PINEHURST SCHOOL

BRAND IDENTITY
STYLE GUIDELINES

INTRODUCTION

These Brand Identity Style Guidelines have been developed to define and protect the Pinehurst School brand. They provide clear guidance on how the Pinehurst identity is expressed visually across all communications and materials, ensuring clarity, consistency, and professionalism across all communications.

The Pinehurst School brand is one of the school's most valuable assets. Consistent application of these guidelines strengthens recognition, builds trust, and reinforces the school's reputation for academic excellence, community partnership and holistic development.

Purpose of Brand Identity Style Guidelines

The purpose of this document is to:

- Clearly articulate Pinehurst School's visual identity system
- Provide practical guidance on correct and consistent brand application
- Protect the integrity and equity of the Pinehurst brand
- Support staff, partners and suppliers in producing aligned communications

These guidelines apply to all internal and external communications, including print, digital, signage, presentations and marketing collateral.

Brand Governance

All Pinehurst School brand assets are managed by the Marketing team. Any use of the brand that falls outside these guidelines, or any uncertainty regarding application, must be approved prior to use.

If you are unsure about correct brand usage or require guidance, please contact the Marketing team: marketing@pinehurst.school.nz

![Pinehurst School logo] **PINEHURST SCHOOL**

ABOUT PINEHURST SCHOOL

Pinehurst School is an independent New Zealand school committed to providing a supportive, aspirational learning environment where students are encouraged to reach their full potential.

Pinehurst was built on a bold vision: to create a world-class, not-for-profit school where every student is known, supported and inspired to achieve their best.

Founded by parents who believed in the power of education to shape confident, capable young people, Pinehurst welcomed its first students in 1991. Since then, the school has grown into a thriving community with a proud history of academic excellence, innovation and care.

Today, Pinehurst is a world-class, independent, co-educational school in Auckland for students in Years 1–13. Located on a single, purpose-built campus on Auckland's North Shore, the school is home to over 1,100 students.

Pinehurst offers more than academic excellence. We nurture well-rounded, confident young people who are curious, compassionate and ready to thrive in a changing world, supported by strong pastoral care and a shared commitment between the school, families, and students.

Pinehurst School Brand Identity Style Guidelines

1.0 BRAND IDENTITY

BRAND IDENTITY

Brand Identity Overview

The Pinehurst visual identity reflects the school's values of respect, excellence and partnership. It is designed to be confident, refined and timeless, supporting the school's academic positioning while remaining warm and accessible.

The core elements of the Pinehurst visual identity include:

- Pinehurst Logo
- Pinehurst Triangle
- Typography
- Colour Palette
- Tagline
- Core Values
- Imagery

These elements must always be used consistently and in accordance with the guidelines outlined in this document.

Pinehurst School Logo

The Pinehurst logo consists of two elements: the tree/book symbol and the wordmark. It is presented in our core brand colours, blue and silver, ensuring continuity and strong brand recognition.

An extended palette of blues is seen across brand materials and in our online presence, but the logo itself remains anchored in its primary colourways to reinforce prestige, trust and academic excellence.

The Pinehurst logo must always appear in its correct form and colours. It should not be altered, deconstructed or obscured in any way.

In situations where the primary logo is not suitable (such as patterned backgrounds, embroidered clothing, or single-colour applications), the Marketing team can advise on the correct version to use.

BRAND IDENTITY

Primary Logo

Pinehurst School's primary logo is full colour. It is imperative that all formal communications feature the main school logo.

Secondary Logo (Colour Variations)

Single colour logos have been provided for instances where the logo must print in a single colour. When it is necessary to apply the logo to media other than paper or on screen (eg fabric, wood, metal, glass or leather) the logo may be embossed, engraved etc.

There are no absolute rules regarding the selection of alternate colour applications. Context, background contrast, surrounding imagery, and production parameters should all be considered. Accessibility standards should be observed; *see page 20 for more about Web Content Accessibility Guidelines (WCAG).*

Internal School Logo Variations

Approved internal logo variations (eg for departments, school groups or internal programmes) must follow the Pinehurst brand architecture and be approved by Marketing.
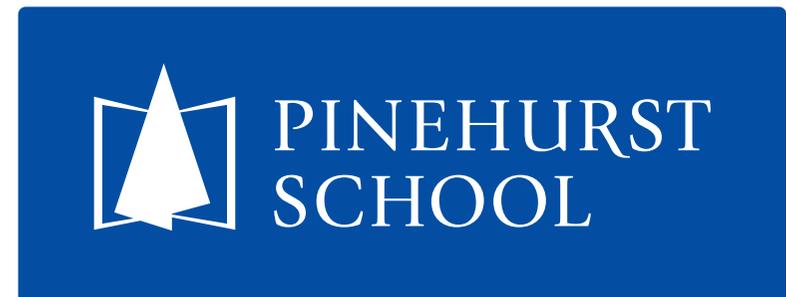
BRAND IDENTITY

Logo Safe Area

The Pinehurst logo must always be visually distinct from other elements.
It must not be crowded, embedded within text, or used as a decorative element.

Isolation Guide: Minimum Clear Space

Use the height of the letter 'P' from the logo as a reference for minimum clear space.

