
creative careers

Supporting NZ creatives

Service Guidelines

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Welcome to the Creative Careers Service Guidelines

After reading this document you will understand:

- your role and the roles of the Ministry of Social Development (MSD) and Manatū Taonga Ministry of Culture & Heritage (MCH) in the development and function of the service
- the referral process and how to record and report on key milestone and evaluation information.

Overview

Co-designed by MSD and the MCH, this pilot will help people in the creative sector develop non-creative skills which will support them to be financially sustainable in their chosen creative field. The service will be available to creative jobseekers inside and outside the benefit system, as well as established creative sector workers who have lost income due to COVID-19. The service aims to reduce reliance on, or avoid the need for, a jobseeker benefit.

The creative career service provides differing levels of support based on the needs of the participant. This could include developing skills in networking (including linking employment opportunities), business management, contract negotiation, marketing and applying for funding in order to help clients in the creative sector move in to sustained employment. This support ranges from light touch support (e.g. attendance at workshops, regular meetings with the service provider) through to more personalised one-on-one intensive support, up to a maximum of nine months, with the option of up to three months post-service support.

The service will support up to 1000 people over two years across three pilot regions: Auckland, Waikato, and Nelson. The first pilot being rolled out in the Auckland region and further rollouts for Waikato and Nelson scheduled for March 2021.

How did we get here?

A people-centred approach was used by MSD and MCH to design the service with the idea of starting the initiative on a relatively small scale, i.e. one region, incorporating learnings and then extending the service to the other two regions.

Insights were gathered from the former Pathways to Arts and Cultural Employment (PACE) scheme, analysis of archived records and reports, mapping the MSD PACE referral process and talking with potential participants of the service (both current MSD clients on Jobseeker benefit and non-MSD creatives not on a benefit) and providers who had experience supporting creatives. Learnings from this process were incorporated into the design.

What did we learn?

Potential participants outlined a number of common barriers preventing them from reaching their creative and financial goals. This included general financial constraints and impacts of COVID-19, to a lack of small and large-scale networking opportunities and business mentorship available to them. The potential participants stressed that for the new service to be successful it must address these points (among others) and include an effective marketing campaign for the service.

Engagement with the existing creative providers enabled better understanding of current services being offered to MSD clients in the Auckland region, including what was working well and areas for improvement. Providers MSD spoke with expressed their views on the referral process as being over-reliant on case managers and with a lack of digital entry pathways. Feedback specific to the former PACE scheme highlighted the importance of a national coordinator role to maintain consistent referrals.

Suggested improvements incorporated into the new service include:

- flexibility to work with both MSD and Non-MSD creatives and separate outcomes for each cohort
- the opportunity to proactively promote the service, and to attract and engage suitable participants independently of Work and Income
- more flexible service duration to better support the variety of creative situations and creative disciplines
- a more flexible, tiered system allowing different levels of support and service provision customised to the needs of individual service participants.

In addition, a new online platform for client referrals is being investigated.

Creative Career Service - roles and responsibilities

The following table outlines the roles and responsibilities that are part of the pilot service.

Role	Organisation	Responsibilities
Participant	Based in Auckland, Waikato or Nelson	<ul style="list-style-type: none"> • Self-refers or enquires via MSD • Develops personal development plans (PDP) with provider • Completes activities agreed in PDP • Develops an Exit Plan with the provider • Participates in the evaluation process by completing a post-service survey.
Service provider	Contracted providers in Auckland, Waikato and Nelson	<ul style="list-style-type: none"> • Promotes the service in their region/area • Confirms eligibility for self-referrals • Assesses suitability of referrals for the service • Develops PDP with accepted participants • Identifies expected length of service required for each participant and provides support as agreed with participant in their PDP (including updating MSD client's case manager with the participants consent) • Develops Exit Plans with the participants • Provides post-service support as agreed with the participant for up to three months • Completes and sends regular reporting to MSD • Supports and participates in the evaluation design and process.
Contracts Manager	MSD	<ul style="list-style-type: none"> • Manages contractual obligations and reviews with providers • Receives and reviews regular reporting • Provides support for provider queries • Supports and participates in the evaluation design and process.

