

New Zealand Nurses Organisation Brand Book

SEPTEMBER 2011



**This book is about all of us and the
future we are creating together.**

**We are fulfilling an important mission; we
are the voice of nursing and we are working
for a healthier Aotearoa New Zealand.**

**This book describes our identity and how we
present ourselves to all those who rely on us.**

Please note this book supersedes all other NZNO brand specifications, guidelines and documents. No rights exist for reproducing photographic imagery within this book and all examples are shown as a guide only.

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Section 1. Our brand



Wellington Hospital Neonatal Intensive Care Unit by Sara McIntyre 2009. Courtesy of Kai Tiaki.

1.1.0 A brand is...

A brand is something that exists in our head, it's an impression, a feeling, something that provokes emotion – quite simply it's a gut reaction.

Each time anyone comes in contact with us, they experience the New Zealand Nurses Organisation brand. This experience shapes how they feel about us.

Our brand is how we feel about ourselves and the way we want others to feel about us. It's about who we are, what we do, and is expressed through how we communicate as an organisation – in every sense and across every contact point.

It's about our tone, manner and how we look.



New Zealand Parliament grounds petition by Anne Manchester 2011. Courtesy of Kai Tiaki Nursing New Zealand.

1.1.1 Why our brand is important

Our brand is about providing our members and stakeholders with an experience.

When this experience is positive our members grow and thrive; we build a strong and loyal organisation with a powerful voice.

When this experience is positive our stakeholders respect and trust our voice and actively support our aims.

It's the most effective way of cutting through the noise to reach people's hearts and minds.

Our brand provides recognition and reassurance to our members. It's the visible promise of the value we provide; it inspires loyalty. Get it right and we'll have loyalty that can last a lifetime. Get it wrong and they'll tell all.

1.1.2 What we look like

Our brand is more than just a logo. It's more than a colour. It's more than a typeface. But these elements together create our visual branding. A clearly identifiable and consistent visual brand plays an important role in the NZNO brand experience.

Our brand should be considered an integral part of all communications from the outset.

Our brand is not simply a design feature, to be changed for creative reasons or because of personal taste. And it's not something to be applied to a finished design.

There is flexibility built into our brand guidelines so that it can be used in different situations by different people – our members, our staff, our suppliers and our stakeholders.

We are all part of the experience.

1.1.3 Why you are an important part of our brand

Defining our brand and building a more compelling and consistent way to express ourselves prepares for a successful future.

We are all part of the NZNO experience. Our interactions are important whether it be through printed material, our website, our email, or the way we answer the phone.

This is not just a challenge for our management or communication teams. We all have an essential role to play in championing and growing our brand.

Section 2. Visual Signature

2.1 LOGO LOCKUPS

Our logo is the primary visual element that defines us. It's our face

2.1.0 Our logo

Our logo is the simplest and most direct way of gaining presence. It describes who we are without lengthy explanation.

Our logo is the combination of the NZNO logo mark and logotype – the two have a fixed relationship and should never be embellished, outlined or altered in any way.

Note: The logo mark is a registered trademark but NZNO chooses not to use the ® symbol.



2.1.1 Primary logo

The NZNO primary logo should be used in full colour wherever possible, including all internal and external NZNO materials.

Full colour refers to two-spot, CMYK and RGB versions of the logo. This is the preferred format and should be used on a white background.

Our logo should always be reproduced without alteration. Electronically sourced artwork should be used in all cases and it should never be sourced by scanning or photocopying.



2.1.2 Horizontal Logo

The NZNO Horizontal full colour logo should only be used when space prevents the NZNO Primary logo being shown at a reasonable size.

Full colour refers to two-spot, CMYK and RGB versions of the logo. This is the preferred format and should be used on a white background.

Our logo should always be reproduced without alteration. Electronically sourced artwork should be used in all cases and it should never be sourced by scanning or photocopying.



2.1.3 Achieving consistent reproduction

When reproducing the NZNO logo the full colour version is preferred but there will be instances where it will need to be reproduced in single-colour. The permitted colours for logo reproduction are as follows.

Use in full colour reproduction, wherever possible

Full colour refers to two-spot, CMYK and RGB versions of the logo.



Use in single-colour reproduction only

Pantone 2617

Black



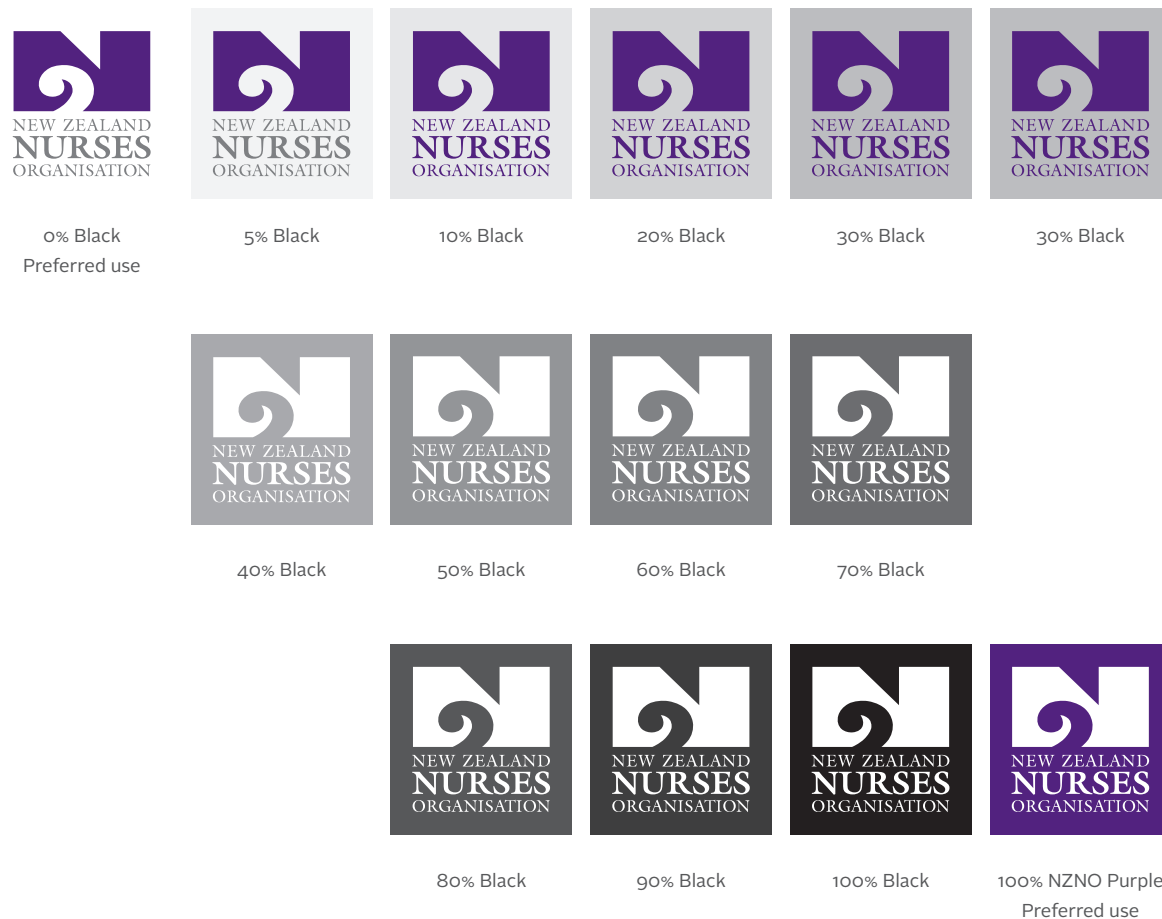
2.1.4 Achieving clear reproduction

When reproducing the NZNO logo it is important to ensure good contrast.

Use the contrast scale on this page as a guide for when to use the full colour, one-colour or white (reverse) version of the logo.

As a rule, if you're placing the logo on a background that is darker than 30% black, the logo should be reproduced in white. If the background is a solid colour, NZNO purple is preferred.

This contrast scale applies to both the primary and horizontal versions of the logo.



2.1.5 How small is too small?

At a certain point the NZNO logo will become too small to read and the integrity of the text will be compromised.

To ensure legibility please follow the minimum size guideline for print and on-screen.

When resizing the NZNO logo it is critical that it be resized proportionately. Hold down the shift key when drag-sizing (applies to both Windows and Mac platforms) or use equal percentage when using a scaling tool.

Primary logo minimum size



15 mm
80 pixels

Horizontal logo minimum size



25 mm
135 pixels

2.1.6 Let the logo breathe

When using the NZNO logo an area of clear space must be maintained around all sides to preserve the integrity of the logo.

This separation from other elements optimises visibility and recognition.

Clear space on all sides, for both the primary and horizontal logo, is the height of 'N' in the logotype word 'Nurses'.

Primary logo clear space



Horizontal logo clear space



2.1.7 Our name

Our name is the New Zealand Nurses Organisation.

NZNO is our abbreviated name; 'the' should be omitted.

In all communications please use the New Zealand Nurses Organisation in the first instance, then NZNO if you wish to shorten it.

Never spell organisation with a 'z' (organization).

Do not use the NZNO logo mark or logo type within text.

Unacceptable use



NZNO membership gives you access to a wide range of services and resources.

NZNO membership gives you access to a wide range of services and resources.

Acceptable use

NZNO membership gives you access to a wide range of services and resources.

2.1.8 Unacceptable logo use

When applying these guidelines to logo use common sense should prevail however there are many uses that are unacceptable.

These examples apply to all versions of the logo.



Applying the full colour or one-colour logo to a dark background.



Applying the white logo to backgrounds that are too light.



Producing the logo in any other colours than those prescribed.



Altering the proportions and relationship of the logo elements in any way.



Applying any effects to the logo, such as a drop shadow.



Placing text or any other elements within the clearspace.

Statement



Rotating the logo. The logo must always be placed at right-angles



Stretching the logo in any way. The proportions of the logo must stay the same.



2.2 LOGO PARTNERSHIPS

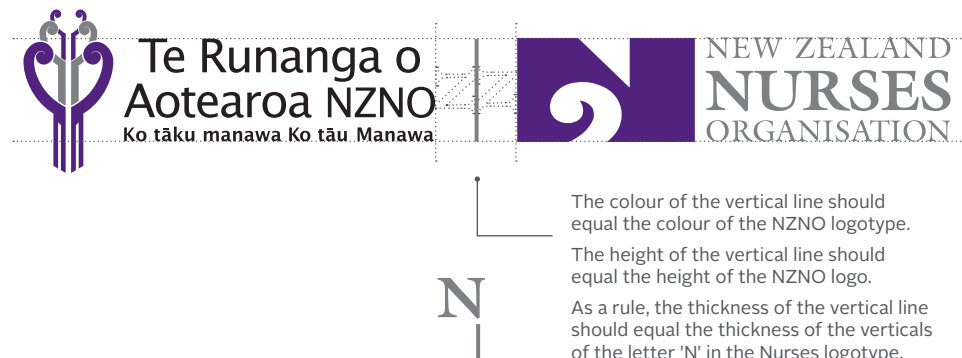
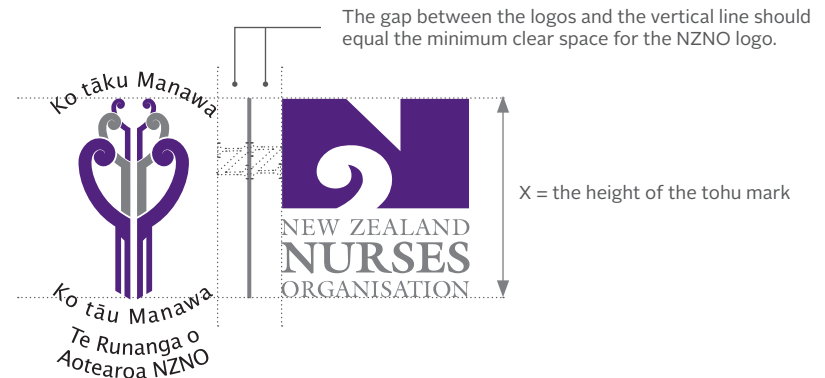
2.2.0 Te Runanga o Aotearoa, NZNO primary lockups

All communications requiring Te Runanga o Aotearoa, NZNO (Te Runanga) and NZNO logos should follow this co-branding guideline and gain approval from the Kaiwhakahaere and Te Poari prior to external release.

Te Runanga is the arm of NZNO that represents the concerns and interests of our Māori members. Te Runanga leads NZNO in all issues pertaining to Māori, as well as contributing to the wider interests of NZNO.

These co-branding guidelines have been created to reflect the value Te Runanga provides to our members and stakeholders.

These primary co-branding lockups are to be used, wherever possible.



2.2.1 Te Runanga o Aoteroa, NZNO secondary lockups

These secondary co-branding lockups are to be used when space prevents the primary lockups from appearing at a reasonable size.



2.2.2 Te Runanga o Aotearoa, NZNO tohu usage

It is important that the NZNO logo and Te Runanga tohu have integrity, so production values must match across marks.

As the NZNO logo has usage guidelines for clear space, minimum size and colour reproduction, so does Te Runanga tohu.

Te Runanga tohu should always be reproduced without alteration. Electronically sourced artwork should be used in all cases and it should never be sourced by scanning or photocopying.

Te Runanga tohu clear space

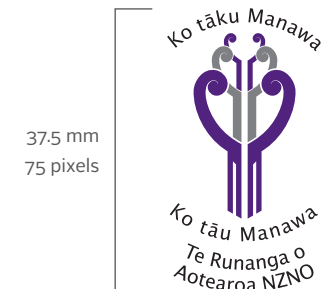
When using Te Runanga tohu, an area of clear space must be maintained around all sides to preserve the integrity of the tohu. This separation from other elements optimises visibility and recognition.

Clear space on all sides, for both the primary and horizontal logo, is the height of the largest koru in the koru mark.



Te Runanga tohu minimum size

Te Runanga tohu must never appear smaller than the NZNO logo. To ensure legibility, please follow the minimum size guideline for print and on-screen. When resizing Te Runanga tohu it's critical that it be resized proportionately. Hold down the shift key when drag-sizing (applies to both Windows and Mac platforms), or use equal percentage when using a scaling tool.



Te Runanga tohu colour reproduction

Colour usage should be applied consistently between the NZNO logo and Te Runanga tohu. Both share the same Pantone, CMYK and RGB colour definitions. Full colour is the preferred format and should be used on a white background. However, one-colour and white versions are permitted.



