



# Hutt City Council

Brand guidelines

April 2023 / Version 1.1

[huttcity.govt.nz](http://huttcity.govt.nz)



# Nau mai, haere mai, welcome

We are Hutt City Council, the organisation responsible for ensuring local democratic decision making by, and on behalf of, the people of Te Awa Kairangi ki Tai Lower Hutt. We're an ambitious team of leaders, planners, connectors and creators designing our future alongside our communities.

This guide will help you understand and work with the elements that make up our visual identity. It's not a rule book. It's a starting point for creating consistent and inspiring visual communications that bring our brand to life.

**Kia ora, and thank you.**



## What we do

We want Lower Hutt to be a city where everyone thrives. We look at the big picture, and we work with our community to improve wellbeing for all.

We recognise the distinct and diverse communities that make up our city, and we create spaces and opportunities for people to connect.

We work to create a place where our residents love to live, an economy that attracts investors, and a city that supports new businesses and job opportunities.

We help to keep our city running by providing essential infrastructure, and we work with our partners to build a better Lower Hutt.

**A city  
where  
everyone  
thrives**

## Brand approach

Our brand values are the talk we all walk. They are the fundamental principles that guide our attitudes and actions. They help us to determine what is important to us. Our values define how we conduct ourselves and treat others, and they influence our interactions with the world around us.

# Connected

We're a village of villages and celebrate what each community, iwi, and whānau bring.

# Authentic

We're unpretentious, approachable, and keep it real.

# Ambitious

We leave no stone unturned to make Lower Hutt a great place. We're bold and expect the best from ourselves and others.

# Vibrant

We support community spirit and wellbeing through markets, festivals, events, sports and recreation facilities, preserving our natural environment for current and future generations.

# Optimistic

We believe our actions will create a bright future for our mokopuna to inherit.

# Sub-branding

Occasionally, a product, service, or facility needs to be differentiated from the Hutt City brand; we create a sub-brand in this situation.

At Hutt City Council, we define a sub-brand as a business, product, service, or facility owned, controlled, directed, or funded by Hutt City Council that needs to be differentiated from the master brand due to a niche audience or commercial focus.

For standard Hutt City Council products, services and facilities that need a logo, use the Hutt City Council product lock-up method.



# Brand assets

# Logo

## Formats

The Hutt City Council logo is composed of the Hutt City Council word mark and its te reo Māori translation, Te Awa Kairangi.

Our logo comes in:

1. Full colour logo
2. Single colour logo\*
3. Grey logo
4. Reversed logo

\*In some situations, it might be appropriate to use the logo in a single colour that aligns with the overall design palette of a piece. Any such usage needs to be approved by the communications team.



# Logo lockup

The Hutt City Council logo lockup has been created as a way to give Hutt City Council products, services and facilities their own logo identifier while maintaining the integrity of the overall Hutt City Council brand.

## Creating a logo lockup

A logo lockup is created by pairing the Hutt City Council logo with the product, service, or facility wordmark.

## Wordmark

A wordmark is the formatted name of the product, service, or facility. There are three types of wordmark at Hutt City Council:

1. When a Te Reo translation of the name is used, the Te Reo name is typeset in Poppins Semi-Bold, above the English name typeset in Poppins Light.
2. When there is a product, service or facility in a particular location, the location is typeset in Poppins Semi-Bold, above the product, service, or facility type in Poppins Light.
3. When the wordmark is only one line, the font size can be increased to make the lockup look balanced.



## Examples





# Logo

## Co-branding

We use co-branding to acknowledge our ongoing relationships with a range of partners and support local initiatives.

### 'Supported by' lockup

When we want to show that we are a supporting partner, but not the primary driver, of a local initiative, business or council-controlled organisation, we can use the 'supported by' lock-up.

### Partnerships

When we are an equal partner with another organisation in a project or initiative, use the Hutt City Council logo.

### Logo line up

Always follow the clear space and minimum size guidelines when using the Hutt City logo or lock ups in a logo line-up.

1. Where possible, avoid stacking logos vertically as this may imply a hierarchy.



1



# Logo

## Minimum size and clear space

The clear space and minimum size rules apply to all Hutt City Council logos and product lock ups.

## Clear space

Clear space rules ensure that our logo is clear of typography or graphic elements so that it is easy to identify.

Use the width of the letter **H** from our logo to determine the minimum clear space required.

## Minimum size

The minimum size for our logo is **10mm** high. This rule ensures that the text in the logo is always readable.



# Logo

## Incorrect usage

The correct usage rules apply to all Hutt City Council logos and product lock-ups.

1. Don't distort the logo
2. Don't use full colour version on photographs
3. Don't break the logo apart or rearrange the logo elements
4. Don't place the full-colour logo on a dark background



# Colour

## Palette

Our brand colour palette is bold and bright consisting of five primary colours and 10 secondary colours.

## Tints

Although we have an expansive colour palette, there may be times when you need to soften the colours. In this situation you may use tints of the brand colours.

## Combinations

When combining colours in your design, use a maximum of three colours, one of which must be from the primary palette (This doesn't apply to illustrations.)

### PRIMARY



**HCC Teal**  
**PMS 3115C**  
**C71 M0 Y18 K0**  
**R0 G188 B208**  
**HEX 00bcd0**



**HCC Orange**  
**PMS 172C**  
**C0 M88 Y100 K0**  
**R239 G70 B35**  
**HEX ef4623**



**HCC Dark Green**  
**PMS 3425C**  
**C94 M13 Y83 K44**  
**R0 G100 B62**  
**HEX 00643e**



**HCC Dark Yellow**  
**PMS 124C**  
**C5 M30 Y100 K0**  
**R241 G181 B28**  
**HEX f1b51c**



**HCC Dark Blue**  
**PMS 2766C**  
**C100 M96 Y37 K39**  
**R28 G30 B77**  
**HEX 1c1e4d**

### SECONDARY



**Purple**  
**PMS2597C**  
**C80 M100 Y7 K2**  
**R91 G44 B134**  
**HEX 5b2c86**



**Mid Blue**  
**PMS 2718C**  
**C66 M43 Y0 K0**  
**R95 G133 B195**  
**HEX 5f85c3**



**Jade**  
**PMS 3258C**  
**C65 M0 Y39 K0**  
**R74 G192 B176**  
**HEX 4ac0b0**



**Mid Green**  
**PMS 376C**  
**C56 M3 Y100 K0**  
**R127 G188 B66**  
**HEX 7fbc42**



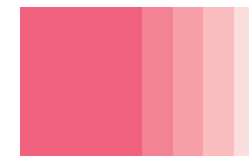
**Blue Grey**  
**PMS 7546C**  
**C97M69 Y49 K44**  
**R0 G55 B74**  
**HEX 00374a**



**Dark Pink**  
**PMS 228C**  
**C40 M100 Y40 K18**  
**R141 G29 B88**  
**HEX 8d1d58**



**Red**  
**PMS 485C**  
**C6 M98 Y100 K1**  
**R224 G40 B38**  
**HEX e02826**



**Pink**  
**PMS 1777C**  
**C0 M77 Y32 K0**  
**R241 G99 B125**  
**HEX f1637d**



**Yellow**  
**PMS 116C**  
**C0 M18 Y100 K0**  
**R255 G206 B2**  
**HEX ffce02**



**Blue**  
**PMS 301C**  
**C100 M0 Y0 K0**  
**R0 G174 B239**  
**HEX 00aeeef**

# Colour

## Accessibility

We have tested our brand colours to see what combinations pass accessibility standards. The colour combinations opposite meet the AA 1.4.3 Contrast standard.

