

Brand Guidelines 2022

Version 05 : 07 : 22



ROTORUA
LAKES COUNCIL

CREATIVE TEAM:

Sally Smyth - Design & Production Manager
Suzanne McNicol - MarComms Director

Tā tohu kōrero
The story of our symbol

Te tohu: an inspired **Identity.**

The Peaks

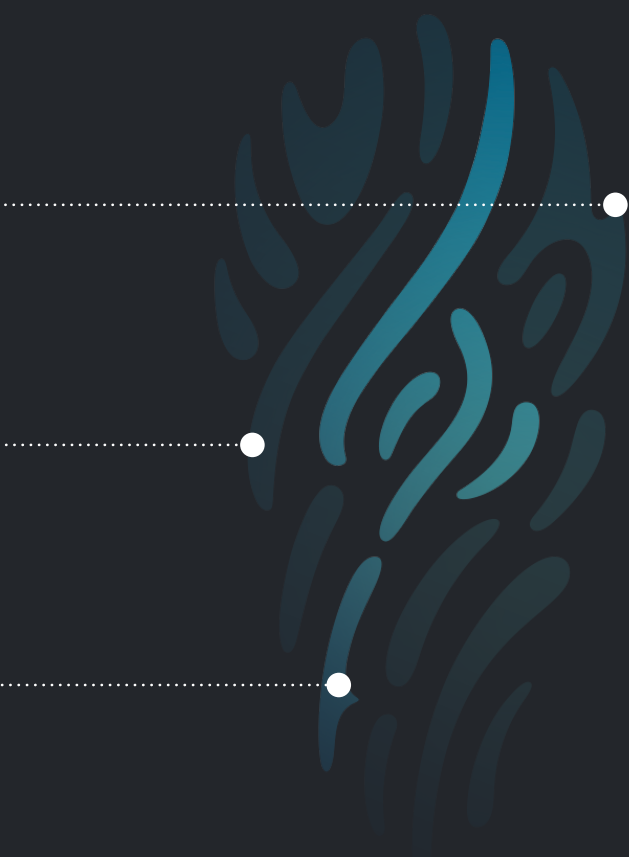
Cloaked by the eight peaks, recognising the eight beating hearts of Te Arawa.

The Lakes

Formed of 18 glowing droplets, reflecting the mauri of the 18 lakes found within this place.

The Mangōpare

A whirlpool which drew in a cluster of Mangōpare, the guardians of our voyaging spirit.



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.

Te tohu

Rotorua
Lakes
Council
Visual
Design.

Where life
meets design...



Our tohu



ROTORUA
LAKES COUNCIL

Primary lockup - vertical



TE KAUNIHERA
O NGĀ ROTO O ROTORUA

Primary lockup - vertical



ROTORUA LAKES
COUNCIL

Secondary lockup - horizontal



TE KAUNIHERA O NGĀ ROTO
O ROTORUA

Secondary lockup - horizontal

Ngā tae Colours

Two Palettes.

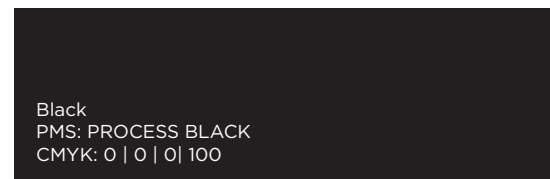
- Wai is the primary (preferred) colour palette
- Hana is the secondary colour palette for use when Wai isn't best visually
- Tohu text is only ever black or white








At all times AVOID putting the tohu on: food (where it can be consumed), items that can be walked or sat on (such as doormats, seats and cushions), or on items that are struck with bad intentions (like a boxing glove or bag).



