

BRAND GUIDELINES

JULY 2022



TE KAUPAPA THE INTENT



Tiaki New Zealand was created through a collective desire to share New Zealander's connection to the land with visitors and travellers, helping them travel safely and conscientiously. Guiding them in their attitudes and behaviours towards both people and place. Showing them how to contribute to preserving and protecting what makes our home so special, so that it can continue to be enjoyed long into the future.

To help make this happen, we need to communicate Tiaki consistently. We need to retain the kaupapa at the heart of this living, breathing project.

This guide is here to help us all do so effectively and with integrity.



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TŌ TĀTOU TOHU OUR SYMBOL



THE SIGNIFICANCE OF OUR TOHU



RANGINUI - SKY

TĀNE MAHUTA - FOREST

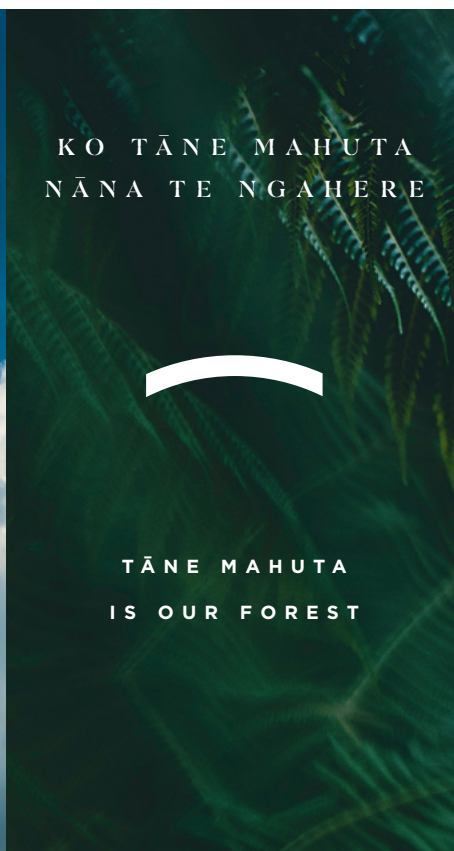
PAPATŪĀNUKU - LAND

TANGAROA - OCEAN



KO RANGINUI
E TŪ IHO NEI

RANGINUI IS OUR
SKY FATHER



KO TĀNE MAHUTA
NĀNA TE NGAHERE

TĀNE MAHUTA
IS OUR FOREST



KO PAPATŪĀNUKU
E TAKOTO NEI

PAPATŪĀNUKU IS
OUR EARTH MOTHER



KO TANGAROA
NĀNA TE MOANA
KI UTA, KO NGĀ
AWA ME NGĀ ROTO

TANGAROA IS OUR
OCEAN, OUR RIVERS,
OUR LAKES

Our tohu (symbol) is our home. It holds cultural significance and is precious to the make-up of the Tiaki entity. Those who use it have a responsibility to apply it with care and consideration.

Avoid applying to:

- Edible items.
- Things that are stepped on.
- Items that are laid on the ground.
- Items that are sat on.

OUR TOHU EXPRESSED AS A MIHI



KO RANGINUI E TŪ IHO NEI

RANGINUI IS OUR SKY FATHER

KO PAPATŪĀNUKU E TAKOTO NEI

PAPATŪĀNUKU IS OUR EARTH MOTHER

KO TĀNE MAHUTA NĀNA TE NGAHERE

TĀNE-MAHUTA IS OUR FOREST

KO TANGAROA NĀNA TE MOANA

TANGAROA IS OUR OCEAN

KI UTA, KO NGĀ AWA ME NGĀ ROTO

OUR RIVERS, OUR LAKES

KO AOTEAROA TŌKU ŪKAIPŌ

NEW ZEALAND IS MY HOME

Our symbol can also be expressed in a written or oral format.

It acts as a national pepeha. Anyone who considers New Zealand home has access to use it.

When you are representing the Tiaki brand, this can be used as a mihi to introduce the kaupapa.

Our karakia has been composed by Dr Valance Smith (Ngāpuhi, Waikato-Tainui, Ngāti Haina, Ngāti Pākehā).

OUR PRIMARY TOHU/SYMBOL



ENGLISH
POSITIVE



ENGLISH
REVERSED



MĀORI
POSITIVE



MĀORI
REVERSED



The Tiaki tohu is available in both black and white. It also comes in a Te Reo Māori for full Te Reo Māori applications.

OTHER TOHU VERSIONS



PRIMARY USE

Full lock-up: including wordmark and tagline. Used in most circumstances when Tiaki branding is applied.



SECONDARY USE

When the tagline is too small and can not be read. The secondary mark can be applied.



