



Age friendly
Aotearoa New Zealand

Age Friendly Aotearoa

Brand guidelines

Updated February 2025

Introduction

This guide makes it easy for you to work with our Age Friendly Aotearoa New Zealand brand.

It describes how to use the brand, including the logo and assets, consistently across different applications. Please use the brand respectfully and follow these guidelines.

If you'd like to talk with someone about how to apply our brand, please email us at design@msd.govt.nz.

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Diversity
Connection
Esteem

Brand – the story

Age friendly Aotearoa New Zealand recognises the role of Kaumātua within the community and the reciprocal role that the wider society has in recognising and supporting them.

Kaumātua and Kuia are the repository of knowledge and wisdom which they often impart to the younger generations. They are a group that the younger generations can turn to.

Age Friendly Aotearoa New Zealand recognises the transfer of knowledge between generations.

Age Friendly Aotearoa New Zealand consists of two fronds, the younger, smaller frond rising up to meet the embrace of the older, larger frond. This embrace is encased within a circle of the same width, symbolising completion, a wider society and protection.



Logos

Our **Age friendly Aotearoa New Zealand** logo is available in primary (horizontal) and secondary (vertical) format.

Primary logo

The preferred option is primary – full colour.

Primary – colour



Minimum size

Please observe the following minimum sizes for print and digital when applying our logo. This ensures accessibility because the text is no smaller than 12pt.

Print



Digital



Minimum clear space

Clear space around the logo is measured by using the 'e' at its slimmest as pictured below.



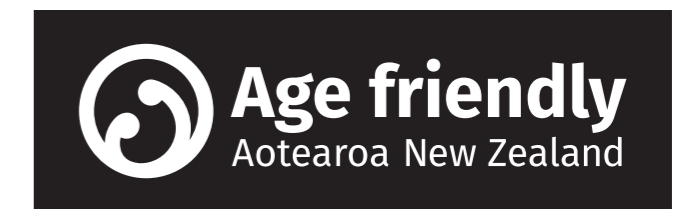
Colour variations

Black and reversed out versions of the logo have been developed for appropriate situations. Either version of the logo can be applied depending on the tone of the background and application requirements.

Primary – black



Primary – white (reversed)



Logos

Secondary logo

When the horizontal space is limited or when it's more appropriate for the layout, the secondary logo can be used.

Secondary – colour



Minimum size

Please observe the following minimum sizes for print and digital when applying our logo. This maintains and ensures accessibility because the text is no smaller than 12pt.

Print



Digital



Minimum clear space

Clear space around the logo is measured by using the 'e' at its slimmest as pictured below.



Colour variations

Black and reversed out versions of the logo have been developed for appropriate situations. Either version of the logo can be applied depending on the tone of the background and application requirements.

Secondary – black



Secondary – white (reversed)



Logo application

Please apply our Age friendly Aotearoa New Zealand logo respectfully. Use only logo files supplied to ensure best quality. The logo must not be manipulated or recreated in any way – for example, don't alter the colour, don't stretch the logo, don't place the logo on an angle or upside down.



Positive logo usage example.



Don't place the logo on a background that makes it difficult to read the logo text.



Don't place the logo over complex images that makes it difficult to read the logo text.



Don't stretch or condense the logo, always scale proportionally.



Don't place the logo on an angle.



Don't place the logo over top of peoples' heads on images.



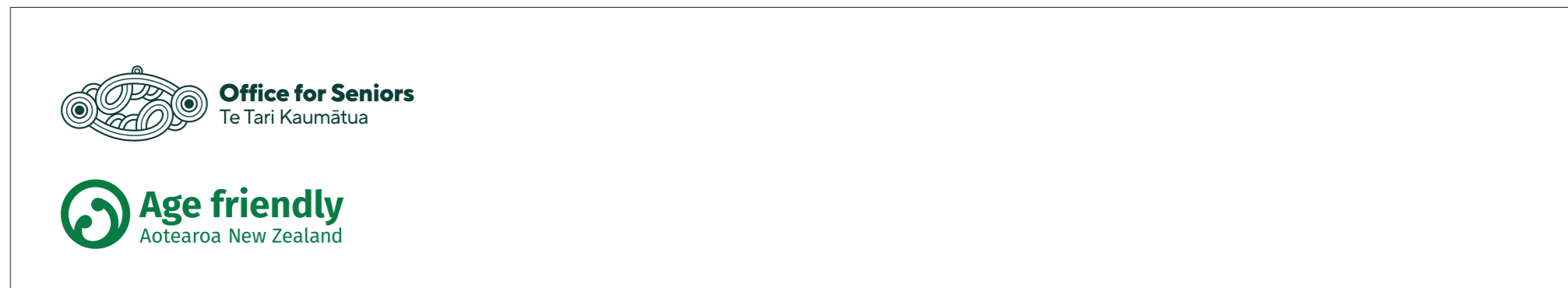
Don't change the colour of any part of the logo.



