



ROTORUA



Living Brand Guidelines 2022



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Whakatakinga Introduction

This document has been created to provide guidance for both internal and external parties implementing the Rotorua brand. Our brand is a reflection of who we are as a destination, and a powerful asset for communicating with our international and domestic visitors and local community. To maintain the integrity of the brand and share our message of collective strength with consistency and clarity, it is important to follow the guidelines provided in this document.



The kaupapa

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Revealing the richness of the Rotorua story.

Reaching within our unique identity and sharing its depth with the world. Expressing the real Rotorua character and spirit – place, people and culture. Making it understood by everybody and inclusive to all. So that more people want to visit, live, study, work and add true value to this unique place, Rotorua.





What the world is looking for

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“
I want to live life to the full, enriched by authentic experiences that connect me to people and place.
”

There are lots of beautiful places in New Zealand, but few offering any real depth or richness of experience that Rotorua can offer.

Whether it's visiting Rotorua for a weekend away, moving here to live, or deciding to follow your dreams and set up a business. Rotorua is a place to come to create richer stories for all who experience it.





Our unique gift
to the world

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Experiences beyond the superficial

We are the Aotearoa originators of authentic experiences that help people immerse themselves more fully – whatever they seek; invigorating, exciting, inspiring, relaxing, recharging or renewing. A uniqueness is found within the depth of our place and our people.





Our place

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A place alive. Where the active wairua of place nurtures the spirit of people.

Active geothermal environments that inspire and nourish. Vibrant and expressive Māori culture at the heart of life. Richness of invigorating experiences, accessible to all.

Our pillars define us
Richness of experiences
Active geothermal environments
Vibrant multi culture

Our people

Sharing our spirit of manaakitanga, whanaungatanga and kaitiakitanga.

Calling in, sharing what we have, lifting up. Actively caring for people and place.

Using manaaki to uplift people. Using kōrero, performance and arts to help people see and feel what's real. So that life has true richness and balance. By nourishing we become nourished.



Tā tātou kōrero auaha Our creative narrative

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Rotorua is a place of raw energy and concentrated abundance. Like the volcanic activity that is unique to our landscape, mauri courses strongly through everything, just below the surface. You can feel it. You can smell it, too.

He kainga kia matomato ai te tupu.

This is a place where the plant can grow abundant. Where people and place provide a spark to your soul. Bringing you to life and bringing out the fullness of life. Nourishing, recharging and reigniting what is within you.

Tuia ki runga, tuia ki raro, tuia ki waho, tuia ki roto.

This is a place of great depth and many dimensions – binding the physical and spiritual to touch the hearts and minds of both our whānau and our manuhiri. Memories made here mean more, connections created remain stronger, and relationships run deeper. A reflection of our true whanaungatanga.

Kimihia ngā mea pai.

This is a place that encourages you to find the good within everything. To always see the bright side, and never shy away from life. To call others in, so they can let their true selves out. Because here, the wairua of this place feeds the spirit of the people. The warmth of the land echoes the warmth of our welcome. A natural extension of our signature manaakitanga.

Natural energy and pure expression. Richer stories and warm welcomes. Vibrant ideas and deeper experiences. It's all found within, Rotorua.



Te ngako Our creative idea

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Kimihia ngā mea pai. Find the good within everything.

The good within

The deeper story within

The fuller story within

The change you experience
in coming here

Building off very human insights –
touching the heart, not just the head.

It's all found within

Purpose
found within
business

Beauty
found within
mud

Innovation
found within
tikanga

Tranquillity
found within
adrenaline

Teachings
found within
tamariki

Truth
found within
myths

Spirit
found within
place

Life
found within
you



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Tā tohu kōrero

The story of our symbol



The chant for warmth from Ngātoroirangi to his sisters Kuiwai and Haungaroa courses through this mark. A shimmering acknowledgement to the whakapapa of this place.

Ko ngā pūmanawa e waru o Te Arawa. Cloaked by the eight peaks, recognising the eight beating hearts of Te Arawa.