Regional Champions	MSD	<ul style="list-style-type: none"> • A go-to person for the service in their region • Understands the referral process for their region • Can answer queries relating to the service, escalates where necessary.
Pilot Project Team	MSD/MCH	<ul style="list-style-type: none"> • Receives and reviews aggregated reporting • Works with the above roles to identify and implement service improvement opportunities • Supports and participates in the evaluation design and process • Responds to requests for reporting or analysis on pilot performance for senior officials and/or Ministers.
Evaluation Team	TBC	<ul style="list-style-type: none"> • Leads the evaluation design and process.

Milestones

There are six key milestones expected in the end to end service:

1. [Referral to your service](#)
2. [Initial assessment to determine whether a client is eligible and suitable for your service](#)
3. [Creating a Personal Development Plan \(PDP\) with the participant](#)
Note: core service delivery stage (includes activities agreed in PDP)
4. [Developing an Exit Plan with the participant](#)
5. [Post-service support \(if required\)](#)
6. [Post-service participant survey.](#)

The Referral Process – What you need to know

There are two ways for a participant to enter the service:

- Self-refer direct to a provider
- Referral via MSD staff, e.g. case manager.

Self-referral

Both MSD and non-MSD participants can self-refer direct to the service without having to go through MSD. Participants can learn about the service through multiple channels including your own marketing and business development, information contained on the MCH and MSD websites or from their MSD case manager.

Referral via MSD

Initially, MSD clients will be self-refer to your service. Once a secure referral system and process between MSD and service providers has been put in place, MSD client referrals can be made direct from MSD to the providers.

Unique ID

Every referral through to a participant successfully completing and exiting the service, will need to be allocated a unique identifier by you. The unique ID is found on the reporting template and you should add this to your participants records.

The unique ID will be provided to MSD by you along with other non-identifiable information to be used for analysis and evaluation purposes. You will be asked for demographic information about participants, but you must not give MSD any information that can personally identify the participant, unless they are an existing MSD client and have consented to you sharing their information and progress with MSD.

Participants will be invited to participate in a post-service survey which will use the unique ID so that the non-identifiable information held by MSD can be linked to a survey response. The participant may also be invited to attend other evaluation activities, e.g. focus groups, where their name and contact details are required. Consent for purposes such as this must always be obtained by you at the time it is requested or required.

MSD Clients

Participants should confirm to you if they are currently an MSD client at the referral stage (Y or N). This will be used for analysis and evaluation purposes only to understand key characteristics of people who are using or looking to use the service.

If an MSD client is then accepted into the service, the participant must be given a choice whether they would like to provide their MSD client number (SWN). SWN numbers can be found on the participants Community Services Card.

Providing a SWN number has the following benefits for the participant:

- Progress updates can be provided to their MSD case manager on their behalf
- The case manager will then be able to understand commitments made and activities to be completed as part of their service and adjust the case management approach accordingly, e.g. if they know the participant has a course to attend, they can incorporate this into their case plan or look at financial support that may be available for a client who needs to travel to attend your service.

SWN numbers will not be used for evaluation purposes or to monitor benefits. Where a SWN is not provided, the participant will be required to let MSD know direct if they are undertaking employment-related activities.

Creative Careers Service eligibility

You will need to confirm eligibility for the service unless the referral has come direct from MSD. The Creative Careers Service is available to all MSD and non-MSD creatives who:

- are of working age (18-64)
- live in your pilot region, e.g. Auckland, Waikato or Nelson
- have a recognised creative qualification or relevant experience in a creative field
- this eligibility includes established creatives who have been affected by COVID-19 and recent graduates from tertiary education in a creative field.

Creative fields and recognised qualifications

Below is a list of creative disciplines covered by the service (**Note:** this is not exhaustive):

- visual arts
- literature
- craft and object art
- music
- dance
- community arts
- theatre (including circus arts)
- film,
- television and media,
- Ngā toi Māori,
- Pacific Heritage arts,
- inter-arts/multi-disciplinary arts.

