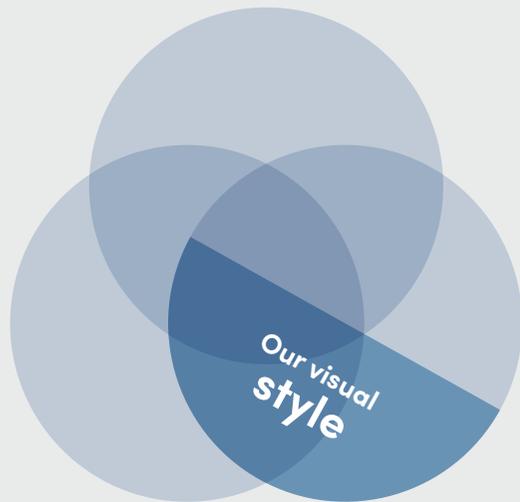
BULLETS

- **Bullets – level 1**

Calibri Regular 12pt, line spacing at least 16pt, space before 1.4pt, space after 4.25pt, 0.6cm hanging indent, bullet colour is Primary Blue

- **Bullets – level 2**

Calibri Regular 12pt, line spacing at least 16pt, space before 1.4pt, space after 4.25pt, 0.6cm left indent, 0.6cm hanging indent, bullet colour is Dark Grey

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NUMBERING

1. Numbered list – level 1

Calibri Regular 12pt, line spacing at least 16pt, space before 1.4pt, space after 4.25pt, 0.6cm hanging indent

  1.1. Number list – level 2

Calibri Regular 12pt, line spacing at least 16pt, space before 1.4pt, space after 4.25pt, 0.6cm left indent, 0.9cm hanging indent

    1.1.1. Number list – level 3

Calibri Regular 12pt, line spacing at least 16pt, space before 1.4pt, space after 4.25pt, 1.5cm left indent, 1.3cm hanging indent

Formatting tables and charts

When preparing charts refer to our chart builder to identify appropriate chart types for your data, and for guidance on styling and construction.

▶ **Go to chart builder**
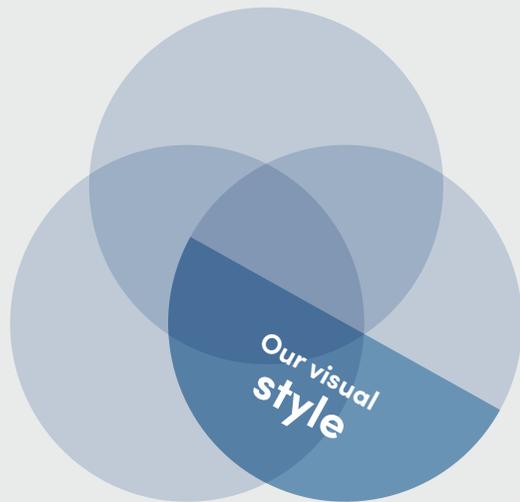
Our visual **style**

Axis: Calibri Regular 8pt

Headings: Arial bold

Graph colours: Use any of the Agency's blue, teal, green and grey tones – but select colours that are easy to differentiate. Orange and yellow tones should only be used when there is a need to draw attention to specific data points.

Chart Title
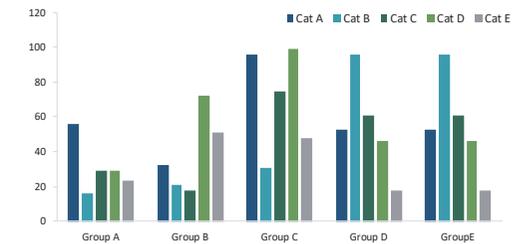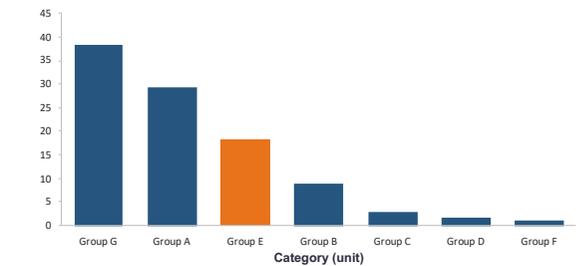
GENERIC TABLE STYLE

Table heading:
Arial Bold 10pt, Primary Blue, Orange or Teal text, single line spacing, 0.5 border top and bottom (same colour as text)

Table body:
Calibri Regular 10pt, line spacing at least 13pt, space before 4.25pt, space after 5.65pt

Table row divider line:
0.5pt, Light Grey

Table 1 Blue example		
Text here	Text here	Text here
Text here	Text here	Text here
Text here	Text here	Text here

Table 1 Teal example		
Text here	Text here	Text here
Text here	Text here	Text here
Text here	Text here	Text here

Table 1 Teal example		
Text here	Text here	Text here
Text here	Text here	Text here
Text here	Text here	Text here

Our brands

Our logos represent us at the highest level by acting as both identifiers and markers of quality.

They are the most consistent component of our communications.

Social Wellbeing Agency

Full colour versions – Primary usage

The primary colour option for our logo is Corporate Blue. It is for use on white or light coloured backgrounds.

