



THE NEED FOR A CONSISTENT VISUAL IDENTITY

A distinctive **Gateway** logo has been designed and this must appear on all communications associated with **Gateway**. The aim is to ensure consistency of branding across the country in order to build the profile and value of the **Gateway** concept.

All **Gateway** communications to employers, students and their parents, and other target audiences should contain the approved **Gateway** logo.

This document contains guidelines for the use of the logo on **Gateway** materials. There is sufficient flexibility so that the **Gateway** brand can be used in a range of print and electronic formats. The aim is to achieve a result that is practical and workable.

Electronic files containing the **Gateway** logo and branding are available upon request from the TEC.

If you require further clarification about **Gateway** branding please contact the communications unit at the *Tertiary Education Commission, PO Box 27 048, Wellington, tel 04 462 5200, email: info@tec.govt.nz.*

COLOUR SPECIFICATIONS

THESE ARE THE ONLY COLOUR VARIATIONS ALLOWED



CMYK version

Gateway blue = 100% cyan, 62% magenta, 0% yellow, 20% black
TEC gold = 0% cyan, 35% magenta, 100% yellow, 0% black
TEC black = 70% cyan, 0% magenta, 45% yellow, 100% black



Spot colour version (2 colours)

Gateway blue = Pantone 294
TEC logo = Pantone Black 3



Black & white version

Both **Gateway** and TEC logo prints 100% black



Gateway logo without TEC logo exception

2 colour version: prints on TEC gold (Pantone 130), **Gateway** logo prints Pantone Black 3, with the word "Gateway" in white.

CMYK version: see CMYK splits for TEC gold and black above. The **Gateway** logo *must not* print blue on the TEC gold.

RATIONALE. Where the **Gateway** logo is used in close proximity to the full **TEC** visual identity (see **TEC** visual identity), for example on book covers, the incorporated **TEC** logo can be deleted (see page 4).

TYPOGRAPHY

Please do not reset the type on the Gateway and TEC logos (see the section titled “*The logo is an integral whole*”).

Arial and Helvetica are our recommended typefaces. Both fonts are readily available and most computer platforms include them as part of the system. The Māori macronised versions of these typefaces are also relatively common, especially Arial Māori. These typefaces are clear and readable and will lend a consistent family look to all communications.

Arial Māori sample

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz 1234567890

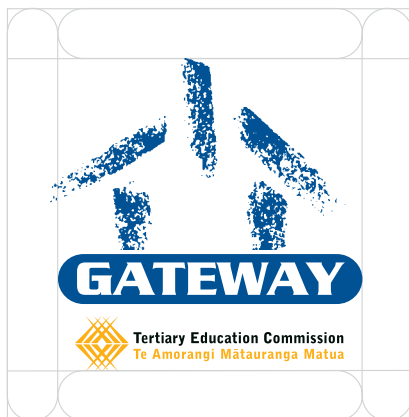
Arial Māori Bold sample

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz 1234567890

Arial Māori Black sample

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
aābcdeēfghiījklmnoōpqrstuūvwxyz
1234567890

PROTECTION SPACE



Achieving optimum visibility for the logo

To achieve optimum visibility, a clear space has been created around the **Gateway** logo. The Gateway capsule (which contains the word “Gateway”) has been used as a unit of measurement to establish the minimum clear space requirements.

MINIMUM SIZE

Do not use the logo any smaller than the logo depicted here:



THE NAME

The word “Gateway” should never be written as “Gateways”. It should always be referred to as “Gateway programme” never “Gateway scheme”.

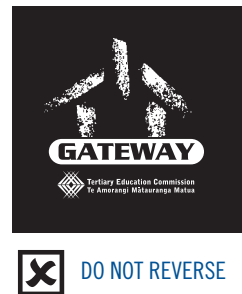
THE LOGO IS AN INTEGRAL WHOLE



The size and position of the symbol and the name “Gateway” is both distinctive and easily recognisable. These proportions should therefore never be altered.

The **Gateway** logo must always be used as an integral whole and its components should never be used separately, ie the symbol should never appear without the wordmark and the wordmark should always be accompanied by the symbol.

We have developed some guidelines to ensure that every aspect of the **Gateway** appearance projects a consistent and distinctive look. This system is called our visual identity.



NOTE: ALL THESE INCORRECT EXAMPLES ARE ALSO BELOW THE CORRECT MINIMUM SIZE, AND BREAK MINIMUM CLEAR SPACE RULE (see page 3)

THE LOGO INCORPORATES THE TERTIARY EDUCATION COMMISSION LOGO



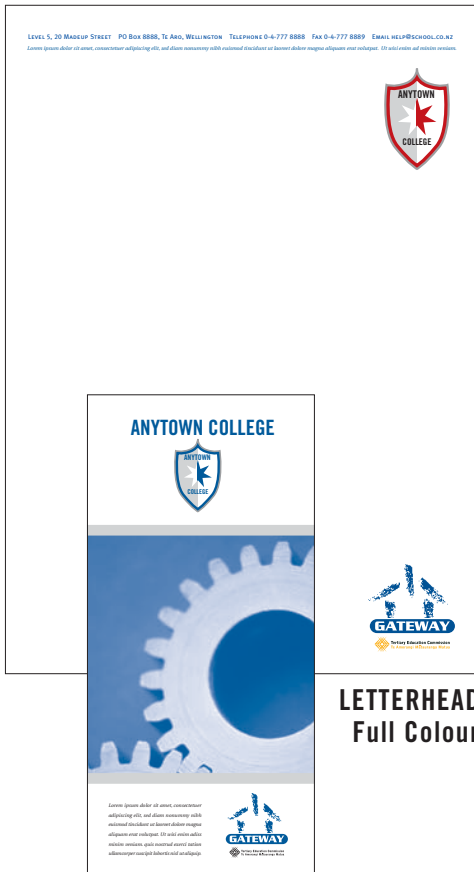
The **Gateway** logo as a whole also incorporates the logo of the **Tertiary Education Commission**. It should be used as a unit in **Gateway** communications.

There is one exception to this: in situations where the **Gateway** logo is used in close proximity to the full **TEC** visual identity, for example on book covers, the incorporated **TEC** logo can be deleted.

Please keep components together – see exception (right)

STATIONERY/PUBLICATION EXAMPLES

Here are some examples of how the **Gateway** branding should appear.
You can add your own branding and address details.



LETTERHEAD
Full Colour

DLE BROCHURE
Two colour



POSTER
Black & White

OUR VISUAL IDENTITY

The creative tools we can use to ensure that our communications contribute to enhancing our look are: logo, imagery, typography and colours.

By following these simple guidelines, you will be helping to build the profile and value of **Gateway**. Everyone with an interest in promoting **Gateway** will benefit from this approach.

LOGO SUPPLY

The **Gateway** logo is available in various digital formats. Please contact the communications section at *Tertiary Education Commission National Office, PO Box 27 048, tel 04 462 5200, email: info@tec.govt.nz.*