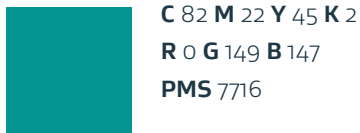
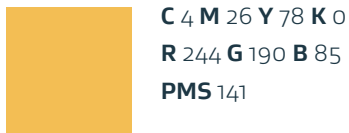
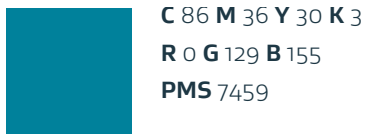
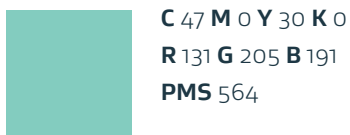
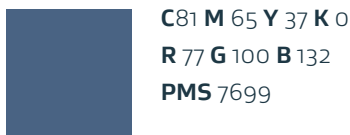


NSC DEEP SOUTH LOGO

MAIN LOGO



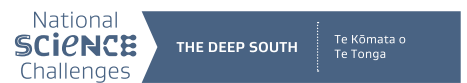
COLOURS



CLEAR AREA



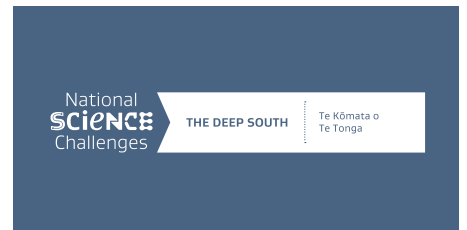
COLOUR OPTIONS



Full colour positive (4 colour options)
 This is the preferred version of the logo background.

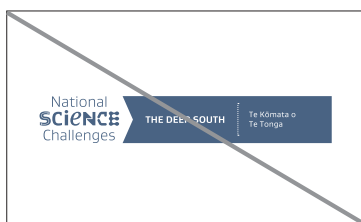


Single colour positive
 This version of the logo is to be used for single colour application when the logo must be used in black and white.



Single colour negative
 This is used for single colour application where the background is black or one of the four colour ways. Can also be used on a photographic background.

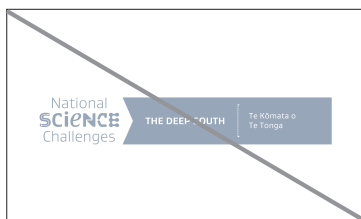
UNACCEPTABLE USE



No alternate colour logo



No reversing colour logo out of alternate coloured background



No tint or transparency of full colour



No reversing colour logo out of unauthorised photographs

PROGRAMME ICONS AND DESCRIPTIONS



Vision Mātauranga:

Strengthening the capacity and capability of iwi/hapū/whānau and Māori business to deal with climate change impacts, risks and adaptation.



Processes and Observations:

Improving our understanding of the global climate system by observing the Southern Ocean, Antarctica and the atmosphere.



Impacts and Implications:

Understanding the potential impacts and implications of climate change for New Zealand to support planning and decision-making, and aid adaptation efforts.



Earth System Modelling and Prediction:

Developing and utilising the New Zealand Earth System Model to produce improved projections of climate change.



Engagement:

Helping New Zealanders to make decisions informed by climate science, and to inform Deep South Challenge research.

DOCUMENTS AND SCREEN BASED FONTS

GUSTAN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

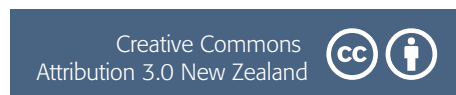
0213456789@#\$%^&*()

Calibri was chosen as the supporting font for all collateral - it has an extensive font family for versatility and is a Google font so can be used both in print collateral and online. This font is also free to download.

ATTRIBUTION

Always use the logo and web address.

Use Creative Commons CC BY licensing wherever possible.



Attribution: **Deep South Challenge** deepsouthchallenge.co.nz

COMMUNICATIONS

The Challenge Director and Chair of the Board can speak on behalf of the Challenge.

SLT Programme Leads can speak on behalf of a Programme.

Project Leads can speak on behalf of a project.

CONTACT

Email: deepsouth@niwa.co.nz

MISSION STATEMENT BYLINE

This challenge will enable New Zealanders to adapt, manage risk, and thrive in a changing climate.

SOCIAL MEDIA

The Deep South Challenge social media activities will be managed by NIWA and the Science Lead (Engagement), or a designate where appropriate.

The Twitter handle **@DeepSouth_NZ** should be used by partner organisations where appropriate (e.g. promoting a challenge related communication), with the following hashtags:

Deep South **#NSCDeepSouth**
National Science Challenge **#NSC**

CHANNELS



Twitter **@DeepSouth_NZ**



YouTube tinyurl.com/jkerjg2