Reversed version – Acceptable usage

The logo is also available in white on a background of Corporate Blue. This version is for use in design applications, such as banners or headers and footers for web, digital and print material.

The logo can be reversed out to white for use on darker backgrounds and images.

Where necessary for design purposes, external organisations may publish our logo in black or white on coloured backgrounds and images.

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

Logo guidelines

Clear space

Make sure to allow plenty of space between our logo and other elements. The minimum clear space is based on the width of the 'W' in the word Wellbeing.

Sizes

The preffered size for A4 print documents is 60mm wide. Minimum size is 30mm wide for print applications and 160px wide for digital applications.

Restrictions

Our logo cannot be altered in any way. Don't recolour, stretch, rotate or resize the proportions. The logo should always have strong contrast against its background.

SOCIAL WWELLBEING AGENCY | TOI HAU TĀNGATA

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

30mm

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

160 pixels

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

SOCIAL WELLBEING AGENCY

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA

Logo lockup with NZ Government logo

Use of the NZ Government logo is required

The NZ Government logo must be on the front or back cover of all public facing material. Placement is always in the bottom right corner.

Preferred placement

Ideally the NZ Government logo is featured on the front cover of material. Optionally, it may also feature a second time on the back cover of material.

Acceptable placement

The logo can, in limited circumstances, feature only on the back cover of material. Limiting placement to the back cover only is useful in some co-branded situations, where adding an additional logo to the front cover would clutter the design or confuse authorship.

Further guidance

Full guidance on use of the NZ Government logo and design files including a reo Māori version are available at ssc.govt.nz/govt-brand.

Heading

Vel eario illoribus dustota tumque vel modis esenis autate pratibus quo explam et renis magnimin con rerum, que millam fuga. Ut milless itatis quam ratet eatecto blation

Heading

Vel eario illoribus dustota tumque vel modis esenis autate pratibus quo explam et renis magnimin con rerum, que millam fuga. Ut milless itatis quam ratet eatecto blation

Logo and partnerships

When our logo appears on a communication with another logo the Social Wellbeing Agency logo should always come first. The partnership logo should always be the same height as the Social Wellbeing Agency logo, or smaller.

Ensure there is plenty of clear space (at least the width of the word "HAU") between the logos to maintain its integrity.

Heading

Vel eario illoribus dustota tumque vel modis esenis autate pratibus quo explam et renis magnimin con rerum, que millam fuga. Ut milless itatis quam ratet eatecto blation

Data Exchange

The circular exchange graphic symbolises the safe and secure exchange of data within the platform.

Data Exchange lockup

The Data Exchange logo is always to be used in with the Social Wellbeing Agency logo. It is provided only in the two logo lockup, as shown.

On darker backgrounds and images the Social Wellbeing Agency logo and the words "Data Exchange" can be reversed to white. The circular graphic must be reproduced in full colour.

Placement, size and restrictions

Preferred placement is the top right corner.

Minimum size is 15mm tall for print applications and 80px tall for digital applications.

The logo and lockup cannot be altered in any way.

Data exchange graphics

The cogs, wave banner, and person at a laptop with dashboard are graphic properties associated with the Data Exchange. The blue wave banner is exclusive to the Data Exchange and must not be used elsewhere.

Eightwire logo

Eightwire's logo should be produced in full colour or reversed to white. Follow the partner logo guidelines on the preceding pages.

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA — Data Exchange

This is a report title

Subtitle subtitle

November 2018

eightwire

New Zealand Government
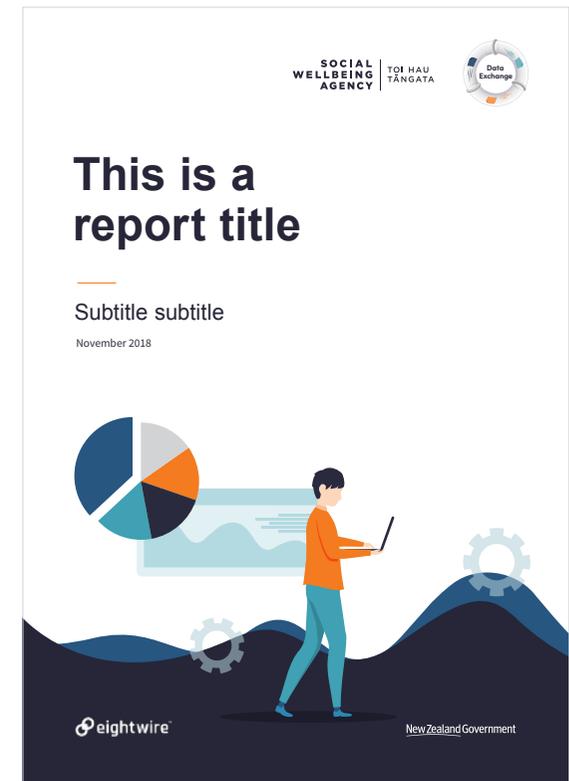
The Hub

The circular graphic symbolises the sharing of information between people. It depicts two people facing each other, embracing knowledge and information for social sector decision making.

