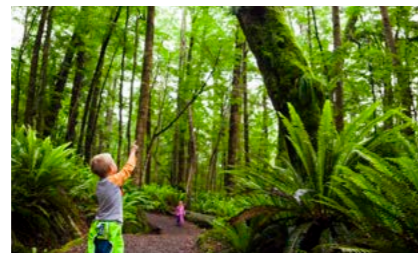


Brand Communications Guidelines



KO TĀTŌU THIS IS US

Welcome

These guidelines are designed to help you use the *Ko Tātou This Is Us* brand and give you guidance for your own communications.

If you or your designers are looking for **Technical Specifications**, these can be found on our [resources page](#). Before using the brand, please familiarise yourself with the **Terms of Use**, visit <https://www.thisisus.nz/terms-of-use/>.

On the following pages you'll find:

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What is Ko Tātou This Is Us?

Biosecurity 2025

Ko Tātou This Is Us is an independent biosecurity brand that belongs to the biosecurity system community. It has been developed as part of the Biosecurity 2025 programme. It is supported by Biosecurity New Zealand, a business unit of the Ministry for Primary Industries, and the wider biosecurity community.

Biosecurity 2025 is a partnership between people, organisations, Māori, and central, local and regional government. Its aim is to make New Zealand's biosecurity system more resilient and future-focused to protect New Zealand from pests and diseases.

Biosecurity 2025 takes a future-focused look at how to strengthen the biosecurity system in the face of increasing pressures, including the changing scale and complexity of global trade and travel, and climate change.

The importance and enormity of the biosecurity task means that it is vital for every New Zealander to pitch in. Biosecurity requires a team effort where every New Zealander is taking action to mitigate biosecurity risks at home, at work, when they travel and within their communities.

One of the paramount focuses for Biosecurity 2025 is to build a biosecurity team of 4.7 million – all New Zealanders.

The underlying aim is to create a movement that connects and aligns all the actions and activities by individuals, businesses, hapū/iwi and communities across the biosecurity system and encourage further action. This movement shows all New Zealanders, both individuals and businesses, that they are essential in helping strengthen our biosecurity system and every small action towards better biosecurity is important.

Baseline research completed in early 2018 shows that a high majority of New Zealanders have a good understanding of biosecurity and think it is important. However, it also shows that only a very small percentage of New Zealanders (2%) think that there are personal consequences for their lives when a biosecurity breach occurs, which suggests that biosecurity is someone else's problem and does not directly impact New Zealanders' everyday lives, passions and loves. People do not see biosecurity as being personally relevant.

Independent biosecurity brand

To create a biosecurity team of 4.7 million, the mission was to develop a brand and creative concept that would emotionally engage and connect with all New Zealanders and be readily accessible for use by individuals, groups, agencies and organisations across a variety of actions and activities.

Ko Tātou This Is Us is the independent biosecurity brand with two main objectives:

1 Unifying and connecting with all New Zealand biosecurity participants and existing programmes and activities occurring across the biosecurity system, and encouraging more programmes to emerge across the system.

2 Highlighting to all New Zealanders the personal impact of biosecurity.

Independent biosecurity brand

Ko Tātou This Is Us is about ‘This’ – the land, rivers, lakes and sea that nourish and provide for us.

These things, and the way we interact with them, shape us and our way of life.

Ko Tātou This Is Us emphasises that biosecurity helps to protect everything that shapes our way of life, from the food we enjoy eating – and the outdoor environment where we fish, hunt, farm and explore – to the beautiful fauna and flora Aotearoa provides.

We believe if people could understand that biosecurity helps protect our way of life and the activities we are passionate about, they will be more likely to take action to prevent pests and diseases getting into Aotearoa or to help stop their spread if they get here.

Guiding brand principles for Ko Tātou This Is Us



Brand voice

Our ‘voice’ is the way we speak as a brand:

Simple sentence structure

We use simple sentence structures to talk about biosecurity and its personal relevance to New Zealanders. We make sure our sentences are conversational.

Examples:

- Enjoying kai with family makes us who we are. We all have a part to play in protecting our kai.
- Our forests are awesome. But to keep them that way, we need every New Zealander to clean their footwear before and after they enter the forests.

