

Amohia te Waiora

We're stronger without alcohol

Our Platform & Visual Identity



This document

This is a reference document that makes sure the visual identity of Amohia te Waiora is used correctly and consistently.

This is a living document. It will evolve as we establish and build our presence across a range of channels, including print, digital, website and social media.

If you need help or further information, please get in touch with **communications@hpa.org.nz**

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Our visual identity



AMOHA TE WAIORA

WE'RE STRONGER WITHOUT ALCOHOL

Our tohu

Our tohu represents the four elements of Te Whare Tapa Whā health framework, it creates a structure where each side weaves together to work in harmony. This tohu is a reminder of the importance of balance. Nature, people and communities all need balance to ensure health, strength and wellbeing. Communities have the power to restore an equilibrium for their people and future generations.

Te Whare Tapa Whā was developed by Tā Mason Durie.



Koru symbolises growth, health & wellbeing



Three notches representing:
– wā hipa, past tense
– wā tū, present tense
– wā heke, future tense



Weaving together of four sides symbolises collectivism and balance

Our tohu

Amohia te Waiora provides a strengths based message to support and protect our taha wairua, taha tinana, taha hinengaro and taha whānau. It brings together the aspects of health that we need to protect in order for people to flourish.

Amohia te Waiora is about self determination or mana motuhake in the action of raising up or making our well-being a priority.



1. (verb) (-hia,-ngia) to carry on the shoulder, bear.

1. (noun) health, soundness.

AMOHIA TE WAIORA
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Our tohu

The primary and horizontal version of the tohu can be used with the variety of platform colours permitting it is used in ways that meet accessibility standards. The tohu is not to be altered, split apart or manipulated other than to be scaled proportionately.



Our tohu

The secondary and stacked version of the tohu can be used with the variety of platform colours permitting it is used in ways that meet contrast standards. The tohu is not to be altered, split apart or manipulated other than to be scaled proportionately.



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Our tohu

The following guidelines ensure our platform is recognisable. The examples below demonstrate how the legibility and recognition of the logo is compromised when guidelines are not followed.



Don't type out text within the logo with other weights or fonts



Don't stretch or place the logo on an angle



Don't pair the logo with symbols that may be confused as logos.



Don't place imagery into the logo



Don't use colours outside of the platform colour palette



Don't apply effects to the logo

Our tohu

Clear space and size requirements

2X the x height of 'Amohia te Waiora' to define the minimum clear space around the tohu



Horizontal tohu – minimum clearspace requirement



Stacked tohu – minimum clearspace requirement



Horizontal tohu – minimum height requirement



Stacked tohu – minimum height requirement

Partnership lockups

Horizontal lockup

- 1X the width of the tohu symbol to define the minimum clear space between logos
- Align partnership logos to baseline text where possible



Stacked lockup

- 2X the x height of 'Amohia te Waiora' to define the minimum clear space above and below the tohu
- Left align text between logos where possible

