OC230643

08 August 2023

Tēnā koe

I refer to your email/letter dated 11 July 2023, requesting the following under the Official Information Act 1982 (the Act):

To whom it may concern,

I'm writing to make a request for information relating to your website and printed materials. Specifically, I'd like access to:

- your technical style guide/stylebook/guidelines/brand manual for producing online and printed material.

- details of what fonts and colours you uses on their website and in print, including the licenses they're provided under and the cost of those licenses.

The following documents fall within the scope of your request and are enclosed:

- Writing Style Guide 2022.
- Te Manatū Waka Brand Guidelines.

For a list of fonts that the Ministry uses please refer to page 23 of the Te Manatū Waka Brand Guidelines.

Out of the fonts that we use, Domine is a font that we use under the Google font licence. Our other three fonts are included in either our Microsoft or Adobe packages.

There is no specific cost for font licences.

transport.govt.nz | hei-arataki.nz

HEAD OFFICE: PO Box 3175, Wellington 6140, New Zealand. PH: +64 4 439 9000
AUCKLAND OFFICE: NZ Government Auckland Policy Office, PO Box 106483, Auckland 1143, New Zealand. PH: +64 4 439 9000

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman's website **www.ombudsman.parliament.nz**

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā

James Macleod
Manager, Engagement & Communications

Te Taera Aratohu Tuhituhi o Te Manatū Waka | Te Manatū Waka Writing Style Guide

Internal Document

Te Kāwanatanga o Aotearoa
New Zealand Government

Contents

Hei arataki | Quick Guide

He kupu ārahi i ngā kaipānui | Writing for our readers

Before you start writing, allow yourself time to think and plan. Think about:

- Who is going to read this?
- What do you want them to do with it?
- What level of knowledge do they have on the subject?
- What are you trying to achieve?
- What must be covered in this document or webpage?

Make sure the language settings on your device are changed to English (New Zealand).

Te momo tuhituhi o Te Manatū Waka | Te Manatū Waka writing style

The objective of this guide is to help staff at Te Manatū Waka write in a style that makes our work accessible and inclusive for all New Zealanders. Our writing needs to be easily understood and meet the needs of our audience. This is achieved by using language, structure and design that is clear and effective. Our aim is to give New Zealanders the best possible chance to find, understand and use our work.

Ngā aratohu | Guidelines
Plain English in the Readability Guidelines

The writing style we use is consistent with Content Design London's Readability Guidelines.

Some key points are to:

- choose easy and short words, not formal or long ones
- avoid using jargon and buzzwords
- write conversationally, in first person, using an active voice
- test your content with your audience.

People may also:

- be unfamiliar with the subject matter and related jargon
- have poor communication skills.

Simple words make:

- sentences easier to scan
- content more accessible to a wider range of people, including people whose first language is not English.

And:

- make your average sentence 15 words long

- avoid complex sentence structures.

Use language that our audience will understand
Avoid language that is bureaucratic, academic, wordy

orimprecise.Use everyday terms instead, eg:

Use	Avoid
with	accompanying
extra	additional
promote, encourage	advance
helpful, useful	advantageous
impact	affect

Ngā ataata | Visual design

Ngā aratohu waitohu | Branding guidelines

Branding guidelines are currently being developed to provide context and direction on how to use our logo and what colours to use when preparing documents and other material. A copy of the draft branding guidelines can be requested by emailing the Engagement and Communications team.

Ngā tono waitohu | Design requests

The Engagement and Communications team provides in house design services for reports and presentations. Depending on the size or type of the work the team may ask you to complete the design commissioning form.

If you are speaking or presenting at an event where it is likely that external stakeholders will be present, please talk to the Engagement and Communications team if you need any assistance.

For more information read our guide to presentations and speeches by staff.

Ngā Ngā waitohu me ngā tātauira | Logos and templates

Logos and templates can be found in Discover under Our Visual Identity. It is important our logo is used correctly and treated with respect. If you require a logo with different dimensions or file types, please email the Engagement and Communications team. We currently have templates for:

- PowerPoint presentations
- Word documents
- Letterheads

- Interim meetings.

More templates are being developed and will be available soon.

Page numbers
Page numbers can be inserted under the Insert section on Word. Accent bar four is the Ministry standard.

Te aratohu tuhituhi | Writing Style Guide

Ngā wāhi noho | Addresses

New Zealand Post prefers no full stops, commas or spaces between numbers in addresses:

Correct	Incorrect
PO Box 3175	P.O. Box 3175
Private Bag 1666	Private Bag 16 66
DX Box SR51201	DX Box SR 51201
Exception: Use "R D" not "RD" for Rural Delivery to avoid confusion with the abbreviation for road (Rd)	

Web addresses and emails
Don't underline website and email addresses on printed material.

- Though Word inserts underlines automatically, remove this function by right clicking on them and selecting "Remove Hyperlink".
- Only use underline in electronic Word documents.
- If a website or email address ends a sentence, use a full stop as normal.

Don't use http:// if there is a 'www' in the website address.

Correct	Incorrect
www.transport.govt.nz	http://www.transport.govt.nz
transport.govt.nz	

Te pākeke me te Ira Tangata | Age and gender

Age
Reference people by their age range, not age group.

Correct	Incorrect
Children aged 5 and younger	The under 5s
People aged from 13 to 19	Teenagers
People aged 20 and older	The over 20s
Older people, people in later life	The over 60s

Gender-inclusive language
Gender-inclusive language promotes gender equality. Do not reference gender unless necessary.

About gender identity

Gender identity refers to a sense of self, regardless of what sex a person was assigned at birth. Not everyone falls neatly into binary male or female categories.

Non-binary is an umbrella term for gender identities that are neither male or female.

Language influences how we think

When using gender pronouns and referring to gender identity consider that:

- we are a diverse group of people from across the gender spectrum

- labelling people as male or female can reinforce outdated stereotypes and influence how men and women are perceived

- gender-exclusive language — for example 'man-made', can alienate people who do not identify as men.

Tips

- Use gender-neutral pronouns (they, them) by default — especially if you're writing about a hypothetical person or do not know a person's pronoun.

- Respect a person's pronouns when referring to them.

- Do not ask your users for their title or gender unless necessary.

- If you do require users to indicate their title or gender, make provision for multiple options, including gender-neutral options. Allow users to select more than 1 option.

- Avoid words that are gender exclusive — for example use 'firefighter' not 'fireman'.

Examples of gender-neutral language

Correct	Incorrect
They	He or she
Artificial	Manmade
Staff the phones	Man the phones
Workforce	Workmen
Spouse	Husband / Wife

Ngā pakini | Apostrophes

Possessive apostrophes – something belongs to someone or something. If somethingbelongs to one person, then put the apostrophe before the "s".

Correct	Incorrect
The Minister's portfolio	The Ministers portfolio The Ministers' portfolio

Contraction apostrophes – shows letters are missing

The apostrophe replaces the missing letters when two words are written as one word, eg, I'm, you've, he'll, she'd, hasn't.

Unless something belongs to that plural don't use an apostrophe in the plural, unless something belongs to that plural

- Plurals that aren't owners, like FAQs
- Decades that aren't owners, like the 1990s
- Made up words, like ifs and buts, and Ps and Qs.

Acronyms with plural apostrophes

The same rules apply as to normal words.

Ngā taiepa pewa | Brackets

Round brackets

Use round brackets ( ) to add definition, clarification or comment. They also help to break upa long sentence and minimise overusing commas. Don't use brackets within brackets – use commas or en dashes (not hyphens). Type an en dash by holding the Ctrl button and the minus key on the number pad on your keyboard.

Square brackets

Only use in quotations to add clarity to somebody's quote or to avoid confusion:

- "Though I live in Petone, I am originally from Mt Cook [Wellington]".
- Do not use angle < > or curly brackets { }.

Ngā tohu matarau | Bullet points

Follow the guidance provided by Digital.govt.nz:

Use lists to split up long sentences.

Lists should:
- complete a sentence
- be front-loaded with the most important information
- start with the same language element, like verb, noun, adjective
- be short (2 to 7 items)
- use only 1 level of nesting
- be grammatically correct.

For 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
- check that each point makes a full sentence when read with the stem.

If appropriate:

- use 'and' or 'or' on the second-to-last point
- place a comma after the last word before the 'and' or 'or'.

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.

Ngā pū matua | Capital letters

Capitalise proper nouns only
Proper nouns are people and place names. If a noun is plural or preceded by "a" or "an", it isnot a proper noun.

Capitalise job titles and locations when referring to a named person or place
Give the name of the person or place the first time you refer to them.

Use lower case for job titles and locations in subsequent references to the same person orplace, except when referring to someone with an official title (see *Official Titles* below).

Example:

- Jenny Smith, Senior Adviser – then the senior adviser.

Government
Use uppercase when referring to the Government of the day.

Correct	Incorrect
The Government will release its budget today	The government will release its budget today

Uppercase is also required when referring to the following:

- The Crown
- Parliament
- The House (of Representatives)
- The Cabinet
- An Act
- A Bill
- A Budget
- A Minister.

Don't capitalise *local government* unless the words form part of the name of a document orpiece of legislation.

Ngā piko | Commas

Use commas only for clarity
If the meaning of a sentence would be clear without commas don't use them.

Separate each item in a simple list with a comma, except the last two items
"And" does the work of a comma at the end of a list.

Correct	Incorrect
My favourite sandwich is chicken and avocado.	My favourite sandwich is chicken, and avocado.

Add a comma before the final "and" for clarity
If the list is too complex to make clear with commas, you should rewrite the list or turn itinto a bulleted list.

Correct	Incorrect
My favourite sandwiches are chicken and avocado, bacon, lettuce and tomato, and pastrami, cheese and pickle on rye. My favourite sandwiches are: • chicken and avocado. • bacon, lettuce and tomato. • pastrami, cheese and pickle on rye.	My favourite sandwiches are chicken and avocado, bacon, lettuce and tomato and pastrami, cheese and pickle on rye.

Use commas to separate information that is not essential to the meaning
Separate a phrase or clause when the sentence would have the same meaning with orwithout that information.

Example:

• Mary, who has two young children, has a part-time job.
• Mary has a part-time job as a teacher's aide.

Use commas before and after quoted speech
A comma before the first quotation marks introduces quoted speech.

Examples:

• He said, "Tomorrow we'll go to the cafe."
• "I'll be there at one," said Mavis.

Don't use a comma after direct speech that ends with an exclamation or question mark
"Did you see that?" he asked

Ngā tohutoro ahurea | Cultural references

- The Muslim community is "Muslim communities" (note the plural).
- Ethnic communities are "ethnically diverse communities".
- If we're talking about both, it's "Muslim and other ethnically diverse communities".

- Pacific peoples are a diverse population made up of cultures from many different Pacific Islands. For the purposes of comparing high level ethnic groups in New Zealand they are referred to collectively as 'Pacific peoples'.

Ngā pīhono | Dashes

Use an en dash (–) when breaking up a sentence. Always leave a space before and after the en dash. Create an en dash by holding Ctrl and pressing the minus symbol of the number pad.

Don't use hyphens (-) in this context and never use em dashes (—) because they are a USA standard.

Ngā rā me ngā wā | Dates and time

The full date is always written on the same line

Correct	Incorrect
11 November 2022	11 November 2022

Write dates in full and day, month and year order

Correct	Incorrect
11 November 2022	November 11 2022
Wednesday 25 June 2022	Wed 25 Jun 22
25 June	25th of June

Financial year vs calendar year

Use a forward slash for financial years (include the words "financial year").

Use a hyphen when writing about a period of two years.

Correct	Incorrect
2020/21 financial year	2020-2021 financial year
The years 2020-21	The years 2020/21

Use the 12 hour clock

Write "am" and "pm" in lower case, with no full stops or space after the hour.

Use a full stop, not a colon, between the hour and minutes.

Don't include minutes when they aren't needed.

Correct	Incorrect
5pm	5.00pm , 5:pm, 5 P.M. 17:00
12noon	12.00pm

Show start and end times in full

Use "to" to separate date ranges in proper sentences.

Use a dash in tables, graphs, infographics or incomplete sentence.

Sentences	Graphs, tables, etc
6am to 9am	6-9am
6am to 7.30pm	6am–7.30pm

Ngā ingoa o ō mātou hoa Kāwanatanga me ō rātou ingoa rāpoto | Our Government transport partners' names and abbreviations

Partners and abbreviations

English name	Māori name
Aviation Security Service (Avsec)	Kaiwhakamaru Rereangi
Civil Aviation Authority (CAA)	Te Mana Rererangi Tūmatanui o Aotearoa
Transport Accident Investigation Commission (TAIC)	Te Kōmihana turotro Aituā Waka
Maritime New Zealand (MNZ)	Nō te rere moana Aotearoa
MetService	Te Ratonga Tirorangi
New Zealand Police (NZ Police)	Ngā Pirihimana o Aotearoa
Statistics NZ (Stats NZ)	Tatauranga Aotearoa
Local Government NZ (LGNZ)	Te Kāhu auniera ō Aotearoa
New Zealand Transport Agency (NZTA)	Waka Kotahi

Ngā kupu mahue | Ellipses

Ellipses indicate more information before or after a sentence:

Correct	Incorrect
If indicating more information after a sentence,place the ellipses at the end of the sentence with no gap… Then have a space before startingthe next sentence.	If indicating more information after a sentence, place the ellipses at the end of the sentence with no gap … Then have a space before startingthe next sentence.
…If indicating more information before a sentence, place the ellipses at the beginning ofthe sentence with no gap (have a space beforethe start of the ellipses).	… If indicating more information before a sentence, place the ellipses at the beginning ofthe sentence with no gap (have a space beforethe start of the ellipses).

Don't place a full stop after an ellipses:

Correct	Incorrect
Don't place a full stop after ellipses…	Don't place a full stop after ellipses….

Ngā tohutoro | References

Te Manatū Waka uses the APA style citation method. The APA style uses the author-date system.

In-text citation
The APA style consists mainly of the authors' last name and the year of publication (and page numbers if it is directly quoted) in round brackets and placed within the text. If there is no discernible author, the title and date are used.

Reference list
The reference list should be ordered alphabetically by the last name of the first author of each work. References with no author are ordered in the reference list alphabetically by the first significant word of the title.

Use only the initials of the authors' given names. Use full stops and spaces between the initials. Last name comes first.

Here is an example that cites a book with one author using APA style.

