

# New Zealand Event Sector Voluntary Code

## Collateral Guidelines

**V1:** 7 October 2020

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## Introduction

The Event Sector Voluntary Code (Code) outlines what event organisers must consider in order to safely hold events and outlines three key principles to:

- Enable contact tracing, via the QR code and other existing systems such as ticketing and/or event registration
- Enable hygiene practices
- Encourage a culture of best practice COVID-19 risk management – ensuring that what is described in a health and safety plan, happens onsite at an event.

It follows Ministry of Health best practice guidance to help reduce COVID-19 related risks. The Code complements and reinforces the robust risk management and health and safety systems practices in use across the events sector.

A Collateral Pack for the Code has been put together for Operators to use to support the engagement with the Code. A critical element is encouraging people attending Events to follow these key principles.

## Audience

The Event Sector Voluntary Code is applicable to those who work in the Events Sector or attend events, including:

- Operators
- Attendees

This document includes references and wording that is defined in the Events Sector Voluntary Code.

## Objective

- Raise awareness amongst Operators on the existence and purpose of the code;
- Have a brand mark that shows which Operators have aligned with the COVID Code; and
- Educate attendees on the existence and intent of the code to encourage engagement of the Code principles.

## Resources and call to action

Item	Audience	Key Messages/Call To Action
Brand Marks	Operators and Attendees	Download from NZME Website Display the Log
Poster	Attendees	Scan the QR Code Ensure you record keep This is what the Voluntary Code is
Collateral Guidelines	Operators	Use the logo appropriately
Organiser Communication Key Messages	Attendees	All in this together We encourage you to do your bit (follow the principles of the Code) We will do what we can to keep you safe

# Collateral and brandmarks

Poster



Brand Mark (Square)



Brand Mark (Landscape)



# Terms of use for collateral

## Formats

There are two formats available:

- Square
- Horizontal

The preferred version for use in all applications is when the text is the biggest.

The horizontal version is recommended when vertical space is limited and/or where size would make words illegible. Examples of horizontal format uses are horizontal web banners, email signatures, or event poster banners.

## Colour Usage

The Event Code brand marks should always appear in the same colour in which they were supplied as part of the Collateral Pack.

Do not apply a coloured border, make any areas transparent, or re-colour (including monochrome).

## Brand Mark

### Minimum size

The brand mark minimum size is based on the size of the square brand mark being an overall width of 20mm and the horizontal brand mark an overall width of 80mm. To ensure legibility, the brand mark is recommended not be reproduced any smaller than specified.

### Clear space recommendation

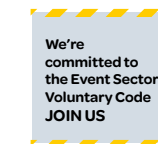
It is recommended to have a minimum clear space requirement around the brand mark – It is to be kept clear of text or imagery. There is already a white border of the logo, and the recommended

It is recommended the spacing the area is determined by the 1 × height of the JOIN US 'N'. This area is proportional when enlarging or reducing the brand marks.

### Incorrect use

Do not in any way change or recreate the Event Code brand marks as supplied.

### Minimum size

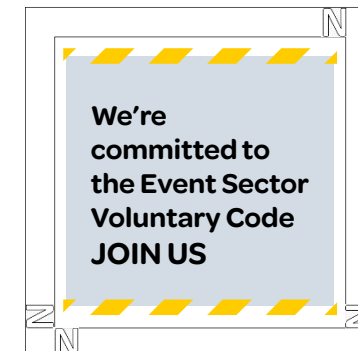


20mm or 150px



80mm or 400px

### Clear space recommendation



# Using the branding collateral

When using the Collateral Pack, it is highly recommended that where possible, a hyperlink to the original code on the New Zealand Major Events website is provided as this is where the Event Sector Voluntary Code can be found.

