



# BRAND GUIDELINES CURIOUS MINDS

FUNDING RECIPIENTS AND OTHERS CONTRIBUTING TO THE OBJECTIVES OF CURIOUS MINDS  
VERSION 1.0 JULY 2016

# OUR BRAND STORY

Curious Minds seeks to encourage and enable better engagement with science and technology across all sectors of New Zealand, to bring about a nation of Curious Minds, where science is inspiring, recognisable, highly valued and personally relevant to all New Zealanders.

Curious Minds responds to the wider context of science and technology in New Zealand's society, where many of the challenges and opportunities we face today and into the future require innovative solutions informed by science and technology.

Curious Minds seeks to achieve three main outcomes:

- more science and technology-competent learners, and more choosing STEM-related career pathways
- a more scientifically and technologically engaged public and a more publicly engaged science sector
- a more skilled workforce and more responsive science and technology.

There are many projects and work streams that make up Curious Minds. The key action areas are:

- enhancing the role of education
- engaging the public with science and technology
- engaging the science sector with the public

At the heart of Curious Minds is the Participatory Science Platform. It is designed to integrate the key action areas by engaging young people, communities and scientists and technologists in collaborative research projects that have educational value, science rigour and community relevance.

Curious Minds is jointly managed by the Ministry of Business, Innovation and Employment, the Ministry of Education and the Office of the Prime Minister's Chief Science Advisor.

# ABOUT THE BRAND GUIDELINES

We all want to share a compelling Curious Minds story, inspiring New Zealand communities, families and whānau to engage with science and technology.

While there are many different internal and external audiences, the brand guidelines support each of us to present Curious Minds in a unified and inspiring way.

These brand guidelines are for the use of fund recipients delivering science and technology activities with Curious Minds funding or support attributed to Curious Minds.

They should be referred to when designing communications and marketing material, both online and offline, to ensure consistent representation of the Curious Minds brand.

If you have any questions regarding how to use these guidelines, please get in touch with the organisation administering the funding or supporting your activity.

Please note these guidelines may be updated from time to time.

The visual identity refers to the way graphic elements, and their relationship to each other, visually represents Curious Minds. The identity's key elements are outlined in these guidelines.

For third parties who are leading their own science and technology activities with Curious Minds funding or other formal support, a separate, simplified logo kit is available on request through [www.CuriousMinds.nz](http://www.CuriousMinds.nz). The logo kit provides Curious Minds logo files and guidance on application of the logo.

## HOW TO USE THE BRAND GUIDELINES

Correctly using a combination of brand assets like logo, typography, colours, photography, and graphic elements creates a unique look and feel that will make Curious Minds recognisable to all audiences.

These guidelines should be referred to when designing Curious Minds branded communications and marketing material, both online and offline, to ensure consistent application of the visual identity.

If you have any questions regarding how to use the visual identity or require direction on production of collateral, please get in touch with the MBIE Design team.

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# LOGO LOCKUP AND USE



## LOGO VARIANTS

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The Curious Minds logo uses typography and neurons as the two elements of the logo.

The consistent and correct application of the logo will enhance Curious Minds brand recognition. The application of the logo should not differ from those shown here.

The logo lockup (including the typography and neurons) has been specifically designed and should not be altered or re-created in any way. The guidance outlined in this document ensures brand consistency across a range of applications.

There is one form of the logo shown (horizontal).

**POSITIVE** (Gold and ink for WHITE backgrounds only)



**NEGATIVE**

Ink and white for GOLD backgrounds



White and gold for DARK backgrounds



Positive grey scale logo for WHITE backgrounds only



# LOGO MINIMUM SIZE AND CLEAR SPACE

## MINIMUM SIZE

The logo minimum size is based on the length of the logo being an overall width of 30 mm.

To ensure legibility, the logo should not be reproduced any smaller than specified.



30 mm



39 mm

**NOTE:** although the logo files are set up to incorporate the minimum clear space, the minimum size refers to the size of the logo itself.

