

# IRMTNZ

Introducing  
our new Logo  
and brand style guide  
2020

## IRMTNZ is a professional organisation for music teachers

We are the only professional organisation for  
private music teachers set up by an Act of Parliament

*Music Teachers Act 1981*

We set professional and personal standards for our members

# IRMTNZ

## Our mission:

IRMTNZ is a professional organisation which support music teachers by providing regular professional development opportunities and upholding standard of excellence in the teaching of the art of music.

## Our aims:

- To develop the musical potential of every student
- To promote and encourage excellence in music education
- To provide opportunities for performance and encourage creativity
- To promote musical understand of all genres
- To provide music teachers with continuing education
- To ensure that music continues to be part of the cultural heritage of New Zealand .

## Our goals

- 1 – an open, user-friendly organisation that facilitates membership and supports its members
- 2 – an organisation that has a strong and visible place in the wider world of music education
- 3 – an organisation clearly visible to those seeking music education
- 4 – an organisation with a strong presence on the internet.

# IRMTNZ

## Our Brand Guidelines

To successfully achieve our mission, aims and goals, one of the things we must have is consistency in all of our IRMTNZ communications.

The following pages guide you in the use of our

Logo

Tagline

Colours

Fonts

Tone of voice

and provides some tips for use of publicity photographs.

Please adhere to these guidelines to ensure that IRMTNZ is represented in a uniform and well presented way.

This will help to make IRMTNZ instantly recognisable.

## Our Logo



The tree represents growth.

Five branches on the tree reflect the five districts of IRMTNZ.

Exuberant notes represent the diverse community of music teachers that are integral to IRMTNZ.

The design has a 'stamp' effect, which is analogous to a seal of approval; IRMTNZ members are endorsed by the Institute and seen to be working to best practice.



As well as the logo featuring the tree and growth, a secondary benefit of the graphic is that when seen in full colour the viewer can discern two hands holding up the notes. The hands denote the role of teachers to support, help and teach music.

Our Māori name is Ako Puoro

Our Māori name is incorporated into our logo and signifies our openness to a diversity of cultures.

The meaning of Ako Puoro is significant for music teachers.

Ako: to learn, study, instruct, teach, advise ( Māori Dictionary)

The concept of ako. (*NZ Curriculum Guidelines, Te Reo Māori*):

“The concept of ako describes a teaching and learning relationship, where the educator is also learning from the student and where educators’ practices are informed by the latest research and are both deliberate and reflective. Ako is grounded in the principle of reciprocity ... “

Puoro: song, music, musical instrument. (There is NO macron)

Listen for the correct pronunciations here

<https://maoridictionary.co.nz/search?idiom=&phrase=&proverb=&loan=&histLoanWords=&keywords=puoro>.

## **Who may use our logo**

The logo and tagline LearnMusicNZ are for official IRMTNZ use only

This means that their use is limited to:

- the IRMTNZ Registrar and Council on official documents, correspondence and publicity
- IRMTNZ branch committees on official documents, correspondence and publicity.

Individual members may not use the logo and / or tagline for their own purposes.



# How to use – and not to use – our logo



Always allow plenty of space around the logo so that it stands out and isn't crowded



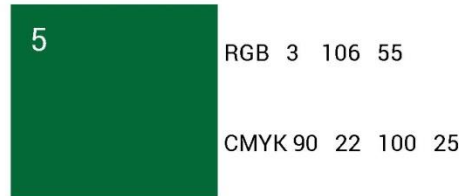
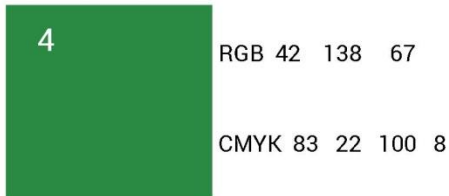
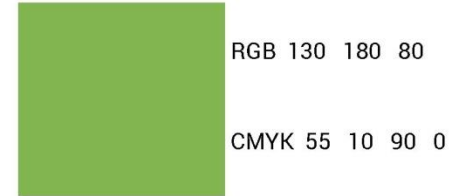
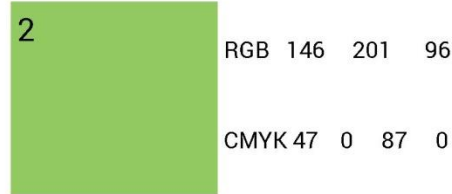
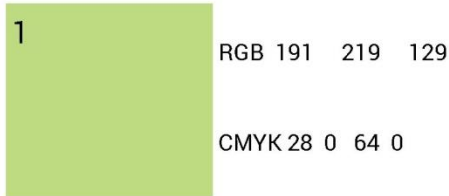
Minimum size for the colour version of the logo



On coloured or patterned backgrounds, only use the black version of the logo or the reversed out white version



# Our primary colour palette. Use when designing advertising and promotional material



## Our fonts:

For text in documents and letters use **Arial**

The font used in the logo is **Roboto**

The suite of Roboto fonts is available as a free download

Our tag line

# LearnMusicNZ

Our logo and 'LearnMusicNZ' are the most important elements of our brand. They are unique to us and differentiate us from our competition.