In-text citation	Reference list
.....(Neville, 2010) **or** Neville (2010) stated that "....." (p. 25).	Neville, C. (2010). *The complete guide to referencing and avoiding plagiarism* (2nd ed.). New York, NY: Open University Press.

Ngā ira kati | Full stops

Don't use full stops in page names, photo captions, headings, subheadings or initials.

Use full stops after web addresses if they are at the end of a sentence.

Ngā tohuwehe | Hyphens

Hyphens are used to join:

- separate words in compound words
- prefixes and suffixes to words.

Avoid using hyphens in compound words

The trend is to minimise punctuation that isn't critical. Only use hyphens if the meaningwould be unclear without them.

Write compound words as one word

Many compound words can be written as one word without a hyphen.

Correct	Incorrect
Online, broadband	On-line, broad-band

Try leaving separate words separate instead of hyphenating them

If a compound word can't be written as one word, try writing it as separate words without ahyphen.

- Three dimensional, full time, long service, long term, up to date

Join prefixes and suffixes directly to words

Prefixes and suffixes are increasingly joined directly to other words. Note how e-mailbecame email.

- childlike
- egovernment
- enewsletter
- socioeconomic
- sublevel
- email.

Exceptions:

Use a hyphen to separate a prefix from a name used as an adjective, or from a numeral –post-Freudian, pre-1990.

Use hyphens to avoid confusion with another word

- Re-cover, recover.

Ngā kupu ā-kaupapa, tōkau, rāpoto | Jargon, initials and acronyms

Avoid using jargon, initials and acronyms

Don't assume that our audiences understand our jargon and acronyms. Explain it in plain English.

Use a term in full instead of its initials or acronym

Use part of the full term after its first use.

Examples:

- Department of Internal Affairs – then the Department
- Ministry of Education – then the Ministry

Write an acronym that can be read as a word with an initial capital letter followed by lower case letters.

Example:

- Nasa

Write a plain English equivalent to a legal or technical document

In the plain English equivalent, give just enough information for our audiences to act.

Support this information with the full story in plain English, separately, for audiences who need it.

Make the original document available as the "fine print".

Latin forms (eg, ie, etc)

Place a comma before and after a Latin form without using use full stops. Don't use "etc" if there's an "eg" before it in the sentence.

Correct	Incorrect
The briefing should state what level of engagement should be carried out, eg, involving or collaborating, the highest level would be	The briefing should state what level of engagement should be carried out, e.g. involving or collaborating, the highest level would be etc

Ngā kupu rāpoto o te ture | Legal term abbreviations

Correct	Incorrect
section	s 1, s 9(2)(a)
subsection	subs (1)
paragraph	para (a), paras (a) and (b)
subparagraph	subpara (i)
clause	clause 1
regulations	reg 234, regs 65-7

Ngā mēhua | Measurements

Generally abbreviate commonly used measurements, with no space between number andmeasurement:

Correct	Incorrect
100km	100 km
100kph	100 kp/h
10cm	10 cm, 10 centimetres
80%	80 percent, 80 per cent, 80 %, 80.0%
10°C	10 degrees Celsius

Financial measurements

Correct	Incorrect
$5 million (use in sentences)	$5million, $5.0 million
$5m (use in tables and graphs)	$5M, $5 m

Ngā nama | Numbers

Write numbers one to nine in full in proper sentences (this only applies to writing for print).

Use numerals only in graphs, tables and infographics.

Exception:

- If a number begins a sentence, page name, image title, or subheading, write thenumber out in full. Or try to reword the text so it doesn't begin with a number.

Don't use superscript

Correct	Incorrect
21st	21st

Writing number ranges

Correct	Incorrect
From 14 to 21 (in sentences)	From 14-21
14-21 (in graphs, tables and infographics)	

Units and currency

In main text	In graphs, tables and infographics
$43 million (in full) $43m (when using often in main text)	$43m

International currencies
AU$100, US$100, etc.

Use a comma to separate thousands
$1,012.65

Ngā taitara ōkawa | Official titles

Title	Refer to as	Begin letters with
Ministers	Hon Michael Wood, MP	Dear Minister Wood
Prime Minister	Rt Hon Jacinda Ardern	Dear Prime Minister
Governor-General	His/Her Excellency the Governor-General	Your Excellency
Knights	Sir Raymond John	Dear Sir Raymond
Dames	Dame Sian Elias	Dear Dame Sian
Ambassador	Your Excellency or Ambassador	Your Excellency or Dear Ambassador
Mayors	The Mayor of Auckland	Dear Mayor or Dear Phil Goff ("Your Worship" is considered archaic and individual Mayors usually make it known how they wish to be styled)
High Court Judges	The Hon Justice Lang	Dear Judge or Dear Sir
Justices	The Hon Justice Glazebrook	Dear Judge or Dear Madam
Chief Justice	The Chief Justice, Dame Helen Winkelmann	Dear Chief Justice
Councillors	Councillor John Pertwee	Dear Mr Pertwee

- "Minister" is always capitalised but "ministerial" is not.
- When naming Ministers, Ambassadors, Mayors, High Court Judges, Justices, Chief Justice and Councillors, in the first instance use their full name and title and then use TITLE SURNAME thereafter. For example: "Transport Minister, Hon Michael Wood" in the first instance and "Minister Wood" thereafter.
- The Ministers portfolio should be referred to as 'Transport'.

Correct	Incorrect
Transport Minister	Minister of Transport

Ngā ingoa o ngā rōpū me ngā kamupene | Organisation and company names

Organisations should always be spelled as they want to be spelled.

Organisation names can be written in full first, with the accepted abbreviation in brackets.

MoT

Our full name is "Te Manatū Waka Ministry of Transport", then after the first mention you can use "the Ministry" or "MoT".

Write from the MoT's viewpoint

Use the first-person plural. You are representing the Ministry, not yourself.

Correct	Incorrect
The Ministry believes its purpose is "Enabling New Zealanders to flourish"	I believe our purpose is "Enabling New Zealanders to flourish"

Ngā ingoa wāhi | Place names

Refer to all place names by their official names. For information on official names, see the LINZ website's Gazetteer of place names.

Ngā tohu whika | Page number references

Correct	Incorrect
p43	p 43
p43-44	pp 43-44

Ngā nama waea | Phone numbers

National and international format

Domestic – 01 234 5678. Do not use dashes to

separatenumbers.

International – +64 1 234 5678.

0800 numbers – 0800 123 456.

Show numbers in brackets for word numbers

0508 FAMILY (326 459)

Use the word "phone" for landlines and "mobile" for cellphone numbers

Don't use a colon after "phone" or

"mobile".Examples:

- Phone +64 4 123 4567
- Mobile +64 21 234 5678

Ngā tohu kōrero | Quotation marks

Use "double quotation" marks. Use 'single quotation' for quotes within quotes.

Correct	Incorrect
"Getting an online passport was 'super easy',"says John Smith.	'Students love becoming "data detectives". Ithelps them engage with statistics,' says John Smith.

Don't use quotation marks for the titles of publications
Use *italics* instead.

Ngā kopipiko | Semicolons

Correct	Incorrect
Do not separate sentences with semicolons – rewrite them to include full stops or en dashes. Do not separate sentences with semicolons. It's better to rewrite them to include full stops or en dashes. Do not separate sentences with semicolons, as it's better to rewrite them to include full stops or en dashes.	Do not separate sentences with semicolons; rewrite them to include full stops commas or en dashes.

Use a bulleted list to differentiate items in a complex sentence instead of using semicolons.

Ngā tohu wehe o te rerenga kōrero | Sentence spacing

Use single spaces between sentences. Don't use double spaces.

Double spacing was a necessary practice based on the limitations of typewriters, specificallytypewriter fonts.

Typewriter fonts are monospaced, which means that every letter, whether it's a wide lettersuch as "m" or a narrow letter like "i", takes up the same amount of space. This makes for very open-looking spacing, so the convention of adding an extra space between sentences was established to achieve a noticeable separation between sentences.

Conversely, nearly all computer fonts (except Courier) have proportional spacing, which means that the width of the characters and the spacing surrounding them are in proportion to each other. Proportional spacing results in a more even, balanced appearance. Because of this, a single space is enough to create the necessary visual separation between sentences.

Ngā kupu popoto | Shortened words

Always use words in full in sentences, headings, captions, etc.

Exceptions include for tables, graphs and charts (eg, Mon, Tue, Nov, Dec).

Correct	Incorrect
For more information, contact…	For more info, contact…

Ngā whakaaturanga me ngā kauhau | Presentations and Speeches

Te Manatū Waka Ministry of Transport staff are involved in a range of speaking opportunities, from relatively informal presentations at a meeting, through to representing the Ministry or government at major conferences. No matter what the occasion, all Ministry presentations/speeches should be professional and consistent with our brand.

The process
Ensure that your manager is aware that you have been invited to present, and what you intend to say.

If you are speaking at an event where it is likely that external stakeholders will be present, please let the Engagement and Communication team know.

As part of your preparation, find out if anyone else from the Ministry is attending and/or speaking at the same event, and whether a Minister is attending and/or speaking.

Getting sign off
The level of sign off you need to get depends on the nature of your presentation. At the very least, ensure that you have sign off from your manager.

Tō tūranga | Your role

In most cases, it is the responsibility of the Policy team member to develop their own presentation/speech material.

At each stage of developing your material, there are different aspects to consider. The following points are not an exhaustive list, but act as a guide and a prompt.

Research and prepare

- What type of event is it?
- What is the make-up of the audience?
- Who else will be presenting/attending?
- Is a Minister or anyone else from the Ministry presenting at the same event?
- Will there be any media attending the event?
- What have I been asked to present/speak on?
- How long have I been asked to present/speak for?
- How formal or informal is the presentation/speech expected to be?
- How much will the audience already know about my topic?
- What will the audience want to know about, and what will be relevant and interesting to them?
- Will my presentation/speech be made available to the public (for example, on a conference website), or to meeting participants?
- Will I be expected to respond to question and answers?
- Will it be online/in-person or a mix?
- Will it be recorded and where will it be shared?

Te hunga mātakitaki | The audience

Understanding your audience is crucial to a successful presentation.

As part of your research and preparation, make sure you understand who you will be presenting to, so you can make sure that the content and tone of your presentation is appropriate. For example, how and what you present to a group of other government policy advisers will be different to how and what you would present to a community stakeholder group.

Plan and write:
- A logical structure, strong content and user-friendly layout help to make a good presentation.
- Use the Ministry's writing standard checklist to help you write and structure your presentation.
- Consider the main points that you want to communicate on behalf of the Ministry.
- What new information can be shared with the audience?
- What interesting stories can be shared or reflections made?
- If the Minister (or anyone from the Ministry) is speaking, make sure content of all presentations are aligned. Material should not be repeated by the different speakers, but should be reinforced by each speaker.

- If representatives from other agencies are speaking, again try to co-ordinate the presentations, so that messaging is aligned.
- If there is a question and answer session after your presentation/speech, anticipate any questions, and prepare appropriate answers.

PowerPoint presentation tips

- Make sure that you use the latest Ministry PowerPoint template. See the guidance on Discover about how to find the template.
- The Engagement and Communications team have also developed a generic PowerPoint presentation that gives an overview of the Ministry and its work programme. The presentation has been designed so you can use all or some of the presentation, depending on what you need – find the latest version of our PowerPoint template here.
- When preparing your PowerPoint, make sure the slides contain only key points, and do not repeat the whole content of your speaking notes.
- Aim for no more than six key points per slide.
- Follow the Ministry's style for fonts, bullet points and colours.
- If you are going to include a graph or an image, make sure they are the right size – don't use a graph or an image that is too small for your audience to view.
- If possible, test your slides. Run the slide show - can you read your slides from the last row of the room where you will be presenting?
- Time yourself to make sure your presentation is the right length. It's better to run under time than overtime.

Te whakamahinga o ngā pārongo ōkawa | Dealing with sensitive information

Some presentations/speeches may include material that is sensitive, confidential or controversial.

Keep in mind that that the very nature of presenting means the content of your presentation/speech may become public knowledge, even if you are presenting to a closed group. For example, a person at the meeting may talk to other colleagues who were not at the meeting or use social media to talk about what was discussed at the meeting.

Ideally, the content of your presentation should be of a level that, if it were made public either deliberately or accidently, there would be no negative impacts on the Ministry or for the government.

To help mitigate risk from accidental release, if your material is discussing elements of policy not yet agreed to by government, make sure that your presentation material has 'Draft' and/or 'Not government policy' either as watermarks or the footnote/header.

In some circumstances, it may be appropriate to signal your expectation that matters discussed in the meeting are under 'Chatham House Rules'.

The Chatham House Rule is as follows: "When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

See more information about the Chatham House Rule here.

If you are unsure if the information you are using is sensitive talk to your manager or the Engagement and Communications team.

Proof/review

- As with all written communication, do a thorough proofread yourself, and get your speech or presentation peer reviewed.

Images and image copyright

It is tempting to fill your presentation with striking images downloaded from the internet. With the ease of grabbing images, clipart, logos and photos via Google and other websites, people often forget that many of those images are copyrighted, or not to be used without express permission of the content owner. **Including the source URL of an image does not discharge your obligation to seek permission to use it.**

When developing presentations that will be sent or shown externally, please respect and be aware of image copyrights. See our guidance around sourcing images or photographs, or (with some advance notice) ask one of the Engagement and Communications team to help or advise.

If you are using images or graphs generated outside the Ministry (including sourced from Google), ensure you have received permission from copyright holders to use each image. This is a legal requirement. If permissions are not obtained, the Ministry is vulnerable to copyright litigation.

Whakaharatau | Practice

- Confident presentation skills come with experience and practice.
- Run through your presentation/speech out loud at least once. This will help you get an idea of timing and allow you to tweak the length of the presentation/speech if necessary.
- If you can run through the presentation/speech with a 'live' audience, even better. Ask a colleague to listen or use a team meeting or another internal meeting as an opportunity to practice and take on board feedback.

Te whakaaturanga me te kawenga o ngā mahi | Presentation and delivery

- Speak clearly and confidently.
- Make sure that you stick to your allotted time.
- Always take a hard copy of your presentation/speech with you.
- If you are delivering a PowerPoint presentation, print out your speaking notes as a back-up and reference.
- If you are not presenting using PowerPoint, consider writing your speech notes on A5 paper or postcard-sized paper/card.
- Conferences may ask you to send your presentation/speech electronically beforehand, and this should be emailed as a PDF version. Remove your speaking notes from the version that you send.
- Discuss with the Engagement and Communications team the most appropriate way to take an electronic 'back-up' of your presentation (for example, stored on an IronKey or USB drive).