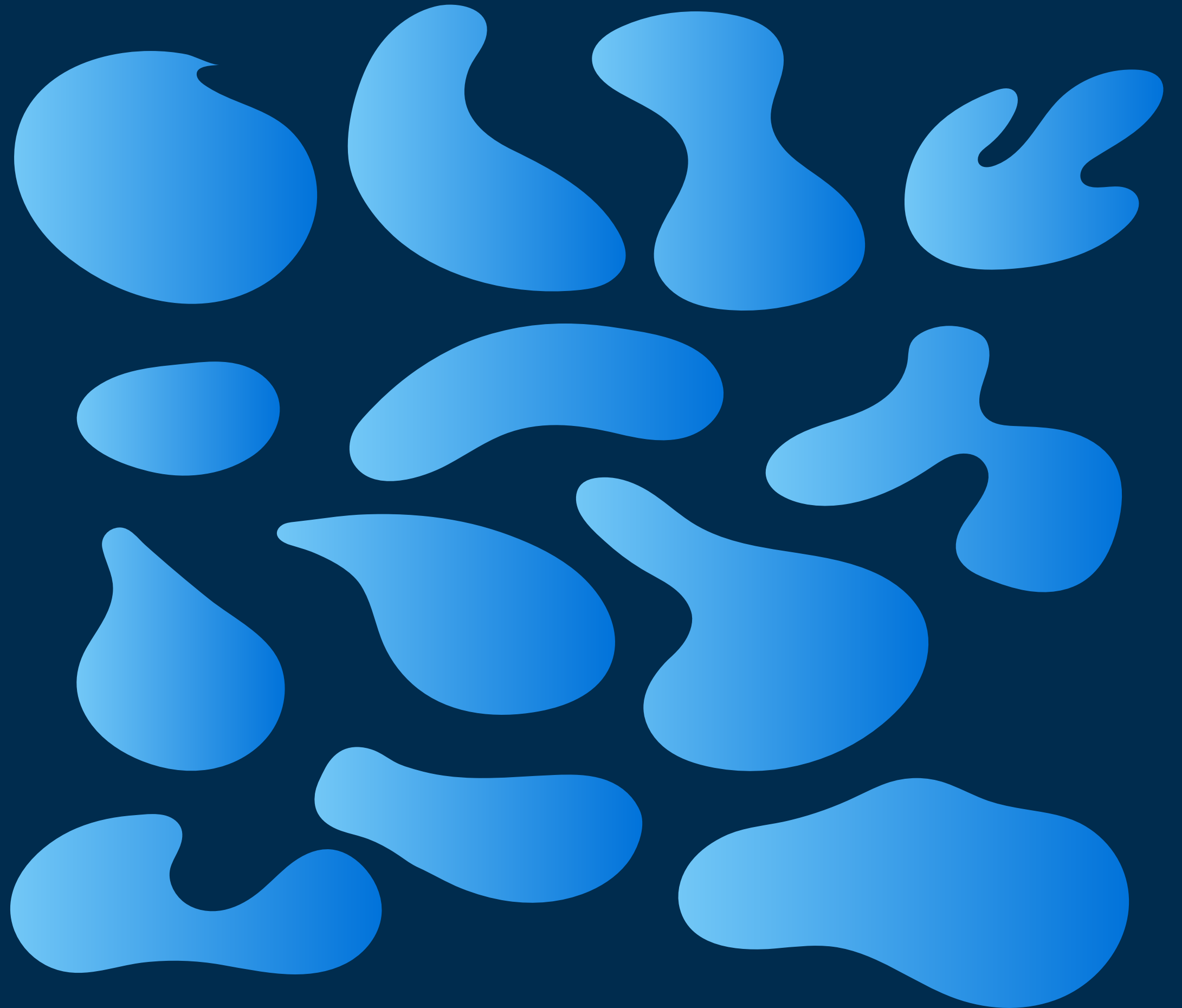


Graphic device

To create further connection to wai and waiora visually, a set of organic shapes that reflect the fluidity of wai can be used as a graphic device.

This graphic device can be used as an element to introduce colour, pattern or imagery into design.

