



# PROMOTIONAL TOOLKIT

#ITSMY  
MOVE

# ***TOGETHER, WE CAN CREATE POSITIVE CHANGE***

Young women want to be active and know physical activity is good for them. However, research tells us that they gradually participate less and drop out of structured activity at a faster rate than young men.

It's My Move is a campaign led by Sport NZ. As well as encouraging young women to find physical activity options they enjoy, the campaign is about showing others how they can support and build the confidence of young women.

## ***IF YOU ARE PART OF THE SPORT AND ACTIVE RECREATION SECTOR AND WANT TO CHANGE THE GAME FOR YOUNG WOMEN – HERE'S HOW!***

- Explore the **research** and understand what motivates young women to be physically active.
- Use the **resources and tools** to consider your own context and be inspired by case studies from across the sector.
- Use this toolkit to leverage the campaign in your own initiatives. The **promotional materials** are designed to be customised and easy to use.

This toolkit is designed to give you the templates and inspiration you need to create and promote your own initiatives for young women.

We welcome you to customise these assets for your own use. The folders contain PDFs and InDesign files which are both editable on various software. If you're not a design whizz, your marketing resource should be able to assist.

Not sure where to start? No worries. You can send us an email at [itsmymove@sportnz.org.nz](mailto:itsmymove@sportnz.org.nz) and we'll be happy to help.

There is a simple approval process of any materials created as per the T&Cs at the end of this document. Please send these through to [itsmymove@sportnz.org.nz](mailto:itsmymove@sportnz.org.nz) for review. We aim to respond within 2 working days.

# LOGO

The It's My Move logo can be used alongside yours to promote your initiatives. By affiliating with the campaign, you'll be identified as a supporter of the It's My Move campaign.

## FULL COLOUR LOGO

This is the primary logo of the campaign. There are several that can be used if the colour usage rules on page six are adhered to.

## BLACK AND WHITE LOGO

This may be used when it is more appropriate to use a monotone palette.



Full colour logo



Black and white logo



Logo colour versions

# LOGO

## ACCESSIBILITY

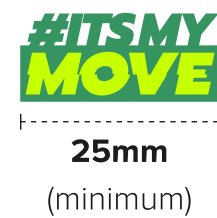
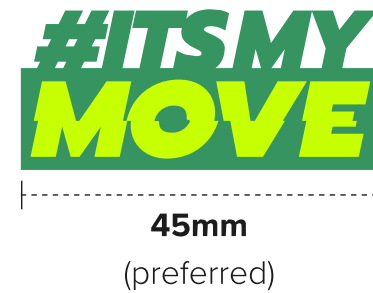
If placing any logo on top of an image, ensure it appears over a non-descript part of the image so that it is legible.



## MINIMUM SIZE

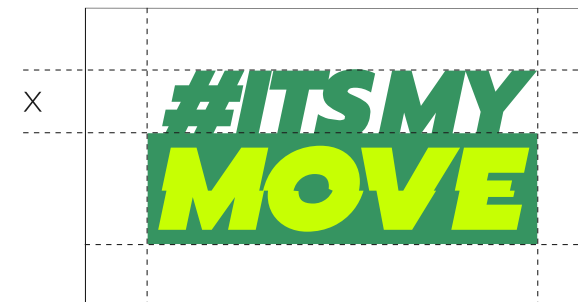
The logo should be no smaller than 25mm wide on any materials.

For standard A4 materials, the logo is recommended to be no less than 45mm wide.



## CLEAR SPACE

Keep the immediate area around the logo clear of any other logos, text or visual elements that may affect legibility. The height of the '#ITSMY' should equal to the amount of clear space around all sides of the logo.



## PLEASE DO NOT:

- Stretch, alter or crop any element of the logo.
- Add words or introduce any new elements to the logo.
- Use or create a colour combination not included in the folder provided.

[DOWNLOAD >](#)

# COLOUR PALETTE

It's My Move has a vibrant and distinctive colour palette.

