
**BRAND
GUIDELINES**

STYLE GUIDE FOR CONSISTENT BRANDING
FOR DESIGN + COMMUNICATIONS

**Digital
Equity
Coalition
Aotearoa**



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“
**Creating healthy spaces for
cross-sector collaboration to
enable digital equity for all.**

ABOUT US

OUR VISION

Our vision is for digital equity long-term, ensuring everyone in Aotearoa can make the most of an increasingly digital world.

Digital equity exists when everyone can access and effectively use digital technologies so as to participate in our society, democracy and economy.

WHAT WE DO

Our mission is digital equity. The Digital Equity Coalition Aotearoa connects and supports the digital equity community in Aotearoa. Together we are stronger, louder, and have greater impact.

We shine a light on digital inclusion initiatives, identify gaps, advocate, connect people and projects, offer space to collaborate and innovate.

GUIDING PRINCIPLES

VALUES

Whai Mātauranga

We respect our Māori heritage and the knowledge, wisdom, and best practices that come with tikanga Māori. We acknowledge Te Tiriti o Waitangi and apply its ancestral intent to help us create spaces for all to be self-determined.

Equity beyond digital

We are led by the needs of the people and the communities we serve. Digital equity should be available to the people at the pace and place they want.

Whanaungatanga

It is important to understand who we all are and how we relate to each other, acknowledge the work that has come before, and establish good relationships for the work ahead.

Bias for action

We support approaches that create system change and get going with the mahi even if it's not perfect.

DECA TONE OF VOICE

Successful communication is dependent on the words we use, our tone of voice and our body language.

DECA's written, verbal and creative expression aims to manaaki - support and express our values and build trust with our community.

We also aim to provide fresh, clear and modern communications that will elevate the voices and the needs in our diverse communities.

WARM

Warm and engaging language will be used to ensure people feel welcome and part of the DECA whānau.

INCLUSIVE

A key focus on all communications will be inclusivity and ensuring that a diversity of voices are represented.

FRESH AND CLEAR

Simple, concise language to ensure understandability and clarity of communications.

ACCESSIBLE

DECA communications will be accessible to priority groups. All digital communications will follow best practice conventions for accessibility, and where possible information will be translated into Māori, Samoan and Tongan languages.

MANA ENHANCING

The way we connect, and the stories we tell, focus on the positive impact being made for and by the people in our DECA hāpori / community. We respect and elevate other's perspectives.

GENUINE

We speak in a genuine, honest and grounded way.

THE DECA LOGO

LOGO AND ICONS

MAIN LOGO



Use the long form logo for spaces that are wider than they are tall.

SHORT FORM LOGO



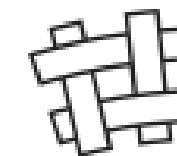
Use this short form logo for the first appearance in a space that is taller than it is wide.

SHORT FORM LOGO 2



Use this short form logo for subsequent appearances in a space that is taller than it is wide.

SHORT FORM LOGO 3



Use the brand-mark for very small formats e.g. favicons.

DO



DON'T





Keep contrast high by using the light logo on dark backgrounds or the dark logo on light backgrounds

