GLENFIELD
Community Centre

Ko te Hapori tō mātou Pokapū
Community is at our Centre

STYLE GUIDE
2019

CONTENTS

GLENFIELD COMMUNITY CENTRE ~ CONTENTS

First impressions are crucial.

Glenfield Community Centre Inc.'s (GCC) logo is the most important visual statement of our brand; it is our public 'face', with a distinctive shape and colour that combine to give us a recognisable presence.

Inconsistent imagery or mixed messages, and a drab, disinterested "face" can add up to unfavourable public perceptions.

Having a strong and relevant brand and image can influence the way our clients, stakeholders, funding decison-makers, politicans and the general public respond to us.

Those who access our service need to be assured that they will receive a consistent high standard of care and attention. Presenting a first impression that is solid, professional, credible, and consistent is therefore extremely important.

This Style Guide and Brand Guidelines have been compiled to provide specific information about the use and application of GCC's logo and variants in order to meet this standard.

It presents usage guidelines, information about usage, and a series of templates and stationery designed to meet the Centre's unique requirements.

This is a policy document and as such will undergo regular review in order to stay fresh and fit for purpose. A suggested review cycle of three years is recommended.

Nigel Green
Centre Manager
July 2017

2   THE LOGO

The Logo consists of three elements:

> **The Hub**—Represents connectivity between the Centre and the stake-holder groups that revolve around it. The principle use in Black denotes strength and traditionalism; a solid base from which to support our Community. Its shape is linked symbolically with the image of the dandelion.
> **The Brand Name**—'Glenfield Community Centre'.
> **The Strapline**—*'Ko te Hapori tō mātou Pokapū: Community is at our Centre.'* This is equivocation and play on the words 'Community' and 'Centre' and their relationship, and subtly encourages the reader to associate the two concepts with the society's name with its function.

The logo is provided in a horizontal format. The physical relationship between the Hub and Brand Name elements should never change and the logo must never be altered or redrawn in any way.

GCC HUB   GCC NAME/ BRAND NAME

HORIZONTAL
LOGO FORMAT
(Primary)

GCC STRAPLINE

Minimum Size
The full logo, comprising all three elements has a 1:2 aspect ratio. To ensure clarity and legibility the logo should not be reproduced smaller than 30mm in width and 15mm in height.

15mm

30mm

The Dandelion

The dandelion is used as a linked image in pamphlets, posters and other promotional materials. It symbolises, among other things:

• Intelligence, especially in an emotional and spiritual sense
• The warmth and power of the rising sun
• Surviving through all challenges and difficulties
• Long lasting happiness and youthful joy
• The ability to rise above life's challenges
• Healing from emotional pain and physical injury alike
• Getting your wish fulfilled.

These concepts sit alongside many of the social-profit social services that tenant space at the Centre who also support the community, as well as the Centre's mission:

"To recognise and respond to social, cultural, recreational, and education needs of the community and find ways to meet those needs with specific recognition of those who have least opportunity to participate in decision making in the community."
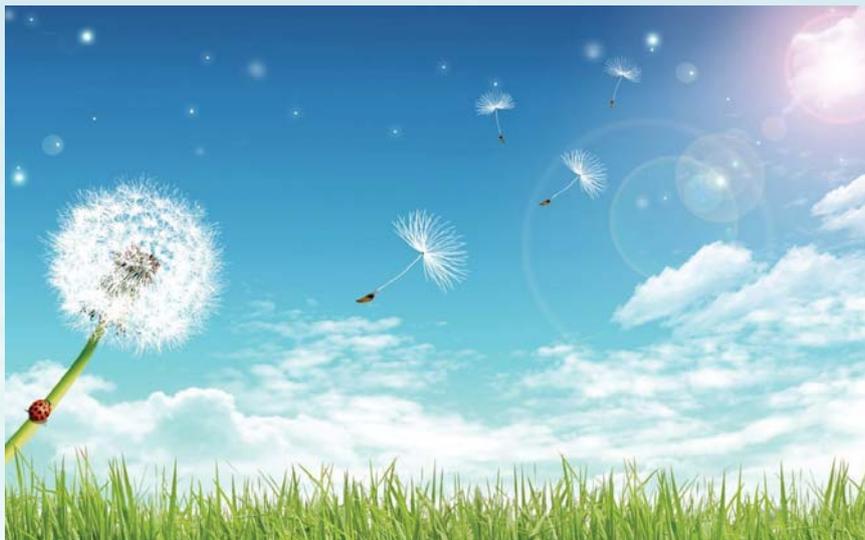
3   LOGO VARIATIONS

