

Our Brand

DEAF AOTEAROA'S BRAND GUIDELINES

UPDATED MARCH 2026 : VERSION 1.2



“This document serves as a guide to how we expand our brand. It is designed for use by agencies who create communications for our organisations. If you have any questions about the Deaf Aotearoa Brand/Visual Identity, please direct them to our Communications Manager, refer to the back of this document for contact details.”

LACHLAN KEATING
Chief Executive

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1.0 Our Branding



Our Logo

1.1

Our logo is the most important part of the new Deaf Aotearoa brand. It is the most visible asset and will be the most reproduced element.

Full Colour Logo

This is our preferred version of the logo and should be used whenever possible. This version best represents the Deaf Aotearoa brand.

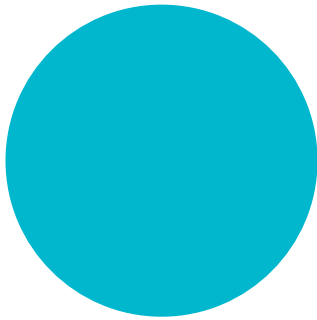


Deaf
AOTEAROA
TĀNGATA TURI

Our Colours

1.2

These are the colours of our brand. Follow these breakdowns to ensure our colours are printed accurately.

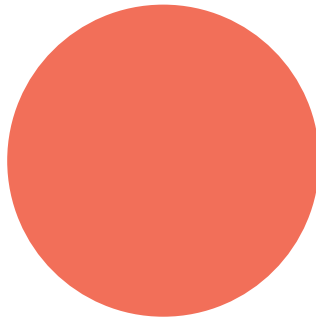


Pantone 'Spot Colour'
PMS 3125

RGB 'On-Screen Colour'
R0.G170.B200

CMYK 'Print Colour'
C80.M0.Y20.K0

Hex Code: #00AAC8

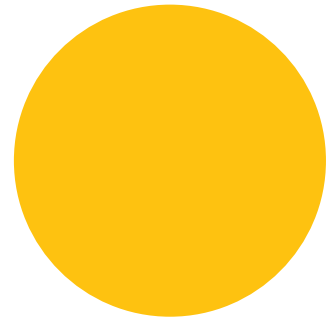


Pantone 'Spot Colour'
PMS 172

RGB 'On-Screen Colour'
R255.G100.B75

CMYK 'Print Colour'
C0.M70.Y65.K0

Hex Code: #FF644B

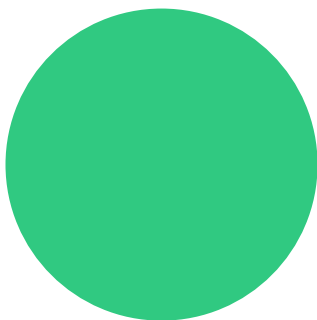


Pantone 'Spot Colour'
PMS 116

RGB 'On-Screen Colour'
R255.G195.B15

CMYK 'Print Colour'
C0.M25.Y100.K0

Hex Code: #FFC30F

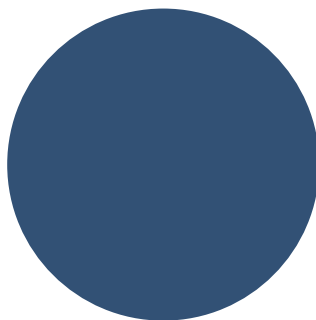


Pantone 'Spot Colour'
PMS 7479

RGB 'On-Screen Colour'
R30.G200.B125

CMYK 'Print Colour'
C65.M0.Y73.K0

Hex Code: #1EC87D



Pantone 'Spot Colour'
PMS 295

RGB 'On-Screen Colour'
R50.G80.B120

CMYK 'Print Colour'
C85.M65.Y30.K20

Hex Code: #325078

Other Logo Versions

1.3

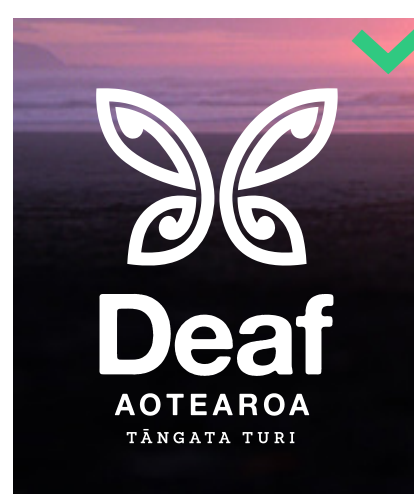
There are times when reversing out the logo ensures clarity, this might happen when a background is too dark, or when placed on an image that is too busy. Occasionally, you may not have the use of full colour so a black or white only logo is required.

Reversed Logo

This logo is used when the background colours or images are too dark for the full colour version.

Be sure not to use this logo on backgrounds that are too light, or that affect the integrity of our logo.

If the full colour logo is not suitable, the logo can **ONLY** be used in reversed white in its entirety. Do not use a mix of the full colour and the reversed logos.



Black Logo

This logo is used sparingly and when colour is not available. Do not reproduce in any colour other than Black.



Our Logo on Colours/Images 1.4

The full colour logo can be used on white and light backgrounds or on photography when suitable. When a background or photograph becomes too complicated or dark in tone, you should use the reversed version of the logo (see previous page).

Logo Do's



Logo Dont's



Minimum Clearspace