The Hub lockup

The Hub logo is always to be used with the Social Wellbeing Agency logo. It is provided only in the two logo lockup, as shown.

Full colour version – Primary usage

The 'primary orange' colour option is for use on white or light coloured backgrounds.

Pale and reversed versions – Acceptable usage

The 'pale orange' logo is available for use on darker backgrounds and images (preferred). The logo can be reversed to white (acceptable).

Placement, size and restrictions

Preferred placement is the top left corner.

Minimum size is 13mm tall for print applications and 80px tall for digital applications.

The logo and lockup cannot be altered in any way.

Colours

The Hub's colour palette is limited to the blue and orange colours and tones in the Agency's palette i.e. SWA Corporate Dark Blue; SWA Primary Blue; SWA Light Blue; SWA Dark Orange and; SWA Primary Orange.
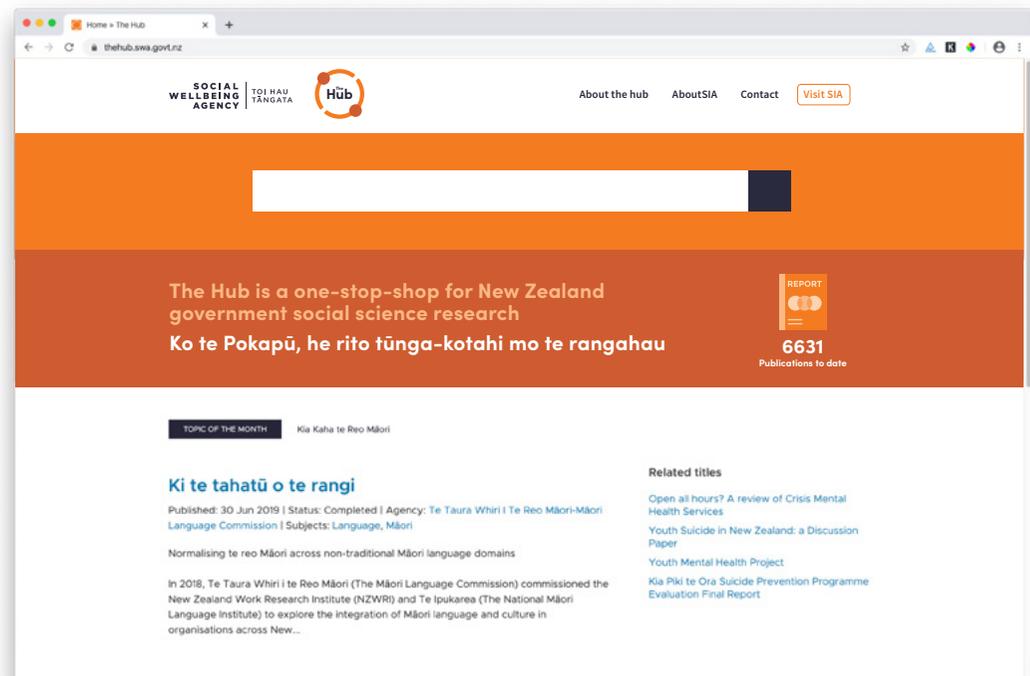
The Hub home page mock up

Typography

Our typography communicates clearly and cleanly and suits a wide range of applications.

We have different typefaces for professional design work, web, and work produced internally.

Our type faces are for use across all Agency brands.

Typefaces for design work and web

Display typeface

Sofia Pro is our typeface for headings and larger text in all external communication. The geometric letter forms bring in a sense of personality and set a friendly and inviting tone.

This typeface is available on Adobe Fonts for print and digital use (requires Adobe license).

Body typeface

Source Sans Pro is a typeface with high readability in smaller sizes and is our supporting typeface for body text and smaller sized text in all external communication, including websites.

Source Sans Pro is an open source typeface available for print and digital use. Download it at **fonts.google.com/specimen/Source+Sans+Pro**.

Bold
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Regular
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Medium
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Light
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

SOURCE SANS PRO (external body typeface)

Bold
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Regular
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Semibold
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Light
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Internal typefaces

Arial and Calibri are our internal typefaces and are available on all Microsoft software. These typefaces should only be used for internal communications or when the *Sofia Pro* and *Source Sans Pro* typefaces are not available.

Semibold
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Bold
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Regular
aābcdeēfghijklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIJKLMNOŌPQRSTUŪVWXYZ
0123456789&

Colour

Our colours are recognisable aspects of our brand identity. They are bold and reflect the diversity of the social system and our audience.

Using colour effectively is one of the easiest ways to give our communications materials a cohesive Agency image or visual story.

Agency colour palette

Our complete colour palette is made up of primary and supporting colours. Each is provided in different tones to create depth and more engaging page layouts and graphics. Our core Agency colours are *Corporate Dark Blue, Primary Blue, Primary Orange* and *Primary Teal* (indicated to the right by a star).

**The Agency palette** applies to the Social Wellbeing Agency and Data Exchange brands.

The Hub's colour palette is limited to the blue and orange colours and tones in the Agency's palette i.e. SWA Corporate Dark Blue; SWA Primary Blue; SWA Light Blue; SWA Dark Orange and; SWA Primary Orange.