Don't add any text to the logo. Keep text outside the clearspace area.

Logo partners

In many cases, the Age friendly logo will sit alongside the Office for Seniors logo. Options to display the two logos is shown below.



Co-opt logo

In certain cases that require collaboration between the national arm of the Age friendly initiative and more localised programmes, there is a logo that can help align both programmes, but will require the use of the brand font. All initiatives must appear in sentence case and the same colour as the main logo in the space provided, using the brand font Fira sans in medium and centred under a light green line.



Typography

For accessibility, body text should not be smaller than 12pt. Text should not include italic or oblique styles. If text is needed to be visually different within a paragraph of text, change the weight of the font instead.

Tracking should always be set to 0 – don't over letterspace or kern too tightly.

Fira Sans – primary/design font

Fira Sans is the primary font for design agencies producing collateral.

Heading 1
Fira Sans Bold 26pt

Heading 2
Fira Sans Semibold 18pt

Heading 3
Fira Sans Semibold 16pt

Heading 4
Fira Sans Semibold 14pt

Intro text
Fira Sans Light 14pt

Body text
Fira Sans regular 12pt

- Body bullet level 1
Fira Sans Regular 12pt
 - Body bullet level 2
Fira Sans Regular 12pt

Footnote text
Fira Sans Regular 10pt

Arial – secondary/internal font

When Fira Sans is not available to use in situations such as internal produced documents, emails etc we use Arial, a default system font.

Heading 1
Arial Black 26pt

Heading 2
Arial Bold 18pt

Heading 3
Arial Bold 16pt

Heading 4
Arial Bold 14pt

Intro text
Arial Regular 14pt

Body text
Arial regular 12pt

- Body bullet level 1
Arial Regular 12pt
 - Body bullet level 2
Arial Regular 12pt

Footnote text
Arial Regular 10pt

Colours

Colour accessibility

The brand colour palette needs to combine interest and attractiveness with readability levels that meet WCAG AA accessibility standards.

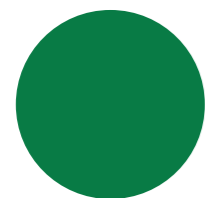
Optimal accessibility requires high contrast levels between background and text. We need to use care when selecting colour for text and backgrounds, and preferably always check with the WebAIM contrast checker (or similar).

Check on <https://webaim.org/resources/contrastchecker/> to see if your colour combination has no less than a AA standard, and ideally a AAA standard particularly for print collateral for an older audience.

Primary colour

The primary colour palette meets WCAG AA standards for accessibility.

Use this colour for coloured text (minimum of 12pt in size), panels of colour with white text placed over the top.



Green Colour

C98 M36 Y100 K3
R0 G123 B70
Hex007a45

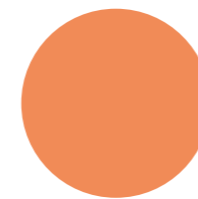
Secondary colours

Use these colours for graphic accents, backgrounds, patterns or icons. Do not use these for text alone at any size as they do not meet accessibility standards.



Lime Green Colour

C51 M2 Y96 K0
R139 G193 B69
Hex 8ac145



Peach Colour

C3 M55 Y71 K0
R239 G138 B88
Hex EF8A58

Graphic device

The graphic device that forms part of the logo can be used as a design component across print, digital and socials. For example, it can be used as a watermark on print products, a favicon on a website, profile pic on socials or a thumbnail on an app. As the brand gains wider recognition, it can be used more widely.

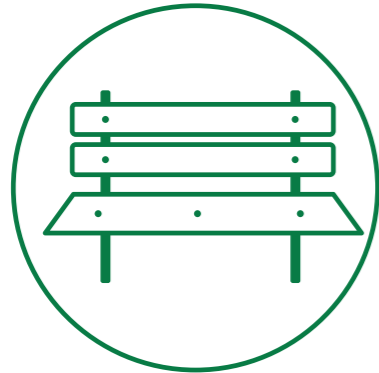
The graphic device must not be manipulated or recreated in any way – for example don't stretch it. It may not be cropped in any way, or rotated.