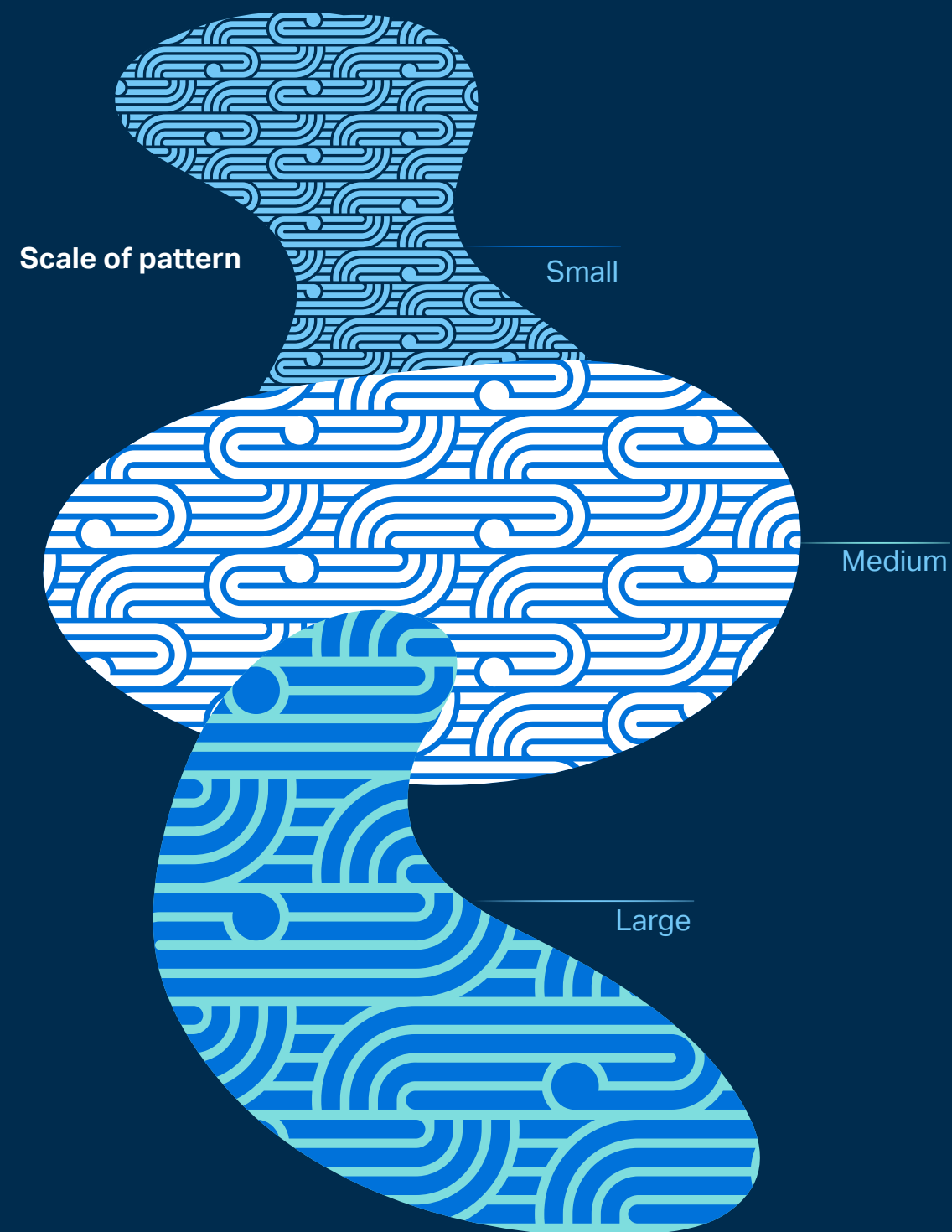
- The set of shapes can be used individually or in combination to create a dynamic pattern
- Do not manipulate the shapes other than to scale them proportionately