The Data Protection and Use programme has its own colour palette – refer next page.

SWA Corporate Dark Blue ⭐
PMS: 2965C
CMYK: C 82, M 77, Y 51, K 57
RGB: R 42, G 42, B 62
HEX: #2a2a3e

SWA Dark Orange
PMS: 159C
CMYK: C 0, M 72, Y 85, K 17
RGB: R 206, G 92, B 48
HEX: #ce5b30

SWA Dark Teal
PMS: 7474C
CMYK: C 87, M 40, Y 42, K 11
RGB: R 0, G 122, B 135
HEX: #007a87

SWA Primary Blue ⭐
PMS: 647C
CMYK: C 89, M 63, Y 24, K 17
RGB: R 38, G 86, B 127
HEX: #26567f

SWA Primary Orange ⭐
PMS: 158C
CMYK: C 0, M 64, Y 100, K 0
RGB: R 232, G 115, B 27
HEX: #E8731B

30%

SWA Primary Teal ⭐
PMS: 631C
CMYK: C 72, M 20, Y 26, K 0
RGB: R 58, G 156, B 174
HEX: #3a9cae

30%

SWA Light Blue
PMS: 646C
CMYK: C 80, M 38, Y 14, K 0
RGB: R 44, G 134, B 180
HEX: #2c86b4

30%

SWA Dark Grey
PMS: Cool Grey 7C
CMYK: C 20, M 15, Y 11, K 30
RGB: R 151, G 154, B 160
HEX: #979aa0

SWA Dark Green
PMS: 555C
CMYK: C 65, M 16, Y 53, K 45
RGB: R 55, G 107, B 89
HEX: #366a59

SWA Dark Yellow
PMS: 131C
CMYK: C 11, M 42, Y 100, K 2
RGB: R 220, G 152, B 37
HEX: #db9824

SWA Light Grey
PMS: Cool Grey 3C
CMYK: C 8, M 5, Y 6, K 16
RGB: R 199, G 201, B 201
HEX: #c6c8c9

30%

SWA Primary Green
PMS: 7489C
CMYK: C 59, M 16, Y 76, K 10
RGB: R 108, G 155, B 95
HEX: #6b9b5f

30%

SWA Primary Yellow
PMS: 124
CMYK: C 2, M 30, Y 90, K 0
RGB: R 247, G 183, B 53
HEX: #f6b735

30%

Data Protection and Use programme palette

The Data Protection and Use programme has its own colour palette. Its core colour is the same as the Agency's Primary Orange.

SWA Primary Orange
PMS: 158C
CMYK: C 0, M 64, Y 100, K 0
RGB: R 232, G 115, B 27
HEX: #E8731B

SWA Corporate Dark Blue
PMS: 2965C
CMYK: C 82, M 77, Y 51, K 57
RGB: R 42, G 42, B 62
HEX: #2a2a3e

DPUP Teal
CMYK: C 73, M 33, Y 36, K 3
RGB: R 75, G 145, B 159
HEX: #4B919F

DPUP Green
CMYK: C 50, M 31, Y 78, K 8
RGB: R 140, G 150, B 90
HEX: #8c965a

SWA Primary Blue
PMS: 647C
CMYK: C 89, M 63, Y 24, K 17
RGB: R 38, G 86, B 127
HEX: #26567f

SWA Dark Grey
PMS: Cool Grey 7C
CMYK: C 20, M 15, Y 11, K 30
RGB: R 151, G 154, B 160
HEX: #979aa0

DPUP Pink
CMYK: C 40, M 84, Y 35, K 9
RGB: R 150, G 70, B 110
HEX: #96466e

Graphics

We've a suite of graphic tools — illustrations, iconography, photography and design treatments — that make us recognisable with a unique look. They add visual interest and enhance our storytelling.

Our photography is a key tool for showing the diversity of the social system and the people making up our communities. It captures the aspirational spirit of our work, our people and values, and connects with audiences in ways that words alone, can't.

Go to image library

Analytical dots

About the design element

This design represents the role of data and data analysis in developing evidence informed insights. It is well suited to work associated with analysis and analytics.

The many small dots individually represent data points, or individuals. Cumulatively, the dots represent data patterns and trends, and the modelling of significant points in people's lives.

The varied colours represent the diversity of individuals and communities.