To ensure legibility and brand consistency, we have set some colour usage rules.

Please ensure these colours, and one of the approved colour combinations shown here are always used.

<b>PEACH</b>	<b>Pantone 1625 C</b> <b>HEX FF9E94</b> <b>R 255 G 159 B 148</b> <b>C 0 M 48 Y 32 K 0</b>
<b>PALE PEACH</b>	<b>Pantone 698 C</b> <b>HEX FEE2DF</b> <b>R 254 G 226 B 223</b> <b>C 0 M 13 Y 8 K 0</b>
<b>GREEN</b>	<b>Pantone 2417 C</b> <b>HEX 369461</b> <b>R 54 G 148 B 96</b> <b>C 37 M 0 Y 20 K 42</b>
<b>NEON GREEN</b>	<b>Pantone 389 C</b> <b>HEX C7FF03</b> <b>R 198 G 255 B 2</b> <b>C 27 M 0 Y 100 K 0</b>
<b>BLUE</b>	<b>Pantone 7699 C</b> <b>HEX 335F7D</b> <b>R 51 G 95 B 125</b> <b>C 85 M 59 Y 33 K 12</b>
<b>PURPLE</b>	<b>Pantone 266 C</b> <b>HEX 7B1EF6</b> <b>R 123 G 30 B 246</b> <b>C 69 M 79 Y 0 K 0</b>
<b>PALE GREEN</b>	<b>Pantone 7499 C</b> <b>HEX EEFEB6</b> <b>R 238 G 254 B 182</b> <b>C 8 M 0 Y 36 K 0</b>

# SOCIAL MEDIA TEMPLATES

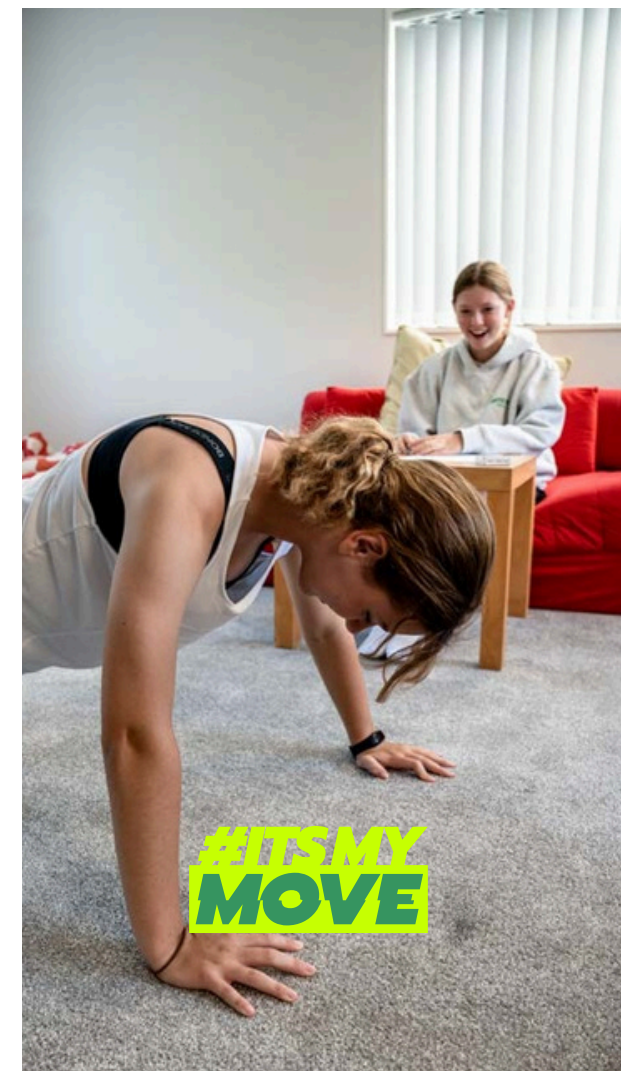
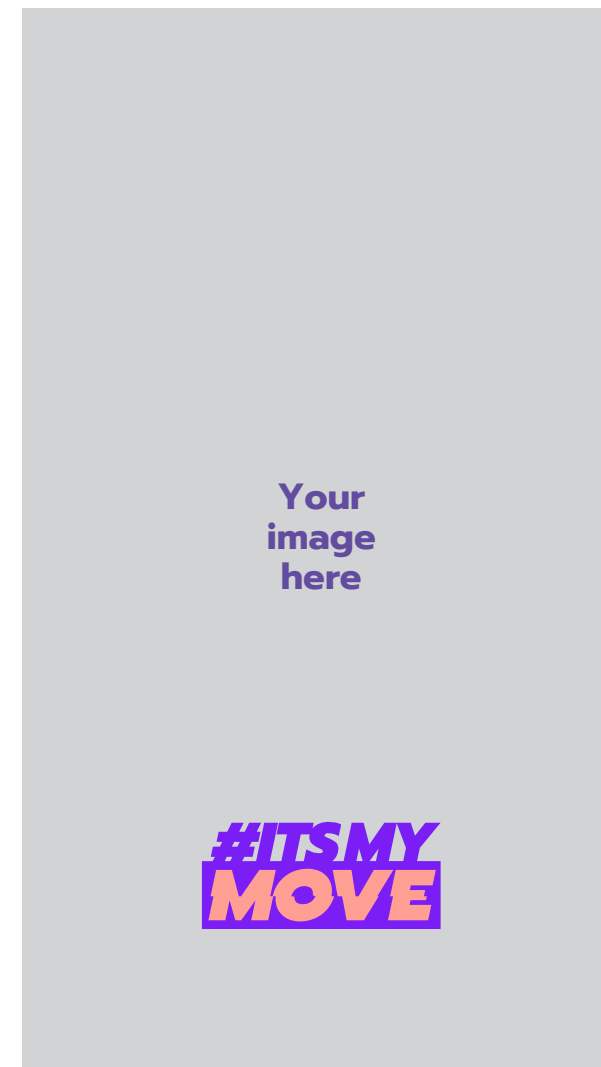
## VERSION 1 - IT'S MY MOVE LOGO