Formed of 18 glowing droplets, reflecting the mauri of the 18 lakes found within this place. A whirlpool which drew in a cluster of Mangōpare, the guardians of our voyaging spirit.

Kauae ki runga, kauae ki raro, a symbol that coils upward, connecting the earth to the sky, the physical to the spiritual.

Embodied through the expression of our unique taonga, our luminous geysers. This mark is an acknowledgement of our shared past and a radiant projection of our shared future. Acting as an invitation for everyone to add their warmth and make our tomorrow vibrant.

Ko tēnei te hīnātore o Te Rotorua nui ā-kahu-matamomoe.

This is Rotorua, a place of true warmth.



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Tā tohu tikanga

Protocols of the symbol



Due to the cultural significance of this tohu and its connection to ancestral lineage of Te Arawa - There is tikanga that comes with it to maintain its mana and cultural integrity.

At all times we avoid:

Putting it on food where it can be consumed.

Putting it on items that will be walked on or sat on - Like a cushion or door mat.

Putting it on items that are struck with bad intentions, like a boxing glove or bag.



Te Tohu Symbol

The story of our symbol

This tohu is an acknowledgement of our shared past and a radiant projection of our shared future. Acting as an invitation for everyone to add their warmth and make our tomorrow vibrant.

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Te Tohu Symbol

Rendered Symbol and Logo

Our tohu comes in both vertical and horizontal format and can also stand alone independent to the word-mark. The tohu can be paired with either the black or white word-mark.

PRIMARY LOCK-UP:
FULL COLOURED
RENDERED TOHU



PRIMARY LOCK-UP:
FULL COLOURED
RENDERED LOCKUP
VERTICAL



ROTORUA

SECONDARY LOCK-UP:
HORIZONTAL POSITIVE
VECTOR LOGO



ROTORUA



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Te Tohu Symbol

Vertical Render Logo

Our tohu comes in both vertical and horizontal format and can also stand alone independent to the word-mark. The tohu can be paired with either the black or white word-mark.

PRIMARY LOCK-UP:
VERTICAL FULL COLOUR RENDER
BLACK WORD-MARK
FOR USE ON WHITE/LIGHT
BACKGROUNDS



ROTORUA

PRIMARY LOCK-UP:
VERTICAL FULL COLOUR RENDER
WHITE WORD-MARK
FOR USE ON BLACK/DARK
BACKGROUNDS



ROTORUA

PRIMARY LOCK-UP:
VERTICAL POSITIVE
RENDER LOGO



ROTORUA

PRIMARY LOCK-UP:
VERTICAL REVERSED
RENDER LOGO



ROTORUA



Te Tohu Symbol

Horizontal Render Logo

Our tohu comes in both vertical and horizontal format and can also stand alone independent to the word-mark. The tohu can be paired with either the black or white word-mark.

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SECONDARY LOCK-UP:
VERTICAL FULL COLOUR RENDER
BLACK WORD-MARK
FOR USE ON WHITE/LIGHT
BACKGROUNDS



SECONDARY LOCK-UP:
VERTICAL FULL COLOUR RENDER
WHITE WORD-MARK
FOR USE ON BLACK/DARK
BACKGROUNDS



SECONDARY LOCK-UP:
VERTICAL POSITIVE
RENDER LOGO



SECONDARY LOCK-UP:
VERTICAL REVERSED
RENDER LOGO





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Te Tohu Symbol

Vertical Vector Logo

Our tohu comes in both vertical and horizontal format and can also stand alone independent to the word-mark. The tohu can be paired with either the black or white word-mark.