Variation Guide: Minimum Size

When the logo is reproduced smaller than 20mm, the single-colour logo must
be used. The logo should never be displayed smaller than 10mm - in this case
the emblem should be used in place of the full logo.

19mm

9mm

BRAND IDENTITY

Preferred File Formats

The Pinehurst School logo pack consists of the logo in various formats.
Use a vector based format where possible (eps) or a basic version (png, jpeg)
where vector is unavailable. Visit the *Marketing Brand Hub on SharePoint* for logo
variations: https://pinehurstschool.sharepoint.com/sites/marketing

If unsure about which logo to use, contact: marketing@pinehurst.school.nz

Co-branding Usage

When Pinehurst School appears alongside partner or sponsor logos:

- The Pinehurst logo must be clearly visible and not diminished Logos
  should align visually and appear balanced in scale
- Clear space rules must be respected

All co-branding arrangements must be approved by Marketing prior to publication.

Cambridge Rules

Cambridge International School Logo Guidelines must be observed wherever
logos are used in partnership: www.cambridgeinternational.org/logos
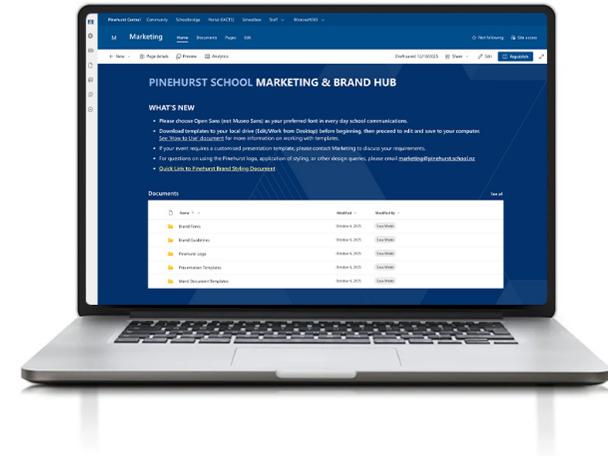
BRAND IDENTITY

Creative Scope (Do's)

To ensure legibility and consistency, the Pinehurst School logo can be applied as follows:

- On a background with sufficient contrast *see page 20 for more about Web Content Accessibility Guidelines (WCAG)*
- As a reverse logo on the primary and supporting colour palettes
- Scaled proportionally (with respect to isolation/safe area and minimum size)

Restrictions (Don'ts)

To ensure a consistent and appropriate brand identity, the following rules apply:

- Do not change the colour of the logo
- Do not alter the logo's orientation
- Do not stretch, squash, or distort the logo
- Do not apply shadows, outlines, glows, or effects
- Do not place the logo on busy or low-contrast backgrounds
- Do not crop or mask the logo
- Do not use the logo as a watermark or decorative pattern
- Do not recreate or redraw the logo

Pinehurst School Brand Identity Style Guidelines

2.0 **BRAND COLOURS**

Brand Colours Overview

The Pinehurst colour system is a core part of Pinehurst School brand identity. It has been carefully developed to reflect trust, stability, academic excellence and clarity, while allowing flexibility across a wide range of applications.

BRAND COLOURS

Pinehurst School Brand Palette

The Pinehurst School Brand Palette should be employed as the foundational use of colour across all branded collateral and communications. These colours establish consistency and recognition across all Pinehurst materials.

Note: PMS colours are provided for Pinehurst Blue and Silver for printed collateral with respect to primary logo colours; Navy should be matched using the HEX, RGB, or CMYK values provided (substrates, swatches, uniform fabrics etc).

Pinehurst Blue

HEX #034ea2
RGB 3/78/162
CMYK 100/80/0/0
PMS Reflex Blue
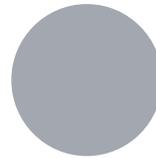
Pinehurst Silver

HEX #a3a7af
RGB 158/164/178
CMYK 40/30/22/0
PMS Silver

Pinehurst Navy

HEX #103d73
RGB 16/61/115
CMYK 100/84/28/14

BRAND COLOURS

Extended Colour Palette

The Extended Colour Palette provides an extension of the core brand colours and may be used across collateral where additional tonal variation is required. This palette provides flexibility while remaining visually aligned with the Pinehurst brand identity.

Extended Charcoal

HEX #2B333D
RGB 43/51/61
CMYK 80/69/53/52

Extended Navy (Dark)

HEX #012A5B
RGB 1/42/91
CMYK 100/89/35/31
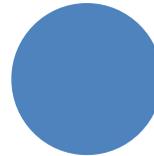
Extended Mid Blue

HEX #4e83be
RGB 78/131/191
CMYK 70/40/0/0

Extended Light Blue

HEX #7F9BC6
RGB 127/155/198
CMYK 52/33/5/0

Extended Pale Blue

HEX #BDCCE3
RGB 189/204/227
CMYK 29/12/3/0

BRAND COLOURS

Accent Colour Palette (including House Colours)

The Accent Colour Palette provides a wider range of colours for use in graphs, charts, data visualisation, diagrams, promotions and supporting graphics.

Accent colours should never replace the core brand colours and should be used with restraint.