SYMBOLIC USE

When in an environment where there is heavy Tiaki branding, the symbol can stand alone, but it must be accompanied by the full Tiaki lock-up.



SYMBOL RULES



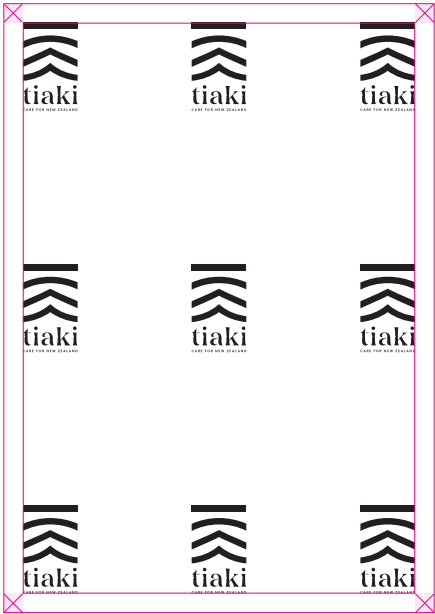
MINIMUM CLEARSPACE

The Tiaki clearspace equals the height of the top Tiaki shape.



PLACEMENT

The placement of our Tiaki symbol is flexible. Firstly, ensure clearspace is achieved. Secondly, where possible, anchor the Tiaki symbol in these suggested locations, or centred in the artwork.



MINIMUM SIZE

The Tiaki symbol must not be used smaller than 15mm for print, and 10px for digital.



SYMBOL USAGE



• DO



• DO use the Tiaki symbol in black



• DO use the Tiaki symbol in white



• DO use the Tiaki symbol on top of an image with clear contrast and space



• DO use the black Tiaki symbol on a light coloured background

• DO NOT



• DO NOT colour the Tiaki symbol



• DO NOT alter our Tiaki symbol to create decorative elements



• DO NOT use the Tiaki symbol on top of an image with poor contrast and clarity



• DO NOT use the black Tiaki symbol on a dark coloured background

THE PROMISE

TIAKI PROMISE

— WHILE TRAVELLING IN NEW ZEALAND I WILL —

CARE FOR LAND, SEA AND NATURE,
TREADING LIGHTLY AND LEAVING NO TRACE

TRAVEL SAFELY, SHOWING CARE
AND CONSIDERATION FOR ALL

RESPECT CULTURE, TRAVELLING
WITH AN OPEN HEART AND MIND

— HOW TO CARE FOR NEW ZEALAND —



PROTECT
NATURE



KEEP NZ
CLEAN



DRIVE
CAREFULLY



BE
PREPARED



SHOW
RESPECT

IN NEW ZEALAND WE WELCOME MANUHIRI
(GUESTS) IN THE SPIRIT OF MANAAKITANGA
(RESPECT, KINDNESS AND HOSPITALITY).
HEAR OUR CALL. FEEL WELCOME.

WE ALSO PRESENT OUR VISITORS WITH
A WERO (CHALLENGE). THIS WERO IS A
CHALLENGE AND COMMITMENT TO CARE
FOR NEW ZEALAND. THIS WERO IS THE
TIAKI PROMISE.

WE ENCOURAGE ALL VISITORS TO PICK UP
THIS WERO. TO FOLLOW THE TIAKI
PROMISE. TO ACT AS A GUARDIAN,
PROTECTING AND PRESERVING OUR HOME.

ICONOGRAPHY



**PROTECT
NATURE**



**KEEP NZ
CLEAN**



**DRIVE
CAREFULLY**



**BE
PREPARED**



**SHOW
RESPECT**

A suite of icons have been created to help educate our travellers on how best to behave while on their journey through New Zealand.

These icons can be used individually or as a set.

They are available in both black and white.



