



Media Pack

Information for organisations to provide support for the MyQ (Rate My Qualification) launch

MyQ promotional text

Here's some text you can use alongside the MyQ logo to promote the launch of the MyQ website and encourage graduates to complete the survey. We've provided a couple of examples to suit different situations.

Option 1

MyQ graduate survey tool is now live!

If you're a recent graduate and want to make your opinion count, go to www.myq.co.nz to complete a short survey. Pass on valuable information to future students when considering their tertiary options. And go in the draw to win some tech gear. MyQ is an independent information tool and information published is anonymous.

Option 2

Rate My Qualification (MyQ)

This new tertiary information tool is now live. If you are a recent tertiary graduate, go to www.myq.co.nz to complete the survey and enter the prize draw for some tech gear. The website provides information about the graduate survey and answers to questions you may have.

Option 3

MyQ is here! Win, win.

Are you a recent graduate? Do you want to make your opinion count?

Help shed some light on the qualification quandary for tertiary education newbies by completing a very short survey about your journey to qualification completion.

Not only do you get to **rate your qualification**, you can win some tech stuff at the same time!

Go to www.myq.co.nz

Help to get the word out there

You can help to promote MyQ by emailing recent graduates and asking them to complete the survey. Here's an example email you could send to your graduate database, or create your own.

Subject line: MyQ graduate survey and prize draw

Dear Graduate

You may have already heard of a new initiative that has just been launched called Rate My Qualification (MyQ). It's a peer-to-peer satisfaction survey designed to provide an independent channel for you to rate the qualification you recently completed. The aggregated survey results for each qualification will be published on the website to give some insight to prospective students.

The graduate survey is ready for you to complete now but the survey results won't be published until there are enough graduate responses to do so. You can only fill out the survey if you completed your qualification at least six months ago and within the last three years. If you've only just finished study, you can always go back to it in a few months – maybe diary it for a later date.

By completing the survey and entering your email address you will go in the draw to win a tech prize pack.

While we may ask you to complete our own graduate survey at a later date, we also encourage you to take a few minutes to go online to the MyQ website to complete this satisfaction survey. You could also pass this on to others who have graduated recently to complete the survey online. The more responses the quicker the publication of results.

See www.myq.co.nz and <http://www.facebook.com/MyQnz>

MyQ logo

Use the following guidelines for legibility of the MyQ logo on the web.

(MyQ Logo jpegs attached to email)



Preferred logo for use on websites

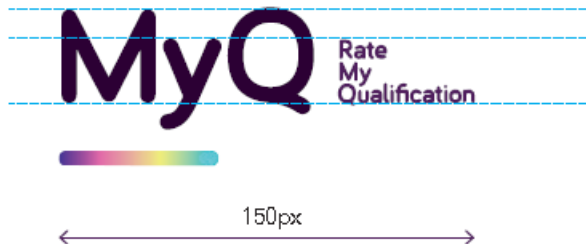


Alternative logo for use on printed matter or other applications

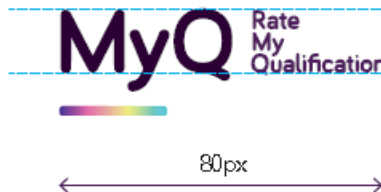
MyQ minimum sizes

MyQ is a strong identity and typeface and will be legible down to a small size. The functional descriptor 'Rate My Qualification' will need to be considered when the logo goes below 150 pixels wide. Use the small logo version in this case.

Main logo.



Small logo minimum size.



Vertical for tight space
& responsiveness.



MyQ clear space

The MyQ logo should be kept clear from other logos, artwork and type to ensure legibility and recognition. These guidelines will ensure the logo stands out on any surface.



Measurement of the logo is defined by:

- the space dividing MyQ from rate My Qualification as defined by the double 'R's
- the space created by the height of the Rate My Qualification tagline to define the distance from the multi-coloured underline.



Clear space ensures the MyQ logo is legible and has visual recognition.

- The no-go area is highlighted by the double 'R's around the logo.

MyQ *don'ts*

The logo should represent MyQ perfectly.

Here are a few examples of what not to do when displaying the logo.



Do Not:

- place the logo over a background or colour that will cause part of the logo to disappear or become illegible
- place dark logo on a dark background or light logo on a light background
- fade the logo into the background causing it to become illegible or disappear
- change the colour in the logo in any way
- rotate the logo
- stretch the logo
- change the typefaces
- change or reposition the underline

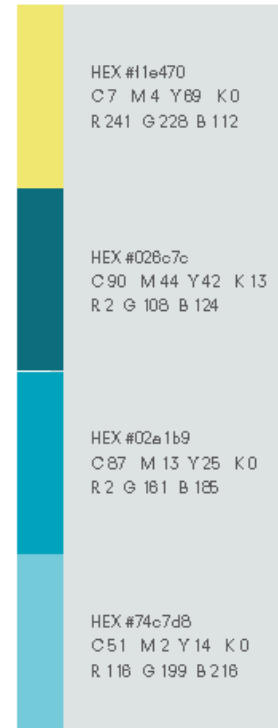
MyQ colour systems

Main Colours



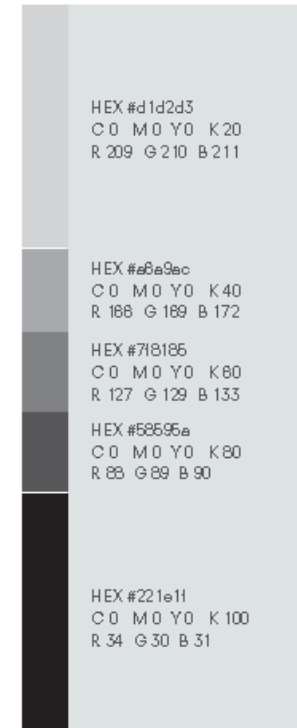
Secondary Colours

For highlights,
numbers, icons etc.



Type & Table Colours

For tables, bars,
form details.



MyQ typeface

Yantramanav is the recommended typeface that complements the MyQ brand.
The alternative typeface is Arial when this doesn't work on a particular platform.

Yantramanav

Yy

Characters

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Styles

Thin
Light
Regular
Medium
Bold
Black