■ Square social tile

■ Instagram story



Examples



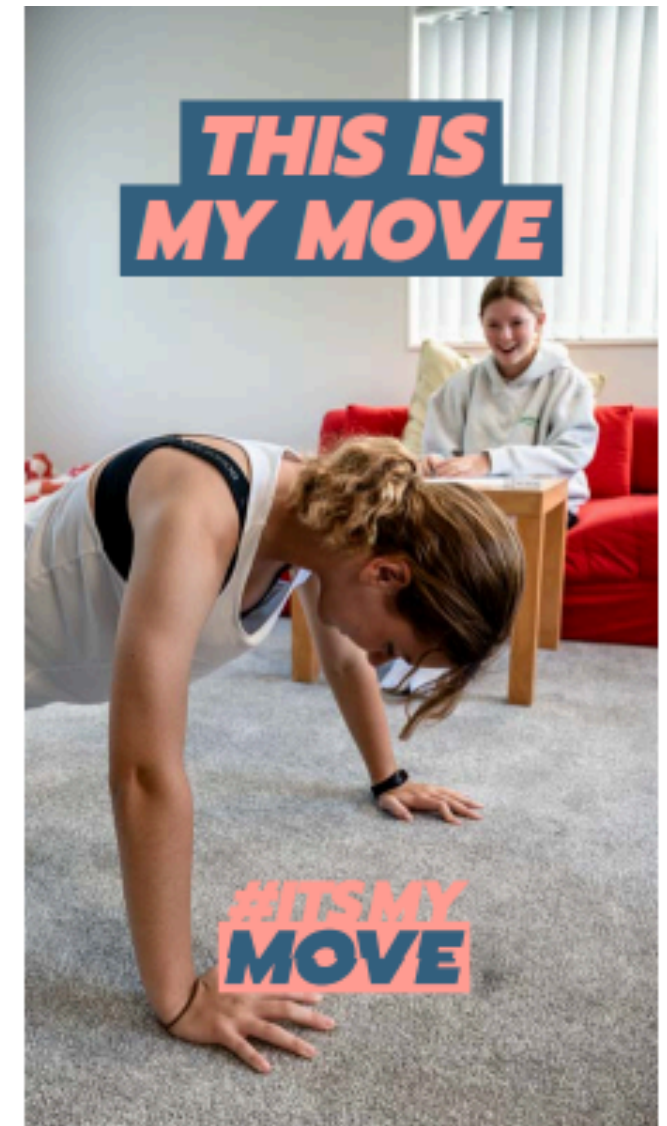
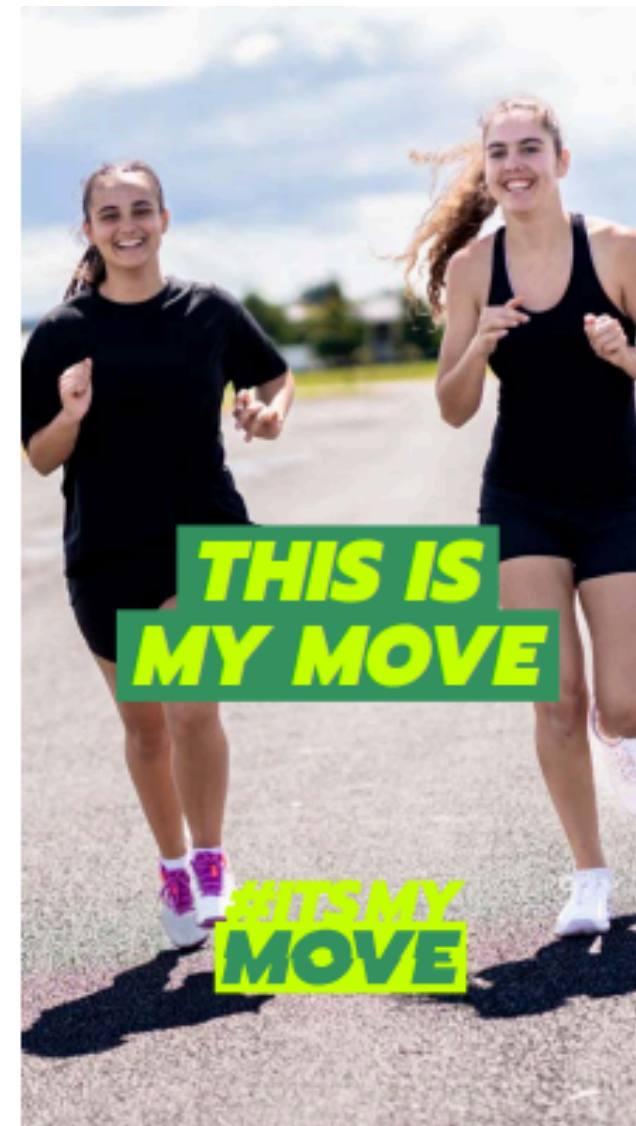