**PROTECT
NATURE**



**KEEP NZ
CLEAN**



**DRIVE
CAREFULLY**



**BE
PREPARED**



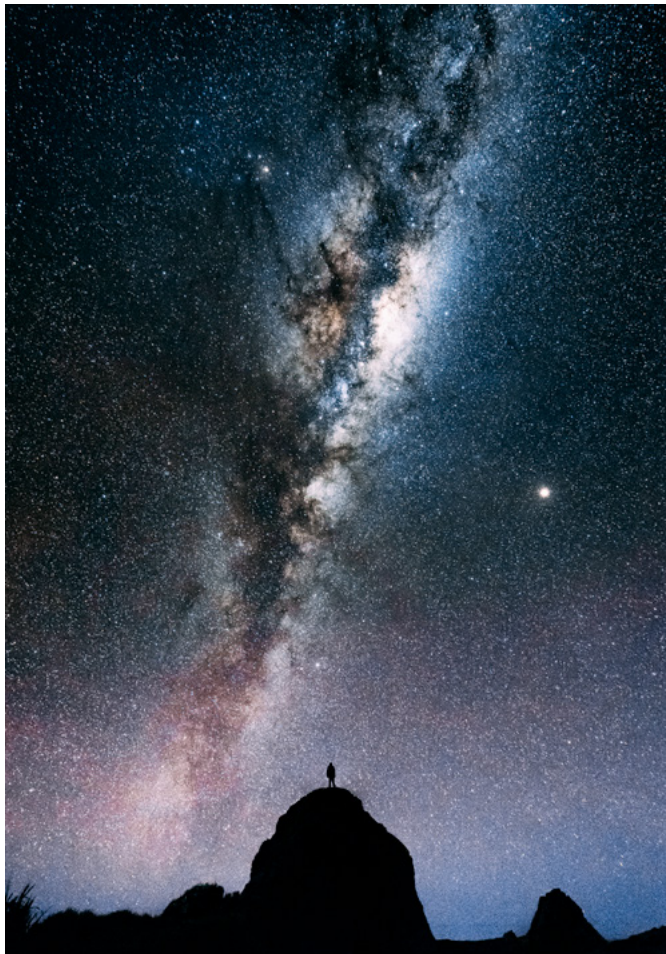
**SHOW
RESPECT**



KEY MESSAGES

- Tiaki means to care for people, place and culture.
- New Zealand is precious, and everyone who lives and travels here has a responsibility to look after it.
- The Tiaki Promise is a commitment to care for New Zealand, for now and for future generations.
- By following the Tiaki Promise, you are making a commitment to New Zealand. To act as a guardian, protecting and preserving our home.
- This land tells the story of our people. This sky is our father, and this earth is our mother. This nature is part of us, and we are part of nature. When you travel through Aotearoa New Zealand, you too are a part of this story. You too are part of this place.

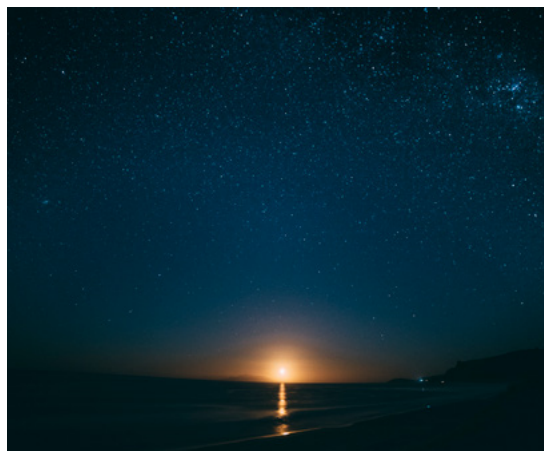
IMAGERY



Tiaki uses a curated photography direction that provides manuhiri with a real sense of their experience as they journey throughout Aotearoa.

The style is rich in colour with ample negative space for type and graphics to be overlaid in a variety of formats.

All our images are bespoke assets that are exclusive to Tiaki.



IMAGERY



COLOUR PALETTE

BLACK/WHITE/SHADES



BLACK: 100K	WHITE	80K
		70K
		60K
		50K
		40K
		30K
		20K
		10K
		5K

The Tiaki symbol is anchored in black and white. Our rich imagery is our source of colour across Tiaki applications. Where additional colour is required, this palette inspired by our land is utilised.

CORE ASSETS



IDENTITY

The Tiaki symbol can be used in physical and digital environments to simply and clearly associate your brand with Tiaki.



ICONOGRAPHY

Icons can be used together or individually to align with your business and encourage customer behaviour.



**PROTECT
NATURE**



**KEEP NZ
CLEAN**



**DRIVE
CAREFULLY**



**BE
PREPARED**



**SHOW
RESPECT**



**TOITŪ
TE TAIAO**



**WHAKAPAITIA
TE PAPA**



**ĀTA
TARAIWA**



**KIA
MATAARA**



**KIA
MANAWANUI**

PRINTABLE ASSETS



1. DOUBLE PAGE SPREADS



2. SINGLE PAGES



Available in English, Te Reo, Spanish, German, Chinese and Japanese.

PRINTABLE ASSETS



PULL-UP BANNERS

Tiaki pull-up banners for your spaces or events where you want to highlight Tiaki.



