

**Ngā tikanga whakamahi i te waitohu o Toi Aotearoa**

# **Creative New Zealand**

Logo guidelines | Tikanga Waitohu



ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

2023

## Logo overview

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The Creative New Zealand logo is iconic and distinct. It is one of the key elements of our identity and the most recognisable symbol for our organisation.

Our logo was designed by Cliff Whiting in 1994.

It includes koru (fern frond) and Mangopare (hammerhead shark). It is based on kowhaiwhai designs which are very visible on poutāhuhu or ridge poles of meeting houses including those at Creative New Zealand's Wellington offices.

The koru represents new life, growth, and development. The Mangopare represents strength, courage, leadership and unrelenting determination. Together these reflect Creative New Zealand's unwavering commitment to encouraging, promoting and supporting the arts for the benefit of all New Zealanders.



C = 20  
M = 35  
Y = 100  
K = 0



C = 0  
M = 0  
Y = 0  
K = 100

# Guidelines

## Four-colour process reproduction

This version is for high-quality, four-colour process printing.

## Clear space requirements

To uphold the integrity and visual impact of the Creative New Zealand logo, always allow sufficient clear space around it. It ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

## Minimum Size

The Creative New Zealand logo must not be printed smaller than 40mm line length. If space is limited please discuss your specific requirements with Creative New Zealand’s Communications staff.



40mm

## Single-colour reproduction

When the logo is used on a coloured or photographic background, the single-colour version must be used.



## Guidelines for backgrounds

Wherever possible place the logo on a simple coloured background or a solid area of colour that contrasts with the solid coloured logo. Where this is not possible you may place the logo on a section of an image that is consistent and clear.

Do not place the logo on an image that does not provide adequate contrast.



## Do not....

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### Alter the logo

### Distort the logo

The Creative New Zealand logo should not be embellished or distorted in any way.

### Apply different colours to the logo

The Creative New Zealand logo must only be produced in four-colour process or monochrome.



## Substitute text for the logo

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The Creative New Zealand logo should be the first choice for publicity purposes. In cases where it is either impossible or inappropriate to use the logo, one of the sentences below should be used.

You may, use this wording in addition to the logo:

*With the support of Creative New Zealand*

*With the support of Creative New Zealand Toi Aotearoa*

*(organisation name) receives major public funding from Creative New Zealand*

Please note 'New Zealand' must be written in full – NZ is not acceptable.

## Contact us

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If you have any enquiries regarding the use of Creative New Zealand's logo, please contact: [media@creativenz.govt.nz](mailto:media@creativenz.govt.nz)

Logo files can be downloaded from: [creativenz.govt.nz/about-creative-nz/logos](https://creativenz.govt.nz/about-creative-nz/logos)