



Brand Guidelines

v4.0 October 2024



Contents

Introduction	3	Using Braille	19
Our mission - Key priorities / Values	4	Accessibility design rules	20
Tone of voice	6	Hero brand photography	21
Brand codes	10	Real world photography	22
Our logos	11	Graphic assets	23
Logo colours	12	Brand environment	24
Special uses logos	13	Internal environment	25
Colour palette	16	Hybrid environment	26
Brand fonts	17	Contact details	27
Using type	18		



Introduction

Accessibility is built into the heart of the Blind Low Vision NZ brand. Our goal is to present a brand that is engaging for all and accessible for our blind and low vision audiences.

Our brand is designed to the standard of WCAG 2.1 AAA digital accessibility, with similar agreed principles applied to print. It incorporates clean fonts, strong colour contrast, clean backgrounds, and clear navigational cues. The pages of this guide should help you create accessible communications with our brand codes at their heart.

You can read more about WCAG and accessible design at www.w3.org/WAI/ or contact the Brand team at communications@blindlowvision.org.nz

Overarching principles

As a 'for purpose' organisation we exist to empower New Zealanders who are blind, deafblind or low vision to live the life they choose. Our community includes individuals who are blind, have low vision or a combination of both sight and hearing loss.

We endorse and will be guided by the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), the Treaty of Waitangi, the New Zealand Disability Strategy 2016-2026 (NZDS), Enabling Good Lives (EGL) and He Korowai Oranga (Māori Health Strategy) in our consideration, decisions and actions.



Our mission

Empower New Zealanders who are blind, deafblind, or low vision to live the life they choose.

Our key priorities

Independence

– people who are blind, deafblind or have low vision have choices about how they live their lives as independent citizens in their communities.

How we will deliver this:

Empower people through ongoing support services including information, mobility, equipment and recreation, to realise their potential as citizens. Connect people with technology that is accessible and affordable, so they are future ready.

Educate and equip

– empower people who are blind, deafblind or have low vision with the information, advice and tools to thrive through lifelong learning opportunities.

How we will deliver this:

Core rehabilitation/habilitation services as the cornerstone of what we do and provide, including an emphasis on youth transition programmes towards acquiring the skills of job readiness, preparation and employment choices.

Social inclusion

– people who are blind, deafblind or have low vision are included in society and have choices as to how to actively participate.

How we will deliver this:

Enhance the opportunities for people who are blind, deafblind or have low vision by promoting the principle of society being fully inclusive. Encourage access for all to public services, information and the physical environment. Increase awareness and public education. Collaborate with consumer organisations to achieve measurable impact.

For purpose organisation

– people-centred, knowledge - based, adaptable and drives change.

How we will deliver this:

Hold ourselves accountable to deliver the most cost effective and sustainable ways of working, including maximising the digital world to drive our decision-making. Inspire a diverse workforce with a culture of accountability, performance and recognition.

Our Vision for the future

We aspire to create an Aotearoa New Zealand that is inclusive for all those with blindness, deaf blindness, or sight loss.

Our values

Person Centred

People are at the heart of everything we do and we are led by their needs. We design services that meet people's needs now and in the future.

Collaborative

We believe that to make change happen, we need to bring people, ideas and resources together in new combinations. Partnerships and teamwork are fundamental to our success and we co-design through effective engagement and collaboration.

Adaptable

We acknowledge the world around us is changing and that we need to change by innovating and applying creative solutions to move forward. We are resourceful in response to this change.

Accountable

We deliver on our promise and hold ourselves responsible. We are honest, candid, transparent and respectful in all aspects of our work, applying good judgement for effective decision-making.

Tone of voice

Our tone of voice needs to be **authentic** to who we are, **supportive** for those we serve, and above all, **human**.

We can't speak for everyone - our clients are all individuals - but when we do speak, it comes from a place of **empowerment** and **respect**. We are here to support, guide and walk alongside. We reject ableist language in all its forms and see our clients as people, not victims.

We should project **authenticity, warmth, gravitas and leadership**. We are trusted by many and must never take that for granted.

How do we approach this?

It's best to think of ourselves as a persona. Imagine this person in our mind when writing for Blind Low Vision NZ. That persona is:

Human

We support, encourage, and stand with our clients.
We validate them as individuals and support who they are.

