



WINTERGAMES^{NZ}

Corporate Identity Manual

April 2008

Contents

1	Corporate Identity	Page 3
2	The Logo	Page 4
	Snowflake	Page 5
3	Typefaces	Page 9
4	Stationery Standards	Page 10
	Letterhead	Page 11
	Follow up	Page 12
	Facsimile	Page 13
	Tax Invoice	Page 14
	Business cards	Page 15
5	Newsletter	Page 16
8	Events Signage	Page 17

The corporate identity of a company or organisation is the sum of all the experiences that come together to build an image in the minds of people who come in contact with it.

These experiences may be visual, physical or emotional. But most often it is a combination of all three.

The more consistent the experience, the stronger the identity. A strong corporate identity will be one where the style of visual presentation, the tone and manner of all written and verbal communications and the general business philosophy of the company or all compliment each other. In other words, they all sing the same song.

This way people get to know the company. They have a mental picture of what it stands for and they have a level of expectation when they come face to face with the company.

Winter GamesNZ's corporate identity is designed to fit with our brand values and service strategies.

This manual has been developed to ensure that our visual standards are consistent over all of our communications. This is from signage to stationery, to business cards, documents, printed material, the website and electronic advertising.

After a period of time, anybody who we communicate with will know instantly it is from Winter GamesNZ. We will not have to reintroduce ourselves each time.

This manual covers almost all the visual applications you will ever need. They are the minimum standards to be used. However, there may be an occasion when a new creative solution is required for a specific application.

Before any visual applications outside the specifications set in this manual are commenced, approval by the marketing director must be sought.

Graeme Harris graeme@wintergamesnz.com

Maintaining our corporate identity is essential and we must all play our part.

The logo has been designed to represent the values of the Winter GamesNZ brand.

It is big. It is forceful. It is confident. And it has a strong New Zealand flavour.

The logo typestyle is called Impact. It only ever appears in capital letters set in one line with no space between WINTER and GAMES or NZ.

There is no letterspacing between characters. NZ is set in a typesize that is 40% the cap height of the other letters and ranged along the top edge of the other letters.

Colour Palate

Pantone process black
Grey: Pantone 5493 C (or 15C, 0M, 0Y, 25K)
Solid white

The logo can appear on either white, grey or black backgrounds as specified below.

WINTERGAMES^{NZ}

WINTERGAMES^{NZ}

WINTERGAMES^{NZ}

The Snowflake

2a

A second element that may be used with the logo is the snowflake graphic shown here.

Although the snowflake is not part of the logo, it can sometimes be used where the logo appears in isolation of background colours or images.

The intention of the snowflake is to enhance the winter effect of the overall appearance.

The snowflake is always in a muted tone of the Logo grey colour and never predominates the logo itself. Below are examples of how it may be used. Other examples are on page 11 (letterhead) and page 15 (business cards).



2b

The logo may also appear over a background of solid colour or photographic image as long as it contrasts with the density of the particular background. See examples below.



2c



The logo may be applied vertically when appropriate as shown on these street banners. The use of strong colour is balanced by the cold feel of graphic snowflakes. Note that the logo type is reversed out of black maintain the winter look and to give it prominence.





go will appear on competitor bibs competition. It is anticipated that sign of the bibs will appear as here but may be dependant on orship contractual arrangements.

the logo appears on vehicles it here to the corporate guidelenes. the image below is a sample of how a vehicle may look. The final appearance will depend on the make, shape and colour of the vehicles used leading up to and during the Games.



Only two typefaces are used for all WinterGamesNZ printed and electronic material.

The logo typestyle is Impact as described on page 2.

The other typeface is called Avenir and this is used for all other printed material.

Avenir is a clean, clear modern typeface. It is easy to read and it has a contemporary feel about it.

Two weights of Avenir are used:

Avenir 35 Light for body copy

Avenir 95 Black for headings and sub heads.

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir 35 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir 95 Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Although we traditionally think of advertising as the public face of a company or organisation, stationery is often the most frequent forms of communication we have with our customers.

It is therefore essential that all our items of stationery project the same consistent image as our other material.

This applies not only to the way it looks but also in the way the information contained in it is presented. This applies to a registration form, a letter, a receipt, an email, a press release, a request or a proposal. If it is laid out following the guidelines in section 3b it will help form a consistent and favourable impression that is very much part of our corporate identity - the brand that is WinterGamesNZ.

Modern technology enables us to utilise more efficient ways of producing most forms of stationery. Although some items such as business cards need to be printed conventionally, most items can be produced electronically.

Letterhead and followup pages are available via the members page on the WinterGamesNZ website (www.wintergamesnz.com). These are in Microsoft Word format. Other items include time line templates, fax forms and tax invoices. All items are in A4 format.

Letterhead

Letters not only serve a legal purpose, they also provide information and directly affect the image people have of our business. Please follow the guidelines shown so that every time you send out a piece of correspondence there is a consistency that builds familiarity.