It can be applied on green with a white fill and a transparency of 10% on any of the brand colours. It can also be displayed with a fill of either of the brand colours dark or light green.

It can be used in either green colour as a watermark on top of an image providing the image is of high contrast and the graphic device does not cover a person's face or head.



Iconography - outline



Outdoor Spaces and Buildings

Seniors live in an environment that includes open spaces, buildings, shaded areas and walkways that are safe and easy to navigate.



Civic Participation and Employment

Seniors participate in employment, training, lifelong learning and volunteering opportunities and inform government policies.



Communication and Information

Seniors access information they need in a variety of formats to stay informed and connected with their communities, families and friends.



Community Support and Health Services

Seniors are helped to stay healthy, active and independent through community support and health services, including services responding to elder abuse, fraud or exploitation.



Culture and Diversity

Seniors from all backgrounds are valued and appreciated and no one is excluded based on race, geography, culture, language, gender, sexuality, ability or socioeconomic status.



Housing

Seniors' housing options are affordable, accessible and close to transport and community services.



Social Participation

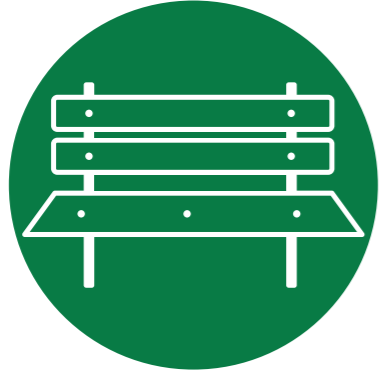
Seniors are supported to be active in their community doing things they enjoy.



Transportation

Seniors can get out and about using a range of affordable, user-friendly transport and associated services.

Iconography - block



Outdoor Spaces and Buildings

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Transportation

Seniors can get out and about using a range of affordable, user-friendly transport and associated services.

Diagram - Complex

Components of an age-friendly society can be broken into 8 sections. The complex diagram has been arranged to reference the cyclical nature and holistic outlook of these components for larger formats to provide visual interest.



Diagram - Simple

Components of an age-friendly society can be broken into 8 sections. The simple diagram has been arranged to provide maximum readability and can be used in instances where space is at a premium or at smaller sizes.

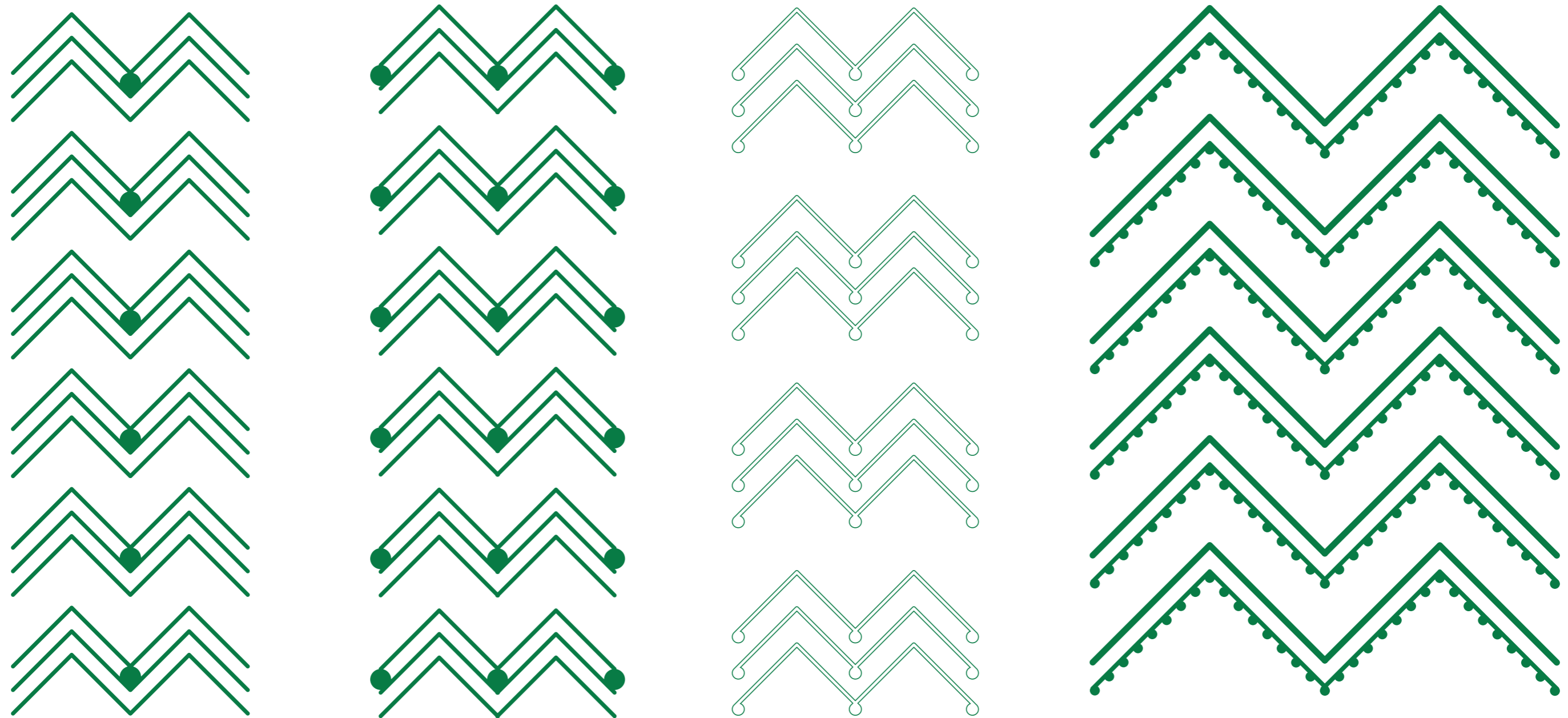
There is also an option to add a small amount of text under each heading.