Note: House Colours form structure for accent colour palette.
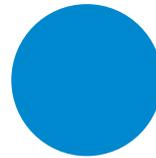
Accent Matai Blue

HEX #0088CE
RGB 0/136/206
CMYK 80/36/0/0
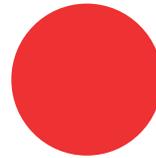
Accent Totara Red

HEX #EE3133
RGB 238/49/51
CMYK 0/95/80/0
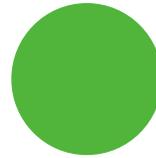
Accent Rimu Green

HEX #51B53B
RGB 81/181/59
CMYK 70/0/100/0
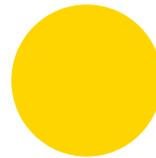
Accent Kauri Yellow

HEX #FFDF00
RGB 255/213/0
CMYK 2/8/100/0
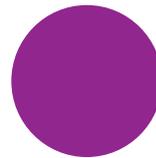
Accent Purple

HEX #91268F
RGB 145/38/143
CMYK 50/100/0/0

BRAND COLOURS

The Importance of White Space

White space is an essential component of the Pinehurst brand aesthetic. Generous use of white space ensures content is easy to navigate and visually refined.

Clean, simple design communicates clarity, approachability and confidence. Layouts should never be busy or cluttered.

Accessibility and Contrast

Accessibility standards are essential across all communications. Always check that logo or text and background combinations meet internationally recognised Web Content Accessibility Guidelines (WCAG), with sufficient contrast.

- Use dark text on white or light-coloured backgrounds and on greys up to 50% tint
- Use white text on dark-coloured backgrounds and on greys darker than 50% tint

If you are unsure about colour contrast or accessibility compliance, please contact the Marketing team for guidance: marketing@pinehurst.school.nz

Use contrasting logos or text on light-coloured backgrounds and on greys lighter than 50% tint.

Use contrasting logos or text on light-coloured backgrounds and on greys lighter than 50% tint.

Use reversed logos or text on dark-coloured backgrounds and on greys darker than 50% tint.

Use reversed logos or text on dark-coloured backgrounds and on greys darker than 50% tint.

3.0 **BRAND ASSETS**

BRAND ASSETS

Pinehurst School Triangle

The Pinehurst Triangle is the cultural foundation of our school - a simple but powerful idea thatshapes how we work together as a school community.

The student is always at the top, supported on each side by two equal partners: family and school. Every decision we make is driven by the shared goal of helping our students thrive.

This three-way partnership encourages open communication, mutual respect and a strong sense of belonging. From family conferences to everyday interactions, the Triangle brings our values to life and creates our warm, connected culture.

In our visual identity, illustrative triangle watermarks feature in branded templates and design pieces. These triangular assets are not provided for independent use. Their application is reserved for formal design work created by the Marketing team to ensure consistency and appropriate use.

If you have a project that you feel would benefit from the use of the Pinehurst Triangle, please contact the Marketing team for support: marketing@pinehurst.school.nz
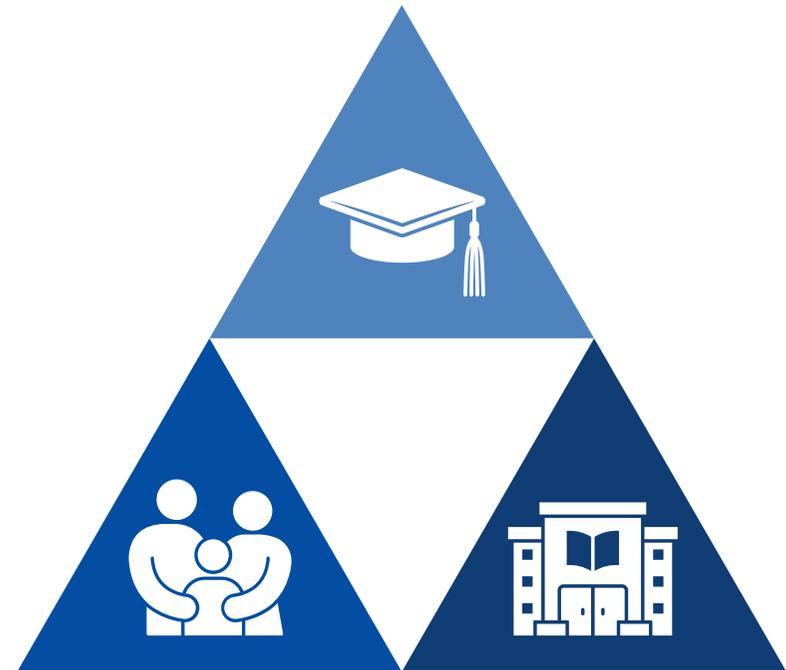
BRAND ASSETS

Pinehurst School Tagline

The School Tagline (opposite) reflects the heart of the Pinehurst ethos and is closely aligned to the school's core values of Respect for Self, Respect for Others, and Excellence.

It speaks to the confidence we foster in our students (who we are), the importance we place on knowledge, curiosity and learning (what we know), and our belief in striving for personal and collective excellence (what we can achieve). Together, these ideas capture the balanced development of character, intellect, and aspiration that defines the Pinehurst experience.

Like the Pinehurst Triangle, this tagline forms a core Pinehurst brand asset. It provides a concise, values-led expression of the school's identity and is most effective when used with purpose and consistency.

