

# Branded Merchandise Procedures 2022

These procedures apply to the use of the Playcentre trademarks and logos when used on merchandise.

Playcentre 

# Purpose

Playcentre Aotearoa’s brand identity is an asset and it holds value. Our brand is a visual expression of Playcentre Aotearoa and makes us recognisable to our wider communities and partners. It speaks to our reputation and what we stand for.

It is important to protect and maintain that value through appropriate and considered use.

Appropriately applied, our brand identity applied to merchandise will enable us to communicate clearly the values and status of Playcentre to our wider communities, both locally and nationally.

The purpose of this procedure is to:

- Ensure Playcentre’s visual image and impact is as strong as possible and is seen to have integrity and meaning.
- Provide information on how to ensure that our branded merchandise is uniform and consistent.

# Brand Objectives

The core objectives of our brand identity at Playcentre Aotearoa is to help bring:

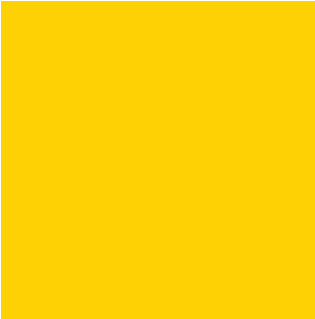
- **Unity:** To give scale of a national organisation and show a unity of purpose across all our Playcentre communities
- **Recognition:** Heightened awareness in our communities and the education sector of our longstanding and respected reputation in families and early childhood services



# Colours

Our brand colours are yellow, purple, black and white. The colour codes to use are below. Please use the CMYK colour for all printing. If screen printers require a spot colour, please specify the Pantone colour listed below.

## Yellow



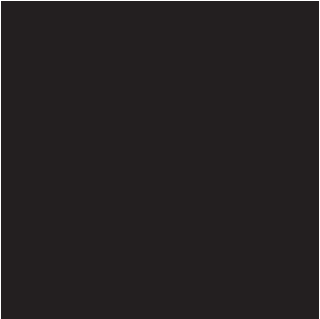
CMYK 0/16/100/0  
PANTONE 116  
WEB #ffce00  
RGB 255/210/0

## Purple



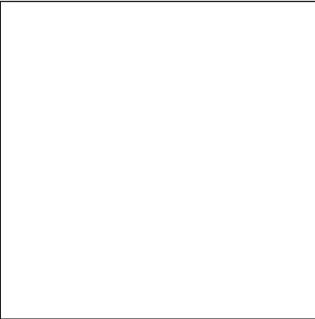
CMYK 81/100/0/7  
PANTONE 268  
WEB #1f3e7c  
RGB 84/41/136

## Black



CMYK 0/0/0/100  
PANTONE black 6c  
WEB #000000  
RGB 0/0/0

## White



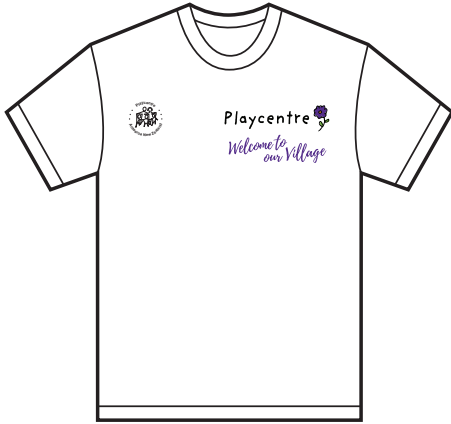
CMYK 81/100/0/7  
WEB #FFFFFF  
RGB 255/255/255

# T-shirts

All t-shirts come in four colour options- white, yellow, purple and black. The front must have the Playcentre logo, slogan and Aotearoa symbol as shown in the examples on the right. There is a ‘centre specific area’ on the back which can be personalised. This area allows your centre or cluster to personalise merchandise so that it reflects your centre. Please adhere to the following guidelines.