Colloquial

We use colloquial terms and easy to understand language. We steer away from scientific words.

Examples:

- Racing down your favourite trails is an awesome way to unwind. Just make sure that after you finish riding you wash your bike and clean your shoes. That way you’ll help to stop the spread of any pests or diseases.
- Heading out to your local river for a fish with your mates? Just make sure that you check your equipment for any nasty pests or weeds. Once your equipment is clean or dry, you’re good to go and enjoy yourself.

Motivational

We use rhetoric when we’re motivating people to act.

Examples:

- Let’s work together. Protect what we have. Make a difference.
- It takes all of us to protect what we’ve got. Ko Tātou This Is Us.

Audience-driven and evocative

When we talk about our land and waters, we use positive, evocative descriptors that show a deep appreciation for what we have. These adjectives can change to match the voice of the audience we are talking to.

Examples:

- Fly fishers: Biosecurity helps protect our most awesome fishing spots.
- Trampers: Let’s protect our mighty kauri for future generations.
- Gardeners: Keep your eyes peeled for unusual bugs, pests or diseases next time you’re digging in the garden

Contractions

To keep our language conversational we use contractions wherever possible.

Examples:

- Let’s keep an eye out for pests and diseases.
- We’re all responsible for looking after our forests.

Talking on social

Whatever job we’re doing on social, we can use open-ended questions, in a friendly way, to encourage conversation.

Examples:

- What’s your favourite thing about the NZ way of life that biosecurity helps protect?
- What fun memories of camping do you have that you’d like your kids to enjoy too?

Topics:

These topics cover off the kind of things we talk about as a brand.

Appreciating what we have

We always try to lead our messaging with the positive things we want to protect.

Examples:

- Biosecurity protects this river from nasty freshwater pests like didymo.
- Biosecurity protects these fresh, juicy berries from pests and diseases.

Introducing biosecurity

Biosecurity is a strange word to most people. We openly admit this in our body copy, and use it as a 'way-in' to explain what it means.

Example:

- Biosecurity isn't a word people use much. But it keeps our forests safe from pests and diseases, so it matters.

Unsettling the complacent

We talk about biosecurity threats by using our imagination to show how bad things could get if we don't take action.

Example:

- Kauri dieback could mean the end for these beautiful trees.

Modern New Zealand

We're reflective of contemporary New Zealand. Within all our copy and imagery we're inclusive of the diversity of New Zealand, both culturally and socially. We show a combination of many influences, from traditional Māori and Pākeha, to all the cultures that people from across the world have brought here.

Owning it

Biosecurity is a problem everyone needs to own. We're all guardians, and our job is to constantly (and with some urgency) remind people of their responsibility within our body copy.

Example:

- Going out to hunt for some kai? Do your bit and clean your hunting gear before and after you go.

Ending body copy with our brand position

We always end our body copy with 'Ko Tātou This Is Us.'

Example:

- Biosecurity keeps our favourite foods safe from pests and diseases, so it matters. Ko Tātou This Is Us.

How we ask people to act

Biosecurity requires action. We always end our communications by reminding people of their responsibility, giving them a simple biosecurity action to do, or driving them to learn more at our website.

Examples:

- It takes all of us to protect what we've got. Find out how you can be involved, visit [ThisIsUs.nz](https://thisisus.nz)
- Make sure you clean your footwear before and after you go tramping. Ko Tātou This Is Us.

Brand story

KO TĀTOU THIS IS US

We live on islands in the South Pacific.
Our land is Aotearoa. Land of the long white cloud.
The view our ancestors, both Māori and Pākehā,
saw from the ocean, as they crossed the distant horizon.
It's the epic sight that greets us all when we arrive in New Zealand.
Coming here. To our tūrangawaewae.
Our incredible home.

These mountains are unmoving markers in the far-off distance.
They tell us where we are, and importantly, who we are.
Everything rises from our connection to our whenua.
Our land. Our rivers, lakes and seas.

This is us. We're rooted here.
This one place that nurtures and provides for us all.
In receiving these gifts, taonga tuku iho,
our only responsibility is to ensure that the land remains.
For without it, we are lost. Kua ngaro.

