



ICON / MARKS: GUIDELINES AND TERMS

Terms for use

Everyone in New Zealand has a part to play in supporting Road to Zero, New Zealand's road safety strategy. That's why the Road to Zero icon and ROAD TO ZERO word mark (together referred to as the 'Road to Zero Marks') are available for use by those working to help achieve New Zealand's road safety strategy.

Adding any of the Road to Zero Marks to a piece of work signifies association with what the Road to Zero strategy is working to achieve. That's why you should only use the Road to Zero Marks where your use helps to achieve New Zealand's road safety strategy. This means that you should:

- **Only use the Road to Zero Marks in situations where the content or item on which you are using the relevant mark is contextually linked to New Zealand's road safety strategy;**
- **Not use any of the Road to Zero Marks for commercial purposes (for instance, to advertise the sale of goods or services) without our express permission.**

The Road to Zero Marks are also not intended to be used as a quality indicator or endorsement – instead, each of the Road to Zero Marks signify New Zealand's road safety strategy.

You should check our website each time that you want to use any of the Road to Zero Marks so that you can ensure that you are following the most updated version of the guidelines and that you are aware of any changes to the terms of use.

If we think that your use of the Road to Zero Marks is contrary to the terms linked above, or these guidelines, then we may take action to stop your use or to require you to change your use.

Please enjoy these marks and your contribution to road safety in Aotearoa.

Primary Icon

The Road to Zero icon stands as our symbol of intent, a commitment to our 30 year plan as we journey towards zero deaths and serious injuries on our roads.

The word mark is encircled by stylised koru, based on the uncurling of a fern frond. Koru can depict new beginnings, growth and harmony. It also symbolises the hope associated with stepping into something new. Our two koru symbolise the work that is needed in the relationships.

The primary icon includes a te reo Māori translation, and is to be used wherever possible. The secondary version does not feature the translation, to be used in applications that require the icon to be reproduced at small sizes.

1. Only use the approved icon files that have been provided (see the following page as to which version to use depending on the context).

2. Ensure there is clear space around the icon that is not interrupted by text or graphics — the '0' indicates how much room should be left around the icon.



3. Do not:
 - Stretch or warp the icon
 - Change the colours of the icon
 - Remove the surrounding koru device
 - Use the icon as a cropping device for any imagery or graphics

LARGE SCALE ICON



25MM / 75PX Minimum Size

SMALL SCALE ICON



15MM / 45px Minimum Size

Te Reo Māori Version

The primary icon is also available with te reo Māori as the lead language. This is to be used in contexts where Māori is generally understood, for example on Māori Television.

The large scale icon also includes an English translation, while the small scale version does not, as per the English lead version of the icon.

1. Only use the approved icon files that have been provided (see the following page as to which version to use depending on the context).

2. For consistency, the clear space is still indicated by the size of the 'Ø' from the English version of the icon.



3. Do not:

- Stretch or warp the icon
- Change the colours of the icon
- Remove the surrounding koru device
- Use the icon as a cropping device for any imagery or graphics

LARGE SCALE ICON — TE REO MĀORI



25MM / 75PX Minimum Size

SMALL SCALE ICON — TE REO MĀORI



15MM / 45px Minimum Size

Limited Space Version

The primary icon (in English or te reo Māori) should always be your first choice, though its circular format may present a challenge in some applications, so we also have available Limited Space Primary and Limited Space Secondary icons.

These are only to be used in extreme circumstances, the maximum and minimum sizes are given as a guide, but some situations may need them to be larger. We should never be smaller than the minimum size, as they become illegible beyond this point.

LIMITED SPACE PRIMARY ICON



22MM / 65PX Minimum Size
45MM / 130PX Maximum Size

LIMITED SPACE SECONDARY ICON



13MM / 40PX Minimum Size
22MM / 65PX Maximum Size

LIMITED SPACE PRIMARY ICON



25MM / 75PX Minimum Size
50MM / 150PX Maximum Size

LIMITED SPACE SECONDARY ICON



15MM / 45PX Minimum Size
25MM / 75PX Maximum Size

05

Colour

There are three full-colour variations of the icon available to use, depending on the colour of the backgrounds that they appear on.

The black and sand versions are to be used when paired with partner icons, or if the icon sits over top of an image.

No transparency effects are to be used on the icon at any time.

 R38 G26 B120
C100 M100 Y15 K10
PMS 2732 C
#261977

 R255 G122 B0
C0 M100 Y65 K0
PMS 151 C
#FF7A00

 R250 G245 B232
C0 M3 Y8 K0
PMS 7499 C
#F9F4E8

 R0 G0 B0
C0 M0 Y0 K100
PMS Black 6 C
#000000



Partnerships

Partners are an important aspect of the Road to Zero programme, and there are guidelines for how the icon is treated when locked up with a partner logo.

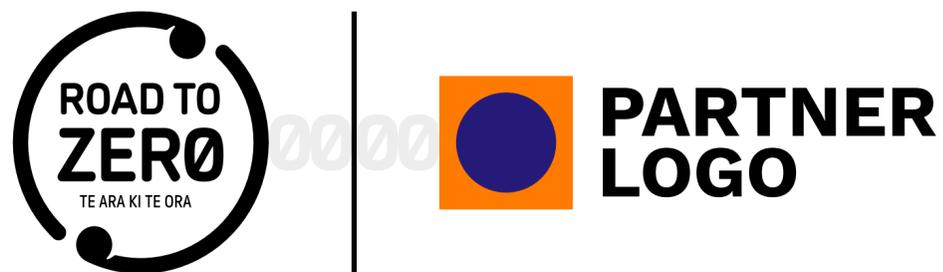
Because no two logos fill the same visual space, there aren't strict guidelines on sizing. The Road to Zero icon occupies a relatively square space, others' logos may be tall or wide. When pairing the icon with others the aim should be to ensure that they are the same size *visually*.

When the Road to Zero icon is the secondary element in a lock-up, please follow the primary partner's guidelines.

Always use the black or sand version of the icon when locked-up with a partner icon.

If you wish to discuss using the small scale icons please contact the Waka Kotahi design and branding team by emailing: channels@nzta.govt.nz

HORIZONTAL LOCK-UPS



Use a vertical bar to separate the icon from the icon, with a spacing of two '0's from the icon. The same distance is applied between the bar and the partner icon on the right. The bar should be the same height as the larger of the two graphics.

The partner icon should be visually centred (not mathematically) with the Road to Zero icon.

STACKED LOCK-UPS



As with the horizontal lock-up, use the same bar as a vertical separator, with three '0's spacing between the two, and the bar centralised. The bar should be the same width as the larger of the two graphics.

And again, visually centre the partner icon with the Road to Zero icon.

For advice about using the Road to Zero icon, contact the Waka Kotahi Design and Brand team by emailing:
channels@nzta.govt.nz

NGĀ MIHI