Our pattern

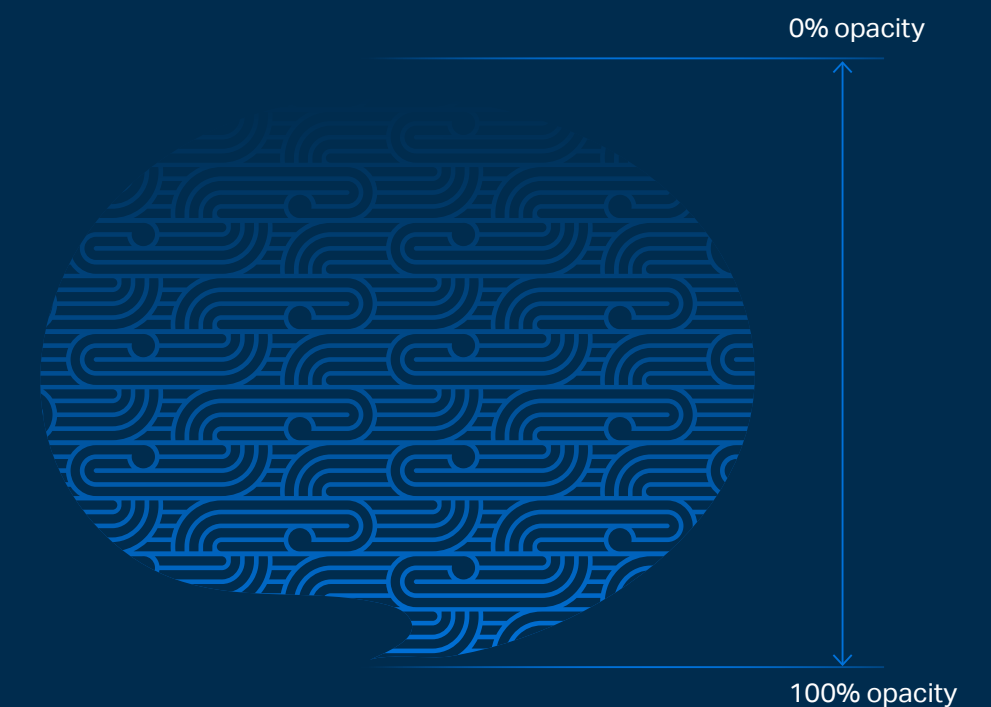
The pattern is designed with koru interweaving and growing in number. This represents the sharing of knowledge and kotahitanga within our communities.

- The tiled pattern can be used in combination with the shapes of the graphic device
- The tiled pattern should only be used with the platform colours
- Using the pattern at different scales is acceptable providing one band is not reduced any smaller than the minimum size requirement of 5mm



Feathered gradient

- Patterns within a shape can have a feathered gradient applied to them horizontally or vertically from 0% opacity to 100% opacity
- Applying a feathered gradient to the pattern can soften contrast and allow for text to be over-layed with sufficient legibility



