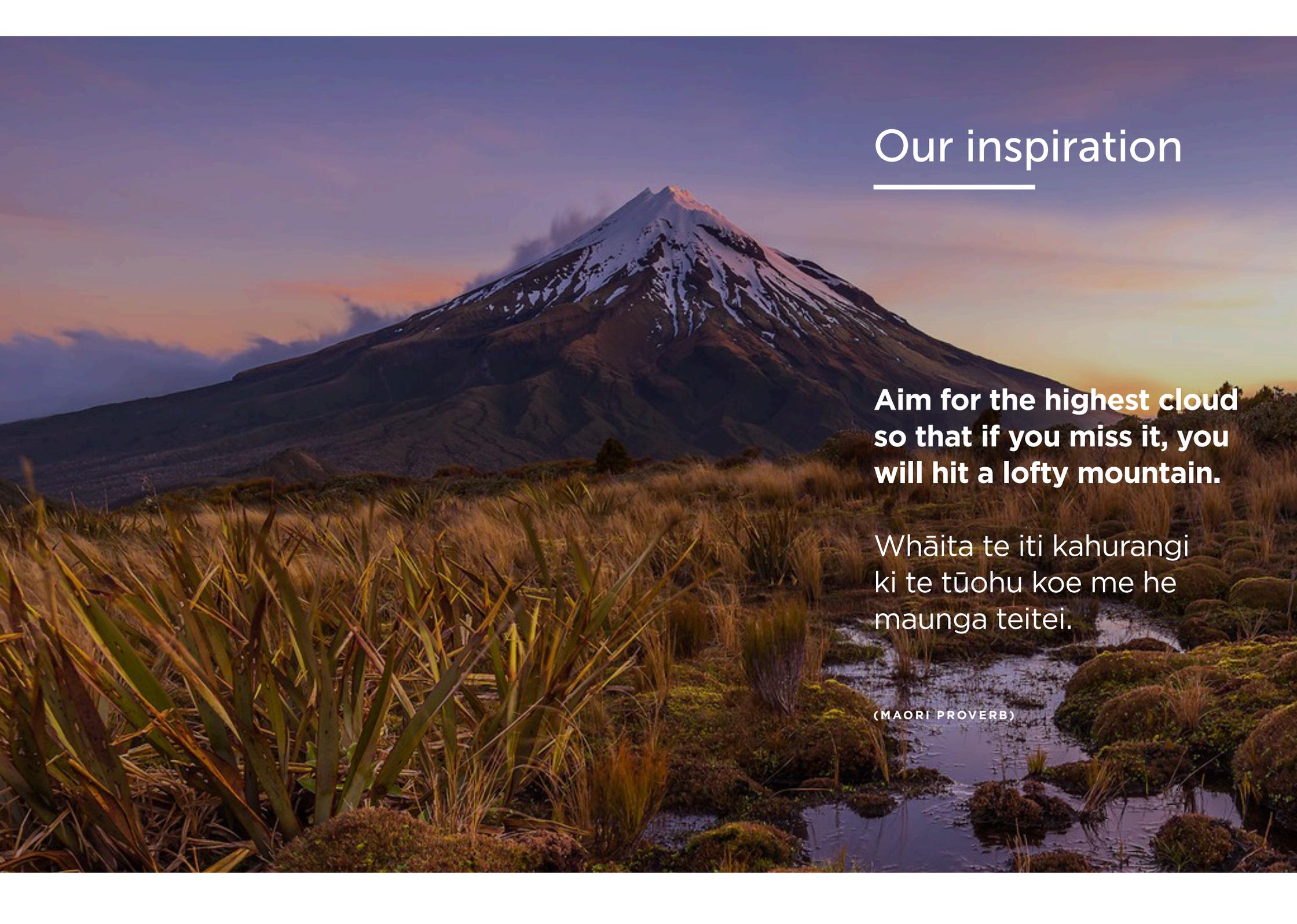




**Hobsonville
School**

Be the BEST you can be
KIA EKE KI TOU TAUMATA

**Kia ora! Welcome
to our awesome
new brand.**



Our inspiration

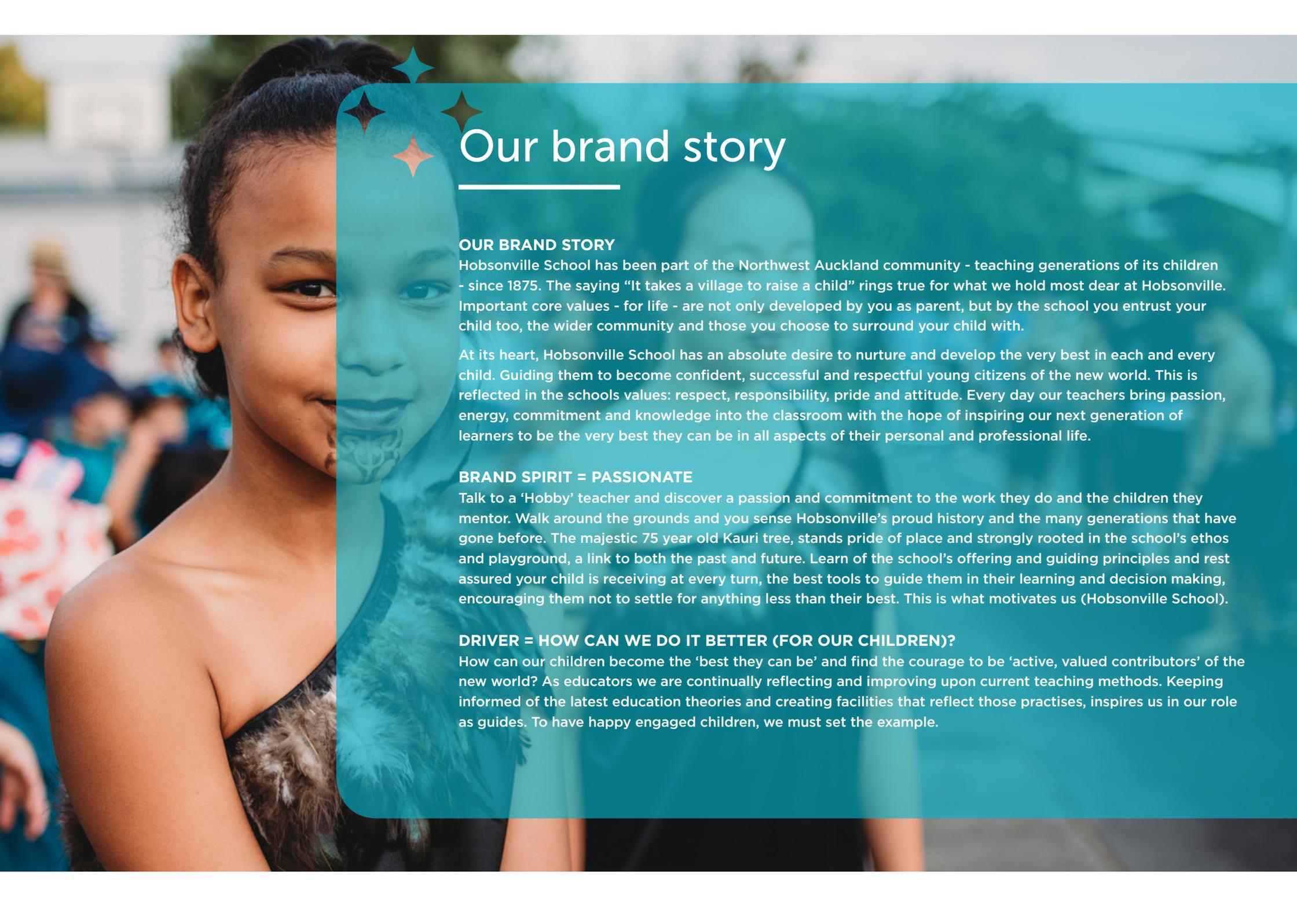
**Aim for the highest cloud
so that if you miss it, you
will hit a lofty mountain.**

Whāita te iti kahurangi
ki te tūohu koe me he
maunga teitei.

(MAORI PROVERB)

Our brand map





Our brand story

OUR BRAND STORY

Hobsonville School has been part of the Northwest Auckland community - teaching generations of its children - since 1875. The saying “It takes a village to raise a child” rings true for what we hold most dear at Hobsonville. Important core values - for life - are not only developed by you as parent, but by the school you entrust your child too, the wider community and those you choose to surround your child with.