Full colour
(Two-spot, CMYK
and RGB) Preferred use



Pantone 2617



Black



White on black



White on purple
Preferred use

2.2.3 Colleges, Sections and stakeholder primary lockups

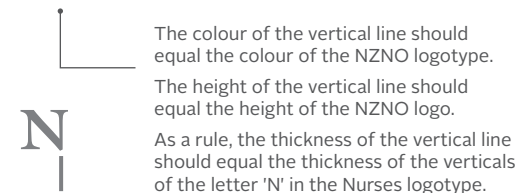
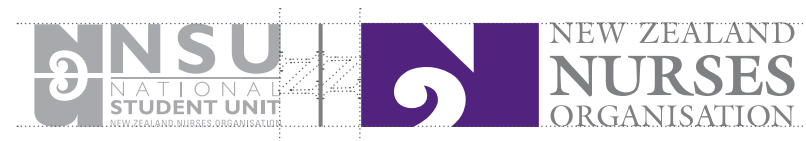
When the NZNO logo is partnered with a College, Section or stakeholder logo, use the lockups as shown.

Partner logos should use the same degree of visual emphasis if it is a joint venture.

Where possible use all logos on a white background.

Note: Any partner logo can be substituted for the NSU logo shown.

These primary co-branding lockups are to be used wherever possible.



2.2.4 Colleges, Sections and stakeholder secondary lockups

These secondary co-branding lockups are to be used when space prevents the primary lockups from appearing at a reasonable size.

Note: Any partner logo can be substituted for the NSU logo shown.



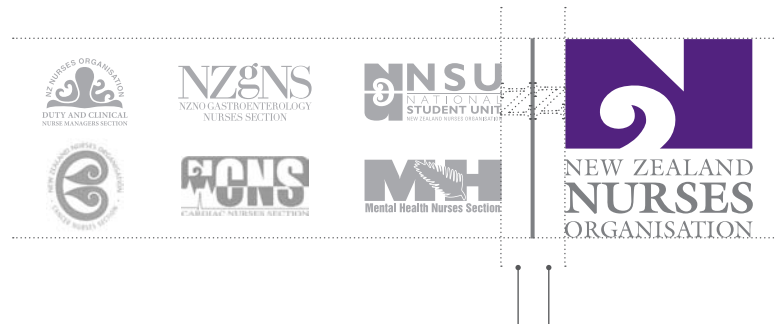
2.2.5 Colleges, Sections and stakeholder multiple lockups

When the NZNO logo is partnered with multiple College, Section and stakeholder logos, use the lockups as shown.

Multiple partner logos should be locked up within the dividing lines and use less visual emphasis by appearing smaller than the NZNO logo. This depicts the relationship of NZNO and its constituent parts.

Where possible use all logos on a white background.

Note: Any partner logos can be substituted for the logos shown.



The gap between the logos and the vertical line should equal the minimum clear space for the NZNO logo.

2.3 OUR COLOUR PALETTE

Colour is a powerful means of visual recognition.
Our distinct colour palette is an integral
part of the NZNO brand personality.

By applying our primary and supporting brand colours
consistently we will strengthen awareness of our
organisation, create impact, and differentiate our activities.

2.3.0 Primary brand colours

Our primary brand colours should be used broadly across all NZNO communications.

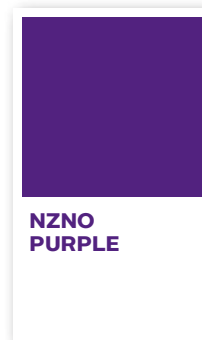
The primary colours should be used for approximately 70% of our communications (excluding colour incorporated from imagery).

We want to be strongly associated with the colour NZNO Purple. This is complimented by NZNO Grey and White.

We encourage the use of white as a background colour for its increased legibility.

NZNO Purple should only be used as a background colour if it is 100% solid. In no circumstances should it be tinted.

Following these colour definitions will ensure consistent colour across all media.



PANTONE 2617C
PANTONE 2617U

C = 79
M = 100
Y = 0
K = 15

R = 80
G = 31
B = 116

HEX# = 501f74

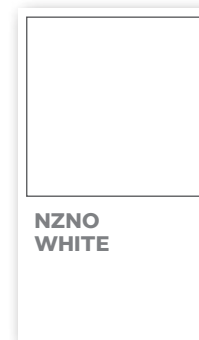


PANTONE 424C
PANTONE 424U

C = 0
M = 0
Y = 0
K = 61

R = 132
G = 133
B = 135

HEX# = 848587



2.3.1 Supporting brand colours

In addition to the primary brand colours, a palette of supporting brand colours is available. These colours have been developed to provide the flexibility required to differentiate NZNO communications.

Supporting colours should only be used to provide colour accents, to facilitate easy identification of second-tier communications (as defined on *page 64, Our publication framework*), and make a distinct impression in NZNO campaigns.

Please note: the NZNO full colour logo should never be used on a supporting colour background.

Following these colour definitions will ensure consistent colour across all media.



PANTONE 703C
PANTONE 703U

C = 0
M = 83
Y = 54
K = 16

R = 203
G = 65
B = 77

HEX# = cb414d

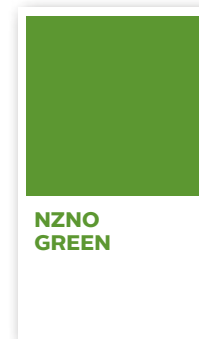


PANTONE 131C
PANTONE 131U

C = 0
M = 31
Y = 100
K = 9

R = 233
G = 171
B = 0

HEX# = egaboo



PANTONE 370C
PANTONE 370U

C = 56
M = 0
Y = 100
K = 27

R = 105
G = 149
B = 25

HEX# = 699519



PANTONE 7531C
PANTONE 7531U

C = 0
M = 10
Y = 27
K = 50

R = 156
G = 144
B = 124

HEX# = 9c907c



PANTONE 3005C
PANTONE 3005U

C = 100
M = 34
Y = 0
K = 2

R = 0
G = 123
B = 192

HEX# = 007bc0

2.4 TYPOGRAPHY

The choice of typeface is important. Our typefaces set the style and appearance of our brand.

They determine the tone of our communications and present a consistent voice and personality to our audience.

2.4.0 Primary typeface

Alright Sans is the primary typeface and is to be used broadly across NZNO's published communications. Substitute typefaces should not be used.

Alright Sans works well across a wide range of media and at reduced sizes. In order to provide flexibility, every style of Alright Sans has a full set of small caps and italics, with weights ranging from extra thin to ultra heavy.

For information on using Alright Sans to typeset NZNO communications, refer to *page 36, Setting typography*.

Alright Sans font family is installed on the publications and communications team computers.

Simple efficient
human **proud**
collaborative

Alright Sans uses advanced features (of the cross-platform OpenType format), to assist in high-quality typesetting.

Features include case-sensitive punctuation, optically-correct superscript, an expanded character with macrons for Te Reo Māori, and three forms of numbers – proportional width old-style forms (lower-case), lining figures (upper-case for setting caps), and tabular-width versions for setting tables.

2.4.1 Electronic delivery and display typeface

Arial is the typeface used for all electronic delivered and displayed NZNO communications, including word-processing, email and web. Substitute typefaces should not be used.

As a rule, these applications do not make use of embedded typefaces and so Arial, the universally available typeface, must be used to maintain a consistent style.

Where fonts can be embedded, as with Flash, or text displayed as an image, and all printed communications, the primary brand typeface, Alright Sans, should be used.

consistent
UNIVERSAL
inclusive
certain

2.4.2 Setting typography

Generally the typeface Alright Sans has optimal kerning.

As a rule, the larger a font gets, the more kerning it requires.

Overall body copy generally does not require any tracking, but headings need to be much tighter (around -20).

Leading is the opposite. The larger the font, the less leading is required.

Body copy needs around 120% leading, whereas headlines need negative leading; an 85 point headline needs about 80pt leading. This needs to be adjusted for individual lines and the impact of ascenders and descenders.

For improved readability, the preferred setting is flush left and ragged.

To see examples of Alright Sans in action, refer to *page 55, Bringing it all together*.

Heading tracking set to -30

**Nurses are the
largest group of
health professionals**

Subheading tracking set to -10

**Nurses are the largest group
of health professionals**

Subheading tracking set to -10

**Nurses are the largest group
of health professionals**

2.4.3 Typography general guidelines

**Code
of ethics.**

Don't use full stops on titles.

**Code
of ethics**

Don't expand the font.

Nurses are

Don't over letter space.

One, two, three, four, five, six, seven, eight, nine, ten, 11, 12, 13...

As a general rule, numbers between one and ten should be written out in full; everything beyond can be numerals.

~~Nursing was founded on the moral premise of caring and the belief that nurses have a commitment to do good. Part of society's expectation of nurses is that they are moral agents in their provision of care, and that they have a responsibility to conduct themselves ethically in what they do and how they interact with persons receiving care.~~

Avoid long column widths, it reduces readability.

~~Nursing was founded on the moral premise of caring and the belief that nurses have a commitment to do good. Part of society's expectation of nurses is that they are moral agents in their provision of care, and that they have a responsibility to conduct themselves ethically in what they do and how they interact with persons receiving care.~~

Avoid narrow column widths, it reduces readability.

~~Nursing was founded on the moral premise of caring and the belief that nurses have a commitment to do good. Part of society's expectation of nurses is that they are moral agents in their provision of care, and that they have a responsibility to conduct themselves ethically in what they do and how they interact with persons receiving care.~~

Don't use tight kerning or leading in text.

~~Nursing was founded on the moral premise of caring and the belief that nurses have a commitment to do good. Part of society's expectation of nurses is that they are moral agents in their provision of care, and that they have a responsibility to conduct themselves ethically in what they do and how they interact with persons receiving care.~~

Avoid right-aligned text.

Nursing was founded on the moral premise of caring and the belief that nurses have a commitment to do good. Part of society's expectation of nurses is that they are moral agents in their provision of care, and that they have a responsibility to conduct themselves ethically in what they do and how they interact with persons receiving care.

Aim for an ideal column width of 12 words.

2.5 PHOTOGRAPHY

Our brand photography is all about our members going about their typical work; catching that spontaneous moment.

The photograph should never look staged. The focus should be on our members.

An interesting crop gives a more contemporary look. And in every shot there is always the special feeling that only our members bring.

Note: NZNO photography will be developed in 2012.

2.6 KŌWHAIWHAI

2.6.0 What it means



Mangō pare

The Mangō pare, or Hammerhead Shark, stands for NZNO members. It represents speed, agility, determination, strength, grace and spirit. The Mangō pare encapsulates the pride, integrity and commitment of the nursing profession.

The Mangō pare has a koru in its tail. This is the patient that is joined to the Mangō pare, and shows the benefits that New Zealanders receive from the integrity and spirit of NZNO members. They are pointing in different directions to represent the diversity of the nursing profession, but in the expanded kōwhaiwhai, they also come together.



Koru

These koru come together to represent the people of New Zealand, and the indomitable spirit that lies within, as well as the heart of nursing. The negative space between the koru also form a Mangō pare that represents the spirit within all New Zealanders. It also represents partnership; Māori with pakeha and nurses with patients.



Kōwhaiwhai

Through the membership of NZNO, New Zealanders are helped to find that fighting spirit and aided to recuperate from their ailments, helping them to rise up and return to their life in Aotearoa New Zealand. Each section of the kōwhaiwhai reflects itself on the horizontal line. This shows the presence of NZNO members when a person becomes ill, right through to their recovery. It also represents balance and shows continuity of health and illness, life and death. It allows for each member's Whakapapa, at the same time representing collectivity.

2.6.1 How it is reproduced

It is important that the NZNO kōwhaiwhai is reproduced consistently and production values match those of NZNO and Te Runanga. The permitted versions for kōwhaiwhai reproduction are as follows.

For stationery and publications

Positive keyline



Negative keyline



For posters, marketing and display

Positive bold outline



Negative bold outline



2.6.2 Kōwhaiwhai usage

Following these guidelines will ensure the NZNO kōwhaiwhai is used with integrity.

The kōwhaiwhai should always be reproduced without alteration. Electronically sourced artwork should be used in all cases and it should never be sourced by scanning or photocopying.

Rule of three

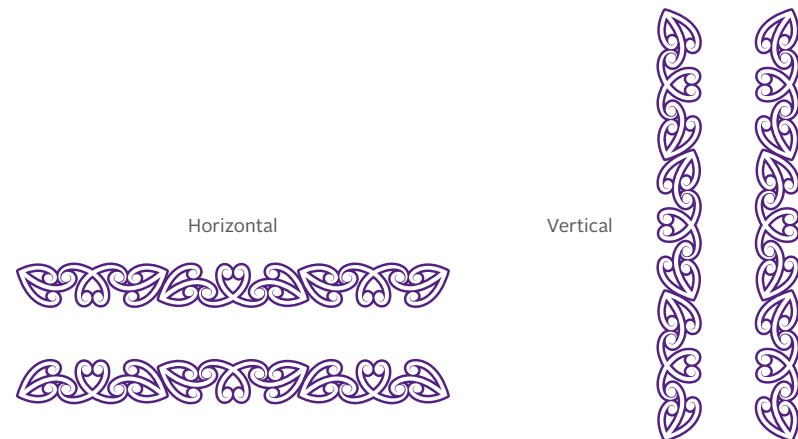
A minimum of three kōwhaiwhai must be used to reinforce the kōwhaiwhai's meaning of coming together. The distance between each is fixed and must not be altered.



Orientation

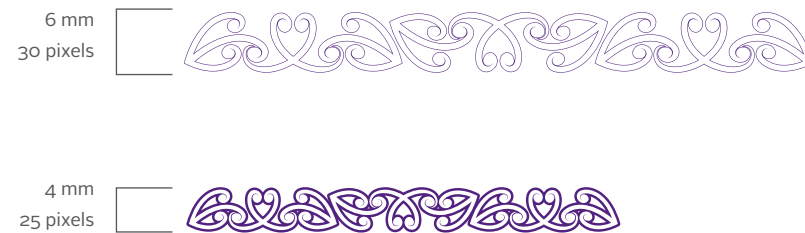
The kōwhaiwhai may be flipped and rotated but should always appear either vertically or horizontally.

Where possible the Mangō pare in the kōwhaiwhai should be facing out of a page to reinforce the kōwhaiwhai's meaning of progress.



Minimum size

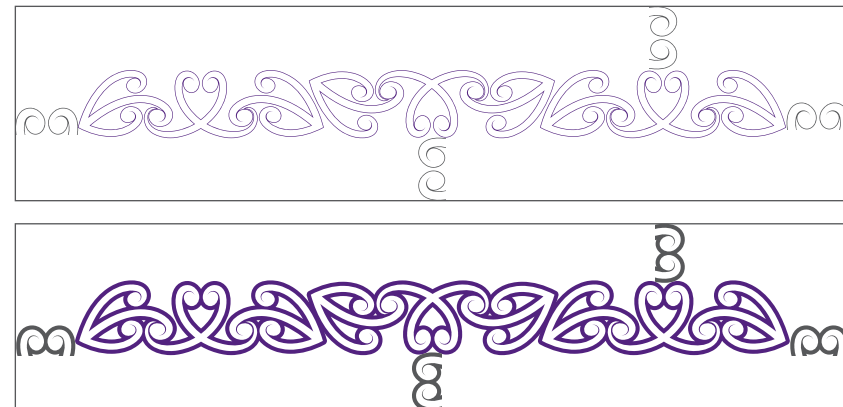
At a certain point the NZNO kōwhaiwhai will become too small to reproduce clearly and the integrity of the kōwhaiwhai will be compromised. To ensure legibility, please follow the minimum size guideline for print and on-screen. When resizing the kōwhaiwhai it's critical that it be resized proportionately. Hold down the shift key when drag-sizing (applies to both Windows and Mac platforms), or use equal percentage when using a scaling tool.