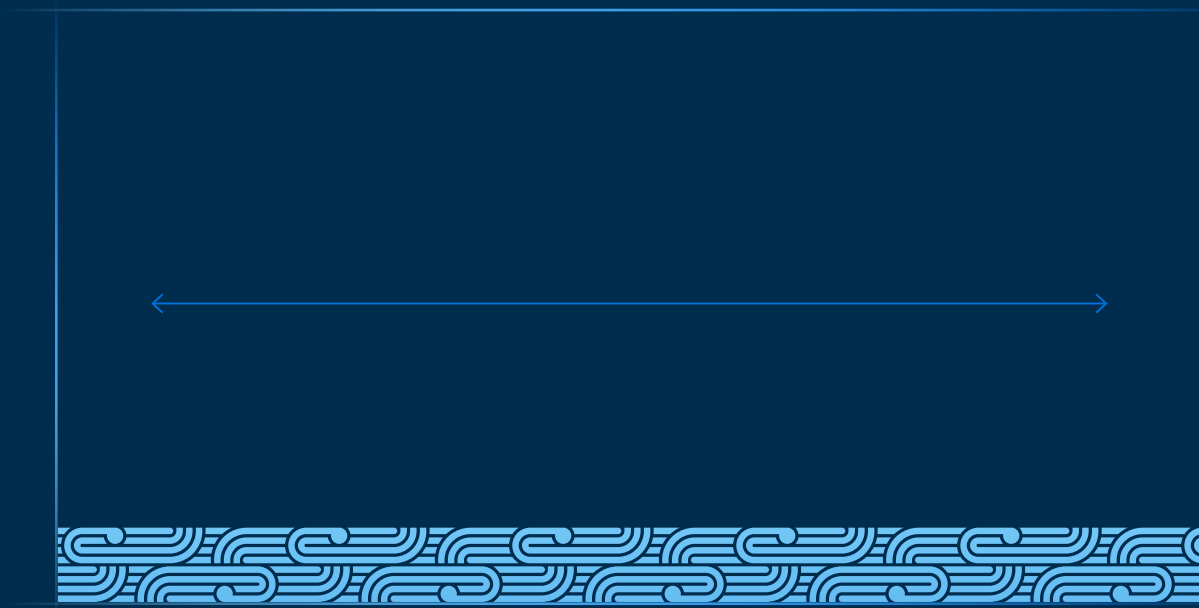


Our pattern

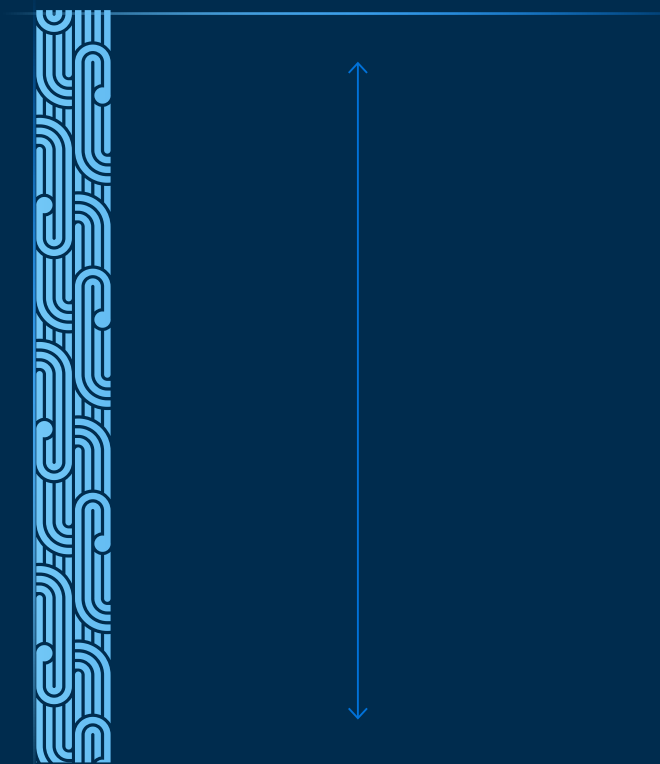
Banded pattern

A variation of the pattern design comes in the form of a band or strip that can be used to run along the edge or sides of a composition.

- The banded pattern should only be used with the platform colours
- Using the pattern at different scales is acceptable providing one band is not reduced any smaller than the minimum size requirement of 5mm
- The pattern should be flush with the desired edge, running vertically or horizontally. The banded pattern should not be placed on an angle



Horizontal / bottom banded pattern

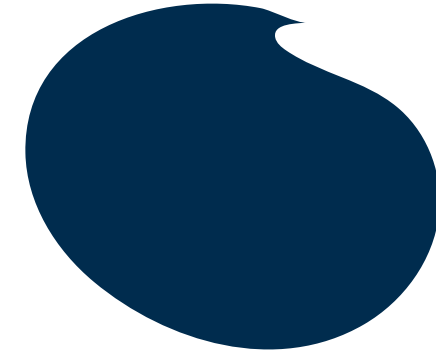


Vertical / left banded pattern

Our colour

This colour palette uses a wash of different shades of blue to symbolise the cleansing and clarity that pure wai gives us. The colours bring warmth, depth and energy to the visual identity.

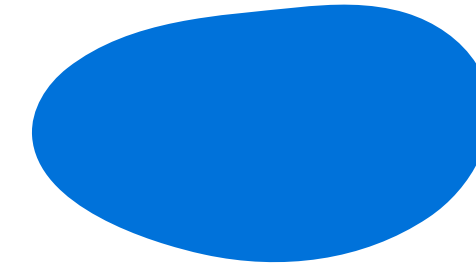
All colour values are selected from 2019 Pantone ColourBridge coated guide.