4a

WinterGamesNZ letterheads are available as printed form and also as an electronic Word document. To obtain either form of letterhead please contact arthur@wintergamesnz.com

WINTERGAMES^{NZ}

226 Evans Bay Parade
Wellington
New Zealand
P +64 4 386 4992
M +64 2189 5937
E arthur@wintergamesnz.com

Day / month / year

Name of recipient
Street / postal address
Town or City

Salutation

The text of this letter is placed here to demonstrate the preferred format for everyday correspondence. By using this format you can produce a letter that is easy to read and has a friendly informality but is still businesslike.

The copy should be arranged left with a space of 30mm from the left hand margin and staggered right to give a less formal and constrained impression. The right hand margin should be set to 30mm from the right hand side of the page and lining with the G in GAMESNZ in the logo at the top of the page.

Although the corporate typeface for WGNZ is Avenir, this may not be available on your computer, so Arial may be used as an acceptable substitute. The type should be set in 9pt at 1.5 line spacing to give a clean, open look. To give emphasis to any headings or sub heading use the bold version of which ever typeface you are using.

Follow the spacing guides shown here for the distance between date, name and address details and the salutation (eg: Dear Mr / Mrs / Ms / Dr etc.. or if you are well know to the recipient, Hi Jane etc...)

It has to be acknowledged that WGNZ is not a huge corporation that deals with many thousands of customers on a day to day basis. Nor is it stuffy and conservative. However it is a major New Zealand enterprise that needs to demonstrate a high level of professionalism.

Endeavour to keep paragraphs as short as possible. Long solid blocks of copy are difficult to read. Always re-read your copy and /or use spell check to ensure accurate, error free typing. Remember, every time we make contact with a client, another organisation or even another staff member, we form a part of the corporate image of WGNZ.

A letter such as this will be as much a part of that impression as a classified advertisement, a friendly, helpful voice on the phone, a fast efficient response to a request or even a neat, clean vehicle with the logo on it.

If you have any questions please contact arthur@wintergamesnz.co.

Appropriate sign off

Name of sender
Sender's title if required

Follow up

If a letter or document requires more than one page, follow up pages should be used after the header page. Follow up pages do not need the full logo and address details, only the logo.

4b

The logo is the same size and in the same position as on the header page. The left and right hand margins and type specifications are the same as on the header page. The copy is to commence at the same height as the date on the header.

WINTERGAMES^{NZ}

The text of this letter is placed here to demonstrate the preferred format for everyday correspondence. By using this format you can produce a letter that is easy to read and has a friendly informality but is still businesslike.

The copy should be arranged left with a space of 30mm from the left hand margin and staggered right to give a less formal and constrained impression. The right hand margin should be set to 30mm from the right hand side of the page and lining with the G in GAMESNZ in the logo at the top of the page.

Although the corporate typeface for WGNZ is Avenir, this may not be available on your computer, so Arial may be used as an acceptable substitute. The type should be set in 9pt at 1.5 line spacing to give a clean, open look. To give emphasis to any headings or sub heading use the bold version of which ever typeface you are using.

Follow the spacing guides shown here for the distance between date, name and address details and the salutation (eg: Dear Mr / Mrs / Ms / Dr etc.. or if you are well know to the recipient, Hi Jane etc..)

It has to be acknowledged that WGNZ is not a huge corporation that deals with many thousands of customers on a day to day basis. Nor is it stuffy and conservative. However it is a major New Zealand enterprise that needs to demonstrate a high level of professionalism.

Endeavour to keep paragraphs as short as possible. Long solid blocks of copy are difficult to read. Always re-read your copy and /or use spell check to ensure accurate, error free typing. Remember, every time we make contact with a client, another organisation or even another staff member, we form a part of the corporate image of WGNZ.

A letter such as this will be as much a part of that impression as a classified advertisement, a friendly, helpful voice on the phone, a fast efficient response to a request or even a neat, clean vehicle with the logo on it.

If you have any questions please contact arthur@wintergamesnz.co.

Appropriate sign off

Name of sender

Sender's title if required

Facsimile

This fax form is available electronically in Microsoft Word. It can be filled in on your computer then printed out and sent manually via a fax machine

The same type styles and line spacings shown in the Letterhead specifications should be used. Faxforms need only be produced in black and white.

4c

Facsimile

WINTERGAMES^{NZ}

226 Evans Bay Parade
Wellington
New Zealand
P +64 4 386 4992
M +64 2189 5937
E arthur@wintergamesnz.com

To: _____ **Fax:** _____

From: _____ **Date:** _____

Subject: _____ **No. pages (incl this page):** _____

CC: _____

This Facsimile may contain legally privileged information and is intended only for the addressees. It is not necessarily the official view or communication of WinterGamesNZ. If you are not the intended recipient you must not use, disclose, copy or distribute this facsimile or information in it. If you have received this in error, please contact the sender immediately. WGNZ does not accept any liability for changes made to the facsimile or attachments after sending by WGNZ.