He turukitanga | Follow-up

- Make sure that your speech/presentation is saved in the correct Tardis folder.
- After you have presented, you may get requests for copies of your presentation. Before sending out your presentation, check that your presentation does not contain any sensitive material. Remove your speaking notes from the version that you send.
- If your presentation has many images, it may be a large file. Many organisations have a size limit for incoming email messages. Talk to IT Helpdesk about how you can reduce the file size before emailing externally.

What is the Engagement and Communications team's role?
The Engagement and Communications team do not usually write presentations or speeches for staff. However, they can provide you with general advice.

If you are speaking at an event where a Minister is also speaking, it is important that you let the Engagement and Communications team know. They will work with you to make sure that the messages and content in your speech/presentation complement the Minister's speech.

Does anyone externally need to be kept in the loop?
This depends on the nature of the event and the content of your speech/presentation. You may need to liaise with other agencies or organisations – make sure that you build in time in your planning and preparation to receive and incorporate their ideas and feedback.

What is the role of the Minister's office?
For many Ministry speeches and presentations, the Minister's office may not have a direct role. Depending on the topic/event, you may want to give the Minister's Private Secretary a heads-up. If in doubt, check with your manager.

As noted above, if the Minister is speaking at the same event, please let the Engagement

and Communications team know.

Checklist

- ☐ Have you found out who else is speaking?
- ☐ Have you used the Ministry's PowerPoint template and generic PowerPoint slides?
- ☐ Has the speech/presentation been thoroughly checked to ensure that all spelling, grammar and facts are correct?
- ☐ Is the language clear and concise, and appropriate for your audience?
- ☐ Have you got sign off from the appropriate manager?
- ☐ Have you advised the Engagement and Communications team?
- ☐ Is your presentation OK to share externally?
- ☐ Have you avoided "death by PowerPoint'?
- ☐ Have you received permission for all externally sourced images and graphs?
- ☐ Have you liaised with IT Helpdesk to arrange for an IronKey or USB drive to transport your presentation?

Where can I get more guidance on presenting?

- Talk to your manager find out about training opportunities for PowerPoint and presentation skills.
- If you are new to presenting, you may want to join a local Toastmasters group to gain more confidence and experience.
- The Write Group have produced a useful guide to making a speech.
- Think about presentations and presenters that you have liked or not liked. What aspects made them great or not so great?
- The internet is full of examples of effective speakers – the TED talk series is a good place to start: www.ted.com.

Te whakamahinga o te reo Māori | Using te reo Māori

Te Manatū Waka will follow the Te Taura Whiri i te Reo Māori Guidelines for Māori Orthography: Ngā Tikanga Tuhi a Te Taura Whiri i te reo Māori which you can find here: [Guideline for Māori Lanaguge Orthography](#). Orthography is the written system selected for any language. Orthography includes spelling conventions, use of diacritics (the tohutō or macron for te reo Māori to indicate vowel length), and features of punctuation such as use of capital letters and hypenation.

Tā mātou kaupapa | Our Kaupapa

All of our Ministry whānau feel supported and empowered to use te reo in the course of their work and in everyday life. We achieve this by making te reo accessible, normal and a central part of our identity. In doing this, we recognise bi-cultural Aotearoa and our role as a Ministry in upholding the principles of Te Tiriti o Waitangi: partnership, participation, and active protection.

Ngā mihi | Greetings

We encourage use of Māori greetings and signoffs in all of our communications.

Ngā kupu noa | Common terms

We'll use 30 common words frequently, becoming familiar with them and their use in the office, in our work and in our communities.

Ō mātou kupu toru tekau | Our 30 words

Māori	English
Māia	Bold
Ngākaunui	Invested
Mahi ngātahi	Collaborative
Minita	Minister
Kaitohutohu	Adviser
Uiuinga	Consultation
Hui	Meeting
Pōtitanga	Election
Hōhā/ riri	Frustrated/angry
Whakarongo	To listen
Kōrero	To speak
Pūtea	Finance
Ture	Law/rule
Taiao	Environment
Ora	Wellbeing
Īmēra	Email
Rorohiko pōnaho	Laptop
Waea pūkoro	Cell phone
Kīhini	Kitchen
Whar paku	Toilet
Huarahi / rori	Road
Taraka	Truck
Tereina	Train
Pahi	Bus
Waka rererangi	Aeroplane
Motokā / waka	Car
Waka hiko	Electric vehicle
Motopaika	Motorbike
Kutarere	Scooter
Paihikara	Bicycle

For any further information please contact the Engagement and Communications team.

Te Aratohu |
Brand Guidelines

TE MANATŪ WAKA
MINISTRY OF TRANSPORT

Kia hora te marino,

kia whakapapa pounamu te moana,

kia tere te kārohirohi

i mua i tō huarahi.

May peace be widespread,

may the sea glisten like greenstone,

and may the shimmer of light guide

you on your way.

This whakataukī reflects how our brand is on a journey – a journey to make a
positive difference in the transport system – so all New Zealanders may flourish.

E te kaitiaki o ō mātau tohu, ā mātau tohu hoki, tēnā koe

Mā Te Aratohu nei e ārahi, e aratohu anō hoki kia hiki ake ai i ngā waitohu o Te Manatū nei ki ōna ake taumata ka tika. Ko ngā waitohu kei roto nei, ko ngā mata tini o Te Manatu Waka e whakakanohitia atu ai ki te marea kia kitea whānuitia. Ko tō te Manatū waitohu matua ko te whetū, ā, ko te tohu o Hei Arataki tērā e noho ngātahi ana ki tōna taha hei whakatīnana ake i tērā whakaaro kia noho taurite ai te Kāwanatanga me te Māori. Nā rāua i whakamaru ai i āna waitohu katoa e noho tamariki mokopuna ana.

To the guardians of our brand elements, we greet you

These branding guidelines provide guidance on our high level brand elements and their use. These brand elements provide the many faces of Te Manatū Waka, and are principally guided by the guiding whetū (star) and the Hei Arataki whare (house of Hei Arataki). The collection of visual elements sit within the care of the the whetū and Hei Arataki and are a visual reflection of Te Manatū Waka and its Crown-Māori role and aspiration.

Rārangi upoko | Contents

This document has been prepared to give a high level overview of our core brand elements and their use.

Talk to the
Comms team
if you have
any questions

Mō Mātau |
Who we are

"We are one contributor to how we live as New Zealanders. Our mahi contributes in many ways to the success of Aotearoa and our success in the wider world. That is why what we do is so important."

Te Take o Te Manatū | Our Purpose

⌠ This is our purpose.
  It is central to everything we do.

Hāpaitia ana ngā tāngata o Aotearoa kia eke ⌡ Enabling New Zealanders to flourish

Te Hanga o te Waka | Strategic Framework

> This is our story. It explains why we exist. These are the foundations behind what we do and how Te Manatū Waka should be represented through its communications.

Alongside our strategic framework sits Hei Arataki, our Māori strategy, which represents our commitment to our Crown–Māori partnership responsibilities.
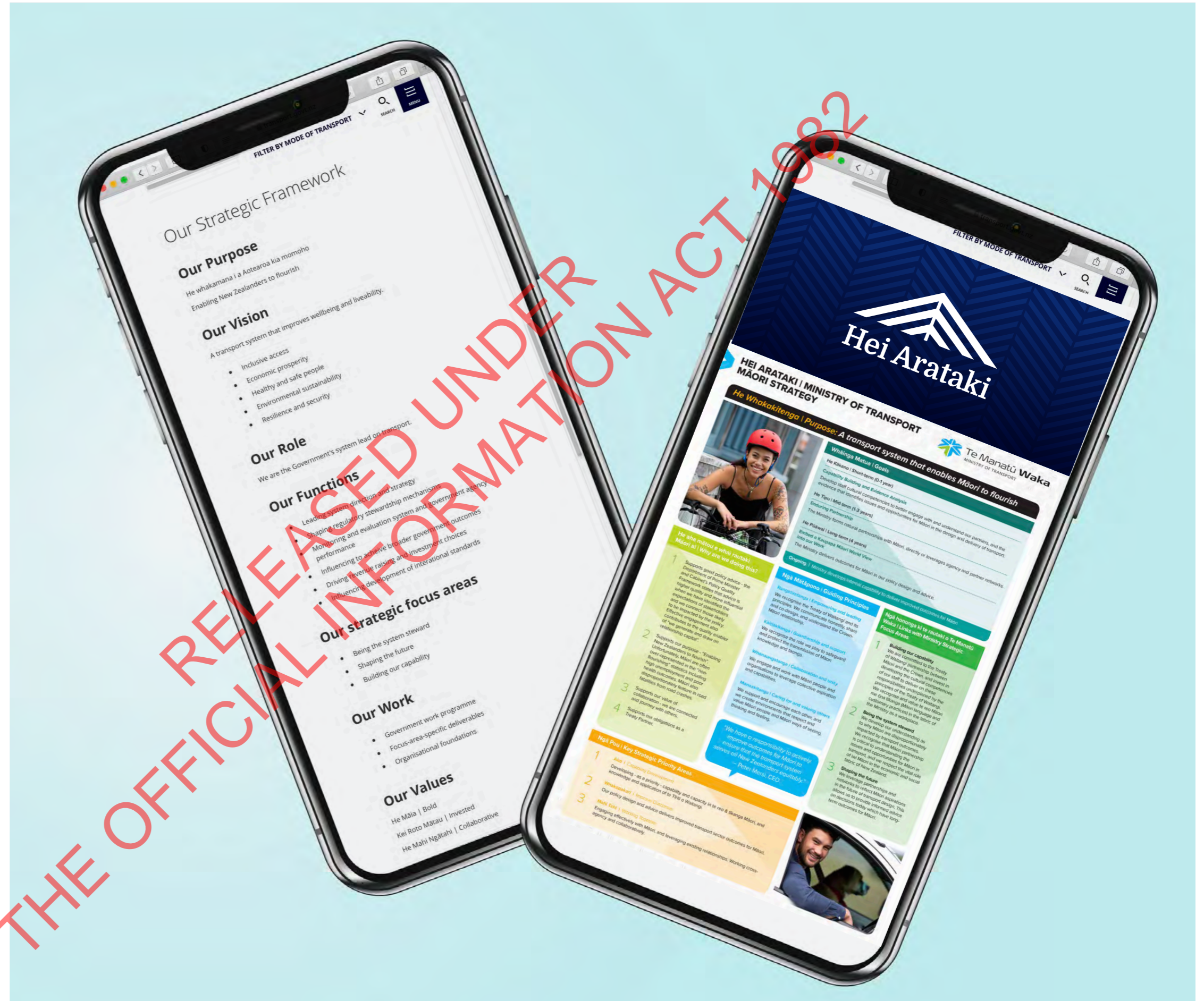
Hei Arataki acknowledges that New Zealanders are not flourishing if Māori are not flourishing, and sets out our strategic direction to identify issues and opportunities for Māori in transport design and delivery.

Find out more about our Framework

Find out more about Hei Arataki

Hei Arataki | Our Māori Strategy

E whai ana a Hei Arataki kia whakapai ake i ngā hua ā-waka mā ngā Māori. Ko ā mātau tohu e whitu e whakaatu ana i ngā pou rautaki e 3, me ngā mātāpono ārahi e whā o Hei Arataki.

Hei Arataki aims to improve transport outcomes for Māori. Our 7 icons are a visual expression of the 3 strategic pou and 4 guiding principles of Hei Arataki.

The symbol for Hei Arataki represents:

1. The inside of a wharenui, tāhuhu (ridge pole), heke (rafters) and the pou which support the tāhuhu and represent the pou tāhū (front post), the pou tokomanawa (centre post) and the pou tuarongo (back wall post). This is symbolic to the housing of our Uara, Pou and Mātāpono which are on the carvings and tukutuku panels inside this wharenui.

2. Maunga (Mountains) which represent the pae maunga (ranges) and maunga of Aotearoa.

3. Piki ake kake ake is a metaphorical term that means to climb and to ascend and symbolises the hopes and aspirations of our people.

Find out more about Hei Arataki

Hei Arataki

Ngā pou me ngā uaratanga matua
Our Māori strategy guides us all

KAUPAPA

Ngā pou ⌠ Strategic priorities

WHAKAPAKARI
IMPROVING OUTCOMES

AKO
CAPABILITY DEVELOPMENT

MAHI TAHI
WORKING TOGETHER

Ngā mātāpono ⌠ Guiding principles

RANGATIRATANGA
EMPOWERING
AND LEADING

KAITIAKITANGA
GUARDIANSHIP AND
PROTECTION

WHANAUNGATANGA
COLLABORATION
AND UNITY

MANAAKITANGA
CARING FOR AND
VALUING OTHERS

Ō mātau pou | Our strategic priorities

Ngā pou o Hei Arataki | Hei Arataki has 3 strategic pou, or pillars.

Hei Arataki

Ngā pou | Strategic priorities

Whakapakari | Improving Outcomes

Ko te whakapakari, ko te whakapakeke, ko te whakatipu rānei tēnei. Ko te poutama te tohu e whakaatu ana i te ekenga ki ngā taumata tiketike, me te whakapai i ngā hua.

This means to strengthen, mature or develop.

The icon is poutama tukutuku, expressing higher achievement and improving outcomes.

Ako | Capability Development

Ko te ako me te whakaako tēnei. Ko te ako, hei tirohanga ki te ao, e whakanoho ana i a mātau hei ākoanga, hei kaiako hoki. E mārama ai, e whakaputa hua ai ki Aotearoa tikanga rua, me whai mōhiotanga, me whai pūkenga, me whai mātauranga anō hoki. Ka tutuki tēnei mā te ako.

Ko te rāranga harakeke te waitohu. Ko ngā kete e toru, ko Te Kete Tuauri, ko Te Kete Tuatea, ko Te Kete Aronui.

This is to teach and to learn. Ako, as a world view, positions us all as learners and as teachers. Understanding and making positive impact in bicultural Aotearoa requires knowledge, skills and mātauranga (understanding). We will achieve that through ako.

The icon represents rāranga harakeke, or the weaving of flax. The 3 kete, or baskets of knowledge, are Te Kete Tuāuri, Te Kete Tuātea and Te Kete Aronui.

Mahi Tahi | Working Together

E mea ana tēnei ko te mahi tahi, ko te tūtakitaki, ko te mahi tahi, ko te whai māramatanga, ko te kōtui.

