

New Zealand
TRADE & ENTERPRISE 

Brand Partner Programme

START ▶


NEW ZEALAND





Contents

▶ The Sign of Success	P4
▶ The New Zealand Story	P5
▶ Brand New Zealand values	P6
▶ Brand New Zealand and the New Zealand Fern Mark	P7
▶ Invest in your future— become a Brand Partner	P10
▶ How to become a Brand Partner	P11
▶ Usage Guidelines	P12



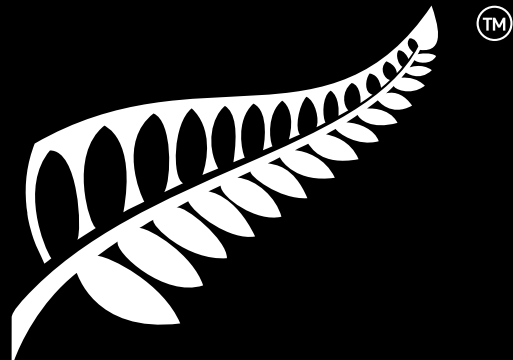
Being a brand partner with New Zealand Trade & Enterprise, and being able to include the Fern Mark in our marketing materials, reinforces to our overseas customers the pillars of the Tallon Systems brand – Innovation, Quality and Vibrancy.

BRIAN THOMAS
MARKETING
TALLON SYSTEMS



The Sign of Success

COMPANIES TODAY NEED EVERY EDGE THEY CAN GET TO SUCCEED INTERNATIONALLY. FOR THOSE THAT MAKE THE STANDARD, ACCESS TO THE BRAND NEW ZEALAND FERN MARK IS AN INVALUABLE MARKETING ASSET.



NEW ZEALAND

Only selected New Zealand companies doing business internationally are eligible to become Brand Partners and use the New Zealand Fern Mark.

For those that do, it is a unique and identifiable sign of success. It tells the world that these products and services originate from New Zealand companies and are of the highest quality, and that this company is aligned with the values of the New Zealand brand.

Country brands provide a strong national identity. Government agencies New Zealand Trade and Enterprise and Tourism New Zealand use the New Zealand Fern Mark as part of their livery and international branding at trade and tourism events and in marketing campaigns globally.

Businesses licensed to use the New Zealand Fern Mark can leverage off that high profile positioning and endorsement to enhance their own brand.

A unified approach to selling New Zealand's products and services increases opportunities for international trade and economic growth, helps secure foreign investment, and enhances our attractiveness as a destination for visitors and for skilled and business migrants.

An invitation

Are you a New Zealand company operating successfully internationally, that has a sustainable business model that demonstrates good business practices, and is committed to business excellence? If so, we invite you to apply to become a Brand Partner. If accepted, you will join a select group of successful and innovative New Zealand companies from across the export and tourism sectors eligible to use the New Zealand Fern Mark.



The New Zealand Story

You are here. In a different place and space. This is New Zealand, a land apart, where geographic isolation forged both a land of spectacular beauty and an independent spirit you'd expect from the youngest country on earth. A respect for the land with the hands-on ability to make things work. An inventive people driven to find their own way, to challenge the expected. Where new is in our name, with a fusion of diverse cultures creating a fresh expression unlike anything else you'll ever experience. Here. Refreshing new perspectives on our place... from our people, on your world.





Brand New Zealand values

Guardianship

We take care of what we've got for future generations, recognising our responsibility as guardians of our environment and culture.

Welcoming

We are an open and welcoming people, welcoming the world with an open mind, open heart and a respect for their values.

Resourceful

We are ingenious people with a can-do attitude. A belief that anything is possible, the ability to make more from less, with ideas that challenge the expected.

Integrity

We stand up for what we believe in, stay true to our word, and are driven to find our own way.

Refreshing

We have a young and adventurous spirit that makes us see things differently.



Brand New Zealand and the New Zealand Fern Mark

A STRONG COUNTRY BRAND IS VITAL TO SUCCESSFUL INTERNATIONAL MARKETING. PEOPLE MAKE DECISIONS ABOUT WHAT TO BUY, WHO TO DO BUSINESS WITH AND WHERE TO VISIT BASED INCREASINGLY ON THEIR PERCEPTION OF A COUNTRY.





