11.2 Branded Merchandise Procedures 2026

Welcome to our Village

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 early childhood education.

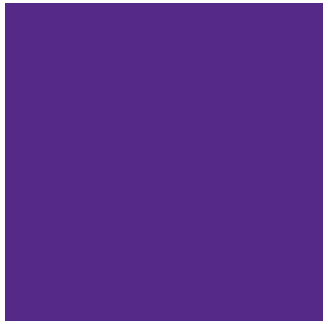
All branding must be done professionally to ensure a quality finish.

Uniforms help to create a strong team spirit as well as promoting Playcentre to others.

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.

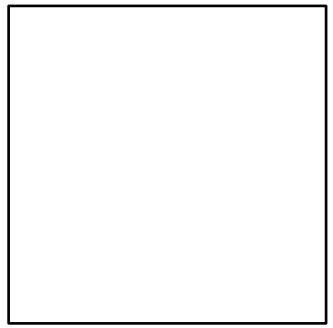
CMYK 0/16/100/0
PANTONE 116
WEB #ffce00
RGB 255/210/0



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



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



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

Preferred Supplier

The contact details for our preferred supplier for Playcentre branded merchandise can be found below:

Promo Vision (Auckland)

Adam Novakov

021 0700 992 or 09 600 2287

info@promovision.co.nz

www.promovision.co.nz

Preferred supplier

It is recommended that you seek quotes for your branded merchandise from our preferred supplier.

They can organise design, print and delivery of any Playcentre branded merchandise you may require.

They all 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.

Once your quote has been approved, contact our preferred supplier to request artwork to be provided for approval.

Ordering process – For Apparel and Hi-Vis Vests

Step 1: Contact our approved supplier – PromoVision - to request a quote. Contact details are on page 4.

Confirm which product you wish to purchase, along with the colours, sizes and quantity and any centre specific details you would like included (eg. Centre name/ contact number for hi-vis vests or centre name for t-shirts). Ensure you include your centre name or your manager's name and the address that the products will need to be delivered to when requesting your quote.

Step 2: Send the quote to your Kaimahi Support Lead or line manager to be approved.

Step 3: Once your quote has been approved, contact the supplier and request artwork to be provided. Please check the artwork carefully to ensure that it meets your requirements and is consistent with the brand guidelines set out in this procedure.

Approval is required for any deviation from these branded merchandise procedures. Before ordering, please email all final artwork to communications@playcentre.org.nz for approval.

Step 4: Once your artwork has been approved by the Marketing Team, confirm your order. For invoicing, please ensure your centre name or the line manager who approved the quote is named/reference on the invoice to help our Finance Team process the invoice correctly.

Review/Approval process

Approval from Playcentre Aotearoa is not required prior to printing if you adhere to these branded merchandise procedures.

Approval is required for any deviation from these branded merchandise procedures. Before ordering, please email final artwork to communications@playcentre.org.nz



Playcentre branded T-shirts

Kids t-shirts should be either yellow or purple to match the Playcentre colours.

Adult t-shirts and hoodies should be either purple, gold, black or white.

Examples of t-shirts and hoodies are on the following pages.

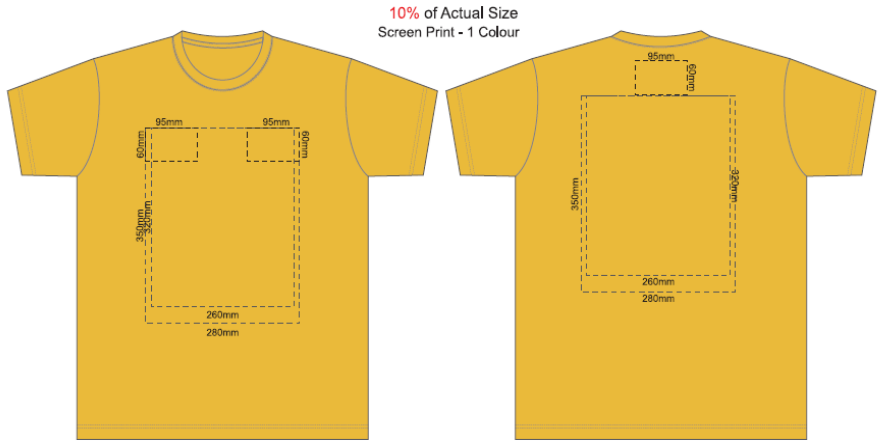
The front of the t-shirt can have the Playcentre logo positioned as shown in the examples following. The Playcentre logo is larger on the kids t-shirts as the size of the shirt will be a lot smaller.

For yellow or white t-shirts and hoodies the Playcentre logo can be either a full colour logo or a one-colour (black) logo. For purple or black t-shirts and hoodies a one-colour (white) Playcentre logo should be used.

On the back of the t-shirt, you can choose to use the “Whānau tupu ngātahi – families growing together” design or the "handprint" design.

Centres are also welcome to add their centre name on the back of the t-shirts.

These designs are shown on the following pages.



Centres can personalise their t-shirts with their centre name in accordance with these guidelines.

Front



Back



Kids t-shirt

Front



Back



Kids t-shirt

Playcentre

"Whānau tupu ngātahi – families growing together"

Front



Back



Adult t-shirt

Front



Back



Adult hoodie

Playcentre

"Whānau tupu ngātahi – families growing together"

T-shirts that include your centre name

Centres are also welcome to use these designs along with their centre name on the back of the t-shirts.