## CLEAR SPACE REQUIREMENTS

A minimum clear space requirement for the logo applies – it is to be kept clear of text or imagery (except for accepted background colour – see page 2).

The area is determined by 2x the width of the 'U' in Curious.

This area is proportional when enlarging or reducing the logo lockup.



Preferred size: 60 mm  
wide including clear space

## INCORRECT USE

Do not change or recreate the Curious Minds logo.



**DO NOT:**  
Alter the direction,  
or angle, of the graphic



**DO NOT:**  
Alter the relationship  
between the elements



**DO NOT:**  
Recolour elements



**DO NOT:**  
Use the type without  
the graphic



**DO NOT:**  
Use a box to contain  
the logo

# LOGO HIERARCHY

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## EXAMPLE OF LOGO LOCKUP

The Curious Minds logo must be used in conjunction with the investing agency's logo and Curious Minds web address.

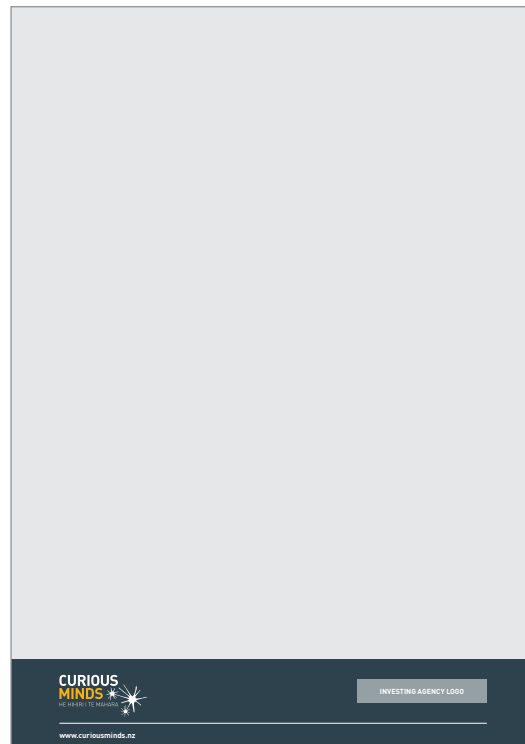
The footer example shows the logo hierarchy.

For more detailed information on placement on collateral, please refer to the Application section.

Footer example:



Footer placement example:





# COLOUR PALETTE



# COLOUR PALETTE

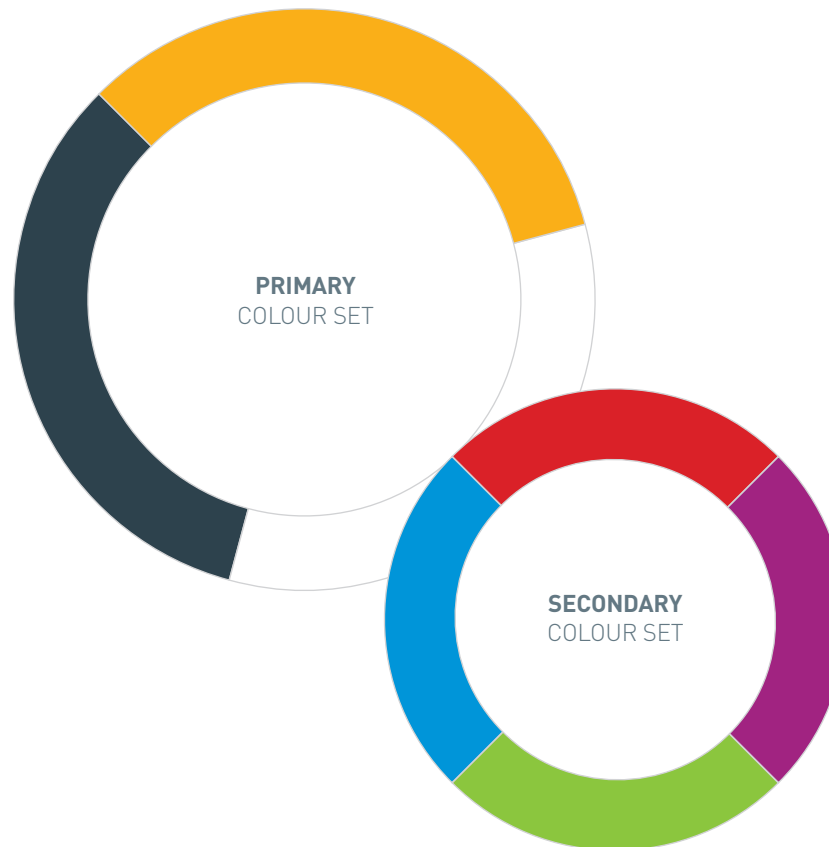
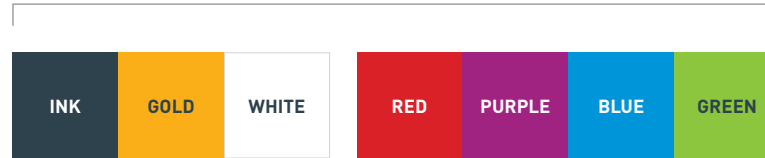
The Curious Minds colour palette is bold, inspiring and diverse.