Use

The element may be used vertically or horizontally, in whole. It should not be resized. It is designed so that it's edges can optionally extend beyond the margins of the page.
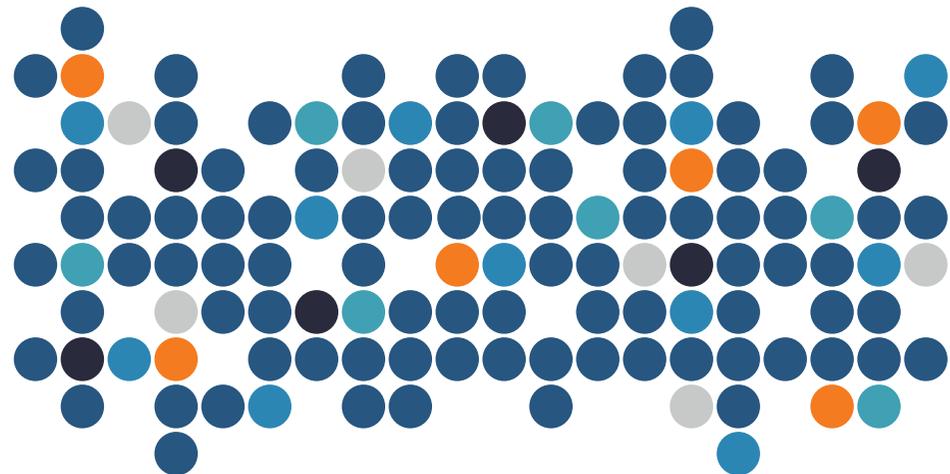
Application samples – Analytical dots

SOCIAL
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AGENCY | TĀNGATA

New Zealand Government

SOCIAL
WELLBEING | TOI HAU
AGENCY | TĀNGATA

New Zealand Government

November 2018

This is a
report title

Subtitle subtitle

SOCIAL
WELLBEING | ORANGA
AGENCY | TĀNGATA

New Zealand Government

**Together we can
understand and do
more of what really
works, for better lives.**
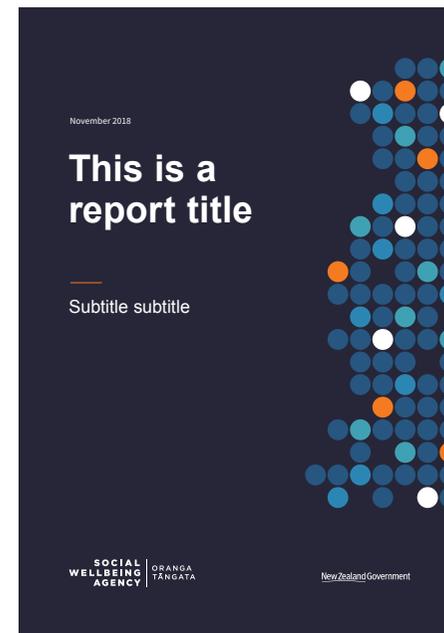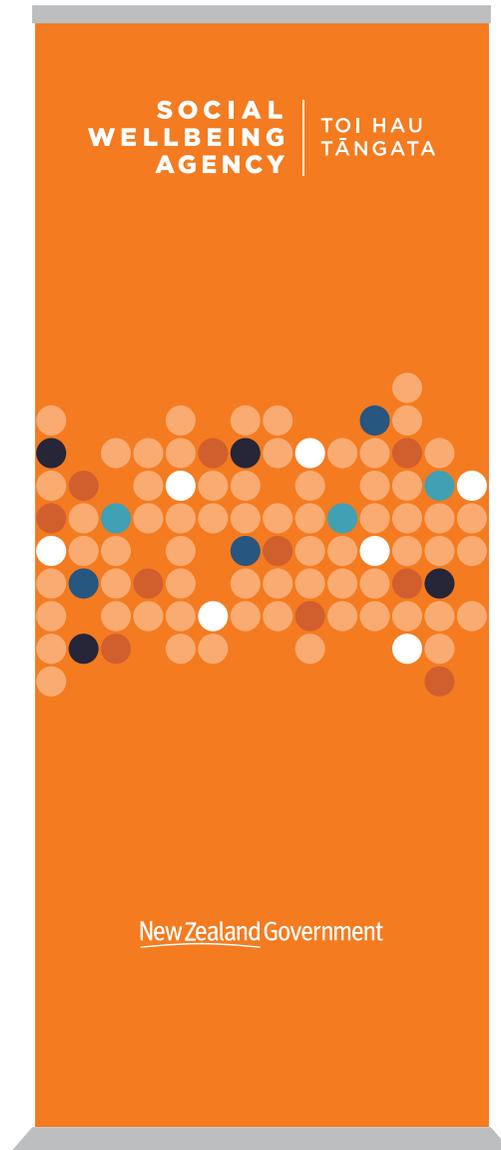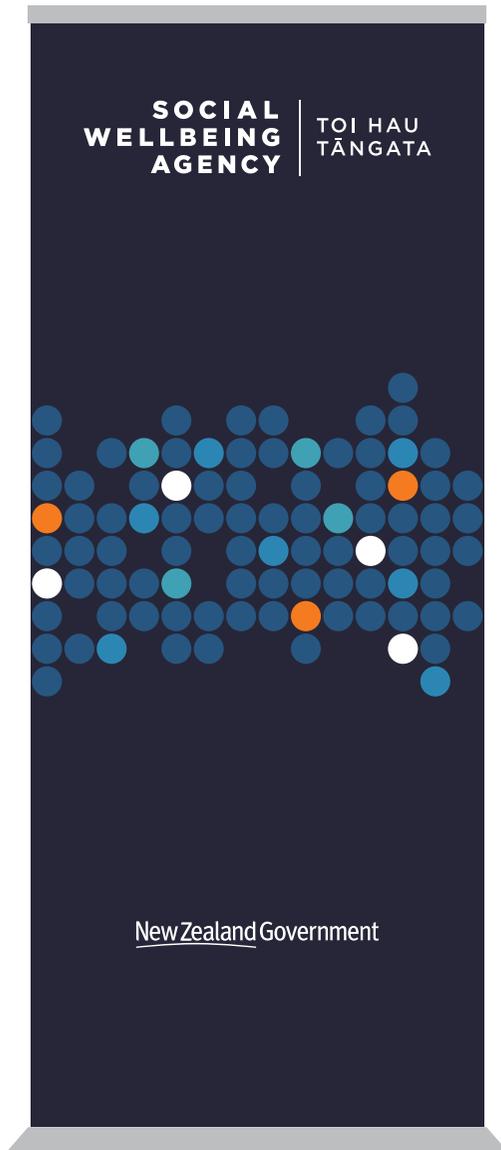
Insight circles

