

# »» STYLE GUIDE AND TEMPLATE CATALOGUE





The Charity Saving Lives at Sea

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»» Our brand is a valuable asset - it says who we are and what we do. We unite as an organisation to save lives at sea. So too we must work together to protect our brand.

This guide is a reference to ensure our brand is applied consistently across a variety of media in order to create a unified and consistent look. If you have any questions regarding our brand and its application, please contact your Regional Manager or the Executive Officer - Brand and Marketing.

These guidelines are a 'living document' and are subject to change as and when required. Please always refer to the most recent version which lives on the Coastguard Intranet.

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# »» OUR SIGNATURE

## CONSTRUCTION

The Coastguard Logo is the core of our brand. It is made up of 3 parts:

- A** Chevron
- B** Wordmark
- C** Area Descriptor\* (optional)

The relationship between these elements is fixed and must not be altered or redrawn.

\*The Area Descriptor should be the location portion of the unit name only. Do not repeat 'Coastguard' or use other words, i.e. 'RESCUE'.



## MINIMUM SIZE

Clarity is most important in communicating a consistent message. The Logo must never be reproduced in a size smaller than 30mm in width when the Area Descriptor is included and 25mm when used without the Area Descriptor.

Advice needs to be taken from suppliers regarding reproduction methods to ensure clarity is not compromised.

Minimum size  
30mm wide



Minimum size  
25mm wide



## CLEAR SPACE

To ensure the Logo is not constrained or lost, a minimum clear space has been kept free and can be used when aligning the Logo on the page or within a surrounding box. This minimum clear space is the height of the bottom diagonal portion of the Chevron (see the yellow A boxes in the adjacent diagram).



## POSITION

The Logo has been created with a forward motion. To add strength to the Logo, it should be positioned on the right hand side of the page.

Refer to 'The Flip Side' for use of the reverse Logo.

## TAG LINE

The Coastguard tag line is "The Charity Saving Lives at Sea". This is the only tag line that may be used.

## »» TONE AND VOICE

This is the way we “speak” in our written communication. We use plain, everyday words in a simple style. Imagine you were explaining something to a friend over a cup of coffee – relaxed and friendly. That’s our tone and voice.

## »» USE OF COASTGUARD NAME

To ensure consistency and remove confusion (i.e., being customer focused) in the public domain, the brand standard for use of the Coastguard name is:

Coastguard Unit Name (e.g., Coastguard Clyde)

Coastguard Unit Name Air Patrol (e.g., Coastguard Auckland Air Patrol)

This in no way detracts from the legal name of the Unit, but is simply to ensure consistency.

## »» OUR COLOURS

The Logo is made up of three Pantone colours: PMS 280 (Blue), PMS 032 (Red) and Black.

- A** Primary/preferred colour way
- B** For use on dark colours or photographs
- C** Black and white (for reverse out of black, use option B)
- D** Reflective\*

\* A reflective silver or white may be used to enhance the Logo for safety applications. However, you must ensure there is sufficient contrast when there is no light reflecting.

### RULES

When reversing the Logo out of a background or image, ensure there is sufficient colour contrast.

The Logo cannot be reproduced in any colours other than those specified in the colour palette below.

For single colour applications, the Logo should be reproduced in Black, or White reversed out.

### COLOUR PALETTE

Whenever possible, the colours must be printed using the actual PMS colour reference. If printing in CMYK, use the breakdowns provided (right).

Colours are selected from the Pantone Colour Matching System (PMS) range for printing on coated stock. To achieve a more accurate visual match when printing on materials other than coated papers, it is the printer's responsibility to adjust the PMS colours to achieve an accurate visual match.



**PMS 280C**

**C100 M72 Y0 K18**

**R12 G37 B119**

**VINYL** Sapphire Blue

**PMS 032C**

**C0 M90 Y86 K0**

**R253 G27 B20**

**VINYL** Tomato Red

**BLACK**

**REFLECTIVE\***



# »» **TYPOGRAPHY**

## **FONTS**

### **HELVETICA NEUE 45 LIGHT**

The suggested weight for all levels of copy, principally body copy.

### **HELVETICA NEUE 55 REGULAR**

Can be used for all levels of copy, but primarily used to complement Helvetica Neue 45 Light, enhancing body copy captions.