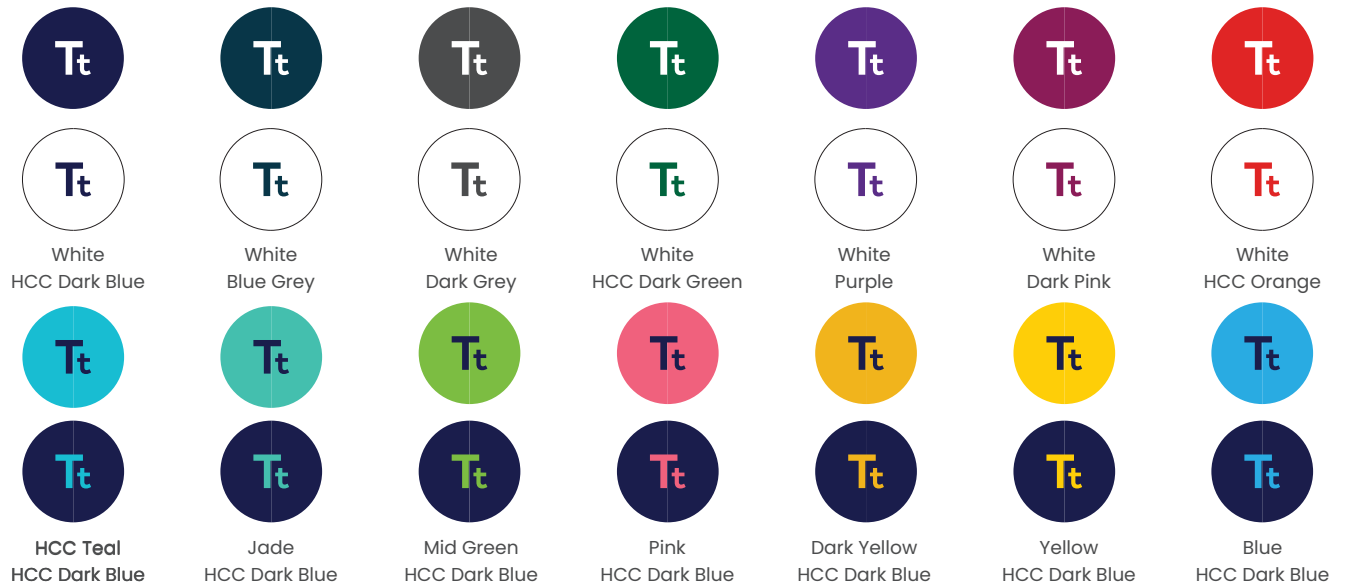
For the best readability of long-form body copy, use HCC Dark blue or Blue Grey.

Please note that these accessibility guidelines only apply to screen, not print.

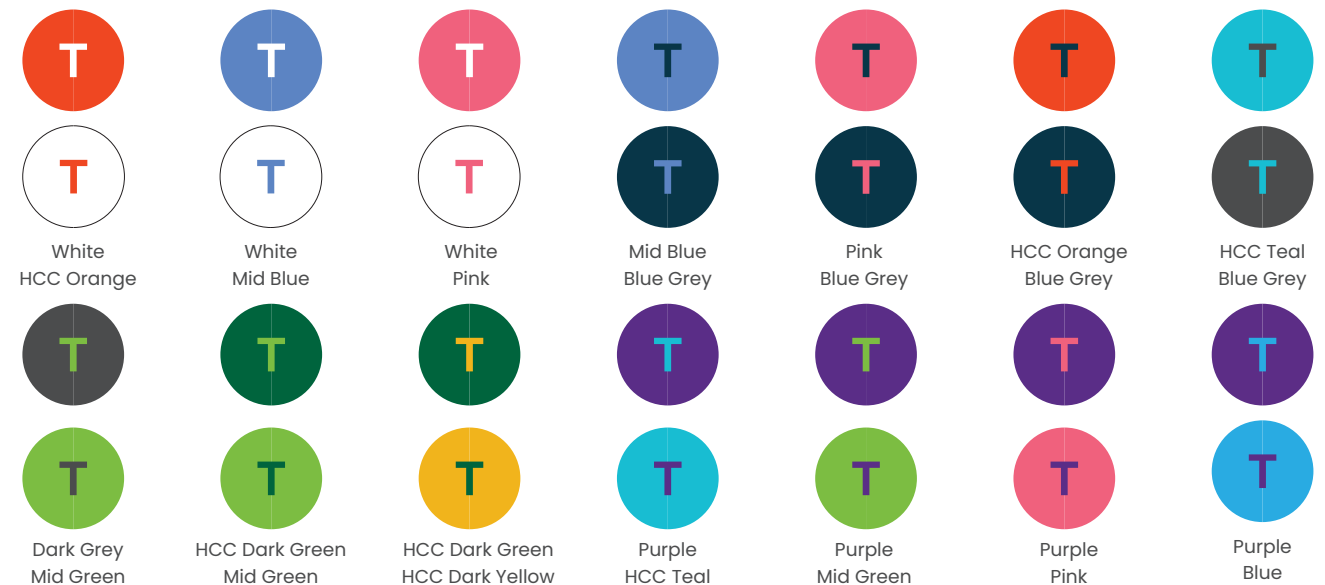
In order to ensure that all online information is readable by all viewers, we recommend that you use the tool found on the following website to check screen accessibility.

[accessible-colors.com](https://accessible-colors.com)

### All text sizes



### Large text only (18px and above)



# Typography

## Brand fonts

### Poppins

Poppins is the primary brand font. It is a very clean and legible font that comes in 18 weights and contains Māori macrons.

#### Substitute font – Arial

Arial is our substitute font for when Poppins is unavailable.

### Ivy Journal

Ivy Journal is the secondary brand font. It is a modern yet classic sans serif font that comes in 10 weights and contains Māori macrons.

#### Substitute font – Times New Roman

Times New Roman is our substitute font for when Ivy Journal is unavailable.

## Primary font

**Aā**

***Poppins Black Italic***

**Poppins Black**

***Poppins Extra Bold Italic***

**Poppins Extra Bold**

***Poppins Bold Italic***

**Poppins Bold**

***Poppins Semi Bold Italic***

**Poppins Semi Bold**

***Poppins Medium Italic***

**Poppins Medium**

***Poppins Italic***

**Poppins Regular**

***Poppins Light Italic***

**Poppins Light**

***Poppins Extra Light Italic***

***Poppins Extra Light***

***Poppins Thin Italic***

**Poppins Thin**

## Secondary font

**Aā**

***Ivy Journal Bold Italic***

**Ivy Journal Bold**

***Ivy Journal Semi Bold Italic***

**Ivy Journal Semi Bold**

***Ivy Journal Italic***

**Ivy Journal Regular**

***Ivy Journal Light Italic***

**Ivy Journal Light**

***Ivy Journal Thin Italic***

**Ivy Journal Thin**

# Typography

## Font combinations

### Heading

## **Poppins Semi-bold**

### Body text

Poppins Light/Regular  
iemenicibut norata num num iptis, uterdiu  
squame abusque ina reviris, sus consulem  
omneruro consumum re, notio, pat pria nes pra.

This font combination is crisp with a modern look and feel and is most useful when clarity of information is key.

### Heading

## **Ivy Journal bold**

### Body text

Poppins Light/Regular  
iemenicibut norata num num iptis, uterdiu  
squame abusque ina reviris, sus consulem  
omneruro consumum re, notio, pat pria nes pra

Used for communications where you need a sense of energy. This combination is particularly effective for posters and advertising.

