



**NEW ZEALAND
IMMIGRATION**

NZeTA

COMMUNICATIONS GUIDELINES

MAY 2019

New Zealand Government

immigration.govt.nz

The NZeTA (New Zealand Electronic Travel Authority) design is part of the Immigration New Zealand identity system.

The design is clear, bold and official, while the language and tone of communication is helpful but firm and facilitative. This document outlines how to communicate about the NZeTA in a way that ensures travellers receive consistent messaging, tone and visuals.

Contents

Primary Logo	3
Colour Palette	5
Visual Language	6
Language	7
Summary Text	8

PRIMARY LOGO

The NZeTA logo is designed to be a simple to understand and easily recognisable device; the green light for travel to New Zealand.

The primary NZeTA logo is seen on this page.

Positive



Negative (for use on Forest, Navy and Black backgrounds).



Monochrome



LOGO APPLICATION

MINIMUM SIZE

The logo minimum size is 30mm wide.

To ensure legibility, the logo should not be reproduced any smaller than specified.



30mm

CLEAR SPACE REQUIREMENTS

A minimum clear space requirement for the logo applies – it is to be kept clear of text or imagery.



INCORRECT USE

Do not change, stretch, re-colour or recreate NZeTA logo.

Additionally, the NZeTA logo should always appear on a plain background (or accepted background colour/gradient – see page 3) ensuring that the logo is clearly visible.



COLOUR PALETTE

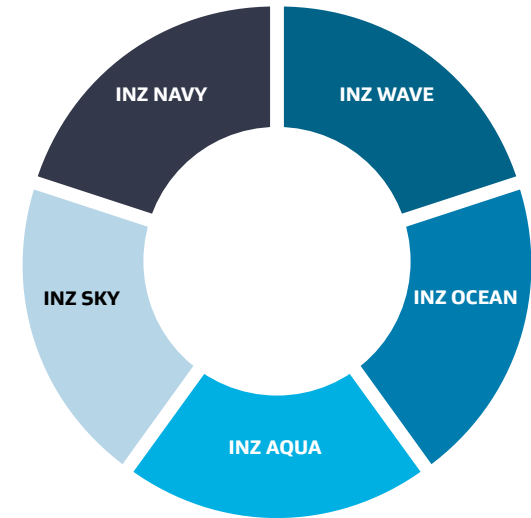
The key colour for NZeTA material is INZ Forest. Secondary to this is black and white.

This palette is intentionally simplified to ensure the materials are visually distinct from other Immigration New Zealand communications. Where necessary, NZeTA communications can pull from the INZ primary colour palette of blues.

NZeTA PRIMARY COLOURS



NZeTA SECONDARY COLOURS



Pantone Spot	RGB	CMYK	HTML
BLACK	BLACK	100% K	000000
INZ FOREST 377 C	INZ FOREST R 133 G 180 B 47	C 50 M 0 Y 100 Y 20	85B42F

VISUAL LANGUAGE

The following points are the key aspects of NZeTA communications.

Concise, bold headlines

Primary image of suitcase

Approved landscape images as alternative to suitcase

Bold call to action

Dominant green

New travel rules for New Zealand

 **NZeTA**
Electronic Travel Authority

From 1 October 2019, travellers from some countries will need a New Zealand Electronic Travel Authority before departure.

To find out more visit immigration.govt.nz/nzeta



New travel rules for New Zealand

 **NZeTA**
Electronic Travel Authority



Travel rules to New Zealand are changing. From 1 October 2019, travellers from some countries will need an NZeTA (New Zealand Electronic Travel Authority) before travelling to New Zealand. The good news is, it's easy to request. Just visit us online to find out if you need one. Approval can take 72 hours, so get yours before you go. We look forward to seeing you soon.

To find out if you need an NZeTA visit immigration.govt.nz/nzeta

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New Zealand Government

New travel rules for New Zealand



Travel rules to New Zealand are changing. From 1 October 2019, travellers from some countries will need an NZeTA (New Zealand Electronic Travel Authority) before travelling to New Zealand. The good news is, it's easy to request. Just visit immigration.govt.nz/nzeta to find out if you need one. Approval can take 72 hours, so get yours before you go. We look forward to seeing you soon.

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 **NZeTA**
Electronic Travel Authority

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White panel for longer text

Secondary logos

LANGUAGE

Care should be taken when writing the NZeTA brand name, to ensure the correct capitalisation is used. Other combinations such as NZETA, nzeta, or NZ-eTA are incorrect. The only exception is when referring to the NZeTA website address, as URLs should be written in all lower case – immigration.govt.nz/nzeta.

As a New Zealand brand, the NZeTA uses UK English, such as the UK English standard spelling of 'traveller', with two LLs. The article 'an' should be used when referring to a single NZeTA because, when spoken aloud, the word begins with a vowel sound – 'en-Zed'.

An NZeTA can be requested, approved, held, refused, revoked or withdrawn. The NZeTA is not a visa and is not 'applied' for.

The NZeTA is a travel requirement, that grants someone authority to travel to New Zealand. It is not an entry requirement and does not guarantee entry to New Zealand.

SUMMARY TEXT

This summary paragraph communicates the key facts of the implementation stage of the NZeTA.

Depending on your needs and audience, some or all of this paragraph can be used to communicate the changes to travel conditions to New Zealand regarding the NZeTA.

New travel rules for New Zealand

The New Zealand Government has introduced a new travel requirement for some visitors and transit passengers. It's called the NZeTA (New Zealand Electronic Travel Authority) and travellers need to request theirs via the official mobile app or website. Approval can take up to 72 hours, so get yours before you go.

The NZeTA is required for travel from 1 October 2019.
Visit immigration.govt.nz/nzeta to find out if you need one.