

# Gateway

BRAND GUIDELINES

JULY 2016



## Promoting Gateway

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**Gateway offers structured workplace learning opportunities to senior secondary school students throughout New Zealand. It is administered by the Tertiary Education Commission Te Amorangi Mātauranga Matua (TEC).**



Gateway programme workplace learning is a formalised learning arrangement set in an actual workplace, with clear understandings about the knowledge and skills to be attained, and the assessment of unit standards.

### Gateway key messages are that:

- Gateway offers senior secondary students in state schools structured workplace learning opportunities integrated with their courses of study.
- Gateway offers senior secondary students new learning choices and new opportunities to begin nationally recognised qualifications.
- Gateway will help schools and communities develop strong relationships with local businesses and increase workplace learning opportunities for senior secondary students.

## The need for a consistent visual identity

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**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, telephone 04 462 5200, email: [customerservice@tec.govt.nz](mailto:customerservice@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

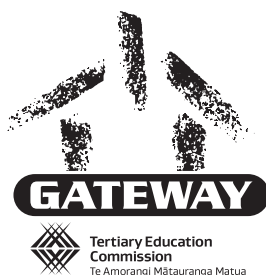
**TEC black** = 0% cyan, 10% magenta, 0% yellow, 83% black



### Spot colour version (2 colours)

**Gateway blue** = Pantone 294

**TEC logo** = Pantone Black 6U



### 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”).



Calibri and Georgia are our recommended typefaces. Both fonts are readily available and most computer platforms include them as part of the system. Calibri includes Māori macrons. These typefaces are clear and readable and will lend a consistent family look to all communications.

### Calibri regular

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ  
aābcdeēfghiījklmnoōpqrstuūvwxyz 1234567890

### Calibri bold

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ  
aābcdeēfghiījklmnoōpqrstuūvwxyz 1234567890

### Georgia regular

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
abcdefghijklmnopqrstu**vw**xyz 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

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

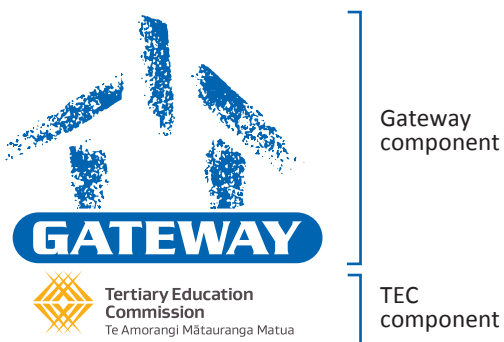
## The name

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

## The logo incorporates the Tertiary Education Commission logo

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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)

## The logo is an integral whole

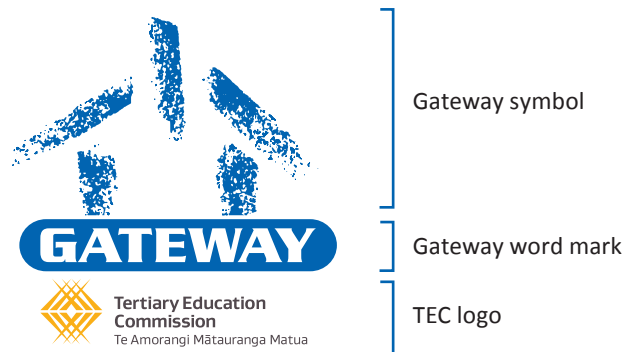
The size and position of the symbol and the name “Gateway” is both distinctive and easily recognisable. These proportions should therefore never be altered.



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 word mark and the word mark 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)



## Incorrect examples



## Our visual identity

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**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, telephone 04 462 5200, email: [customerservice@tec.govt.nz](mailto:customerservice@tec.govt.nz)