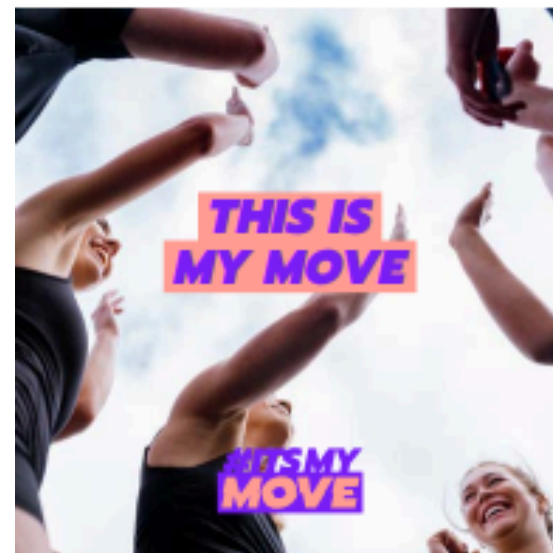
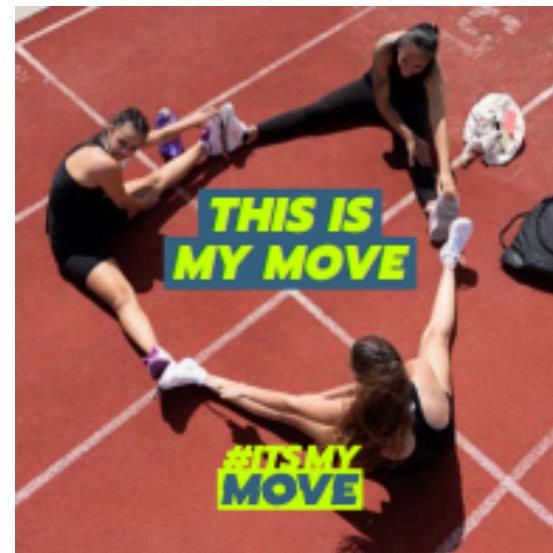
[DOWNLOAD >](#)