Black and White

Black and White Reversed

Colour (for Glenfield Early Learning Centre~GELC)

Pantone

Pantone Orange 021 C

Pantone Matching System or PMS is a trademarked-name of a standard system for specifying over a thousand printing ink colours by number. PMS is used in all (commercial and desktop) printing processes, and comprises of (1) Pantone spot colours, each with a unique reference number, and (2) Pantone process colours, based on CMYK color model.

CMYK

CMYK 0/ 53/ 100/ 0
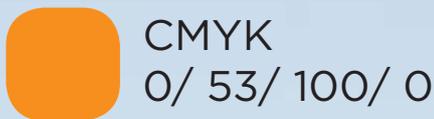
CMYK logo colour reproduction: 'Four colour process printing' is the process used for reproducing colour images. This is often know as 'CMYK' where C = Cyan, M = Magenta, Y = Yellow and K = Black.
This process can also be used to reproduce the GELC logo.

RGB

RGB 255/ 120/ 0

RGB logo colour reproduction: The GELC logo also has colour specifications for on-screen uses. A 'Red, Green, Blue' (RGB) system is used to define colours on computer monitors and LCD screens. Using the 'RGB' version will ensure that the logo appears in correct colours when viewed on screen. The 'RGB' version should only be used when the primary use of the logo is for an on-screen application.

Black and White

100% Black   40% Black

When using only 1 colour, the strapline is normally 40% black.

Digital printing:

When using digital printing technology such as laser printers and ink jet printers the colours specified here may not be accurately reproduced. This is because these printers use toners that differ from the inks the files have been designed for use with.
For accurate colour reproduction on digital printers use the CMYK version of the logo and run colour test on the actual printer you are using.
Adjustments can then be made to the printer settings of the logo files if necessary.

GLENFIELD COMMUNITY CENTRE ~ COLOURS

Ko te Hapori tō mātou Pokapū
Community is at our Centre

5   CLEAR SPACE REQUIREMENTS

All formats of the GCC logo have been designed with 'clear space' allowance - this allows the logo to be clearly seen, giving it maximum impact.

Other graphics, such as photographs, text or illustrations, should not encroach on this clear space.

The dotted lines show the minimum clear space required.

This measure is derived from using a circle that is the same dimensions as those present in the Hub.

The GCC Logo can be combined with other information or sub-identifiers for use in different locations, publications, business cards, posters and email signatures. All colours, typography, and clear space requirements still apply.

