

Media Pack – Brand Guidelines

Rate My Qualification (MyQ)

MyQ logo

Here's the two MyQ logo options for use on your website.



Preferred logo for use on websites

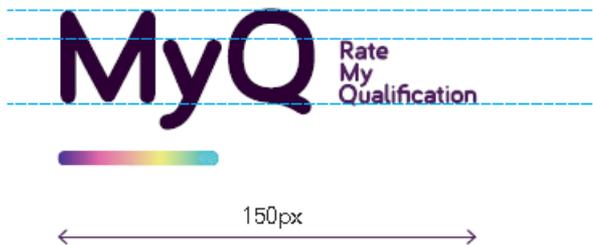


Alternative logo for use on printed matter or other applications

MyQ logo minimum sizes

Here's the guidelines for legibility of the MyQ logo on your website.

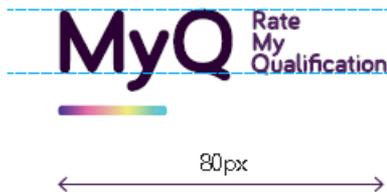
Main logo.



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.

Small logo minimum size.



MyQ logo clear space

Here's the guidelines for legibility of the MyQ logo on your website.

Measurement



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



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 logo *don'ts*

Here's a few examples of what not to do when displaying the logo on your website.



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

HEX #2c0538
C 74 M 100 Y 27 K 88
R 44 G 5 B 54

HEX #411e5b
C 78 M 100 Y 29 K 25
R 79 G 30 B 91

HEX #91258e
C 50 M 100 Y 0 K 0
R 145 G 37 B 142

HEX #eb018c
C 0 M 100 Y 0 K 13
R 235 G 1 B 140

Secondary Colours

For highlights,
numbers, icons etc.

HEX #11e470
C 7 M 4 Y 89 K 0
R 241 G 228 B 112

HEX #028c7c
C 90 M 44 Y 42 K 13
R 2 G 108 B 124

HEX #02a1b9
C 87 M 13 Y 25 K 0
R 2 G 161 B 185

HEX #74c7d8
C 51 M 2 Y 14 K 0
R 116 G 199 B 218

Type & Table Colours

For tables, bars,
form details.

HEX #d1d2d3
C 0 M 0 Y 0 K 20
R 209 G 210 B 211

HEX #a6a9ac
C 0 M 0 Y 0 K 40
R 186 G 189 B 172

HEX #718185
C 0 M 0 Y 0 K 80
R 127 G 129 B 133

HEX #58595a
C 0 M 0 Y 0 K 80
R 88 G 89 B 90

HEX #221e11
C 0 M 0 Y 0 K 100
R 34 G 30 B 31



Tertiary Education
Commission
Te Amorangi Mātauranga Matua



MyQ typeface

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

Yantramanav

Glyph



Characters

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđef
ghijklmnopqrsštuvwxyzžआईऊऋऌएऔऐअँकखगघङच
छजझञटठडढणतथदधनपफबभयरवळशषसह1234567890०१२३
४५६७८९'?''"!(%)[#]{}@}/&<-++×=>®©\$€£¥¢;:,.*₹
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Styles

Thin
Light
Regular
Medium
Bold
Black

MyQ promotional text

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

Option 1

Tell us what you think about your qualification

If you recently completed a certificate, diploma or degree within 3 years then [MyQ](#) wants to hear from you. Take our short and easy survey at www.myq.co.nz and give us your feedback about your qualification. MyQ is an independent survey and information published is anonymous. Pass on valuable information to future students to help them when considering their study options.

Option 2

Your opinion matters about your qualification.

If you have recently completed a certificate, diploma or degree within 3 years – then [MyQ](#) wants to hear from you. [MyQ](#) is an independent survey which invites you to give feedback on your qualification. We're interested to know how it may have helped you with employment or career opportunities. Your feedback will be shared with future students to help inform their study decisions.

Option 3

Choosing what to study can be tough right?

Remember how hard it can be deciding what to study? Help shed some light about the qualification quandary, give us your feedback by filling in the MyQ survey at www.myq.co.nz. It won't take long we promise! It will be shared with future students to help them with their study decisions.

MyQ email example

Here's an email example that can be sent to your graduate database asking them to complete the survey.

Subject line: Tell us what you think of your qualification

Hello/Kia ora,

*We're getting in touch as you recently graduated from **[insert TEO]**. We're keen to know about your experience with us and how your qualification has helped with your goals and career opportunities. We're asking you to share your feedback about your qualification with the [MyQ survey](#). It's an independent survey developed for graduates that will provide useful information about different qualifications from across NZ. Your feedback is important as it can help inform future students with their study decisions. For each qualification you have completed you can fill in another MyQ survey.*

Thanks for completing the MyQ survey.

MyQ disclaimers (insert at the bottom of email)

MyQ is an online survey developed by the Tertiary Education Commission (TEC). As per the [Privacy Statement](#) for MyQ we collect survey-related personal information to verify certain enrolment information. Check out MyQ on [Facebook](#).