PRIMARY LOCK-UP:
VERTICAL FULL COLOUR
BLACK WORD-MARK
VECTOR LOGO



ROTORUA

PRIMARY LOCK-UP:
VERTICAL FULL
COLOUR
WHITE WORD-MARK
VECTOR LOGO



ROTORUA

PRIMARY LOCK-UP:
VERTICAL POSITIVE
VECTOR LOGO



ROTORUA

PRIMARY LOCK-UP:
VERTICAL REVERSED
VECTOR LOGO



ROTORUA



Te Tohu Symbol

Horizontal Vector Logo

Our tohu comes in both vertical and horizontal format and can also stand alone independent to the word-mark. The tohu can be paired with either the black or white word-mark.

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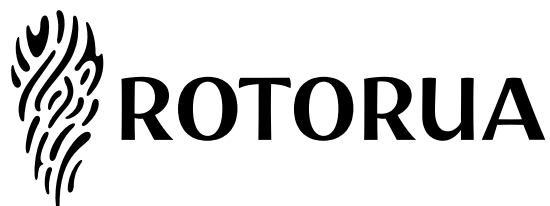
SECONDARY LOCK-UP:
HORIZONTAL FULL COLOURED
BLACK WORD-MARK
VECTOR LOGO



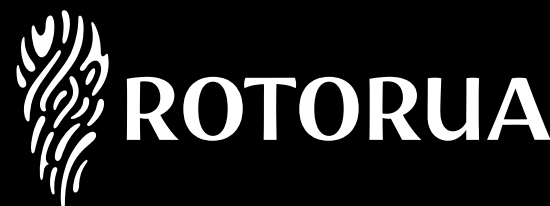
SECONDARY LOCK-UP:
HORIZONTAL FULL COLOURED
WHITE WORD-MARK
VECTOR LOGO



SECONDARY LOCK-UP:
HORIZONTAL POSITIVE
VECTOR LOGO



SECONDARY LOCK-UP:
HORIZONTAL REVERSED
VECTOR LOGO





Te Tohu Symbol

Clear space and minimum size

The clear space and minimum sizes specified below ensures the tohu, word-mark and whakataukī remain legible when reduced in size.

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CLEAR SPACE RULE FOR ALL LOGOS



CLEAR SPACE - IS BASED ON THE CAP
HEIGHT OF THE 'C' IN THE WORD-MARK.

MINIMUM SIZE LOGO LOCKUP



MINIMUM SIZE - IS BASED ON THE WIDTH
OF THE LOGO. THE MINIMUM SIZE OF THE
VERTICAL LOGO IS 20MM IN WIDTH AND
THE HORIZONTAL IS 30MM IN WIDTH.



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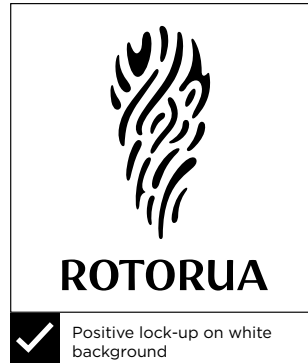
Te Tohu Symbol

Do's and don'ts of our tohu

It is important to use the tohu in the correct way. Always ensure that there is adequate contrast between the background and foreground to ensure legibility. The do's and don'ts of the tohu are outlined below.



✓ Full colour on white background



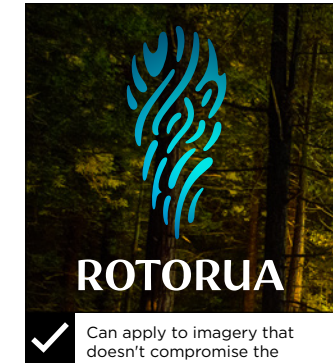
✓ Positive lock-up on white background



✓ Full colour on black background



✓ Reversed lock-up on black background



✓ Can apply to imagery that doesn't compromise the integrity of the tohu



✗ Do not apply drop shadow



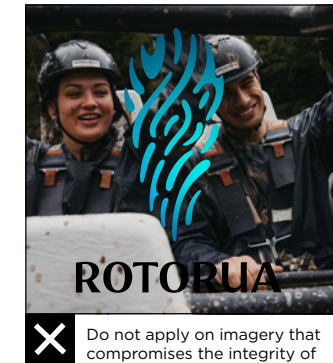
✗ Do not alter colours or gradients



✗ Do not stretch or distort the tohu



✗ Do not flip the elements of the tohu



✗ Do not apply on imagery that compromises the integrity of the tohu



Te Tohu Symbol

Detailed crops of our tohu

Have created detailed crops of the tohu to be used on visuals assets, applications and outputs. Allows you to appreciate the details of the tohu and expand on how people see and recognise the mark. Versatile and flexible.