Patterning

Kaokao Concepts

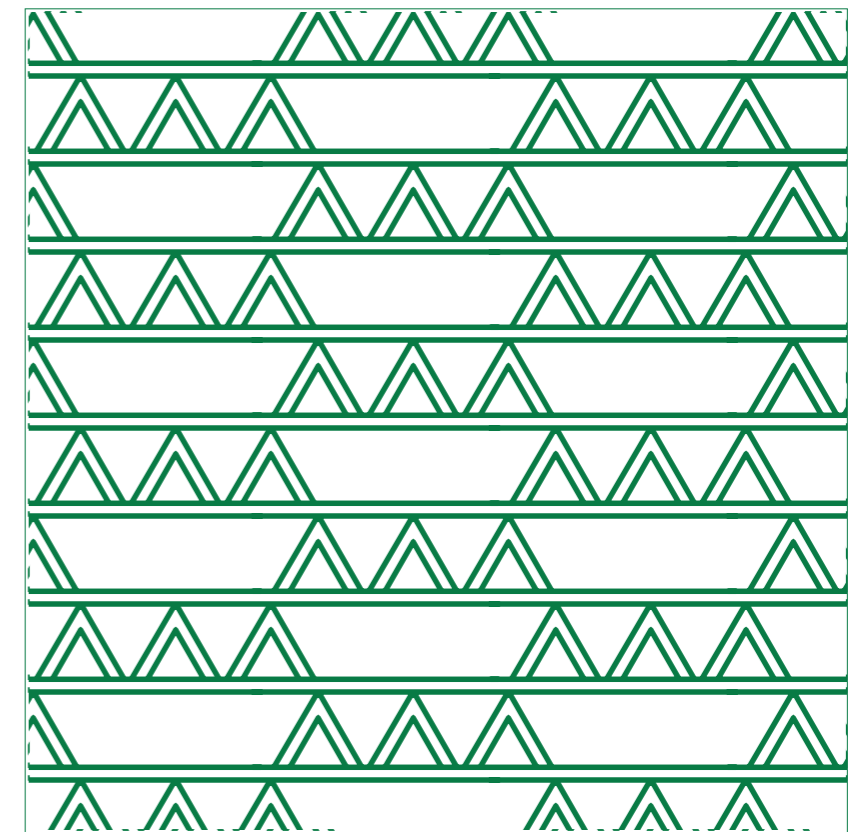
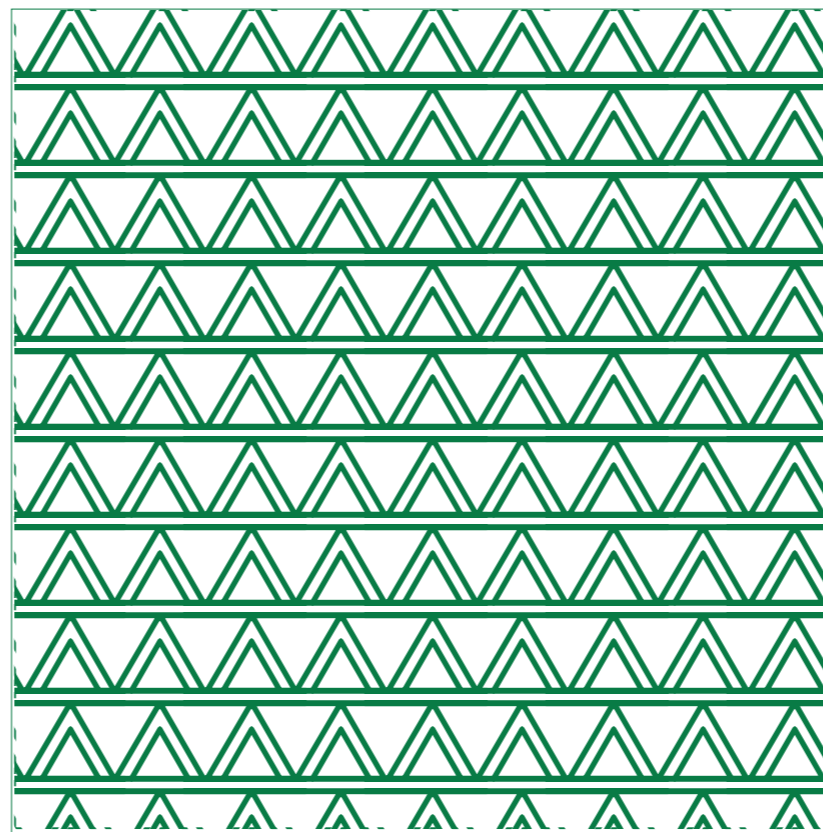