Compassionate

We understand, anticipate and empathise with the challenges and successes of those we serve.
We are altruistic, caring and genuine.

Positive

We are optimistic, spirited and positive in the face of pity and doubt.
We're happy to use humour to disarm negative stereotypes when appropriate.

Champion

Our passion and dedication runs deep, fuelling every action and decision we make.
We champion self-belief and are a client's biggest cheerleader and ally.

Tone of voice

Simple Guidelines

It's always useful to know not just what we are, but what we aren't. These are mostly common sense but do help guide our view of the world and how we express it.



WE ARE

- ✓ About people, progress and empowerment
- ✓ Positive and optimistic
- ✓ Human and empathetic
- ✓ Not afraid to use humour when suitable
- ✓ Supportive of our clients
- ✓ Change-makers



WE AREN'T

- ✗ About problems, limits or pity
- ✗ Guilt-inducing or depressing
- ✗ Institutional and bland
- ✗ Conservative and cautious
- ✗ Self-congratulatory
- ✗ The status quo

Tone of voice

Different audiences. Similar voice.

Different communications require some tweaks to our approach.

Our persona shouldn't change, but it just might need to be adapted a little bit for the job at hand. Sometimes we can be lighthearted and playful.

Sometimes we need to tug at heartstrings a little harder, particularly in the fundraising space.

And sometimes, we need to be quite confronting in matters of advocacy.

That's OK. As long as we always respect our clients first and foremost, don't dwell on the negatives too much and spend time working towards the positive outcomes.

Human

Positive

Compassionate

Champion

Above are the overall tones as expressed earlier, with nuances that we divide into two audience dynamics:

One to Many (advertising, PR, promotion, brand awareness, public moments of fundraising) and One to One (eDM/DMs, newsletters, personalised donation drives).

One to Many

Tell, don't yell - we are storytellers and enablers, not noisemakers and shouters. It's a conversation, not a rant, so talk with our audience, not at them. Engage, don't enrage.

Said with a laugh - We're not afraid to use humour appropriately to disarm and invite.

A sense of mission - We're here to boldly and confidently make a difference.

Empower - We're here to help people succeed, not just cope.

One to One

Tell, don't dwell - Show the problem, reality, and solution the reader can truly engage with. Tell the story well but don't labour the point or be too maudlin.

Said with a smile - Tell stories of challenges and triumphs gently, warmly and approachably.

A sense of gratitude - We never take for granted the support we get, and are always thankful.

Inspire - We motivate with action and possibility, not guilt or pity.

Tone of voice

A note on humour

What do we mean by humour? It can be tricky to get right. We work with people who face serious challenges, after all. And there's a time and place for it. In an ad, maybe. In an eDM asking for a Gift in Will, not so much.

When we do use it, it's a typically wry, Kiwi type of humour - more understated, tongue-in-cheek and intelligent than basic, silly, slapstick or dad-jokey. It's definitely not mean or punching down. No victims, please. It's not too clever, elitist or high brow. Just be intelligent, confident, even a bit cheeky. But never at the expense of anyone.

Often the first ones to see the human, humorous side of any challenges are clients themselves. And, used correctly, can be very powerful.

It's just common sense

Chances are you'll instinctively know what is the correct tone for Blind Low Vision NZ. It's not rocket science. It's just being thoughtful, positive and on our clients' side. But please use this as a guide to refer to in any situation if you're not quite sure.

Thanks!



Brand codes

Our brand codes drive brand recognition and consistency both internally and externally. These create a bold and lively expression – visually, written and spoken – of our mission and values.

Clear typography at larger sizes create easy to read communications.

High contrast colours are used for our low vision audience. Bright accent colours and classic graphic shapes make the design visually appealing to a sighted audience.

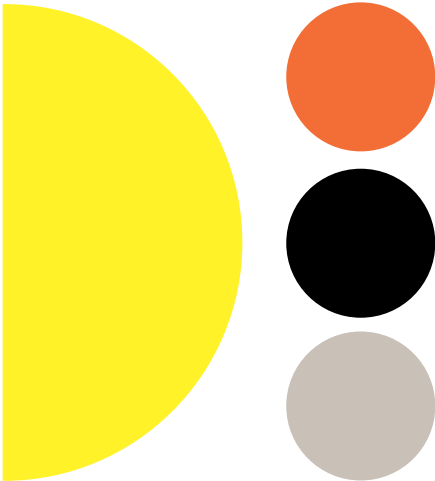
Our clients are celebrated through our brand and real world photography.