At its heart, Hobsonville School has an absolute desire to nurture and develop the very best in each and every child. Guiding them to become confident, successful and respectful young citizens of the new world. This is reflected in the schools values: respect, responsibility, pride and attitude. Every day our teachers bring passion, energy, commitment and knowledge into the classroom with the hope of inspiring our next generation of learners to be the very best they can be in all aspects of their personal and professional life.

BRAND SPIRIT = PASSIONATE

Talk to a ‘Hobby’ teacher and discover a passion and commitment to the work they do and the children they mentor. Walk around the grounds and you sense Hobsonville’s proud history and the many generations that have gone before. The majestic 75 year old Kauri tree, stands pride of place and strongly rooted in the school’s ethos and playground, a link to both the past and future. Learn of the school’s offering and guiding principles and rest assured your child is receiving at every turn, the best tools to guide them in their learning and decision making, encouraging them not to settle for anything less than their best. This is what motivates us (Hobsonville School).

DRIVER = HOW CAN WE DO IT BETTER (FOR OUR CHILDREN)?

How can our children become the ‘best they can be’ and find the courage to be ‘active, valued contributors’ of the new world? As educators we are continually reflecting and improving upon current teaching methods. Keeping informed of the latest education theories and creating facilities that reflect those practises, inspires us in our role as guides. To have happy engaged children, we must set the example.

Our brand values

DEDICATED: we believe learning is life-long. By attracting the best teachers and investing in their on-going professional development - the positive knock on effect for our children is self-evident. We can't expect the best from our children unless we demand it in ourselves.

NURTURING: all of our kids have one thing in common - they are unique! As a school we celebrate individuality and the rich diversity of our multicultural community - (a melting pot of many cultures). It is our role to "ignite the light" within every one of our children, helping them to realise their full potential.

FORWARD-THINKING: we at Hobsonville School work hard today and everyday to prepare our children for 'tomorrows world'. We are constantly evaluating current practise and adapting to reflect the latest teaching philosophies. By investing in the latest thinking and innovation we arm our kids with the confidence to seek a bright future.

INSPIRING: teaching at Hobby is much more than just a job to us, we like to go the extra mile delivering above and beyond expectation. We are the catalyst for igniting passion within our children to learn and push the boundaries! It is our quest to motivate, stimulate and inspire our children to be truly great kiwis and the best that they can be.

POSITIVE: to become vital citizens of the new world it is important our kids feel connected to their environment, feel valued and recognise their role in it. We in fact believe that with warmth, support and positivity our kids are encouraged to safely step out of their comfort zones, embrace failure (as vital to learning!) and ultimately "shine".

OPEN: for children to truly shine and feel confident they need to be in an environment that encourages open and frank discussion. Hobsonville is a welcoming school for all that set foot within its grounds. We operate an open door policy - for teachers, children and parents alike. And invite opportunities to share information and learnings across the wider school community.



Hobsonville School

Be the BEST you can be
KIA EKE KI TOU TAUMATA

Our new brand

WHY THE NEED FOR CHANGE

The time was right for change. Our 30 year old logo looked outdated and it was felt it no longer represented us as a school. The landscape of Education has evolved, like our school, community and surrounds. We are no longer a semi-rural school with cows on our boundary. Our connection to the Hobsonville Air Base while it remains, is less relevant today, with the diversification and new schools in the area.

After carrying out a brand audit with several groups, we got to the heart of what we stood for, and our new brand was born.

Our logo defined



OUR HERITAGE

The logo recognises our long, successful heritage in the Northwest community.

SOARING JET

The dynamic arrow represents the children on their learning journey, soaring through the clouds and into the sky. It's also a link to our Hobsonville Air Base heritage.

CLOUDS & SKY

These represent our mission to 'aim for the highest cloud'.

GOLDEN SOUTHERN CROSS

The Southern Cross is the guiding light on our learning journey. The stars represent our teachers, parents and the wider community that support us on our quest to be "the BEST that we can be". It also symbolises our four RRAP values: RESPECT, RESPONSIBILITY, ATTITUDE AND PRIDE.

TEAL KORU

The koru is commonly used in Māori art and is based on the unfurling fern front of our native silver fern. The circular shape of the koru conveys the concept of perpetual movement, representing growth, change and life: that learning is a life-long journey for all of us. The Koru is also used extensively throughout all design, together with our warm, contemporary colour palette.