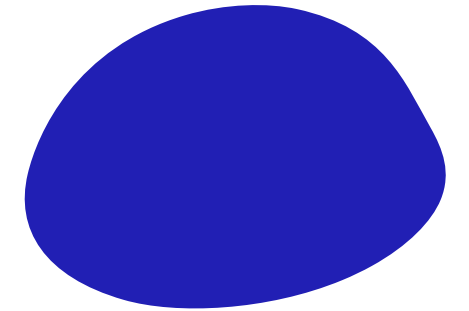
Pantone 7463 C
R 0 G 44 B 78
C 100 M 53 Y 0 K 72
#002c4e



Pantone 297 C
R 114 G 199 B 246
C 52 M 0 Y 0 K 0
#72c7f6



Pantone 285 C
R 0 G 114 B 218
C 90 M 47 Y 0 K 0
#0072DA

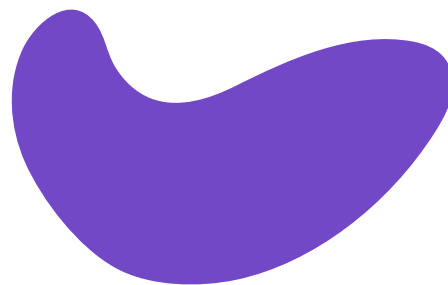


Pantone 2736 C
R 33 G 31 B 180
C 100 M 90 Y 0 K 2
#211fb4

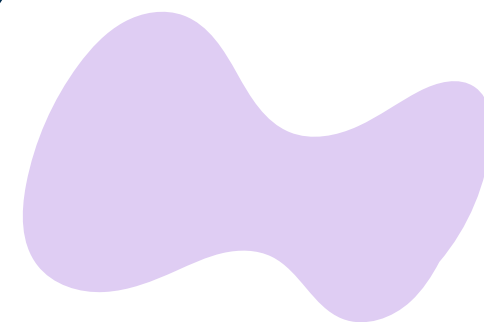


Colour one: Pantone 297 C | **Colour two:** Pantone 285 C

See colour swatches for values



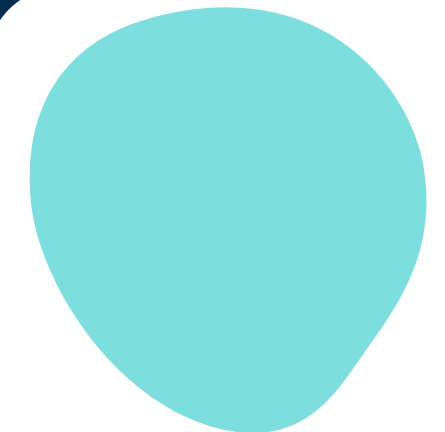
Pantone 2089 C
R 115 G 72 B 198
C 71 M 80 Y 0 K 0
#7348C6



Pantone 2085 C
R 114 G 205 B 243
C 8 M 17 Y 0 K 0
#DFCDF3



Pantone 7719 C
R 0 G 109 B 108
C 96 M 4 Y 46 K 38
#006D6C

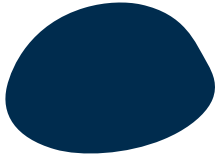


Pantone 7471 C
R 126 G 221 B 222
C 41 M 17 Y 0 K 0
#7EDDDE

Accessibility


The diagram below demonstrates how each of the platform colours meet or does not meet the WCAG 2.1 Level AA and AAA standards.