DO



DON'T



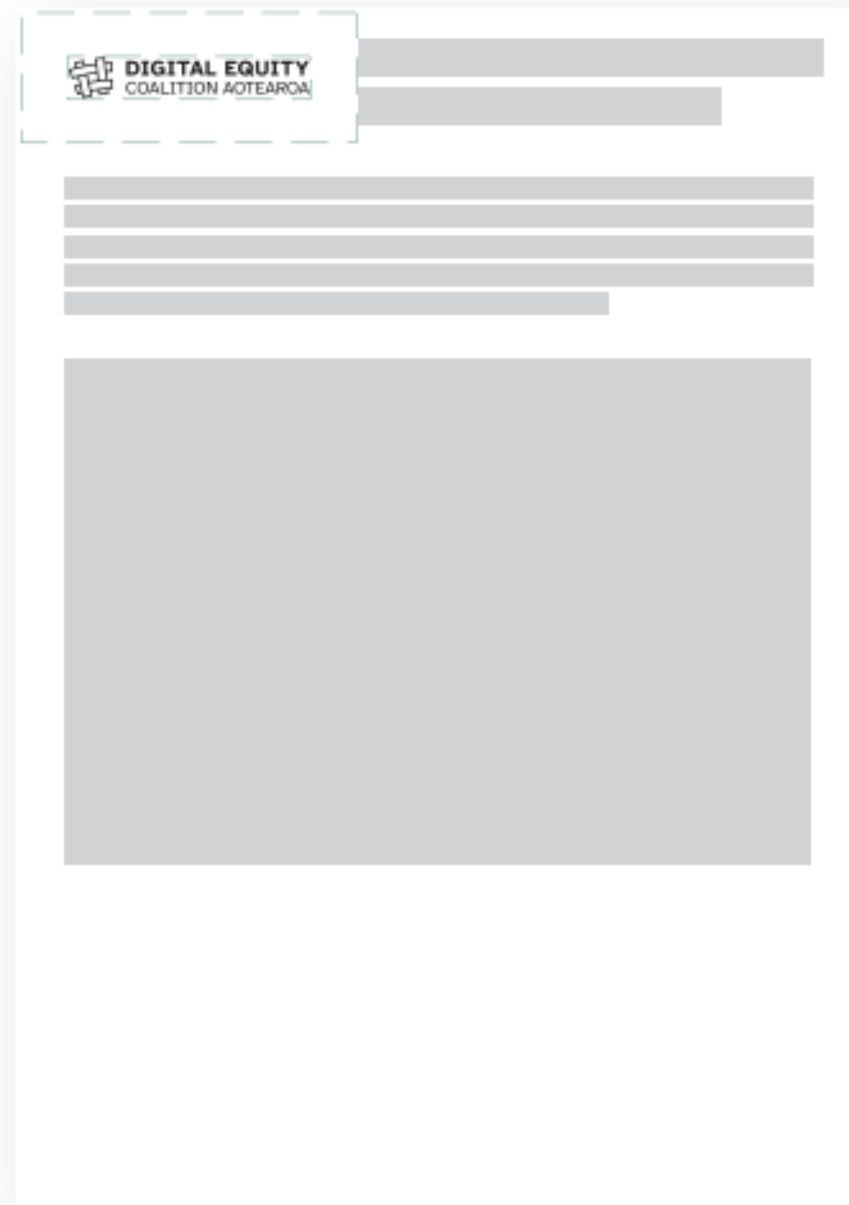
PROPER LOGO PLACEMENT



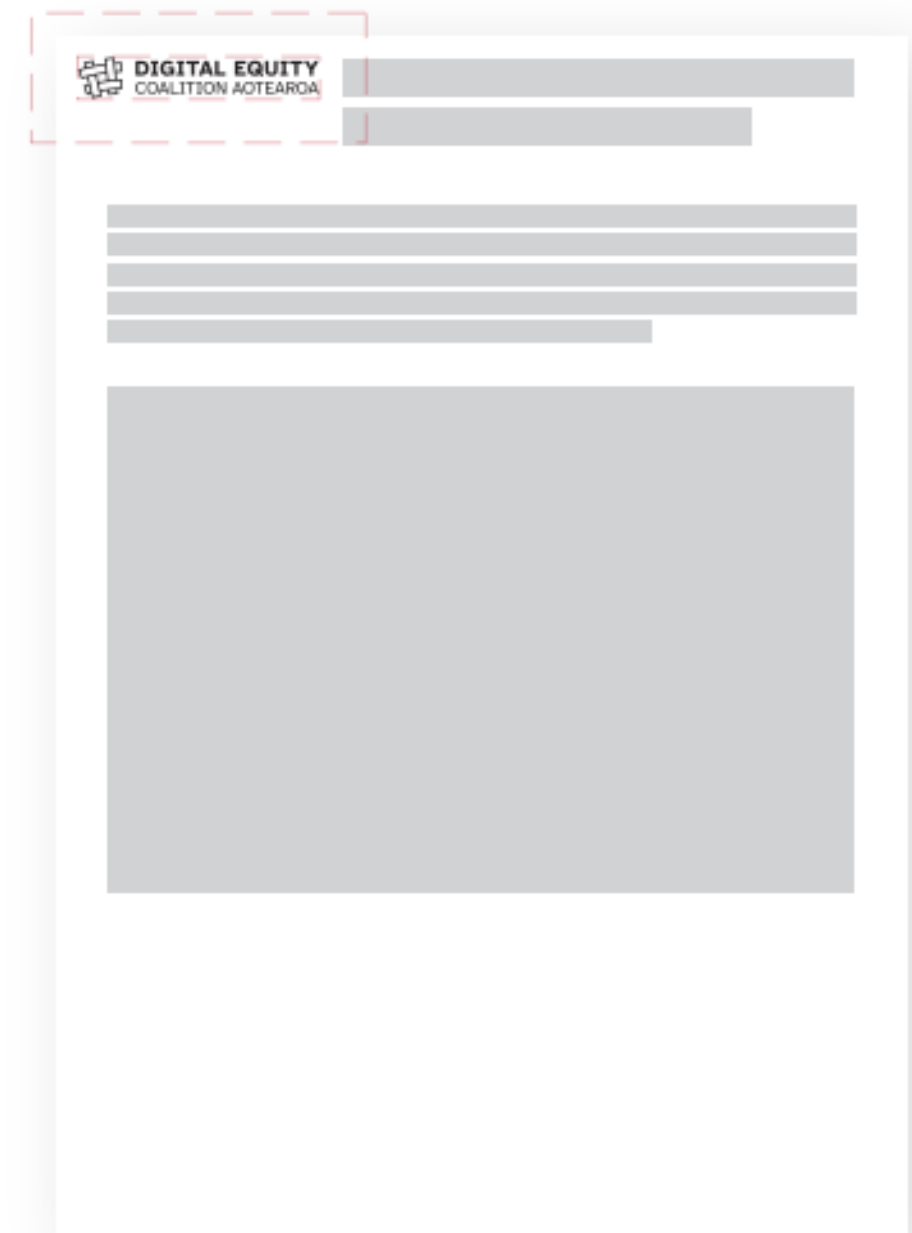
SPACING

Leave about one hashmark worth of clearspace around the logo at all times

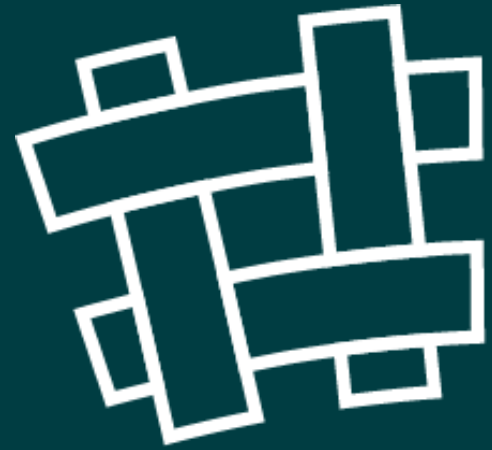
DO



DON'T



STORY BEHIND THE LOGO



THE MEANING OF THE DECA LOGO

A symbol of digital, community connection

The DECA logo adapts a hashtag#, a common symbol in usage across digital technologies, into a layered symbol of the different threads that bring our diverse communities together.

Similar to a loose weave pattern it signifies the way that the DECA groups and constellations collaborate to form a connected, greater whole in the digital sphere.

The logo ultimately signals that together, we can have a stronger, collective voice in order to achieve real impact towards digital equity.

#digitalequityaotearoa

FONT GUIDE

The DECA font is Rubik.

This page explains how it should be used for headings and larger items.

PRIMARY USE OF FONT TYPES

Headings, subheadings, titles, and large areas

Rubik

Aa

Rubik Bold
Rubik Black

abcdefghijklmnopqrstvwxyz
abcdefghijklmnopqrstvwxyz

FONT GUIDE

The DECA Font is Rubik.

this page outlines how it should be used in sentences and for smaller text requirements.

SECONDARY USE OF FONTS

Paragraphs, sub-headings, captions and smaller materials

Rubik

Aa

Rubik Regular

abcdefghijklmnopqrstvwxyz

Rubik Medium

abcdefghijklmnopqrstvwxyz

Rubik Light

abcdefghijklmnopqrstvwxyz

Rubik Light Italic

abcdefghijklmnopqrstvwxyz

PRIMARY + SECONDARY

The following shows how the different fonts can be used for headings and body copy.

