Transparency International New Zealand style guide

This guide provides a definitive style for future use.

1. Logotype

![logos]

(50mm) (83mm)

Only one version of the TINZ logo, a horizontal version, is to be used. The Permissible format for use may be colour, black and white reverse white. The appropriate logo should be selected based on the size, shape of available space for each application and the colour of the document and or background on which the logo will be used.

The logo should not be redrawn or recreated and should only be used from TINZ approved sources.

A protected area around the logo of 10mm white space is always required to ensure a sufficient open surround and purity of the logo. No text or graphics should enter this area at any time. The logo may not be reduced to a size smaller than is legible and is recommended as 50 mm minimum with standard use of 83 cm. A one to one aspect ratio will be maintained at all sizes.

2. Typography

The typeface families of Cambria (serif) and Helevitca/Arial (sans serif) will be used for accessibility. Bullet points so that points stand out.

Numbering is spelled out zero to nine and simple numerals from 10 onwards. Larger numbers are spelled out, eg millions, billions, trillions.

- 3 zeros (1000), no commas/ 4 zeros, use commas (10,000)

3. Colour Family

a. Colours for Print Production

*Titles will be in TINZ Blue or Black* in Sentence Case Bolded or not as preferred, in Arial and typically 18 pt.

*Headings will be in TINZ Blue (rgb: 29,61,115), and while may be capitalized for variation is preferred in Sentence Case in and typically 17 pt.

*Sub headings will be in Arial 12pt, a lighter blue variation made up of rgb 76,127,188, bolded.*

Standard text will be in Arial 10, 11 or 12 pt, chosen for ease of reading and size of document. Note that for general text, 12 pt is preferred.

Colours:

- Black rgb: 0,0,0
- TINZ Blue rgb: 29,61,115
- Light Blue rgb: 76,127,188
- Gold rgb: 157,107,77.

b. Black and White Print Production

As above, with no colour variation.

c. Colour Electronic Usage
Titles will be in TINZ Blue in Sentence Case Bolded or not as preferred, Helvetica Neue 24pt or web equivalent. 
Headings will be in TINZ Blue, Helvetica Neue 17pt, and while may be capitalized for variation are preferred in Sentence Case. Website Headings will be in gold web format.
- Sub headings will be in Helvetica Neue 15pt, in Black

4. Approved use of the TINZ logo by third parties
TINZ will award members the right to link to the logo on a case-by-case basis. Members linking to TINZ must include an explicit acknowledgement that:

"Membership of TINZ does not constitute endorsement by TINZ of my or any other member's activities, and nothing on this website or in any other statement made by me is to be attributed to TINZ".

Partners in TINZ business programmes may also be awarded the right to co-brand, also on a case by case basis. The presentation of the TINZ logo will be managed in each instance.

Disclaimer:
Opinions expressed in Transparency Times are those of various authors and do not necessarily represent those of the editor, the NZCS management committee or NZCS. Every effort is made to provide accurate and factual content. The publishers and editors cannot accept responsibility for inadvertent errors or omissions that may occur.

Transparency international contributor guide


Language will be New Zealand English.

A, an
The choice between a and an depends on the sound of the following word. Words that begin with a consonant or sound like they do have a in front of them. Words that begin with a vowel or sound like they do have an in front of them:
- a historic event (h sounds like h)
- an hour (h sounds like ow)

Acronyms
Use as few acronyms in articles as possible. If you are referring to a person or an organisation that has a well-known acronym give the full name first before using the acronym:
Prime Minister John Key was invited to speak about the project. The crowd gave a positive response to the PM’s message.

Apostrophes in geographic names
According to Write Edit Print, "the New Zealand Geographic Board has ruled that, in general, place-names which have formerly taken an apostrophe are to be spelt without the apostrophe".
Exceptions, like Arthur’s Pass, are decided on an individual basis:
- St Andrews Grove
- Cooks Beach
- Whalers Bay

Currency
The style is:
NZ$1, US$1, A$1, €1

Dates
The style for dates is day/month/year:
22 January 2015

“Down” style
Capitalised letters are used sparingly. They are used at the beginning of sentences, for proper names and specific titles:
Clyde Quay School; the school
chief executive; Chief Executive Ron Smith; Ellen Davis, chief executive of Transit New Zealand,
Dr Lila Burke; the doctor

TINZ Usage
• Oxford Style for headlines is Sentence case.
  1. Standardise on Sentence Case. (Old content to be edited on when reviewed)

Hyphens
A hyphen connects two or more words which are to be read as a single word. Some of these words evolve into one word, so be sure to check The New Zealand Oxford Dictionary for current spellings.
A few words that are frequently spelled incorrectly include: reintroduced (not re-introduced), coordinate (not co-ordinate) and cooperation (not co-operation).

Compound adjectives should be hyphenated when they appear before the noun they qualify, especially if they contain numbers:
long-term goals; in the long term
11-km walk; the walk is 11 km

Gender
Use general neutral descriptions and non-sexist language:
chair
fisher

Italics
Italics can be used to give emphasis to a word/sentence, never underlining.
Italics will also be used for publication titles, movie/TV show titles etc.

Macrons
Macrons are used:
Te Puni Kōkiri
Māori

Māori
When a Māori word is used, the English translation should follow in brackets:
kaitiakitanga (guardianship)

Percentages
Use symbol (%) in tables. Per cent is written in two words:
55 per cent

Quotations
Use double quotation marks for quotes. Only use single quotation marks for quotes inside of quotes.

Use UK style convention of quotation marks within the full stop for speech fragments and outside of the full stop for full sentences:
It was clear from the beginning that John was “happy to be there”.
“I was happy to be there.”

Spelling
*The New Zealand Oxford Dictionary* is the preferred source for spelling.
In general, use -ise form of verbs rather than -ize.

Tense
Unless quoting from a past event, articles should be in present tense. The passive voice is to be avoided – use direct action eg "I threw the ball" instead of "The ball was thrown by me."

**Oxford comma only as required for clarity**

For clarity, comma separated lists in paragraphs will include a comma along with the "and" or "or" just prior to the last item

Red, green and blue

Time
12 hour clock with a lower case am or pm and a space separating it from the number. Use noon and midnight with 12.00. If all times are to the hour, the 00 is optional as long as used consistently.
12.30 am.
12.00 noon or 12.00 midnight

**Bulleted Lists**
Readability studies have determined that stops provide a cue to stop reading and lead to shorter page views.
Bulleted lists used online will avoid a standard punctuation (periods ., commas,, or semi-colons) at the end of each item. Question marks or exclamation points (in moderation) can and should be used.

**Anti-Corruption**
Anti-corruption in article titles (Down Case) is Anti-corruption, and in sentences, anti-corruption.