# SOCIAL MEDIA TEMPLATES

## VERSION 2 - "THIS IS MY MOVE"

■ Square social tile

■ Instagram story



Examples

[DOWNLOAD >](#)

# POSTER TEMPLATES

## VERSION 1 - TEXT BOX

All of these have the ability for you to drop in your own image.

When choosing imagery, remember to stay authentic to the campaign. Showcase and celebrate young women of all shapes, sizes and backgrounds enjoying physical activity in ways that suit them.

 A3 - portrait and landscape

 A4 - portrait and landscape



Examples

[DOWNLOAD >](#)



# POSTER TEMPLATES

## VERSION 2 - INFORMATION BAR

- A3 - portrait and landscape
- A4 - portrait and landscape



Examples

[DOWNLOAD >](#)

# BE INSPIRED

**THERE ARE MANY WAYS YOU CAN USE THE MATERIALS IN THIS TOOLKIT FOR YOUR OWN INITIATIVES. HERE ARE SOME IDEAS TO GET STARTED:**

**1.**

Profile awesome wahine in your community who have found their move! Showcase a range of activities so that other young women can discover new ways to be physically active.

This could be a poster, newsletter shout-out or a social media content series.



**2.**

Use the campaign identity for your own activities. The It's My Move logo and branding is recognisable and credible, meaning your audience will know your initiative has been developed specifically with the needs of young women in mind.



**3.**

Hold your own event – It's My Move style!

This could be a colour fun run, a 'have a go' day, or even a whole week dedicated to celebrating movement.