The distinctive black, white and silver New Zealand Fern Mark was created by government agencies New Zealand Trade and Enterprise (NZTE) and Tourism New Zealand. The objective of the New Zealand brand programme is to strengthen New Zealand's business reputation in key international markets.

To build the brand internationally and give recognition to New Zealand's leading exporting businesses, companies can apply to become Brand Partners. If successful they can use the New Zealand Fern Mark logo on their websites, packaging, publications, trade exhibits, and other marketing and promotional material.

How the Brand Partner programme works

- The Brand Partner programme is managed by the New Zealand Way, an entity owned by NZTE and Tourism New Zealand.
- The New Zealand Way owns copyright to the distinctive stylised New Zealand Fern Mark and has registered it in multiple classes within New Zealand and a significant number of key international markets.
- Companies apply to become Brand Partners and if successful are licensed to use the New Zealand Fern Mark logo on their products and/or generic marketing collateral for promotional purposes in selected international markets. A copy of the **full licence agreement** can be found on NZTE's website.
- Accreditation is gained by undergoing an assessment process run by Qualmark New Zealand Ltd, an independent and official quality assessment agency.
- Companies that are part of NZTE's Better By Design and/or Beachheads programmes are automatically entitled to be Brand Partners and use the New Zealand Fern Mark.



┌ In the global market place, it allows us to clearly identify our special Kiwi heritage, benefit from the positive perceptions about what New Zealand products offer and also helps authenticate our brands.

Added to this, it allows us to be closely linked to a group of successful New Zealand exporters who also produce quality products and services with shared values and high standards.

JO O'SULLIVAN
BRAND MARKETING MANAGER
ANZCO FOODS



Invest in your future— become a Brand Partner

EXPORT COMPANIES THAT BECOME
BRAND PARTNERS ENJOY MANY BENEFITS.

Being eligible to use the New Zealand Fern Mark shows that you are a successful exporter who has reached standards of excellence.

It associates you with other leading New Zealand businesses across the export sectors.

It helps build global competitive advantage for your business and provides a point of differentiation – country of origin branding is becoming more important in a growing number of markets, and across more and more sectors.

NZTE and Tourism New Zealand use the Fern Mark in their livery and as part of their international marketing and branding. You will benefit from association with this logo in your international marketing and leverage off their investment.

The independent assessment companies go through when applying to become Brand Partners is beneficial in its own right. It offers an opportunity for companies to benchmark their performance against successful export companies, and to receive valuable business analysis and feedback.

By using the New Zealand Fern Mark in their international marketing, NZTE, Tourism New Zealand, and Brand Partner members help build a compelling and consistent New Zealand story globally. Apply now to become a Brand Partner and be part of that story.



How to become a Brand Partner



Who is eligible?

If you have been successfully exporting for at least two years and have a sustainable business model that demonstrates good business practice you are eligible to apply for an assessment to become a Brand Partner. (Companies that belong to NZTE's Beachhead and/or Better By Design programmes are automatically eligible to become Brand Partners and use the Fern Mark – talk with your NZTE client representative).

Qualmark assessment

The Qualmark assessment costs \$1,000 and covers the following:

- customer experience management
- products and markets
- employment matters and staff
- manufacturing and equipment (where applicable)
- financial performance and stability
- environmental performance and sustainability
- general safety and welfare

The Qualmark assessment is beneficial to companies whether or not they are accepted into the Brand Partner programme. It provides an opportunity to benchmark performance, to get independent and professional

feedback and analysis of your structure, operations and management.

How to apply for assessment

Download the application form on NZTE's website.

More information

If you would like more information about the Brand Partner programme and your company's eligibility to use the New Zealand Fern Mark, call your NZTE client representative or NZTE 0800 555 888, or visit the **Brand Partner section** of the website.



Usage Guidelines

Our Brand — The New Zealand Fern Mark

Brand New Zealand has a unique and identifiable mark. It identifies New Zealand to the world.

