NORTHCOTE INTERMEDIATE SCHOOL

MĀORI & PASIFIKA

Brand Guides. 2026

PREPARED BY PRD.NZ

Version 2 · November 2026 · Replaces Version 1 (6 May 2020)

Brand Guides

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Naming note: this group is called Māori & Pasifika. Always write the name with its macron, and use the logo files rather than retyping it.

ABOUT THIS DOCUMENT

These guidelines explain how to use the Māori & Pasifika logo for Northcote Intermediate School so that it looks the same everywhere: on the website, newsletters, uniforms and sports gear, signage, banners and printed material.

This is Version 2. It replaces the first guidelines (Version 1, May 2020) and adds clear space and minimum size rules, correct and incorrect use, file guidance and a plain-English glossary. The logo artwork itself has not changed.

The version and date are shown at the bottom of every page. If you are unsure whether you have the latest version, check with Pocket Rocket Design before starting any work.

QUESTIONS OR NEW ARTWORK

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NORTHCOTE INTERMEDIATE SCHOOL
MĀORI & PASIFIKA

Logo

Versions

There are three versions of the logo. All three contain the same emblem, name and school line, so choose the one that fits the space. The Horizontal logo is the main version and should be used whenever there is room. Never rebuild or retype the logo; always use the supplied files.

HORIZONTAL

Main version

Best for letterheads, newsletters, banners, slides and anywhere wide

File: NIMP_stacked_...



VERTICAL

Tall spaces

Best for posters, flags, shirts, bags and square or tall layouts

File: NIMP_portrait_...



COMPACT

Small and wide

Best for website headers, email footers and narrow strips

File: NIMP_landscape_...



CHOOSING A VERSION

- Use the Horizontal logo by default. Step down to the Compact logo only when the space is too narrow for it, and use the Vertical logo when the space is tall.
- Use one version at a time. Never put two versions of the logo on the same page unless the page is explaining the logo, like this one.
- Use the full-colour logo on white or very light backgrounds. On navy or dark photos, use the reversed (white) logo. See page 06.

Logo

Clear Space

Keep a margin of empty space around the logo so it can be seen clearly. The clear space is called x, and x equals the height of the capital letters in the large "MĀORI" line of the logo. The same rule applies to all three versions.



HORIZONTAL LOGO



VERTICAL LOGO



COMPACT LOGO

CLEAR SPACE RULES

- Keep every other element (text, images, edges of the page or a garment seam) at least x away from the logo on all four sides.
- The clear space is a minimum. Give the logo more room whenever you can, especially on posters, banners and signage.
- On shirts, bags, caps and other items, position the logo so the clear space stays inside the printable or embroidered area and away from seams, collars and pockets.
- If the logo sits on a photograph, place it over a calm area of the image and keep the clear space free of detail.

Logo

Minimum Sizes

Below a certain size the thin letters in the school line become hard to read. These are the smallest sizes for each version, measured across the full width of the logo. The samples below are shown at their real minimum print size.

VERSION	SHOWN AT MINIMUM PRINT SIZE	PRINT, MIN WIDTH	SCREEN, MIN WIDTH
Horizontal logo		55 mm	240 px
Vertical logo		40 mm	180 px
Compact logo		65 mm	300 px

MINIMUM SIZE RULES

- If the space is smaller than the minimum for a version, do not shrink it further. Use a simpler layout (Horizontal, then Compact) or leave the school line off the page and add the school name as normal text beside the logo.
- Embroidery cannot hold the fine letters of the school line below the sizes above. For embroidered shirts and caps use the Vertical logo at 60 mm wide or more and confirm with the embroiderer.
- Screen sizes are for the width at which the logo is shown on screen. Use the @2x and @3x web files so it stays sharp on high-density displays.
- For signage and banners, size the logo to the viewing distance and check with the signwriter. There is no maximum size: scale from the print files (PDF, AI or EPS) so edges stay sharp.

The minimum sizes above are measured guides. Please confirm them against a printed or embroidered sample for any new product.

Logo

Correct and Incorrect Use

Use the supplied files exactly as they are. Choose the colour version that suits the background, and do not alter the logo in any other way.

CORRECT USE



Full colour on white



Reversed on Navy



One colour, Navy



One colour, black

- Use the full-colour logo on white or very pale backgrounds.
- On Navy, black or dark photographs use the reversed logo, in which the Navy parts turn white and the red stays red.
- Use the one-colour Navy or black logo only where colour printing is not possible, for example a single-colour print, a stamp, engraving or fax-style forms. Use the all-white logo on dark photographs or in one-colour reversed jobs.

INCORRECT USE



Do not stretch or squash



Do not rotate or tilt



Do not change the colours



Do not use only an outline



Do not place on busy backgrounds



Do not use low-contrast backgrounds



Do not add shadows or effects



Do not rebuild or retype the name

Brand Colours

And Recommendations

The logo uses two brand colours, Navy and Red, on a white page. Use the values below whenever a colour needs to be matched in print, on screen, in Word and PowerPoint or on garments.

NAVY

Logo, headings and text

HEX	#1F2353
RGB	31, 35, 83
HSB	235, 63%, 33%
CMYK	100, 95, 37, 33

RED

Logo and accent

HEX	#CA2026
RGB	202, 32, 38
HSB	358, 84%, 79%
CMYK	14, 100, 99, 4

WHITE

Page and reversed logo

HEX	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0

WHERE EACH VALUE IS USED

- RGB and HEX are for screens: websites, email, slides and social media. CMYK is for process-colour printing: posters, newsletters, brochures and signage.
- The CMYK values are the master reference. Please quote them to any printer, embroiderer or sign maker, and ask for a proof before a full run.
- Pantone match: [CHECK] a spot-colour match for Navy and Red has not been confirmed. Match against a printed swatch before any spot-colour job.

