Kaitiaki o Ara/SADD

Using our logo

Kaitiaki o Ara
SADD.ORG.NZ

Our logos

Kaitiaki o Ara/SADD has a series of established logos with different intended uses. These logos were created alongside the new Māori name, Kaitiaki o Ara, and have superseded any previous versions of the logo.

All versions of the logo can be used as long as design principles and correct placement guidelines are adhered to.

1. Core logo

2. Circular design

3. Speech bubble

We have made our logos available for students and partners to download on our website. We encourage anyone who does this to share how they are using the logo with the Kaitaiki o Ara/SADD team before taking anything to print, so we can ensure it meets our brand guidelines.

Logo placement guidelines

- **Clear space.** Always leave room for the logo to breathe by using adequate clear space around it.

- **Do not rotate, warp, stretch, discolour, crop, filter or embellish the logo in any way.**

- If the logo is overlaying a background that is not white, it is essential to use a file type that has no background e.g. .png file. If the background is dark, the white version of the logo should be used.

Logo terms of use

Kaitiaki o Ara/SADD logos have been made available for you to use to support your school and community activities., It is important that the logos are only used for appropriate and relevant material. Any work, publication or resource that uses the Kaitiaki o Ara/SADD logos and name should align with the vision and kaupapa of Kaitiaki o Ara and not contradict our purpose, messaging or vision of empowering young Kiwis to prevent loss on our roads.

Appropriate uses include:
- On a poster advertising your Kaitiaki o Ara/SADD group and/or activities
- On social media posts promoting your Kaitiaki o Ara/SADD group and/or activities
- Alongside evidence-based road safety education material

Before using the logo please ensure:
- You follow correct placement guidelines as per this document
- Any statistics or information that will appear alongside the logo are accurate and relevant
- There are no innapropriate, offensive or derogatory image, language or nuances in your material.

We encourage you to share your designs with a Kaitiaki o Ara/SADD staff member before publishing or distributing your material, so we can check the logos are used correctly and so we can acknowledge and celebrate your contribution to our road safety community.

Contact our team - www.sadd.org.nz/contact-us