The following pages will help you create accessible communications with our brand codes at their heart.

LOGOS



COLOURS



STICK & BALL DIVIDER



FONTS

Centra No2 Bold

Centra No2 Book

CIRCULAR IMAGERY



BRAND IMAGERY



REAL WORLD PHOTOGRAPHY



Logos

All logos are available in the preferred use 'stacked' format and alternate 'horizontal/single line' options.

STACKED LOGO



HORIZONTAL LOGO



Minimum size

Blind Low Vision NZ logos' minimum sizes must meet WCAG 2.1 AAA accessibility specifications.

Minimum sizes are dictated by the point size of the copy.

16pt = 3.7mm (height of capital letter)

Clearance

Use the largest circle from the logo to determine the minimum clear space, ensuring the logo will always stand out and not be crowded.

STACKED LOGO



HORIZONTAL LOGO



Logo colours

Full colour logos

Use our logo in full colour format on a white background where possible.

Our full colour logo may also be used on our Yellow, Warm Grey colours and other light backgrounds. This must always pass WCAG 2.1 AAA accessibility colour contrast for both Black and Orange.

Black mono logos

Mono versions of the logo are also available when greyscale is required (e.g. when colour printing is not available).

White reversed logos

When the logo needs to be on a dark background either colour white reverse or white reverse logos may be used. Again these must pass WCAG 2.1 AAA contrast levels.

Colour formats

All logos are available in the following colour profiles:

Print logos: CMYK

Digital logos: RGB



PREFERRED USE OF LOGO
FULL COLOUR LOGO ON WHITE



MONO LOGO ON WHITE - RESTRICTED USE



FULL COLOUR LOGO ON YELLOW



BLACK MONO LOGO ON YELLOW - RESTRICTED USE



COLOUR WHITE REVERSE LOGO ON DARK



WHITE REVERSE LOGO ON DARK - RESTRICTED USE

Special use logos

Te Reo Māori Logo

Te reo logos may used when audience appropriate and/or celebrating special events.

Kāpō, Matarehu reads as 'Blind Low Vision NZ'.

Minimum sizes are dictated by the point size of the copy.

16pt = 3.7mm
(height of capital letters)

TE REO MĀORI STACKED LOGO



TE REO MĀORI HORIZONTAL LOGO



Special use logos

Braille Logo

Braille logos may used when audience appropriate and/or celebrating special events.

The uncontracted Braille in the logo says 'Blind Low Vision NZ' in line with the norms of Braille use.

Non-tactile Braille should be labeled accordingly in Alt Text (e.g., "Blind Low Vision NZ logo with non-tactile Braille beneath").

Minimum sizes are dictated by the height of the Braille (3.7mm).

BRAILLE STACKED LOGO



BRAILLE HORIZONTAL LOGO



Special use logos

Guide Dogs Logo

Our Guide Dog Logo can be used contextually and solely for marketing purposes where relevant, to increase donations or volunteer numbers.

Minimum sizes are dictated by the point size of the copy.

16pt = 3.7mm

(height of capital letter)

All other updated brand guidelines now also apply to Guide Dog services.

GUIDE DOGS STACKED LOGO



GUIDE DOGS HORIZONTAL LOGO



Colour palette

Yellow is our new primary brand code accent colour and should always feature to ensure brand recognition. This is balanced by the use of the Orange logo, White and Warm Grey backgrounds. Black is used in combination with all colours for contrast and accessibility.

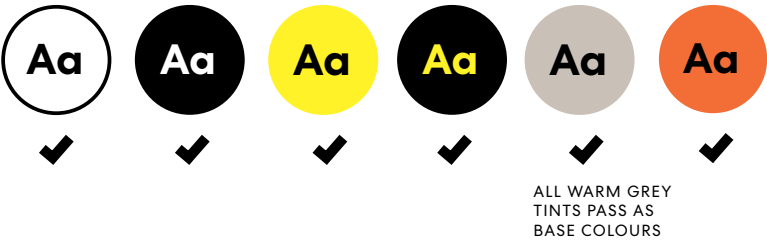
Print and digital accessibility

Our colours have been tested to meet WCAG 2.1 AAA accessibility standards.