E rua ngā wāhanga o te waitohu. Ko te tāniko e whakaatu ana i te whai i te mātauranga – he arapaki te tukutuku kua whatua mai, ka noho ki ngā marae, ka pupuri i ngā kōrero mō taua marae me ōna tāngata. Ko te niho taniwha, ko te whiringa āhua tapatoru nei te hanga, e whakaatu ana i tā mātau kaha, i tō mātau mōhio ki te tauutuutu, me te mahi tahi.

This means working together as one, engaging, collaborating, understanding, and partnering.

The icon has 2 parts. Tāniko tukutuku is the pursuit of knowledge – tukutuku are woven lattice pieces in a marae that tell a story, and hold knowledge of a place and its people. Niho Taniwha, the triangular pattern, represents our strength, reciprocity and working together.

Ō mātau mātāpono hei arataki | Our guiding principles

E whā ngā mātāpono o te rautaki Hei Arataki | Hei Arataki is guided by four principles.

Hei Arataki

Ngā mātāpono | Guiding principles

Rangatiratanga | Empowering and Leading

Ko ngā mātāpono o te kokoraho, o te whakaaweawe, o te arataki. E mea ana tēnei ka whai mātau ki te whakatutuki i tā mātau mahi arataki i te pūnaha e eke ai te hunga o Aotearoa i ngā take waka.

E whakaatu ana tēnei waitohu i te rā me ngā whetū. E mea ana a 'rā ngāti rā', ko te rā o te rā, ko te korakora ira atua. He kīanga whakarangatira te kīanga 'ngā whetū whai' e mea ana me toro ki ngā whetū.

E whakatinana ana ā mātau mahi i te wawata me te awhero. He pae whakatere mō te āhua o tā mātau arataki i a Aotearoa ki tētahi pūnaha waka pakari.

The principle of ownership, influence, and stewardship. This means we seek to fulfil our transport system leadership role to ensure that our transport system enables all New Zealanders to flourish.

The icon represents the sun, and stars. Rā ngāti rā means sun of the sun, divine spark. Ngā whetū whai is empowering and leading, meaning to reach for the stars.

Aspiration and ambition is exhibited in our mahi. It is a navigational point for how we will lead Aotearoa towards a stronger transport system.

Kaitiakitanga | Guardianship and Protection

Ko te tiaki me te whakahaumaru tēnei. Mā konei e hāpaitia ai ā mātau haepapa tiaki taonga.

E whakaaatu ana tēnei waitohu i Te Ao Mārama, i te ao hurihuri. E hāngai ana ki te hononga o Ranginui me Papatuānuku me te hunga ora o waenganui hei tiaki mā tātau.

Ka huri tonu te āhua o te waka, me te wāhi ki a mātau i roto i te hāpai i ngā mahi katiaki i te pūnaha waka.

This is guardianship and protection. It ensures that we work in a way that upholds our responsibilities to protect taonga.

The icon represents Te Ao Marama, the ever changing world. It's about the relationship between Ranginui (sky father) and Papatuānuku (earth mother), and all the lives in between that we need to guard and protect.

Transport continues to evolve, and so does our role in upholding kaitiaki practices within the transport system.

Whanaugatanga | Collaboration and Unity

Ko ngā hononga tangata ēnei e hua mai nei i te whai ngātahi i te wheako, e tū nei i runga i ngā mātāpono o te tūhono me te hononga ā-hapori.

He huarua poutama te waitohu nei (te huarua tukutuku) e whakatinana ana i te whakapapa, i te mahi ngātahi, i te kotahitanga, i ngā taumata o te ako me te whai mātauranga.

E kapi ana i tēnei te āhua o tā te pūnaha waka mahi ngātahi, mā te pāhekoheko, e puta mai ai he pūnaha waka e eke ai a Aotearoa.

These are relationships through shared experiences and working together, built on connection and belonging.

The icon is a double poutama (double patterned tukutuku) representing whakapapa, collaboration and unity, levels of learning and intellectual achievement.

It embraces how we work together as a transport system, through engagement and collaboration, to create a transport system that enables Aotearoa to flourish.

Manaakitanga | Caring for and Valuing Others

Ko te whakatinanatanga tēnei o te whakaute, o te atawhai, me te manaaki i ētahi atu.

He taonga pounamu (he taonga kāmehameha) te waitohu e whakaatu ana i te mahi tahi a ētahi tāngata e tutuki ai te whāinga kotahi. E mea ana te whakataukī 'ahakoa iti, he iti pounamu' he hirahira tonu mātau, ahakoa te tōriki.

Ko te koru i te taha mauī, ko te tipuranga hou, ko ngā aho e toru e whakatinana ana i te mahi tahi a te tangata, i te manaaki me te matapopore ki ētahi atu.

Ko te koru i te taha matau, ko te pikorua – ko te ngao i waenga i te ao wairua me te ao kiko. E tohu ana i te herenga tahitanga me te kotahitanga.

Ko mātau tētahi o ngā kaihoatu ki te āhau o tā tātau noho i Aotearoa. E whāngai ana ā mātau mahi i ngā ara rau e angitu ai a Aotearoa i ōna whenua, i te ao anō hoki.

This is the expression of respect, generosity and care for others.

The icon is a symbol from pounamu taonga (valued treasure) representing people working together for a common cause. The whakatauki 'ahakoa he iti, he pounamu' signifies that, despite being small, we are of great value.

The left koru is new growth, 3 strands representing people working together for a common cause, caring for and valuing others.

The right koru is Pikorua – the energy between the spiritual and physical worlds. It signifies binding together and being united.

Ngā Uara | Values

> Our values represent what Te Manatū Waka stands for. They capture the behaviours and characteristics we value, and expect everyone in the Ministry to model on a day-to-day basis.

He Māia | Bold
We step up to challenge difficult issues, provide free and frank advice, and have the flexibility to change our approach or position if needed. We understand that sometimes our decisions won't be popular but we clearly articulate our rationale and adapt our delivery to give our advice the best chance of success.

Kei Roto Mātau | Invested
We know our purpose and strive to make a difference, take pride in our work and hold ourselves accountable for delivering high quality outputs. We ensure our work is robust and thoughtful through the questions we ask and the people we involve.

He Mahi Ngātahi | Collaborative
To make the biggest difference we maintain and grow strong relationships. We show we respect others, are open for business and connected to those around us. We invest energy to ensure we involve the right groups and actively seek opportunities to share our thinking.

Kete Waitohu |
Brand Kete

Waitohu | Logo

Introducing our logo

⌠ Our logo represents the journeys
that we all take.

The marque

At first you may see a whetū (which represents any star or constellation we may use to navigate our journey when out at sea or traveling), but our marque means more than this.

The following page reveals our unique and special narrative.

Our narrative

If we deconstruct the six points of the logo marque – and the spaces between – they symbolise:

· Pae Maunga | Mountain ranges
· Maunga | Mountains
· Roto | Lakes
· Awa | Rivers
· Awaawa | Valleys or gorges
· Wharenui | Homes
· Te Moana-nui-a-Kiwa | The Pacific Ocean, Te Tai-o-Rehua | The Tasman Sea

Together, these represent the environment which enables all New Zealanders to flourish. As we journey (as if you were in a waka) from mountain tops, down through lakes, through rivers, gorges and valleys out to the ocean, we travel through our whenua and beyond.

This narrative aligns closely with a pepeha, which is an identifier of where people/landmarks come from.

The macron

Our logo also contains a distinct macron shape which represents the forward movement of the journey of Te Manatū Waka. This tohutō symbolises the tauihu, the bow of the waka, where the waterline is forged by the bow indicating movement and journeys. The bottom border of the macron is the waterline, the top border is the horizon.

Together, we are moving forward.

Waitohu | Logo

Using our logo

Our logo is the most important, and most reproduced, element of our visual identity system. It positions us as a modern, forward-thinking organisation. It effectively blends our leadership position with a more friendly, cooperative personality.

Components

The standard Te Manatū Waka logo lock-up comprises three components: the whetū marque, the words 'Te Manatū Waka' and the English translation – 'Ministry of Transport'. All text must remain together as shown.

Logo variations

For flexibility we have developed a single colour logo, which can be used when the use of colour is limited or when our full colour primary logo would clash with other visual elements on an application.

Logos can be downloaded from Discover, search 'Logo'

Logo

Logo variations

Full Colour

Monotone

Greyscale

Black

Reversed

Reversed full colour

Minimum size

40mm

Clearspace

Ensure there is at least space to fit the height of a capital 'T' around all sides of the logo.

Waitohu | Logo

The don'ts

[
Please treat our logo with respect, and avoid the following.

Please do not:

- Separate the logo elements (whetū and type)
- Rotate, flip, skew, stretch, squash or reconfigure the logo
- Apply visual effects such as drop shadows
- Change the proportions of any element within the logo
- Recolour the logo
- Place the logo with conflicting colours, or multiple colours
- Place the logo on a background that makes it illegible, for example, a busy photo, pattern, or bright colour.

Reo | Language

He taonga te reo Māori ki a tātau nei. | Te Manatū Waka has a role to play in the protection and revitalisation of te reo Māori as a living, everyday language of Aotearoa New Zealand.
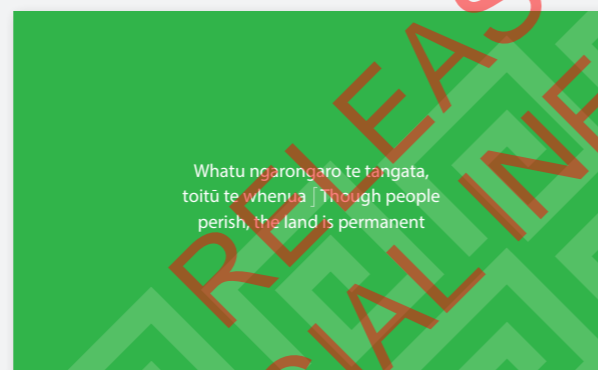
Māori-English Bilingual language is used in all the key entry points in all our collateral. Using bilingual language increases the awareness and status of our official spoken languages and encourages the use of te reo Māori in our everyday lives.

Our design weaves the two languages together in a manner reflective of manaakitanga.
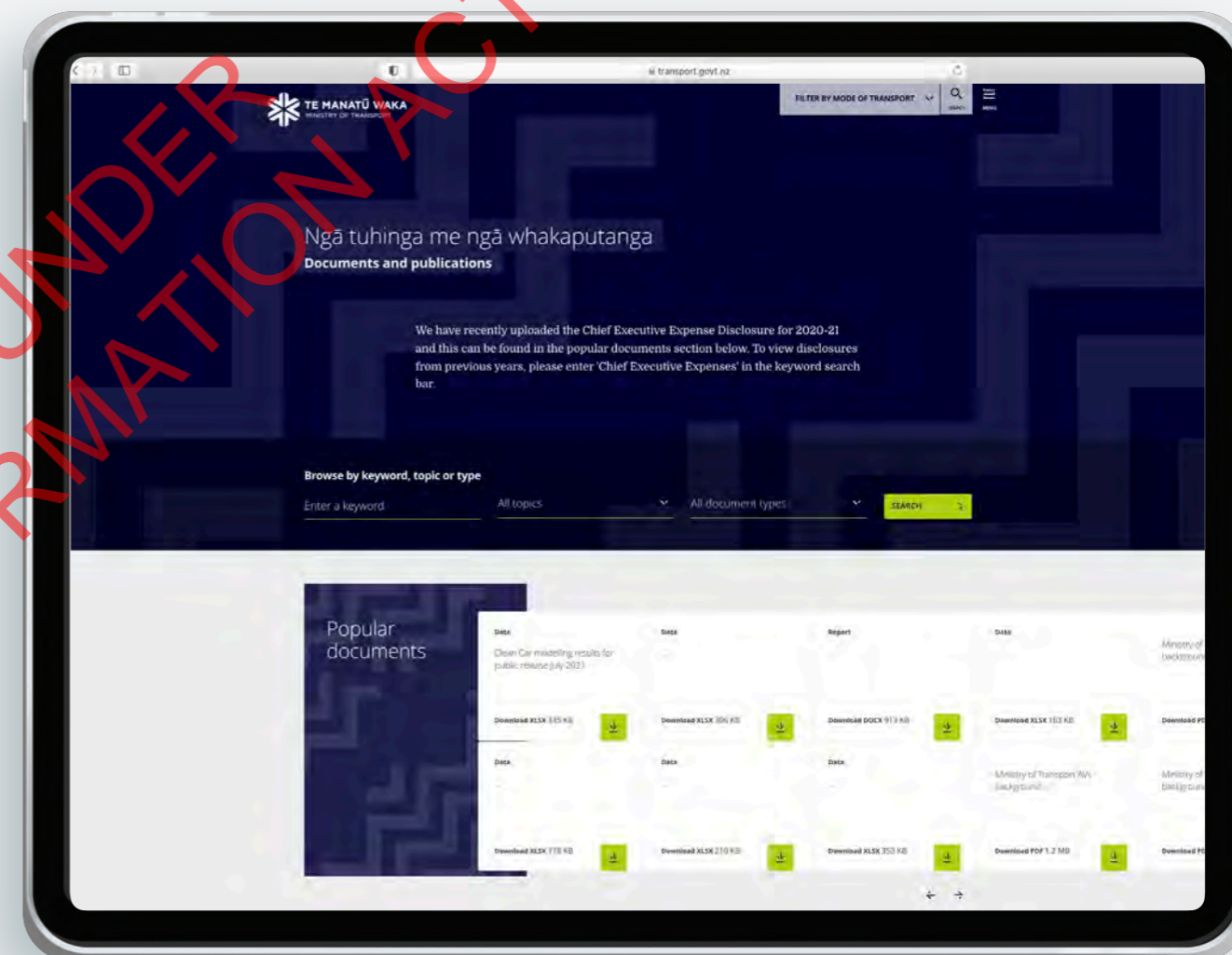
All information does not need to be produced bilingually, it is only top level layers of information that should be, for example website headings, or titles of publications, or the heading of a template.

Guidelines

- Māori is always displayed first when used in a sentence or title with English
- Translations should be carried out correctly and with integrity (only by a person fluent in te reo Māori)
- Both titles should be as concise as possible
- Te reo Māori should encapsulate the essence of the meaning – it does not necessarily need to be a literal translation
- The languages should be visually separated to enhance readability – for example, although they sit together and have the same font, they are separated by a line device, and usually appear in different colours.