About the design element

This design represents our mandate to bring the whole of New Zealand's social system into view, and to bring players and componentry together to enable the creation of new social sector evidence, insights and innovation. It is well suited to work associated with the production of insights.

The oversize format of the circles represents 'the big picture' – a whole system view of what really works for better lives.

The varied colours represent the diverse value players and components of the social system bring, to social system decision making and practice. Every part contributes system value and has an important part to play in delivering the full range of supports New Zealanders need to live full and meaningful lives.

The intersection of the circles represents new insights and innovations coming to light, and which intersect across the system – as we meld the intelligence and supports of the system.

The transparent tones reflect the value the Agency and system places on transparency.

Use

The elements are designed to be large format and should not be resized. Each end of the design should extend over the margins of the page.

The multi sized circles (horizontal variant) particularly celebrates system diversity. It illustrates the reality that different parts of the social system are different sizes, have differing objectives and have differing weights of influence on decision making and practice. It also conveys that there will always be a range of perspectives across the social system – that those perspectives will not always align but represent the multi-faceted needs or objectives of the system.

Application samples – Insight circles

Network rings

About the design element

This design represents interconnected networks and the confluence of relationships and information at intersections. It is well suited to work associated with sector engagement.

Use

It is intended primarily as a design treatment for use by design professionals, to add depth and Agency personality to material. It can also be used sparingly on photographic or text heavy material like posters, to draw reader focus toward important aspects of a photograph, or contextual information.

The element may be used at any angle and its edges can optionally extend beyond the margins of the page. It is designed to be large format and should not be resized.

APPLICATION SAMPLES

Towards better social sector decision making and practice

A social wellbeing approach

This is a Social Wellbeing Event

22 March 2020

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22 March 2020
9.30–11.30am

Conference hall A
Street name
Wellington

FREE ADMISSION

Agency values

Our values personify what our Agency stands for.

They are a practical tool and a figurative touchstone guiding how we show up at work. They give expression to our approach to work together with the wider social system. And they match those things we strive to honour — and what people can fairly expect of us — with every piece of good work we deliver.

Use

Minimum size for each value graphic is 18mm wide for print applications and 200px wide for digital applications.

At a minimum, value graphics should always be represented along with their title i.e 'Tāngata' and strapline i.e. 'We're about people'.

TĀNGATA

We're about people

People will do better, sooner and for longer, when the social system works in partnership, acting on better evidence to develop and deliver services.

MANAWA MĀUI

We're a catalyst for change

We challenge the status quo constructively and seek better ways of doing things. We help create change to improve lives through different approaches.

TAUNAKITANGA

We influence through evidence

We use evidence to influence positive change for New Zealanders.

PUARETANGA

We're transparent by nature

We will share what we're doing, how we're doing it, and what we learn.

Application samples – Agency values

INTERNAL BEHAVIOURS POSTERS

TĀNGATA
We're about people
People will do better, sooner and for longer, when the social system works in partnership, acting on better evidence to develop and deliver services.

TĀNGATA
We're about people

MANAWA MĀUI
We are a catalyst for change

TAUNAKITANGA
We influence through evidence

PUARETANGA
We're transparent by nature

We put people first

We're inclusive, we listen to others and understand that our differences are our strengths

We develop relationships to support development and delivery

We're kind

We're accountable and personally responsible for our actions

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

MANAWA MĀUI
We are a catalyst for change
We challenge the status quo constructively and seek better ways of doing things. We help create change to improve lives through different approaches.

TĀNGATA
We're about people

MANAWA MĀUI
We are a catalyst for change

TAUNAKITANGA
We influence through evidence

PUARETANGA
We're transparent by nature

We back ourselves and each other

We plan and set priorities well

We're curious, courageous and willing to step into the unknown

We come with solutions

We own the deliverable not just the task

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

TAUNAKITANGA
We influence through evidence
We use evidence to influence positive change for New Zealanders.

TĀNGATA
We're about people

MANAWA MĀUI
We are a catalyst for change

TAUNAKITANGA
We influence through evidence

PUARETANGA
We're transparent by nature

We measure our progress

We take the time to find the evidence

We seek and act on constructive feedback

We enable better sector and system performance

We constructively challenge our practice and then innovate

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

PUARETANGA
We're transparent by nature
We will share what we're doing, how we are doing it, and what we learn.