For this reason, the tagline is primarily applied by the Marketing team across key brand collateral and campaigns. Its use should be intentional and considered, ensuring it reinforces Pinehurst's values and positioning rather than becoming decorative or diluted.

If you are considering using the tagline for a specific project or piece of communication, please contact the Marketing team for guidance and approval.

'Proud of who we are, what we know, and what we can achieve.'

BRAND ASSETS

Triangular Design Assets

In addition to the Pinehurst logo and colour palette, a series of triangular and angular design assets are used across branded materials to create visual flow and reinforce the school's visual identity.

These shapes are drawn from the geometry of the Pinehurst Triangle and echo the ideas of structure, balance, and forward momentum. When used consistently, they help create continuity across communications and make Pinehurst communications immediately recognisable.

These stylistic elements appear in branded templates, presentations, publications and marketing collateral. Their use is intentional and considered, supporting the overall look and feel of the Pinehurst brand rather than functioning as stand-alone graphic devices.

To maintain consistency and brand integrity, these design elements are reserved for use by the Marketing team as part of formal brand applications. They are not provided for independent use.

If you have a project that you feel would benefit from a branded design treatment, please contact the Marketing team for support: marketing@pinehurst.school.nz

4.0 **TYPOGRAPHY**

TYPOGRAPHY

Typeface Overview

Typography plays a key role in shaping how the Pinehurst brand is seen and understood. Consistent use of approved typefaces helps ensure all communications feel clear, professional and recognisably Pinehurst, whether they are created internally or externally.

Because Pinehurst communications are produced by a wide range of staff and shared across many platforms - including email, documents, presentations and marketing materials - our typography system has been designed to be both practical and refined. It balances everyday accessibility with a strong, distinctive brand presence.

For this reason, Pinehurst uses a tiered typography system:

• a universal font for daily communication,
• a brand font for official and marketing materials, and
• an accent font used sparingly to add warmth and personality

Each font has a specific purpose and context for use.

Following these guidelines ensures consistency, reduces confusion, and helps protect the integrity of the Pinehurst visual identity.

If you are unsure about typography usage or require guidance, please contact the Marketing team: marketing@pinehurst.school.nz

TYPOGRAPHY

Universal Font: Open Sans (Regular)

Open Sans (Regular) is our universal communication font and should be the first choice across all everyday materials.

It is a Google Font, meaning it is freely available and displays consistently across all devices and platforms without installation. Because Open Sans is widely supported, it ensures that any document or email sent outside Pinehurst will look exactly as intended. This makes it the most reliable font for all communications.

Use Open Sans (Regular) for:

•   Emails and Letters
•   Microsoft Word Documents
•   Internal communications and everyday materials

Open Sans has been carefully chosen because it complements Museo Sans, keeping our visual identity aligned while making daily communication simple, professional, and accessible to everyone.

Aa
Open Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu VvWwXxYyZz0123456789!?&@#%*

Aa
Open Sans Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv WwXxYyZz0123456789!?&@#%*

Aa
Open Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv WwXxYyZz0123456789!?&@#%*

Aa
Open Sans Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx YyZz0123456789!?&@#%**

TYPOGRAPHY

Brand Font: Museo Sans

Museo Sans is used in our brand collateral, on our website and in our digital presentation templates.

It is a licensed font and must be installed to display correctly. If a document using Museo Sans is sent outside Pinehurst, the formatting will change because external recipients do not automatically have this font installed.

Guidance on using Museo Sans has been built into our digital presentation templates. Museo Sans is used in:

- Digital (PowerPoint) Presentations
- External advertising, Marketing/design work
- Official branded, corporate material

Museo Sans 900 (the heaviest weight) is used for headings and should always be capitalised. Body copy should always use Museo Sans 300.

For more information on using Museo Sans as a design tool, see page 30; 'Typography in Brand Identity'.

AA MUSEO SANS 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?&@#%*

Aa Museo Sans 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz0123456789!?&@#%*

Aa Museo Sans 500

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz0123456789!?&@#%*

Aa Museo Sans 300

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv

WwXxYyZz0123456789!?&@#%*

Accent Font: Northwell Script

Northwell Script is used as an accent font in branded material. It should not be used outside presentation templates or marketing/design work.

Northwell Script adds warmth and personality when applied sparingly:

- Use only where prompted in presentation templates
  e.g. 'Our Place', 'Congratulations' etc
- Never use for sentences, paragraphs, or ALL CAPS

This ensures Northwell Script remains an accent used with purpose rather than undermining the clarity of the school brand identity.

Our Place

TYPOGRAPHY

Typography in Brand Identity

Heading hierarchies play an important role in how Pinehurst communications are read, understood, and visually recognised. In Pinehurst-branded materials, typography is not only about legibility - it is also a key stylistic element that contributes to the school's distinctive visual identity.

Across branded templates and collateral, Museo Sans 900 is used intentionally as a strong, anchoring device. This heavier weight appears as solid block headings set in ALL CAPS, creating emphasis, structure, and visual rhythm. This approach is also reflected on the Pinehurst website, reinforcing consistency across digital and print environments.

Museo Sans 900 is often paired with Museo Sans 300 to create contrast and balance. This juxtaposition allows ideas to be layered clearly - for example, by combining a bold, capitalised statement with lighter-weight supporting text, or to create visual interest as headings wrap across multiple lines. In this way, typography functions in much the same way as colour within the brand system.