TE MANATŪ WAKA
MINISTRY OF TRANSPORT

Name Surname
Iwi
Te reo title | Title

M: +64 21 234 567
E: f.lastname@transport.govt.nz
PO Box 3175, Wellington 6140, New Zealand
transport.govt.nz

Whatu ngarongaro te tangata,
toitū te whenua | Though people
perish, the land is permanent

Ngā tuhinga me ngā whakaputanga
Documents and publications

We have recently uploaded the Chief Executive Expense Disclosure for 2020-21 and this can be found in the popular documents section below. To view disclosures from previous years, please enter 'Chief Executive Expenses' in the keyword search bar.

Browse by keyword, topic or type

Talk to the Comms team if you require a Te reo translation.

Tohu | Icons

[Together our tohu create our uara (values). Each one represents a different principle or strategic priority area, so each plays a significant part in our evolving journey.
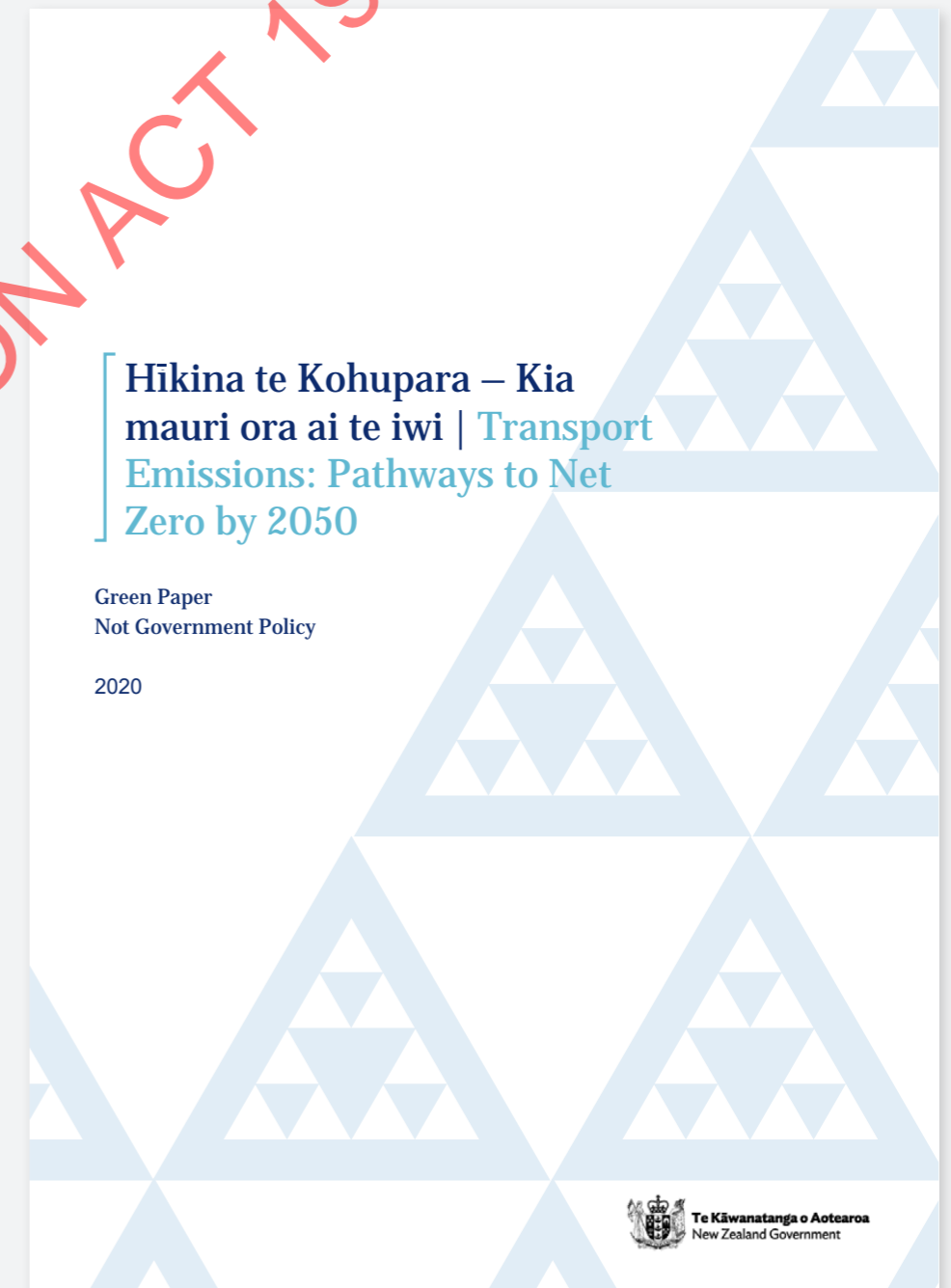
Publication matrix

A matrix is being developed to help guide which tohu is relevant for each application.

Applying a tohu

- When using any tohu, purposeful consideration must be taken to ensure its significance and integrity is retained.

- Where a tohu should be clearly legible, it should be used in full colour, on either midnight blue or white.

- Tohu can also be used as background tints in a repeated pattern (note that manaakitanga does not get used as a repeated pattern). Guidelines of background tints are shown on the following page.

Talk to the Comms team if you are unsure which tohu to use

Manaaki whenua. Manaaki tangata. Haere whakamua [Care for the land. Care for the people. Go forward

Find out more at hei-arataki.nz

UARA OUR VALUES

WHAKAPAKARI IMPROVING OUTCOMES

AKO CAPABILITY DEVELOPMENT

MAHI TAHI WORKING TOGETHER

RANGATIRATANGA EMPOWERING AND LEADING

KAITIAKITANGA GUARDIANSHIP AND PROTECTION

WHANAUNGATANGA COLLABORATION AND UNITY

MANAAKITANGA CARING FOR AND VALUING OTHERS

Hīkina te Kohupara – Kia mauri ora ai te iwi | Transport Emissions: Pathways to Net Zero by 2050

Green Paper
Not Government Policy

2020

Te Kāwanatanga o Aotearoa
New Zealand Government

Tohu | Icons

Tohu as background tints

> Using our tohu can add relevance, vibrancy and interest to any cover, photo, or background.

Correct use for tints
- The tohu can be used as subtle tints over imagery and flat colours.
- Always ensure the use of any tohu is strong and purposeful, avoiding any sense of gimmickry. If its use as a graphic device doesn't feel inspiring and purposeful, don't use it.
- Note that the Manaakitanga tohu does not get used as a repeated pattern in any context.

Imagery
- When placing near people, it is important that the mana of the person is maintained, so the tohu should never go in front of people – in particular the head. They can, however, go behind a person's head/body.

96%
Cus maiossitium venimillab ilique cone voloreh endae. Axim nes as ex et et ea nobitas.

23%
Key point or fact picaeped ut ento iur aute occae erecull

12%
Key point or fact picaeped ut ento iur aute occae erecull

TE MANATŪ WAKA
MINISTRY OF TRANSPORT

Hīkina te Kohupara – Kia mauri ora ai te iwi | Transport Emissions – Pathways to Net Zero by 2050

> Hīkina te Kohupara[1] was launched in May 2021 to encourage a focussed conversation on how Aotearoa will decarbonise its transport system.

It identifies key opportunities for reducing transport emissions while improving the well-being of people and te taiao in Aotearoa. It is one part of a wider kōrero over the next six months and into the future on how we transition to net zero carbon emissions by 2050.

A second step in this kōrero is the Government's first Emissions Reduction Plan (ERP). The ERP will respond to the Climate Change Commission's advice[2] on what Aotearoa and its people must do to rapidly reduce greenhouse gas emissions. It will commit government to delivering on policies to decarbonise sectors, including transport. Hīkina te Kohupara will inform the transport part of the ERP.

The third step and ongoing journey in this kōrero is the design, development and implementation of policies set down in the ERP for action. This is a critical process that will necessitate input from all of our communities.

Iwi/Māori views are critical for shaping how Aotearoa decarbonises transport

The Ministry of Transport acknowledges Māori as rangatira and Te Tiriti partner. We wish to work with iwi/Māori to build an enduring relationship so that we can jointly confront the emissions reduction challenge and build a low emissions, equitable and accessible transport system. This includes understanding iwi/Māori views on the potential impacts of decarbonising the transport sector for iwi/Māori and the opportunities it creates. This kōrero starts with Hīkina te Kohupara, and will continue through the ERP process and on to future policy design and development.

We must make a Just Transition in partnership with iwi/Māori. We see many benefits for people in the future from giving people better transport options, making the transport system more inclusive, and shifting away from fossil fuels. However, the transition over the next couple of decades will not be easy. Some approaches to reducing transport emissions could disproportionately impact Māori, including through increased transport costs and shifts in jobs/occupations. We need to find ways to seize the opportunities that lift Māori hauora/well-being and avoid or mitigate negative impacts for iwi/Māori.

1. Hīkina te Kohupara discussion | Ministry of Transport
2. Ināia tonu nei: the time is now for climate action » Climate Change Commission (climatecommission.govt.nz)

Opportunities
Hīkina te Kohupara

Commitment
Emissions Reduction Plan

Development
Future policy design, development & implementation

Ngā Tae | Colours

Our logo consists of two blues – a midnight blue for the text, and a midday blue for the marque. These represent the space we live in.

To support the logo colours, we also have a range of strong dark colours within the primary brand palette.

These are contrasted and complemented by our secondary palette from our vibrant range of uara.

Both our primary and secondary colour palettes can be applied to a range of collateral. However, while the dark primary colours adhere to digital.govt.nz accessibility standards, the secondary colours are not so accessible. Therefore please ensure the brighter and lighter secondary colours are used at a large size, or only applied to small design elements where they do not communicate crucial elements of information.

PRIMARY COLOUR PALETTE

TE MANATŪ WAKA
MINISTRY OF TRANSPORT
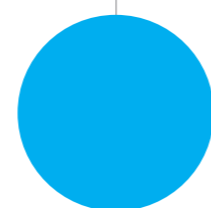
Kikorangi | Midday Blue

C100 M0 Y0 K0
PMS PROCESS BLUE C
R0 G178 B255
#0099ff

Kahurangi | Midnight Blue

281 C
C100 M85 Y0 K36
R13 G44 B108
#0d2c6c
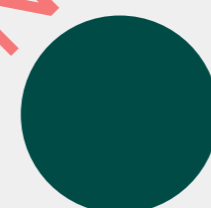
Dark Green

7722 C
C89 M0 Y45 K72
R4 G58 B56
#034a38

Dark Blue

2955 C
C100 M60 Y10 K53
R0 G60 B104
#003c68
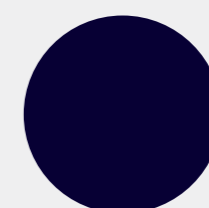
Darkest Blue

5255 C
C97 M100 Y15 K72
R0 G0 B51
#003
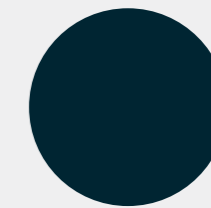
Dark Grey

547 C
C100 M35 Y32 K82
R0 G25 B40
#001928

SECONDARY (UARA) COLOUR PALETTE

MANAAKITANGA

WHANAUNGATANGA

WHAKAPAKARI

RANGATIRATANGA

KAITIAKITANGA

MAHI TAHI

AKO

Kōwhai | Yellow

130 C
C0 M32 Y100 K0
R246 G168 B0
#fdb415

Kārikiōrangi | Turquoise

320 C
C96 M0 Y31 K2
R0 G169 B183
#00a9b7

Karaka | Orange

151 C
C0 M62 Y100 K0
R245 G126 B32
#f57e20

Kārikikōwhai | Lime

375 C
C37 M0 Y100 K0
R173 G209 B54
#add136

Kākāriki | Green

361 C
C77 M0 Y100 K0
R57 G181 B74
#39b54a

Ōrangihina | Grey-Blue

7458 C
C53 M3 Y8 K9
R100 G182 B207
#64b6cf

Kikorangi | Light Blue

2995 C
C83 M1 Y0 K0
R0 G181 B239
#00b5ef

Ngā Tae | Colours

Tints

When the primary colour palette alone will not suffice, tints can be used to supplement a design.

The lightest tints of each colour can be applied to highlight graphics and for backgrounds, but should never be used for text or core elements that communicate crucial information (unless on top of a darker shade which will provide sufficient contrast).

Here are the tints we recommend:

Kikorangi | Midday Blue
80% R0 G204 B255 #00ccff
50% R137 G213 B247 #89d5f7
10% R198 G231 B248 #c6e7f8

Kahurangi | Midnight Blue
80% R57 G72 B128 #394880
50% R113 G120 B169 #7178a9
10% R207 G209 B233 #cccde9

Dark Green
80% R0 G101 B97 #006561
50% R96 G148 B146 #609492
10% R181 G221 B218 #b5ddda

Dark Blue
80% R49 G78 B116 #314e74
50% R110 G126 B157 #6e7e9d
10% R192 G199 B225 #c0c7e1

Darkest Blue
80% R44 G33 B78 #2c214e
50% R99 G91 B127 #635b7f
10% R183 G179 B199 #b7b3c7

Dark Grey
80% R0 G68 B83 #004453
50% R83 G119 B133 #537785
10% R173 G188 B191 #adbcbf

MANAAKITANGA
80% R254 G194 B77 #fec24d
50% R255 G215 B143 #ffd78f
20% R241 G230 B178 #fcf3cb

WHANAUNGATANGA
80% R0 G181 B194 #00b5c2
50% R123 G204 B213 #7bccd5
20% R187 G221 B230 #ceebef

WHAKAPAKARI
80% R247 G150 B72 #f79648
50% R251 G186 B133 #fbba85
20% R239 G219 B178 #fbe7c1

RANGATIRATANGA
80% R190 G216 B95 #bed85f
50% R213 G229 B154 #d5e59a
20% R255 G235 B167 #e1eba7

KAITIAKITANGA
80% R104 G191 B103 #68bf67
50% R161 G211 B155 #a1d39b
20% R208 G222 B187 #e8f2d8

MAHI TAHI
80% R131 G194 B215 #83c2d7
50% R174 G213 B227 #aed5e3
20% R219 G226 B233 #e1ebf4

AKO
80% R23 G193 B242 #17c1f2
50% R137 G213 B247 #89d5f7
20% R225 G238 B249 #e1eef9

Alternatively, if you are creating an object in greyscale, use:
100% greyscale: C0 M0 Y0 K100, R0 G0 B0, #000000
80% greyscale: C0 M0 Y0 K80, R102 G102 B102, #666666
50% greyscale: C0 M0 Y0 K50, R153 G153 B153, #999999
10% greyscale: C0 M0 Y0 K20, R230 G231 B232, #e6e7e8

Ngā Tae | Colours

Using the colours in graphs/tables

> Colours can be used to communicate different segments of information.