Tax Invoice

This tax invoice form is available electronically in Microsoft Word. It can be filled in on your computer then sent via email or printed out and posted. A duplicate copy must be emailed to arthur@wintergamesnz.com

4d

The same type styles and line spacing shown in the letterhead specifications should be used.

Tax Invoice

WINTERGAMES^{NZ}

226 Evans Bay Parade
Wellington
New Zealand
P +64 4 386 4992
M +64 2189 5937
E arthur@wintergamesnz.com

No. 1001

To:		GST Reg No. 99 - 124 - 318	
		Date:	
Items:	Description:	Cost::	TOTAL:
		Sub total:	
		GST:	
		Please pay this TOTAL:	

Please pay on this invoice within 14 days. No statement will be sent.

Direct payment may be made into WGNZ bank account: 06 1205 1234567 00

Business cards

4e

Personalised business cards are only available to WGNZ Board members and senior staff who are frequently involved with customers and other business organisations.

Other staff may request a generic business cards. This will be at the discretion of the WGNZ CEO. Requests must be made to: arthur@wintergamesnz.com

Personalised business cards



Generic business cards



Reverse side of cards



The image below shows a sample of the electronic WGNZ newsletter that will be Issued monthly starting August 2008 and continuing through to October 2009. It is created as a template in Microsoft Word and will be managed by WGNZ, Basecamp, Wanaka. Any interesting or newsworthy items that relate to WGNZ or NZ snow sports in general are welcomed and can be sent to: victoria@wintergamesnz.com

WINTER GAMES^{NZ}

Issue No.1 30 August 2008

Newsletter

Snowboard World Champs 1 Sept - 6 Aug 2008

The 2008 World Triathlon Festival will take place at Cardrona starting this weekend at Cardrona. This is the first time New Zealand has hosted this event and a big crowd is expected over the 6 days of competition.



The 6 day event incorporates:

Half Pipe	1 Sept
Slopestyle	1 - 2 Sept
Snowboard Cross	3 - 4 Sep
Parallel GS	5 Sept
Parallel Slalom	6 Sept

NZ's best snowboarders taking on the World

ENTER NOW >>

IN THIS ISSUE

- [Snowboard World Cup 2008](#)
- [WGNZ Official Launch](#)
- [Membership Survey](#)
- [Report from the CEO](#)
- [Coronet Peak Update](#)
- [Lucky Member Draw Winner](#)
- [Level 1 Coach Courses](#)
- [Volunteers needed](#)

UPCOMING EVENTS

- [NZ Freestyle Champs](#)
- [Cardrona Kids Day](#)
- [Visit by USA Alpine Team](#)
- [Ice Skating Champs](#)
- [Curling Season Opening](#)

MEMBERSHIP SURVEY

Once again, it is time to have your say via our annual Snow Sports New Zealand survey.

Your feedback is vital to the future direction and success of our organization and also your sport.

Be into win one of three spot prize packs by simply filling in the online survey.

Your survey must be completed and returned before September 30 2008.

ONLINE SURVEY >>

Winter GamesNZ will generate the highest level of media coverage ever for Snow sports.

SKY Television will be the host broadcaster for Winter Games NZ. SKY has more than 2.5 million viewers, is in more than 720,000 New Zealand homes and in more than 41,000 hotel and motel rooms. Sky covers 7,500 hotels, pubs and clubs. Sky is New Zealand's premiere sports broadcaster with many years experience in producing high-class events coverage and is also the host broadcaster for the Winter Olympics 2010. For Winter Games NZ there will be approximately 35 hours of live coverage that will be repeated across the channels at least twice i.e. over 100 hours of coverage.

Both live broadcast coverage and edited highlight packages will be available for International use.




Each event in WinterGamesNZ will involve the construction (or modification of existing) signage. This involves all level of on-course and off-course material.

A comprehensive plan is currently being developed to identify all individual items of signage and also any contractual obligations that may influence the final designs, sizes and shapes of the final material.

Several levels of sponsorship is being sought. These levels range from:

Principal Partner (WGNZ naming rights)

Associate Sponsor (Sports naming rights)

Official Supplier (official Supplier designation)

Once these have been finalised the signage designs can be completed.

WINTERGAMES^{NZ}

Head Office

226 Evans Bay Parade

Wellington

New Zealand

Phone: +64 4 386 4992

Fax: +64 4 386 4990

Mob: +64 21 895 937

Email: arthur@wintergamesnz.com

Operations

Basecamp

50 Cardrona Road

Wanaka

New Zealand

Phone: +64 3 443 4085

Fax: +64 3 433 4084

Mob: +64 21 149 7191

Email: mags@wintergamesnz.com