We're berries picked from the bush, on a lazy weekend walk.
Cows herded home on a crisp winter morning.
We're fiery-red flashes of pōhutukawa lining our local streets.
Pure, white milk, filling our coffees to the brim.
We're icy rivers, where hopeful lines are cast.
Sizzling bacon, and fresh poached eggs for breakfast.

This stuff isn't just around us. It shapes our way of life.
It defines us. Makes us who we are.
It's all we have.

And like all good things, it's finite, and fragile.
So we need to look after it.
Hold onto it. Protect it.
For now, and the future.

We're kaitiaki. We're guardians.
We're all involved. And we're all responsible
for what lives, and dies, upon our whenua.

We must all play our part.

Ko Tātou This Is Us.

How to write the brand name, Ko Tātou This Is Us

When writing the brand name in your communications, the phrase *Ko Tātou This Is Us* is a single phrase, with no punctuation. It should be italicised or bolded if used within body copy to make it stand out as a brand name. However, when used at the end of body copy as a sign-off by itself, then italicising or bolding is not necessary. Please ensure it's always on one line, includes the macron and is in title case.

Correct format:

Ko Tātou This Is Us

Example:

We all need to play our part in protecting our precious landscapes and waterways from pests and diseases. Go to [ThisIsUs.nz](https://thisisus.nz) to find out how you can get involved. **Ko Tātou This Is Us.**

Incorrect format:

Ko Tātou, This Is Us

Ko Tātou. This is us.

Ko tātou. This is us.

Ko Tatou This is Us

Ko Tātau This Is Us

ko tātou this is us

ko tātou, this is us

ko tātou. this is us

How to use **Ko Tātou This Is Us** when talking about your programme

Below is a simple messaging guide for *Ko Tātou This Is Us*, which can be used to help shape your programme's language or can be used within talking points, advertising copy, social media posts or media releases.

Example:

- This is what we're doing

We've declared the South Island a controlled area for didymo.

- This is why we're doing it

We want to prevent didymo from spreading to our North Island waterways.

- This is what you can do

Whenever you leave the South Island you must Check, Clean, Dry all your gear before using it in another waterway.

- Ko Tātou This Is Us

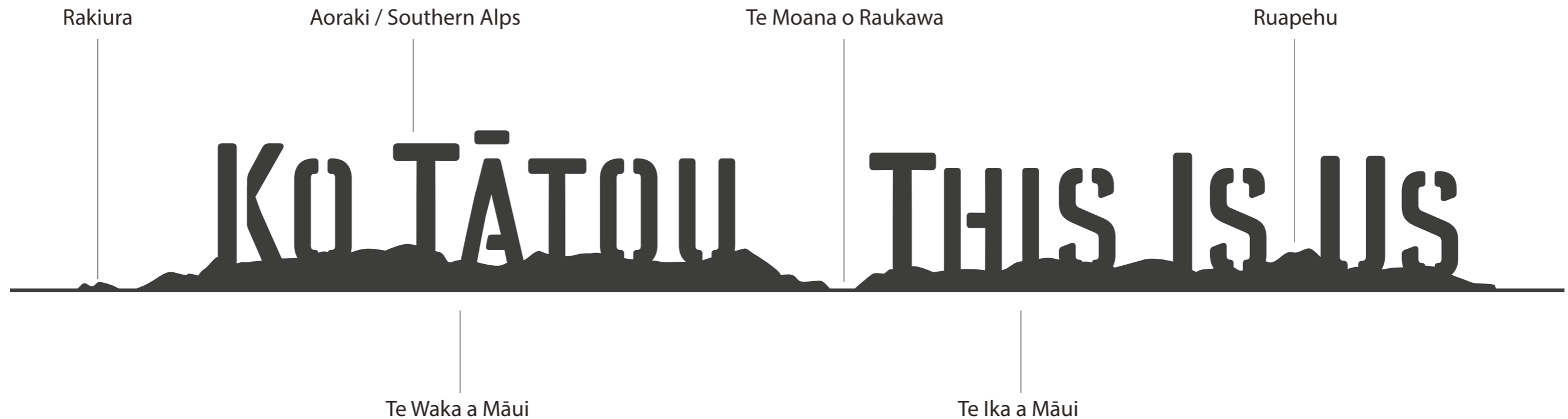
New Zealand's waterways are beautiful. Let's keep them that way.