You will be sent a list of recognised Creative Qualifications (current as of November 2020) that will help you determine eligibility.

If you cannot find the qualification you are looking for on the list but believe it should be included, provide the details of the qualification to the Contracts Manager for pilot consideration.

Initial assessment to determine suitability

When a referral has been deemed eligible, you should then assess whether they are suitable for your service. This should also give you an idea of what kind of assistance they may need and how long they may be in your service for.

Reasons a referral may not be assessed or suitable for service include:

- Unable to contact or no show
- Chose not to participate
- Already participating in a similar service
- Other support more appropriate
- Moved out of region
- Wrong timing
- Medical reason
- Employment/creative goal already reached
- Settled in education or training
- Other reason (record in notes).

If a referral does not proceed or is deemed not suitable, the reason must be recorded in the reporting template. This will help the pilot to understand what type of people/demographics are not able to access the service and why, so service improvement opportunities can be identified.

If the participant is a good fit for your service, you can then start to develop a PDP.

Creating a Personal Development Plan

A PDP is a collaborative plan agreed between you and the participant to identify and record the participants creative goals (short and long-term), describe what support is required by who and when, identify any barriers, agree on actions and activities the participant will complete while they are participating in the service and set realistic expectations for where they will be 12 weeks post-service completion.

For non-MSD clients, you need to obtain their creative income before tax over the past 12 week period and record it in the reporting template. Once the service has been completed and an Exit Plan developed, this information should be captured again at three (3) and six (6) month intervals. In addition, you will need to ask whether the non-MSD client (at the start of the service) is receiving any MSD benefit at these intervals. This is to determine whether the aims of the pilot have been achieved for non-MSD clients and will not be used for the purposes of monitoring any benefit. This point should be made clear to the participant when asking for their financial details and benefit status.

If a participant does not create a PDP or exits the service early, the reason must be recorded in the reporting template. This will help the pilot to understand what type of people/demographics are not progressing through the service and why, so service improvement opportunities can be identified.

Developing an Exit Plan

An Exit Plan is a collaborative plan agreed between you and the participant to help them transition out of the service. This should build on the PDP and identify what (if any) support is required post-service to help the participant either into employment, or to further their creative career. It should include steps they should take to progress to continue towards achieving their creative goals.

You will need to include check-ins with participants to understand whether the performance goals that relate to the payment schedule have been met. These are as follows:

MSD clients

- Placed into suitable and continuous FULL-TIME employment for 31 days
- Placed into suitable and continuous PART or FULL-TIME employment for three (3) months.

Non-MSD clients

- Increased creative income (based on preceding 12 week period) and not required ANY benefit support three (3) months after exiting the service
- Maintained increased creative income (based on preceding 12 week period) and not required a FULL benefit support three (6) months after exiting the service.

If a participant exits the service early, the reason must be recorded in the reporting template. This will help the pilot to understand what type of people/demographics are not progressing through the service and why, so service improvement opportunities can be identified.

Post-service support

Post-service support is optional to participants and can be provided for up to 12 weeks (or 91 days). The Exit Plan should detail what the post-service support looks like for the participant but may include regular phone check-ins to monitor progress and provide guidance or other support.

Post-service survey

Three months after an Exit Plan has been completed, an anonymous post-service participant survey should be completed by the participant. A survey link will be provided to you to send onto the participants along with their Unique ID.

The survey will help MSD and MCH to understand what is working well and what improvements might need to be made. The survey results will be linked to the non-identifiable data received through reporting, analysed and then the results shared with you. They will not be linked to any SWN numbers.

Audit and monitoring and evaluation activities

Social service accreditation must be completed every two-years as outlined in the outcome agreement. Monitoring and evaluation activities will be completed twice a year or as otherwise agreed between you and MSD.

Monitoring activities may include reviewing sample plans and templates. Any personal or identifiable information viewed as a result of these reviews will not be retained or stored by MSD.