All print and digital document and assets must meet WCAG 2.1 AAA pass requirements and/or agreed conformance. This means that typography must be set only in the colour combinations shown here with a tick.



Accessibility approved type combinations



For the Braille font and more information on using it contact our Accessible Formats Service (AFS) team at: **afprequests@blindlowvision.org.nz**

For occasions when our brand font isn't available Arial is the approved substitute. E.g. within emails, MS Word documents, Powerpoint etc.

NUMBER
INDICATOR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Using type

Typesetting accessibly

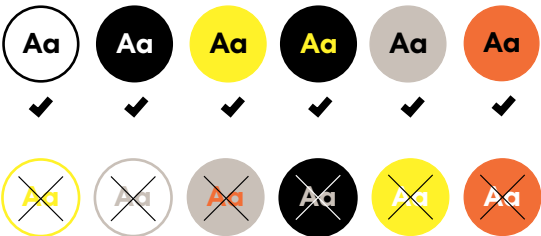
- Always **left align text**. Do not use centred headings and avoid mixing text alignment. Mixing text can cause information to be missed entirely.
- **Sentence case** should be used. It's easier for people with low vision to discern words in Sentence Case rather than in ALL CAPS.
- Use **bold text** to emphasise text without reducing readability.
- All text lines must end in **a full stop** for screen readers to scan for easily, excluding headlines.
- Do not use *italics*.
- Do not use **BLOCK CAPITALS**.
- Do not use underlining.
- **Never use orange text for essential information.**
- Small and body copy must only sit on a **single colour** panel.
- Large headlines may cross over panels of similar colour.
- Type can be placed **over photography** on clear areas of flat colour, such as our studio brand photography. **Colour contrast must always be checked** and must pass WCAG 2.1 AAA.

Print accessibility requirements

All print documents and assets must meet agreed accessibility conformance requirements. This means typography must be set at or above the following size minimums and only in these colour combinations:

Heading and subheadings

Centra No2 Bold – 16pt minimum



Body copy

Centra No2 Book

16pt minimum for low vision audience

12pt minimum for general audience



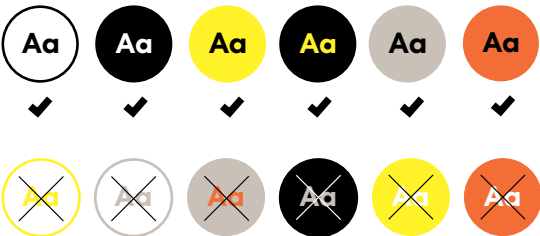
To check if your elements pass our WCAG 2.1 AAA requirements, visit:
<https://webaim.org/resources/contrastchecker/>

Digital accessibility requirements

All digital documents and assets must meet WCAG 2.1 AAA pass requirements. This means typography must be set at or above the following size minimums and only in these colour combinations:

Heading and subheadings

Centra No2 Bold – 20px (15pt) minimum



Body copy

Centra No2 Book – 18px (13.5pt) minimum



Buttons/transition states



Using Braille

Braille is a code that enables people who can't see a printed alphabet to access it via touch. It is fundamentally a tactile code and should be used as such whenever possible.

Our goal is to build Braille into our brand so it becomes authentically woven in to how we express ourselves as an organisation, providing ourselves the confidence to use Braille appropriately.