## Guidelines for the *centre specific area* on merchandise:

- It needs to uphold the Playcentre philosophy and speak to our reputation and what we stand for.
- The artwork and/or design needs to be in keeping with your centre principles.
- It enables you to communicate clearly the values and status of Playcentre and of your own centre.
- Ensure that it is appropriate for our wider communities, both locally and nationally.
- Please note that the example dimensions apply to other merchandise.



front



back



front



back



front



back



front



back

# Other merchandise

Here are some examples of how the Playcentre logo, slogan and Aotearoa symbol should be used on a variety of merchandise- including high-vis vest, hoodie, cap, kids’ t-shirt, baby onesie, umbrella, tea towel, mug and pen.



high-vis vest



hoodie



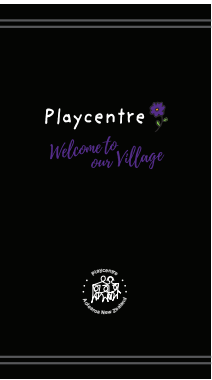
cap



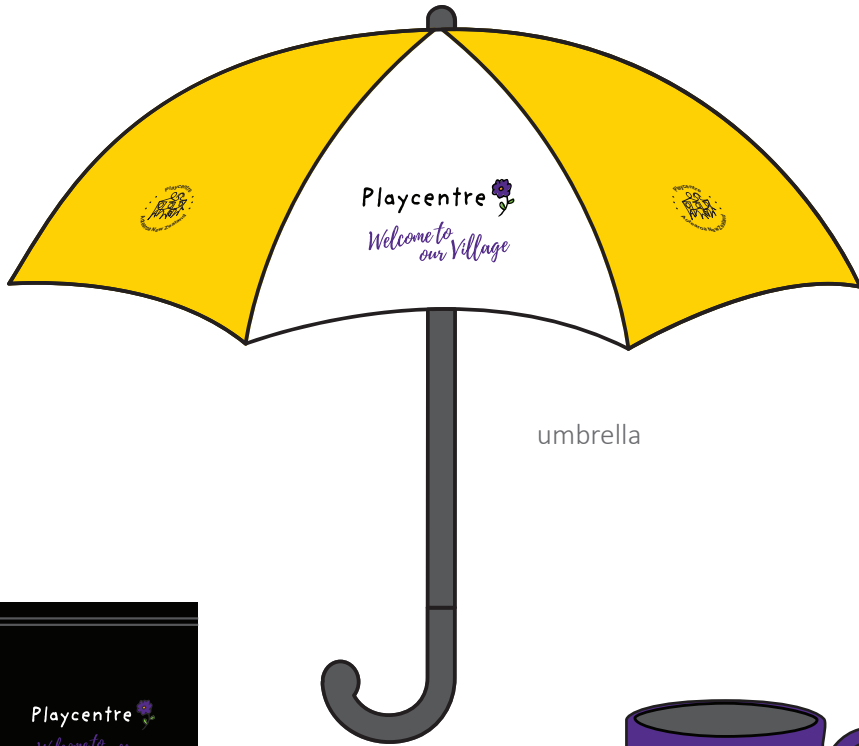
kids’ t-shirt



baby onesie



tea towel



umbrella



pen



mug

# Merchandising checklist

If the merchandise is to be used for fundraising, please make sure you complete these steps...

- 1 Decide on your goal and targets



- 2 Before selecting products, consider who your target audience are

- 3 Select products that not only meet your goal but that recipients would also love and / or need

- 4 Ensure that the product's retail price suits those recipients



- 5 Choose your timing wisely to ensure that the product is released at a suitable time of year / season.



- 6 Check that your centre can financially sustain the product prior to sales

- 8 Select someone who can liaise and be responsible for the production and sales of the product

- 7 Discuss how to take orders and distribute your product



- 9 If possible, obtain samples of the product to ensure that they are what you are expecting



- 10 Promote the product using a range of channels



# Review process

Branded merchandise for your centre or cluster must be approved by the Playcentre Aotearoa Communications Manager to ensure adherence to the branded merchandise procedures.



If your product will be used for fundraising, approval is required. Before ordering, please email your mock-ups or samples through.

Email: askpr@playcentre.org.nz

# Wider range of products available

Boost Promotions offer a wide range of products on their website that you can choose to have branded, which are not shown in the branded merchandise procedures.

Approval is required to ensure adherence to the branded merchandise procedures. Before ordering, please email your mock-ups or samples through.

Email: askpr@playcentre.org.nz

# Preferred suppliers

It is recommended that you purchase your merchandise through one of our preferred suppliers. They have the correct branding files and are briefed on what is required. Also, the more that centres use them, the lower the price will be.

## Creation Station NZ

Angela and Justin Muni

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## Boost Promotions

Tania Latu

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