Reporting and information

You are required to send non-identifiable monthly and quarterly reporting to MSD on the template spreadsheet provided. Identifiable information must not be shared with MSD unless the participant has consented to sharing their SWN number with you to enable updates to be provided on their behalf to MSD.

Instructions on how to complete the template spreadsheet and send the monthly report to MSD are provided in the first tab and as an appendix to this manual. We recommend printing out the instructions to help guide you initially through the spreadsheet and when sending the report to MSD. Once a secure solution has been put in place to transfer information, the instructions will be updated.

The information collection spreadsheet

Appendix A of this document details what information you are required to collect on behalf of MSD, when and why. This information should be entered into the green tabs on the worksheet which are broken down into: 'Referral to Acceptance', 'PDP' and 'Exit & post-service support'.

The spreadsheet will automatically calculate the following quantitative data in the red 'Reporting – numbers' worksheet based on the information entered into the green worksheets:

- Total number of referrals
- Number of referrals accepted
- Number of assessments completed
- Number of PDPs completed
- Number of participants who complete the service (based on Exit Plan date)
- Number of participants who exit service before completion
- Number of participants transitioned to post-service support
- Number of participants in post-service support, as at date EOM report date
- Number of surveys issued
- Number of MSD clients placed into suitable and continuous FULL-TIME employment for 31 days
- Number of MSD clients placed into suitable and continuous FULL or PART-TIME employment for 3 months

- Number of non-MSD clients who have increased creative income and NOT required ANY benefit for 3 months
- Number of non-MSD clients who have maintained increased creative income and NOT required a FULL benefit for 6 months.

Each report line will be broken down into MSD clients and non-MSD clients.

An Information Sheet (Appendix B) for participants is provided for you to share with participants so that they know what the Creative Career Service is, who is eligible and what information is collected by you on behalf of MSD and what MSD will use it for. This should be provided to potential participants upon referral.

The orange 'Reporting – narrative' worksheet should be completed on a quarterly basis and sent to MSD. This will include what is going well, success stories (non-identifiable), any challenges or barriers to success, suggested improvements and any lessons learned. This will help to evaluate the service and identify service improvement opportunities.

If there is any other information you believe would be useful for MSD to understand how effective the service is, please include this in the quarterly narrative.

Data Protection & Use Policy

The Data Protection & Use Policy was established by the social sector, for the social sector, and includes key principles and guidelines for the respectful, transparent and trustworthy use of people's data and information. MSD is committed to applying the good practice set out in the Policy and has utilised the guidance to design the information collection and use aspects of this pilot service.

MSD recommends all services that are funded through the social sector should look to apply the good practice set out in the Policy. This can be found at dpup.swa.govt.nz along with useful tools contained in an Adoption Toolkit.

How long will the information be stored?

Any information provided to MSD will only be held for the period to the extent that is necessary to evaluate the service. MSD will store and keep it secure in accordance with the Privacy Act 2020.

If MSD receives any information during the evaluation process, MSD will only retain that information as long as it is required for the purposes for which the information may lawfully be used.

Participants' right to access their information and ask for corrections to it

Participants have the right to find out from MSD whether we hold any personal information about them, access that information, and request corrections to it. If a participant would like to know what information MSD holds, they can email the Privacy Officer at PrivacyOfficer@msd.govt.nz

MSD's privacy notice can be found at workandincome.govt.nz/about-work-and-income/privacy-notice/ or for more information on the privacy laws in New Zealand and contact details for the Office of the Privacy Commissioner, please visit privacy.org.nz

Appendix A: Creative Careers Service – information schedule as at 16 December 2020

The schedule details what information will be provided to the Provider to enable an MSD referral and what information will be collected by the Provider and shared with MSD and for what purpose. The schedule will also detail what information is mandatory and what information is optional, i.e. the participants choice whether they would like the Provider to share this information with MSD. The schedule will be reviewed periodically to ensure that the information collected remains relevant and appropriate.