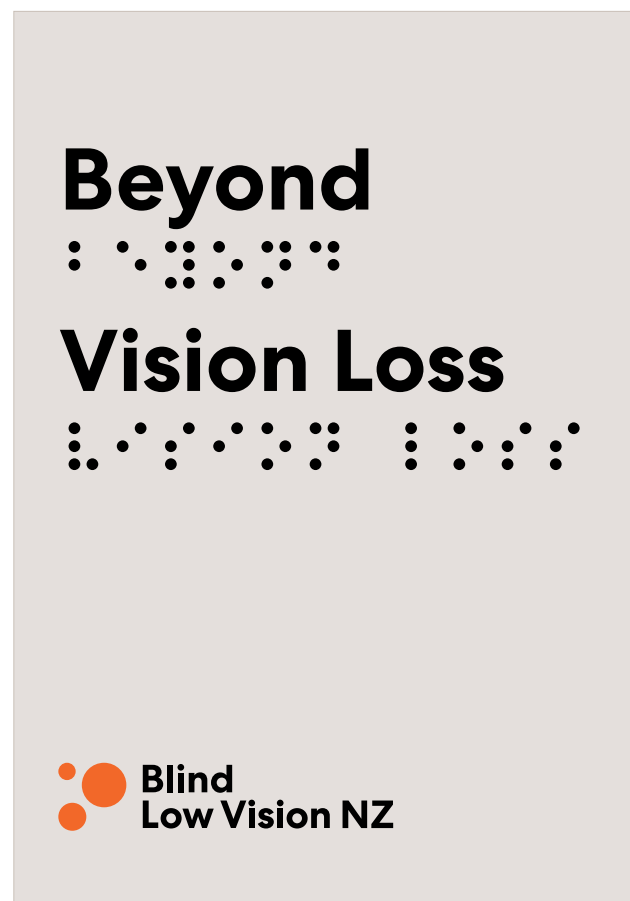
Our objectives for including Braille within our brand identity are:

- Build awareness of the Braille code.
- Highlight the importance of Braille in enabling access to information.

Using tactile Braille

Tactile Braille can be produced on a range of materials for multiple purposes. If you want to produce tactile Braille please contact our Accessible Formats Service (AFS) team at:

afprequests@blindlowvision.org.nz



NON-TACTILE BRAILLE EXAMPLE

Key principles for using Braille:

Braille should replicate the exact text above it. E.g. if the text reads Blind Low Vision NZ, the Braille directly beneath each line should read Blind Low Vision NZ.

Braille should sit below the typography.

If Braille is only able to be used in a limited way, priority should be given to the most important piece of information in the communication e.g. the headline.

Uncontracted Braille should always be used. Uncontracted Braille is when one letter of print equals one letter of Braille.

Change in font size (e.g. headings vs body copy) do not apply to Braille. Braille font is one size only within each output.

Using non-tactile Braille

We can use Braille in its digital form to raise awareness of Braille for accessibility e.g. web banner or social media post.

Non-tactile Braille should be labeled accordingly in Alt Text (e.g., "Blind Low Vision NZ logo with non-tactile Braille beneath").

Note: All designs using tactile and non-tactile Braille must be approved by the Accessible Formats Service (AFS) team.

Additional accessibility guidelines

Blind and low vision audiences have varied requirements so there is no 'one' best way. These are best practice guidelines.

Keep in mind screen readers read left to right, including tables.

Use hyperlinks

Hyperlinks are used as a form of navigation for screen reader users. Hyperlinks should be informative so that users can decide whether to follow the link or not. For example:

For more information visit the **'Human Rights Commission website'** rather than **'To read more click here'**.

Colour contrast

Text must meet the WCAG 2.1 AAA colour contrast standard.

Good examples are black on white or a warm grey low tint background, or white text on a black background. Using light text on a dark background can help to reduce glare.

Preferences for colour contrast are varied for different eye conditions. As a result, there is no one colour combination that gives the best result for everyone. If it is known, use the preferred options of the person you are communicating with.

Columns

Use a vertical line to indicate separate columns or use plenty of white space between columns (like on this page).

When using magnification a vertical line can help indicate that you are navigating to another column. This gives a clue to move to the next line.

Repetition

Use repetition of visual elements to group elements that belong together. Bullet points are a common example – when used to group items belonging to a list.

Proximity

Items relating to each other should be grouped close together.

Readers will naturally link text that is close together. Separating text can add clarity – if the text is a different subject or topic.

Alt text for digital images

Alternate text is required for screen reader software programs to access text equivalents in place of the image. A good way to think of alt text is to imagine you are describing the image to someone over the phone.

Alt text is different from a caption, as the alt text is read out when the screen reader gets to the image. A caption may not be in the right reading order, and it may not be clear the caption is referring to the image. For example, if the caption is something like “figure 1”.

Captions

Captions should be included to add context to the image and add to the story. When the image is decorative, the alt text is ‘decorative image’ – a caption is not needed if the image is decorative and not adding to the information. Alt text is describing the image, a caption is adding information beyond the image.