### Heading

## **Ivy Journal Regular**

### Body text

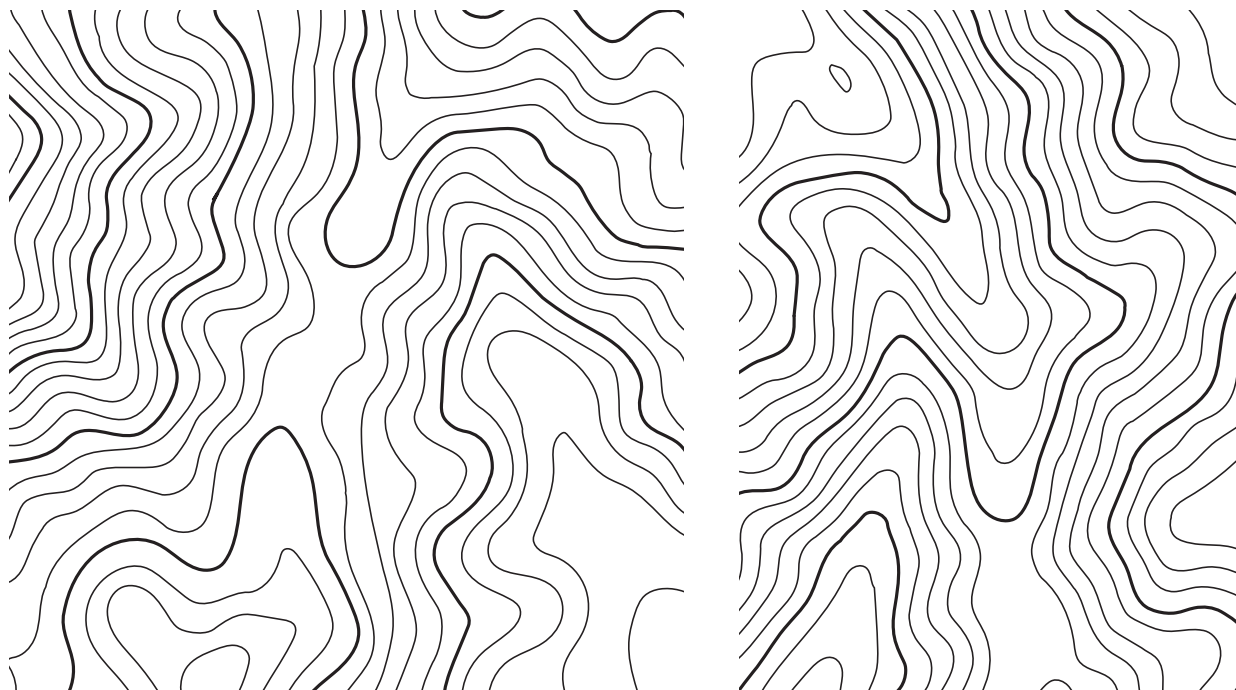
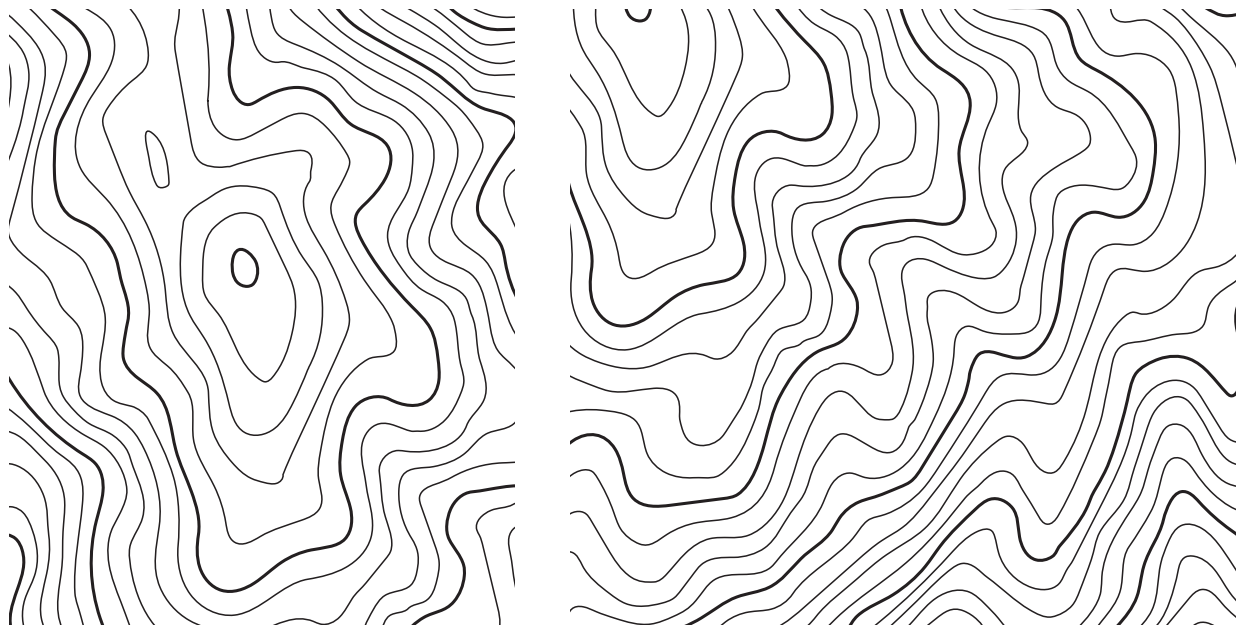
Ivy Journal light/regular  
iemenicibut norata num num iptis, uterdiu  
squame abusque ina reviris, sus consulem  
omneruro consumum re, notio, pat  
pria nes pra.

Used when you want to have a more formal tone to your communications. Use light or medium font weights for headings to give your typography a more classic, elegant tone.

## Brand graphics

Our brand graphics are a collection of patterns inspired by the topographic lines of two significant areas around Te Awa Kairangi ki Tai Lower Hutt: *Pukeatua*, the high ridge between Waiwhetū and Wainuiomata and *Pukeariki*, the highest point in Wellington's Belmont Regional Park (Belmont Trig).

The movement of the lines references the form of the land, the coastline's shape, the tides' movement, and the river's flow and symbolises the energy and diversity of the different cultures, communities and people living and working together in Te Awa Kairangi ki Tai Lower Hutt.





# Pukeatua

[.pʊkɛˈatʰuɑ]

Pukeatua is the name of the high ridge forming the divide between Waiwhetū and Wainuiomata. Pukeatua features strongly in the historical narratives of this region and is the most significant geographical feature for the descendants of Waiwhetū pā, Waiwhetū marae and their related hapū, Ngāti Puketapu, Te Matehou, Ngāti Hāmua, and Mangatuku.

**Ko Pukeatua te mounga**

**Ko Waiwhetū te awa**

**Ko Waiwhetū te marae**

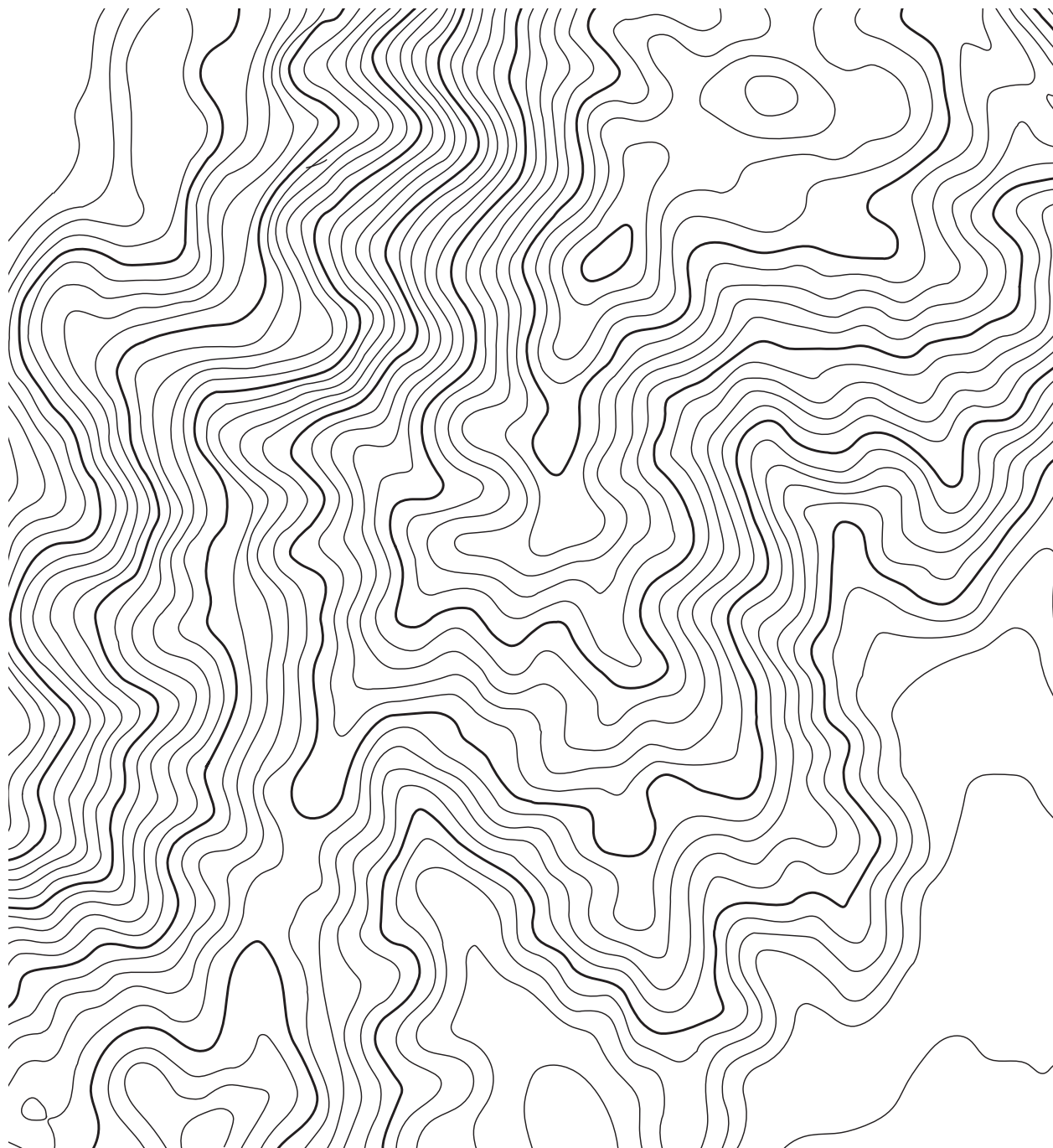
**Ko Arohanui ki te Tangata te pouwhare**

**Ko Ngāti Puketapu, ko Te Matehou, ko**

**Ngāti Hāmua, ko Mangatuku ngā hapū**

**Ko Te Āti Awa te iwi**

According to Māori, the ancestor Māui-tikitiki-a-Taranga is credited with fishing up a giant fish, which came to be what we now know as the North Island of New Zealand. This fish is known by many names to Māori, the most common being Te Ika-a-Māui or The Fish of Māui. To the Taranaki Whānui tribes, this fish is sometimes more formally referred to as Te Ika-whakarau-a-kutikuti-pekapeka which describes the actions of the older brothers of Māui immediately after the surfacing of the fish, in causing the



formation of many of the valleys and mountain ranges that form the landscape we know today. Remutaka, along with the Tararua and Ruahine mountain ranges, make up the spine of the fish and much of the topography that Te Awa Kairangi is home to is derived from this tale. This tale of Te Kāhui Māui and the great fish heralds the arrival of Te Kāhui Mounga (the mountain clan) and first utterance of Pukeatua in the historical narrative of this region.

