

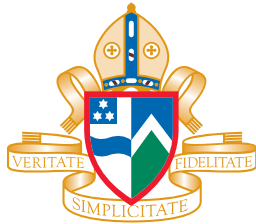
**WAIKATO DIOCESAN**  
School for Girls

**Waikato Diocesan School for Girls - Brand Guidelines**  
January 2023

## Logo – Colour

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Your logo should be used in the primary brand colours.



**WAIKATO DIOCESAN**  
School for Girls

Colour logo on white background.

## Logo – Grayscale

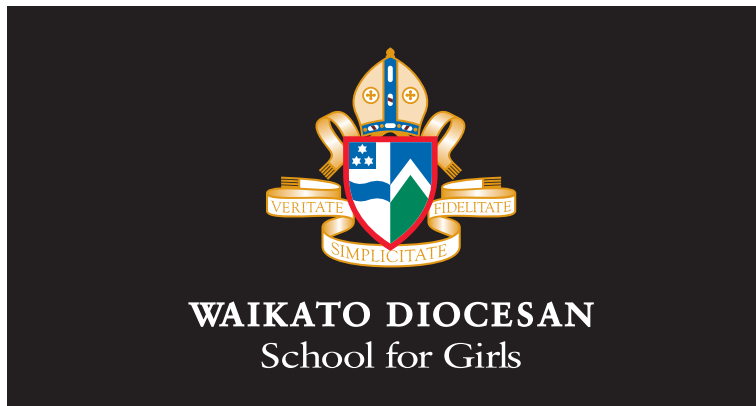
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On the occasion where you need a single colour version, the logo can be used in grayscale or black and white.



**WAIKATO DIOCESAN**  
School for Girls

Grayscale logo on white background.



**WAIKATO DIOCESAN**  
School for Girls

Reversed colour Logo on dark background.

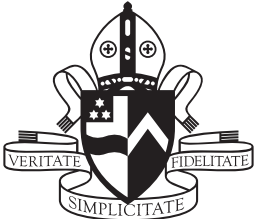


**WAIKATO DIOCESAN**  
School for Girls

Grayscale logo on dark background.

# Logo – Black and White

On the occasion where you need a single colour version, the logo can be used in grayscale or black and white.



**WAIKATO DIOCESAN**  
School for Girls

Grayscale logo on white background.



**WAIKATO DIOCESAN**  
School for Girls

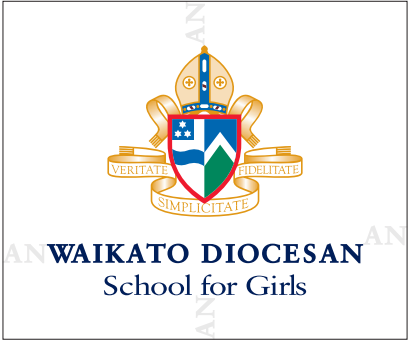
Grayscale logo on dark background.

# Clear Space

To maintain the integrity of the [Company](#) logo, it must be kept clear of all other graphics and type.

As shown here, the logo should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the logo from being lost or crowded.

As a guide, the minimum distance of clear space required around the logo equates to the width of the letters "AN" from 'Diocesan'.



# Minimum Size

For readability, the minimum size at which the logo can be reproduced is 30mm width.



## Colours

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**Pantone 131 C**

CMYK  
0/39/100/11

RGB  
205/140/0

#CD8C00



**Pantone 300**

CMYK  
100/56/0/3

RGB  
0/95/190

#005FBE



**Pantone 341**

CMYK  
95/1/75/26

RGB  
0/124/87

#007C57

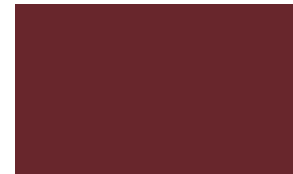


**Pantone 185**

CMYK  
0/100/89/0

RGB  
228/0/50

#E40032



**Pantone 1817**

CMYK  
23/80/58/57

RGB  
101/52/56

#653438



**Pantone 281**

CMYK  
100/78/0/57

RGB  
0/31/95

#001F5F

## Incorrect Logo Use

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The logo must never appear in any of these circumstances:

- x Do not stretch or flatten logo
- x Do not add in colours.
- x Do not remove elements from the logo
- x Do not re-arrange logo elements
- x Do not angle logo
- x Do not add effects to the logo
- x Do not use on a heavily graphic background

x



x



x



x



x



x



## Fonts Primary & Secondary

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### Heading font

Company's heading typeface is the Caecilia LT Pro font family.

### Font family – Caecilia LT Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890**

### Body copy font

Company's body copy typeface is the Gotham font family.

### Font family – Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz – 1234567890**

### Example

**LUPTATEM** Exped Estrum


### SUB TITLE

Are volorita dolor re vent quasperibus dolute et optatia conecab utenis senimi, odiatur, veliscium, quunt facimen dandebi tamusa venis milita sinveni mporenti cue, cum voluptatum ulparumquo mi, tem fugia et voluptat. Vid mosto teturer umquam dunt doluptae dolupta eproreresci ut endae porunt officia nes ium fuga.Rate eritin pa sedi blaccum volupis quibustum voluptatio te et laborati cuptas es ut la nis.

### Secondary Sub Title

Sus et voloreribea in eos plibust, omnimax imperum veliquas era cum voluptatum ulparumquo mi, tem fugia et voluptat. Vid sa nulluptatus, eat.

# Usage Example



**Waikato Diocesan School for Girls**  
**OPEN DAY**  
 Friday 10 March 2023


**DAY SCHOOL**  
 If you are interested in boarding as a school student, please attend our 12.00pm Open Day session at *All Saints Chapel*. Welcome by the Principal at 1.00pm, followed by tours of the day school.