Colour combinations



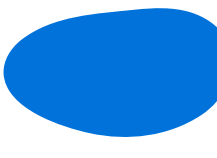
	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗	✓	✓
Large text at 18pt and above / 14pt bold and above	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✓	✓
Icons and actionable graphics	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✓	✓

Colour combinations



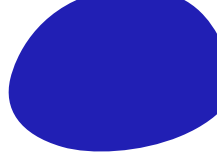
	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Large text at 18pt and above / 14pt bold and above	✗	✗	✗	✗	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗
Icons and actionable graphics	✗	✗	✗	✗	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗

Colour combinations




	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Large text at 18pt and above / 14pt bold and above	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗
Icons and actionable graphics	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗	✗	✗	✓	✗

Colour combinations




	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗
Large text at 18pt and above / 14pt bold and above	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗
Icons and actionable graphics	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✓	✓	✗	✗	✓	✗

Colour combinations




	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Large text at 18pt and above / 14pt bold and above	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗
Icons and actionable graphics	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗

Colour combinations




	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Large text at 18pt and above / 14pt bold and above	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✓	✗	✗	✗	✓	✗
Icons and actionable graphics	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✓	✗	✗	✗	✓	✗

Colour combinations



	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Large text at 18pt and above / 14pt bold and above	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗
Icons and actionable graphics	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✓	✗

Colour combinations



	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Regular text at 17pt and below	✗	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Large text at 18pt and above / 14pt bold and above	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✓	✗	✗	✗	✓	✗
Icons and actionable graphics	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗	✓	✗	✗	✗	✓	✗

Accessibility

Our platform is inclusive, it is accessible to all. We follow the guidance by Digital Government the key points are outlined here shown using our platform, however the full accessible standards and guidance can be found at <https://www.digital.govt.nz/standards-and-guidance/design-and-ux/accessibility/>

Accessible

adjective

- Easy to approach, reach, enter, speak with, or use
- Readily understandable
- Obtainable; attainable

The parts of a good accessible platform

- Having easy to read fonts
- Simple language content
- Visible and contrasting colours
- Platforms and channels used are accessible
- All design considerations are user driven not content driven

Quick start guide

Fonts

The minimum body type (this is body type) size recommended is:

- 12 point for a general audience
- 16 point for people with vision impairment/low vision, or with a learning disability
- A 1.5x line spacing as minimum
- Online text 14pt (18px) bold or 18pt (24px) is considered large text i.e. heading

Language

- Consider plain English, the simpler the content the higher the users understanding will be
- Te Reo takes the lead and is required
- Consider how it will sound or be understood through a screen reader or other reader assistive technologies

Layouts

- Shorter line lengths preferred
- Left-align text and avoid justified text
- Words should be evenly spaced
- To accentuate pieces of text, use white spaces or boxes
- Leave a space between paragraphs for ease of reading
- Make sure there is a strong contrast between the text and the background

Diagrams

- A diagram should have the least amount of text integrated as possible. If long explanations are required consider if it should be a diagram
- Colours can be used to differentiate information but put consideration into what happens it that is viewed in high contrast or black and white

Imagery

- Avoid fitting text around images if this means lines of text start in different places and are difficult to find
- Avoid using watermarks in the background of content, such as 'draft' and 'confidential'. Instead, signal these clearly on the front page and include them in the running header or footer
- Make sure page numbers are in the same place on each page

Typography

All Round Gothic can be used as a display font for creating strong and graphic headlines. The typeface has an approachable characteristic that is welcoming and ties in well with the shapes of the tohu.

For subheadings and body copy, Aktiv Grotesk Extended promotes accessibility through the openness of the letter forms.

Both of the proposed fonts support the use of Te Reo Māori in communications with macrons.

Please explore licensing options for the fonts below:
<https://fonts.adobe.com/fonts/all-round-gothic>
<https://fonts.adobe.com/fonts/aktiv-grotesk>

Headline

All Round Gothic Bold
11/110% leading
-10 tracking

Subhead

Aktiv Grotesk Extended

Body

Aktiv Grotesk Extended

Te manu kai miro, nōna te nga here; te manu kai mātauranga, te ao.