Clear space

When using the NZNO kōwhaiwhai, an area of clear space must be maintained around all sides to preserve the integrity of the kōwhaiwhai. This separation from other elements optimises visibility and recognition.

Clear space on all sides, for both the keyline and bold outline kōwhaiwhai is the width of two koru.



Colour reproduction

The kōwhaiwhai should only appear in one of the following NZNO brand colours. Core colours are for use by external stakeholders and on core NZNO items including publications, stationery and NZNO livery. Supporting colours are only for use by NZNO on tier two publications. Further details on kōwhaiwhai usage in NZNO publications can be found in the *NZNO Brand Book* under *Section 4. Bringing it all together*.

Core colours

NZNO PURPLE
(NZNO CORE PUBLICATIONS AND EXTERNAL STAKEHOLDER USE)



NZNO GREY
(NZNO CORE PUBLICATIONS AND EXTERNAL STAKEHOLDER USE)



BLACK AND WHITE REPRODUCTION AS REQUIRED



Supporting colours

NZNO RED
(EMPLOYMENT PUBLICATIONS)



NZNO YELLOW
(EDUCATION & PROFESSIONAL DEVELOPMENT PUBLICATIONS)



NZNO GREEN
(PRACTICE PUBLICATIONS)



NZNO STONE
(POLICY, REGULATION & LEGAL PUBLICATIONS)



NZNO BLUE
(RESEARCH PUBLICATIONS)



2.6.3 Unacceptable kōwhaiwhai use

When applying these guidelines to the kōwhaiwhai common sense should prevail, however there are many uses that are unacceptable.

These examples apply to all versions of the kōwhaiwhai.



Using one kōwhaiwhai.



Rearranging elements of the kōwhaiwhai, including arranging kōwhaiwhai on top of each other.



Cropping elements of the kōwhaiwhai.



Placing text or other elements within the clear space.



Using the kōwhaiwhai on an angle.



Stretching the kōwhaiwhai in any way. The proportions of the kōwhaiwhai must stay the same.



Applying more than one colour to the kōwhaiwhai.



Applying any effects to the kōwhaiwhai, such as a drop shadow.



Reproducing the kōwhaiwhai in any other colours than those prescribed.

2.6.4 How it is applied to NZNO publications

Core cover examples



Tier two publication examples



Please note: these brochure examples conform to the guideline's 'rule of three' because the kōwhaiwhai wraps from front to back cover.

Section 3. Identifying us

3.6.0 Our contact standards

Formatting our contact information consistently makes the lines clear for anyone to phone, email, visit our website and send us mail.

Our web address

Our website is our leading source of information and should appear as follows on all NZNO communications.

Alright Sans Regular Medium Regular
www.nzno.org.nz

Arial Regular Bold Regular
www.nzno.org.nz

Our contact details

Our contact details should follow these title, number format, and spacing conventions on all NZNO materials as required.

Alright Sans Medium or Arial Bold Alright Sans Regular or Arial Regular

DDI	(01) 234 5678
Mobile	012 345 6789
Phone	(01) 234 5678
Fax	(01) 234 5678
Email	name@nzno.org.nz

Left aligned by tab

Our postal address

Our postal address should always appear as follows in Alright Sans Regular or Arial Regular.

Multiple lines (no commas) [New Zealand Nurses Organisation
PO Box 2128
Wellington 6140

Single line [New Zealand Nurses Organisation, PO Box 2128, Wellington 6140

Our physical address

Our physical address should always appear as follows in Alright Sans Regular or Arial Regular.

Multiple lines (no commas) [New Zealand Nurses Organisation
Level 3, Willbank Court
57 Willis Street
Wellington 6011

Single line [New Zealand Nurses Organisation, Level 3, Willbank Court, 57 Willis Street, Wellington 6011

3.6.1 Stationery

NZNO stationery will be reviewed in 2012.

Section 4. Bringing it all together

4.1 SYSTEM OVERVIEW

Our visual signature defines our visual elements.

When these elements are brought together they create a design system. This system ensures our brand is clearly identifiable and demonstrates a high level of consistency.

4.1.0 Simple

The voice of our members is at its most powerful when we keep it simple.

One typeface and one colour with no embellishment makes sure that the message is clear. We remove the unnecessary.

There is strength in a single, bold statement.

**We say more
with less**

4.1.1 Grounded

We use a solid foundation of visual elements in all communications to demonstrate the strength of our brand.

We do this consistently to show our members that they can always rely on us to be the voice that says what needs to be said.

Colour is central to showing who we are and shows others what we do.

**We are
positioned
to grow**

4.1.2 United

We let the voice of our members shine by creating new ways to unite.

Our visual elements are designed to work naturally – together and with others. We spread the word without barriers.

If we look forced or like someone else, we are brave enough to see it through until it's authentic.

**We bring it
together
naturally**

4.2 TONE OF VOICE

NZNO's style guide is under development. In the interim refer to the *Kai Tiaki Nursing New Zealand* writing guidelines.

4.3 DEFINING PUBLICATIONS

As an organisation we publish a vast range of information for our members and stakeholders.

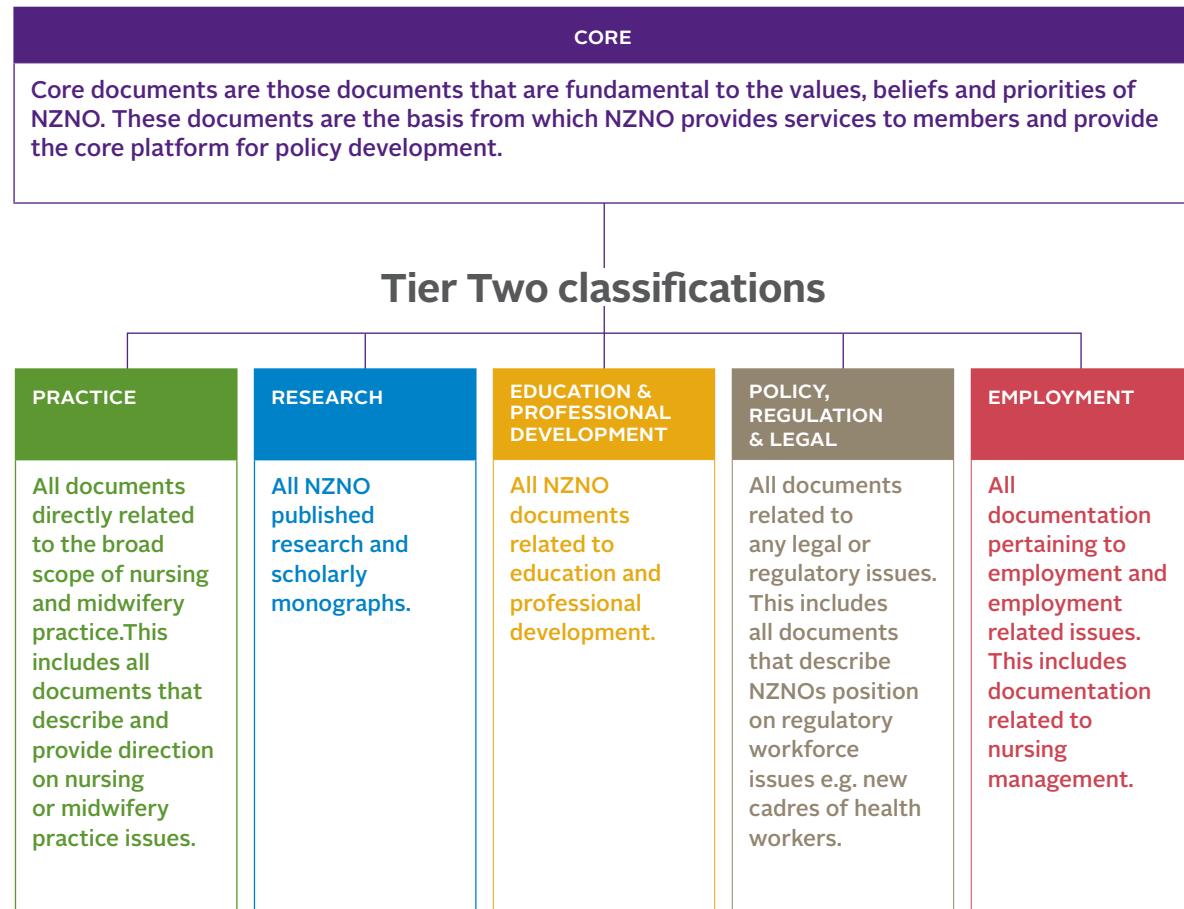
Good communication means getting the right information to the right people at the right time.

4.3.2 Our publication framework

Our publication framework, classifies information by activity and has been created to assist you in choosing the right classification for publishing our information.

This framework ensures our publications are clearly identifiable, so that they interact effectively with our audience and provide a positive brand experience.

The placement of specialty documents within the classification system will be discussed with Colleges and National Sections during 2012.



4.3.3 Labelling Tier Two publications

To facilitate easy identification of our Tier Two publications we have created a system to label our published material.

The number of labels has been limited to maintain easy reference.
New labels should only be created when a grouping of similar publications are published.

The specified labels should not be altered in any way. For more information please refer to *page 68, Creating Tier Two publication label lockups*.

Tier Two publications should always be labelled with a classification.



Tier Two publications should only use a publication label if it falls into one of the following:



When both labels apply the classification should appear above the publication label.



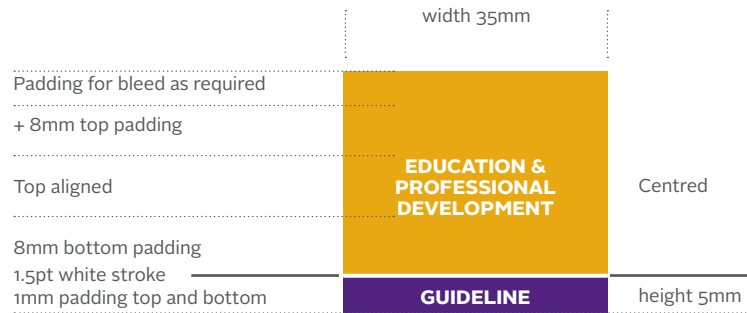
4.4 CREATING THE LOOK

4.4.0 Creating Tier Two publication label lockups

All A4 publication labels are predesigned tables.

Where possible labels should not be redrawn. Instead labels should be taken from the *NZNO InDesign Template Resource* or the *NZNO Microsoft Office Resource* – whichever is applicable.

A4 Publication labels



Where possible label text should be formatted in:
**ALRIGHT SANS BOLD, OPENTYPE ALL SMALL CAPS
CENTRED, 9PT/8PT, -20 TRACKING**

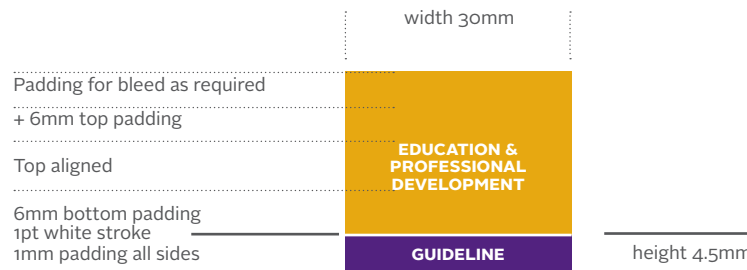
All electronic communications, including word-processing and email and web (applications that do not make use of embedded typefaces) label text should be formatted in:
**ARIAL BOLD, ALL CAPS
CENTRED, 7.5PT, LINE SPACING AT LEAST 8PT,
SPACING CONDENSED 0.1PT**



All A5/DL publication labels are predesigned tables.

Where possible labels should not be redrawn. Instead labels should be taken from the *NZNO InDesign Template Resource* or the *NZNO Microsoft Office Resource* – whichever is applicable.

A5/DL Publication labels



Where possible label text should be formatted in:
TEXT ALRIGHT SANS REGULAR, OPENTYPE ALL SMALL CAPS CENTRED, 7.5PT/6.5PT, -10 TRACKING

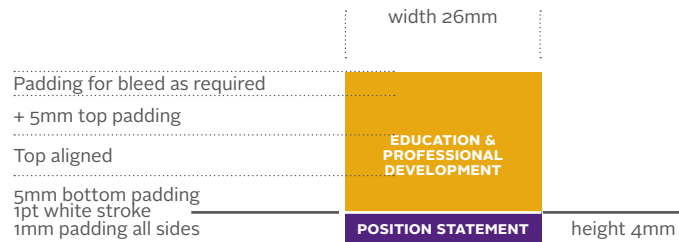
All electronic communications, including word-processing and email and web (applications that do not make use of embedded typefaces) label text should be formatted in:
ARIAL BOLD, ALL CAPS CENTRED, 6PT, LINE SPACING AT LEAST 7PT, SPACING CONDENSED 0.1PT



All A6 publication labels are predesigned tables.

Where possible labels should not be redrawn. Instead labels should be taken from the *NZNO InDesign Template Resource* or the *NZNO Microsoft Office Resource* – whichever is applicable.

A6 Publication labels



Where possible label text should be formatted in:
TEXT ALRIGHT SANS REGULAR, OPENTYPE ALL SMALL CAPS CENTRED, 6.5PT/5.5PT, 0 TRACKING

All electronic communications, including word-processing and email and web (applications that do not make us of embedded typefaces) label text should be formatted in:
ARIAL BOLD, ALL CAPS CENTRED, 6PT, LINE SPACING AT LEAST 7PT, SPACING NORMAL



4.4.1 Typographic elements

At this level, the most important aspect in design and layout is conveying information cleanly and efficiently. The key is providing enough of a framework to do this.

Essentially this is about light touches so that the look isn't dominating the information.

Heading hierarchies

Heading 1 Chapter

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Bullet points

- › Bullet L1 – orem ipsum dolor sit amet.
- › Bullet L1 last – ut wisi enim ad minim veniam quis nostrud.
 - Bullet L2 – lorem ipsum dolor sit amet.
 - Bullet L2 last– ut wisi enim ad minim veniam quis nostrud.
 - Bullet L3 – lorem ipsum dolor sit amet.
 - Bullet L3 last – ut wisi enim ad minim veniam quis nostrud.

Numbered lists

1. Numbered list L1 – ut wisi enim ad minim veniam quis nostrudulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod ma.
2. Numbered list L1 – ut wisi enim ad minim veniam quis nostrud.
 - a. Numbered list L2 (alpha) – lorem ipsum amet.
 - b. Numbered list L2 (alpha)– lorem ipsum dolor nostrudulla facilisi. Nam liber tempor cum ma.