1.5

It is important that our logo is always highly visible. In order to ensure our logo does not become lost or too hard to read, there is a recommended minimum clearspace around our logo.



Minimum Sizes

The minimum size guide ensures that our logo is clearly visible. If the logo size compromises the readability of the Māori tagline, then it can be removed after liaising with our Communications Manager for signoff (see last page). If possible, please ensure the logo is used larger than the minimum size.



2.0

The Deaf Aotearoa Family of Sub-brands



GOVERNANCE



SERVICE



PRODUCT

The Deaf Aotearoa Board

2.1

The Deaf Aotearoa Board is the overarching governance entity for Deaf Aotearoa. To reflect the duties and responsibilities of the Board, the logo reflects a more moderate and corporate feel, using the core turquoise colour for a refined and appropriate mark.



Minimum Size

The minimum size guide ensures that our logo is clearly visible.



Reversed Logo

Use the reversed logo when the background is too dark or busy to ensure strong visibility.



Black Logo

This logo is used sparingly and when colour is not available. Do not reproduce in any colour other than Black.



Our Service Brands

2.2

The butterfly is featured in a limited colour palette for each of our Service Brands. For First Signs, there is a primary palette of red and yellow; for Youth Service, our turquoise and green give the butterfly a youthful feel. The logos are always tied back to the main Deaf brand via the 'Deaf Aotearoa' tagline underneath.



Minimum Size

The minimum size guide ensures that our logo is clearly visible.



Reversed Logo

Use the reversed logo when the background is too dark or busy to ensure strong visibility.



Black Logo

This logo is used sparingly and when colour is not available. Do not reproduce in any colour other than Black.



Our Product Brand

2.3

iSign is our NZSL interpreter service and sits one step further from the main Deaf Aotearoa brand. Product brands need not feature the butterfly, but must have the 'Deaf Aotearoa' tagline to tie it back to our main brand.



Minimum Size

The minimum size guide ensures that our logo is clearly visible.



Reversed Logo

Use the reversed logo when the background is too dark or busy to ensure strong visibility.



Black Logo

This logo is used sparingly and when colour is not available. Do not reproduce in any colour other than Black.



3.0 NZSL Week Logo



Our NZSL Week Logo 3.1

This is the campaign logo used to brand a special week in the Deaf Aotearoa calendar. It is important we follow these guidelines to ensure the integrity of our logo is not compromised. Note: the dates will update annually.

Full Colour Logos

The colours used in our full colour logos have been derived from our Deaf Aotearoa colour palette. Please do not alter the logos in any way.

Please see 3.4 for minimum size requirements prior to applying these logos.