Fearing death, the elder brothers of Maui-tikitiki invoked Ranginui to dispatch a power greater than that of the broad and extensive fish of Maui. Thus, the first of the Kāhui Mounga, the mountain clan, came into being, Matua-te-Mana – now known as Mount Ruapehu who was absolute of authority. It was the job Matua-te-Mana to calm the fish, but the fish was too strong, so Ranginui dispatched more warriors of Te Kāhui Mounga, to join him – Matua-te-Tapu (absolute of all things sacred – Taranaki); Matua-te-Toa (absolute of the warrior code – Tongariro); Matua-te-Hine (absolute of the female essence – Pihanga); Matua-te-Puhi (absolute of purity – Rauhoto); and Matua-te-Pononga (absolute in servitude – Ngauruhoe). Once here, they made their way to Te Panepane o Te Ika – The Head of the Fish. Here they made a tūāhu, a sacred alter, at the top of Pukeatua, the summit of the gods, and began to recite

their incantations. This went on for a long time until, finally, the fish succumbed to their prayer, released its powerful jaws, that were clenched shut at a result of the actions of the brothers of Māui, opened, letting in a huge pool of water, along with two very special beings, who were children of Tangaroa, and then shut, forming a lake that was once known as Te Wai Maanga. It was here that those two beings grew and became the guardian spirits of the lake – Ngake and Whātaimai.

# Pukeariki

[.pʊkɛˈariki]

Pukeariki is the name of the highest point in Wellington's Belmont Regional Park (Belmont Trig), which lies between Te Awa Kairangi and Porirua, and also the marae upon which the Te Āti Awa meeting house, Te Tatau o Te Pō, is situated. Pukeariki is the most significant geographical feature for the descendants of Te Tatau o Te Pō Marae and their related hapū, Ngāti Tāwhirikura and Ngāti Te Whiti.

**Ko Pukeariki te mounga**

**Ko Korokoro o Te Mana te awa**

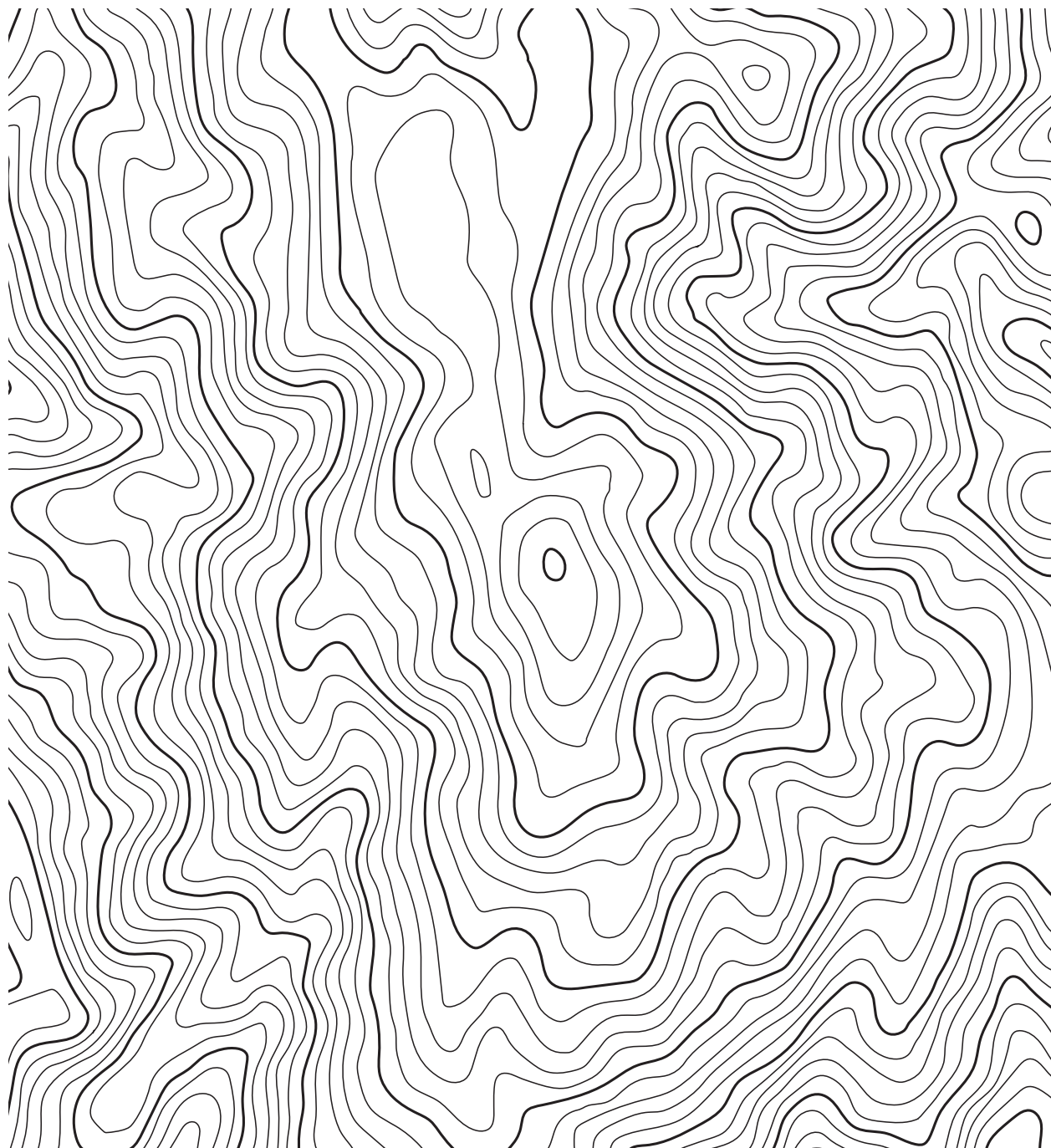
**Ko Pukeariki te marae**

**Ko Te Tatau o Te Pō te pouwhare**

**Ko Ngāti Tāwhirikura, ko Te Whiti ngā hapū**

**Ko Te Āti Awa te iwi**

The name, Pukeariki, predates its usage in Te Awa Kairangi and takes its origins from a large hill, located near the mouth of the Huatoki Stream in central Ngā Motu (New Plymouth) in Northern Taranaki. Pukeariki was formerly the location of an important Te Āti Awa pā (fortified village) of the same name. The earliest known history of this location dates from 1700 when the large pā was the home of the great rangatira, Te Rangī Āpiti Rua.



The literal translation, 'Hill of Chiefs', implies that those of high rank had strong associations with Pukeariki and, during its pre-European history, it was a fortified stronghold for Ngāti Tāwhirikura and Ngāti Te Whiti of Te Āti Awa. Te Tatau o te Pō was the name of the whare wānanga of this pā. This was a house of learning where tohunga taught the ancient arts of the Te Āti Awa people. This pā was later abandoned when Waikato tribes invaded Ngā Motu during the musket wars and the inhabitants of Pukeariki were forced to leave. From then until the arrival of European settlers, it remained uninhabited.

With the arrival of Ngāti Te Whiti and Ngāti Tāwhirikura to Wellington from the early 1820s, they occupied many sites around the harbour, including establishing Pito One pā at the western end of the beach on the northern side of the harbour. Outside the Pā and a little to the West, the house of Hōniana Te Puni Kōkopu, Te Tatau o Te Pō, and the fortified village of Pukeariki was located. The meeting house and the land upon which it stood were named after the former whare wānanga and pā in Ngā Motu. Te Tatau o Te Pō originally stood at what is now the corner of Te Puni Street and the Esplanade and was later moved to a new site where the Pito One West School was located. It was here that Hōniana Te Puni died.