TĀNGATA
We're about people

MANAWA MĀUI
We are a catalyst for change

TAUNAKITANGA
We influence through evidence

PUARETANGA
We're transparent by nature

We communicate openly, clearly, concisely and effectively

We work together so everyone succeeds

We're open to new ideas, learning, feedback and doing things differently

We own, fix and learn from mistakes

We share relevant information with others

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

EXTERNAL POSTERS

TĀNGATA
We're about people

TĀNGATA
We're about people

MANAWA MĀUI
We are a catalyst for change

TAUNAKITANGA
We influence through evidence

PUARETANGA
We're transparent by nature

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

MANAWA MĀUI
We are a catalyst for change
We challenge the status quo constructively and seek better ways of doing things. We help create change to improve lives through different approaches.

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

TAUNAKITANGA
We influence through evidence
We use evidence to influence positive change for New Zealanders.

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

PUARETANGA
We're transparent by nature
We will share what we're doing, how we're doing it, and what we learn.

SOCIAL WELLBEING AGENCY | TOI HAU TĀNGATA   New Zealand Government

VERTICAL LOCKUP

TĀNGATA
We're about people
People will do better, sooner and for longer, when the social system works in partnership, acting on better evidence to develop and deliver services.

MANAWA MĀUI
We are a catalyst for change
We challenge the status quo constructively and seek better ways of doing things. We help create change to improve lives through different approaches.

TAUNAKITANGA
We influence through evidence
We use evidence to influence positive change for New Zealanders.

PUARETANGA
We're transparent by nature
We will share what we're doing, how we're doing it, and what we learn.

HORIZONTAL LOCKUP

TĀNGATA
We're about people
People will do better, sooner and for longer, when the social system works in partnership, acting on better evidence to develop and deliver services.

MANAWA MĀUI
We are a catalyst for change
We challenge the status quo constructively and seek better ways of doing things. We help create change to improve lives through different approaches.

TAUNAKITANGA
We influence through evidence
We use evidence to influence positive change for New Zealanders.

PUARETANGA
We're transparent by nature
We will share what we're doing, how we're doing it, and what we learn.

Iconography

This is the set style for the Agency's iconography. Icons are available in orange, blue and teal. The New Zealand Treasury's Wellbeing Domains have been redrawn to match our style and are available exclusively in green.

Use

Always use the icons on a white or light background and ensure the minimum height is never less than 10mm.

Additional icons

Additional icons can be prepared by our design agency as required.
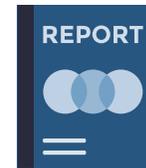
Icon library

SOCIAL SECTOR

Health	Justice	Education
Corrections	Housing	Child Welfare
Māori-Crown Affairs	Welfare / Social Development	Gender Affairs
Women's Affairs	Ethnic Affairs	Support Services
Central Government Agencies		

JUSTICE SECTOR

Policing
Courts
Reintegration

EDUCATION SECTOR

Early Childhood Education
Primary/ Secondary Education
Tertiary / Higher Education

ORGANISATION CLASVSIFICTION

Government Social Sector Agencies
Non-Government Social Sector / NGOs

BUILDINGS/DWELLINGS

Wharenui
State Housing
Hospital

GEOGRAPHY

International/ Asia
International/ Australasia
International/ Europe
Domestic NZ
Domestic NZ with Auckland Point
North Island
North Island with Auckland Point
North Island with Wellington point
South Island
South Island with Christchurch point
Location Marker

ETHNIC COMMUNITY

Pacific Community
Māori Community

FINANCIAL

Assets
Liabilities
Revenue
Expenditure
Investment
Financial Planning

PROGRAMME

Report
On Target
Delivery/ Due Date
Risk
Opportunity
Early Intervention

PROCESS

Two-way Arrows

Left Arrow

Right Arrow

Cycle Loop

Location Marker

Process Cogs

Signpost

ANALYTICS

Trending Up

Trending Down

No Change

Pie Chart / Proportion

Venn Diagram

PARTNERSHIP AND COLLABORATION

Collaboration

Two-way Communication

Co-production/ Co-design

Partnership

Networks

Engagement

TE WHARE TAPA WHĀ MODEL

Te Whare Tapa Whā: Māori Health Model

Taha Hinengaro: Psychological Health

Taha Wairua: Spiritual Health

Taha Tinana: Physical Health

Taha Whānau: Family Health

EVIDENCE INFORMED INSIGHTS

Insights

Research

Methods

Tools

Data Analytics

Science

Lived Experience

Evidence Informed Insights

Personal Information

DATA INFRASTRUCTURE

Cloud Data Storage

Secure Data Exchange

Data Exchange

NZ TREASURY – WELLBEING DOMAINS

Civic Engagement and Governance

Cultural Identity

Environment

Health

Housing

Income and Consumption

Jobs and Earnings

Knowledge and Skills

Safety

Social Connections

Subjective Wellbeing

Time-use

Illustration style

Our illustration style utilises our primary colours. Its bright, simplified forms give contemporary expression to the people making up our families, whānau and communities.