Information flow	What	Mandatory/ Optional	When it should be collected/ noted	Why it is being collected
MSD to Provider	<ul style="list-style-type: none"> First name / preferred name Surname Phone number(s) 	Mandatory	Referral	To identify and contact referral/participant
	<ul style="list-style-type: none"> Creative field(s) Creative qualification(s) or experience 			To enable Provider to tailor approach for referral/participant and means participants do not have to repeat eligibility information
Provider to MSD	<ul style="list-style-type: none"> Creative field(s) Creative qualification(s) or experience Age on referral to the service 	Mandatory	Referral	To support pilot analysis and evaluation to understand what type of people/demographics are accessing the service, and to identify service improvement opportunities for particular cohorts of people (also eligibility criteria)
	<ul style="list-style-type: none"> Unique ID 			Used with other non-identifiable information for analysis and evaluation purposes, i.e. will not be linked with identifiable information unless participant chooses to provide or asks for SWN number to be linked for case management purposes
	<ul style="list-style-type: none"> Dates e.g. referral, assessment, exit, etc 	Mandatory	Throughout	For referral, reporting, analysis and evaluation purposes, and some dates relate to provider payment structure, e.g. employment date or exit date
	<ul style="list-style-type: none"> SWN, participant consent & confirmation of programme coordinator (case management) client area Progress updates 	Optional (MSD client only)	PDP	For case manager to support participant during the service period (directly relates to progress updates below) and relates to provider payment structure, but will not be used in evaluation
	<ul style="list-style-type: none"> Gender Ethnicity 	Optional	PDP	
	<ul style="list-style-type: none"> Reasons for referral or assessment decline or early exits 	Mandatory	Throughout	To support pilot analysis and evaluation to understand what type of people/demographics are accessing the service, and to identify service improvement opportunities for particular cohorts of people
	<ul style="list-style-type: none"> Length of Service required 	Mandatory	PDP	
	<ul style="list-style-type: none"> Post-service support required 		Exit	
	<ul style="list-style-type: none"> Date MSD client gained full-time employment Change to beneficiary status, e.g. on full, part or no benefit, at 31 days post-employment date and three (3) months post-employment date 	Mandatory (MSD client only)	Post-service	To support pilot analysis and evaluation to understand what type of people/demographics are accessing the service, and to identify service improvement opportunities for particular cohorts of people and relates to provider payment structure
	<ul style="list-style-type: none"> Creative income over last 12 weeks before tax Change to beneficiary status e.g. on full, part or no benefit at three (3) and (6) months post-service 	Mandatory (Non-MSD client only)	PDP/Post-service	

Appendix B: Creative Careers Service – Information Sheet for participants

Purpose

The purpose of this information sheet is to let you know what the Creative Careers Service is, who is eligible and what information is collected by [name of provider] on behalf of the Ministry for Social Development (MSD) and what MSD will use it for. MSD do not use, share or disclose personal information collected or received, except as set out in this statement.

What is the Creative Careers Service

This is a pilot service designed to help people in the creative sector who would benefit from developing their non-creative skills, which will support them to be financially sustainable in their chosen creative field. The initial pilot will run in Auckland, Waikato and Nelson regions, is funded through MSD, and designed in partnership with Manatū Taonga Ministry for Culture & Heritage (MCH).

The service includes developing skills in:

- networking (including linking employment opportunities),
- business management,
- contract negotiation,
- marketing and applying for funding, or
- any other relevant skills identified by the provider and participant as needed to support the creative to reach their creative goals.

The service is tailored by [name of provider] to the needs of the participant and will be provided for up to a maximum of nine months, with the option of up to three months post-service support.

Who is eligible for the service

As part of the Government's COVID-19 recovery plan, the service is for:

- current MSD clients who are creatives
- established creatives who are not MSD clients but have lost income due to COVID-19
- those who are exiting education in a creative field.

Disciplines covered by the initiative include, but are not limited to, visual arts, literature, craft and object art, music, dance, community arts, theatre (including circus arts), film, television and media, Ngā toi Māori, Pacific Heritage arts and inter-arts/multi-disciplinary arts.