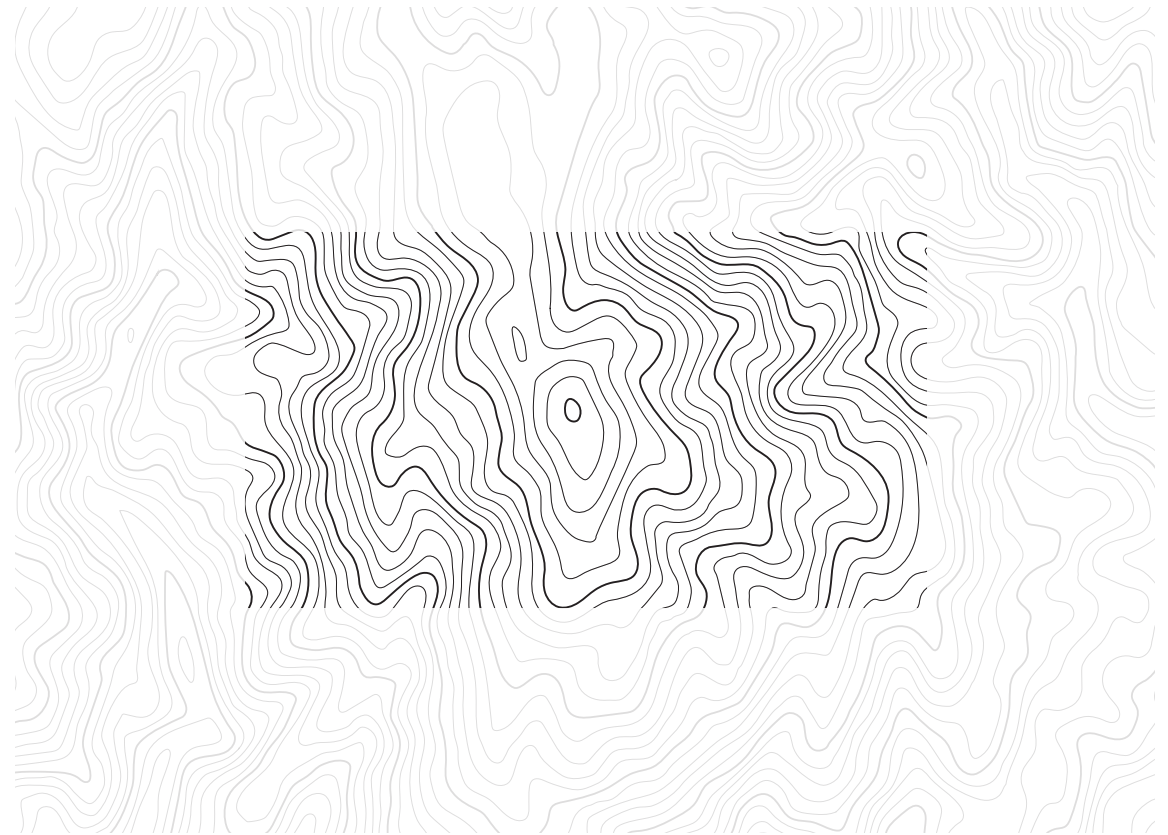
Today, Te Tatau o Te Pō and its marae, Pukeariki, has been located on the site at 437 Hutt Road since its completion and opening on 18 October 1933. At that time, and into the 1950s, many of the whānau of the marae lived on the blocks awarded to the people of Pito One pā and Te Tatau o Te Pō, known as Hutt Sections 1, 2, 3, 16 & 20, covering some 556 acres (225 hectares). Te Tatau o Te Pō is located on Hutt Section 16, Subdivision 21, Deposited Plan 32078, Lot 1.

# Creating patterns

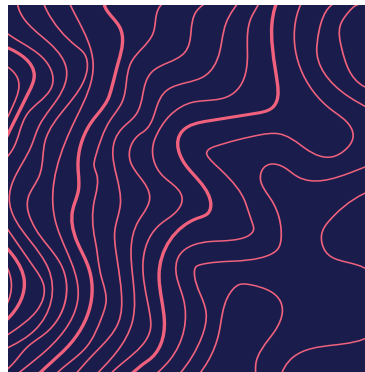
Brand graphic patterns are created by cropping a smaller area of the larger Pukeatua or Pukeariki topographic illustrations.

## Pattern treatments

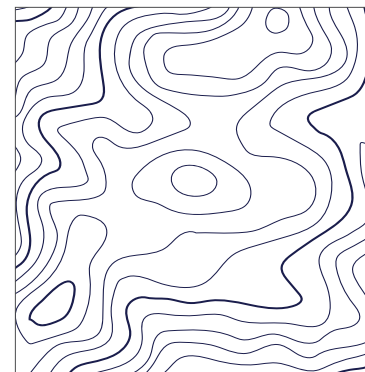
1. Solid colour with tinted brand graphic
2. Solid colour with solid colour brand graphic
3. Single colour on white background
4. Tint on white background
5. Small sections of lines can be isolated and incorporated into photography or create unique imagery



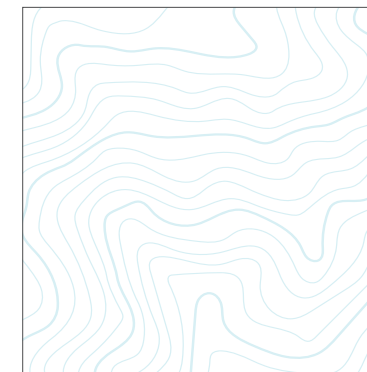
1



2



3



4



5

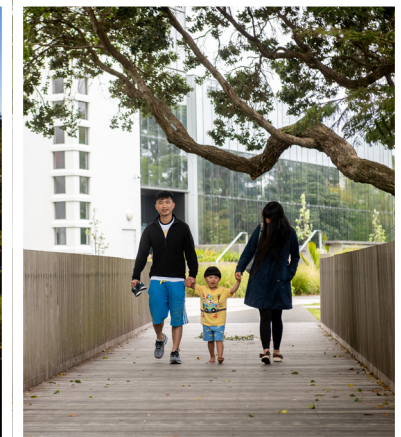
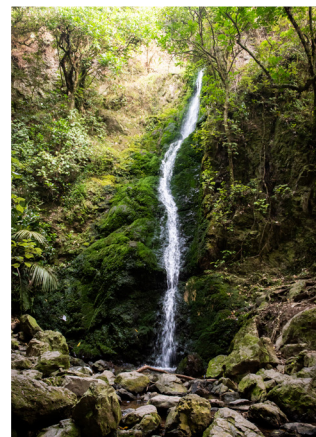
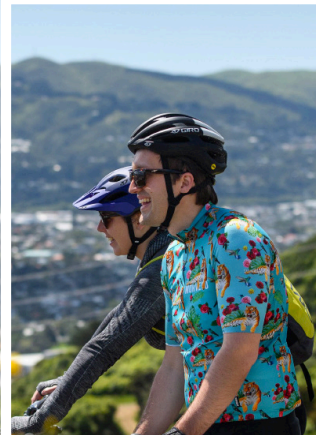
# Brand imagery

# Photography

Our photography should show the diversity of the people and landscape of Te Awa Kairangi ki Tai Lower Hutt. This is achieved by showing local landmarks, nature, and real interactions that depict community and connection.

## Our style

- Natural and engaging
- Diversity – people, location, landscape
- Warm and positive interactions
- Natural light and colours
- Image depth
- Interesting compositions



# Illustration

Illustration is a powerful form of visual communication and is ideal for situations where relevant photographic images might not be available.

## Our style

- Simple
- Geometric
- Strong use of colour





# Bringing it together

# Logo placement

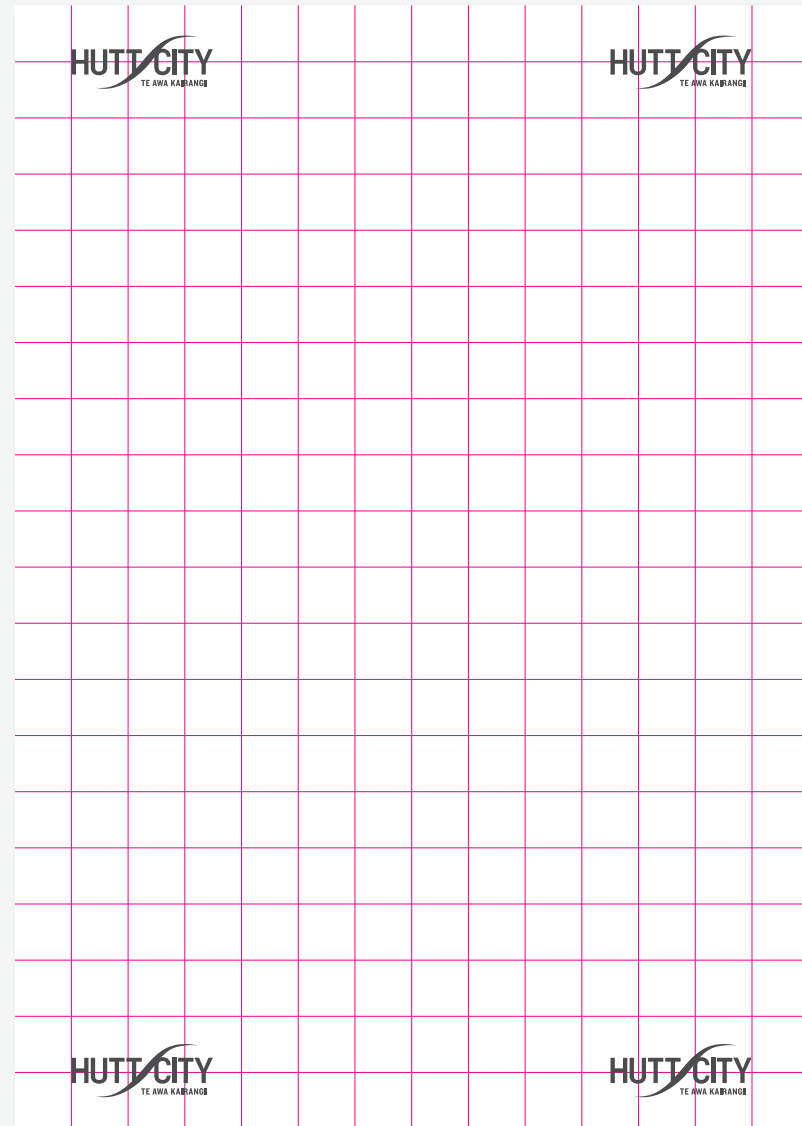
The Hutt City Council logo can be placed in any of the four corners of your layout.

