



Kānoa
Regional Economic Development
& Investment Unit

Kānoa – Regional Economic Development & Investment Unit

VISUAL IDENTITY GUIDELINES // JULY 2021



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

New Zealand Government

How to use this document

This is a living document that establishes the rules and foundations for the application of the Kānoa – Regional Economic Development & Investment Unit (Kānoa – RDU) brand across communications and marketing channels including print, digital, online, and social media touchpoints. This document should be used as a reference to ensure that the visual identity is implemented consistently.

Correct application of the visual identity ensures that Kānoa – RDU is presented in a confident and professional manner, both internally and externally, and that all communications materials are meeting their legislative requirements.

All items produced by external agencies on behalf of Kānoa – RDU must be checked for adherence to these guidelines before publication. Similarly, if you have questions regarding the guidelines, please contact Kanoacomms@mbie.govt.nz

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About Kānoa – Regional Economic Development & Investment Unit

Kānoa – Regional Economic Development & Investment Unit delivers government funding to nurture economic development throughout regional New Zealand.

Originally established as the Provincial Development Unit in 2018, the new name 'Kānoa' was chosen in 2021 to better reflect our goal of helping build sustainable, inclusive and productive regional economies.

In te reo, the literal translation of *kā* is fire, and *noa* without restraint. Used in proverbs and lore, it also provides a broader meaning in Te Ao Māori. Kānoa was guardian of Hawaiki's Rua-kumara, or kumara store house. By distributing kumara to others he helped his people thrive and develop both their whenua (land) and their capability.

The name *Kānoa* was chosen for the unit by Te Rau Kupenga in recognition of Kānoa as kaitiaki, a guardian who helped grow prosperity through investment. The phrase *Kei te kā noa te ahi?* (is the fire burning?) is also used by tangata whenua to ask if their home fire is alight and all is well. This meaning encapsulates the core principle of Kānoa – RDU: to enable the development of people and their communities to ensure their well-being and prosperity.

Logo & Co-Branding

LOGO

Built on the brand equity of its predecessor, the Provincial Development Unit and Provincial Growth Fund, the Kānoa – RDU mark features an encircled two-tone fish hook. The colouration and typography have been adjusted to align more closely to MBIE, while still leveraging the recognisability of the previous brand.

The consistent and correct application of the logo will enhance Kānoa – RDU's brand recognition. The application of the logo should not differ from those shown here.

Use your discretion to choose the appropriate logos, depending on the background on which it is being placed.



Full Colour Version



Solid White Version



Solid Black Version

LOGO USE & SIZING

The minimum size for the logo to ensure readability and accurate reproducibility, is 10mm in height.

The clear space requirement for the logo is equivalent to the height of the fish-hook.
The logo should never be recoloured, reshaped, adjusted, or altered.



Minimum Size: 10mm Height



Clear Space: Fish-hook height



DO NOT alter the relationship between the elements.



DO NOT recolour any part of the logo for any reason.



DO NOT re-type or recreate any parts of the logo.



DO NOT remove the Te Reo name from the logo.

CO-BRANDING WITHIN GOVERNMENT

Kānoa – RDU is an entity supported by the Ministry of Business, Innovation and Employment (MBIE). All material produced by Kānoa – RDU should be co-branded with MBIE and the New Zealand Government logos.

The MBIE logo features the New Zealand Government coat of arms which affords us automatic recognition both nationally and internationally, as well as the level of authority that will visually support all MBIE sub-brands.

The MBIE logo is typically used at a 40% black to clearly distinguish it as a secondary entity. Please refer to the MBIE Visual Identity Guidelines for minimum size and clear space requirements of the MBIE logo.

Relationship to MBIE and New Zealand Government logos



Te Kāwanatanga o Aotearoa
New Zealand Government

EXTERNAL CO-BRANDING

Co-branding with Kānoa – RDU enables our external stakeholders to accurately acknowledge Kānoa – RDU's involvement in specific projects.

As a government entity, Kānoa – RDU must use the New Zealand Government logo, where space allows, in order to denote the use of public money in support of a given project or initiative.

Where a single stakeholder is only acknowledging Kānoa – RDU, both the logo and New Zealand Government logo should be used as shown. Where space or print reproduction constraints are a critical factor, the New Zealand Government logo may be omitted (i.e.: multiple logos grouped together, small online banner ads, small giveaway items, etc).

For logo files and brand guidelines, please email Kanoacomms@mbie.govt.nz. All relevant applications of co-branding with Kānoa - RDU needs endorsement from our communications team before public release.

Co-branding with Kānoa – RDU and a single external stakeholder

Other Logo



Co-branding with Kānoa – RDU and multiple external stakeholders

Other Logo

Other Logo

Other Logo



ACKNOWLEDGMENT

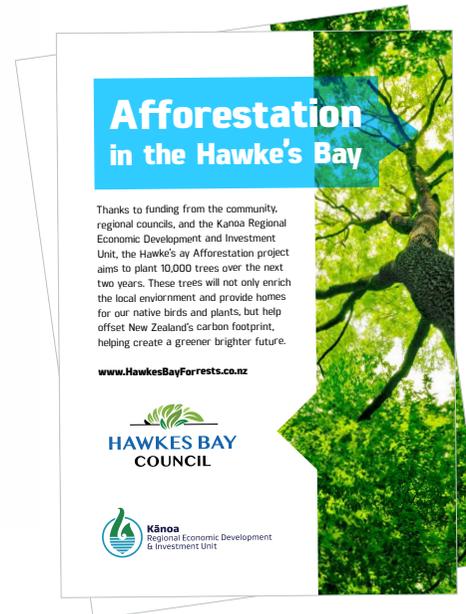
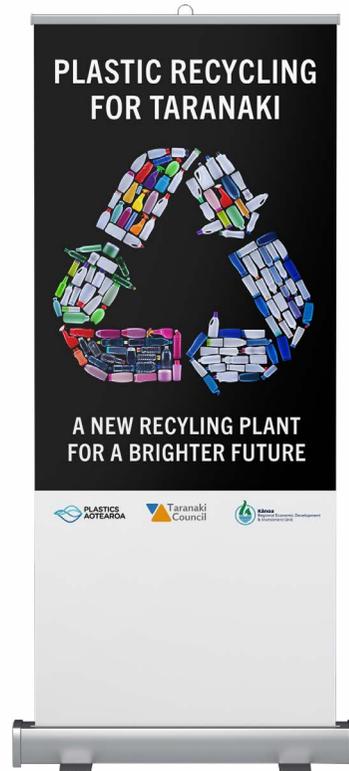
As a condition of receiving funding, successful applicants must acknowledge Kānoa – RDU in signage, printed materials, or at events.

Our unit has been rebranded, so please reference Kānoa – Regional Economic Development & Investment Unit or Kānoa – RDU (not Provincial Development Unit/PDU). For example: Kānoa - Regional Economic Development & Investment Unit is proud to provide funding for this project.

For more information on how to acknowledge Kānoa – RDU, please refer to: [Acknowledgement guidelines | Grow Regions](#)

Our team are here to support your promotional activities and identify any opportunities to participate in project announcements through press releases, social media content, media opportunities, and events.

Email us at Kanoacomms@mbie.govt.nz to let us know what you're planning or to get more details on how we can help.





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