Master Colour Logo (no dates)



Master Colour Logo (with dates)



Black Logo Suite

3.2

These two logos are our preferred logos for use, when full colour is not permitted and you are printing black only.

Black Logos

This logo is used sparingly and when colour is not available. Do not reproduce in any colour other than Black.

Master Black Logo (no dates)



Master Black Logo (with dates)



Reversed Logo Suite

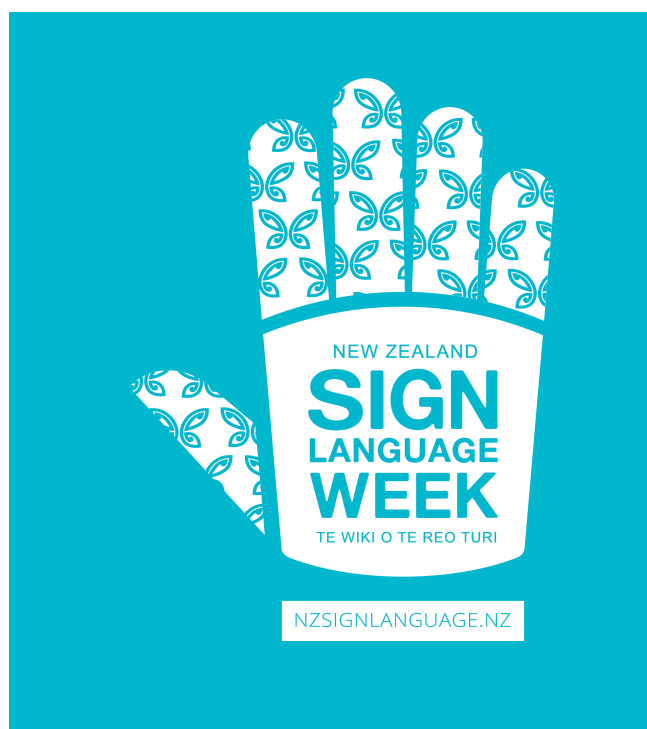
3.3

These are our reversed logos for use on a coloured background when our full colour logo would not be visible.

Reversed Logos

Use the reversed logo when the background is too dark or busy to ensure strong visibility.

Master Reversed Logo (no dates)



Master Reversed Logo (with dates)



Minimum Sizes

3.4

The minimum size guide ensures that our logo can always be seen. Always make sure our logo is used 'loud and proud'.

Minimum Sizes

The minimum size on this page applies to black and reversed logos as well. Should you need to use the Master logo with or without dates smaller than these minimum sizes, please use the Small Reproduction Only logo.

Master Logo (no dates)



Master Logo (with dates)



Minimum Clearspace

3.5

It is important that our logo is always highly visible. To ensure our logo does not become too cluttered or hard to read, please follow this minimum clearspace guide around our logos at all times.

Minimum Clearspace

The minimum clearspace on this page applies to black and reversed logos as well.

Master Logo (no dates)



Master Logo (with dates)



Choosing the Right Logo

4.0

Our logo is available in a variety of different file formats. The descriptions below should help you find the right folder and choose the best logo for your application.

SPOT

Logos for Pantone or 'spot colour' printing. (.eps or .ai files)

CMYK

Logos for four colour process printing of brochures, magazines etc. (.eps or .ai files)

RGB

Logos for screen-based media such as websites, powerpoint etc. (.png files)

Reversed

Logos for reversing out of a dark background or image. (.eps, .ai or .png files)

Black

Logos for newspaper, faxes etc. (.eps, .ai or .png files)

File Naming Explained

DEAF-Logo-CMYK.eps

File colour type

SPOT: Pantone colour
CMYK: Process colour
RGB: Red, Green, Blue
REV: Solid White
BLK: Solid black

File format

ai: Adobe Illustrator
eps: Encapsulated postscript
png: Transparent PNG

Thank You

**If you are unsure about these guidelines,
please contact our Communications &
Engagement Manager:**

EMAIL erica.dawson@deaf.org.nz