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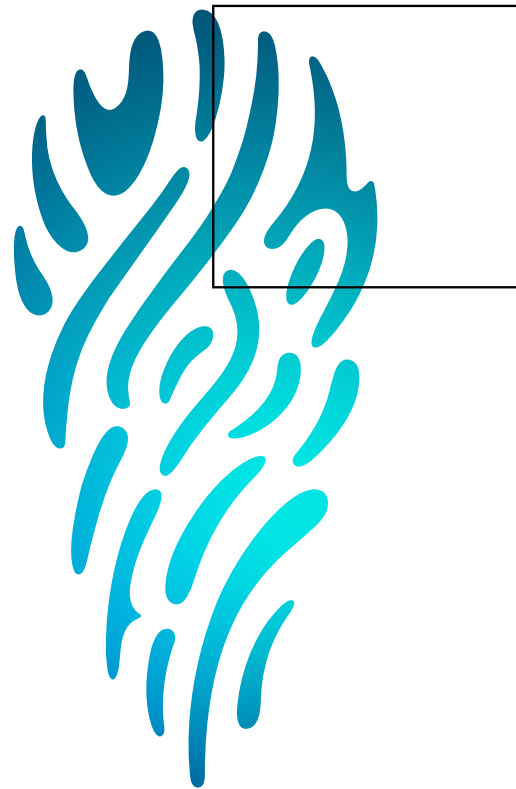
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Ngā tae Colours

Our colours are inspired by the rich natural environment of Rotorua – the lakes, earth and forest. The colours also acknowledge the regions Māori history.



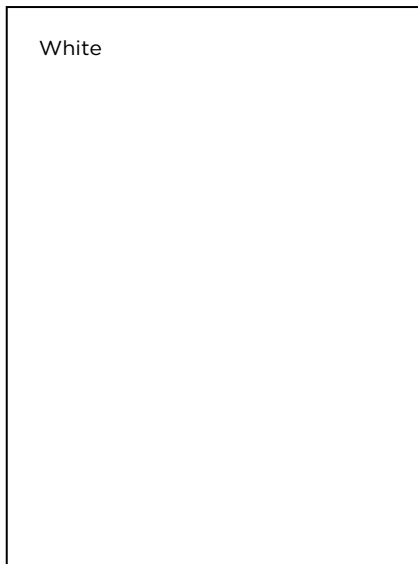
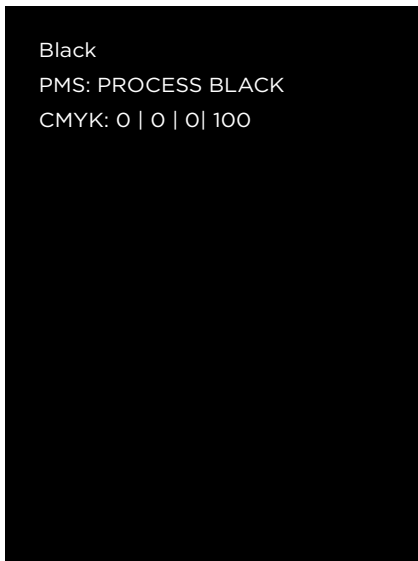


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Ngā tae Colours

Primary colours

Inspired by the rich natural environment of Rotorua, the primary palette has been crafted and inspired by key natural elements from the region.



