

# Playcentre Aotearoa's Brand Policy



## 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 considerate use.

We require professional and consistent use of Playcentre Aotearoa's brand identity from all at Playcentre. Appropriately applied, our brand identity will enable us to communicate clearly the values and status of Playcentre to our wider communities, both locally and nationally.

The purpose of this policy is to:

- Ensure Playcentre's visual image and impact is as strong as possible and is seen to have integrity and meaning.
- Link to Playcentre's Branding Procedures for required compliance on how we will apply our brand identity everyday

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## 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

## Brand Principles

1. It is essential that the integrity of our Playcentre Aotearoa brand is maintained at all times
2. All representations of our brand must look professionally and aesthetically pleasing.
3. All use of our Playcentre Aotearoa brand components must be consistent with Playcentre's Branding Procedures and only be reproduced from original brand files
4. Approval is required for any variations or exceptions to our brand identity, deviations to guidelines, and final pre-production merchandise designs

5. People are considered representatives of Playcentre Aotearoa while wearing the Playcentre Aotearoa brand and are expected to uphold our philosophy and values
6. Public use of our brand signifies Playcentre Aotearoa – be it in presence, involvement, endorsement or as a beneficiary - and must be used appropriately.

## Brand Management

Our brand is approved by the Playcentre Trustee Board and General Manager, then managed by the National Communications role in the National Team, who oversees the ongoing integrity of our brand. This role has responsibility for producing Playcentre's Branding Procedures, which details our brand components, their treatment and application, and advising Playcentre teams, suppliers, and partners on its correct use.

## Brand Components

Playcentre Aotearoa has established brand components to be core to our brand identity. They are standardised graphic representations of Playcentre Aotearoa identification and branding creating a clear, visually memorable identity.



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From time to time, these components will be reviewed and evolved to ensure they still meet the objectives of the brand and represent Playcentre Aotearoa's philosophy to ourselves and the communities we live in.

Playcentre 



*Welcome to  
our Village*

*“Whānau tupu ngātahi – families growing together”*

Our brand components and how we are to treat them in reproduction, application, and placement, is set out in Playcentre's Branding Procedures.

## Branding Procedures and Rules

Anyone using any part of our brand must follow Playcentre's Branding Procedures to maintain our brand integrity.

Playcentre's Branding Procedures set out the rules for the combined visual identity of Playcentre Aotearoa and cover the correct and required use of our logo and other branding components, including use of colour, shape and sizing, whitespace and backgrounds, and fonts.



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## Brand Placement

It is expected that all visual media and documents contain visual representation of our Playcentre brand and given clear connection to Playcentre Aotearoa. For example, our brand should be found on -

- Publications, including digital publications
- Websites
- Visual media advertising, including banners, signage, posters
- Email signatures
- Merchandise and uniforms
- Stationery and Miscellaneous as practical
- Fundraising advertising
- Member communications

## Approvals, Exemptions and Variations

Approval is required from the National Communications role or approved delegates, for any variations of our brand components, any deviations from our Branding Procedures, and for all final design of any branded product or merchandising used for fundraising purposes.

Approval must be sought before varying, deviating or incurring any fundraising merchandise production costs.

Decisions on exemptions and variations will be made after considering the Brand Principles above as well as the necessity of use, appropriateness or practicality of use and associated cost of use.

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Policy details	Regulatory references	Other references
<ul style="list-style-type: none"><li>• Name: Playcentre Aotearoa's Brand Policy</li><li>• Version: P11/R1/7.19</li><li>• Issued: July 2019</li><li>• Owner: Communications Manager</li><li>• Approver: Chief Executive</li><li>• Last Reviewed: 2021</li><li>• Scheduled Review Date: 2023, thereafter every two years</li></ul>	<ul style="list-style-type: none"><li>• Trademark regulations</li></ul>	<ul style="list-style-type: none"><li>• Playcentre's Branding Procedures</li><li>• Playcentre's Branded Merchandise Procedures</li><li>• Playcentre's Signage Procedures</li><li>• Constitution</li></ul>