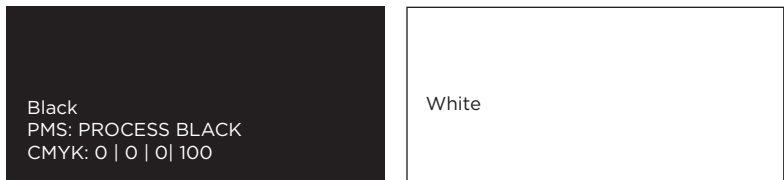
Wai Colour Palette (primary):







	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



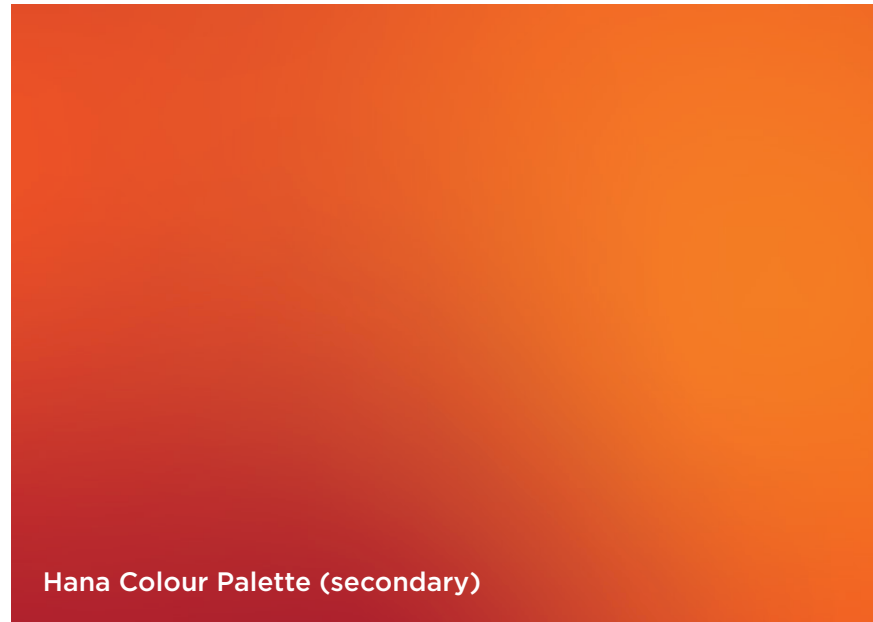
Hana Colour Palette (secondary):



	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



Wai Colour Palette (primary)



Hana Colour Palette (secondary)

Te tohu

Design: logo and clearspace

Te Reo Māori.

- Clear space – is based on the cap height of the 'T' in the word-mark.
- Minimum size – is based on the width of the logo.



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30mm



50mm



TE KAUNIHERA
O NGĀ ROTO O ROTORUA



TE KAUNIHERA
O NGĀ ROTO O ROTORUA



TE KAUNIHERA O NGĀ ROTO
O ROTORUA



TE KAUNIHERA O NGĀ ROTO
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TE KAUNIHERA O NGĀ ROTO
O ROTORUA



TE KAUNIHERA O NGĀ ROTO
O ROTORUA

Te tohu

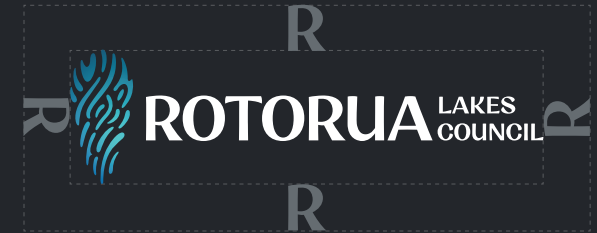
Design: logo and clearspace

English language.

- Clear space – is based on the cap height of the 'R' in the word-mark.
- Minimum size – is based on the width of the logo.



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30mm



50mm



ROTORUA
LAKES COUNCIL



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ROTORUA LAKES
COUNCIL



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Identity:

Keeping it in the family.

- The tohu text is only ever black or white.

Rotorua Font Families.

What are they?