Wai Colour Palette

PMS: 274 C CMYK: 100 98 33 24 RGB: 40 38 88
PMS: 7687 C CMYK: 100 79 6 0 RGB: 20 67 144
PMS: 307 C CMYK: 88 51 0 0 RGB: 0 110 182
PMS: 7474 C CMYK: 85 34 35 17 RGB: 3 116 135
PMS: 637 C CMYK: 63 0 22 0 RGB: 86 191 204

Hana Colour Palette

PMS: 187 C CMYK: 22 100 87 16 RGB: 170 24 35
PMS: 200 C CMYK: 16 100 77 7 RGB: 193 2 48
PMS: 1665 C CMYK: 0 83 98 0 RGB: 229 70 23
PMS: 152 C CMYK: 0 65 98 0 RGB: 238 115 12



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Momotuhi Typography

A bespoke typeface has been developed for the Rotorua brand to further build recognition into all our communications and businesses. The typeface reflects us as a place and also our people. It shows our character and spirit. The typeface presents our messaging and sets the tone for how we speak to our audience – visitors and community.



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ROTORUA DISPLAY

Regular

A	B	C	D	E	F	\		/)	l	}
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&	?	@	{		(



Momotuhi Typography

Rotorua Display Macrons

Macrons have been designed into Rotorua Display. As te reo māori is a part of our brand it is important to use macrons where appropriate. If you are unsure a māori word has macrons, please refer to the māori dictionary.

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Ā Ē Ī Ō Ū



Momotuhi Typography

Body/function typeface

Gotham is the preferred typeface for any professional marketing collateral, advertising or online communication.

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GOTHAM

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĂĔİŌŪ āēīōū
1234567890!@#%&*()

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĂĔİŌŪ āēīōū
1234567890!@#%&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĂĔİŌŪ āēīōū
1234567890!@#%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĂĔİŌŪ āēīōū
1234567890!@#%&*()



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Momotuhi Typography

Summary

Rotorua Wordmark

ROTORUA

Rotorua Display - Wordmarks/Display

TE AHI TUPUA

TE ARAWA

**PROTECT OUR
FORESTS**

**MANAWATIA
A MATARIKI**

**FARMERS
MARKET**

Gotham - Body/Function

Rotorua is a place of raw energy and concentrated abundance. Like the volcanic activity that is unique to our landscape, mauri courses strongly through everything, just below the surface. You can feel it. You can smell it, too.

He kainga kia matomato ai te tupu. This is a place where the plant can grow abundant. Where people and place provide a spark to your soul. Bringing you to life and bringing out the fullness of life. Nourishing, recharging and reigniting what is within you.

Tuia ki runga, tuia ki raro, tuia ki waho, tuia ki roto. This is a place of great depth and many dimensions - binding the physical and spiritual to touch the hearts and minds of both our whānau and our manuhiri. Memories made here mean more, connections created remain stronger, and relationships run deeper. A reflection of our true whanaungatanga.

Kimihia nga mea pai. This is a place that encourages you to find the good within everything. To always see the bright side, and never shy away from life. To call others in, so they can let their true selves out. Because here, the wairua of this place feeds the spirit of the people. The warmth of the land echoes the warmth of our welcome. A natural extension of our signature manaakitanga.

Natural energy and pure expression. Richer stories and warm welcomes. Vibrant ideas and deeper experiences. It's all found within, Rotorua.



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Te reo me te ahu

Tone & Character

Our brand character and tone is:

Real

Spirited

Characterful



Our brand character

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We never shy away from life

Real.

**Authentic. Egalitarian.
No pretence. Hard working.**

We're the kind of down-to-earth and genuine people who tell it like it is and treat everyone the same – like whānau.

Spirited.

**Into everything.
Entrepreneurial.
Travellers. Guides.
Explorers.**

We're bright, curious and lively. Always interested, always interesting, always eager for more.

Characterful.

**Passionate. Strong.
Performers. Storytellers.**

We're the epitome of the quintessential Rotorua character, proudly representing this place and people with heart and humour.





Our brand character

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We are storytellers.

So we don't write ads. We tell authentic stories of people and place that are real, spirited and characterful.

Real

Is...