GLENFIELD
Community Centre

Nigel Green
Manager
Corner Bentley Avenue and Glenfield Road
PO Box 40112, Glenfield
Auckland 0747
Phone: (09) 444 5023
Email: manager@glenfieldcommunitycentre.co.nz
Web: www.glenfieldcommunitycentre.co.nz
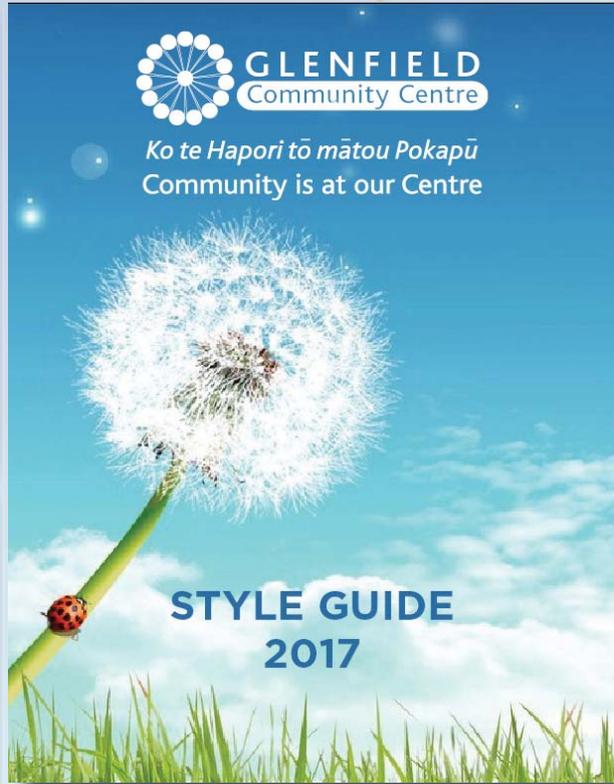
GLENFIELD
Community Centre
09-4445023
www.glenfieldcommunitycentre.co.nz

GLENFIELD
Community Centre

Ko te Hapori tō mātou Pokapū
Community is at our Centre

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2017

GLENFIELD
Community Centre
NEWSLETTER

GLENFIELD
Early Learning Centre

Newsletter
Term 1, 2017

7   DO NOT...

...alter the colours of the logo unless you do so consistently across all elements.

...elongate, stretch, distort or alter the preset proportions in any way.

...create new formats or attempt to redraw the logo; only use the formats provided.
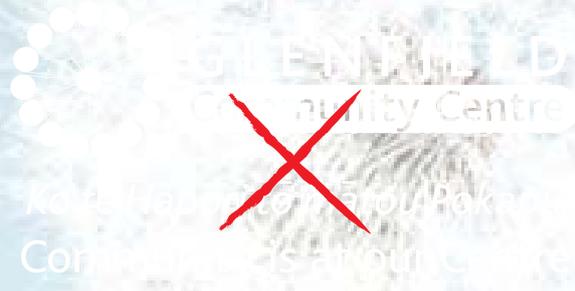
...use the logo on a busy background image especially if it obscures or makes it hard to read.

...use the logo on a background colour that makes it hard to read.
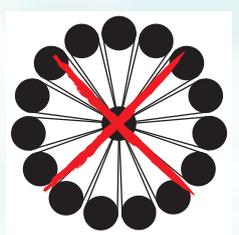
...use the GCC Hub without reference to any other elements or information.

The GCC Brand Name is represented using the **BLISS Medium** font:

Bliss Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

If **Bliss Heavy** is unavailable, **GOTHAM Medium** font may be subsituted:

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Official documents, correspondence, policy and email are produced using the default Microsoft Office **CALIBRI** font family:

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678

Calibri Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678

GLENFIELD COMMUNITY CENTRE ~ TYPOGRAPHY

9   STATIONERY

Letterhead

20mm

80mm

20mm

10mm

Corner Bentley Avenue and Glenfield Road
P O Box 40112, Glenfield
Auckland 0747
Phone: (09) 444 5023
Email: office@glenfieldcommunitycentre.co.nz
Web: www.glenfieldcommunitycentre.co.nz

GLENFIELD
Community Centre

Contact Details:
Calibri Regular 10 pt

160mm

Hub
Watermark
30% Transparency
Placed at Page
Centre

Ko te Hapori tō mātou Pokapū~Community is at our Centre

20mm

Standard letterhead is printed on A4 (297mm x 210mm), 80 gsm Laser Off-set. The GCC logo is to be placed at the top right, at a width of 80mm offset by 10mm from the top edge and 20mm from the right edge of the page. The Hub logo is placed at the centre of the page at a width of 160mm.

The Centre's contact details are positioned 10mm from the top edge and 20mm from the left edge of the page. The tagline in both English and Maori is placed as a 20mm tall footer flush with the bottom edge of the page.

Calibri Normal 11pt is used as the default font when typing onto this form.

Compliments Slip

The GCC Compliments Slip is printed on 100gsm Laser Offset, 210mm wide by 100mm tall.