In these instances, several colours may need to be chosen. Wherever possible follow the sequence of colours shown. Here some additional guidelines:

- To achieve **maximum contrast**, avoid having two similar colours or tones sitting side-by-side.

- Try to **distribute similar colours and tones** throughout the sequence.

- **Be aware of accessibility**. Eg, light tints or colours like yellow may not be appropriate to use in instances when legibility could be an issue.

- If a graph has **small components**, use different dark colours in these areas to increase visibility.

- **Textures** (eg thin stripes of a uara & white) can help create a more refined colour palette. However, this option is not always technically possible.

- Consider the amount of colours to be used:
  - **Less than 12 colours:** only use colours/tints within our official colour palette.
  - **More than 12 colours:** If all the possible colour combinations within our colour palette are exhausted, the tertiary colours shown may also be used. Only use these in instances where the Ministry's colour palette is not enough. They should not take up more than 10% of the entire colour scheme.

- **Images, graphs and tables:**
  - Sit on a 10% greyscale background (no border). Each colour should have a thin white keyline (to separate them). An accent colour (50% greyscale) may be used for lines etc.

Possible sequence of 4 colours:

MIDDAY BLUE · MIDNIGHT BLUE · LIME · ORANGE
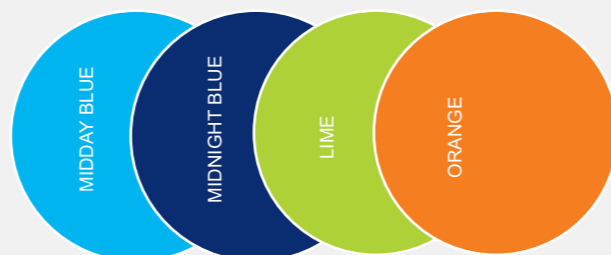
TIP: A white keyline around each element prevents the colours butting up together and clashing.

Possible sequence of 8 colours:

MIDDAY BLUE · MIDNIGHT BLUE · LIME · ORANGE · GREEN · TURQUOISE · YELLOW · DARK GREEN

Possible sequence for 15 colours:

MIDDAY BLUE · MIDNIGHT BLUE · LIME · ORANGE · GREEN · TURQUOISE · YELLOW · DARK GREEN · 50% DARKEST BLUE · 80% GREY-BLUE · DARK GREY · 50% DARK BLUE · RED C0 M82 Y63 K0 R240 G86 B86 #f05656 · STONE C40 M45 Y40 K0 R152 G145 B137 #989189 · BARK C12 M60 Y60 K32 R144 G75 B56 #904B38
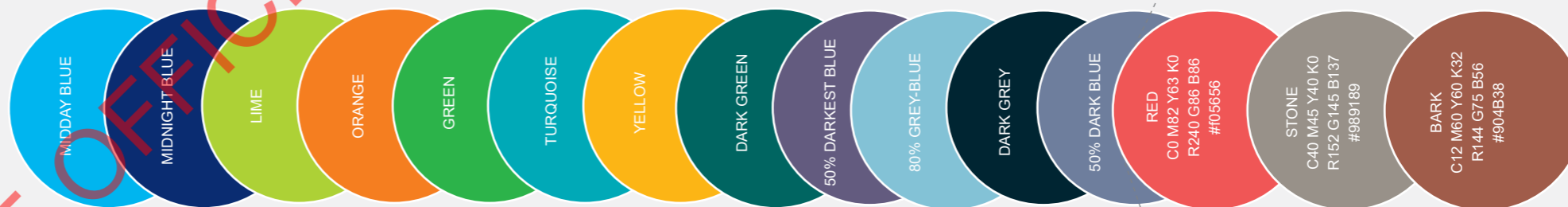
Tertiary colours (only use at 100%)

Momotuhi | Typography

> Typography is a key element of any brand, and careful consideration of how the typefaces are used should be implemented to maintain the integrity of Te Manatū Waka's brand.

Open Sans and Domine (both are free Google fonts) are our primary typefaces. They can be used in all available weights within brand applications to suit messaging and typographic hierarchy.

When our primary typefaces are not available or appropriate – for example on government documents and in Microsoft programmes – these fonts can be substituted for the system defaults Arial and Georgia respectively.

AaBbCc
aeiou āēīōū

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#$%&*)1234567890

AaBbCc
aeiou āēīōū

Domine

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#$%&*)1234567890

AaBbCc
aeiou āēīōū

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#$%&*)1234567890

AaBbCc
aeiou āēīōū

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@#$%&*)1234567890

Momotuhi | Typography

Typesetting and hierarchy

> Our fonts – Open Sans and Domine – and our colour styles have been designed to makes the content as easy as possible to understand and navigate.

Accessibility, efficient use of space and contrast have all been taken into consideration.

External document styles

- Please follow the styles shown here.
- Consider the accessibility standards set out by digital.govt.nz for items such as downloadable documents. We follow these guidelines where it is practical, for example, body copy is always at least 11pt.

Further information can be found in the Style Guide

Te Manatū Waka | Document Name | Month 2021 **11**

SECTION HEADING

Te reo Māori heading
English heading
Title subheading style e.g. for financials

Sub heading level one

Subheading level two

Excepe dem as et int eos erionestotat doluptatem sam que consequatem as dolorep rovidebis veliqua tiaeceari consed ut ium as nissimu scitatene iliquis audi cusam, optae voluptatur? Qui necaerum ra atur aut aut eaquis qui offic to est, et ex et litibus dolore aute es alitia volorer ibersperiate prectot atenimet eossequibus voluptam laborum is debitibus net alit, sit quameniti qui dolorem. Nem quiatem hilibus, consequodi duntorepra iumque ped eatur, velest, inctibea dolut haribusdam eseque coremquis alit as as exceper ferores si remporessin nes voluptas nis reni non placiis sendem laborent unt hitaspe rferess inctatem etum ressunt iorepud icitatior aspelest, videm quatur, qui con et precturisim rem est velecab orerum est, ulpa ipsantinciam harchic tota porepuda cupta venda andamusto occus aspieni moluptatatet ommossendae eosae doluptasitem fugia de nimusapic te nemolorum net officid quiatur?

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Subheading level two

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Subheading level three

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Subheading level three

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TITLE HEADING – Te Reo Māori
Domine Regular

TITLE HEADING – English
Domine Bold

TITLE SUBHEADING
Open Sans Light

INTRO PARAGRAPH
Domine Regular

SUBHEADING 1
Domine Bold

SUBHEADING 2
Open Sans Bold

SUBHEADING 3
Open Sans Bold

SUBHEADING 4
Open Sans Regular

SUBHEADING 5
Open Sans Italic

BODY COPY
Open Sans Light –
always a minimum of 11pt

Momotuhi | Typography

Typography and colour use

> Colour and typography should work in harmony to engage the audience and serve its functional purpose of delivering information in a succinct and legible way.

Our approach is highly adaptable, allowing the use of varying type weights and our full colour palette providing it suits the intended purpose and context, however no matter what the application, accessibility is aways key:

- For functionality, black (100%) should always be used for the bulk of the text.
- For coloured typography, only the dark colours from the primary colour palette should be used where the content must be accessible.
- The supporting lighter tohu colours may be used as accents when used on a light background – however, they should only be used to repeat content, or display it at a large size – or as supporting graphic elements that are not crucial to the communication of any content.

Heading

Alias ulpa voluptassi te sumque parumquo volore, cum volorest id et volendit a qui a

Dae voluptatem dustius eum eicima sita volupta voloratem. Eprae es intia vernat. Restias volupta tioresciis ut ma ad modissi mporibus rerios eat volupta doluptatur, cus ipidus demolut quam, sed ea dolupta.

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Dae voluptatem dustius eum eicima sita volupta voloratem. Eprae es intia vernat. Restias volupta tioresciis ut ma ad modissi mporibus rerios eat volupta doluptatur, cus ipidus demolut quam, sed ea dolupta.

Whakaahua | Imagery

Subject matter

The images we use represent 'enabling New Zealanders to flourish'. We show all sorts of authentic New Zealanders being able to move around in the way they want to for work and play. We avoid images of just motorways or ships – instead we focus on the human benefits.

Image library

Te Manatū Waka has an image library – use images from this library wherever possible.

Image selection criteria

As the images you select will be representing our transport system – when selecting images from outside of the library, keep the following in mind:

· Only use images from New Zealand
· Represent various modes of transport (unless an item is mode specific)
· Represent a range of Kiwis and their different lifestyles and needs
· Images should be safe and positive. Eg:– people should be wearing seat belts and – where possible – show more environmentally friendly vehicles
· Images should be bright, modern, fresh and positive.

Image treatment

Images should be treated naturally by being used in full colour. For the website, duo-tones may also be used (as shown opposite).

Respect

Peoples heads should not be cropped, and nothing should cover faces.

Talk to the Comms team if you need to buy an image not currently in the library.
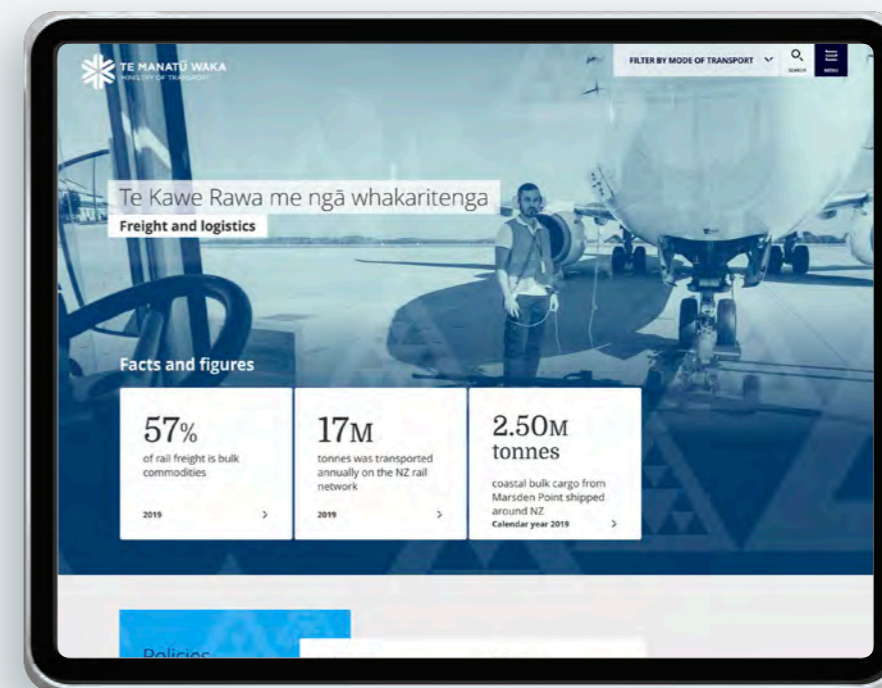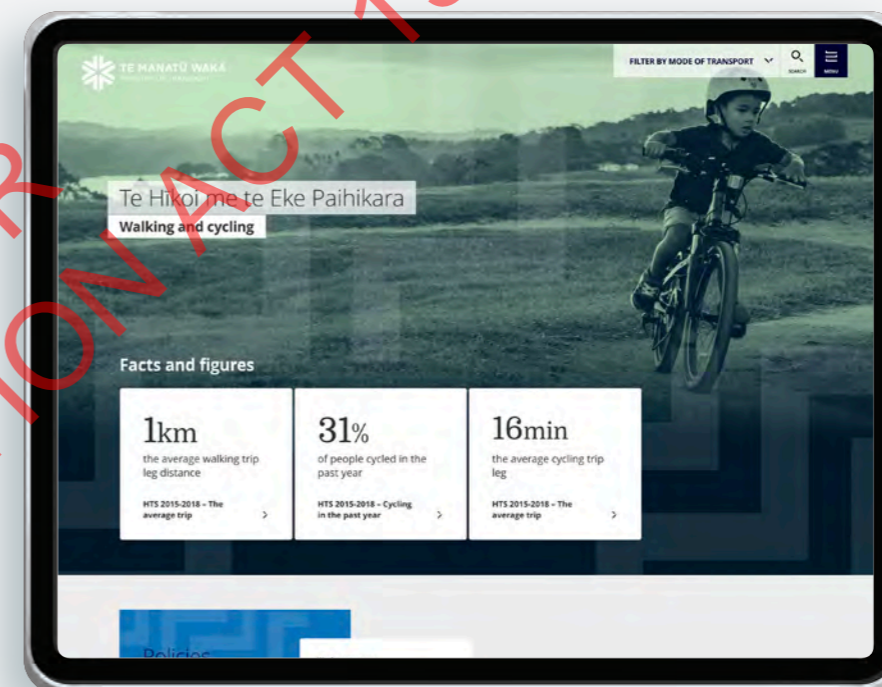
Whakahāngai Waitohu | Brand Application

Pae tukutuku | Website

Our website is our hero communication channel, and it sets the tone of our brand.

Our website has been created with many different levels of templates – ranging from full colour images at the top, down to simple plain templates at the bottom.