Key Messages for Ko Tātou This Is Us

The following is an overview of key messages for *Ko Tātou This Is Us* that might be helpful for your own communications.

- The importance and enormity of the biosecurity task means that it is vital for every New Zealander to pitch in. Biosecurity requires a team effort where every New Zealander is taking action to mitigate biosecurity risks at home, at work, when they travel and within their communities.
- Our land, rivers, lakes and seas are finite and fragile. So we need to look after them. We need to protect them from pests and diseases.
- *Ko Tātou This Is Us* emphasises that biosecurity helps to protect everything that shapes our way of life, from the food we enjoy eating, the outdoor environment where we fish, hunt, farm and explore, to the beautiful fauna and flora Aotearoa provides.
- Aotearoa nurtures and provides for us all. Our land, rivers, lakes and seas shape our way of life, they define us, makes us who we are, it's all we have. This is us, this is who I am.
- We're kaitiaki. We're guardians. We're all involved. And we're all responsible for protecting Aotearoa against pests and diseases.

Ko Tātou This Is Us logo



Islands in the South Pacific | Nga Motu a Māui

The silhouette design references Aotearoa, land of the long white cloud, as seen from sea.

It is the view that our ancestors, both Māori and Pākehā, saw as they crossed the horizon. Coming here. Home. To our tūrangawaewae.

The silhouette reminds us of our mountains. Unmoving markers in the far off distance that tell us where we are. And importantly, who we are. The maunga call us home. And as the Māori saying goes, Hoki atu ki to maunga kia purea ai koe e nga hau a Tawhirimatea, they cleanse us and bring us peace.

The typography, rising from Papatūānuku, reminds us of our connection to the whenua. It is rooted in the land. A land that nurtures and provides for us.

In receiving these gifts, taonga tuku iho, our only responsibility is to ensure that the land remains. For without it, we are lost. Kua ngaro.

The letter shapes reference the stencils we have used on a variety of export products throughout our history. They are also similar in geometry to the shapes and patterns found in traditional Māori craft and design.

We are kaitiaki. Responsible for what lives and dies upon our whenua and in our awa and moana. So we cannot fail. Ko Tātou This is Us.

Logo – versions

The full logo suite is available to download from our [resources page](#). It is important to familiarise yourself with the Terms of Use prior to using the brand, visit <https://www.thisisus.nz/terms-of-use/>

Logo – primary version – full width

The primary versions of our logo have the horizon line running to the edge of the layout wherever possible.
If this is not possible, use the version that has the minimum horizon line applied to it.

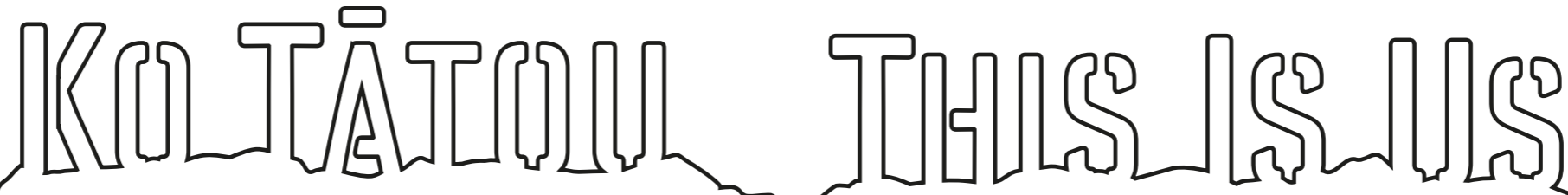
Solid



KO TĀTOU THIS IS US

The solid logo version features the text 'KO TĀTOU THIS IS US' in a bold, black, sans-serif font. The letters are filled with black and have a slightly irregular, hand-drawn appearance. A solid black horizontal line runs across the bottom of the text, extending to the right edge of the layout.

