

# New Zealand's Biological Heritage National Science Challenge Ngā Rākau Taketake – Myrtle Rust and Kauri Dieback Research

## Recognition Guidelines

The following guidelines have been created to help you recognise and promote your involvement with New Zealand's Biological Heritage National Science Challenge and/or Ngā Rākau Taketake – Myrtle Rust and Kauri Dieback Research

Firstly, we recognise that both of these names are a mouthful, so it is acceptable in verbal use to refer to the Challenge as **the BioHeritage National Science Challenge** or **the BioHeritage Challenge**, and Ngā Rākau Taketake as **NRT**. This is also acceptable in written documents, so long as the full name appears in the first reference to the Challenge. When written, please ensure the shortened version has the B and H capitalised, so BioHeritage the organisation is not confused with general biological heritage.

In science journals, our contract with MBIE says that we need to acknowledge MBIE and Challenge funding. MBIE\* is on the list, but NSC's are not (at the moment anyway). The simplest way to deal with this would be along lines of:

### **BioHeritage Challenge:**

"This work was funded by the Ministry of Business, Innovation and Employment (New Zealand's Biological Heritage NSC, C09X1501)."

### **Ngā Rākau Taketake (NRT):**

"This work was funded by the Ministry of Business, Innovation and Employment (Ngā Rākau Taketake – Myrtle Rust and Kauri Dieback Research, C09X1817)."

\* <http://dx.doi.org/10.13039/501100003524>, "Ministry of Business, Innovation and Employment"

When should you refer to the BioHeritage Challenge / Ngā Rākau Taketake?

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To fully recognise collaborations among researchers from many organisations, **we request that all researchers involved in BioHeritage acknowledge the Challenge and/or NRT in all promotional activities, including but not limited to:**

- events and announcements: national and local (at all project stages/phases)
- media releases and media activities including newspaper and radio interviews
- public relations activities including workshops, forums and conferences
- display materials such as banners, posters and on-ground project signs
- publications such as science journals, reports, flyers, books, case studies, information kits and fact sheets
- websites and social media posts, either through direct acknowledgement, tags or a link to our website <http://www.bioheritage.nz> (or relevant web page)

## What's an easy way to verbally recognise the BioHeritage Challenge / Ngā Rākau Taketake?

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We recognise that the full name is a mouthful, so it is acceptable in verbal use to refer to **the BioHeritage National Science Challenge, BioHeritage Challenge** or **Ngā Rākau Taketake** as appropriate.

We would appreciate you acknowledging the Challenge as **more than simply a funding mechanism**. Science Challenges are about new, collaborative ways of working to deliver greater impact and benefit for New Zealand by focusing on big, complex problems that only multi-organisational teams can tackle. It's about 'everyone pitching in together' to do their bit.

### Here are some simple statements to practise:

- *This is a BioHeritage Challenge (or Ngā Rākau Taketake) project, led by [your organisation] in collaboration with [other organisations].*
- *I'm working on a BioHeritage Challenge (or Ngā Rākau Taketake) research project that is a collaboration between [your organisation] and [other organisations].*
- *Working within this BioHeritage Challenge (or Ngā Rākau Taketake) research programme is enabling us to.....*

## Do you need to include a Challenge logo on media releases when promoting your project?

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It is not necessary to include the BioHeritage Challenge / Ngā Rākau Taketake logo on media releases issued by your organisation, particularly in situations where we may wish to avoid the impression that the media release is a joint statement between your organisation and the Challenge.

However, you should acknowledge somewhere in the content that it is a BioHeritage National Science Challenge / Ngā Rākau Taketake project in media releases and other media activities including print, television and radio interviews. See above for ideas on how to do this.

We would also appreciate the opportunity to review any media releases that refer to the BioHeritage Challenge / Ngā Rākau Taketake – not only to double check attribution, but also to enable us to push the release out via our channels, amplifying the message.

The contact for this is Communications and Engagement Manager Stacey Bryan:  
[comms@bioheritage.nz](mailto:comms@bioheritage.nz).

What can you do when using social media?

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A good rule of thumb is to acknowledge the BioHeritage Challenge in your tweets, and Facebook and Instagram posts. This enables us to retweet and share your posts with our followers when we can. It's also good to tag our principle investor, the Ministry of Business, Innovation and Employment.

**Do this by using the following handles and #hashtags:**

**Twitter: @BioHeritageNZ**

- To acknowledge us in the post, include **@BioHeritageNZ**
- [Follow our page](#) to follow the conversation
- To join the Challenge conversation, use **#bioheritagenz** and/or **#ngarakautaketake**
- For example: *Thanks @BioHeritageNZ for supporting our project*

**Facebook: @BioHeritageNZ**

- To acknowledge us in the post, [tag us](#)
- Like our page to follow the conversation
- To join the Challenge conversation, use **#bioheritagenz** and/or **#ngarakautaketake**

**Instagram: bioheritagenz**

- [Follow our page](#) to follow the conversation
- To join the Challenge conversation, use **#bioheritagenz** and/or **#ngarakautaketake**

Which logo do I use and when do I use them?

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BioHeritage Challenge:



NEW ZEALAND'S  
BIOLOGICAL  
HERITAGE

Ngā Koiora  
Tuku Iho

National  
**SCIENCE**  
Challenges

National  
**SCIENCE**  
Challenges

NEW ZEALAND'S  
BIOLOGICAL  
HERITAGE

Ngā Koiora  
Tuku Iho

NEW ZEALAND'S  
BIOLOGICAL  
HERITAGE

Ngā Koiora  
Tuku Iho

National  
**SCIENCE**  
Challenges

## NRT



NGĀ RĀKAU TAKETAKE

# Saving Our Iconic Trees

*from Kauri Dieback & Myrtle Rust*

 [Full colour horizontal- Ngā Rākau logo-01.jpg](#)

NGĀ RĀKAU TAKETAKE  
**Saving Our Iconic Trees**



*from Kauri Dieback & Myrtle Rust*



 [Full colour horizontal- Ngā Rākau logo-01.jpg](#)

The BioHeritage/NRT logo can only be used to show recognition of the Challenge support for research, knowledge translation, students and early-career researchers, and conference and/or event sponsorship. It must **not** be used to give the impression that the BioHeritage Challenge is endorsing a particular business or initiative that we are not involved in.

Challenge logos may also be used on communication materials that do not relate directly to an approved project or research programme, as long as the research has been formally aligned with the Challenge via your organisation.

The Biological Heritage National Science Challenge and Ngā Rākau Taketake logos, and PowerPoint templates, are available in MS Teams:  [BioH Templates](#) and  [NRT Logos & Templates](#) please email [support@bioheritage.nz](mailto:support@bioheritage.nz) or [NRTsupport@bioheritage.nz](mailto:NRTsupport@bioheritage.nz)

## Brand fonts and colours

If you are creating a letter, poster or any other piece of collateral that is using our brand, you must use our official fonts and colours.

### Fonts

**Segoe UI (Body)** for main headings and body text.

**Segoe UI Light** for sub-headings

**Segoe UI** for body text of emails (set as default under Outlook – File – Options – Mail)

### RGB brand colours

#### Khaki

138

138

89

#### Red

178

30

40

### Hex colours

Khaki green: #8a8a59

Red: #b31e28

## Further information

If you need further information about acknowledging the BioHeritage National Science Challenge / Ngā Rākau Taketake, please contact:

### Communications and Engagement Team

Email: [comms@bioheritage.nz](mailto:comms@bioheritage.nz)

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