# KEEP US IN THE LOOP

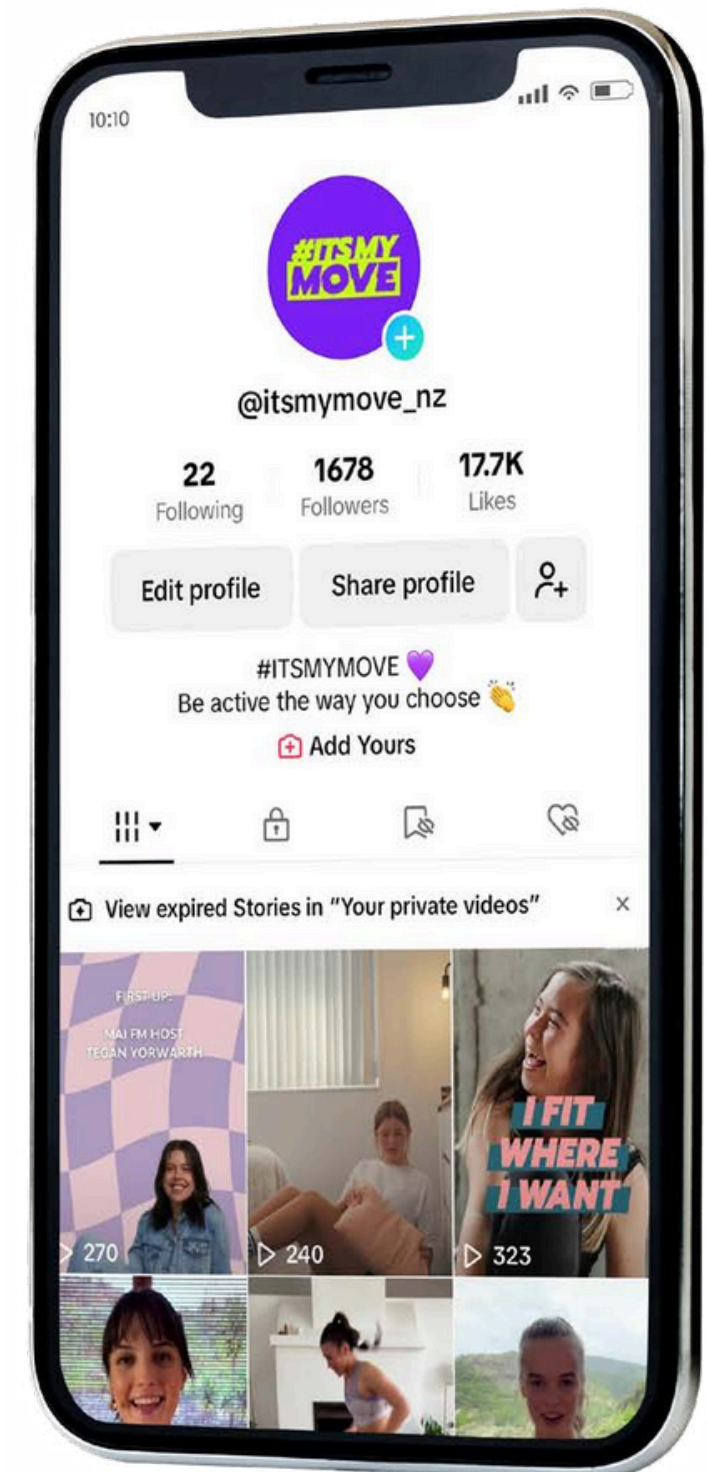
We want to hear about your awesome initiatives!

We're always looking for case studies and content from across the sector to inspire others working in this space.

Get in touch! Send us an email: [itsmymove@sportnz.org.nz](mailto:itsmymove@sportnz.org.nz)

Plus, don't forget to tag us so we can interact with your content!

[@itsmymove\\_nz](#) on TikTok and Instagram



# TERMS AND CONDITIONS

These Terms of Use (Terms) set out the basis on which Sport New Zealand (Sport NZ) permits campaign affiliates (Campaign Affiliate(s) and/or you) to use the It's My Move Promotional Campaign Toolkit. By accessing and using the Toolkit, each Campaign Affiliate confirms that it has read and understood these Terms and agrees to comply with them.

## 1. Purpose

The purpose of the Campaign is to:

- address and improve the attitudes, beliefs and motivations of young women aged between 14-17 years in relation to sport, physical activity and recreation;
- reduce barriers to participation in sport, physical activity, and recreation for young women;
- encourage young women and boost their confidence to be physically active;
- support the role of adults and the sector in making the system more inclusive and welcoming to this segment of young women;
- encourage providers of physical activity and recreation to take action to attract and retain more young women in their programmes; and
- create fun, social-centric sport and recreation environments for young women, (the Purpose).

## 2. Toolkit

2.1 In these Terms, Toolkit means the tailored materials, resources and information developed and provided by Sport NZ (as amended from time to time), including: a. Posters, social tiles, and the It's My Move brand, logo, and trademarks (Trade Marks).