Wherever Museo Sans 900 appears in presentation template headings, ALL CAPS must be used. This block weight must never be set in sentence case, title case, or lowercase. This is a deliberate stylistic decision and an important part of the Pinehurst brand identity.

When sentence case or title case is required, a lighter weight such as Museo Sans 300 should be used instead. Using the heaviest weight (900) for full sentences undermines clarity, disrupts hierarchy and weakens the overall refinement of the design.

For this reason, users should not apply personal creative interpretation to heading styles. Approved presentation templates already contain the correct heading hierarchies and typographic relationships, and these should be followed as provided to maintain consistency across all Pinehurst branded communications.

If you are unsure how headings should be styled, or if a presentation requires a bespoke design treatment, please contact the Marketing team for support.

Visit the *Marketing Brand Hub on SharePoint* for a 'How To Guide' when using Pinehurst Branded Templates:

https://pinehurstschool.sharepoint.com/sites/marketing

TYPOGRAPHY

Alignment and Consistency

Consistency in alignment, spacing and formatting, plays an essential role in maintaining a clear, professional, and cohesive Pinehurst School brand.

Across all communications, left-aligned text is preferred. This approach supports readability and ensures content feels open, ordered and easy to follow. Fully justified text should not be used, as it can create uneven spacing and reduce legibility, particularly in digital formats.

Line spacing and paragraph spacing are applied thoughtfully to support clarity and ease of reading. Just as white space is an important part of our visual identity, words on a page also need space to breathe. Well-considered spacing helps content feel calm, approachable and refined, rather than crowded or overwhelming.

To support consistency across the school, approved heading styles, text hierarchies, and formatting conventions have been built into Microsoft Word templates and Powerpoint presentation templates. These include guidance for headings, subheadings, body copy, bullet points, numbering and spacing. Wherever possible, templates should be used to ensure communications align with Pinehurst School brand standards.

Maintaining a consistent approach to typography and formatting reinforces recognition and trust, particularly when content is shared externally. For this reason, all external communications that form a designed piece should be prepared in collaboration with, and approved by, the Marketing team.
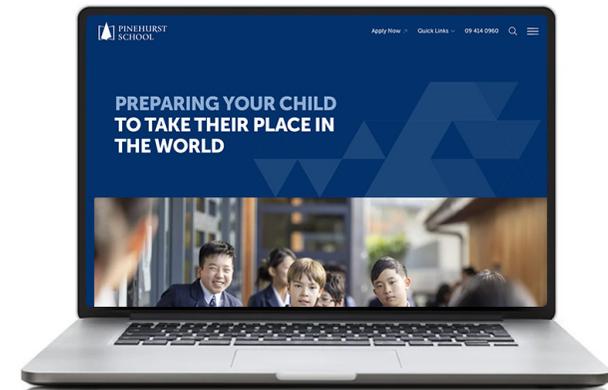
PREPARING YOUR CHILD TO TAKE THEIR PLACE IN THE WORLD

5.0 **IMAGERY**

IMAGERY

Imagery Overview

Pinehurst imagery plays a powerful role in communicating the character, values and lived experience of the school. Photography should feel authentic, aspirational, and reflective of real school life, capturing the energy, connection, and sense of belonging that define the Pinehurst school community.

Imagery should support the school's positioning as a world-class, values-led learning environment, while remaining warm, human - and genuine.

Focus and Tone

Pinehurst imagery should:

- Focus on genuine moments of learning, engagement, and achievement
- Capture students and staff in real interactions rather than staged scenarios
- Reflect the diversity of the Pinehurst community across age, culture and activity
- Show a balance of academic, cultural, sporting and pastoral life
- Use natural light where possible to maintain a fresh, realistic feel

Images should feel observational rather than posed, allowing viewers to recognise authentic experiences and moments of connection.

Preferred Imagery Sources

Pinehurst works with a professional photographer to capture key events across the school year. These events are important cornerstones of the Pinehurst calendar and celebrate student achievement, community milestones and school life. Professional photography from these events is:

- Curated and archived within the school's image catalogue system, Pixevety
- Managed by the Marketing team
- The preferred source of imagery for use in external communications, branded collateral, presentations and promotions

This ensures imagery remains consistent, high-quality, and aligned with the Pinehurst brand.

In addition, everyday photography may be captured by staff, student photographers or members of the Marketing team when professional photography is not required. These images play an important role in documenting daily school life and capturing moments of engagement, connection and participation.

IMAGERY

Use of Stock Imagery

Stock imagery is used very selectively and only when appropriate imagery cannot be sourced from the Pinehurst archive. When considered, stock imagery must:

- Feel natural and authentic
- Align closely with the Pinehurst brand tone and values
- Avoid looking generic, staged, or obviously 'stock'

Any use of stock imagery should be discussed with the Marketing team to ensure brand suitability.

