

Ratified by NZSTA Board:
07 September 2022

Review Date: 2027



The NZSTA Brand Guidelines

The NZSTA brand is a valuable asset. Our brand is what unites the New Zealand Speech-language Therapists' Association. It is more than our name, logo, colours, or fonts; it includes the recognisable feeling the asset invokes.

Purpose of brand guidelines

Our guidelines provide clearly defined rules and standards that communicate how our brand should be represented to the world. By following the Guidelines, we can all help ensure clarity and consistency in our communications so that audiences understand and appreciate what we represent.

Scope

These Guidelines apply to all members and any external use of our logo.

Current NZSTA members and NZSTA groups are welcome to use the NZSTA logo as much or as little as you like alongside any other logos you may have.

External agencies may be granted use of the logo if there is a clear association with NZSTA. Please contact admin@speechtherapy.org.nz to apply to use the logo.

The Logo



Only use original digital graphic files, eps or jpg and do not alter the logo. Please do not redraw the NZSTA logo or attempt to re-create it yourself.

Examples of appropriate use:

NZSTA members can use the logo when representing the profession in their workplaces, such as for:

- o for awareness activities
- o part of their signature for email
- o on their website alongside the member's details (not the businesses)
- o on uniforms or team clothing (e.g., t-shirts, polo shirts and hooded sweatshirts).

External agencies might apply to use the NZSTA logo, and this will be granted if the rationale aligns with NZSTA's strategic goals, values, and mission.

Examples may include

- o NZSTA membership of external groups such as IALP, AHANZ or ICP.
- o In association with accredited universities to promote their accreditation status with NZSTA.
- o Community activity to promote our vision
- o Any activity that NZSTA chooses to endorse, including submissions

The Logo - misuse

The logo should never appear distorted and should be used consistently when applied to both print and screen.

There are some simple rules to be followed to maintain consistency:

- Do not stretch or shrink the logo out of proportion
- Do not place the logo on a background colour where the logo cannot be read
- Do not place the logo on a busy photographic background where the logo cannot be read
- Do not use a mono logo when colour can be used
- Do not reproduce the logo in any other colour

We would stipulate that anyone using or wearing the logo is an NZSTA member or they have written permission.

NZSTA Colours

Our colour palette comprises three tones of blue complimented by an accent orange.

Deep Blue

PMS 533C
CMYK 95/72/15/67
RGB 36/60/79
HTML# 243C4F

Bright Blue

PMS 299C
CMYK 86/8/0/0
RGB 0/180/250
HTML #00B4FA

Light Blue

PMS 635C
CMYK 30/0/7/0
RGB 164/219/232
HTML#A4DBE8

Accent Orange

PMS 137C
CMYK 0/41/100/0
RGB 255/153/0
HTML#FF9900

NZSTA Font

The preferred font on any collateral is for simple clean lines that are the same width throughout. These are called sans serif fonts (i.e., those without 'tails' or 'feet.').

Examples include:

- o Roberto
- o Arial
- o Calibri
- o Verdana

Fonts must be consistent throughout any collateral.