Participants must be between 18-64 years old at the time they enter the service and must live in one of the pilot regions. Participants must also have a relevant creative qualification or be able to show they have suitable experience in their creative field. Eligibility criteria is set by MSD and MCH, but suitability is determined by the provider.

What information will be collected and why

The following table outlines the information that will be collected by [name of provider] on behalf of MSD and what MSD will do with it. MSD do not use, share or disclose personal information collected or received, except as set out in this statement.

Why it is being collected	Information about you that is collected
<p>For effective referral of service users, and for reporting, analysis and evaluation of the service. This information is also used to fund the service.</p>	<ul style="list-style-type: none"> • Dates relevant to your engagement with the service, e.g. referral, assessment, personal development plan, exit, employment start date
<p>To support analysis and evaluation of the pilot service, to understand what type of people/demographics are accessing the service, and to identify service improvement opportunities for particular parts of the community.</p>	<ul style="list-style-type: none"> • Creative field(s) • Creative qualification(s) or creative experience • Age on referral • Reasons for referral or assessment decline or early exits <p>Optional:</p> <ul style="list-style-type: none"> • Gender • Ethnicity
<p>To support analysis and evaluation of the pilot service, to understand what type of people/demographics are accessing the service, and to identify service improvement opportunities for particular parts of the community. This information is also used to fund the service.</p>	<ul style="list-style-type: none"> • If you're an MSD client, whether you have sustained continuous employment for a period of 31 days and three (3) months from the date that you gained full-time employment • If you're not an MSD client, your creative income over last 12 weeks before tax on entering the service and three (3) and six (6) months post-service • Length of time spent accessing the Service • Whether you had any post-service support • Your beneficiary status
<p>For your case manager to support you during the service if you are an MSD client (directly relates to progress updates below). This information will not be used in any service evaluation or for benefit monitoring purposes.</p>	<p>Optional:</p> <ul style="list-style-type: none"> • SWN (MSD client only)

Why it is being collected

Progress updates for MSD clients to assist your case manager to support you during the service period.

Note: SWN is required for this purpose.

Information about you that is collected

Optional:

- For example, needs identified, activities to be/been completed, barriers identified (MSD client only)

Note: MSD will share this data with MCH, but only in a way that will not allow any individuals to be identified from the data.

Unique identifiers

A unique ID will be allocated by [name of provider] for every referral and participant. The unique ID will be sent to MSD by [name of provider] along with the other non-identifiable information to be used for the purpose of analysis and evaluation of the service. [name of Provider] will not give MSD any information that can identify you, unless you are an MSD client and you have asked [name of provider] to share your progress updates with MSD.

You will be invited to participate in a post-service survey which will use the unique ID so that the non-identifiable information held by MSD can be linked to a survey response. The participant may also be invited to attend other evaluation activities, e.g. focus groups, where their name and contact details are required. Consent for purposes such as this will be obtained through the provider at the time it is required.

How long will the information be stored

Any information, including personal information, about you that is given to MSD by [provider name] will only be held for as long as is necessary to operate and evaluate the service. MSD will store and keep it secure in accordance with the Privacy Act 2020.

Monitoring activities will be carried out by MSD and may include reviewing sample plans and templates. Any personal or identifiable information viewed as a result of these reviews will not be retained or stored by MSD.

You right to access your information and ask for corrections to it

- You have the right to:
- find out from MSD whether we hold any personal information about you
- access that information, and
- request corrections to that information.

If you want to check personal information that we hold, please email the Privacy Officer at PrivacyOfficer@msd.govt.nz or ask your provider to assist you with this request. You are also entitled to ask [name of provider] what information they hold about you. You should contact [name of provider] if you want to do this.