## Left or right?

For consistency, the preference is to align the logo along the right-hand side of the page, but if it works better for your design to align to the left, that is perfectly fine.

## Top or bottom?

In situations where the logo needs to be prominent — our corporate letterhead, for example — positioning it at the top of the layout is the best option. However, when you need to maximise the impact of your message, then the best place for the logo is at the bottom of the page.



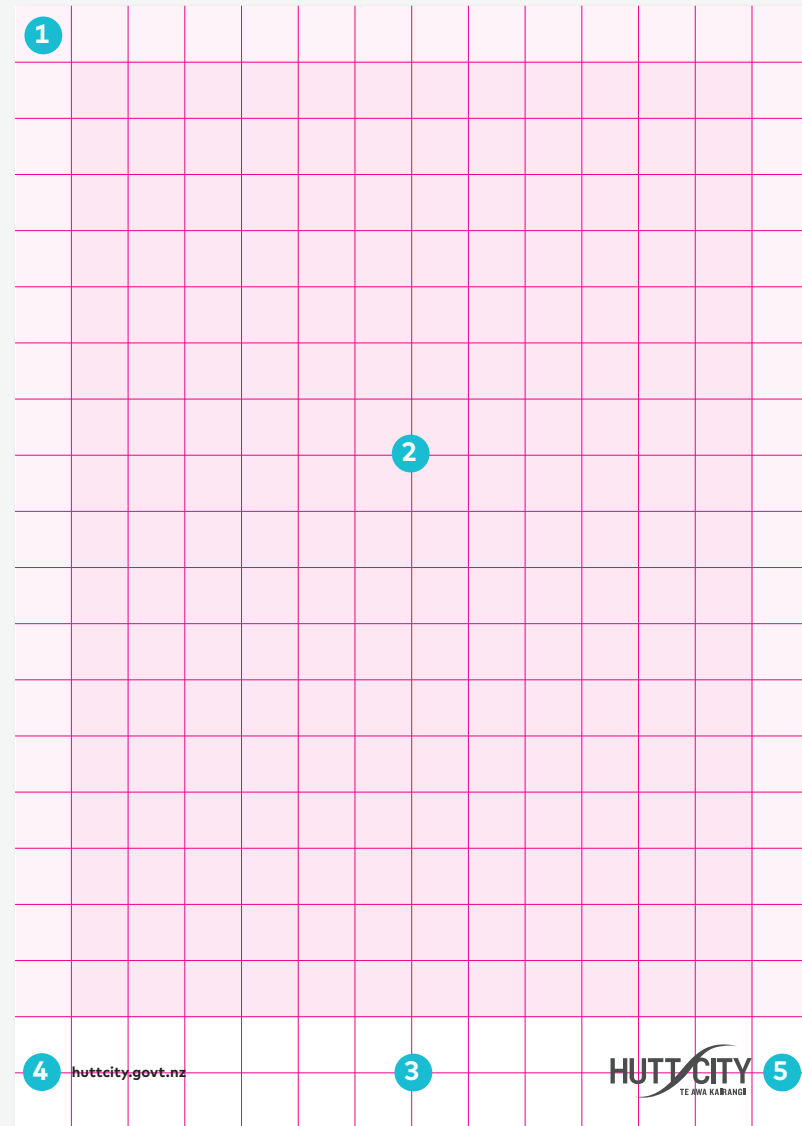
# Structure

## A4 portrait

This is an example of a 14 x 20 grid we use for all A-Series paper sizes e.g. A5, A4, A3. Here we see how we can use the grid to break up space to create structure for our layouts.

1. Page margin
2. Text safe area
3. Footer, this area is reserved for the Hutt City logo and web address\*
4. URL size 2x grid squares wide
5. Hutt City Council logo 2.5 x grid squares wide

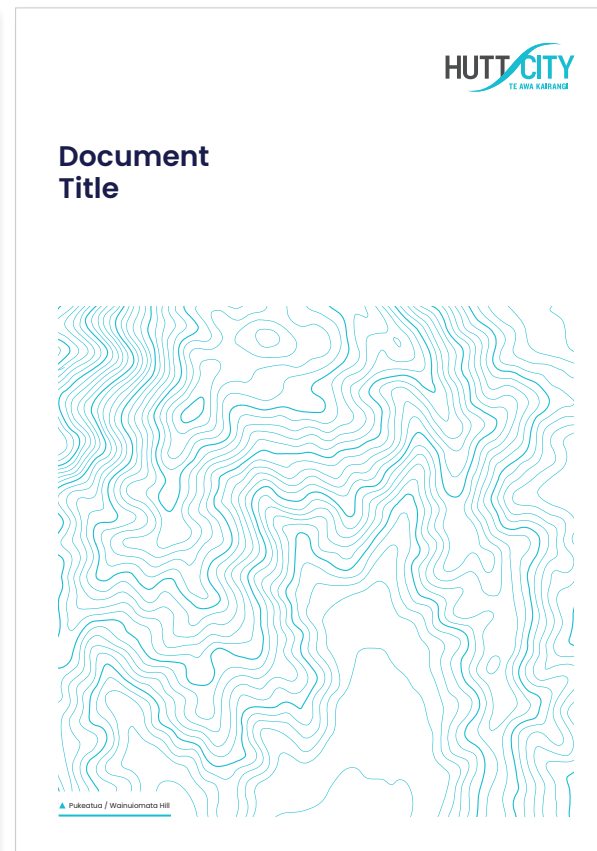
Note: Logo minimum size rules override any grid rules. At A6 2.5 x grid squares would be too small.



\*The footer area should be kept clear of other design elements whenever possible.

# Design examples

## Corporate stationery



# Design examples

## Notices and announcements



# RiverLink – Transforming Lower Hutt

### Submissions close March 4 2021

Delistius aped moluplati cum hillibus. Pa abo. Itae doles si dolara volupit aistru ptatus aestem faci. Ferrum que volupati ut maio ea sequistrum quiestis dolut velenditio et fugiat Delistius aped moluplati cum hillibus. Pa abo. Itae doles si dolara volupit aistru ptatus aestem faci. Ferrum que volupati ut maio ea sequistrum quiestis dolut velenditio et fugiat.

Ferrum que volupati ut maio aped moluplati cum hillibus. Pa abo. Itae doles si dolara volupit aistru ptatus aestem faci. Ferrum que volupati ut maio ea sequistrum quiestis dolut velenditio et fugiat.



# Storm water upgrade

**Road closure**  
Jackson Street, Petone  
March 6 – 7 2022

Delistius aped moluplati cum hillibus. Pa abo. Itae doles si dolara volupit aistru ptatus aestem faci. Ferrum que volupati ut maio ea sequistrum quiestis dolut velenditio et fugiat Delistius aped moluplati cum hillibus.

Delistius aped moluplati cum hillibus. Pa abo. Itae doles si dolara volupit aistru ptatus aestem faci. Ferrum que volupati ut maio ea sequistrum quiestis dolut velenditio et fugiat Delistius aped moluplati cum hillibus.