Use

Always use the illustrations on a white or light background and ensure the minimum height is never less than 25mm or 300 pixels.

Do not stretch or recolour the illustrations.

Image style

Photographic style

Our photography is a key tool for showing the diversity of the social system and the people making up our communities. It captures the aspirational spirit of our work, our people and values, and connects with audiences in ways that words alone, can't.

Use

Carefully crop images to focus on the subject. Colour correction services can be provided by our design agency. Always err on the side of warmer tones rather than cooler ones.

Additional photography

New photographic assets can be purchased and added to our image library by arrangement with your communications advisor.

Our photography always shows people and environments that are healthy and well, and which reflect New Zealand communities, environments and pastimes. Key words associated with images include:

- Growth, freedom, aspiration
- Accessibility and inclusiveness
- Healthy and well
- Togetherness – not isolated or individualistic
- Community, whānau or family units
- Cultural diversity – reflecting New Zealand communities

Our toolkit

Our online toolkit equips you with what's needed
to represent the Agency and the good work you do,
professionally and effortlessly.

It includes our Microsoft suite of Word, PowerPoint and
Excel templates, and our image library of graphic design
assets, illustrations, iconography and photography.

Go to toolkit

Toolkit

Stationery and corporate documentation

- Social Wellbeing Agency

Info sheets

- Social Wellbeing Agency
- Data Protection and Use programme
- Data Exchange

Reports

- Social Wellbeing Agency
- Data Protection and Use programme
- Data Exchange
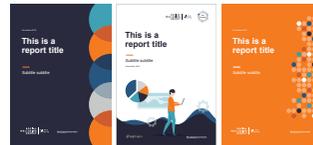
Chart builder

- Social Wellbeing Agency

Visual reporting presentations

- Social Wellbeing Agency

PowerPoint presentations

- Social Wellbeing Agency
- Data Exchange

Digital newsletter templates

- Social Wellbeing Agency
- Data Protection and Use programme

Stationery

- Social Wellbeing Board

Image library

- Social Wellbeing Agency
- Data Exchange
- The Hub

Additional guidance

Writing style guide – Govt.nz

An all-of-government standard for grammar and punctuation, writing with numbers and currency, and more.

🔗 **govt.nz/about/about-this-website/style-and-design/the-govt-nz-style-guide**

Referencing style – Stats NZ

Guidance for crediting sources, including the creation of reference lists and in-text citation. See Stats NZ's Style Manual, sections 12 and 13 (page 55-62).

🔗 **archive.stats.govt.nz/about_us/what-we-do/our-publications/style-guides/style-manual.aspx**

Data visualisation – UK Office for National Statistics

Guidance for creating charts and tables and best practice for using colour in your work.

🔗 **style.ons.gov.uk/category/data-visualisation**

Māori–English, English–Māori Dictionary

🔗 **maoridictionary.co.nz**

Our design agency

Mark Creative

Experts in digital, print, animation and branding, Mark Creative are members of the all-of-government Advertising and Design Services Panels and the cross-government Web Services Panel.

🔗 **markcreative.nz**
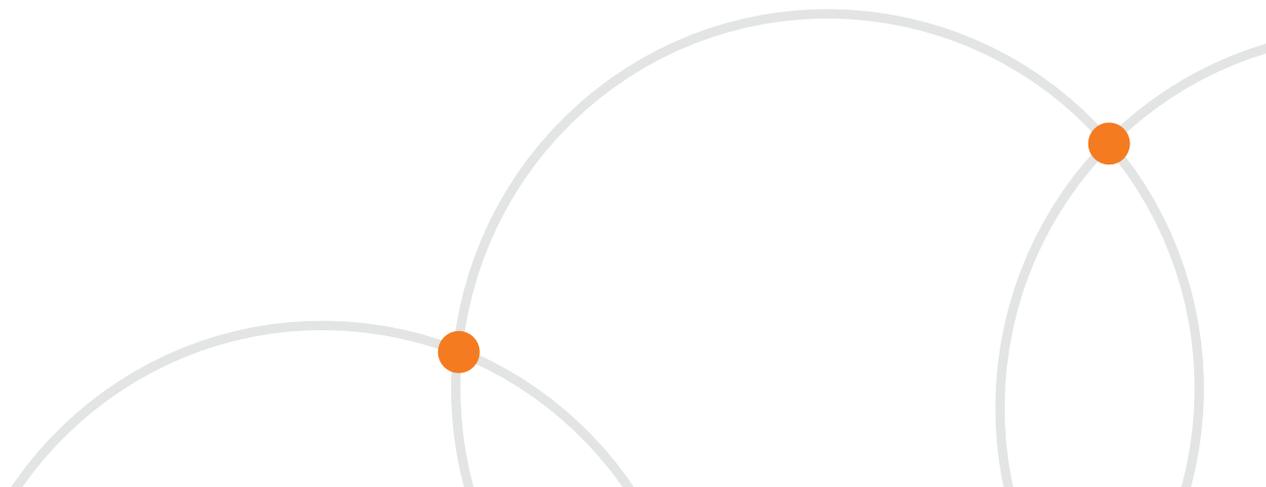
For more information

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