GCC's contact details are positioned 5mm from the bottom of the page with a 5mm gap from a vertical 15mm line aligned 70mm from the lefthand margin. 'With Compliments' is centred vertically 5mm from the right-hand edge in Bliss Heavy at 16 pt and registration Black.

Business Card

Name & Title
Name ~ Bliss Heavy Regular 12pt
Position ~ Bliss Heavy Regular 12pt

Contact Details
Bliss Regular 8pt

The GCC business card is 90mm wide by 55mm high, printed single-sided on 300gsm Royal Offset Hi Brite.

The GCC logo without tagline, is placed 5mm from the left edge and 3mm from the top edge at a width of 50mm.

Contact details type is 8pt left-aligned and coloured 100% Black.

Name and Title details are left-aligned, coloured 100% Black. All type should be set 3mm in from the edges.

Brochures

Centre

~ BECOME A MEMBER ~

Membership to the Centre is free to all residents of the Glenfield/Kaipātiki area. We are looking to build our membership base and would like to encourage any and every one to consider becoming members of the Centre and come along to meetings to assist in the Governance of the Centre and the setting of its strategic direction. A vibrant membership will allow us to continue to remain connected to our Community.

If you are interested in becoming a member, either visit our website and download and complete the membership application form or come in to our Office and pick one up.

~ JOIN OUR GOVERNANCE ~

We are always looking for persons willing to contribute towards the Governance of the Centre and want as broad a cross-section of our stakeholders as possible. Governance is about providing experience and oversight to the Centre and helping determine its strategic goals and objectives.

If either you or someone you know might be interested in supporting the Centre and our Community by putting themselves forwards for election to our Board, please contact the Centre's Reception for more information. Please note - you need to be a Member first.

~ CONTACT US ~

We are located on the corner of Glenfield Road and Bentley Avenue in the heart of the Glenfield township in the middle of the Kaipātiki Local Board.

If you want further information about any of our services or room rates, please contact us directly.

Mail: PO Box 40112 Glenfield, Auckland 0747
Phone: 09-444 5023
Web: www.glenfieldcommunitycentre.co.nz
Email: office@glenfieldcommunitycentre.co.nz
Facebook: www.facebook.com/GlenfieldCommunityCentre/

GLENFIELD Community Centre

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Early Learning Centre

OUR TEAM:

Centre Manager: Paula Tra.
Lead Teacher: Stacey McIntosh.
Teaching Team: Joanne Cass, Jessie Liu, Verneese Ioane and Almira Martinez.

To cater to the diverse community around us, we aim for diversity in our teaching team with a variety of ages, family situations and cultural backgrounds.

Our current teaching team can speak a variety of languages including Mandarin, Cantonese, Tagalog and Samoan as well as English, and we are all learning Māori together.

For your child's protection every staff member working with children has been through a thorough safety checking process. This includes a Police check, checking references and primary and secondary identification checks. This applies to all relievers and student teachers as well.

The teachers also receive regular internal and external professional development as part of their teacher registration process.

CONTACT US:

GLENFIELD EARLY LEARNING CENTRE
Located within the Glenfield Community Centre
Corner of Glenfield Road and Bentley Ave
Glenfield, Auckland

Phone: 09 444 0818
Email: elc@glenfieldcommunitycentre.co.nz
Website: www.glenfieldcommunitycentre.co.nz

We have an 'open-door' policy and welcome visitors, parents and whānau to visit the Centre whenever they wish.

We would love for you to come and visit us, we are always happy to answer any questions.

GLENFIELD Early Learning Centre

"Our vision is for our people to have a voice, our diversity to be celebrated, and for our children to be cherished."

Welcome to the Glenfield Early Learning Centre

We have been supporting the community since 1980 and have evolved into a not-for-profit community-based Early Learning Centre providing high-quality care and education.

Situated within the Glenfield Community Centre, we support the young children in our community with a respectful and friendly learning environment with excellent, caring, and professionally-trained teachers.