### **HELVETICA NEUE 75 BOLD**

For headlines and to create impact.  
Can also be used as a highlight within a block of copy.

## **PC USE**

For situations where Helvetica Neue is not available (such as internal PC's), the suggested default option is Calibri.

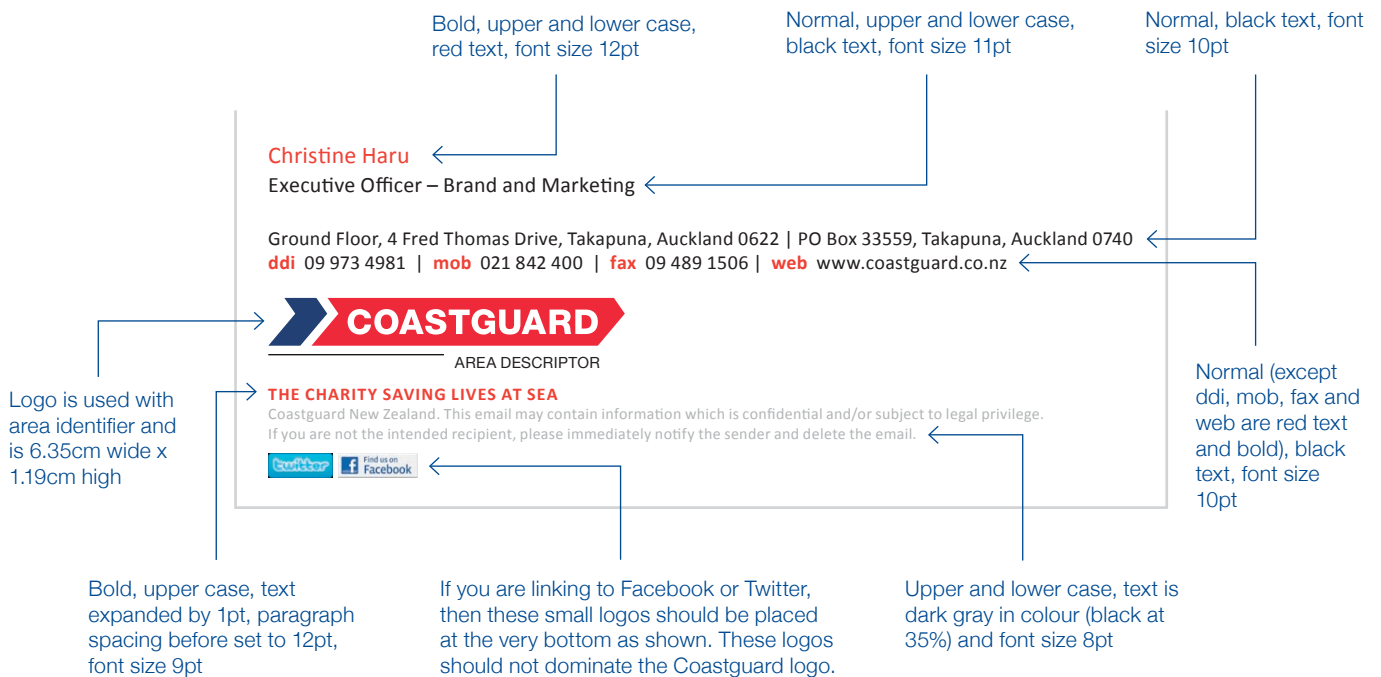
## **ALIGNMENT**

Type should be ranged left, especially with body copy. However, flexibility is allowed, and separation blocks of copy and independent headings may be ranged right. Please resist centering Type.

# » EMAILS

## EMAIL SIGNATURES

A standard email signature across the organisation strengthens the visual identity and the consistency of brand, and messaging, at each and every touchpoint. The standard Coastguard email signature is as follows:



## EMAIL OUT OF OFFICE MESSAGES

To help the “customer”, it is good practice to use the “Out of Office” messaging system if you are going to be away from the office for the day or for any extended period. It lets the person emailing know what to expect or what they can do if they need more urgent assistance than to wait for your return.

A sample message:

Hi and thanks for your email.

I am away from the office on **business/on annual leave**, from **date until date**.