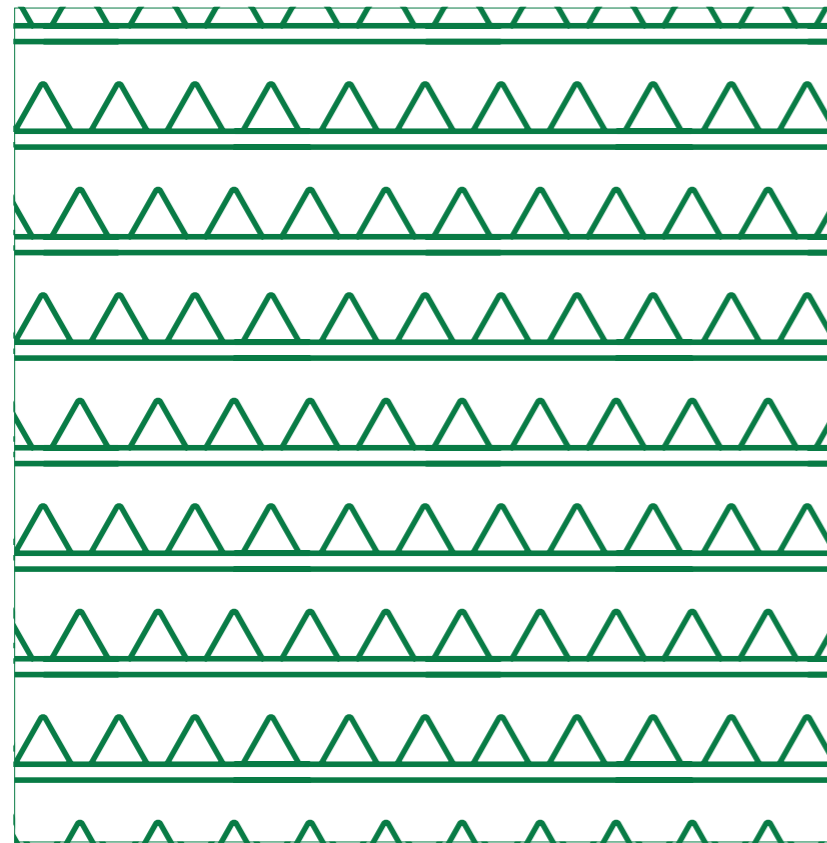
The patterns may be used in dark green or light green to create visual interest.