Outline



KO TĀTOU THIS IS US

The outline logo version features the text 'KO TĀTOU THIS IS US' in a black, sans-serif font. The letters are hollow, with only the outlines visible. A solid black horizontal line runs across the bottom of the text, extending to the right edge of the layout.

Logo – secondary versions

There are two versions of the stacked logo available, one that features the silhouette profile of the South Island and leads with English wording, and one that features the North Island and leads with Te Reo Māori wording. If you have space, or format restrictions, then you can choose either one of the stacked logos to use.

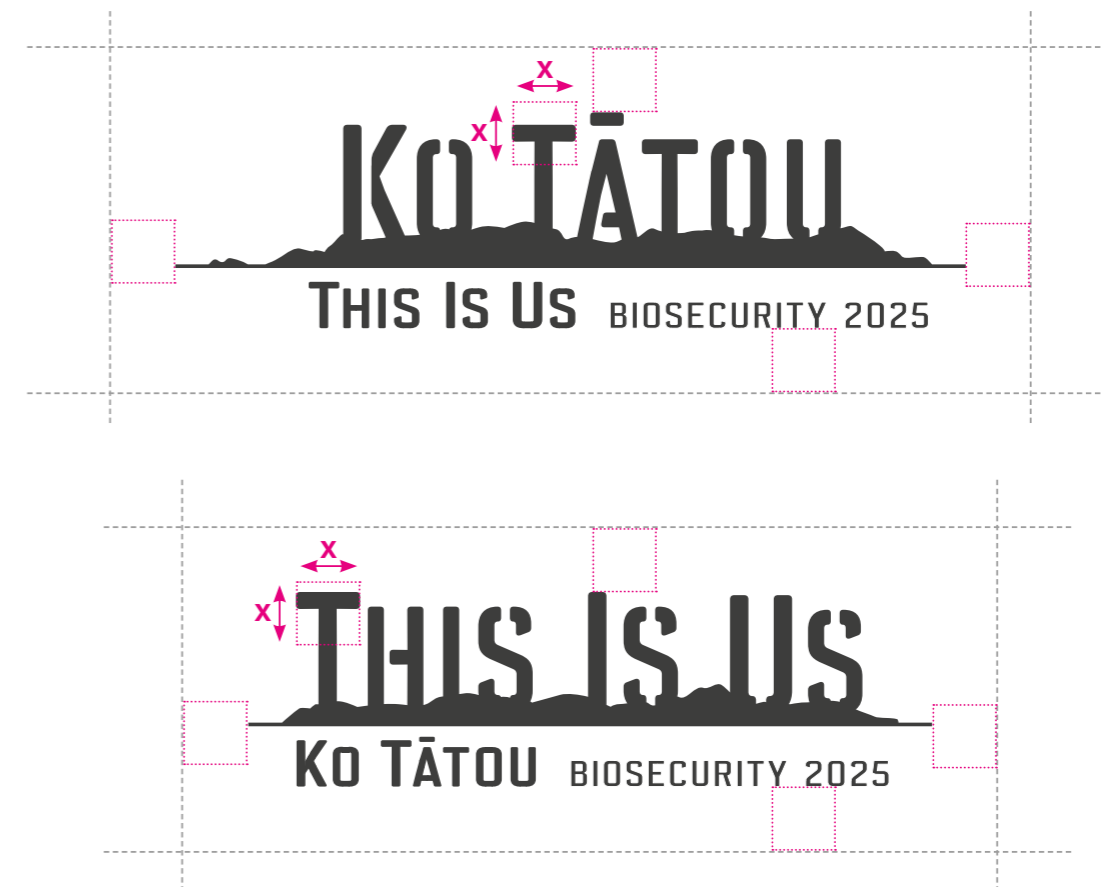


Minimum size



Logo – minimum clearspace

The minimum clearspace for our logos is based on the width of the capital 'T'.



Collaborative programme



To build a biosecurity team of 4.7 million we need a collaborative approach.

Ko Tātou This Is Us is a brand to connect and align all biosecurity-related programmes and activities, whether you are trapping pests, setting up on-farm biosecurity initiatives, engaging with biosecurity research, looking out for unusual pests and diseases on your orchard or undertaking biosecurity mahi within your community.