The colours represent environment, passion, creativity, knowledge and inspiration.

The primary Curious Minds colour palette is made up of gold and dark ink.

The secondary palette is a mix of bright and vivid colours which can be used as wayfinding and navigation for websites and large publications, and give the identity flexibility for when different communication tones are needed.

## CURIOUS MINDS COLOUR SET



# COLOUR PALETTE

Please note the various versions of the colour swatches.

Pantone and CMYK are used for printed items.

InDesign colour swatch files are available in the Brand Pack.

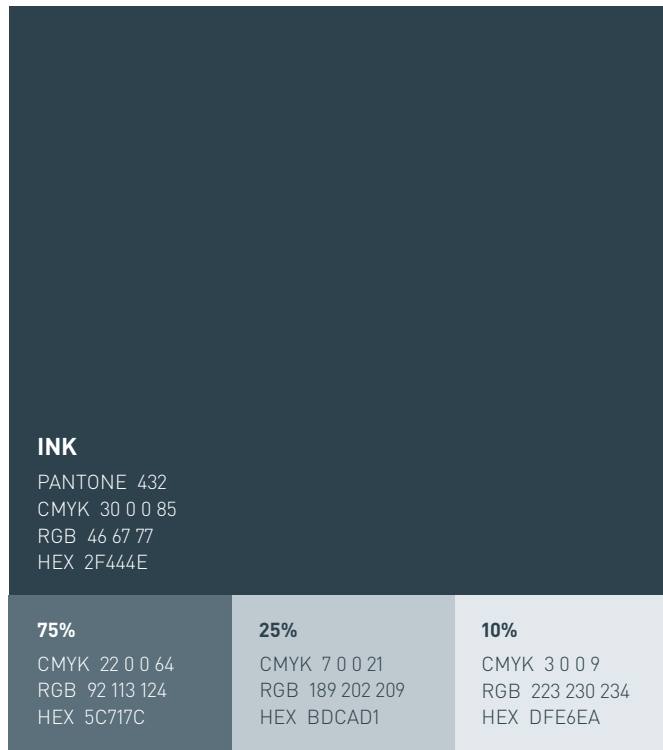
RGB and HEX are used for products which will appear on screen/digital, online applications and websites.

The secondary colour palette is to be used as a way-finding system within publications and websites. Use this palette sparingly when needed for graphs or accents.

## HOW TO SET UP COLOURS IN MICROSOFT OFFICE

- Go to the drop-down 'font colour' menu
- Select 'more colours...'
- Select 'custom' and enter the RGB values shown, then click OK.