DECA CASE STUDY

Where fun meets digital access

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

DECA RESOURCE

Where fun meets digital access

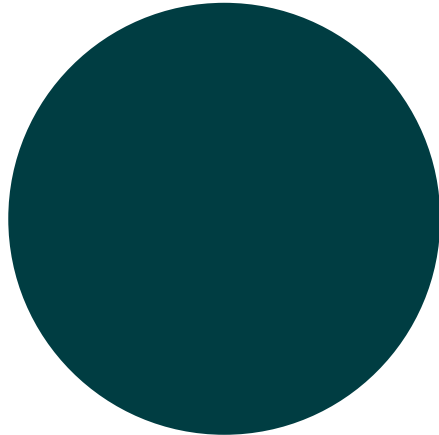
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

COLOR COMBINATIONS

These colour combinations have been chosen to ensure accessibility and contrast between the light and dark palette options.

LIST OF APPROVED COLORS

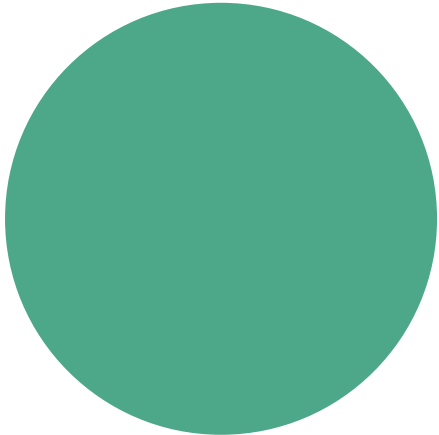
FOR DIGITAL AND PRINT



HEX CODE
#003d42

HSB:
185, 100, 26

RGB:
0, 61, 66



HEX CODE
#4ca889

HSB:
160, 55, 66

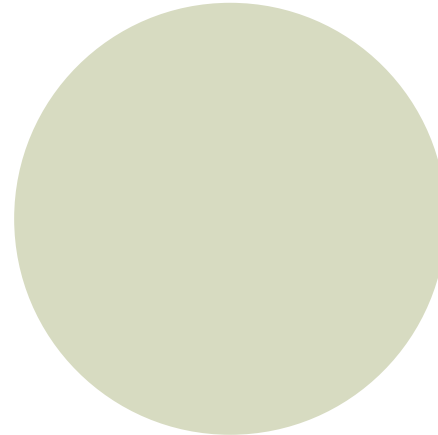
RGB:
76, 168, 137



HEX CODE
#f2efeb

HSB:
34, 3, 95

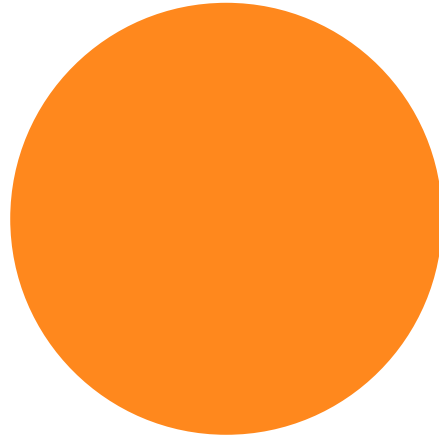
RGB:
242, 239, 235



HEX CODE
#d7dbc1

HSB:
69, 12, 86

RGB:
215, 219, 193



HEX CODE
#ff881d

HSB:
28, 88, 100

RGB:
255, 136, 29

PHOTO APPLICATIONS

REMEMBER: WARM, INCLUSIVE, FRESH AND MANA ENHANCING

Photos are what brings the DECA kaupapa to life and provides a connection for our communities.

Great photos enable people to see themselves in a space and connect with the mahi that DECA is delivering.

Images need to show a positive experience for the user and inspire people with warm, engaging and interactive situations.

EXAMPLES



DIGITAL APPLICATION

Ensure photos of our community and target audiences are used to bring warmth and connection across the website and all digital communications.

WEBSITE MOBILE VIEW

TO MAINTAIN A COHESIVE LOOK





CONTACT INFORMATION

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