These are two example of GCC elements combined to create information brochures.

DOCUMENT STYLE GUIDE

General Principles

As with the visual style conventions outlined previously, the Centre also seeks to maintain a level of consistency in regards to the way its 'in-the-office-day-to-day' documents are prepared and presented.

Naming Conventions

Full Legal Name: Glenfield Community Centre Incorporated (or Inc.).
Full GELC Name: Glenfield Early Learning Centre

What are acceptable abbreviations?

When the Full Name is written for the first time in a document:

Use the Full Name followed immediately by '(GCC)' or '(the Centre)', or in the case of the Early Learning Centre '(GELC)'. Then use the acronyms for the remainder of the document:

E.g.: "Glenfield Community Centre Inc. (GCC) was happy to host a successful event last month. GCC will be running a similar event..."

Never use 'GCC', 'the Centre', or 'GELC' alone.

Verbal Conventions

When you are speaking to documents or Powerpoint presentations, please ensure that you use the Full Name or 'the Centre'.

Never say 'GCC' or 'GELC' on its own.

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Written Style Guidelines

To ensure that all documents are formatted in a consistent manner, please adopt the following style guidelines.

If you do not have access to the Calibri Font family (see Section 8 Typography), Verdana is to be substituted as the default.

Written Conventions:

Font – Calibri , Verdana
Justification – Left-hand
Section Title/Main Header – 14 point, bold, Left-Hand
Section Titles – 12 point, bold
Body Text – 11 point
Tabs - Use Microsoft Word Default Tab Stops (1.27cm)
Bullets - Use Microsoft Word ~ Outline Numbered

Calibri Example:

Report Title

1   Section Title

Body text begins here.

1.1   Sub-section level one
        Sub-section level one text begins here.

        1.1.1   Sub-section level two
                 Sub-section level two text begins here.

                 a)   Sub-section level three
                         Sub-section level three text begins here.

                 i)   Sub-section level four
                         Sub-section level three text begins here.

Page Numbering:

All pages should feature page numbers at the bottom of each page using the 'Page X of Y' convention.

Margins:

Use Microsoft Word Default:

Top/Bottom: 2.54cm   Left/Right: 3.17cm   Gutter: 0cm

Letterhead Correspondence

Basic style conventions continue to apply to personal correspondence, however in addition, the following should be applied as needed.

All correspondence on behalf of SFMI must be on appropriate letterhead.

Date:

XX Month 2YYY
E.g: 12 February 2010

Name and Address of Recipient:

Name (if known)
Position/ Title
Name of Business/ Organisation (as appropriate)
Mailing Address

Greeting/Salutation:

Formal Known: Dear [Full Name of Recipient]
Formal Not Known: Dear Sir or Madam
Informal: Dear [First Name]

Subject of Letter:

RE: [Topic letter concerns] - in Bold.

Complimentary Close/Valediction:

This is an expression or phrase that immediately precedes the signature in a letter, email, or other correspondence. The word or words so written express respect, esteem, or regard for the person to whom the correspondence is directed.

Yours sincerely (recipient is addressed by name and known to you)
Full Name
Position
CC: [Name of persons copied to as required]

Yours faithfully (recipient is addressed as "Dear Sir/ Madam" and not known to you)
Full Name
Position
CC: [Name of persons copied to as required]

Yours truly/ Kind Regards (informal - recipient is well known to you)
Full Name
Position
CC: [Name of persons copied to as required]

Example:

12 February 2010

John Brown
Manager
Waitemata DHB
PO Box 123
North Shore City 0745

Dear Mr Brown

RE: Filing of Form 35A

Body text goes here...

Yours sincerely

Jane Smith
Office Administrator

Electronic Signatures:

Kind regards

Nigel Green
Manager
Glenfield Community Centre Incorporated
PO Box 40 112, Glenfield, Auckland 0629
T 09 444 5023 **W:** www.glenfieldcommunitycentre.co.nz
F: www.facebook.com/GlenfieldCommunityCentre

GLENFIELD
Community Centre

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