Interpretation: The application of your own knowledge opens up your world

Dus eum incipsani consequere veniae net
elestiosam sunt, sincidi dolorepudae ius
accaecabore pa des quas quat.
Evel eosapitatur? Offici ditam es autet pa
nobit volupta ectibus abore, nam aut aspedia
porehendae nimilit aquiduntum et qui de vitia
quatus, eliqui ut maxim volore num idi dollorr
ovidissi dolesectur sincipi ssinci audiandanda
doluptia nimet qui quiatur, et a quodi illa vendit,
ab ilitatus delecepti qui sitatia vollabo. Gene
proreperat.

Exped ex es eatiori omnit exera poriam
et autemporiam fugiaec atquidipsa doles
escipidia quas pre, ipsam lit re parionsequis
aut ventibu stiissitat a quisquist, arit ut
doluptas sequis voluptat occum voloruntur?
Nus voluptatius reriam dolo imet autatus
volessitat rem quia volenis non pre et re preni
ut odissusdae non etur? Dusam voluptatur
sequatem reheniminum non es maximpore
nistem ipsam, coneturem escit, evellabo. Nam
nam simusa nonecup idestiuri comnite stecto et

Typography

Bilingual communication

Bilingual design builds our own capability to speak and understand Te Reo Māori. This, in turn, improves our ability to communicate and work with Māori communities.

Our design guidelines are informed by the 'Māori-English Bilingual Signage' – a guide for best practice developed by Te Puni Kōkiri.

Equality of Māori and English languages

The way we present multiple languages impacts people's attitudes toward those languages. There are three key elements of effective bilingual design:

- Language equality – Māori and English are treated equally
- Language differentiation – the eye can spot the difference between each language at a glance
- Navigation cues – the eye can easily follow a chosen language without confusion and the navigation cues are consistent

Headline

All Round Gothic Bold
11/110% leading
-10 tracking

Subhead

Aktiv Grotesk Extended

Body

Aktiv Grotesk Extended

Te Reo Māori

English language

Pane iti

Subhead

Ekore e tika kia noho he Maori rawakore ki tenei whenua; ehara tenei i te mea e ora ai tatou e tika ai ranei ratou. E mea ana tatou kia noho te Maori i runga i te rangimarie penei me tatou, a e ki ana ahau mehemea tera tetahi iwi i whiwhi nui ki te whenua kua kite ratou kei to mawehe atu o ratou whenua i a ratou, e tika ana ano kia pouri ratou.

Id etur suntiam non nullupt atiorporum dolorpor solupitae voluptatius eosam vente volorit quas alit, niet, optas exped es nonem incid et pa ditae sandit, sam qui quiataspero conseni enimus assitatestet ex ex et volupta tionsequiam eumque natibersped quid min pe quam fuga. Et aborro velenti aspedi simus.



Photography

Photography for this concept explores the ideas of action, awahi and relationships. We use authentic imagery that draws in on moments of positive connection between people. The people portrayed range from intimate family settings to wider community interactions. People are proactive within their lives and nurture those around them.

- Ensure when using imagery it is respectful and considers the integrity of the people who feature.

Note: These illustrations and images are positional only and we recommend developing a suite of illustrations and photography for the ongoing use of Amohia te Waiora.



Illustration

There is a suite of illustrated assets available for use, including backgrounds and individuals in various colours. Assets can be arranged in various combinations as required.



Application

Amohia te Waiora

We're stronger without alcohol

Together we can address alcohol harm in our whānau, our communities, and in Aotearoa.



Waerea te Rangi e tū nei,
Waerea te Papa e takoto nei,
Waerea ngā maunga tapu,
Waerea te ara whānui a Tāne
ki te tāepaepatanga o te rangi,
Waerea te papa e takoto nei,
Puritia kia ū,
Puritia kia mau!



We are here for your community during COVID-19.

We're stronger when we awhi each other.

We're stronger when we stand together.



We're stronger when we work together.



We're stronger when we manaaki one another.





AMOHA TE WAIORA
WE'RE STRONGER WITHOUT ALCOHOL