The hyperlink to provide is: [www.majorevents.govt.nz/thecode](http://www.majorevents.govt.nz/thecode)

## Email Signatures (using horizontal brand mark)

FIRST NAME LAST NAME

**Position**

Department

**ORGANISATION**

P:

M:

E:

Address Line 1

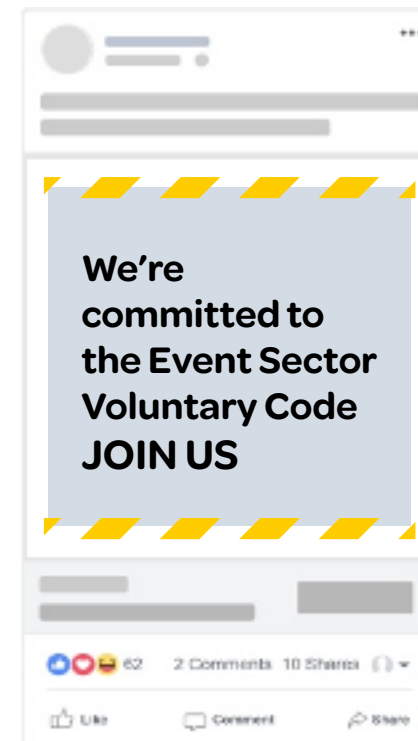
Address Line 2

[www.companywebsitehyperlink.co.nz](http://www.companywebsitehyperlink.co.nz)



The Event Sector Voluntary Code is for everyone and you can download it [here](#).

## Social Media Tile (using square tile brand mark)



## Poster display

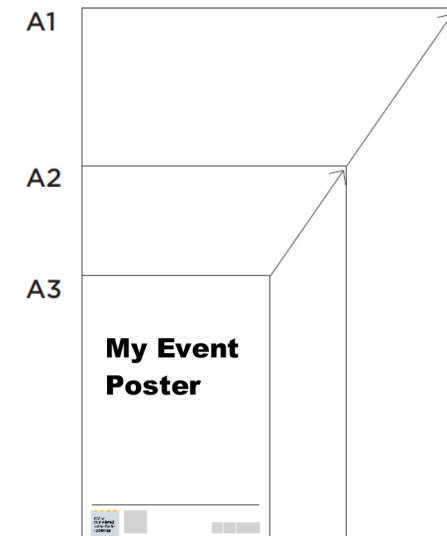
The Event Sector Voluntary Code Poster is best displayed alongside QR Code Poster and is suggested to be used in high touch points of your event:

- At key entry and exit locations (where crowd flow isn't negatively impacted);
- Seating areas;
- At toilet facilities;
- Registration or event pack collection;
- Crowd fencing or other delineation infrastructure;
- Throughout a merchandise or exhibition area;
- ATM facilities; and/or
- Within food or bar areas.

The poster can be printed in A4, A3, A2 or A1 size

## Adding Brand Mark to an Event Poster

Refer to the minimum size guidelines for correct proportion of logos. It is recommended to place the brand marks at any of the corners of your poster, where it is most complimentary to your design.



# EDM template copy

## Kia ora koutou,

We wanted to touch base with you to let you know of some changes that we are making to our upcoming event to make it even safer for you to attend the event. While we remain in COVID-19 Alert Level system, we are inspired to align with the recently released Events Sector Voluntary Code and we are hoping you'll help us by doing your bit to stop the spread of COVID-19.

The Events Sector Voluntary Code has been released to outline what organisers can do to safely deliver events. This includes following best practice expectations, which are based on Ministry of Health guidance to reduce COVID-19 related risks. It will enable our organisation to support the Ministry of Health in contact tracing if an outbreak of COVID-19 were to occur. We've always taken the health and safety of you all as our number one priority, so this is only a touch up on what we already do.

If you've yet to see the Events Sector Voluntary Code, you can view it here.

## What is the one thing we are encouraging you to do?

Scan the QR code using the NZ COVID Tracer App and follow good hygiene principles such as sneeze into your elbows and wash your hands.

Oh, and if you haven't got it already, we encourage you to download the app before arriving.



## So how are we doing our part?

- QR Codes will be made available at all key locations at the event, [Insert key locations: toilets, entry/exits, merchandise store, etc.]
- [Insert: list of changes if applicable – could include increase in hand washing facilities, hand sanitiser]

To help you, you might also see a couple of new signs within the [Insert: venue, on course, stadium, etc.]. This will include:

- Events Sector Voluntary Code Poster;
- QR Code.

[Insert: suitable sign off – best wishes, excited to see you, can't wait to see you there, etc.]