What to Avoid

The following should be avoided across all Pinehurst communications:

- Stock imagery that feels generic or impersonal
- Overly posed or artificial scenes
- Heavy filters, excessive retouching, or stylised effects
- Imagery that misrepresents the Pinehurst community or experience

Governance and Support

Imagery used in external promotions, community-wide communications, presentations and other branded materials, should be selected in consultation with the Marketing team. Marketing provides guidance on:

- Image selection and suitability
- Access to the Pixevety image library
- Appropriate use of everyday photography
- Brand alignment across communications

If you are unsure whether imagery is appropriate for a particular use, or require assistance sourcing images, please contact the Marketing team: marketing@pinehurst.school.nz
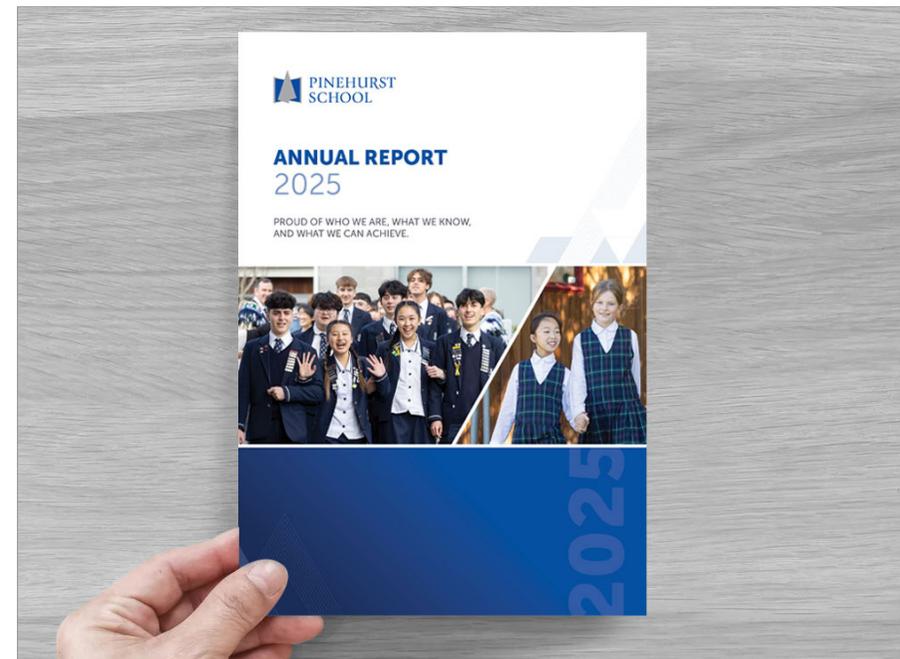
6.0 **APPLICATIONS**

Examples of approved brand applications across:

APPLICATIONS

Print Collateral

- Business Stationery
- Core Collateral
  (Documents, Certificates)
- Strategic Plan
- Annual Report

APPLICATIONS

Print Collateral

- School Magazine
- Yearbook
- Press Advertising

PANORAMA

PROUD OF WHO WE ARE, WHAT WE KNOW, AND WHAT WE CAN ACHIEVE

SUMMER ISSUE 2025

GRADUATION PARADE
Read about our 2025 Graduation Celebrations on **PAGE 36**

PINEHURST SCHOOL

PINEHURST SCHOOL

2025 YEARBOOK

Clarity. Stability. Excellence.

With New Zealand's education system in transition, Pinehurst offers a stable, internationally recognised Cambridge pathway from Year 1 to Year 13.

Consistent standards. Clear expectations. Outstanding results.

A future you can rely on.

Visit us in Albany, just 20 minutes from the Hibiscus Coast, and discover a school where your child can thrive.

pinehurst.school.nz

CAMBRIDGE International Education
Cambridge International School

PINEHURST SCHOOL

We grow more than minds.

Learning happens everywhere. Our students explore sport, music, drama, leadership, and service alongside their academic studies.

From the stage to the sports field, we nurture confident, well rounded young people who are ready for the challenges ahead.

A future you can rely on.

Come and see how Pinehurst offers balance and opportunity for every student.

pinehurst.school.nz

CAMBRIDGE International Education
Cambridge International School

PINEHURST SCHOOL

Ready for what's next.

Pinehurst graduates' step into the world with confidence - ready for university, work, and life.

Through the Cambridge pathway, students gain the knowledge, skills, and adaptability to thrive - in further study, in their careers, and in life.

Discover how a Pinehurst education can open doors for your child.

Pinehurst graduates attend universities in New Zealand, Australia, the UK, US & beyond.

