

BRAND STYLE GUIDE



VISIT RANGITĪKEI

THE WAY *life should be*

BRAND STYLE GUIDE

GIFTED ELEMENTS



TŪTAEPOROPORO
River Mokai



POHOKURA
Land Mokai

WHAKATAUKI - extracted from local waiata (song), telling the story of a Hounui (a local ancestor) journey over the land.

"Tīkeitia te waewae"

By-line

To be used on future collateral

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BACKGROUND ON THE GIFTED ELEMENTS

In late 2019, Council identified the need to distinguish between Council's operational BRAND and the Rangitikei destination PLACE BRAND

Through a series of workshops and consultation with delegated Elected Members and Te Roopuu Ahi Kaa, a series of draft proposals were presented, however, the consensus was that they did not capture the essence of our shared identity, story and landscape.

Te Roopuu Ahi Kaa members agreed that Ngā Wairiki-Ngāti Apa would produce and gift a design on behalf of mana whenua to be incorporated into the branding and subsequent design graphics.

The final brand for Rangitikei as a destination was developed by internal staff based on the information and guidance previously received incorporating the mokai (pet) Tūtaeporoporo and cementing his significance within our place brand to visually continue to tell his story .

With consideration to Council's operational branding style, font package and colour pallet, staff created the destination place brand to be sympathetic and complementary, captivating visitors, new residents, and the wider community alike. This is a place brand that reflects its people, heritage and culture.

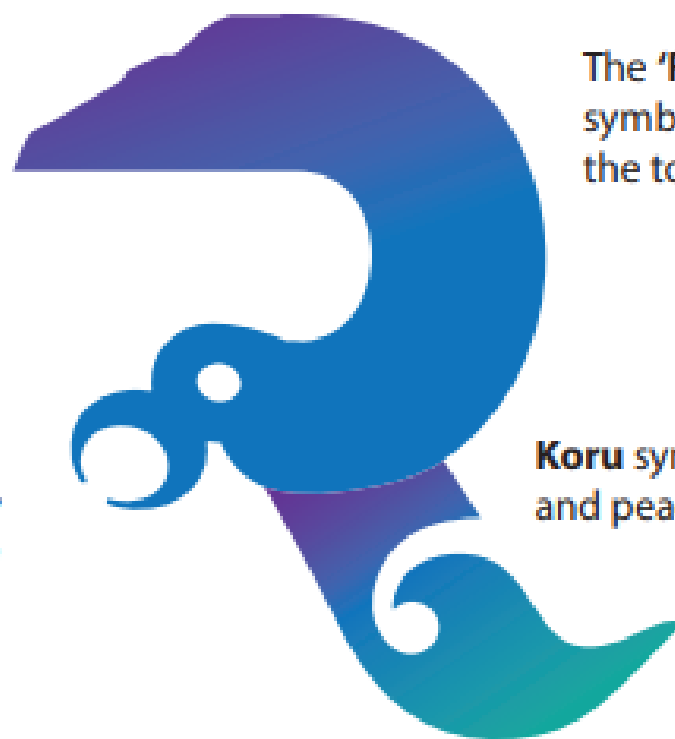
The destination place branding received approval by both the delegated Elected Members and Te Roopuu Ahi Kaa in November 2020 and was first utilised in the [visitrangitikei.nz](https://www.visitrangitikei.nz) website.

The purpose of this branding document is to define the intention and different target markets of each brand, giving clear guidelines as to their uses.

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Silhouette of the **Papa Cliffs**
Iconic to Rangitikei

Tūtaeporoporo (taniwha/guardian)
*Artwork was gifted to Rangitikei by
Ngā Wairiki - Ngāti Apa*



The '**R**' stands for Rangitikei and
symbolises the awa as it flows from
the top of our district out to the sea

Koru symbolises new life, strength
and peace within the community

Waves represents our awa completing
its journey out to the sea

BRAND STYLE GUIDE

MAIN LOGO



LOGO ICON



COLOURS

MAIN



RA Violet



RA Cobalt



RA Teal

SECONDARY



RA Green



RA Gold



RA Orange



RA Berry

FONTS

INTRO RUST

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 @!\$%

OPEN SANS

abcdefghijklmnopqrstuvwxyz 0123456789 @!\$%

INTRO SCRIPT

abcdefghijklmnopqrstuvwxyz 0123456789 @!\$%

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THE WAY *life should be*

BRAND POSITING STATEMENT

ASSETS



MAP ICONS

Expect the **UNEXPECTED**

MARKETING SLOGAN

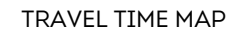
WERE PEOPLE *come to life*

MARKETING SLOGAN

FIND YOUR KIND
of adventure

MARKETING SLOGAN

BRAND POSITING STATEMENT



EXAMPLES FOR USE