Pull quotes

“Pull quote 1 – uis autem vel eum iriure esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.”

“Pull quote 2 – uis autem vel eum iriure esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.”

4.4.2 Charts and tables

At this level, the most important aspect in design is conveying information cleanly and efficiently. The key is providing enough of a framework to do this.

Essentially this is about light touches so that the look isn't dominating the information.

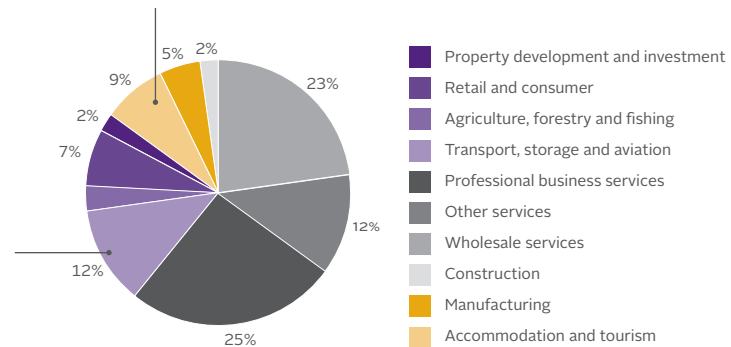
Charts

All charts should use NZNO brand colours – 70% of the core palette of purple, grey and white. Tints of grey should be used broadly across NZNO charts with 100% NZNO Purple for emphasis.

Second Tier communications may use an accent colour that relates to its classification and as defined in the NZNO supporting colour palette.

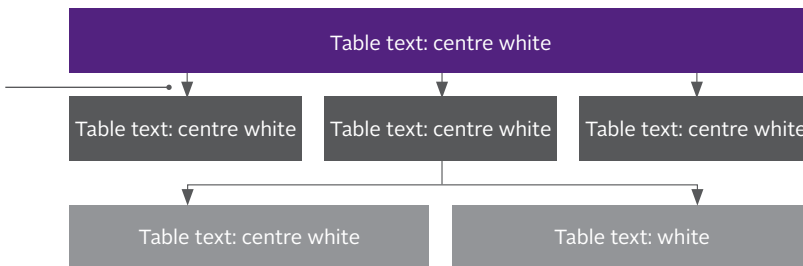
Graphs require at least 20% difference in tints between data colours for good contrast, ie 80% Black, 60% Black, 40% Black.

Data colours in graphs are one of the few instances where tints of NZNO purple are permitted.



Within figures a 0.5pt line set to 80% black is preferred.

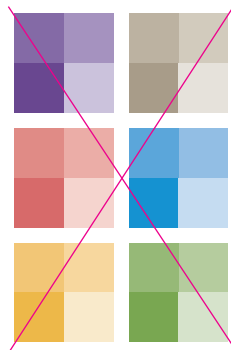
For consistent formatting of lines and arrows in Adobe InDesign apply one of the pre-defined object styles available in all NZNO InDesign templates.



Tables

All tables should use NZNO brand colours – 70% of the core palette of purple, grey and white. Tints of grey should be used broadly across NZNO tables with 100% NZNO Purple for emphasis.

Avoid the use of NZNO Purple and supporting colours as background tints.



These colours lack strength and reduce legibility when tinted back and used as a background colour.

Numbers within a sentence should be manually changed to proportional oldstyle numbers for improved readability.

Heading 1 Table: white	Heading 1: Table: white
Table text	Table text – Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse consequat, vel at facilisi.

Heading 1 Table: purple	Heading 1 Table: purple
Table text	Table text – Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse consequat, vel at facilisi.

Only use tints of grey to fill tables.

Heading 1 Table: purple	
Heading 2 Table/Figure	12
Heading 3 Table/Figure	188
Table text: smaller	19,200
Table text: smaller	19,400

Tables and figures should use tabular lining numbers to ensure numbers align across rows.

4.5 CORE PUBLICATIONS

4.5.0 Core A4 and A5 covers

Back

Front

Margin all edges:
A4 – 8mm
A5 – 6mm

Content margins are stated in blue and are measured from the page edge

one third

Document title in sentence case
DOCUMENT SUBTITLE IN ALL CAPS

Title top aligned to second third of page and text is right aligned

one third

kōwhaiwhai centered

one third

NZNO logo base aligned to one sixth of page.
Space between logo and contact details equals 'N'

one sixth

ISBN bottom left aligned to margin. Published date/month aligned to bottom right of margin.

A4 – 40mm
A5 – 25mm

A4 – 40mm
A5 – 20mm

A4 – 40mm
A5 – 20mm

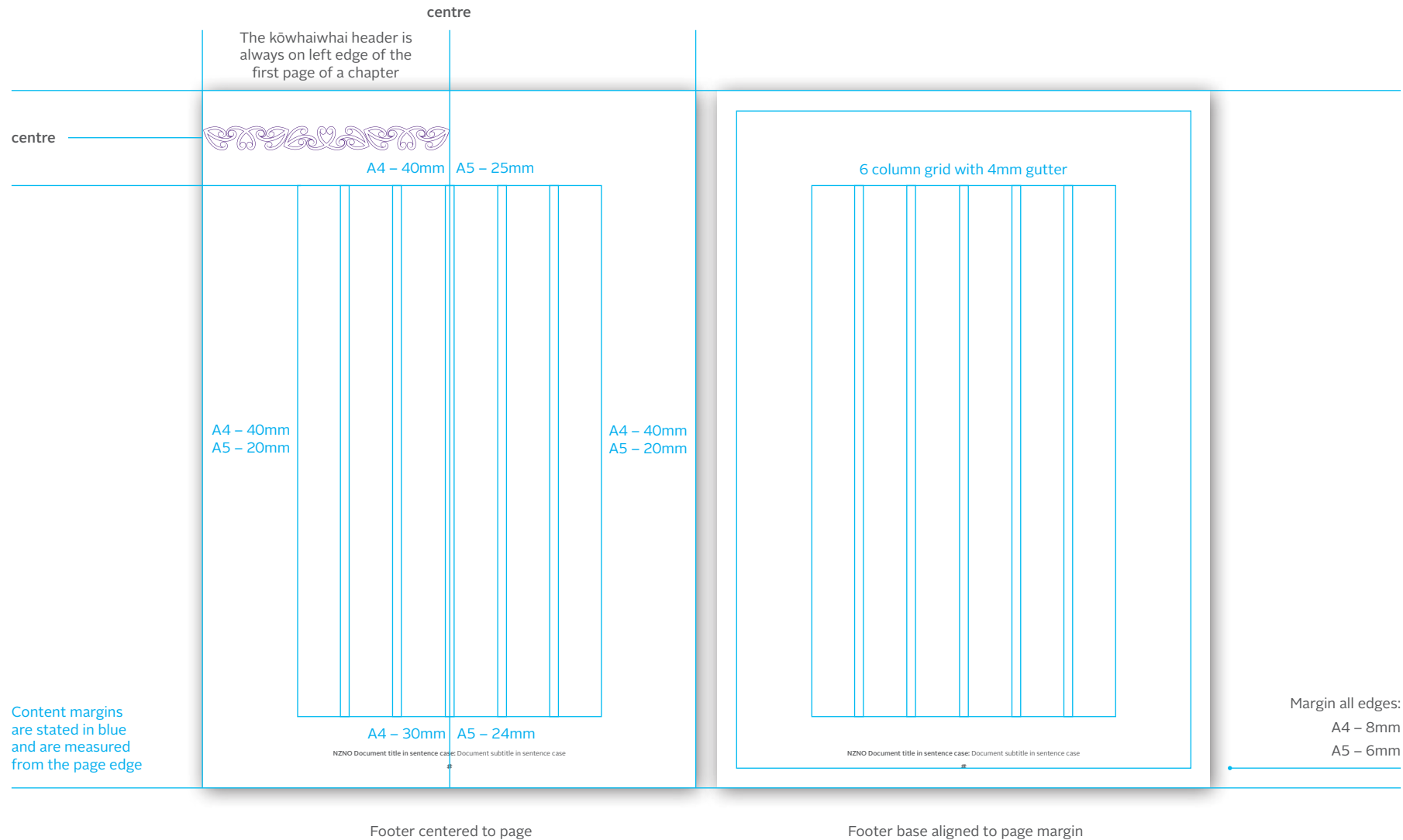
A4 – 30mm
A5 – 24mm

NEW ZEALAND NURSES ORGANISATION

Level 3, Willbank Court 57 Willis Street, Wellington 6011
PO Box 2328, Wellington 6140
Phone 0800 58 38 48
www.nzno.org.nz

Templates following these rules are available in the *NZNO InDesign Template Resource*