We have provided both the "whānau tupu ngātahi" and the "handprint" files to our preferred merchandise supplier.

These designs can be produced either in black on the back of yellow or white shirts or in white on the back of purple or black t-shirts along with your centre name.



Awatere Playcentre



Awatere Playcentre

Hi vis vests

Designs have also been provided to our preferred suppliers for both adult and kids hi vis vests. You can choose from vests with a velcro front or a chunky zip front. The Playcentre logo can be included in either full colour or a one colour print (black) on the back. Centres can also add their centre name and centre phone number to the back of the vest if they wish for safety reasons.

High vis vest – adult



High vis vest – child – velcro



Other Playcentre branded merchandise

We have also put together designs for a range of other Playcentre branded merchandise and provided these to our preferred suppliers. Selected items are also available to purchase from the Playcentre Shop.

Examples of how the Playcentre logo can be used on a variety of merchandise - including hats, cups, pens, wet bags, fridge magnets, tattoos, stickers, umbrellas, lanyards and tote bags – can be found on the following pages. Again, if you choose to vary these designs, please ensure you send these to the Marketing & Communications team at communications@playcentre.org.nz to ensure that the design is consistent with our Playcentre brand guidelines prior to printing.

Standard pen





Fridge Magnet

Infant bucket hat



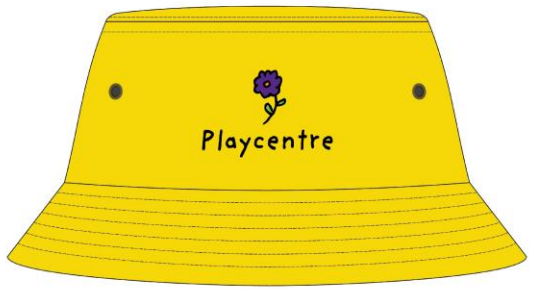
Canvas tote



Bucket hats

Bucket hats are available in kids and adult sizes. We recommend having the Playcentre logo embroidered on them for durability.

Infant bucket hat



Infant bucket hat



Adult caps

We also have adult caps available. We recommend having the Playcentre logo embroidered on caps for durability.

Adult cap



Adult cap



Cordia vacuum cups

These have the Playcentre logo engraved on them, and are designed to have lids to keep hot drinks safely covered.

Cordia cup



Cordia cup



Kids Tumblers

Stackable plastic kids tumblers.

Great size for little hands.

Available to order direct from the Playcentre Shop.



Jet Pens

Standard pen – with Playcentre logo and Playcentre website address in one colour (purple) text.

Premium pen – with Playcentre logo in full colour and “Whānau tupu ngātahi – families growing together” tagline in black text.

Standard pen



Premium pen

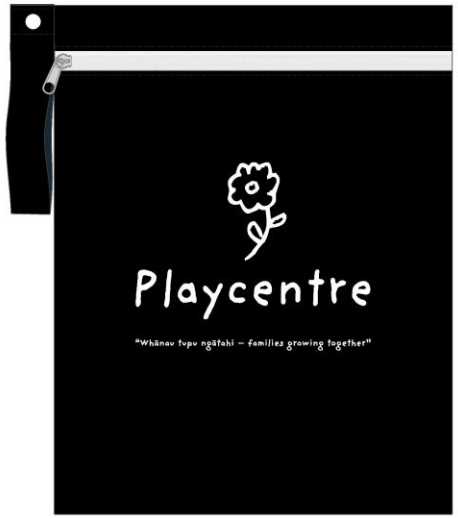


Wet bags

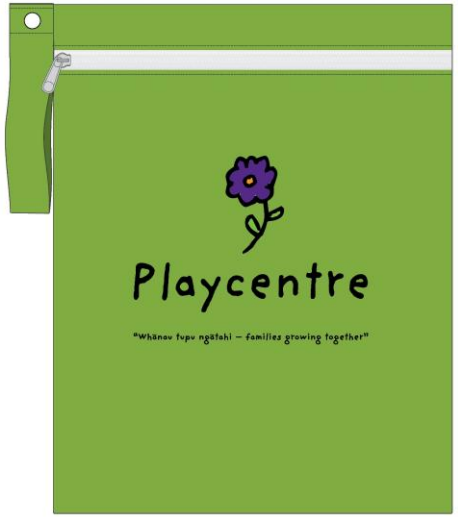
Wet bags are great for taking wet, sandy clothes home in.

These can be branded with either the full colour Playcentre logo or a one colour logo in black or white (depending on the colour of the wet bag).

We suggest also including the Playcentre tagline “Whānau tupu ngātahi – families growing together” underneath the logo.



Wet bag



Wet bag

Fridge magnets

Fridge magnets with our website address on them.

Pronto clip for holding paper together, with a strong magnet. Great for displaying kids artwork.



Pronto clip



Fridge Magnet



Temporary Tattoo and Stickers

Temporary tattoos and stickers make great giveaways and are great fun.

34mm circle stickers on an A5 sheet



Temporary tattoo



Playcentre

"Whānau tupu ngātahi – families growing together"

Umbrella

With Playcentre logo in full colour and Playcentre tagline "Whānau tupu ngātahi - families growing together" in black.

Printed on four panels.

Umbrella



Lanyards and Tote Bags

Lanyards are yellow with the Playcentre logo in full colour. They include a clasp so that name tags can be added to them.

Tote bags include a full colour Playcentre logo/design and website address.