**Pa abo. Itae doles si dolara volupit aistru ptatus aestem faci.**

huttcity.govt.nz



## Notification of applications for Resource Consents and Notices of Requirement: WGN220027, RM210410 Under sections 2AB, 95A, 168A, 169 and 181 of the Resource Management Act 1991

Wellington Regional Council and Hutt City Council have received applications for Resource Consents, Notices of Requirement for Designations and Notices of Requirement for Alterations to Designations for the following:

- RiverLink Applicants:**  
Wellington Regional Council, Hutt City Council, Waikato Kōwhiri NZ Transport Agency
- Location:**  
Te Awa Kōwhiri Hutt River
- A 3km section of the Te Awa Kōwhiri Hutt River between Kennedy Road Bridge and East Bridge and the immediate urban environs on either side, including Lower Hutt City Centre, State Highway 2 and Melling interchange.
- Proposed:**  
The applicants have applied to Wellington Regional Council and Hutt City Council for a suite of Resource Consents and Notices of Requirement for projects relating to flood protection works, roading and restoration works for State Highway 2, a new road bridge across Te Awa Kōwhiri Hutt River, a new pedestrian and cycle bridge across the river, construction works associated with a new Melling Tram Station, and roading and regeneration works within the Lower Hutt city centre.
- Notices of Requirement for Designations are sought from Hutt City Council:**
- Designation Regional Council (Requiring Authority) to grant Notice of Requirement for a Designation for the construction, operation and maintenance of flood protection works and associated works necessary to support flood protection purposes.
  - Wellington Regional Council is giving Notice of Requirement for a Designation for the proposed construction, operation and maintenance of a new Melling Tram Station and associated infrastructure.
  - Waikato Kōwhiri NZ Transport Agency is giving Notice of Requirement for a Designation for construction, operation, maintenance and improvement of a state highway, the Melling interchange improvements, a new Melling vehicle bridge, cycleway/travel path and associated infrastructure.
  - Waikato Kōwhiri NZ Transport Agency is giving Notice of Requirement to alter the boundary of Designation NZ1 for the Melling interchange improvements and associated activities.
  - Hutt City Council is giving Notice of Requirement for a Designation for construction, operation and maintenance of urban renewal and revitalisation works, including local road and parking changes, new and improved local road, parking, landscape, pedestrian and cycle infrastructure and amenity infrastructure and public spaces and places, and integration of existing and future buildings with flood protection structures.
  - Hutt City Council is giving Notice of Requirement to alter the boundary of Designation HCC 4 for the Riverlink Corridor.
- Wellington Regional Council, Hutt City Council, Waikato Kōwhiri NZ Transport Agency have sought the following Resource Consents. The following consents that will commence during construction phase of the project have been sought from Wellington Regional Council:
- Land use consent in accordance with section 80 of the RMA to increase legal easement area and vegetation clearance, including earthworks within a Community Drinking Water Supply Protection Area, and siting of hoses in a Community Drinking Water Supply Protection Area.
  - Land use consent in accordance with section 12 of the RMA for reconstruction, construction, extension and replacement of culverts.
  - Land use consent in accordance with section 13 of the RMA for the new Melling vehicle bridge and the new pedestrian/cycle bridge across the Te Awa Kōwhiri Hutt River including gages constructed in the river and temporary cofferdams for construction.
  - Land use consent in accordance with section 15 of the RMA for new structures on the bed of the Te Awa Kōwhiri Hutt River such as holed features, erosion protection structures and river access structures including within site of application to mana whenua.
  - Land use consent in accordance with section 15 of the RMA for the demolition and removal of temporary structures required for construction activities including the temporary cofferdams to construct the new Melling bridge, the pedestrian/cycle bridge and the existing Melling Bridge.
  - Land use consent in accordance with section 15 of the RMA for beach re-contouring, ground extraction, and bed excavation of the Te Awa Kōwhiri Hutt River within and outside area of significance to mana whenua.
  - Land use consent in accordance with section 15 of the RMA for vegetation removal and clearing within the bed of the Te Awa Kōwhiri Hutt River, including the planting of non-native species within sites of significance to mana whenua.
  - Land use consent in accordance with section 15 of the RMA for reconstruction, while taking through the Te Awa Kōwhiri Hutt River.
  - Land use consent in accordance with section 15 of the RMA for the redeposition of 20m in length of a stream near Harbour View Road.
  - Home permit in accordance with section 14 of the RMA for the take, diversion and discharge of groundwater for the purpose of roading.
  - Water permit in accordance with section 14 of the RMA for the permanent diversion of flood water due to construction of steep banks and structures in the floodplain of Te Awa Kōwhiri Hutt River.
  - Water permit in accordance with section 14 of the RMA for all other activities associated with RiverLink that result in the temporary or permanent diversion of water including temporary diversion of water within Te Awa Kōwhiri Hutt River and tributaries associated with construction works.
  - Home permit in accordance with section 14 of the RMA for permanent diversion of water within or from the tributaries of the Te Awa Kōwhiri Hutt River through replacement culverts.
  - Discharge permit in accordance with section 15 of the RMA for discharge of sediment laden water from the Melling construction site onto land where it may enter water from tributaries and vegetation clearance.
  - Discharge permit in accordance with section 15 of the RMA for permanent diversion of water within or from the tributaries of the Te Awa Kōwhiri Hutt River through replacement culverts.
  - Discharge permit in accordance with section 15 of the RMA for the discharge of sediment laden water as a result of earth works in the watercourse (ie, structure, groyne, substrate, accretion).
  - Discharge permit in accordance with section 15 of the RMA for the discharge of contaminated rain water and water.
  - Discharge permit in accordance with section 15 of the RMA for the discharge of contaminants to be associated with the processing of river gravel.
  - Water discharge NZ Transport Agency and Hutt City Council are seeking discharge permits in accordance with section 15 of the RMA for operational domestic discharge from the State Highway network, local roads and residential properties.
  - The following resource consents have been sought from Hutt City Council by Wellington Regional Council, Waikato Kōwhiri NZ Transport Agency and Hutt City Council:
    - Land use consent under the National Environmental Standard for Assessing and Managing Contaminants in Soil to Protect Human Health Regulations to decontaminate soil.
- Notice of Requirement**  
in conjunction with applications listed above, Hutt City Council has received a separate application for a Notice of Requirement for an alteration to the boundary of existing Designation NZ1 from:
- Applicant:**  
Amfield Holdings Limited
- Location:**  
from the intersection of the Melling line and Phonsyn Street to the location of the existing Melling Station.
- Proposed:**  
Reallocate the Melling line to the south east of the existing location.
- To view the application:**  
The applications and notices of requirements, including the assessment of environmental effects and other relevant matters and all supporting information, can be viewed on the Greater Wellington website at [www.wgtn.govt.nz/riverlink-consent](http://www.wgtn.govt.nz/riverlink-consent).
- The application may be amended or purchased at the website referred to above or at Hutt City Council and Greater Wellington offices during opening hours. If you have any questions about the application, please contact Environmental Technical Support, Greater Wellington, on 0800 465 724 or [environment@wgtn.govt.nz](mailto:environment@wgtn.govt.nz).
- To make a submission:**  
Any person may make a submission in these applications or refer to a person who is a trade competitor or applicant of the person who is a trade competitor or applicant of the person who is directly affected by an effect of the activity to which the application/notices of requirements relate that: (a) adversely affects the environment; and (b) does not relate to trade competition or the effects of competition.
- You may make a submission by sending a written or electronic submission to Greater Wellington Regional Council or PO Box 10646, Wellington 6011. The submission must be received no later than 20 days after the form one is available from Greater Wellington - please contact us on 0800 465 724 or [environment@wgtn.govt.nz](mailto:environment@wgtn.govt.nz) to make an oral submission please visit [www.wgtn.govt.nz/riverlink-consent](http://www.wgtn.govt.nz/riverlink-consent).
- Submissions close on Wednesday 22nd September 2021 at 5:00pm.**