2.2 The Toolkit is intended to support and assist Campaign Affiliates to:

- activate the Purpose by providing targeted resources;
- promote the Campaign; and
- promote their own Purpose related activities to the target audience, (each a Permitted Use).

2.3 The Toolkit will be accessible on Sport NZ's website during the Term. On expiry of the Term (or if an Campaign Affiliate has breached these Terms) the Toolkit will be removed from the Sport NZ website and will no longer be accessible.

## 3. Licence and access to Toolkit

3.1 Sport NZ grants to each Campaign Affiliate during the Term a non-exclusive, non-sublicensable, non-transferable, right to access and use the Toolkit in New Zealand, solely for the Purpose, in accordance with the Permitted Uses, these Terms and subject to the following:

- any use of the Trade Marks and Toolkit must comply with the Guidelines outlined in the Toolkit by Sport NZ and as updated from time to time;

b. access to the Toolkit through the portal is strictly limited to the Campaign Affiliate and no Campaign Affiliate will allow any other person, entity or provider to access the portal or otherwise access and/or use the Toolkit;

3.2 The Toolkit Licence will run from the date you download the Toolkit and become a Campaign Affiliate until the end of the Term (to be determined by Sport NZ).

3.3 Sport NZ will notify Campaign Affiliates in advance of expiry of the Term, including if there have been any amendments and/or updates to the Toolkit.

3.4 Where Sport NZ issues an amended or updated version of the Toolkit, Campaign Affiliates will comply with any directions from Sport NZ regarding the same, including using the updated/amended version of the Toolkit and deleting any previous versions.

3.5 Campaign Affiliates acknowledge that Sport NZ may withhold its approval of any requested use of the Trade Marks at its discretion, and/or may suspend or limit any Toolkit Licence at any time if Sport NZ reasonably considers that the Campaign Affiliate has used the Toolkit in breach of these Terms and/or has or may bring Sport NZ or the Campaign into disrepute.

3.6 Each Campaign Affiliate is responsible for ensuring all staff and personnel understand and comply with these Terms and confirms and acknowledges that it will be responsible and liable to Sport NZ for the acts and omissions of all staff and personnel in respect of any access to and/or use of the Toolkit in breach of these Terms.

3.7 Use of the Toolkit by Campaign Affiliates is limited to the original format the Toolkit resources are provided in. Campaign Affiliates must not use the Toolkit in connection with any third party (whether commercial or non-commercial) Trade Marks, brands or logos, including in any materials and/or content utilising the Toolkit and/or at any events and activities in connection with the Campaign, other than with Sport NZ's prior written approval.

3.8 Any use of the Toolkit for materially commercial purposes, such as promotion of merchandise, products, or other goods and/or services is strictly prohibited.

## 4. Campaign Affiliate responsibilities

Each Campaign Affiliate confirms that it will:

- keep the content of the Toolkit secure at all times and not share the Toolkit with any third party;
- not use the Toolkit in any way which would or could be detrimental to Sport NZ, the Campaign and/or the goodwill and reputation in the Sport NZ brand and/or the Campaign;
- not make any representation that it has any right, title or interest in or to the Toolkit other than as granted to it under the Toolkit Licence;
- work together with Sport NZ (and other Campaign Affiliates as the case may be) in good faith and collaboratively for the Purpose during the Term; and
- provide feedback to Sport NZ as reasonably requested throughout the Term in relation to the Toolkit and/or Campaign (including

completing questionnaires and/or responding to targeted queries).

## 5. Intellectual Property

5.1 All intellectual property rights in or to the Toolkit are and remain the absolute property of Sport NZ and any goodwill which may be generated in connection with the use of the Toolkit, including the Trade Marks, will be for the benefit of Sport NZ.

5.2 Nothing in these Terms gives an Campaign Affiliate any right, title or interest in or to the Toolkit other than in accordance with the Toolkit Licence.