Our vision

Strive to be the very BEST version of yourself in your attitude and behaviour towards others.

Approach your life-long learning journey by always trying to “Be the BEST you can be” and putting your BEST foot forward.

Your efforts will be rewarded with a sense of pride and personal achievement.

Be the BEST you can be
KIA EKE KI TOU TAUMATA



RESPECT – Whakaute

RESPONSIBILITY – Haepapa

ATTITUDE – Waiaro

PRIDE – Whakahī

Our RRAP values

BE RESPECTFUL

Act in a way that shows you care about others: about yourself and about the people and places that are important to you.

BE RESPONSIBLE

Show honesty, courage, fairness and respect in all your actions and be prepared to stand up and be counted, whatever the outcome may be.

HAVE THE RIGHT ATTITUDE

Be the very best person you can be at all times: approaching people and tasks in a kind and thoughtful way.

TAKE PRIDE

Pride happens when you know you have done your absolute best ... in learning, in your behaviour, and in exceeding the expectations of your school.

Brand Palette



PMS 286 C



PMS 3145



PMS 3125



PMS 3105



PMS 109

Secondary colour palette



PMS 3155 C



PMS 316



PMS 376



PMS 2767



PMS 2995



PMS 428

Typography

GOTHAM

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GOTHAM NARROW

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MUSEO SANS

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MUSEO SANS - Logo and Headlines

Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use.

GOTHAM - Support headlines and copy

Gotham is that rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients without historical precedent — a lowercase, italics, a comprehensive range of weights and widths, and a character set that transcends the Latin alphabet — enhances these forms' plain-spokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.

GOTHAM NARROW - Body Copy

Reimagines Gotham as a space-efficient text face, handily succeeding in the confines of the narrow text column without looking squeezed.

4 COLOUR GRADATED
LANDSCAPE LOGO
+ STRAPLINE
(LEFT JUSTIFIED)



Hobsonville School

Be the **BEST** you can be
KIA EKE KI TOU TAUMATA

Landscape logo

The HERO Landscape and Portrait 4 Colour Gradated Logos should be used wherever possible. The first appearance of the logo should have the strapline, thereafter the logo without strap can be used.

4 COLOUR GRADATED
LANDSCAPE LOGO
(LEFT JUSTIFIED)



Hobsonville School

4 COLOUR GRADATED PORTRAIT LOGO
+ STRAPLINE (CENTRED)



**Hobsonville
School**

Be the BEST you can be
KIA EKE KI TOU TAUMATA

4 COLOUR GRADATED
PORTRAIT LOGO (CENTRED)



**Hobsonville
School**

Portrait logo

Logo Specifics



PLEASE NOTE:

- DO NOT alter the logo in any way!
- DO NOT change the typography!
- DO NOT change the colour from that specified!.
- DO NOT stretch or scale the logo out of proportion!
- DO NOT rearrange the icon or logo type in any other combination than stated in this guide!



HOBSONVILLE SCHOOL FONT
- Museo Sans 900

EST. 1875 FONT
- Gotham Bold

STRAP LINE FONT
- Museo Sans 700

- Museo Sans 500



Hobsonville School

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PMS 286

PMS 109

GRADIENT
PMS 286,
3145, 3125
& 3105

TYPE
PMS 3145



Stationery

Letterhead, business card and compliment slip.

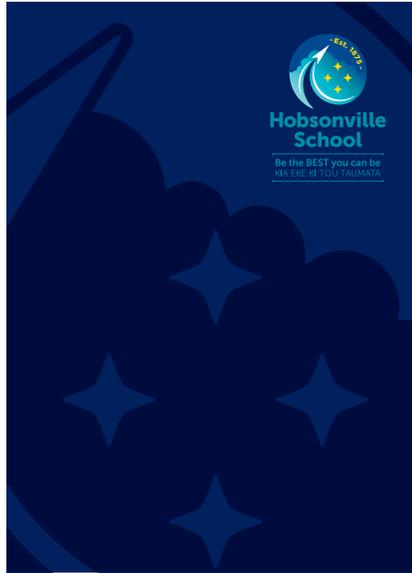


with compliments



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A4 Folder

Oversized A4 folder: 4 colour with dye cut (plus slot for business card) on a heavy weight semi gloss stock. Spot UV on front cover with a matt seal finish.





Thank you!
Ngā mihi





**Hobsonville
School**

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