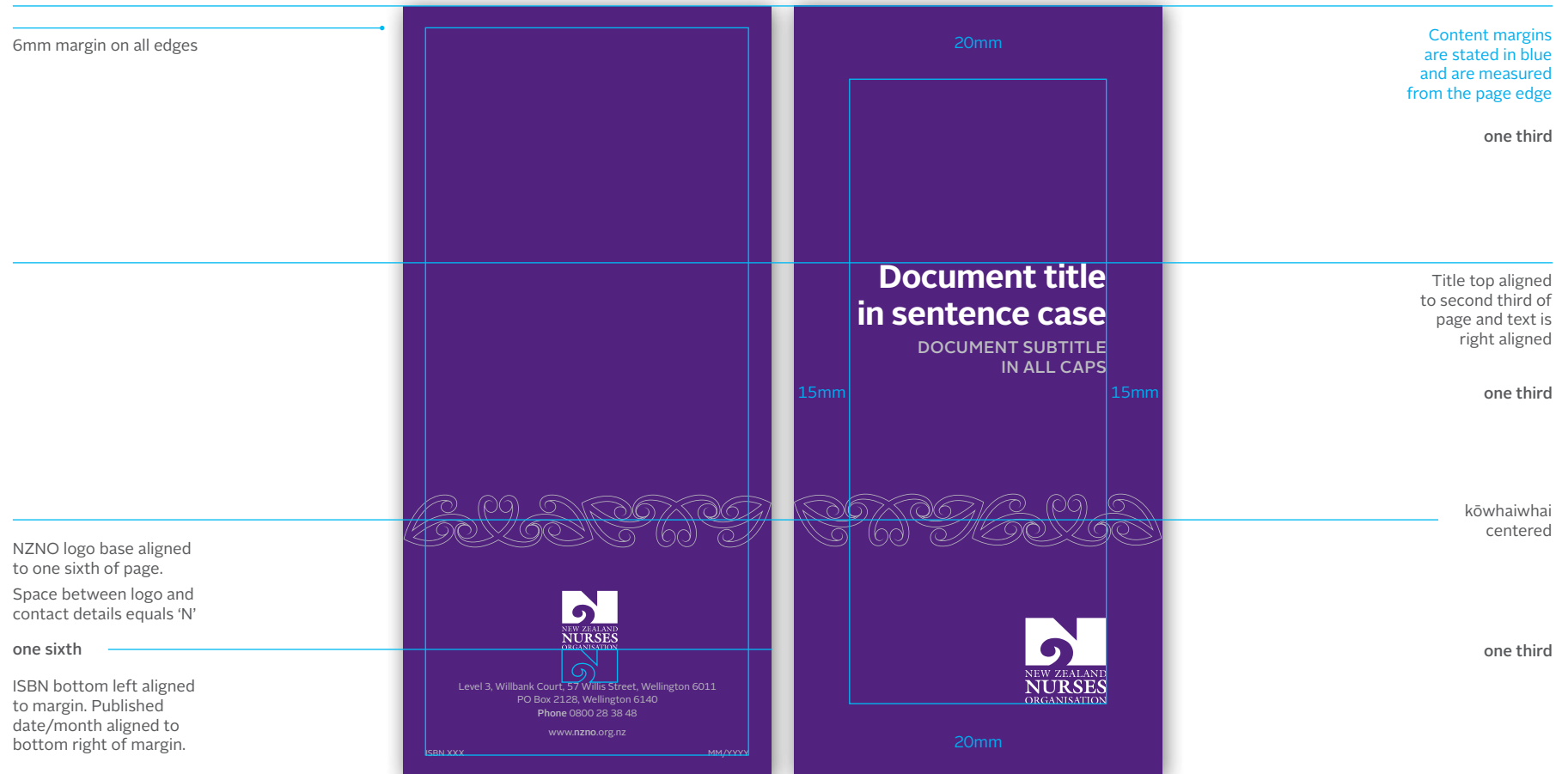
4.5.1 Core A4 and A5 page layout



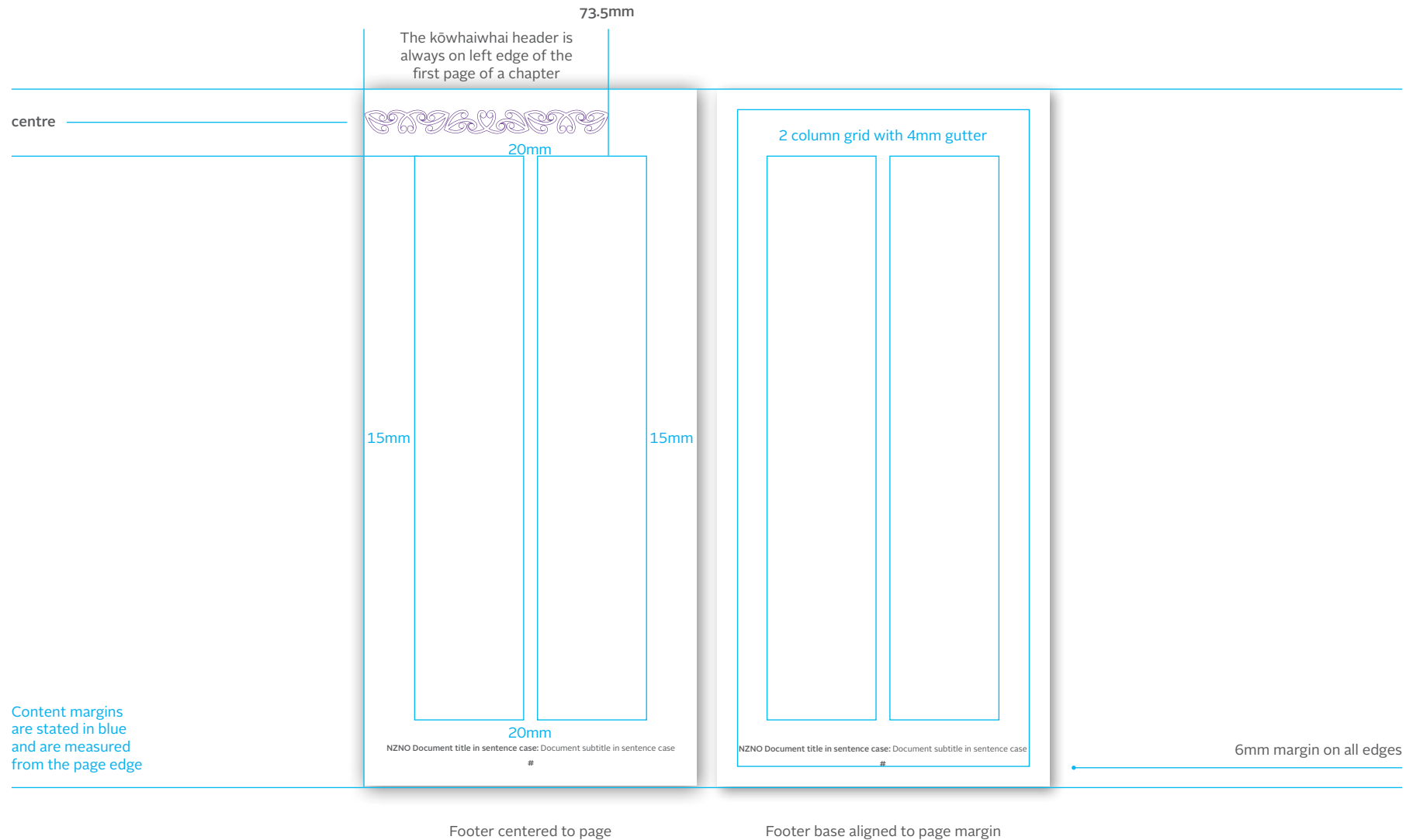
4.5.2 Core DL booklet cover

Back

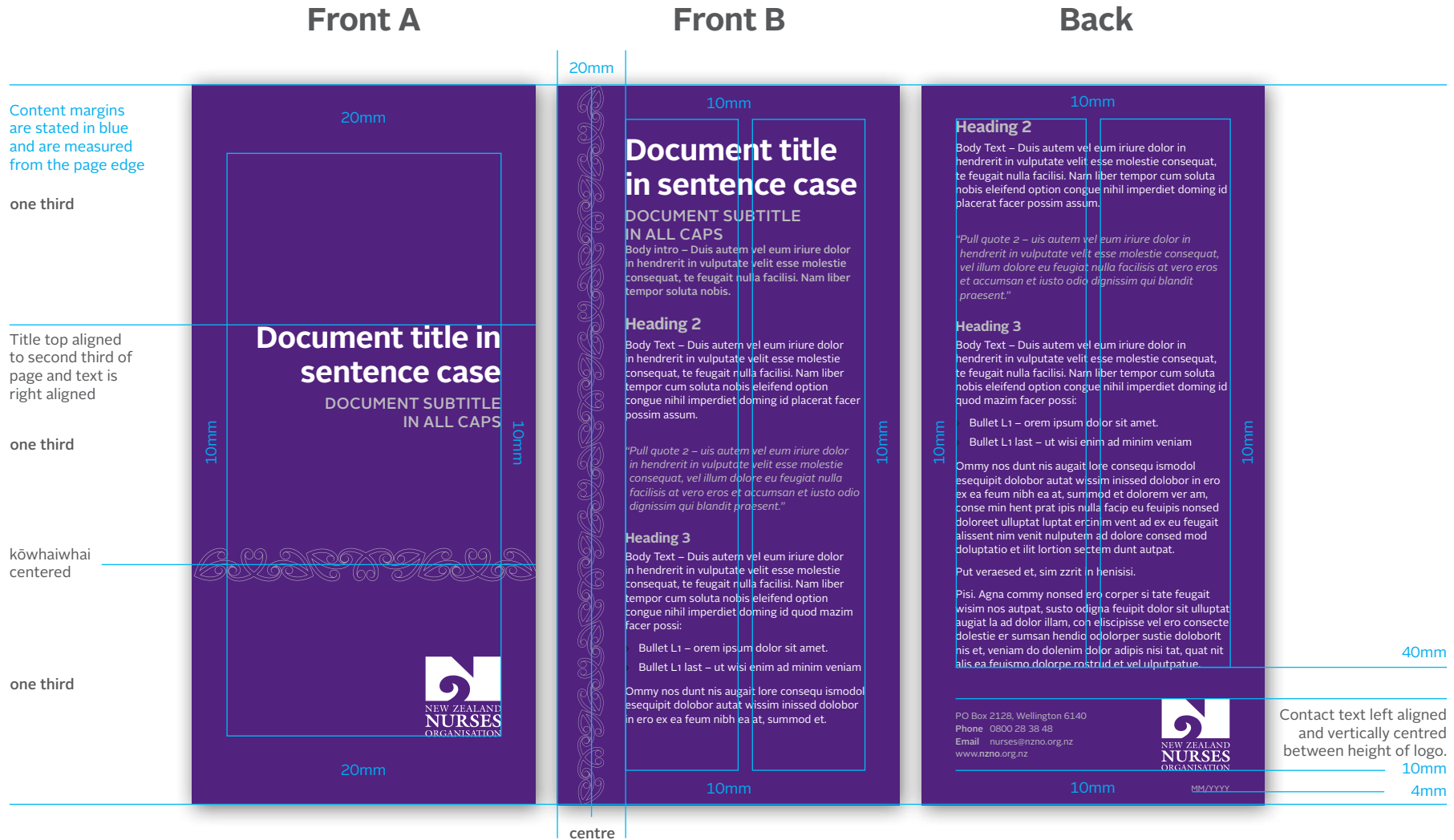
Front



4.5.3 Core DL booklet layout

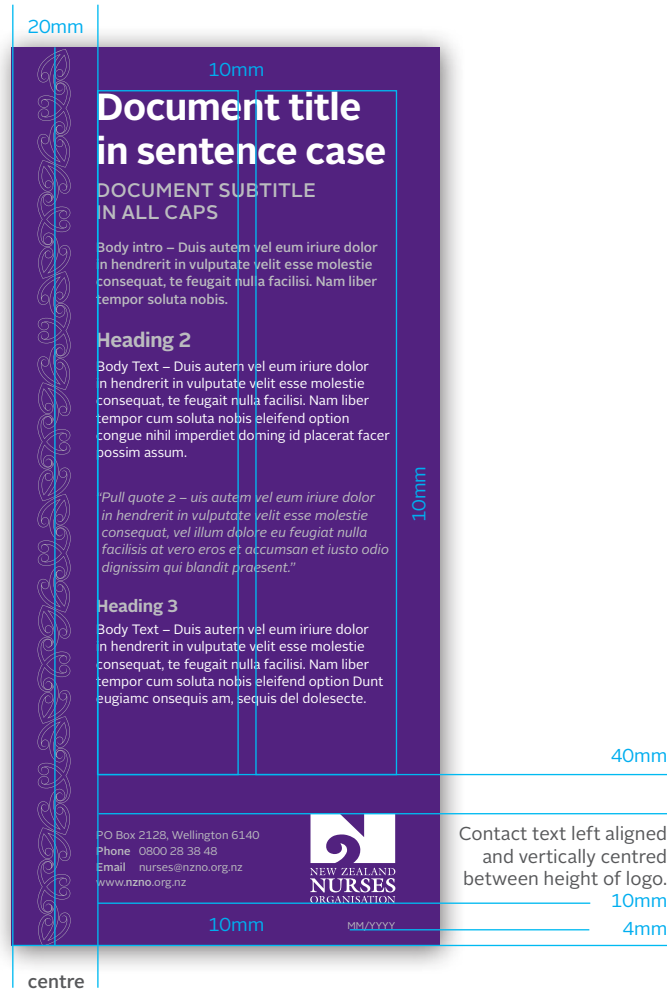


4.5.4 Core double-sided DL leaflets

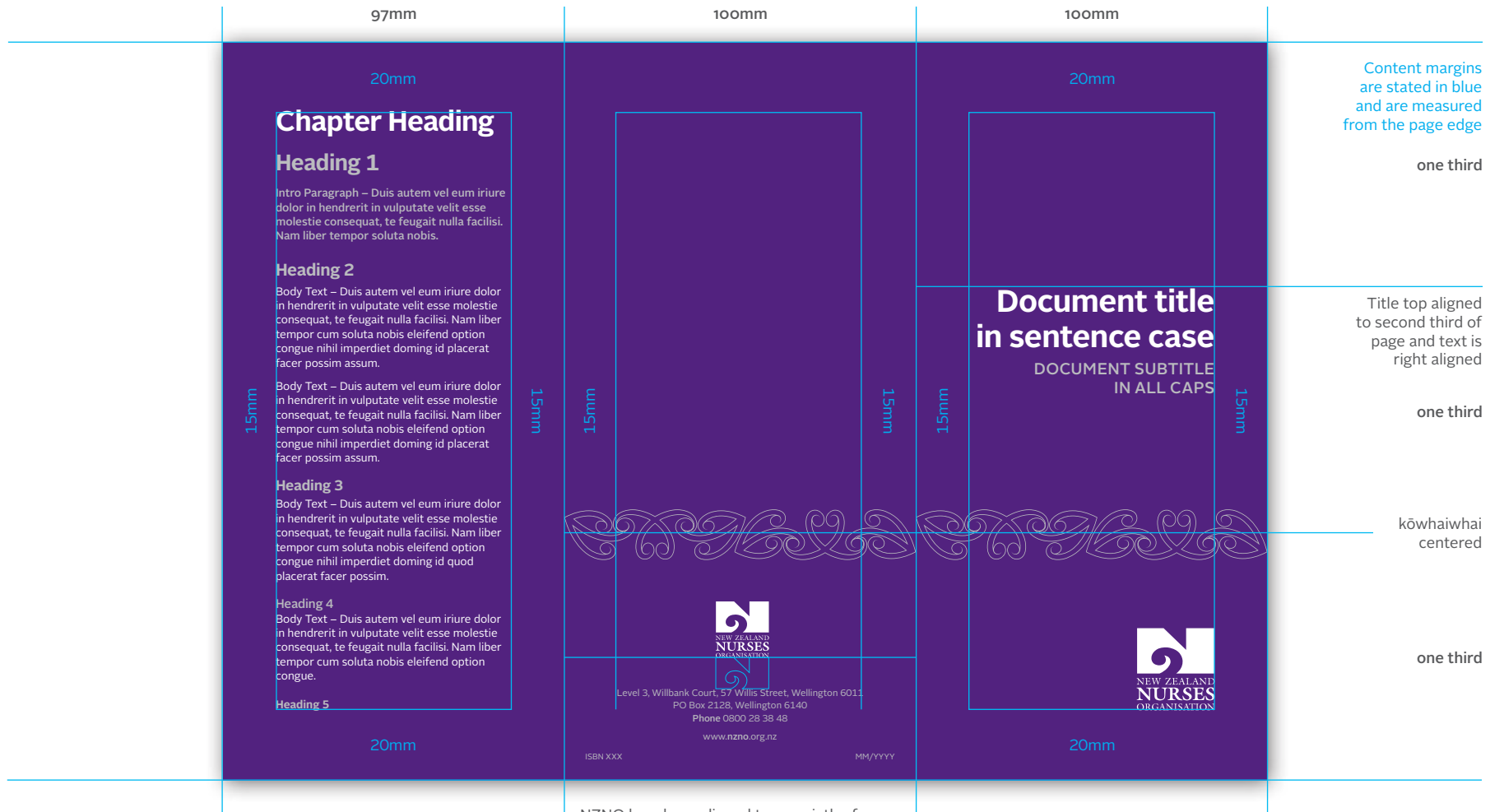


4.5.5 Core single-sided DL leaflet

Front only



4.5.6 Core DL brochure – side one



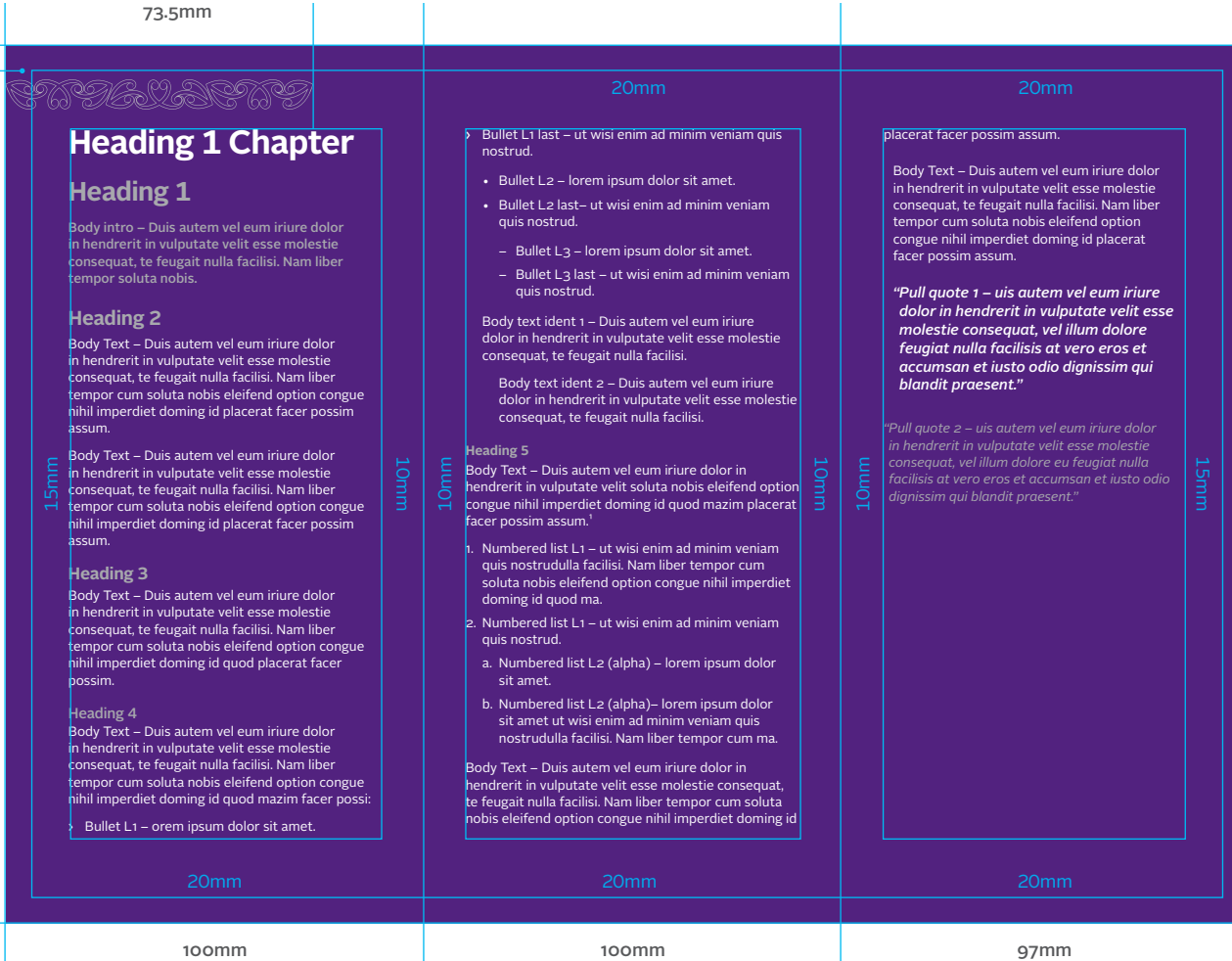
NZNO logo base aligned to one sixth of page.
 Space between logo and contact details equals 'N'. ISBN bottom left aligned to margin. Published date/month aligned to bottom right of margin.