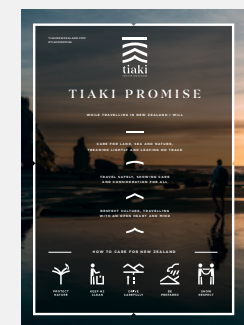
TABLE TALKER



WINDOW DECAL



POSTER

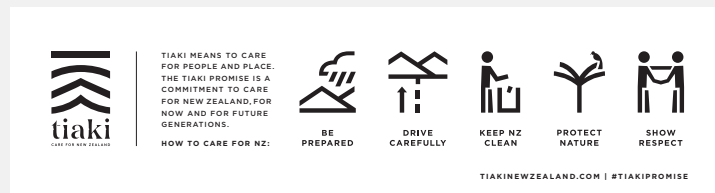


DIGITAL ASSETS



BANNERS

Content banners to be used on partner communications. Available in black and white.

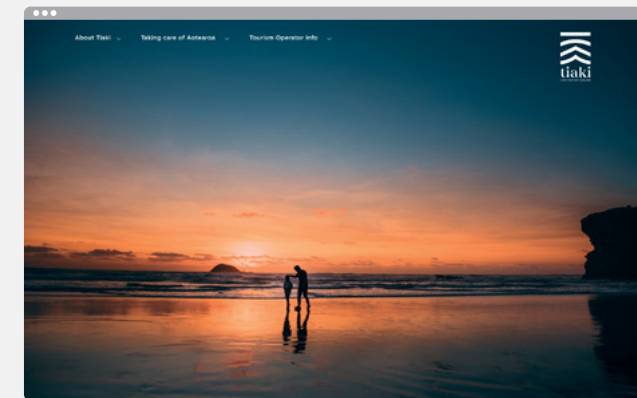


BANNERS WITH BORDER

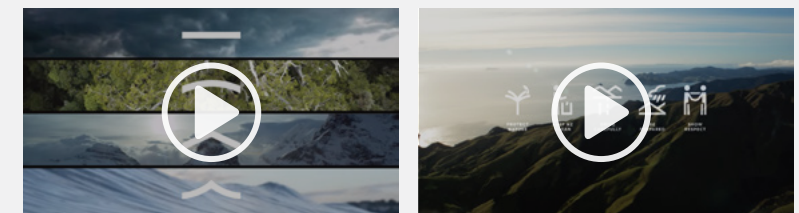
A black transparent banner with border is available in both content formats.



WEBPAGE: TIKINEWZEALAND.COM



VIDEO: 1X LONG + 1X HERO SHORT



Available subtitled in English, Te Reo, Spanish, German and Chinese.

CUSTOMISABLE ASSETS



POSTER TEMPLATES

Poster templates with Tiaki content banners to be used on partner communications.

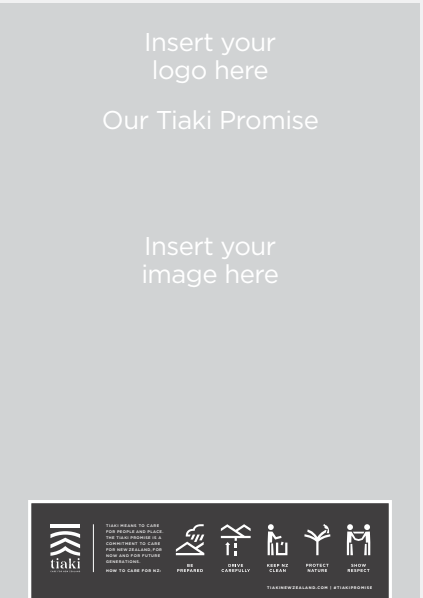
PARTNER IMAGERY: PROFESSIONAL

Professional imagery (relevant to Tiaki) can be used to show how Tiaki is a part of the experience you offer.



PARTNER IMAGERY: REAL-WORLD

Real-world imagery (relevant to Tiaki) can be used to communicate Tiaki-related events and initiatives.



DO NOT

Do not do the following when building your Tiaki posters:

Use low-res or low-quality images

- ✗ Altar content within the banner
- ✗ Colour the banner
- ✗ Place content over the Tiaki banner
- ✗ Use imagery that contradicts Tiaki
- ✗ Stretch the Tiaki poster template

PRINTING RECOMMENDATIONS



DO

- Use professional printers where possible, to print Tiaki assets.
- Print documents at their intended size.
- Print coloured assets in full colour.

DON'T

- Use poor quality printing when producing Tiaki assets.
- Scale Tiaki assets larger or smaller than their designed size.
- Crop assets. You must use each asset in their full form.
- Print coloured assets in black and white.
- Add content, images, copy or logos to Tiaki assets.

Our *tohu* (symbol) is our home. It holds cultural significance and is precious to the make-up of the Tiaki entity. Those who use it have a responsibility to apply it with care and consideration.

Avoid applying to:

- Edible items.
- Things that are stepped on.
- Items that are laid on the ground.
- Items that are sat on.

KIA ORA
THANK YOU