During this time I **will/will not** be clearing my emails.

**If you need to contact me urgently, please call me on mobile 021 842 400.**

If you need urgent assistance during my absence, please contact – **name, email, phone**.

**Name**

**Title**

## »» THE CHEVRON

A double Chevron has been created to add strength to our brand. It should be used subtly to ensure it does not dominate the full Logo.

The proportions of this device are fixed and may not be altered in any way.

See 'Brand Application' in this section for an example of positioning.

### CHEVRON USAGE:

- A** Chevron on white or clear background
- B** Reversed Chevron on a background colour or photograph
- C** Semi-transparent Chevron on a background colour or photograph



## »» THE FLIP SIDE

To keep consistent with the forward motion of the Logo, a flipped version can be used in situations when the standard Logo would appear to be going backwards; such as vehicle or boat signage (see example right).

This Logo is only available on request from your Regional Manager or the Executive Officer - Brand and Marketing.



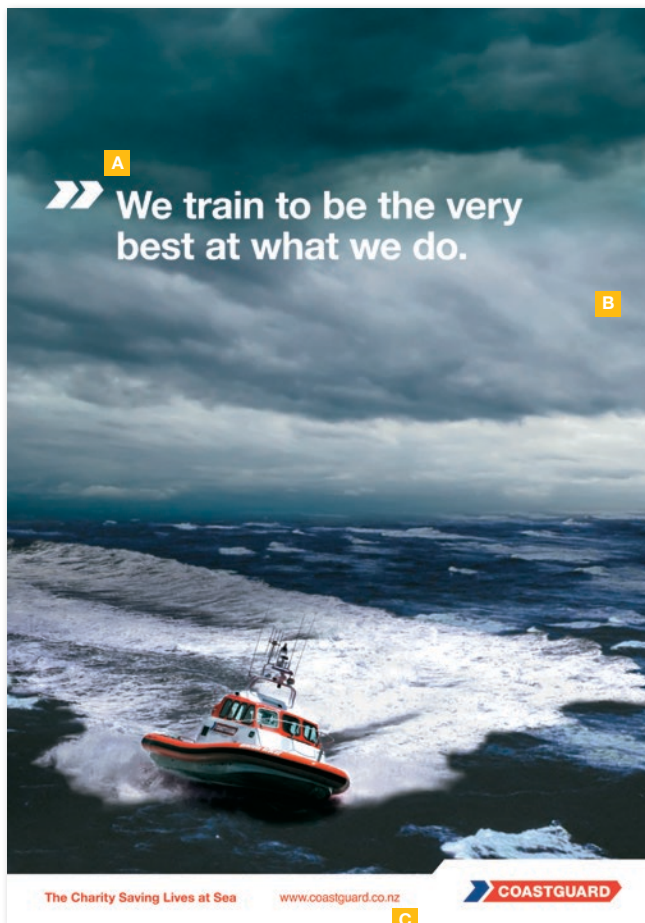
## »» VEHICLE BRANDING

Coastguard vehicles should be white.



# »» BRAND APPLICATION

The example below shows how the elements combine to create the Coastguard brand.



**A** Heading / text is accompanied by the Coastguard chevron.

*See the Typography section for font rules.*

**B** Strong contrasting image used as a backdrop.

**C** The page holder is used to ensure the Coastguard logo is always clear against a variety of images and situations. The page holder reflects elements of the logo and strengthens our overall brand.

The Coastguard logo is always placed in the right side of the page holder; the 'The Charity Saving Lives at Sea' tagline is placed in the left side.

*Ideal for posters, publications and advertising.*



# »» TEMPLATES

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# ➤➤ POWERPOINT TEMPLATES

Pre-designed Coastguard PowerPoint templates are available for creating consistent and effective presentations. Fonts, text sizes and imagery have been pre-formatted for easy use.

Powerpoint templates coming soon

Powerpoint templates coming soon

A standard Coastguard presentation is available which has the key messages about Coastguard for public presentations. This standard portion must not be changed.

At the end of the presentation, the unit may add unit specific information.



# » PINS

## SERVICE PINS

The recognised Coastguard Chevron forms the shape of our Service Pins. Like the certificates, the recipient will be awarded a colour coded pin that recognises their length of service.