4.5.7 Core DL brochure – side two

The kōwhaiwhai header is always on left edge of the first page of a chapter

73.5mm

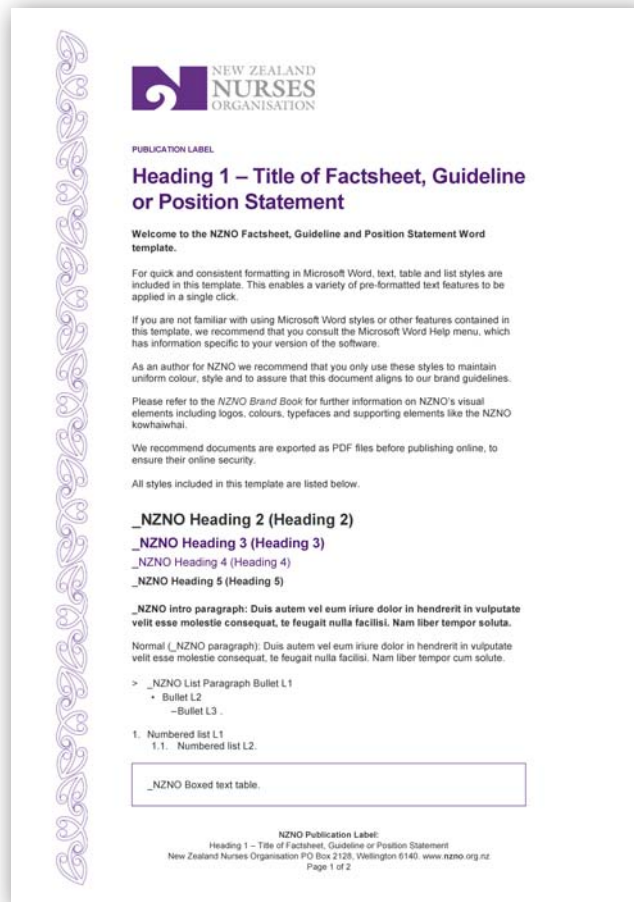
6mm margin on all edges



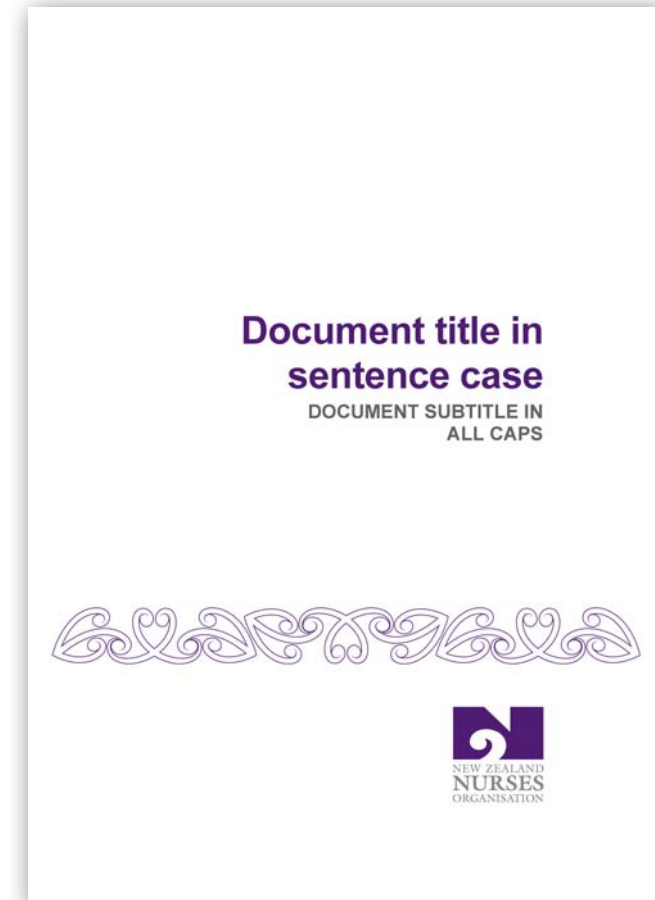
Content margins are stated in blue and are measured from the page edge

4.5.8 Core A4 Microsoft Office templates

Position Statements, Guidelines and Fact Sheets



Report/Standards template



These templates are available in the *NZNO Office Resource*

Letterhead template



Welcome to the NZNO Letterhead Word Template.

This template has been specifically designed for sending letters online. If a printed version of the letterhead is required then our preprinted letterhead stock should be used.

For quick and consistent formatting in Microsoft Word, text and list styles are included in this template. This enables a variety of pre-formatted text features to be applied in a single click.

If you are not familiar with using Microsoft Word styles or other features contained in this template, we recommend that you consult the Microsoft Word Help menu, which has information specific to your version of the software.

As an author for NZNO we recommend that you only use these styles to maintain uniform colour, style and to assure that this document aligns to our brand guidelines.

Please refer to the NZNO Brand Book for further information on NZNO's visual elements including logos, colours, typefaces and supporting elements like the NZNO kowhaiwhai.

We recommend documents are exported as PDF files before publishing online, to ensure their online security.

All styles included in this template are listed below.

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

_NZNO intro paragraph: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor soluta.

Normal (_NZNO paragraph): Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum solute.

> **_NZNO List Paragraph Bullet L1**

• **Bullet L2**

– **Bullet L3**

1. **Numbered list L1**

1.1. **Numbered list L2**

" **_NZNO Pull quote L1.**"

" **_NZNO Pull quote.**"

New Zealand Nurses Organisation National Office
Level 3, Wilbank Court, 57 Willis Street, Wellington 6011 | PO Box 2128, Wellington 6140
Phone 04 499 9533 Fax 04 382 9993
www.nzno.org.nz

4.6 TIER TWO PUBLICATIONS

4.6.0 Tier Two A4 and A5 covers

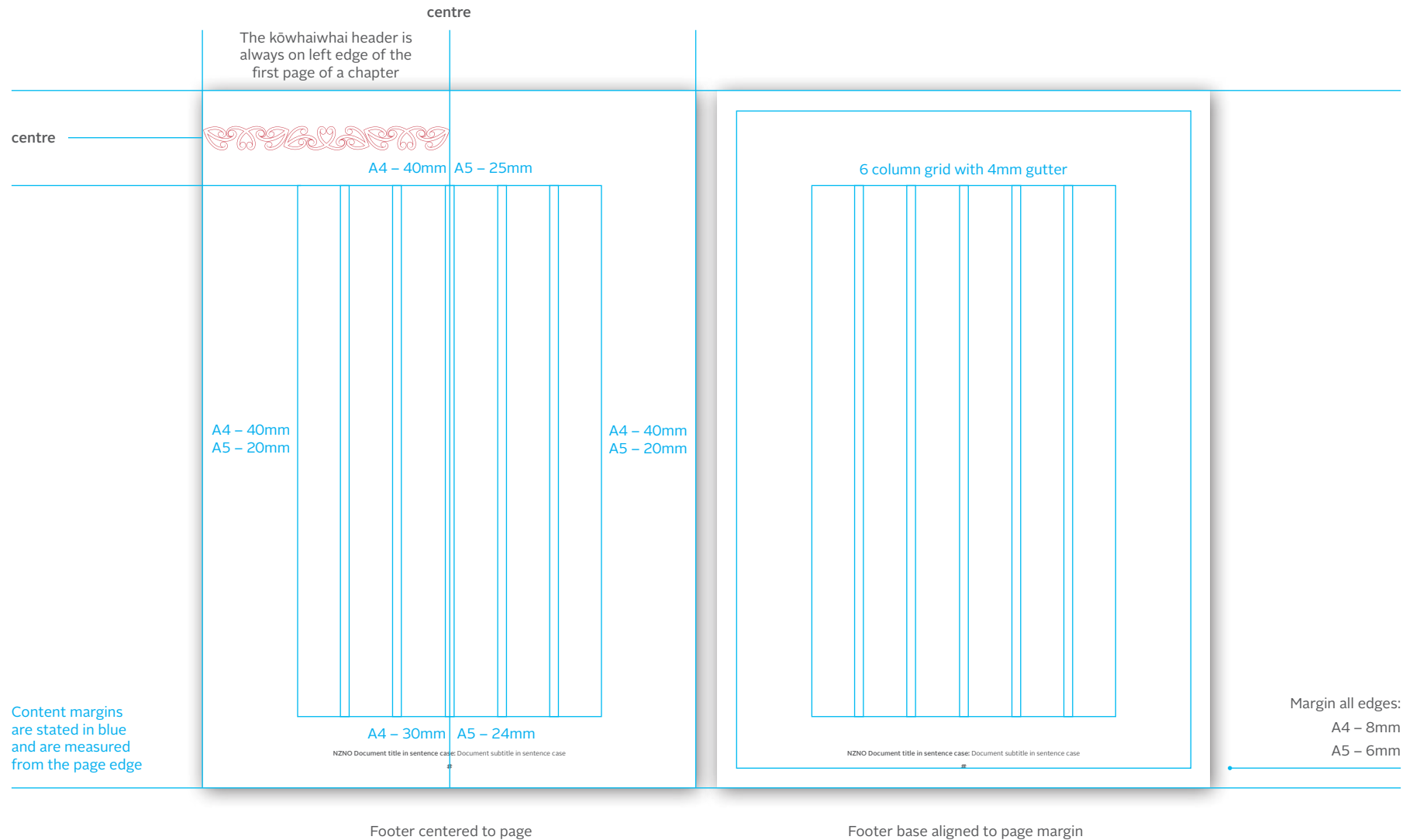
Back

Front

<p>Margin all edges: A4 – 8mm A5 – 6mm</p>		<p>A4 – 40mm A5 – 25mm</p> <p>EMPLOYMENT PUBLICATION LABEL</p> <p>Document title in sentence case DOCUMENT SUBTITLE IN ALL CAPS</p> <p>A4 – 40mm A5 – 20mm</p> <p>A4 – 30mm A5 – 24mm</p>	<p>Content margins are stated in blue and are measured from the page edge</p> <p>one third</p> <p>Title top aligned to second third of page and text is right aligned</p> <p>one third</p> <p>kōwhaiwhai centered</p> <p>one third</p>
<p>NZNO logo base aligned to one sixth of page. Space between logo and contact details equals 'N'</p> <p>one sixth</p> <p>ISBN bottom left aligned to margin. Published date/month aligned to bottom right of margin.</p>			<p>one third</p> <p>one third</p>

Templates following these rules are available in the *NZNO InDesign Template Resource*

4.6.1 Tier Two A4 and A5 page layout



4.6.2 Tier Two DL booklet cover

Back

Front

6mm margin on all edges

Content margins are stated in blue and are measured from the page edge

one third

Document title
in sentence case

DOCUMENT SUBTITLE
IN ALL CAPS

Title top aligned to second third of page and text is right aligned

one third

kōwhaiwhai centered

one third

NZNO logo base aligned to one sixth of page.
Space between logo and contact details equals 'N'

one sixth

ISBN bottom left aligned to margin. Published date/month aligned to bottom right of margin.