You'll notice that the website uses the colour, bold use of typography and tohu in a considered manner.
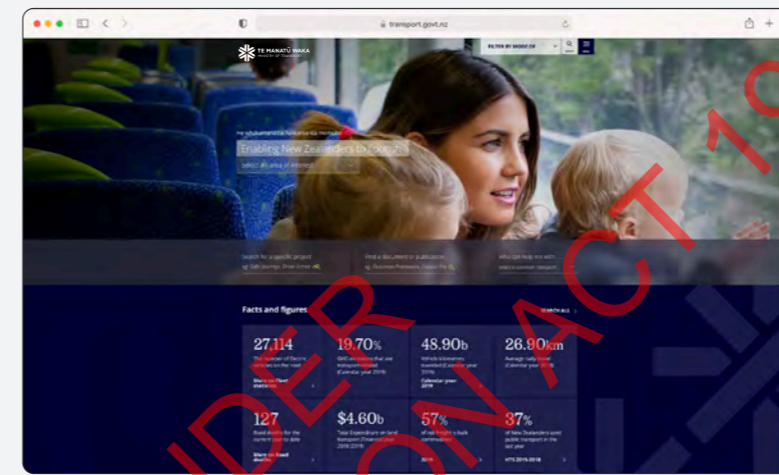
Homepage
Design: Full colour
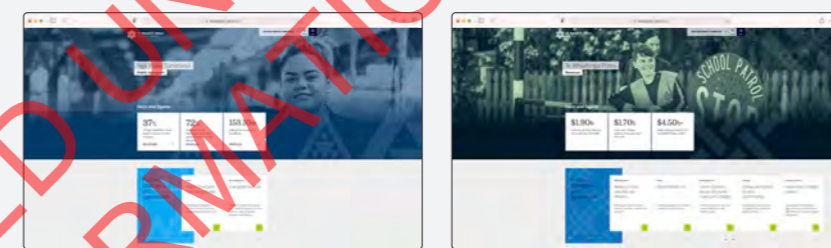
Ngā Kaupapa Matua Areas of interest
Design: Duotone

Secondary pages
Design: Tohu on dark background
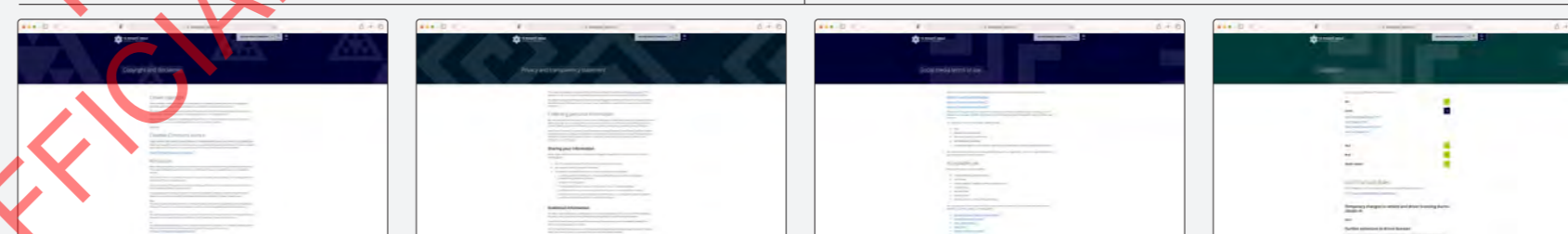
Third level
Design: tohu in masthead
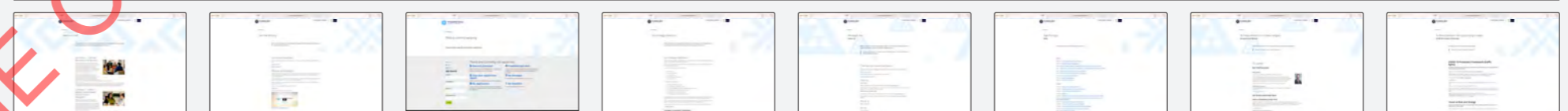
Fourth level
Design: light tohu in background

Te hanga pānui | Publication design

Our range of publications align with our website's look and feel.

The following pages clarify what templates are to be used for what context.

Flagship publications

Ki waho
Externally produced publications
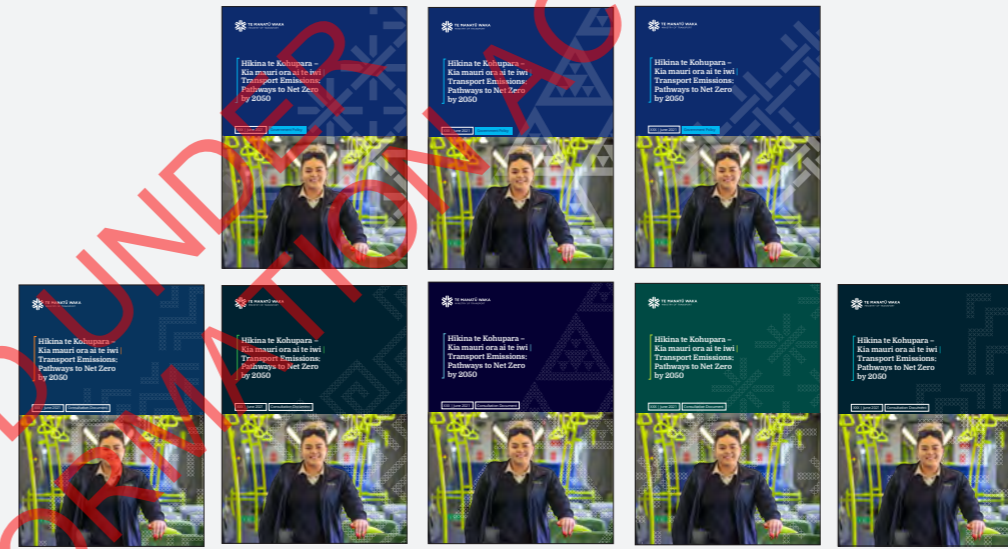
Ki roto
Internally produced items

Talk to the Comms team if you need to engage with an external desinger.

Ki waho | External publications

Top level – covers

> These external publication covers are for projects at the top level, after they have moved through the draft stages and are finalised.

To ensure that the cover design accurately reflects the content of the document, a matrix will determine which uara aligns with the document – this will determine the te reo, tohu and image selection.

Covers should be like the covers shown. Details follow:

Header area

- The Te Manatū Waka logo sits in the top left, always fully reversed.
- Titles and dates should be as shown, with the document status within a lime box.
- The background is midnight blue.
- Type colours for this level of publication are always the bright lime and white as shown.

Image box

- Images are always full colour, and follow the photography guidelines.
- On the occasion where multiple images must be used, images should be proportionate to each other, and work in a simple grid system.

Tohu

- Tohu are used as an overlay, to add a deeper level of meaning to a document.
- The tohu should never cover a person's face.
- Tohu texture should sit 'behind' any people in an image.
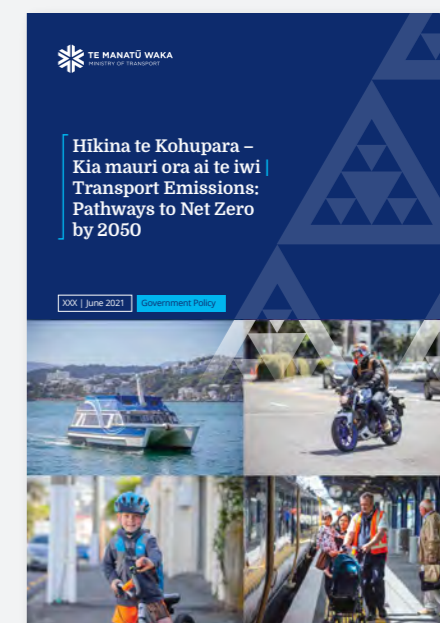
Ki waho | External publications

Draft level – covers

> These covers are used for draft/ consultation documents. They follow all the guidelines of the top level covers, except:

Header area
- The background can be in any primary dark colour, <u>except</u> midnight blue.
- Type colours for this level of publication are determined by the tohu used.
- Document status appears in a white key-line box as shown.

Tohu
- At this level, the relevant tohu is shown in a stitched style, to represent the 'work-in-progress' element of the document.
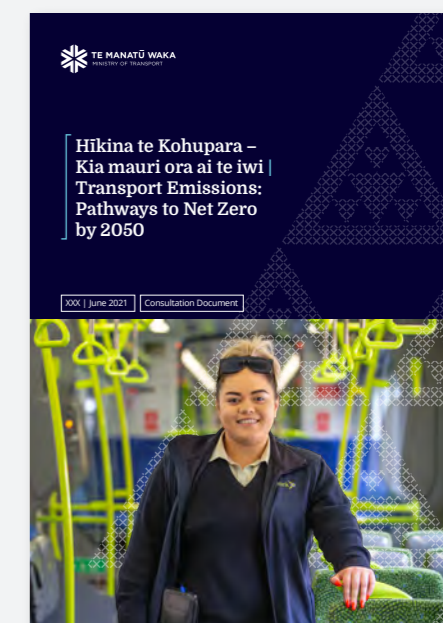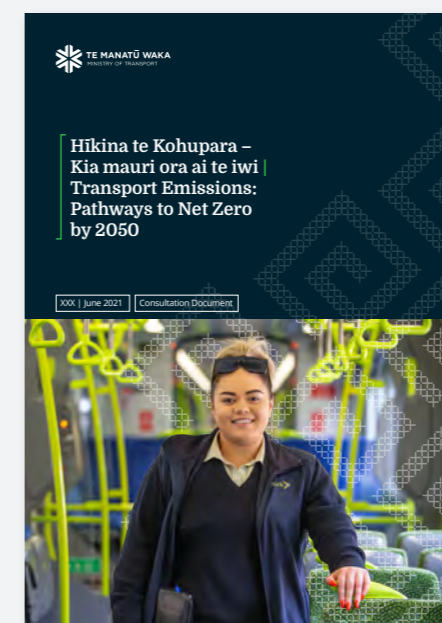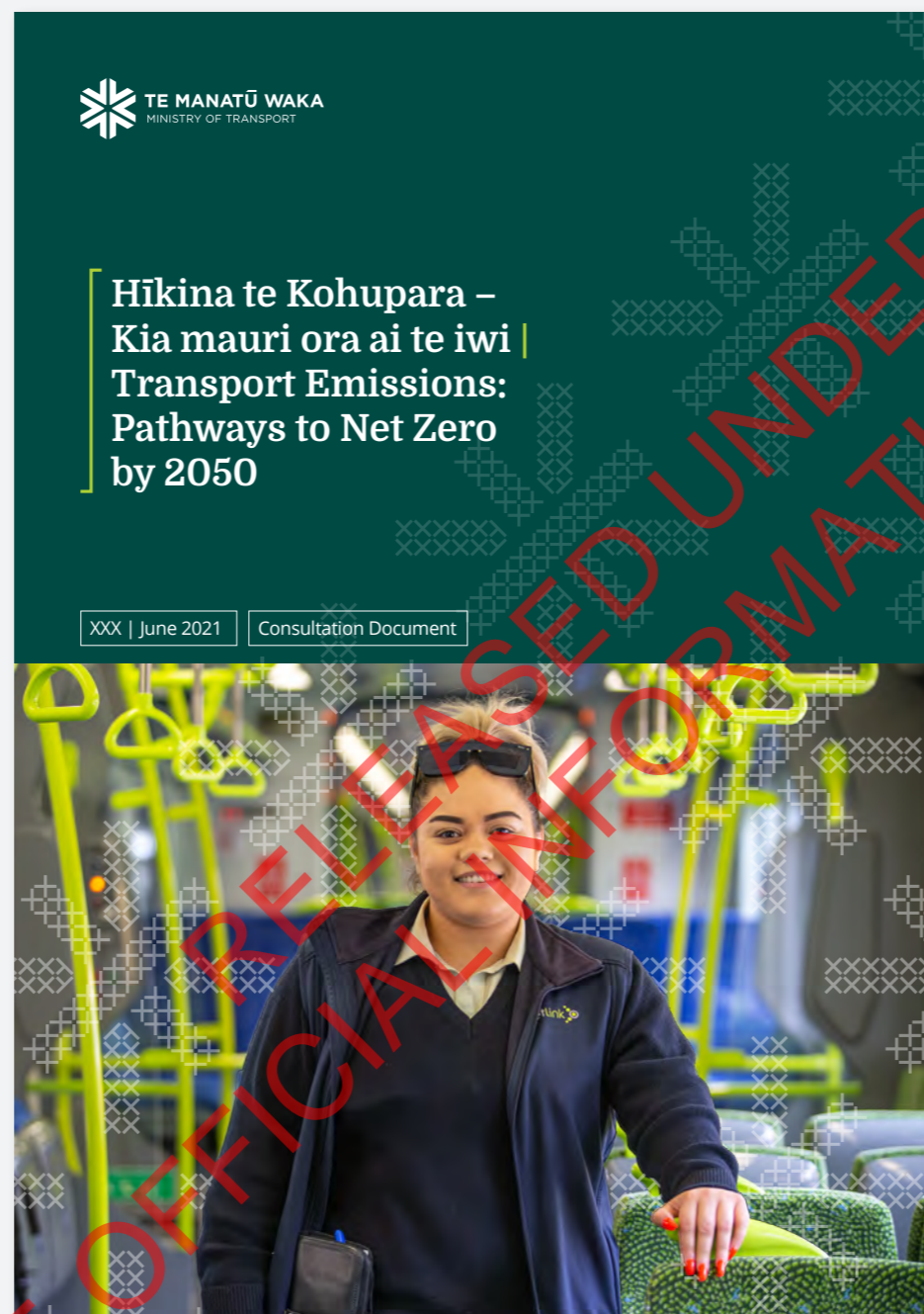
Ki waho | External publications

Internal pages

These designs enable the content to be communicated clearly, allow easy navigation, and use space efficiently.

Inside front cover

- This is a set design. It should be either:
  - a full page design: which contains a specific whakataukī relating to the appropriate uara. All uara are at the bottom of the page.
  - a side-bar design. This option is only used when space is limited. Design as shown.

Divider pages

- Our divider pages reflect the shape of a pou. They contain the document tohu and a relevant photo.

Text pages

- Accessibility is key, so body copy is no smaller than 11pt, and any 'highlighted' element (e.g. a key stat or pull quote) must be repeated in the text.
- When displaying graphs, ensure high levels of contrast are used, and the key includes essential information, laid out in a logical way.
- When Hei Arataki is mentioned in the body text, the graphic box (shown) should be near this text.

Photos

- Photos may have the Hei Arataki texture subtly applied at the top of the image. It is essential that the pattern does not cover any people.

