uniquely

KAIKŌURA

in our nature

BRAND GUIDELINES

TAUPARAPARA:

Ko te rangi te korowai o te maunga me te whenua,
ko te awa te hononga o te rangi ki te tai

Ko te taiao te mauri o Te ahi kaikōura a Tama ki te Rangi.

Direct translation: The sky is the cloak that covers the mountains and land, the rivers connect the sky to the ocean, the environment is the life force o Te ahi kaikōura a Tama ki te Rangi.

Meaning: This tauparapara represents the sky, land and sea which are the key components which makes up our natural environment that sustains the health, development and spirit of all people.

LOGO

PRIMARY LOGO

Katoa (Full Colour)

The Destination Kaikoura logo is the face of Kaikoura - the primary visual expression that we use to identify ourselves. Our logo is the combination of Kaikoura's unique geographical features, Rangi (mountain), Whenua (land) and Moana (sea).

SECONDARY LOGOS

Two tone

The Destination Kaikoura logo is the face of Kaikoura - the primary visual expression that we use to identify ourselves. Our logo is the combination of Kaikoura's unique geographical features, Rangi (mountain), Whenua (land) and Moana (sea).

Whenua

Takutai

Ngahere

Moana

SECONDARY LOGOS

Single colour

The Destination Kaikoura logo is the face of Kaikoura - the primary visual expression that we use to identify ourselves. Our logo is the combination of Kaikoura's unique geographical features, Rangi (mountain), Whenua (land) and Moana (sea).

Karaehe

Rangi

Awa

Kokomea

Whitinga o te rā

Pō

LOGO MISUES

Dont Do's

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Do not distort or warp the logo in any way.

Do not rotate the logo.

Do not modify the colors

Do not apply a gradient to the icon or wordmark.

Do not modify the proportions of the fonts

Do not modify the typography

LOGO EXCLUSION ZONE

Exclusion zone

To ensure legibility, always keep the minimum clear space around the logo. The Destination Kaikoura logo's exclusion zone is equal to the height of the 'K' from the logo..

COLOURS

COLOURS

Primary logo colours

The preferred colour options for print and digital purposes are Katoa (Full Colour) Moana (Two-Tone Blue) and Pō (Black). A white version is acceptable on both solid and image backgrounds, but if detail is lost then the wordmarks should be used instead.

The colours from other secondary logos are permissible to use, but should be contextually appropriate, and sparingly used.

COLOURS

Primary colours

Takutai
C 17   R 194
M 98   G 41
Y 92   B 46
K 6

HEX C2292E

Awa
C 100   R 38
M 100   G 36
Y 29   B 97
K 19

HEX 262461

Moana
C 17   R 209
M 0   G 237
Y 8   B 235
K 0

HEX D1EDEB

Pō
C 75   R 0
M 68   G 0
Y 67   B 0
K 90

HEX 000000

Two tone

Whitinga o te rā
C 13   R 194
M 78   G 96
Y 100   B 54
K 3
HEX C26036

Takutai
C 17   R 194
M 98   G 41
Y 92   B 46
K 6
HEX C2292E

Karaehe
C 67   R 99
M 31   G 128
Y 82   B 84
K 14
HEX 638054

Awa
C 100   R 38
M 100   G 36
Y 29   B 97
K 19
HEX 262461

Single

Karaehe
C 67   R 99
M 31   G 128
Y 82   B 84
K 14
HEX 638054

Rangi
C 47   R 146
M 16   G 181
Y 20   B 192
K 0
HEX 92B5C0

Awa
C 100   R 38
M 100   G 36
Y 29   B 97
K 19
HEX 262461

Kokomea
C 0   R 227
M 66   G 130
Y 3   B 169
K 0
HEX E382A9

Whitinga o te rā
C 13   R 194
M 78   G 96
Y 100   B 54
K 3
HEX C26036

Pō
C 75   R 0
M 68   G 0
Y 67   B 0
K 90
HEX 000000

WORDMARKS

WORDMARKS

Wordmarks

Where the full logo is not appropriate, the wordmarks are to be used. For online applications e.g. email signatures use the 2-line variation. For print applications, or instances where the logo will be very small and lose the line detail, use the simple version.

UNIQUELY
KAIKŌURA
IN OUR NATURE

Online

UNIQUELY
KAIKŌURA
IN OUR NATURE

Print

TYPOGRAPHY

TYPOGRAPHY

Havelock font family

The font used for the 'Kaikoura' in the logo is the Solid version of the Havelock font family, a modern counterpart to the retro badge design. The family is made up of four interchangeable all-caps typefaces. Havelock is to be used for headings and titles were appropriate, primarily in the Solid version. To highlight specific words in this font, use another of the typefaces, or mix typefaces in a single word.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Havelock - Solid

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Havelock - Stencil

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Havelock - Inline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Havelock - Multiline

TYPOGRAPHY

**Gotham Rounded
font family**

Used for both the tagline on the logo,
and website body content, the Gotham
Rounded font family is the primary font
used in Destination Kaikoura branded
collateral. Clean, crisp and easy to read
on all screen sizes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Gotham Rounded - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Gotham Rounded - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Gotham Rounded - Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Gotham Rounded - Bold

DESTINATION KAIKŌURA

TYPOGRAPHY

Example of logo & headline over image

When using the Havelock heading font, highlight specific words using another of the typefaces, or mix typefaces in a single word. Contrasting colours from the selection on page 11 can also be used for visual emphasis.