pinehurst.school.nz

CAMBRIDGE International Education
Cambridge International School

PINEHURST SCHOOL

APPLICATIONS

Digital Communications

- Weekly eNewsletter
- Website
- Social Media (Facebook, Instagram)
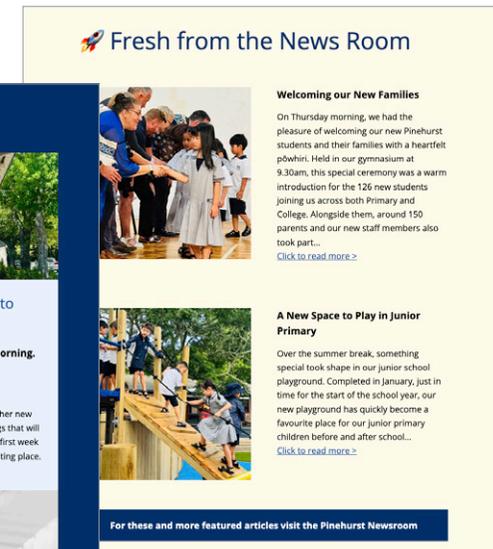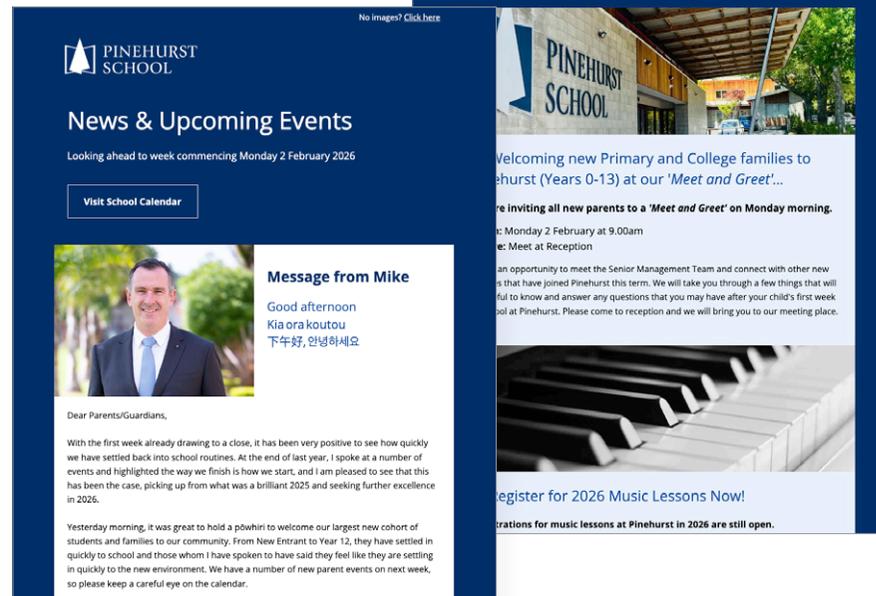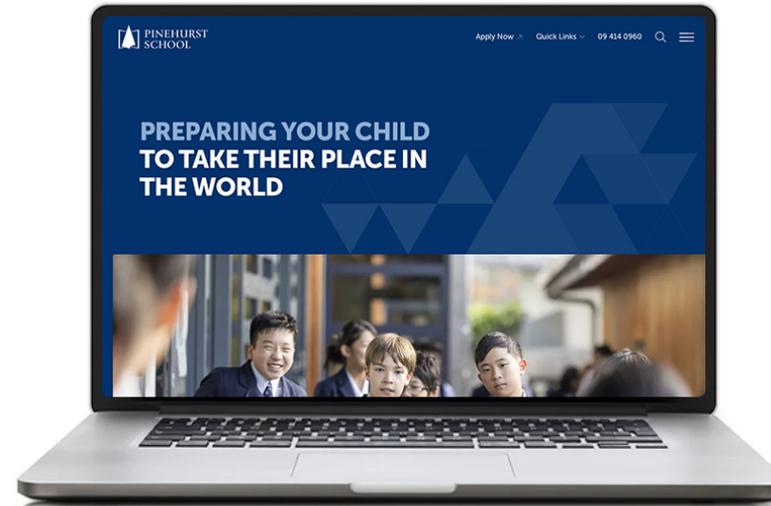
APPLICATIONS

Digital Communications

- Parent Handbook
- Information Sheets
- Social Media (LinkedIn, YouTube)
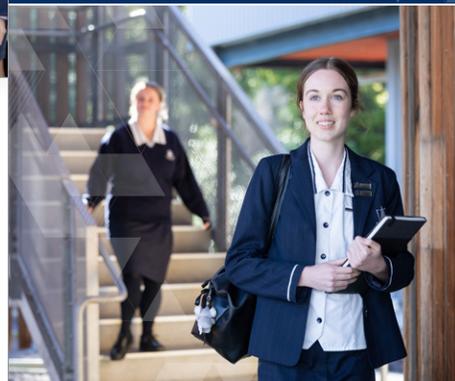

PINEHURST SCHOOL

INTERNATIONAL STUDENT HANDBOOK
2026

PINEHURST SCHOOL

PARENT HANDBOOK
2026

PINEHURST SCHOOL

PREPARING YOUR CHILD TO TAKE THEIR PLACE IN THE WORLD

CAMBRIDGE International Education

SCHOOL PROFILE

Pinehurst is a leading independent, co-educational school for students from Year 1 to Year 13, with a total school roll of around 1150. Located on 14 acres of green space in Albany, Auckland, our campus combines modern, light-filled buildings with specialist facilities— including science laboratories, gymnasiums, sports fields, music studios, and a performing arts theatre. Founded in 1991, Pinehurst is built on three core values:

Respect for Self, Respect for Others, and Excellence.

At the centre of our culture is the Pinehurst Triangle — a partnership between students, families, and the school that ensures every child is known, supported, and encouraged to thrive.

CURRICULUM

We are one of the few New Zealand schools to offer the Cambridge International Pathway from Year 1 through to Year 13. This globally recognised curriculum provides depth, structure, and balance, allowing students to build a strong foundation in their early years before specialising in subjects that reflect their passions in the senior school. Pinehurst has also been selected as New Zealand's Cambridge Demonstration Centre, showcasing our strength in the organisation and delivery of the Cambridge programme.