Outside back cover

- Use the Te Kāwanatanga o Aotearoa logo as shown (follow the Tuakiri Whaitohu o te Kāwanatanga, All-of-Government, Identity System).
- Add tohu and contact details as shown.
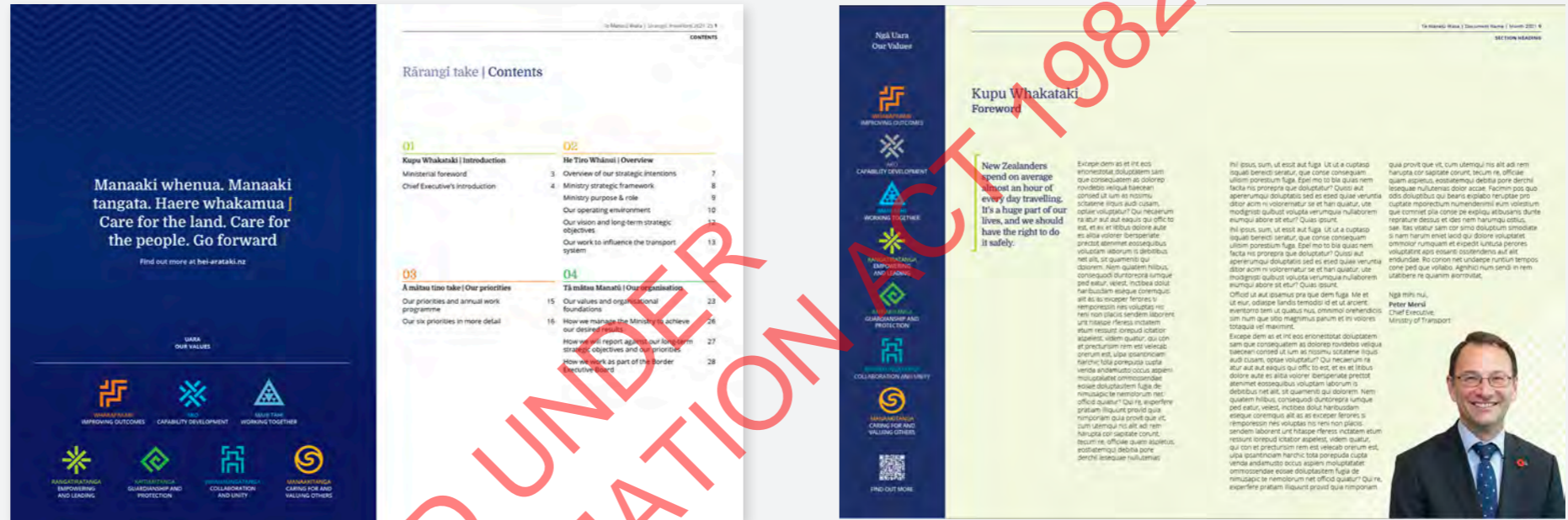
Ki waho | External publications

Flagship publications

> Our flagship publications, like Annual Reports, are treated differently to other publications, and focus on the uara of Manaakitanga.

The tohu: Manaakitanga

Ko te whakatinanatanga tēnei o te whakaute, o te atawhai, me te manaaki i ētahi atu.

This is the expression of respect, generosity and care for others. This is why this tohu is reserved for our flagship publications.

Design significance

The space between the solid lines of the tohu is representative of the space between Ranginui and Papatūānuku – the space where we live and where all the action happens.

Internal pages

These should expand upon the Ministry styles, however, they are also an opportunity to extend our awareness of Hei Arataki in an individually considered way (while still looking part of our brand, and retaining accessibility).
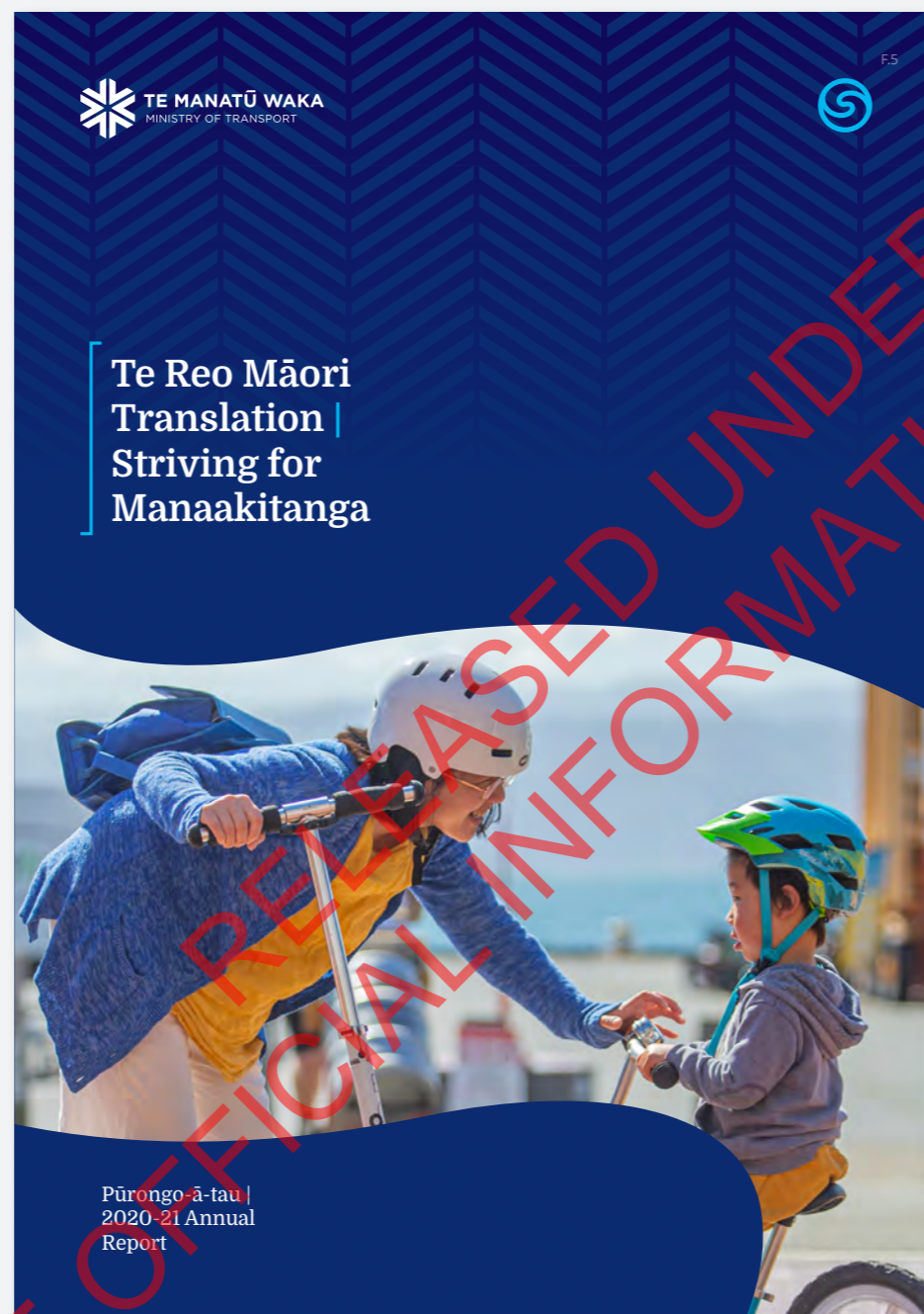
Images sit in the grey – the space between Ranginui and Papatūānuku

Ki waho | External publications

Transport sector wide – covers

> When a document represents the entire transport sector (not just Te Manatū Waka), the Minister will have the ultimate say on the final document. In these instances, start with the template opposite.

Design approach

Follow the Ministry document styles. However, here are a few key changes:

- The Te Manatū Waka logo is no longer on the front cover, instead the Te Kāwanatanga o Aotearoa logo sits on the bottom right, within a dark blue band (follows the Tuakiri Whaitohu o te Kāwanatanga, All-of-Government, Identity System).
- Any third party logos can go in the top right areas indicated by the dotted pinks lines (align right).
- The background at the top should be white, and the position of the image has moved up slightly, due to the dark blue band being added to the bottom of the cover.

Ki waho | External publications

Transport sector wide – internal pages

Because Te Manatū Waka leads the publications and the sector, the internal designs follow the Te Manatū Waka styles except:

Inside front cover

- This only features a whakataukī on an image, not the additional information about our uara.

Inside back cover

- This is where the uara information is now displayed (vertically as shown).

Outside back cover

- The Te Manatū Waka logo moves to the outside back cover as shown.
- Any logo from collaborative partners can sit next to the Ministry's logo.
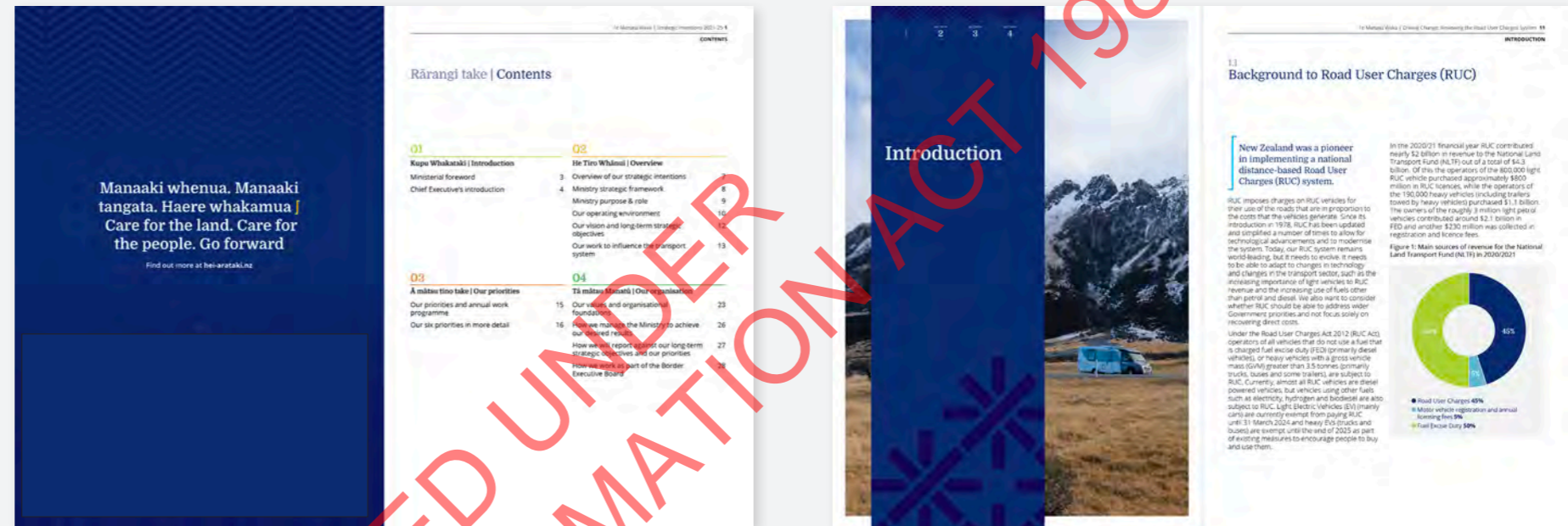
Ngā pūronga ka whakaputa atu | Externally produced fact sheets

From time to time, A4 fact sheets, or A3 info-graphics may be required. Like other pieces of brand collateral, the designer should be guided on which tohu to use, and provided with te reo translations for the title (and any relevant sub-headings).

Pae pāpāho pāpori | Social media

Te Manatū Waka has a presence across several social platforms. It is important that the brand is reflected consistently across all of these.

These pages are led by Te Manatū Waka, and a range of information is disseminated across the platforms. This page shows some recommendations when creating social content for LinkedIn, Twitter, Instagram or facebook.

In general, for the body copy, always start with 'Te Manatū Waka' in bold (talk to the Comms Team on the preferred font converter to achieve this).

Talk to the comms team if you would like to post something on social media

### Media releases/articles/blogs/documents
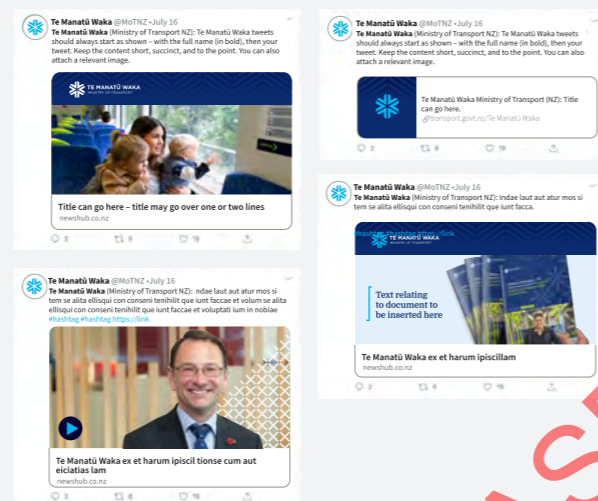
- These template styles are applicable across a range of content, with elements like a masthead, the stitching texture, icons and typographic styles used to elevate simple posts.

Story/data story

- Both 'image & text' templates contain a short title that sits on the image (text can only be 25% of an image). The image should relate to the content.
- Applying textured boxes with key text over photos is a good way to easily highlight parts of a story or data story.

Hei Arataki
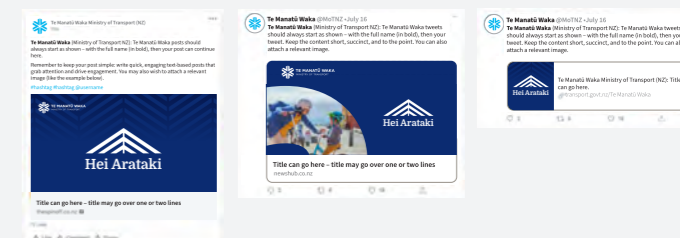
- When talking about Hei Arataki online, there are three suggested styles to be used – one with any chosen image, that relates to the content, and two with the Hei Arataki marque lockup.

Recruitment
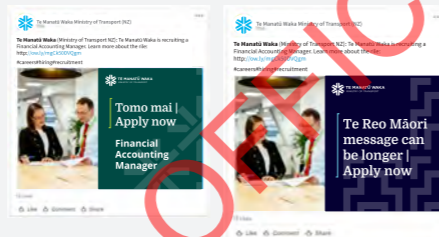
- Recruitment posts have a standard 'Tomo mai | Apply now' message that can be used on a range of different coloured tohu tiles with a photo.

Statistics

- Statistics can be placed on a graphic background, and should use typography in a way that highlights the most important information. Additional, more detailed text can sit below the main statistics.

More sophisticated tiles
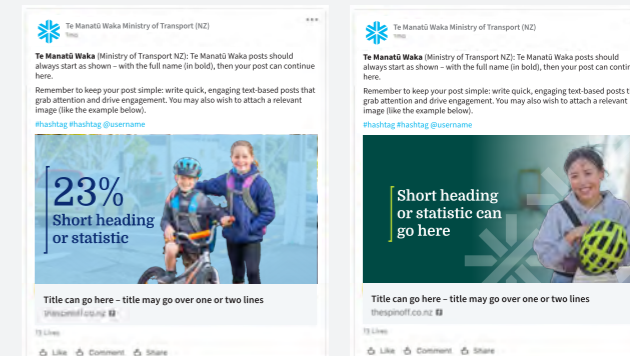
- More sophisticated tiles could be created for major stories.

Kia ora | Thank you

For more information, contact the Te Rōpu Whakawhiti Kōrero, Whakapā Tāngata |Engagement and Communications Team at Te Manatū Waka.