The silver fern is well recognised and understood in New Zealand as the symbol that represents the country. Over time, recognition through consistent use of the New Zealand Fern Mark, as well as our core brand colours (black, white and silver) will become understood and recognised at a global level.

The Brand New Zealand visual identity has been professionally designed. It consists of two elements, the New Zealand silver fern and the 'New Zealand' logotype.

Formats

The visual identity has been designed to be effective across a range of applications. These specifications outline the rules for its application and adherence to them will ensure the identity is rendered correctly and consistently.

There are three formats available:

- Stacked
- Horizontal
- Fern only*

The correct format for print and online applications will be determined by design, space and size.

The logotype and silver fern have been specifically drawn and should not be altered in any way. The fern may only be used without the ™ symbol when the reproduction would become illegible (e.g. embroidery).



* For limited use in situations where use of the full New Zealand Fern Mark is not possible i.e. lapel pins. It can be used as a graphic element where there is another full New Zealand Fern Mark in the same field of vision.



Usage Guidelines

1. Colour

The primary Brand New Zealand colours are black and white. The secondary colour is silver. Brand New Zealand in most cases should be reproduced in either black or white. The preferred colour is the use of the white signature on black. This allows for maximum impact.

2. Clear space requirements

The amount of clear space around the elements has been set. No text, graphic or material that compromises the clarity of the logo may appear in this area. This space remains proportional when enlarging and reducing. The area is determined by the height of the New Zealand "N". It is always preferable to allow more generous clear space around the elements.



SILVER — MATCH TO PANTONE® 877 OR 50% BLACK



Usage Guidelines

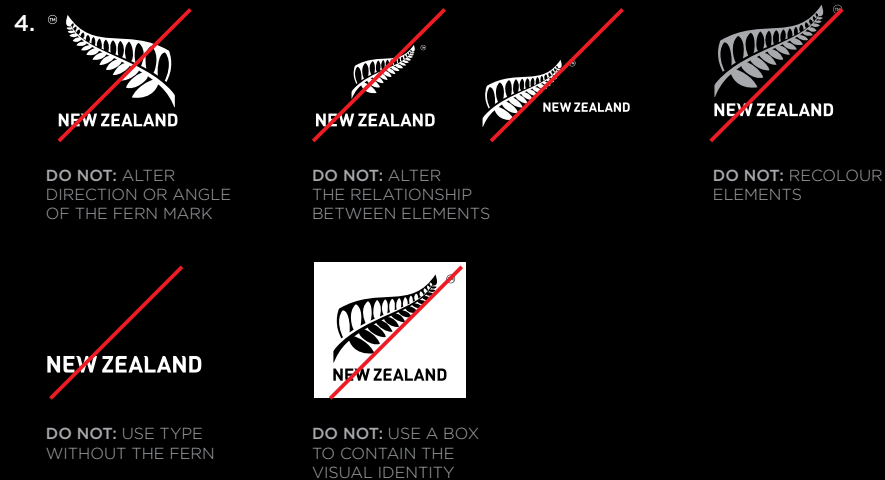
3. Minimum size

To ensure clarity and legibility, there is a minimum size that the Brand New Zealand elements can be reproduced. The minimum size for the New Zealand Logotype is 15mm and the minimum size for the Fern Mark is 7mm. The area is determined by the height of the New Zealand "N". It is always preferable to allow more generous clear space around the elements.



4. Incorrect use

Do not in any way change or recreate the versions of Brand New Zealand visual identities. Never use the logotype without the fern.



New Zealand Trade and Enterprise (NZTE) is the government's national economic development agency. We work to stimulate economic growth by helping to boost export earnings, strengthening regional economies, and delivering economic development assistance to industries and individual businesses. Through our network of offices worldwide, we connect New Zealand businesses to people, knowledge and opportunities. In 2008, NZTE was judged 'best of the best' at the World Trade Promotion Organisation Awards.

To find out more about other services and programmes NZTE offers visit www.nzte.govt.nz or call 0800 555 888.

ISBN 9780478344271



WORLD TRADE PROMOTION
ORGANIZATION AWARDS