### PRIMARY



**INK**  
PANTONE 432  
CMYK 30 0 0 85  
RGB 46 67 77  
HEX 2F444E

**75%**  
CMYK 22 0 0 64  
RGB 92 113 124  
HEX 5C717C

**25%**  
CMYK 7 0 0 21  
RGB 189 202 209  
HEX BDCAD1

**10%**  
CMYK 3 0 0 9  
RGB 223 230 234  
HEX DFE6EA



**GOLD**  
PANTONE 1235  
CMYK 0 35 100 0  
RGB 250 173 22  
HEX FAAD16

**20%**  
CMYK 0 7 20 0  
RGB 255 235 205  
HEX FFEBCD

### SECONDARY



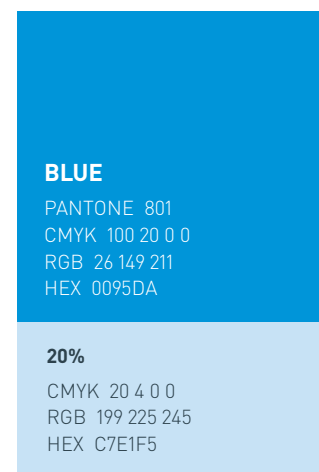
**RED**  
PANTONE 1795  
CMYK 10 100 100 0  
RGB 218 33 40  
HEX E12A2D

**20%**  
CMYK 2 20 20 0  
RGB 246 208 193  
HEX F6D0C1



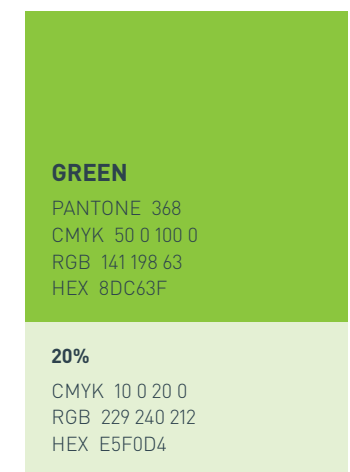
**PURPLE**  
PANTONE 2415  
CMYK 42 100 13 0  
RGB 159 35 127  
HEX 9E237F

**20%**  
CMYK 8 20 3 1  
RGB 227 204 220  
HEX E3CCDC



**BLUE**  
PANTONE 801  
CMYK 100 20 0 0  
RGB 26 149 211  
HEX 0095DA

**20%**  
CMYK 20 4 0 0  
RGB 199 225 245  
HEX C7E1F5



**GREEN**  
PANTONE 368  
CMYK 50 0 100 0  
RGB 141 198 63  
HEX 8DC63F

**20%**  
CMYK 10 0 20 0  
RGB 229 240 212  
HEX E5F0D4

# APPLICATION



# APPLICATION

## COLLATERAL EXAMPLE

The Curious Minds logo and investing agency's logo footer lock-up is placed at the bottom of all collateral, from reports, posters, flyers, pull-up banner, etc.

(the) KuDo<sup>s</sup>  
Hamilton Science Excellence Awards  
Presents...

# SCIENCE SPINNERS

**DEMYSTIFY THE SCI**

A massive, hands-on, creative lab giving year 7 to 10 Waikato students tools to demystify the science behind everyday life...

**29TH & 30TH  
JUNE 2016  
RUAKURA CAMPUS**

REGISTER BY XXXXXX

- ? How does a skater's deck stick through a 360?
- ? How does a DJ scratch without cutting up the vinyl?
- ? Why do your socks stink more than your mates?

**...IT'S ALL ABOUT THE SCIENCE!**

Special thanks to our sponsors:

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**CURIOS MINDS**  
HE HIRI I TE MAHARA

MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT  
HĪKINA WHAKATUTUKI

www.curiousminds.nz

# APPLICATION

## WEBSITE EXAMPLE

The Curious Minds logo must be used in conjunction with the investing agency's logo in the footer of your website.