Patterning

Niho Taniwha Concepts

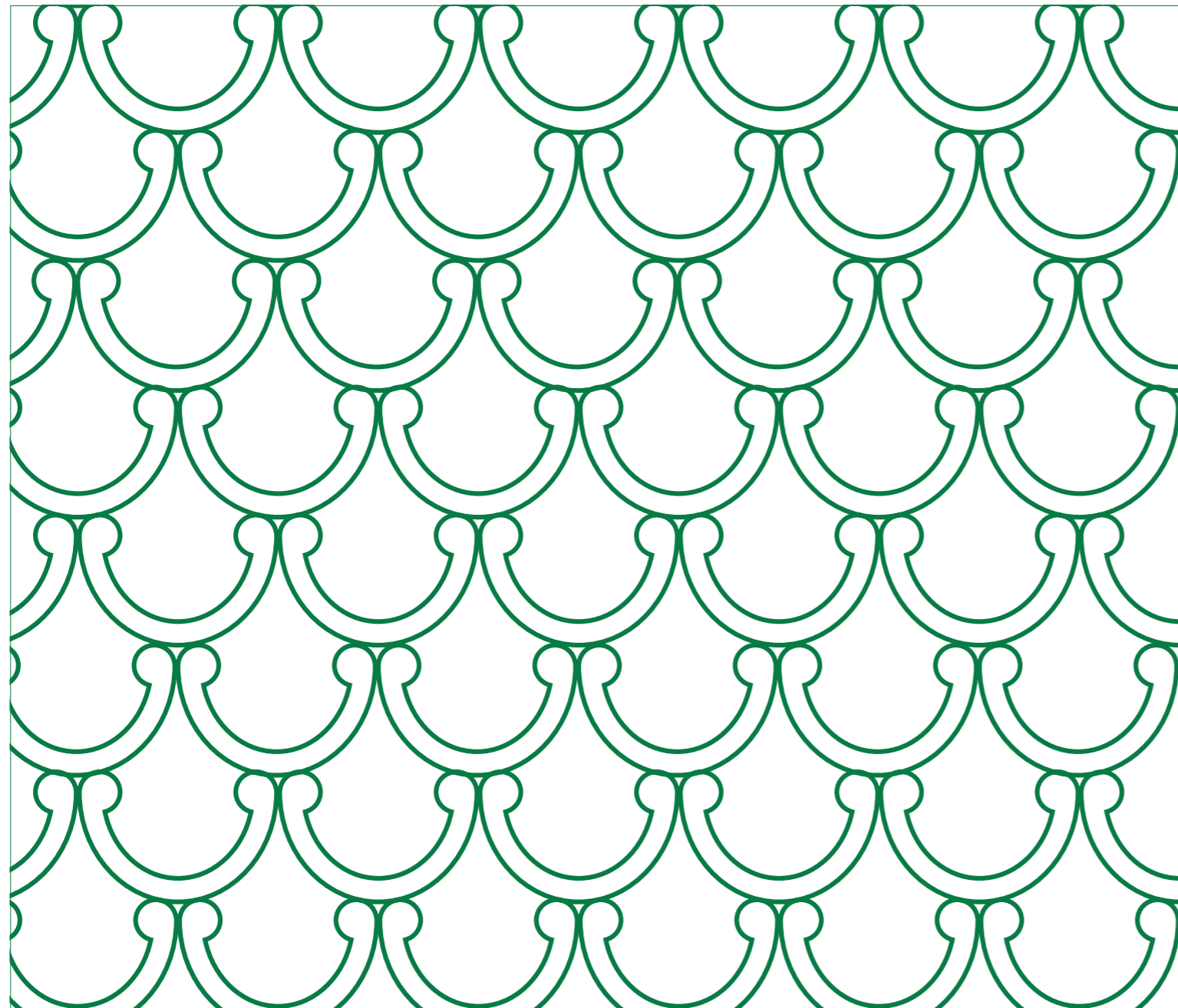
The patterns may be used in dark green or light green to create visual interest.



Patterning

Logo based concept

The patterns may be used in dark green or light green to create visual interest.



Web and social tiles

Social Media Profile Image Options

Full Logo



Plain Icon



Reverse Icon



Have a brand question?
Email design@msd.govt.nz