5.3 Campaign Affiliates shall not sublicense, modify, reproduce, copy, replicate (in whole or in part), alter, adapt, modify, transform, publish, distribute, communicate to the public, or build on the Toolkit and/or create derivative works or otherwise use the Toolkit in any way other than in accordance with the Toolkit Licence and these Terms.

5.4 If an Campaign Affiliate becomes aware of any infringement of the Toolkit by a third party, it will promptly notify Sport NZ in writing.

5.5 Each Campaign Affiliate confirms that it will not, at any time, apply for, obtain or register any trade mark, domain name, company or business name using or incorporating the name 'ITSMYMOVE', 'It's My Move' and/ or any trade or service mark similar to or including, the Trade Marks, for any goods or services in any country.

## 6. Suspension and Termination

6.1 Sport NZ may, at its sole discretion, suspend and/or terminate any Toolkit Licence if:

- there is any non-compliance or a breach of these Terms; and/or
- the Campaign has been discontinued for any reason.

6.2 Where any Toolkit Licence has been suspended:

- Sport NZ may request that the Campaign Affiliate take certain steps to remedy the relevant breach or non-compliance to its reasonable satisfaction;
- the Campaign Affiliate may not access or use the Toolkit (including any existing materials utilising, referring to or otherwise related to the Toolkit), until Sport NZ has notified the Campaign Affiliate that the suspension has been lifted and it may resume access and use.

6.3 On termination of any Toolkit Licence or expiry of the Term:

- the Toolkit Licence shall be terminated and access to the Toolkit shall cease immediately;
- the Campaign Affiliate must immediately cease using and securely destroy in all formats and on all devices the Toolkit, including the Trade Marks and any documents, materials or other resources containing or referring to the same.

## 7. Media and public statements

7.1 Sport NZ may name or otherwise identify Campaign Affiliates in any media releases and/or other promotional material regarding the Campaign and/or Toolkit and each Campaign Affiliate consents to the same.

7.2 Both parties agree not to use the other party's brand and/or trade mark(s) in any way which may be detrimental to the valuable goodwill

and reputation in that party's brand.

7.3 Campaign Affiliates must request and receive prior written approval from Sport NZ before promoting their participation in the Campaign (other than by using of the Toolkit), such as in any article or public statement.

## 8. Dispute Resolution

The parties will meet and discuss in good faith any dispute between them arising out of these Terms. Notwithstanding either party's right to seek urgent interlocutory relief, if discussions fail to resolve the dispute, either party may refer the dispute to mediation and the parties agree to engage in any such mediation in good faith.

## 9. Limitation of liability

9.1 To the extent permitted by law, Sport NZ shall not be liable to any Campaign Affiliate for any indirect or consequential loss or damage, loss of revenue, loss of profit, loss of business opportunity, loss of goodwill or loss of anticipated savings suffered by it in connection with these Terms.

9.2 The Toolkit is provided on an 'as-is' basis, and Sport NZ does not give any warranties in relation to the Toolkit, including non-infringement of third-party rights. Your use of the Toolkit and acceptance of these Terms of Use is based on your own investigations.

9.3 Sport NZ's liability to any Campaign Affiliate in respect of any loss, damage and/or costs incurred or suffered by the Campaign Affiliate in relation to or arising from these Terms and/or the Toolkit shall not exceed NZD\$1,000.

## 10. General

10.1 Assignment: Campaign Affiliates are not permitted to assign their rights or responsibilities under these Terms to any other person, entity, or party.

10.2 Governing law: these Terms are governed by the laws of New Zealand.

10.3 Amendment: Sport NZ will notify Campaign Affiliates of any amendment, variation, change or modification of these Terms at least 30 days prior to such changes taking effect. Any use of the Toolkit after that by an Campaign Affiliate will be deemed to be on the revised Terms.

10.4 Independence: nothing in these Terms establishes a joint venture, partnership, association, or employment relationship of any Campaign Affiliate with or in relation to Sport NZ. Neither party shall make decisions for or on behalf of the other party, or in any way hold itself out as having such authority.

**#ITSMY  
MOVE**