**BOARDING SCHOOL**  
 If you are interested in boarding at Dio, please attend our 2.00pm – 4.00pm Open Day session at *All Saints Chapel*. Welcome by the Principal and Director of Boarding at 2.00pm, followed by day school and boarding tours.

**Please register your attendance at [www.waikatodiocesan.school.nz](http://www.waikatodiocesan.school.nz)**  
*We have limited onsite parking at 16 Martin Street car park (off McNicol Street). Please follow directions at the gate.*


ACADEMIC EXCELLENCE | ANGLICAN SPECIAL CHARACTER | ESTABLISHED BOARDING SCHOOL | FAMILY VALUES | A WEALTH OF EXTRACURRICULAR OPPORTUNITIES

**WAIKATO DIOCESAN School for Girls**  
 We'd like to hear from you about joining our school family.  
 Phone 07 855 2038 extn 2703  
 Email [admissions@wdschool.nz](mailto:admissions@wdschool.nz)  
 Visit [www.waikatodiocesan.school.nz](http://www.waikatodiocesan.school.nz) to apply online.

CONTENTS 

**SCHOOL PRAYER**  
 O merciful Father, Giver of all good gifts,  
 We thank You for the blessings You have bestowed  
 Upon those who teach and those who are taught  
 in this school.  
 Be with us this day in all our work and in all our play.  
 Teach us to follow in the footsteps of Your Son,  
 Jesus Christ.  
 To conquer selfishness and greed,  
 And to consider the consequences of our speech  
 and actions.  
 Bless all those who love us and help us to respond  
 to their love  
 With loyal and generous hearts.  
 Through Jesus Christ, our Lord. Amen.

**COVER ARTWORK:**  
 SCHOOL THEME 2022  
 Our theme for 2022 was Tolerance



To love, Kia aroha,  
 To be, Kia tuuturu,  
 To do, Kia ora

**ACKNOWLEDGEMENTS**  
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WAIKATO DIOCESAN SCHOOL FOR GIRLS 17

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**DIO NEWS**

**WAIKATO DIOCESAN School for Girls**  
*Making the Dio difference*

68 SERVICE

**Rite Journey**

The Rite Journey is a unique educational programme designed to support the development of self-aware, vital, responsible and resilient young adults. It enables our students to gain skills to take into their future, and build strong and meaningful connections with others in their year group/classes.

There are seven key stages of the Rite Journey:

- 1. The Calling**  
 At a significant local landmark the students show gratitude for their childhood and are called on their journey to adulthood. For us, this looked like weaving harakeke (New Zealand flax) flowers, writing one childhood habit that we would like to overcome, and casting them into the Waikato River.
- 2. The Departure**  
 The Departure Ceremony is an opportunity for parents/caregivers to give their blessing and support for the school to work with their child throughout the year. It is also a special time for parents/caregivers to reflect on their parenting experience with their child and share memories with them as we acknowledge the transition to womanhood. Parents, carers and mentors/tuaakana are given the opportunity to set aside some time, and have a conversation with, write a letter or verbally reflect with their child.
- 3. The Following**  
 The students are guided throughout the year by a number of supportive adults including teachers, parents/carers and mentors/tuaakana.
- 4. The Challenges**  
 Resilience is built by giving students challenges and helping them acquire the skills, resources and mindset necessary to overcome them. These challenges were based on our six school values: Courage, Respect, Empathy, Diligence, Integrity and Tolerance, and were completed by the students both in and out of school.
- 5. The Abyss**  
 The biggest challenge of the year, Tihoi for us, takes students out of their comfort zones to help them learn more about themselves.
- 6. The Return**  
 Students reflect on what they have learnt and experienced over the year and the gifts and skills they will carry into adulthood.
- 7. The Homecoming**

**HEALTH, PE AND RITE JOURNEY LESSONS**  
 There are six Rite Journey classes in Year 10 (these also form the core of their PE class). On their six-day timetable there are five PE lessons but two of those lessons are Rite Journey focused. Each student is given a Rite Journey Guidebook that is full of activity pages to help teach practical lessons; these link to what students are working on in class. They share 'Your Story'; this includes creating a poster or slideshow of photos from their life and telling their class who they are, who their friends and family are, their hobbies, memorable events and their challenges. The stories allow students to connect with others.

**CHALLENGES**  
 These activities are to push the students out of their comfort zones to grow and gain new experiences, and to test their limits as a person and to show them that they are more capable than they know. There are six different challenges throughout the year, and these are linked to the Dio values. For 2022 these were as follows:

- Integrity** - Interview an elder. This involved finding an ancestor to interview who was a few generations older than them, and asking them questions about what life was like as they grew up. The purpose of this was to contrast the students' own lives with their mentors' and make connections.
- Tolerance** - Learn a new physical skill. This was based around juggling, and included a pathway of skill development from basic juggling to more advanced skills. Juggling is tricky to learn and requires a lot of patience, so it was a perfect way to practise the value of tolerance.
- Respect** - Mentor Challenge. Students were required to come up with a project to work on with their mentor during the year which would take around 15 hours in total to complete. The purpose of this was to learn something new and to bond with their mentors.
- Empathy** - Service initiative. This involved students finding an organisation to devote at least eight hours of time to, in order to develop empathy for a group or people outside of their normal social circle.
- Diligence** - Challenge Day. On this day students rotated through different activities in their classes and had to work together as a team to problem-solve and complete challenging tasks. Through this experience students bonded more strongly with each other and developed interpersonal skills.

put students outside of time alone reflecting on me, this would prove l, but also brings the es to be able to be students can proudly



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