[Rotorua Display](#) is a bespoke font designed especially for Rotorua^{NZ}. Created in alliance with Eraia Kiel (NZMACI) and Stacy Gordine (Designers Institute of NZ Gold Award Winner and creator of Te Ahi Tupua), [Rotorua Display](#) reflects the shapes and curvature of Te Ahi Tupua and the form of the Rotorua Tohu. Rotorua Lakes Council with Rotorua^{NZ} own the full license for this unique typeface - found nowhere else on the planet - a bit like us!

[Gotham](#) is one of the most well-known typefaces of our time. It was designed by Tobias Frere-Jones and based on lettering found around New York. The urban landscape inspiration and the perfect basic engineering of each character have made Gotham one of the most used typefaces of the early 21st century. Gotham is one of the latest geometric sans serif fonts to take on the world. [Gotham](#) is fresh and masculine, and it has a very geometric structure. It's a workhorse all around; its design doesn't feature any unnecessary lines



ROTORUA



ROTORUA
LAKES COUNCIL

Style a

ROTORUA DISPLAY

**A bespoke font
for our design.**

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				
Ā	Ē	Ī	Ō	Ū	

Font Figures

1	2	3	4	5
6	7	8	9	0

Style b

Gotham

Light/Book/Medium/**Bold**

**A pixel-perfect font
for our design.**

Font Letter

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z				
Ā	Ē	Ī	Ō	Ū	

Font Figures

1	2	3	4	5
6	7	8	9	0

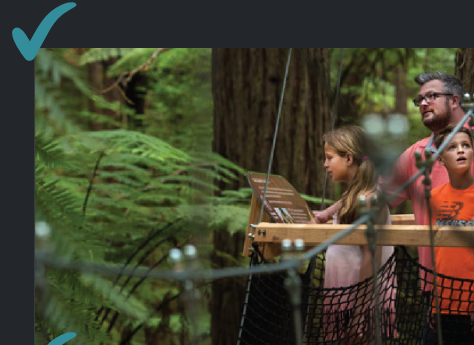
Mahi Toi
Application

Photography / Moving image

How we
express
RLC

- Imagery should be natural, captures the quirks and realness of our people and place and are full of life and enjoyment.
- Do they feel real; have spirit; or are they characterful?
- Imagery of people should give the impression that they are not consciously on camera.

Real:



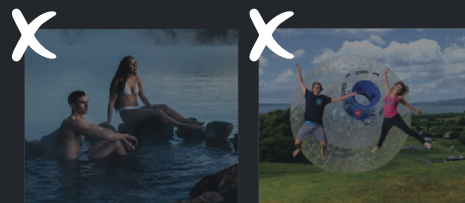
Spirited:



Characterful:



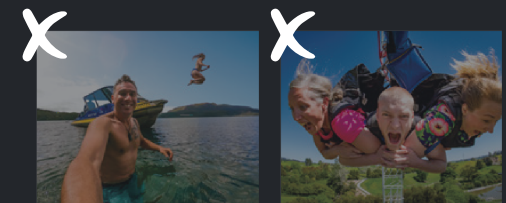
AVOID over exaggerated:



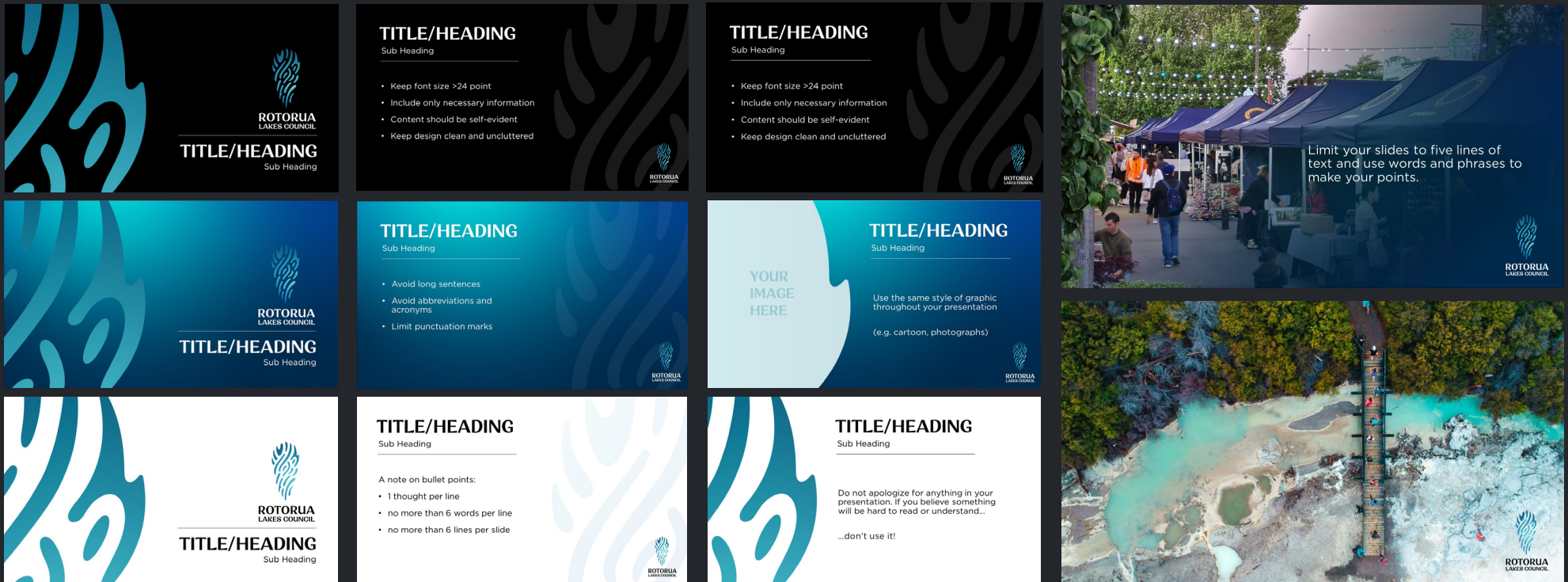
AVOID pretty/staged models:



AVOID generic or over exposed:



PowerPoint Presentations



- Three colour options over 20 pre-designed powerpoint slides, available internally for staff
- External slide pack available for presentations outside of Council - including font pack for conferences/events
- Talk to the design team if you are unsure: designpro@rotorualc.nz

Te taea
Do's

Applying the Tohu

- When deciding if you should use the brand logo in a specific way, think of our Tohu as a Tāonga. Would it be appropriate to place it here?
- Remember, if you are not sure, just ask!