We speak from the heart and we speak the truth in everything we say. Nothing to hide and nothing to prove. Never sugar-coating it, never underplaying it, but always telling it like it is. A genuine voice that treats everyone the same and that everyone can connect with.

Is not...

Blunt. Warts and all.

Generic. Could be anywhere.

Sales-speak. Punchy but empty headlines.

Over colloquial.

Spirited

Is...

We speak from the perspective of someone who's been here forever – and here for the first time. Openly sharing knowledge and stories with enthusiasm, while open to new paths and perspectives. A bright and lively voice that really is into everything.

Is not...

Over-emotive.

Breathless.

Cheesy.

Confronting.

Characterful

Is...

We speak from the heart of the people we represent – the people of Rotorua. As both our biggest advocate and greatest guide. Proud, passionate, and expressive. A voice that shares stories of Rotorua with a twinkle in the eye.

Is not...

Over-zealous. Over-quirky or trying too hard to feel different.

Always going for laughs.



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Whakaahua Photography

Found in the moment. Imagery of place that immerses you in its mauri ora. That makes you feel as though you are there, within it, not just a spectator.





Whakaahua Photography

What our images capture

The images we use/take need to capture true, Rotorua. Our images feel real, have spirit and are characterful. Imagery is natural, captures the quirks and realness of our people and place and are full of life and enjoyment.

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Real

Imagery of people that is not consciously on camera. Natural. Reportage. Naturally saturated.



Spirited

Active. Adventurous. In to life. Enjoying it all. Everything.

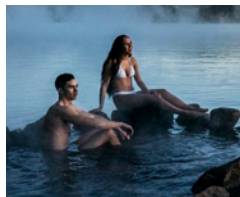


Characterful

Depth of character. Capturing the quirks and realness of people and place.



AVOID over exaggerated.



AVOID pretty, staged or uses models.



AVOID generic or over exposed.





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Hoahoanga Brand Architecture

Our brand architecture model positions and connects all of the Rotorua brands, sub brands and programmes/campaigns across Rotorua, Rotorua Lakes Council (RLC) and Rotorua Economic Development (RED). The architecture model provides a road map for internal teams to follow moving forward.



Hoahoanga Architecture

Rotorua Brand Architecture

An overview of our brand and all the brands that sit within us.

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LEVEL	GUIDELINES	ROTORUA LAKES COUNCIL	ROTORUA ECONOMIC DEVELOPMENT
Masterbrand	One masterbrand logo. May have logo/device incorporated into wordmark. Logo/device able to be used standalone also	ROTORUA	
Corporate Brands	Masterbrand plus suffix. Potential for RLC to have slightly different identity. RED/DR monolithic.	ROTORUA Lakes Council	ROTORUA Economic Development Destination ROTORUA
Iconic Public-Facing Physical Entities	Masterbrand plus suffix. Monolithic. May have secondary brand endorsement eg Te Aka Mauri on Library; Events & Venues?	ROTORUA Airport ROTORUA International Stadium ROTORUA Museum ROTORUA Library	
External-facing Organisations	Monolithic approach	ROTORUA Events & Venues	ROTORUA Education Network
Internal-facing Organisations	Endorsed approach, with some element of masterbrand but elements of own identity.	Creative Rotorua CyWay Infracore	iSite
Digital Organisations	Masterbrand-led monolithic.	ROTORUA Nui	ROTORUA ANZ.com
Venues	Endorsed by Events & Venues, or RLC	<i>Te Aka Mauri</i> ROTORUA Events & Venues <i>Civic Theatre</i> ROTORUA Events & Venues <i>Energy Events Centre</i> ROTORUA Events & Venues <i>Parks & Reserves</i> ROTORUA Events & Venues <i>Sir Howard Morrison Performing Arts Centre</i> ROTORUA Events & Venues <i>Te Runanga Tea House</i> ROTORUA Events & Venues <i>Aquatic Centre</i> ROTORUA Events & Venues	
Public Spaces	Endorsed by place brand	<i>Moerangi</i> ROTORUA <i>Public Art Trail</i> ROTORUA <i>Green Corridor</i> ROTORUA	
Programmes	Endorsed approach, with some element of masterbrand but elements of own identity	<i>Vision to Action</i> ROTORUA Lakes Council <i>Vision 2030</i> ROTORUA Lakes Council <i>Mahi</i> ROTORUA Lakes Council <i>Let's Talk</i> ROTORUA Lakes Council	
Events	Endorsed approach. Primarily own brands with light endorsement	<i>Farmers Market</i> <i>Night Market</i>	
Campaigns	Monolithic		Find Your Element ROTORUA
Sponsored Events	One logo only. RLC if primarily resident audience (eg Orchestra); RED/DR if >50% visitor focus. Consistent usage	SPONSOR Opus Orchestra SPONSOR Aronui Arts Festival	SPONSOR Rotorua Marathon SPONSOR Crankworx SPONSOR Rotorua Bike Festival
Partnerships	Consistent usage in co-branding situations. RLC	ROTORUA Lakes Council CLM ROTORUA Lakes Council Trility	