Graphs, flow charts and diagrams

Graphs, flow charts and diagrams can be difficult to describe with text but do require a text equivalent. With graphs, include a simple table of data that can be read by screen readers. In some cases, a bulleted list can be used for a simple chart.

Tables

Do not use merged cells. Tables should not be used for layout purposes. They confuse the screen reader user who expects organised data in a table but doesn't get it.

Hero brand photography

We use real clients, putting the person front and centre - across a range of ages, ethnicities, sight conditions and demographics.

The feeling of these should be dynamic, optimistic, approachable, vibrant, energetic and authentic.

They will be shot in environments that tell a story but aren't too busy.

Shooting tips

- It's important that our clients feel as though they are doing something that is part of their daily lives.
- Always ensure that there is good contrast between the subject and backgrounds.
- Make sure white canes are being used in an approved manner e.g. do not have them folded on a table.
- Include vibrant wardrobe options that highlight the client's personality.



Real world photography

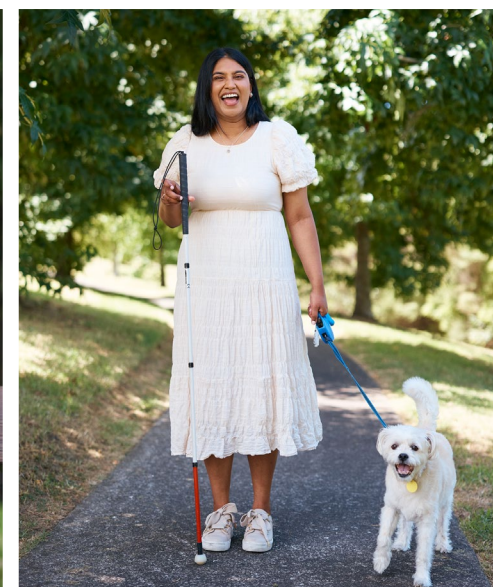
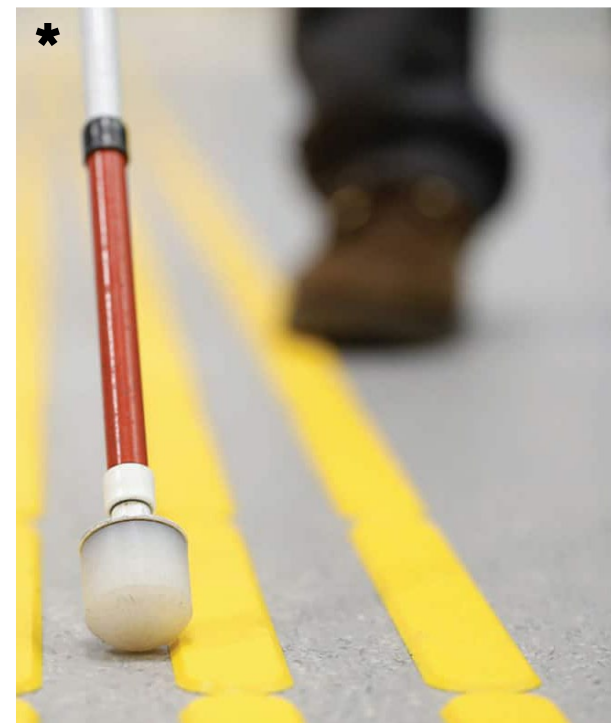
We use real clients, putting the person front and centre - across a range of ages, ethnicities, sight conditions and demographics.

The feeling of these should be dynamic, optimistic, approachable, vibrant, energetic and authentic.

They will be shot in environments that tell a story but aren't too busy.

Shooting tips

- Where possible we might show other background talent.
- It's important that our clients feel as though they are doing something that is part of their daily lives.
- Always ensure that there is good contrast between the subject and backgrounds.
- Make sure white canes are being used in an approved manner. E.g. do not have them folded on a table.
- Include vibrant wardrobe options that highlight the clients personality.



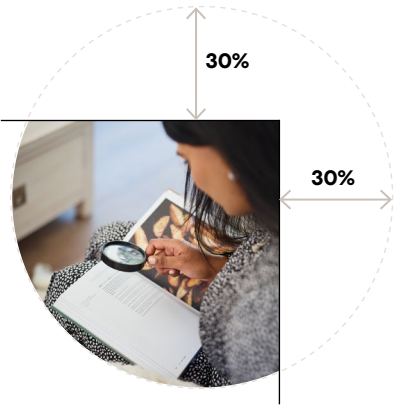
Graphic elements

Circles as a focal point

A circle may contain an image to create a focal point or more energy on a page. Try not to hide faces or important objects.