It is important that they both always appear in any advertising or promotional material.

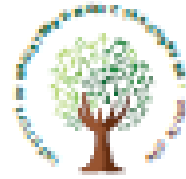
They are not designed to be positioned next to one another, not do they need to be the same size, but both should always be easily seen.

LearnMusicNZ can only be reproduced in light green, black, or reversed out in white. The font is Roboto Light and it should always be larger than the associated text.

## How to use our logo and our tagline

For documents, use one of the following three combinations for positioning the logo and LearnMusicNZ:

1. Logo at the top right, LearnMusicNZ at the bottom right, as in this letterhead ...

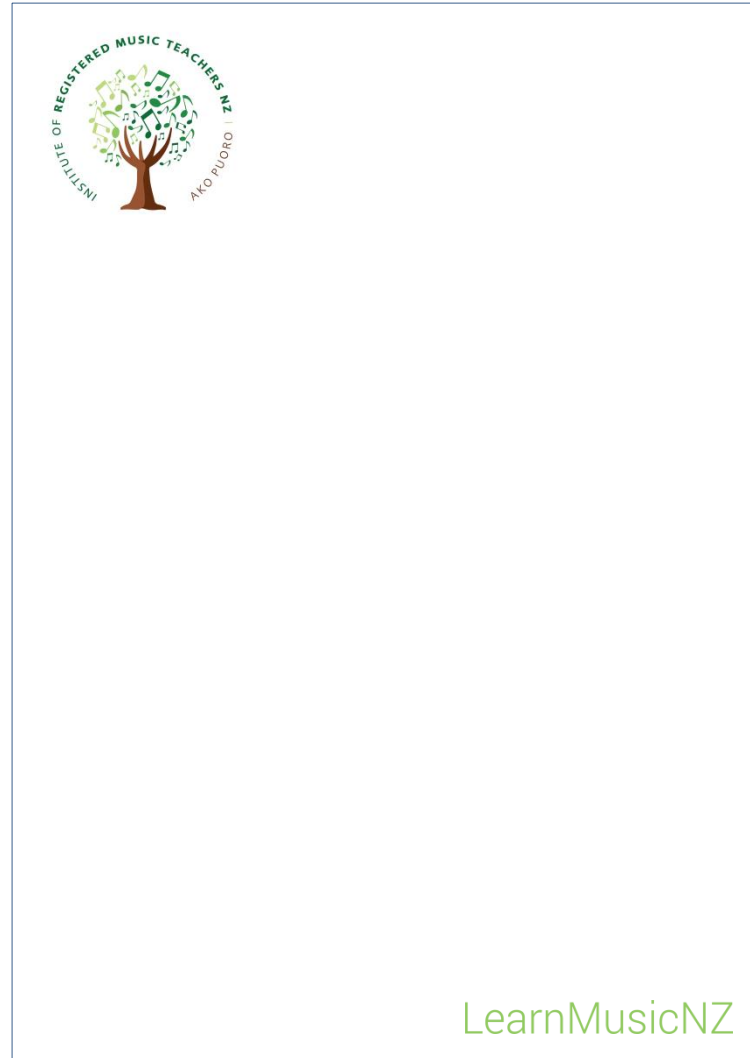


LearnMusicNZ

2. Logo at the top left, LearnMusicNZ to the right of the logo as in this website masthead ...



3. Logo at the top left,  
LearnMusicNZ at the bottom right,  
as in this document template



## IRMTNZ

### Our language and spelling

In correspondence we use a friendly, encouraging tone of voice in plain English.

Our website is [learnmusicnz.org.nz](http://learnmusicnz.org.nz) We do not use any capital letters (i.e. not ~~LearnMusicNZ.org.nz~~ )

If we need an English reference guide we use  
The Write Style Manual for Standards New Zealand  
<https://www.parliament.nz/resource/0000030931#page19>

For reference to Te Reo Māori we use the Māori Dictionary  
<https://maoridictionary.co.nz/>

## Tips for taking photographs for publicity

- Always use good quality images at **high resolution**

### If possible:

- Emphasise the subject with sharp focus and good lighting
- Background: as neutral as possible
- Foreground: dress the set - remove untidy objects if possible
- Distance from subject: - Close up for a single person
  - Mid shot for a group or activity
- If having photos taken of yourself teaching:
  - Avoid any physical contact with your student during the lesson
  - Organise a pretend lesson rather than pose; ask the photographer to take lots of shots and choose the most natural looking ones.





**IRMTNZ is a professional organisation for music teachers**

IRMTNZ members are trusted music teachers

Students can learn music with confidence  
from an IRMTNZ- registered music teacher

**We appreciate your support in adhering to these guidelines**

IRMTNZ February 2019



LearnMusicNZ