EMPLOYMENT
PUBLICATION LABEL

20mm

15mm

15mm

20mm

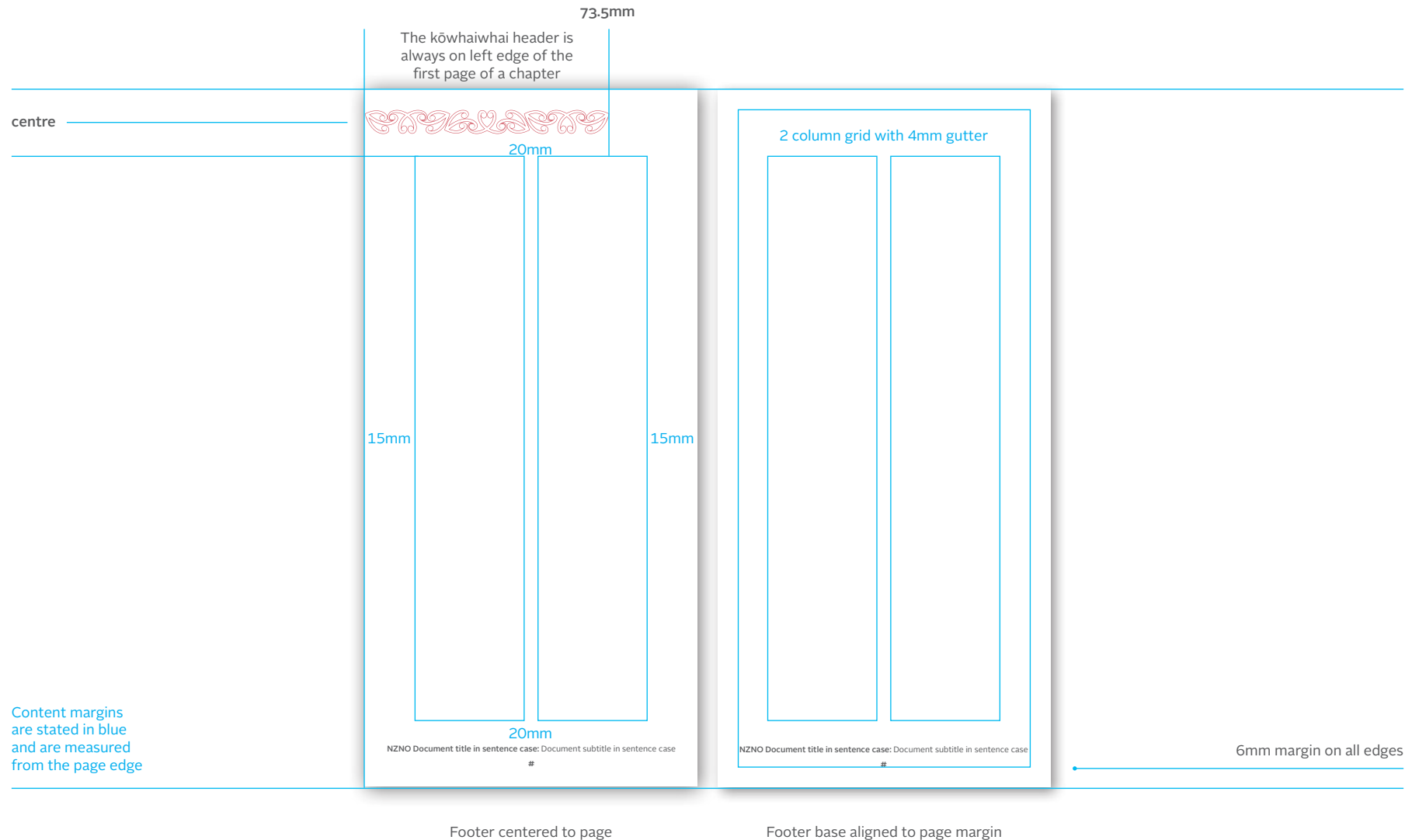
NEW ZEALAND NURSES ORGANISATION

NEW ZEALAND NURSES ORGANISATION

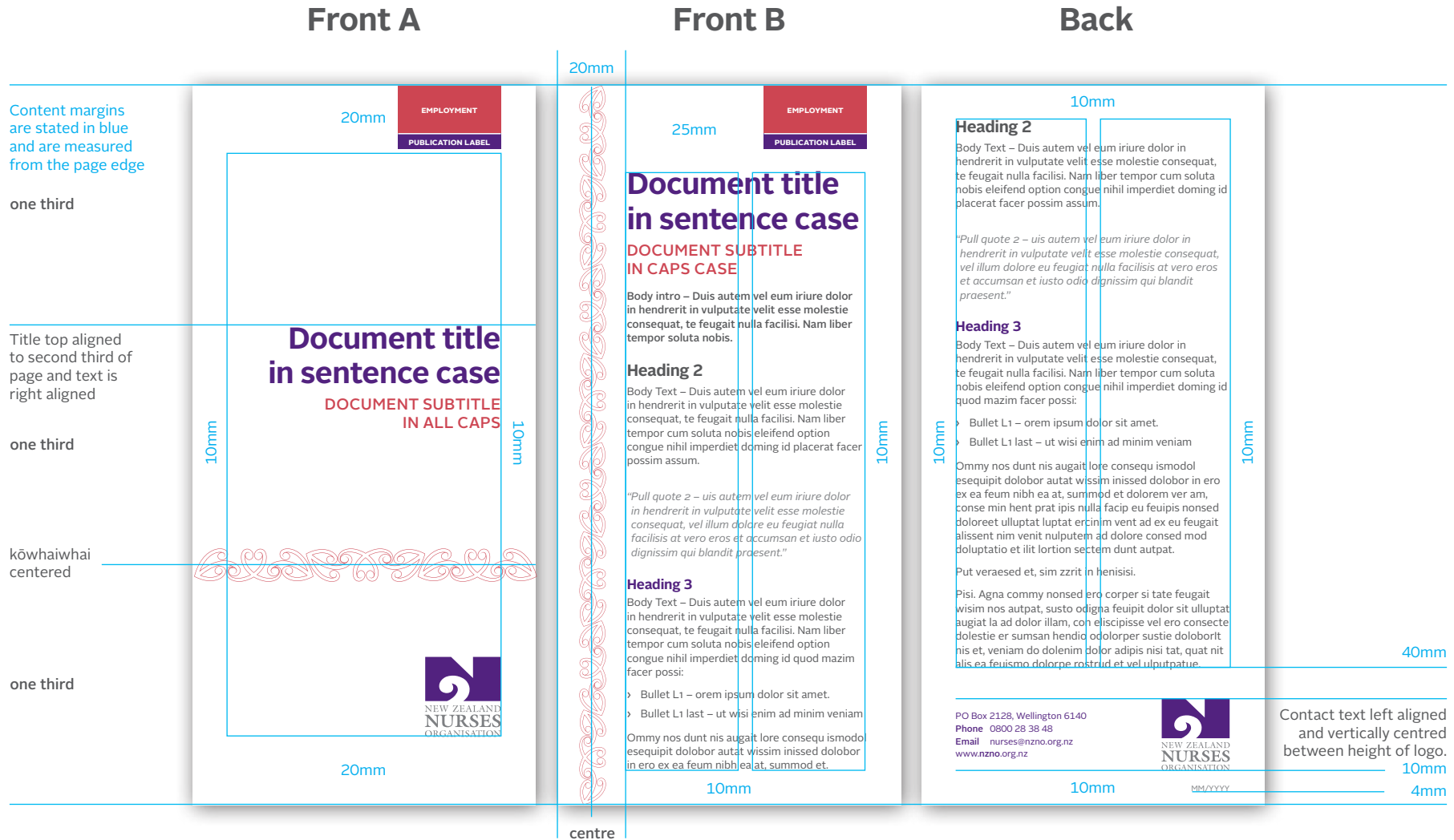
Level 3, Willbank Court, 57 Willis Street, Wellington 6011
PO Box 2128, Wellington 6140
Phone 0800 28 38 48
www.nzno.org.nz

ISBN XXX MM/YYYY

4.6.3 Tier Two DL booklet layout



4.6.4 Tier Two double-sided DL leaflets



4.6.5 Tier Two single-sided DL leaflet

Front only

The diagram illustrates the layout and dimensions of a DL leaflet front page. The overall width is 20mm. The top section contains a red 'EMPLOYMENT' header and a purple 'PUBLICATION LABEL' box, with a 25mm gap between them. The main content area is 10mm high and contains a 'Document title in sentence case', a 'DOCUMENT SUBTITLE IN ALL CAPS', a 'Body intro' paragraph, a 'Heading 2' section with 'Body Text', a 'Pull quote 2', a 'Heading 3' section with 'Body Text', and a footer with contact information and the NZNO logo. A 40mm gap is shown between the main content and the footer. The footer is 10mm high, with 4mm for the logo and 10mm for the contact text. A 4mm gap is shown between the footer and the bottom edge. The word 'centre' is written at the bottom left.

20mm

25mm

EMPLOYMENT

PUBLICATION LABEL

**Document title
in sentence case**

**DOCUMENT SUBTITLE
IN ALL CAPS**

Body intro – Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor soluta nobis.

Heading 2

Body Text – Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id placcrat facer possim assum.

"Pull quote 2 – uis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent."

Heading 3

Body Text – Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option Dunt eugiamc onsequis am, sequis del dolesece.

10mm

40mm

PO Box 2128, Wellington 6140
Phone 0800 28 38 48
Email nurses@nzno.org.nz
www.nzno.org.nz

NEW ZEALAND
NURSES
ORGANISATION

Contact text left aligned and vertically centred between height of logo.

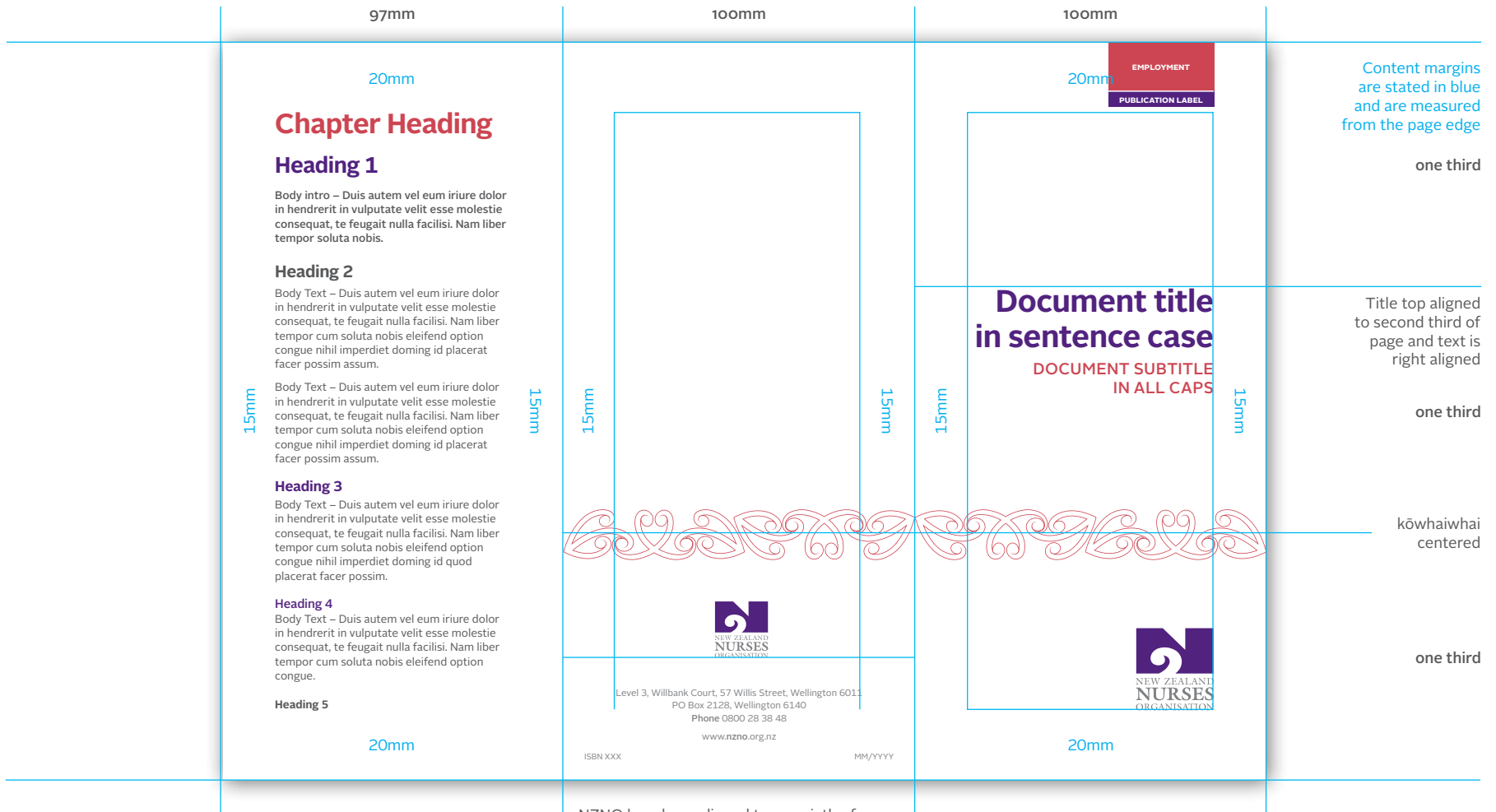
10mm

4mm

10mm

centre

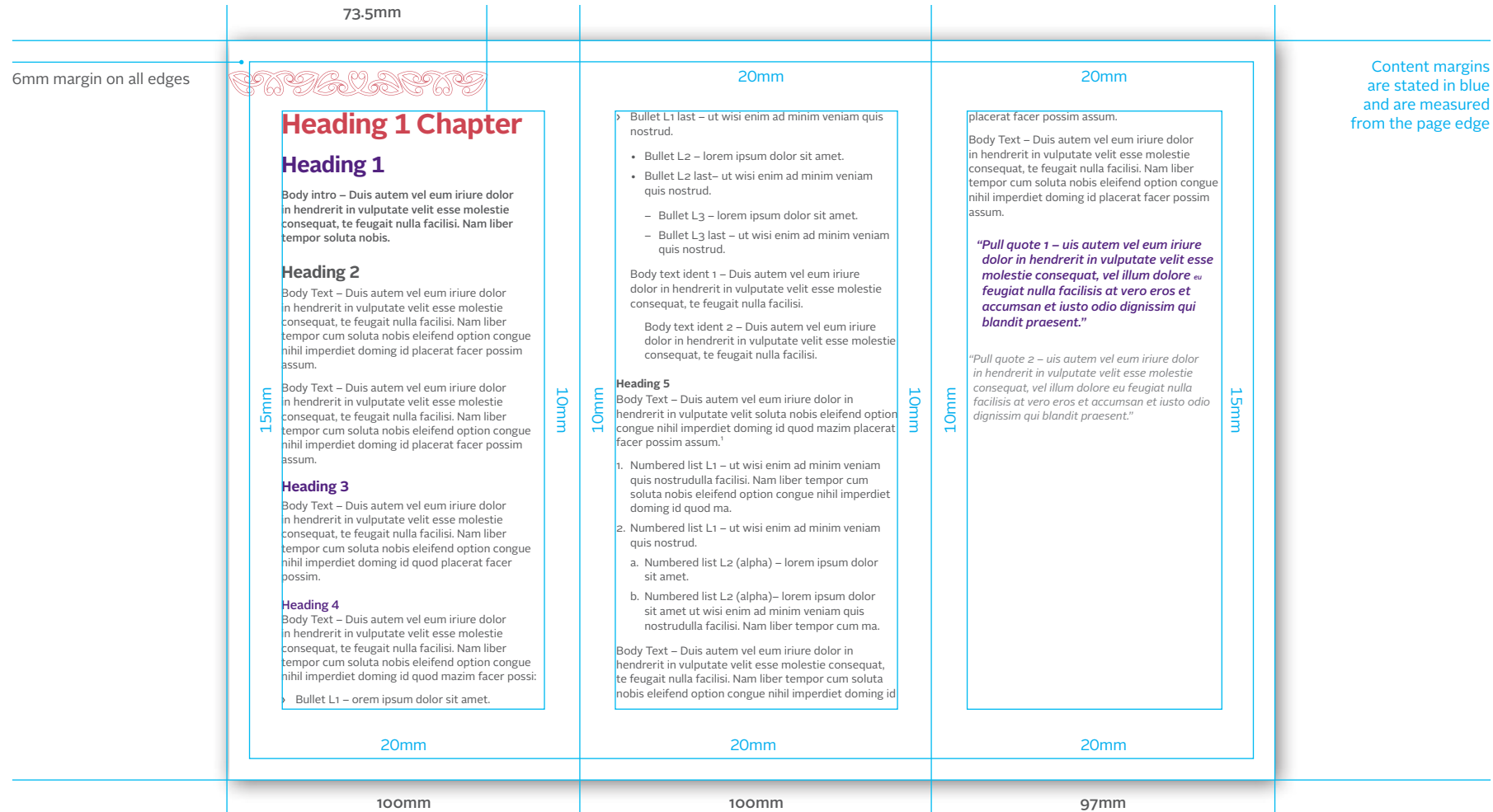
4.6.6 Tier Two DL brochure – side one



NZNO logo base aligned to one sixth of page.
Space between logo and contact details equals 'N'. ISBN bottom left aligned to margin. Published date/month aligned to bottom right of margin.