COLOUR BALANCE

Let white space do most of the work, use Navy for text and large areas, and keep Red for small accents. Navy and white give the strongest contrast. Avoid putting red text on Navy.

Fonts

Candida and Brandon Grotesque

Two typefaces are used with the logo. Candida is the headline font, matching the serif letters in the logo. Brandon Grotesque is the clear, friendly font for body text, captions and tables.

Candida Regular

HEADLINE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Use Candida Regular for headlines, titles and short statements. Candida has no macron letters, so any headline that needs ā, ē, ī, ō or ū (for example "Māori") should be set in Brandon Grotesque Bold instead.

Brandon Grotesque Bold

SUBHEADINGS AND EMPHASIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ĀĒĪŌŪ āēīōū

Brandon Grotesque Regular

BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ĀĒĪŌŪ āēīōū

Brandon Grotesque has full macron support. Always use macrons in te reo Māori words, including the group name Māori & Pasifika. Never swap a macron letter for a plain letter or a doubled vowel.

SETTING TYPE

- Headlines in Candida Regular (or Brandon Bold where macrons are needed) in Navy. Body text in Brandon Regular at 9 to 11 pt on print and 16 px or larger on screen, in Navy or black.
- Use sentence case, left-aligned. Use Brandon Bold for subheadings and emphasis instead of underlines or italics.
- If Candida or Brandon Grotesque is not installed, use Georgia for headlines and Arial for body text, so the document still looks tidy.

Logo

Files and Which One to Use

The logo is supplied in folders by use. Always pick the file that matches how it will be used. Every layout comes in each of these formats.

FOLDER	WHAT IS IN IT	USE IT FOR
Print	NI MAORI_PACIFIKA_LOGO_cmyk_paths (PDF, AI and EPS)	Professional printing, signage, banners, uniforms, embroidery and sign makers. CMYK, with text turned into outlines. Send the PDF or EPS to printers.
Web	NIMP_stacked, NIMP_portrait and NIMP_landscape _rgb (PNG at 1x, @2x and @3x)	Websites, email, social media, Google Docs and Slides. Transparent background. Use the @2x or @3x file for sharp images on phones and laptops.
Microsoft	NIMP_stacked, NIMP_portrait and NIMP_landscape -100 (JPG)	Word and PowerPoint documents, templates and slides. White background, so use on white pages only.

NAMING

Each file name shows the layout, the colour mode and the size. For example, NIMP_portrait_rgb@2x.png is the vertical logo, RGB, at twice the web size. The three layouts are stored as "stacked" (the Horizontal logo), "portrait" (the Vertical logo) and "landscape" (the Compact logo).

Keep the files together and keep the names exactly as they are. If a new version is needed, ask Pocket Rocket Design to supply it rather than redrawing the logo.

QUICK GUIDE: WHICH FILE?

Poster, banner or signage	Print folder, PDF or EPS
Printed newsletter or letter	Print folder, PDF
Website or email	Web folder, PNG @2x
Social media post	Web folder, PNG @2x
Word document or PowerPoint	Microsoft folder, JPG
Shirt, cap or bag	Print folder, Vertical logo, PDF or EPS

MĀORI & PASIFIKA
NORTHCOTE INTERMEDIATE SCHOOL

Glossary

Colour terms and file types

Short, plain-English explanations of the terms used in this guide, to help you brief a printer, sign maker or web developer.

Colour formats

RGB
Red, Green and Blue light. Used for anything seen on a screen: websites, email, slides and social media. Our Navy is RGB 31, 35, 83.

CMYK
Cyan, Magenta, Yellow and Black ink. Used for professional colour printing. Colours can look slightly different from RGB because ink and light work differently.

HEX
A short code for an RGB colour, used by web designers and in many apps. Navy is #1F2353 and Red is #CA2026.

HSB
Hue, Saturation and Brightness. Another way of describing a colour that is handy in design software.

PANTONE OR SPOT COLOUR
A matching system that prints one exact premixed ink. Used for premium printing and garments, and for keeping colour consistent between printers.

COLOUR PROOF
A sample made before a full print run so you can check the colours first. Always request one.

Image file types

PDF
Portable Document Format. Keeps vector artwork sharp at any size and is the best file to send to a printer.

AI AND EPS
Adobe Illustrator and Encapsulated PostScript. Vector files for designers, printers and sign makers. They can be opened and edited in design software.

PNG
A web image that can have a transparent background, so the logo sits on any page. Use the @2x or @3x file for sharp images.

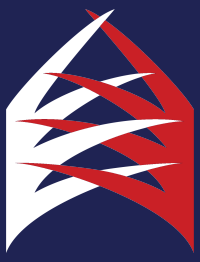
JPG
A small picture file for photos and Word or PowerPoint. It cannot be transparent, so use it on white backgrounds only.

VECTOR AND PIXEL
Vector files are drawn with lines and scale to any size. Pixel files (PNG, JPG) are made of dots and go soft if enlarged.

@2X AND @3X
Larger copies of a web image for sharp display on phones and high-resolution screens.

PRINT AND PRODUCTION TERMS

Bleed	Extra artwork that runs past the trim edge, usually 3 mm, so no white line shows after cutting.
Clear space	Empty space kept around the logo. See page 04.
Embroidery	Stitched logos. Fine letters need a larger logo, see page 05.
Stationery	Letterheads, business cards, envelopes and other printed office items.



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