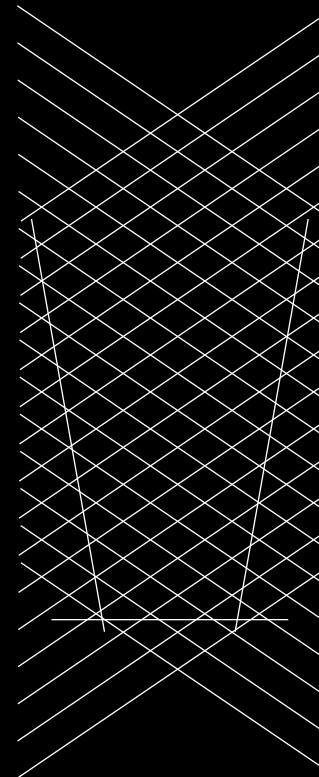
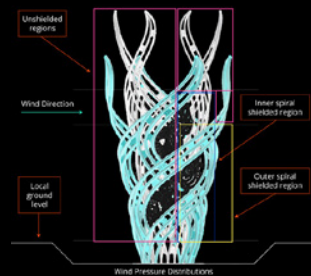
Logo *Italics* - Different logos **Regular/Bold** - New Branding

*Architecture development in progress



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Pou tarāwaho Framework



Our framework has been crafted and inspired by our tohu, Te Ahi Tupua sculpture and the warmth and spirit of our place and people. This framework can be used as a guide to create visual assets that reflect the shape and spirit of our tohu.

When creating an asset using the framework, it is important to note that the design should be more condensed/detailed towards the base/bottom of the framework and gradually becomes lighter and more sparse towards the top.



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Our Tohu 9

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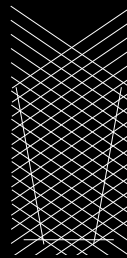
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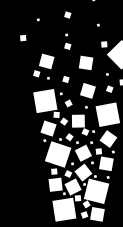
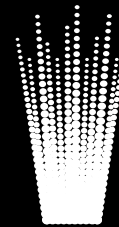
Pou tārāwaho Framework

Flexibility & Versatility

You can use the framework to create a customised asset for specific events. You can use photography or illustration to create your design. The design should be more detailed/condensed at the bottom and be more sparse towards the top.



KIA
OR
A



**BIKE
FESTIVAL**
ROTORUA



**PROTECT OUR
FORESTS**
ROTORUA



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Mahi toi Applications

The following pages are best practice examples of how to utilise the assets of the Rotorua brand, maintaining consistency and building recognition into who we are as a place and community. As the brand grows overtime, this section will continue to be updated to showcases the latest outputs.



Mahi toi Applications

How to utilise our brand assets

Below are best practice examples of how to utilise the assets of the Rotorua brand, maintaining consistency and building recognition in who we are as a place/destination.

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