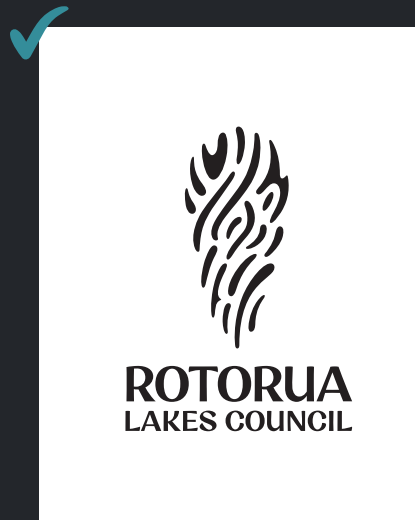
Full colour black background



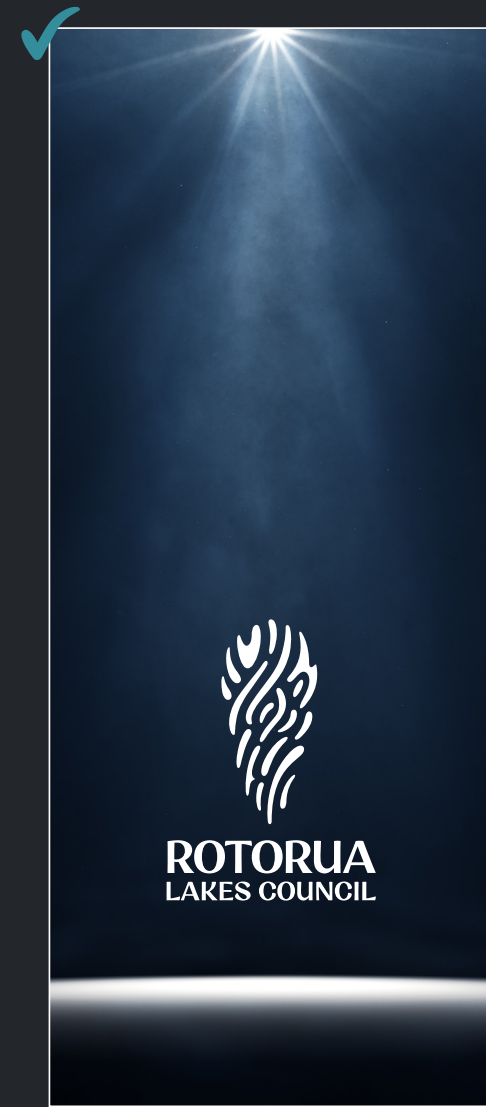
White lockup transparent, black, or palette background



Full colour white background



Black lockup white background



May apply to imagery that compliments the integrity of the tohu

Email us at:
designpro@rotorualc.nz

E kore e taea Don'ts



At all times
AVOID putting
the tohu on:

- **food**
(where it can be consumed)
- **items that can be walked or sat on**
(such as doormats, seats and cushions)
- **items that are struck with bad intentions**
(like a boxing glove or bag)



No stretching or distorting



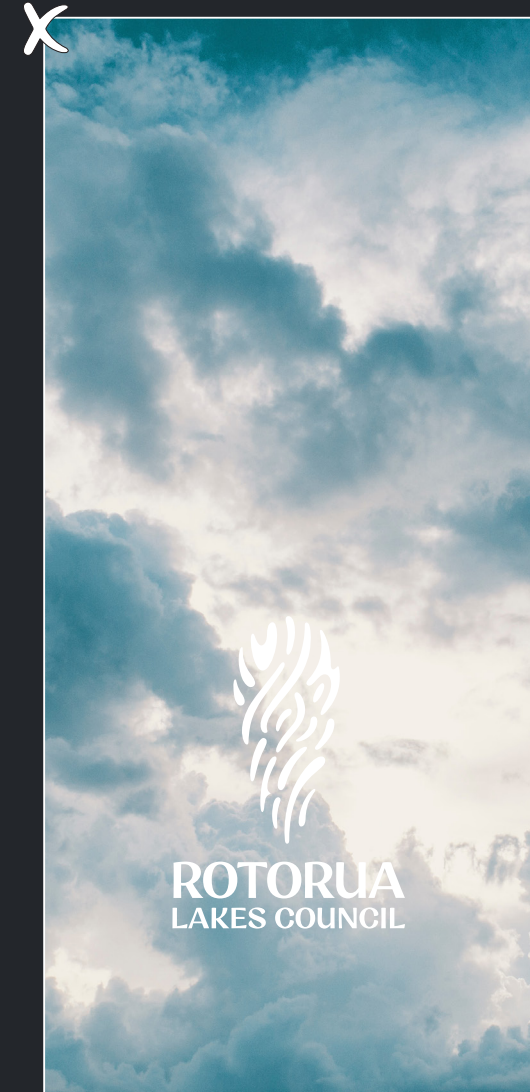
Do not alter colours or gradients



Do not apply drop shadow,
3D or bevel



Do not flip the elements
of the tohu



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

ROTORUA LAKES COUNCIL

RLC-22-guidelines