Ko Tātou This Is Us is an “entry point” to New Zealand biosecurity-related programmes and activities.

How can you show your support?

Supporting *Ko Tātou This Is Us* is easy. Here's how you can do it:

Use the brand

Ko Tātou This Is Us is a collaborative mark for those who are involved in biosecurity, whether you are planning a biosecurity-related programme, activity or event, showing business commitment to biosecurity, or raising awareness around a particular biosecurity threat, we'd strongly encourage you to use the brand.

More information about how you can use *Ko Tātou This Is Us* is on the following pages of this document. Technical specifications are available from our [resources page](#).

Do I need permission to use Ko Tātou This Is Us?

Prior to using *Ko Tātou This Is Us*, you will need to make yourself familiar with and adhere to the **Terms of Use** at <https://www.thisisus.nz/terms-of-use/>. It's important that we are keeping brand integrity, so please let us know how you intend to use the brand by emailing us at thisisus@mpi.govt.nz.

Follow and Like us on social media

The simple act of you or your organisation following us on social media, and liking or commenting on our posts, helps us spread the word. Check out our [Facebook](#) and [Instagram](#) pages or visit our [YouTube](#) channel.

Use the hashtag

When you make a biosecurity-related post on social media, use the hashtag **#thisisusnz** and **#kotatou**.

Visit the website

Connect with the programme at **ThisIsUs.nz**. On the website you'll find out what happenings with biosecurity in New Zealand through news items, events and case studies. There is also a bunch of biosecurity-related resources that you can scroll through too.

Share the website on your digital channels

Add **ThisIsUs.nz** as a link on your website or blog. The more links, the better.

We need you, get involved!

There's lots of ways you can get actively involved with *Ko Tātou This Is Us*:

Create and upload your content to the *Ko Tātou This Is Us* Website

Have you done something biosecurity-related that you're proud of, or have an upcoming event to share? Why not upload it to the news or events sections at [ThisIsUs.nz](https://thisisus.nz)

Start your own biosecurity event

Go to [ThisIsUs.nz](https://thisisus.nz) to get inspiration and see the kinds of events others are running.

Create your own biosecurity campaign

Got a biosecurity threat near you? You can download templates from [ThisIsUs.nz](https://thisisus.nz) and easily create your own simple poster, print advert or social media campaign.

Share your biosecurity-related ideas or programmes with us

We want to collaborate with you.

Share your biosecurity stories, people, programmes, actions and activities with us, email thisisus@mpi.govt.nz.

Technical/design specifications

If you would like more detailed information about how to use our logos and brand effectively or you have a design or publications team that create your promotional collateral, you can download our **Technical Specifications** from our [resources page](#)

Start the conversation

Biosecurity matters to all aspects of our lives. We encourage you to start talking more about biosecurity and its importance to you. You could do this within your everyday conversations, meetings or programmes of work.

Templates to get you started

Below are some ready to go templates to get you started. You can add your own branding, messaging to these or use them as is. These template are all available to download from our [resources page](#). We'd love to hear how you are using these templates or if you think there are other useful examples we could provide, get in touch with us at thisisus@mpi.govt.nz.

Poster templates - A3 and A4 portrait



We all need to play our part in protecting our precious landscapes and waterways from pests and diseases. Go to thisisus.nz to find out how you can get involved. Ko Tātou This Is Us.