### RED PIN

Indicates **5 years** of service



### BLUE PIN

Indicates **10 years** of service



### BRONZE PIN

Indicates **15 years** of service



### SILVER PIN

Indicates **20 years** of service



### GOLD PIN

Indicates **25 years** of service



### PURE GOLD PIN

Indicates **50 years** of service

The service pins can be combined and should be worn in order of service years.



## BRAND PIN

Coastguard branded pins are available to be worn as part of the uniform. These are awarded after three years of service.



## COASTGUARD SUPPORTER PIN

These are available for overseas visits or Coastguard supporters.

# » CERTIFICATES

Service Award certificate templates have been pre-printed and are ready to insert the specific information for recipients. The recipient will be awarded a colour coded Service Award certificate that recognises their length of service.

Service Awards ranging from 5 years - 50 years are available.

These certificates will be produced by the National Office.

## THE RANGE



### RED BAND

Indicates **5 years** of service



### BLUE BAND

Indicates **10 years** of service



### BRONZE BAND

Indicates **15 years** of service



### SILVER BAND

Indicates **20 years** of service

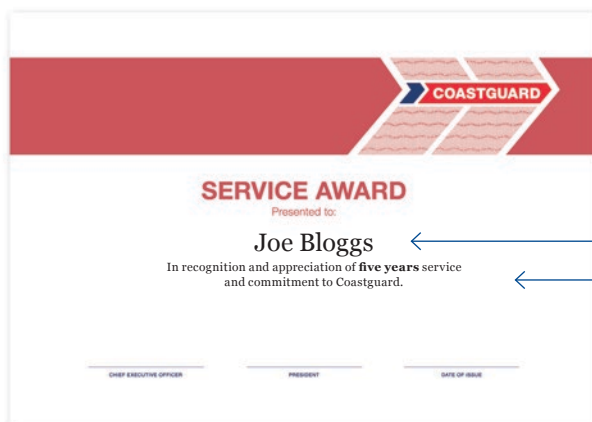


### GOLD BAND (A4 SIZE CERTIFICATE)

Indicates **25 years** of service

## LAYOUT RULES

### A4 SERVICE AWARDS (5 - 25 YEARS)



The recipient name should always be centred and printed in black ink.

*Font: Georgia*  
*Font Size: 36pt*

The certificate details should always be centred and printed in black ink.

*Font: Georgia (Georgia Bold for service years)*  
*Font Size: 16pt*



# »» PUBLICATION CATALOGUE

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Most of the Coastguard publications outlined here can be ordered through COPS (Coastguard Online Purchasing System).

## » IDENTITY BOOK

The Coastguard Identity book is a core document which clearly defines who we are and how we operate. Each unit should have two copies. A soft copy is available on the Coastguard Intranet.



# INDUCTION MATERIAL

## FOLD OUT BROCHURE

The induction fold-out brochure contains a broad overview of the Coastguard organisation for new volunteers.



## REGION AND UNIT INSERT

Region and Unit inserts, intended for new Coastguard volunteers, are included with the induction fold-out. They feature key background and contact information specific to the region and unit.

The process for ordering additional copies of the insert can be found on COPS.



## »» POSTCARDS

Informative postcards have been developed for recruitment purposes. They contain contact details and a brief background to the Coastguard organisation.



## »» POCKET MEDIA GUIDE

The Pocket Media Guide contains useful phrases for Coastguard volunteers to refer to when interacting with the media. It's designed to be small, portable and easy to update when new or additional statements are released.





# » PRESENTATION FOLDERS

Presentation of documents is an important part of how we communicate. A4 sized presentation folders are available to be used as part of the stationery range. They help units to communicate in a professional and consistent manner.



## »» BUSINESS CARDS

A range of business cards have been developed. They show employee details and contact information on the front, and strong imagery and the tagline 'The Charity Saving Lives at Sea' on the back.