Circles used as container for an image can be cropped by a maximum of 30% width & height. The volume of the circle should be visible.



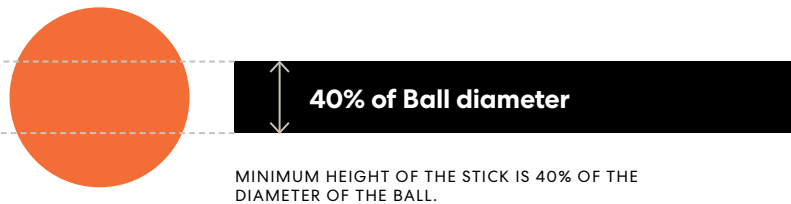
Stick & Ball Divider

Stick & Ball Dividers are a created asset with set proportions. You cannot alter the relationship with each other, but you can scale this to suit your layout and adjust the length of the 'stick'.

These can be used singularly or as a top-n-tail system or use them to create clear hierarchy in layouts and to add a pop of orange to plain pages.



THE LENGTH OF THE STICK & BALL DIVIDER WILL VARY DEPENDING ON LAYOUT OF THE DESIGN.



Plain Divider

You can use a Plain Divider by itself or in tandem. Make sure all Divider types are the same line weight/thickness on each design.



Brand environment

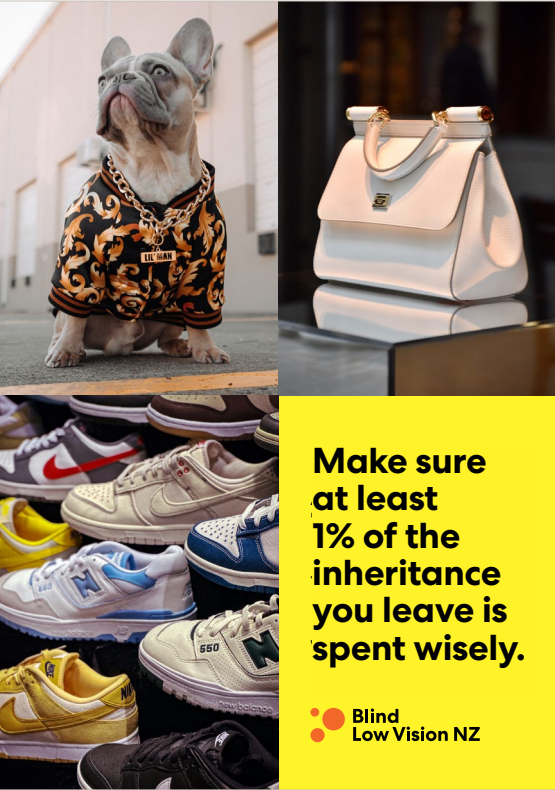
This environment will be for awareness campaigns that are aimed towards the general public.

Design Guidelines

This environment will lean into the Yellow and Black Hi-viz world.

This environment will include punchy, dynamic brand imagery.

This environment might use design elements such as lens graphics or lens textures or unique camera lens.



Internal environment

This environment will include internal communications, existing client and donor communications and all corporate and government communication.

Design Guidelines

- It will be aimed towards our existing clients so testing and meeting all accessibility guidelines is non-negotiable.
- We will have real-world images inside of the circle device.
- We will include white and grey backgrounds with the odd use of yellow to connect to the other communications.
- We will utilise the stick and ball dividers as design elements.

Open this email in your browser.



Thank you for helping legends like these people.



James, you can make a profound difference to thousands of New Zealanders facing vision loss.



James, you can make a profound difference to thousands of New Zealanders facing vision loss.

Together, we can transform lives and give people the help they need to live the life they choose.

[Donate now](#)

\$40	Can give young people with vision loss confidence and independence, made possible through Peer Support and specialist training facilitated by Blind Low Vision NZ.
\$80	Can provide access to specialist equipment such as screen readers and audiobooks, giving young people with vision loss the education they deserve.
\$150	Can give someone with vision loss a great start in employment, with the help of professional development, mentors and Blind Low Vision NZ specialists.
\$1500	Can turn a printed book into a Talking Book, opening up a world of adventure and imagination for someone with vision loss.



www.blindlowvision.org.nz
0800 24 33 33

Blind Low Vision NZ, Private Bag 90941,
Newmarket, Auckland, 1149, NZ.