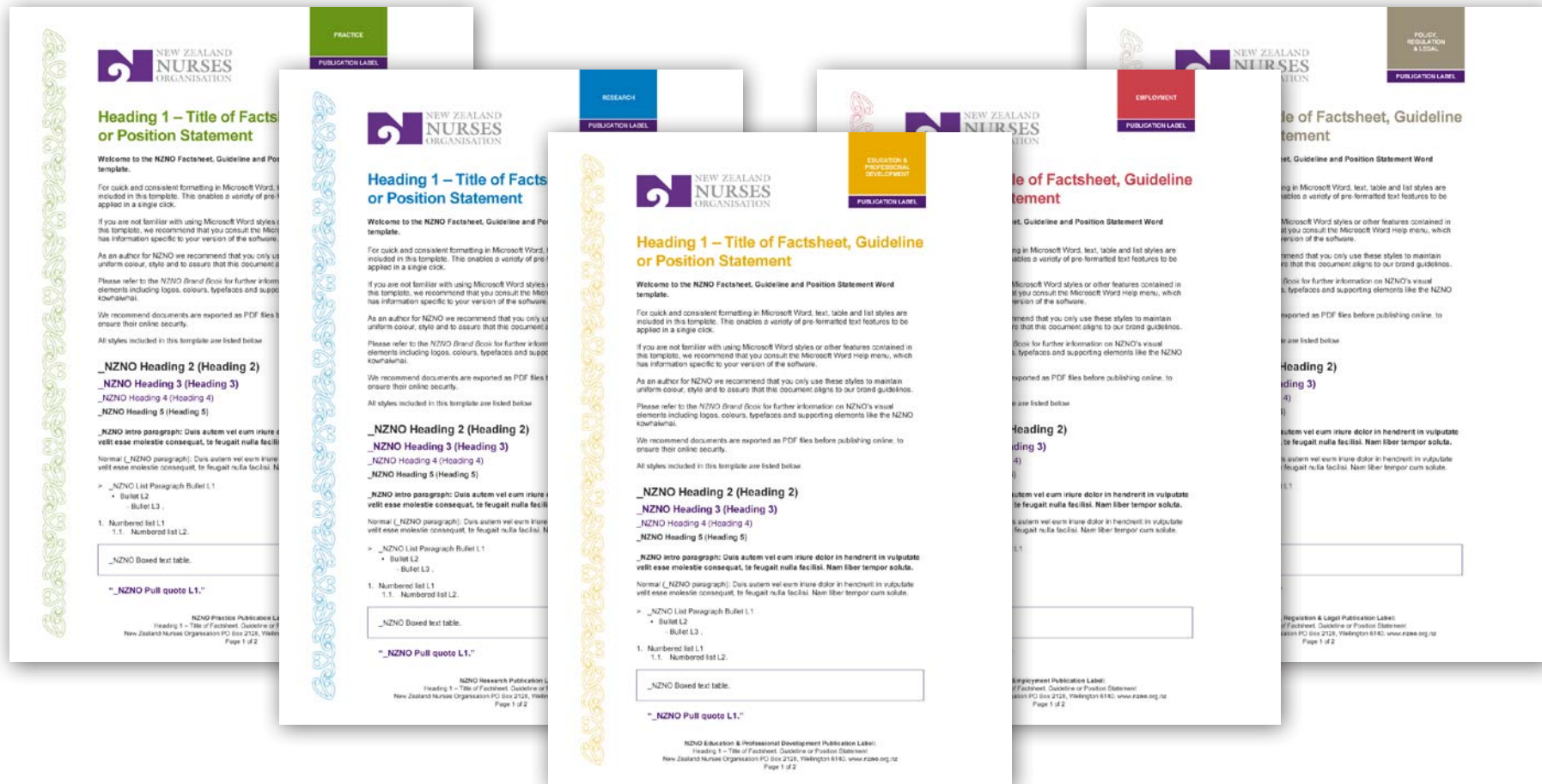
4.6.7 Tier Two DL brochure – side two

The kōwhaiwhai header is always on left edge of the first page of a chapter



4.6.8 Tier Two A4 Microsoft Office templates

Position Statements, Guidelines and Fact Sheets





These templates are available in the *NZNO Office Resource*

Report/Standards template



Policy template



Heading 1 – Policy Title

Purpose

_NZNO intro paragraph: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id placcerat facer possim assum.

Policy, Principles, Statements

Normal (_NZNO paragraph): Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id placcerat facer possim assum.

Process

Normal (_NZNO paragraph): Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id placcerat facer possim assum.

Related NZNO Documents

Normal (_NZNO paragraph): Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id placcerat facer possim assum.

Document Number: X	Date of Issue: X Month Year
Last Review: X Month Year	Next Review: X Month Year
Developed by: Name of individual or group	
Authorised by CEO	
Signature:	Date: X Month Year

Welcome to the NZNO Policy Word template.

For quick and consistent formatting in Microsoft Word, text, table and list styles are included in this template. This enables a variety of pre-formatted text features to be applied in a single click.

If you are not familiar with using Microsoft Word styles or other features contained in this template, we recommend that you consult the Microsoft Word Help menu, which has information specific to your version of the software.

As an author for NZNO we recommend that you only use these styles to maintain uniform colour, style and to assure that this document aligns to our brand guidelines.

NZNO Policy, Regulation & Legal: Heading 1 – Policy Title
New Zealand Nurses Organisation PO Box 2128, Wellington 6140. www.nzno.org.nz
Page 1 of 2

4.7 CAMPAIGNS

Our campaigns are about engaging with our members and our communities to create change.

We campaign to advocate for and strengthen the voices of our members.

Our campaigns aim to improve the working lives of our members and oppose injustice and inequality wherever it impacts on the health and wellbeing of all New Zealanders.

4.7.0 Approach

Campaigns are a vital part of the work of NZNO.

Campaigns focus on significant areas where change is needed and where issues are widely and deeply felt.

The most important thing we can do to help our message stick is to be direct and straightforward – forget about being clever and say what we mean.

The same can be said for overall visual approach to campaigns – simplicity is key. Superfluous visual elements should be avoided because they distract from the messages that our campaigns communicate.

4.7.1 Purpose

NZNO campaigns vary hugely. Some are focused on achieving social change; others are about a particular workplace issue.

Our campaigns and what we are asking of our members and communities must be clear.

Determining the purpose of each communication makes it easier for an audience to get involved in our campaign.

4.7.2 Tertiary colours

Our tertiary colours differentiate individual campaigns and create separation, by way of colour, from NZNO publications. By using a mixture of tertiary, primary and supporting NZNO colours a unique colour scheme can be created for a campaign.

When a campaign aligns to a Tier Two activity in the NZNO publication framework then the supporting colour associated with that activity should be used for at least 60% of the campaign (excluding colour incorporated from imagery).

For more information please refer to *page 64, Our Publication Framework*.

Please note: the NZNO full colour logo should never be used on a supporting and tertiary colour background. NZNO logos in white are available for use in campaigns as required.

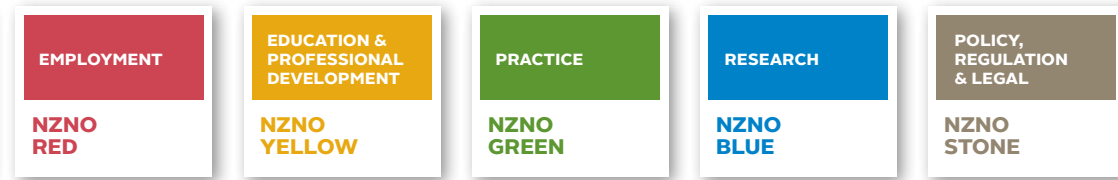
Primary colours

For primary colour definitions refer to *page 30 Primary brand colours.*



Supporting colours

For supporting colour definitions refer to *page 31 Supporting brand colours.*



The spectrum of primary, supporting and tertiary colours work in harmony:



Tertiary colours

Following these colours definitions will ensure consistent colour across all media.



PANTONE 689c
PANTONE 689U

C = 7
M = 77
Y = 0
K = 34

R = 143
G = 63
B = 109

HEX# = 8f3f6d

PANTONE 1595C
PANTONE 1595U

C = 0
M = 69
Y = 100
K = 10

R = 213
G = 92
B = 25

HEX# = d55c19

PANTONE 391C
PANTONE 398U

C = 15
M = 0
Y = 100
K = 35

R = 156
G = 154
B = 0

HEX# = 9c9a00

PANTONE 7474C
PANTONE 7474U

C = 90
M = 0
Y = 28
K = 22

R = 0
G = 122
B = 135

HEX# = 007a87

PANTONE 5405C
PANTONE 5405U

C = 58
M = 17
Y = 0
K = 46

R = 68
G = 105
B = 125

HEX# = 44697d

4.7.3 Selecting campaign typefaces

Using the same monotonous tone, volume and speed when speaking soon switches off an audience regardless of how interesting or important the message is. The spoken word has a rhythm and tone. The same concept applies to typefaces.

Our campaigns present an opportunity to rouse our audience by changing our tone of voice by using new typefaces – whether asking a question, talking quietly or suddenly shouting.

The key principles when selecting a new typefaces:

- Only use a different typeface when a different tone is needed.
- A little goes a long way. Too many styles create confusion and reduce readability. Apply display typefaces sparingly to headlines and ensure calls to action are in a crystal clear typeface.
- Consider using the same typeface in different sizes, styles and/or weights to alter the tone.
- Add the brand typeface Alright Sans into the mix where appropriate. This provides a link back to the voice of the NZNO brand.
- Make sure the typeface is decisively different. Don't choose typefaces that are too similar. This is distracting because an audience questions small visual differences.
- Avoid always formatting text in bold, caps and/or at a large size. This tends to shout, losing impact with an audience over time. The quiet moments enable an audience to consider the message.
- Embrace typeface diversity while ignoring personal preferences. Campaign typefaces should reflect the voice, perspective and history of our members.

4.7.4 Campaign typeface – Dear Joe3

Campaign typefaces should only be used when support is needed for a particular campaign's tone and manner.

Dear Joe3 works well when a campaign needs to be imbued with a approachable, human style.

Using *Dear Joe3* in partnership with the primary NZNO typeface *Alright Sans* is encouraged for its superior versatility and legibility.

The voice of nurses
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

The typeface *Dear Joe3* is composed of scanned handwriting which makes it look quite convincingly real. It contains over 500 characters, 200 of them are ligatures. Typing text with this font feels like writing with a pen, especially since every word will be constructed of different letter combinations.

4.7.5 Campaign typeface – Donnerstag

Donnerstag works well when a campaign needs to be imbued with power and personality.

Using *Donnerstag* in partnership with the primary NZNO typeface *Alright Sans* is encouraged for its superior versatility and legibility.

The voice of nurses
The voice of nurses
The voice of nurses

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

Donnerstag's seven different weights give it a great deal of versatility, from its strong black weight to the delicate hairline. Because of *Donnerstag's* width, this typeface is best used for campaign headlines or short blocks of text.

4.7.6 Campaign image treatments

Our campaign activities create pictures and these pictures are a powerful way to communicate because you can't argue with pictures.

A range of photo treatments have been created to establish a supporting image style for NZNO campaigns.

Blending of these treatments is encouraged to create a style that is unique to one campaign, and to visually differentiate one campaign image from another.

	Colour	Grayscale
Original		
Clearcut		
Clearcut halftone		

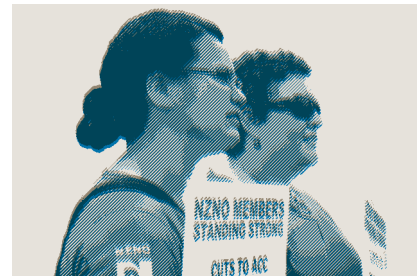
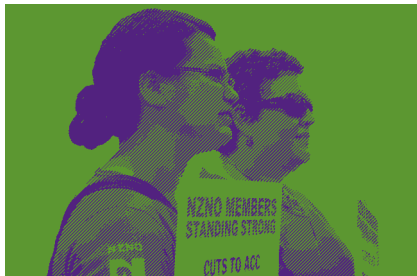
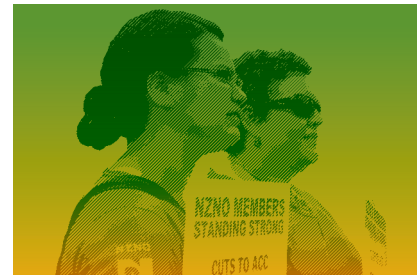
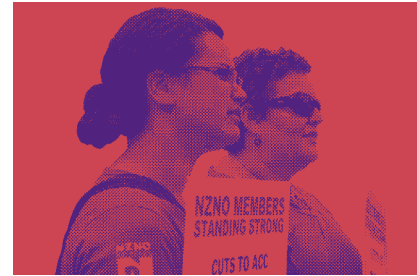
Photoshop settings

- Convert image from grayscale to bitmap
- Bitmap output: 600dpi; Method Use: Halftone Screen
- Halftone Screen, Frequency: 20 lines/inch; Angle: 135°; Shape: Round

Photoshop settings

- Convert image from grayscale to bitmap
- Bitmap output: 600dpi; Method Use: Halftone Screen
- Halftone Screen, Frequency: 20 lines/inch; Angle: 135°; Shape: Line

4.7.7 Example blends of image treatments

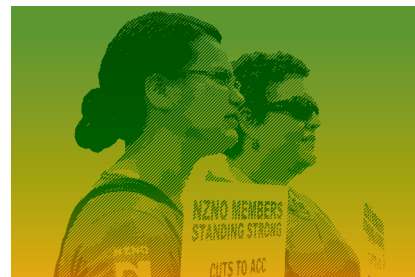
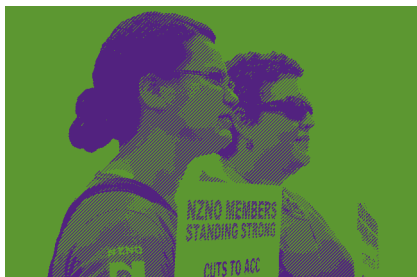


4.7.8 Campaign image dos and don'ts

Multiple images within one campaign should be treated in the same way



Multiple image and colour treatments within one campaign should be avoided



4.7.9 Campaign checklist

Overall simplicity

- Each communication piece has a simple, unambiguous message and clear purpose.
- The visual style is straightforward and without superfluous embellishments to distract from the message.
- There is a clear call to action that requires no explanation and where possible *3.6.0 Contact standards* have been followed in the *NZNO Brand Book*.

Colour

- A supporting colour is used for as least 60% of the piece if the campaign aligns to a NZNO Tier Two activity (*4.3.2 Our Publication Framework* in the *NZNO Brand Book*).
- The colour scheme for a new campaign is unique. If not unique, create a new colour blend.

Typefaces

- Campaign typefaces are only used as a support (sparingly) and in partnership with the primary NZNO typeface *Alright Sans*.
- 4.2 Typography general guidelines* have been followed in the *NZNO Brand Book*.

Imagery

- The imagery for a new campaign is unique. If not unique, create a new treatment blend and find a unique image.

Logo usage

- The white NZNO logo, not the full colour NZNO logo, is used against coloured backgrounds.
- NZNO logo guidelines about clear space, minimum size and logo partnerships have been followed in the *NZNO Brand Book* (*2.1 Logo lockups* and *2.2 Logo partnership*).

4.8 PRODUCTION SPECIFICATIONS

4.8.0 Paper specifications

Paper plays a significant role in printing – the kind, weight, and texture of the substrate is an important factor in the price, quality and finish of the final reproduction.

Variation is inherent to the printing process and our standard set of paper stocks reinforce consistency both at a production and a brand level.

Alpine Laser Offset

Use for offset printed publication text pages, base stocks for in-house overprinting, letterhead, compliment slips, etc.

Alpine Coated Matt

Use for offset printed publication covers, business cards, leaflets, brochures, posters and marketing collateral.

Media Coated Silk

Use for digitally printed, short-run publications, business cards, leaflets, brochures, posters and marketing collateral.



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