You can find MSD's privacy notice at workandincome.govt.nz/about-work-and-income/privacy-notice or for more information on the privacy laws in New Zealand and contact details for the Office of the Privacy Commissioner, please visit privacy.org.nz

creative careers

Supporting NZ creatives

Creative Careers Brand identity guidelines

January 2021

This guide describes how to use the Creative Careers brand. If you would like to discuss how to apply the Creative Careers branding, please email design@msd.govt.nz

New Zealand Government

Logo

Please apply the Creative Careers logo with respect. Use only the logo files supplied. The Creative Careers logo must not be manipulated or recreated in any way – for example, don't alter the colour, don't stretch the logo, don't place the logo on an angle or upside down

Minimum size – print

The logo should not be used any smaller than **45mm** in its entirety.



45mm

Though not desirable, if there is a requirement for the logo to be smaller, then it may be used as below without the byline.



<45mm

Minimum size – online/digital

For online/digital reproduction we recommended a minimum total width of 148px. In special circumstances our logo can be used smaller but it must be clearly legible.



148 pixels

Minimum space

Clear space around the logo is measured by using the "C" in the logo text. Please allow a full "C" around the logo.



New Zealand Government logo relationship

It is important that Creative Careers is seen as being a New Zealand Government initiative.

As such, the New Zealand Government logo needs to appear on all Creative Careers brand and marketing material.

The New Zealand Government logo should always appear at the base of promotional material and seen to be coming after the Creative Careers logo.

It should be seen and used as a 'sign-off' or endorsement logo than a lead communications logo.

The logo's should be sized relative to each other so that no brand is seen as more dominant than the other and ensuring that each logo has adequate clear space around it.

For more information on the All of Government branding and to download the logos visit <https://www.publicservice.govt.nz/our-work/govt-brand/>



New Zealand Government



New Zealand Government

Colour usage

Use an appropriate background colour or image with the Creative Careers logo. Do not use the logo with excessively bright, dark or complex backgrounds. Plain white or dark grey are preferred.



**creative
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✓ Preferred



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Supporting NZ creatives

✓ Preferred



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Supporting NZ creatives

✓ Acceptable



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Supporting NZ creatives

✓ Acceptable



**creative
careers**
Supporting NZ creatives

✓ Acceptable



**creative
careers**
Supporting NZ creatives

x Excessively dark



**creative
careers**
Supporting NZ creatives

x Excessively light



**creative
careers**
Supporting NZ creatives

x Excessively complex and dark



**creative
careers**
Supporting NZ creatives

x Excessively complex and light

Logo Versions

White

This version of the logo may be used if preferred for the design but should also be used if the background is very patterned or very dark.



Black and grey

These versions of the logo may be used if preferred for the design. The grey colour is a 70% tint of black.



File types

Print

- HI-RES EPS
- HI-RES PDF
- HI-RES PNG

Merchandise

- HI-RES EPS
- HI-RES PDF
- HI-RES PNG

Web

- PNG
- JPEG
- SVG

Colours

These are the colours that make up the logo. If you are using a correctly supplied file, then the colours will not need any amending.



C100 M40 Y35 K0

R0 G124 B151

Pantone 139C



C0 M0 Y0 K100

R0 G0 B0

Pantone black

Typography

Fonts for design agencies

- National Thin
- National Light
- National Book
- National Regular
- National Medium
- National Semibold
- National Bold
- National Extrabold
- National Black

Fonts for internally produced documents

National is not a standard font, so the alternative font for internal use is below

- Verdana Regular
- Verdana Bold

Heading styles

Fonts for design agencies:

(H1) Heading 1 National Semibold 28pt

(H2) Heading 2 National Semibold 16pt

(H3) Heading 3 National Semibold 14pt

(H4) Heading 4 National Semibold 12pt

Body National Book 12pt

- Body Bullet National Book 12pt
 - Body sub bullet National Book 12pt

Fonts for internally produced documents:

(H1) Heading 1 Verdana Bold 24pt

(H2) Heading 2 Verdana Bold 14pt

(H3) Heading 3 Verdana Bold 12pt

(H4) Heading 4 Verdana Bold 10pt

Body Verdana 10pt

- Body Bullet Verdana 10pt
 - Body sub bullet Verdana 10pt