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Open this email in your browser.



Thank you for helping legends like these people.



Meet Judith



Meet Judith

Meet Kate



Meet Kate

Together, we can transform lives and give people the help they need to live the life they choose.

[Donate now](#)



www.blindlowvision.org.nz
0800 24 33 33

Blind Low Vision NZ, Private Bag 90941,
Newmarket, Auckland, 1149, NZ.

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Open this email in your browser.



Thank you for helping legends like these people.



Meet John



Meet John

Meet Kate



Meet Kate

Together, we can transform lives and give people the help they need to live the life they choose.

[Donate now](#)



www.blindlowvision.org.nz
0800 24 33 33

Blind Low Vision NZ, Private Bag 90941,
Newmarket, Auckland, 1149, NZ.

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This environment will be where we might merge brand imagery with real world imagery and use design elements from the internal communications. We'll also include the Yellow colour palette in a bolder way.

- This environment will include a combination of images in circles and images in squares.
- It might include both brand and real world photography.
- This environment will include Yellow, White and Grey backgrounds.
- This environment might use the stick & ball as a design element.
- Designs will follow accessibility guidelines.

[illegible]

Cheryl and Joanie – A pawsome duo

When Cheryl looks back at life before her guide dogs, it's now clear how much she needed the support, comfort and security she enjoys every day, thanks to their kindness.

"Joanie is such a loyal companion, she really helps me live my life the way I want. Having a guide dog has made my eye condition more visible. Now if I'm looking a bit lost, people are more willing to come up and say, 'Do you need a hand?'".



The new, exciting life of Riley

Riley recently went through a pilot Strength Finder programme with our Work Ready team, to understand his unique strengths and personal goals as a person with optic nerve hypoplasia. "It gave me an idea of the skills I have," says Riley. "I struggled to say what I'm good at - and now I have a whole list!"

Generous support from people like you allows people living with vision loss like Riley to get work or study-ready by providing individual mentoring, professional development training, plus CV and interview preparation.

Thanks to people like you, he's well on the way, starting at a new work or college at BA!

The continuing adventures of Peter and his guide dog Ayla

Plane trips to Hamilton and bus trips back. Walking trails, trying blind cricket... the list goes on for Peter and his guide dog, Ayla. All made possible with the kindness of people like you.

"Little things like going away and having confidence to navigate completely new environments and the sense of independence is quite tremendous," says Peter. "Without Ayla, I just feel sometimes quite helpless to be honest.

It's life-changing. And the generosity of people who donate is just astounding and I'm so appreciative of it. The amount of independence it gives me and confidence to take on new challenges is just right up there."

A circular inset photograph showing an older man with grey hair, Peter, wearing a grey t-shirt, smiling and hugging a black Labrador Retriever, Ayla, from behind. Ayla is looking towards the camera with a happy expression. The background is slightly blurred, showing what appears to be a doorway or window.

Where there's a will, there's a way

On her 50th birthday, Joanne decided to help others, pledging a gift in her Will to Blind Low Vision NZ. Gifts like Joanne's, whether large or small, have an incredible impact.

"Turning 50 was a milestone for me," Joanne says, "and renewing my Will seemed timely. As the Relationships Manager for Legacies at Blind Low Vision, making a gift in my Will to this organisation felt natural. Every day I witness the incredible impact of gifts in will. I wanted to join the generous group of people who chose to make a difference to future generations. Plus, I know I can make a much bigger gift after I die than I can right now with the current cost of living!"



We will be offering free online Wills to Blind Low Vision supporters on 2-15 September with Safewill.

 **Safewill**

Please contact Joanne for more information on **0800 366 283**, visit our website for more information at **blindlowvision.org.nz/safewill** or email us at **legacies@blindlowvision.org.nz**.

 **Blind Low Vision NZ**

Thank you for helping people like us

26



Questions?

You can read more about WCAG and accessible design at www.w3.org/WAI/ or contact the Brand team at communications@blindlowvision.org.nz