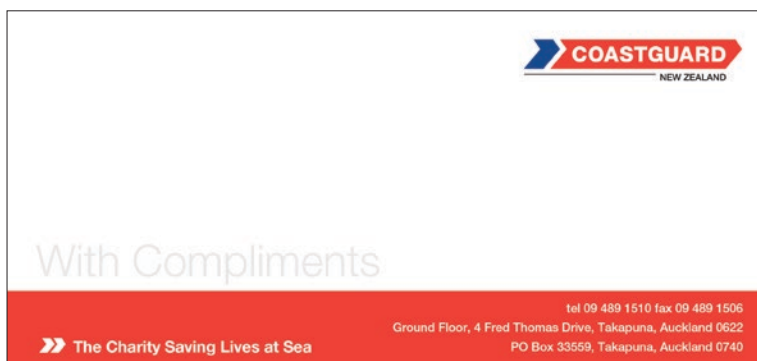
Business Card Front



Business Card Backs

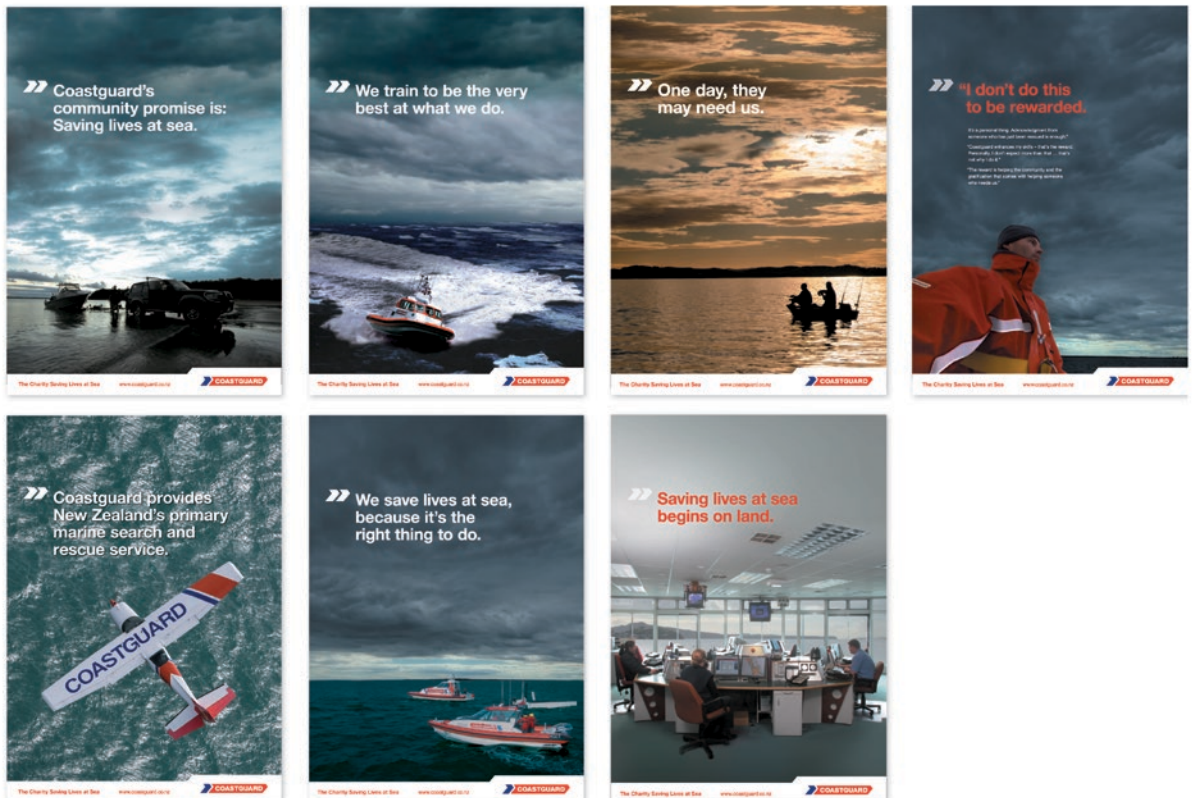
## »» WITH COMPLIMENTS SLIP

The With Compliments slip shows contact information and includes space to handwrite or print a personalised message to the intended recipient.



## » POSTERS

A range of brand posters have been developed. They use strong contrasting backgrounds and key quotes to deliver the Coastguard message.



## » NEED ASSISTANCE?

If you need assistance with any of the items described in this document, please contact your Regional Manager or the Executive Officer – Brand and Marketing.

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