ACADEMIC EXCELLENCE

Pinehurst students consistently achieve at the highest levels. In 2024:

- 98% of Year 13 students gained university entrance
- 20 Cambridge Outstanding Learner Awards, including 3 Top in the World
- Nearly half of A Level results were graded A* or A

Our graduates secure places at top universities in New Zealand and overseas, equipped with the skills, independence, and confidence to thrive.

BEYOND THE CLASSROOM

Pinehurst offers a wide range of opportunities that develop character, teamwork, and leadership:

- **SPORT:** Football, Basketball, Netball, Hockey, Volleyball, Golf (home to alumna Lydia Ko), and many more.
- **ARTS:** Choirs, orchestras, jazz bands, ensembles, theatre productions, and visual arts.
- **LEADERSHIP AND CLUBS:** From class councils to prefect roles, cultural celebrations, service projects, enterprise challenges, and international trips.
- **ENRICHMENT:** Camps, interhouse competitions, the Duke of Edinburgh's Award, and buddy programmes that connect students across year levels.

WHY PINEHURST?

- Small classes with personalised attention
- World-class Cambridge curriculum from Year 1–13
- Safe, multicultural community
- Dedicated Pastoral Care
- Outstanding academic results and global recognition
- Balanced opportunities in academics, sport, arts & leadership

Proud of who we are, what we know and what we can achieve.   pinehurst.school.nz

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PINEHURST SCHOOL

2024 GRADUATE DESTINATIONS

CAMBRIDGE International Education

We proudly celebrate the University destinations attended by our Graduates.
Many of our students received multiple international offers — a reflection of their global outlook, broad interests, and the strength of their Pinehurst School education.

CLASS OF 2024 GRADUATE DESTINATIONS

Pie chart values: 55%, 25%, 12%, 5%, 3%

- NZ UNIVERSITIES
- AUSTRALIAN UNIVERSITIES
- OTHER UNIVERSITIES
- GAP YEAR
- EMPLOYMENT/NZDF

NEW ZEALAND UNIVERSITIES
University of Auckland
Auckland University of Technology (AUT)
Massey University
Victoria University of Wellington
University of Canterbury
University of Otago

AUSTRALIAN UNIVERSITIES
University of Melbourne
University of New South Wales (UNSW)
University of Sydney
Monash University
University of Queensland
Griffith University

OTHER (UK/USA/EUROPE/ASIA) UNIVERSITIES
University of Pennsylvania (UPenn)
University of Illinois at Urbana-Champaign
Pepperdine University
Babson College
The University of Hong Kong (HKU)
University College London (UCL)
University of Cambridge
London School of Economics (LSE)
University of Birmingham
King's College, London
University of the Arts, London
AA School of Architecture, London

TOP IN THE WORLD AND NEW ZEALAND   pinehurst.school.nz
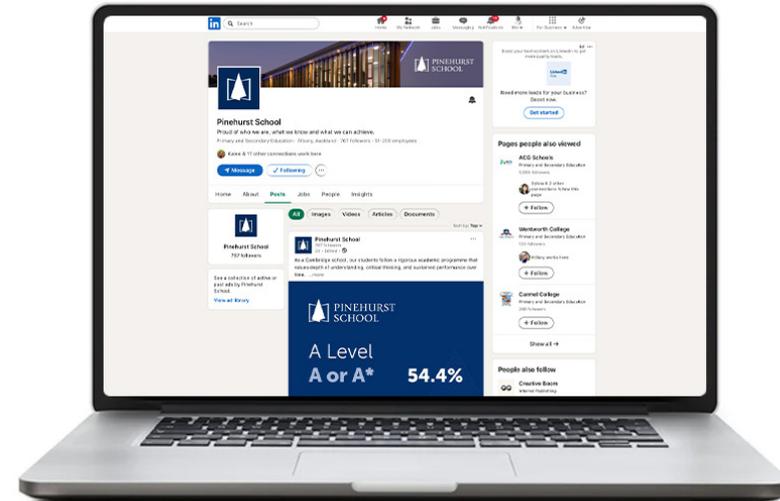
APPLICATIONS

External Presentation Templates

- Board Presentations
- Parent Information Evenings
- Open Day Presentations

Visit the *Marketing Brand Hub on SharePoint* for full range of External Presentation Templates, plus a 'How To Guide' for using Pinehurst Branded Templates:

https://pinehurstschool.sharepoint.com/sites/marketing

7.0 APPROVAL & CONTACT

The Pinehurst brand is a shared asset that represents our school community, values and reputation. To protect the integrity of the brand and ensure consistency across all communications, all Pinehurst brand assets are managed by the Marketing team. Marketing provides guidance on the appropriate use of:

- Logos and visual identity elements
- Typography and colour palettes
- Imagery and branded photography
- Presentation templates and design collateral
- External communications and promotional materials

If you are unsure how to apply the Pinehurst brand, require access to approved templates, or are planning a communication or design piece for internal or external use, support is readily available.

By following these guidelines, every member of the Pinehurst community helps ensure the school's brand remains clear, consistent, and recognisable. Early engagement with Marketing helps ensure communications remain clear, aligned, and effective, while also saving time and rework. For guidance, approvals, or access to brand assets and templates, please contact:

marketing@pinehurst.school.nz

PINEHURST SCHOOL