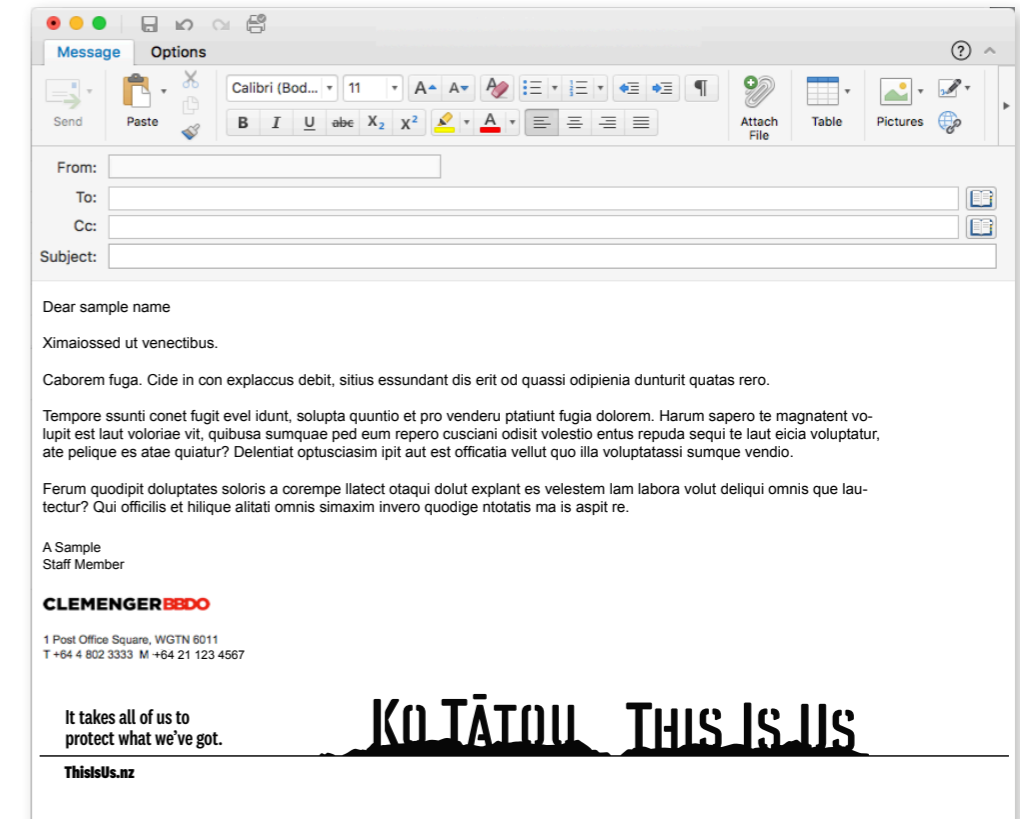
ThisIsUs.nz



Cover image - Facebook and Twitter



Email signature



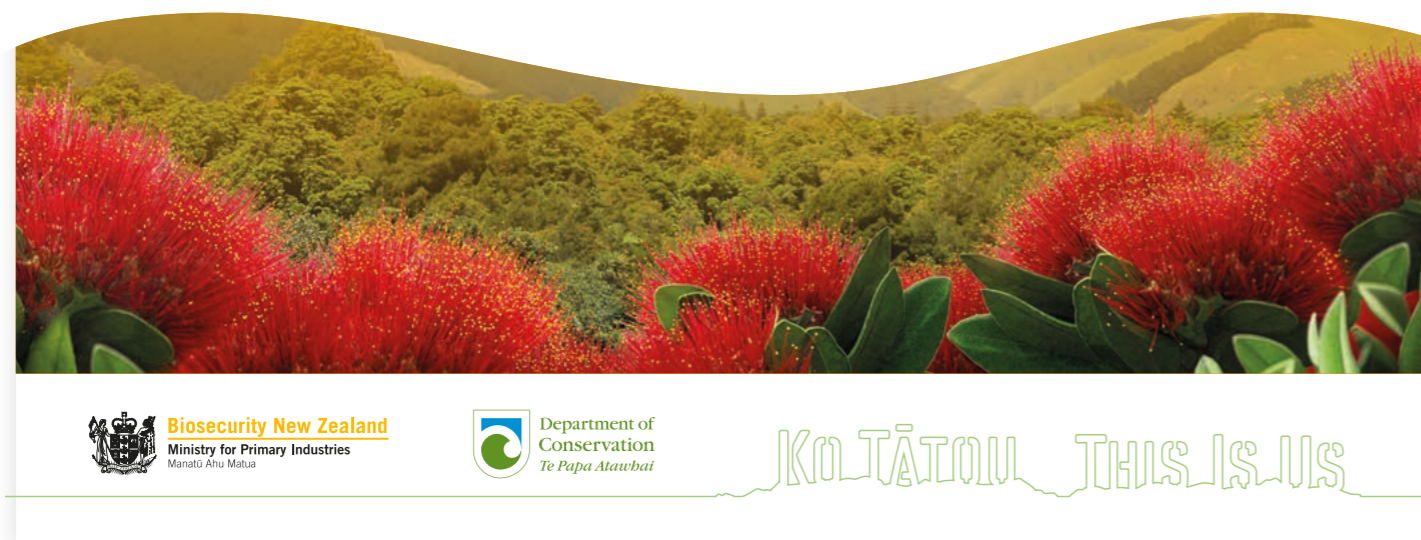
PPT template



Co-branding examples

Below are some examples which show how *Ko Tātou This Is Us* can be used with other brands:

We encourage you to use, where possible, the solid or outline version. You can see below that they can work well against a number of other brands and logos. The stacked versions can also be used if you have space restrictions. The colour of *Ko Tātou This Is Us* can also be in either colours from our brand palette or you can use a colour that matches your communications imagery or your own brand colour.



Primary version - Full width - Outline



Primary version - Full width - Solid

Co-branding examples

Below are some more examples which show how *Ko Tātou This Is Us* can be used with other brands:



Primary version - Full width - Outline



Primary version - Full width - Solid



Primary version - Full width - Outline

Free imagery you can download

The imagery we have used in all our *Ko Tātou This Is Us* print and digital material has been selected on the following principles:

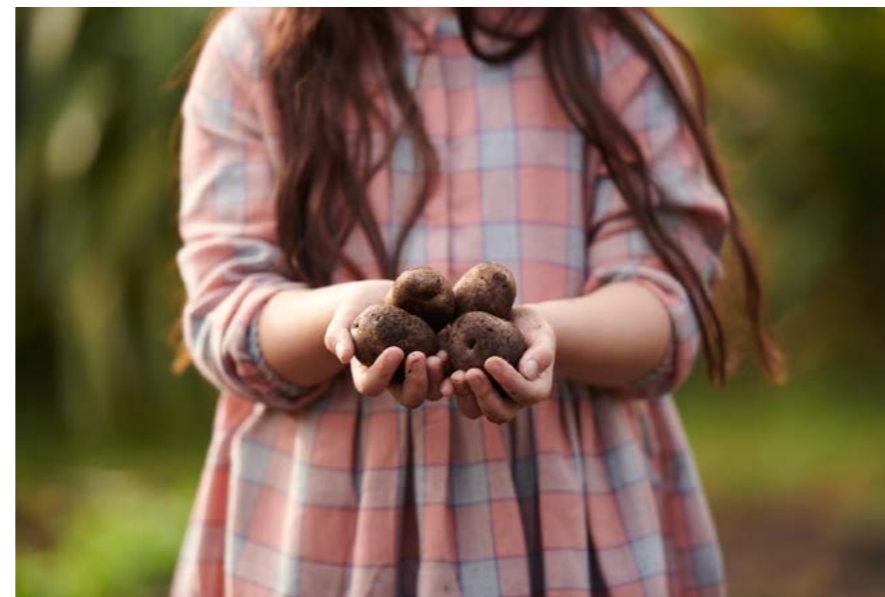
- Imagery that feels observational, using interesting angles, compositions and depth of field.
- Imagery that has an element of humanity and touches on the personal – this element can be subtle at times to not overlay the scene or composition.

For applications that are backgrounds or tighter crops for page headers or presentations we use more close-up, textural images to represent the subject matter or topic.

A selection of royalty-free, high resolution images are available at [ThisIsUs.nz](https://www.thisisus.nz). As long as you include the **Ko Tātou This Is Us** logo on your designs, and meet the **Terms of Use**, you can use these images on your own collateral. We'd be keen to hear how you intend to use these images, drop us an email at thisisus@mpi.govt.nz.

The **Terms of Use** for the brand can be downloaded at <https://www.thisisus.nz/terms-of-use/>.

Observational / human imagery



Close-up textural imagery



Contact us

The Biosecurity 2025 team is based within the Ministry for Primary Industries.

We'd love you to share *Ko Tātou This Is Us* with your colleagues, friends and network.

You can learn more about *Ko Tātou This Is Us* on our website, [ThisIsUs.nz](https://thisisus.nz)

or if you have any questions or feedback get in touch at thisisus@mpi.govt.nz