huttcity.govt.nz



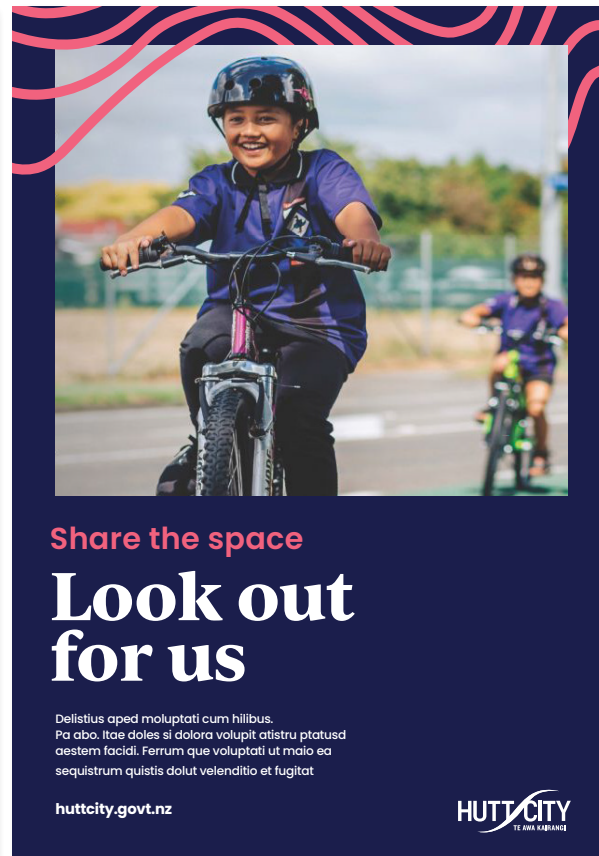
# Design examples

## Type lead designs



# Design examples

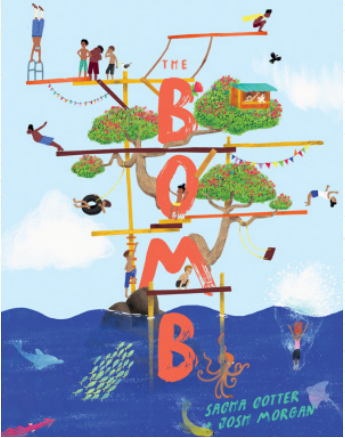
## Brand graphic and photography



# Design examples

## Product lock-up examples

**HUTT CITY** | Library Services



**Story time**

**The bomb**  
A live reading and musical performance by Sasha Cotter and Josh Morgan.

**Petone Library**  
10 am, Saturday  
March 6, 2022  
[huttcity.govt.nz/storytime](http://huttcity.govt.nz/storytime)

**HUTT CITY** | Huia Pool + Fitness



**A fancy new pool is coming your way**

**Huia pool is on track to reopen on 24 July after a 9.3 million extension.**

- a new learn-to-swim pool**  
25m x 10m. This purpose-built pool is the dedicated venue for Huia's hugely popular Swim City lessons. An ideal environment for teaching both young ones and older groups.
- a new hydrotherapy pool**  
25m x 8m. Designed for people with disabilities, injury rehabilitation, and low-impact exercises like water walking. Heated to a comfortable 33°C, there's also a therapy bench with jets aimed at the lower and upper back, a 15m access ramp and a full hoist.
- a new gym**  
This state-of-the-art facility is spread over 400 square metres and features the latest Life Fitness equipment for cardio and weight training. Treadmills have internet connection, sky TV and a plug for your own music. Located on the first floor, it has views over the Hutt Recreation Ground.
- a new 24-space carpark and redesigned foyer.**  
There's dedicated disability parking, plus a more streamlined layout throughout the new complex. The current main pool will be freed up to cater for more

lane swimming and recreational use. The current children's pool will also be freed up for more recreational swimming by under-8's. Old favourites, the private and poolside spas, will still be there. The shop, selling leading brands such as Speedo, Spunk and Zoggs, will now also supply gym wear.

**HUTT CITY** | Te Pātaka Kōrero o Wainuiomata  
Wainuiomata Neighbourhood Hub



**Kapa Haka Festival**

**March 6 – 7 2022**

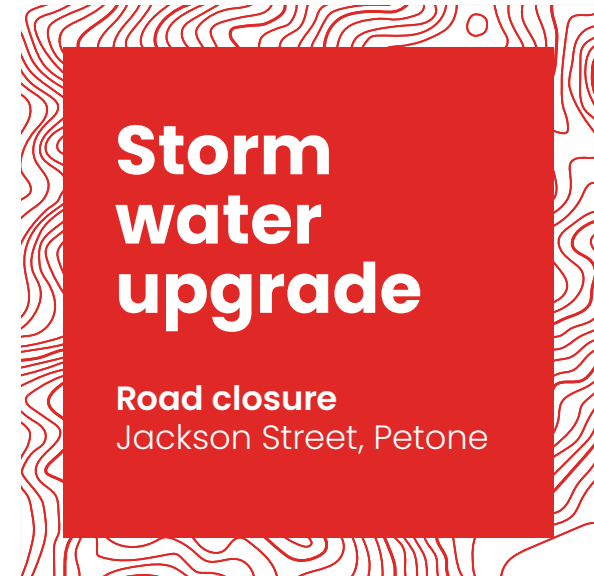
Delistius aped moluptati cum hillibus. Pa abo. Itae doles si dolora volupit atistru ptatusd aestem facidi. Ferrum que voluptati ut maio ea sequistrum quistis dolut velenditio et fugitat. Delistius aped moluptati cum hillibus. Pa abo. Itae doles si dolora volupit atistru ptatusd aestem facidi. Ferrum que voluptati ut maio ea sequistrum quistis dolut velenditio et fugitat.

[huttcity.govt.nz/kapahakafest](http://huttcity.govt.nz/kapahakafest)



# Design examples

## Social media



# Grids

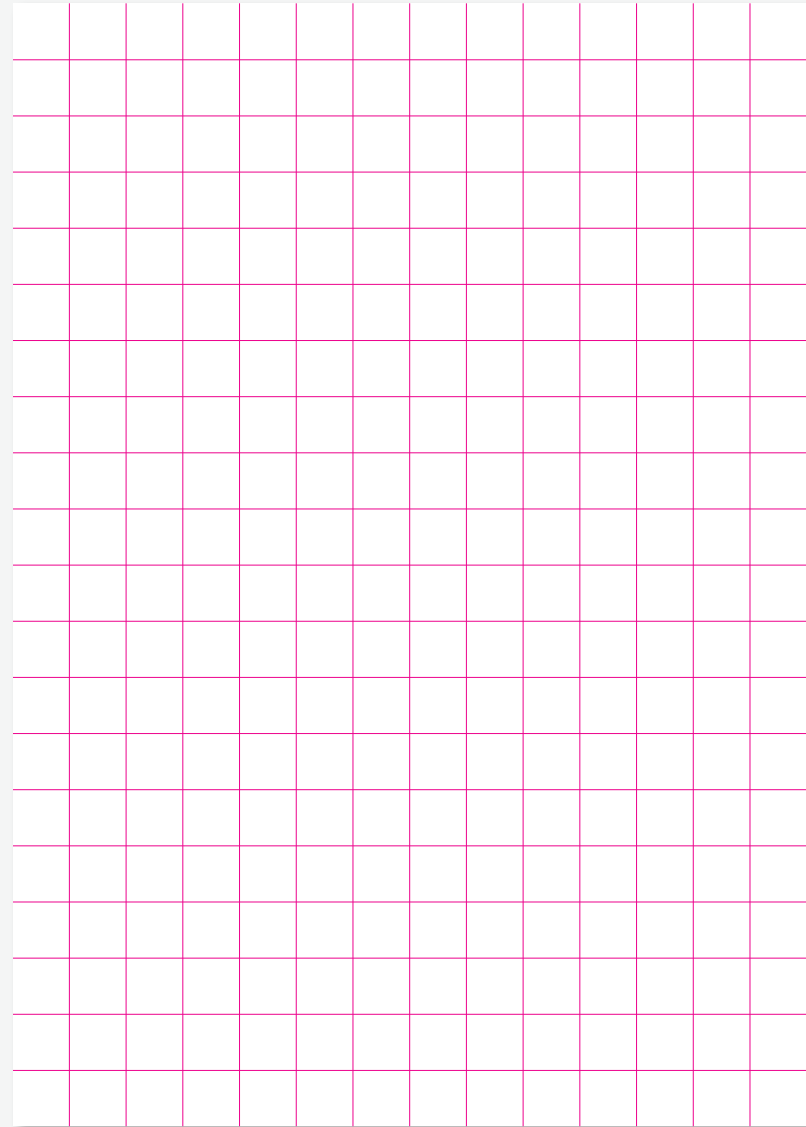
# The Foundation

Flexibility is the goal, but consistency is the key.

Our brand system allows for a lot of flexibility in how we can visually tell our stories, but we still need to be consistent in how we present those stories.

To achieve this, we have developed a grid. The grid is intended to bring consistency to the spacing and composition of your designs. It also gives you a standard way of measuring when deciding what size an element needs to be. For example, on an A4 document, the Hutt City Council logo is two and a half grid squares wide or one square grid high.

It takes a little bit of mathematical wizardry to create a grid but don't worry; we have done all the work for you. On page 36 you will find the formula for creating custom grids, as well as examples of grids for the most common media sizes.



# The Grid

## Grid levels

The grid has three different levels, S-Grid 14, S-Grid 8 and S-Grid 6. S-Grid stands for short-grid; the number refers to how many divisions there are along the shortest side of your media.

The level you use will depend on your media's width and height ratio, the length of the longest side compared to the length of the shortest side. For example, a ratio of 1:2 means that the longest side of your media is twice the length of the shortest side.

### S-Grid 14

Suitable for media with a ratio between 1:1 and 1:2.

e.g. A4 paper

### S-Grid 8

Ideal for media sizes with ratios between 1:2 – 1:4

e.g. DL card

### S-Grid 6

Ideal for media sizes with a ratio of 1:4 or greater.

e.g. Leaderboard digital advert

### S-Grid 14

1:1

1:1.5

### S-Grid 8

1:2

1:3.5

### S-Grid 6

1:4

1:6

# The Grid

## Construction

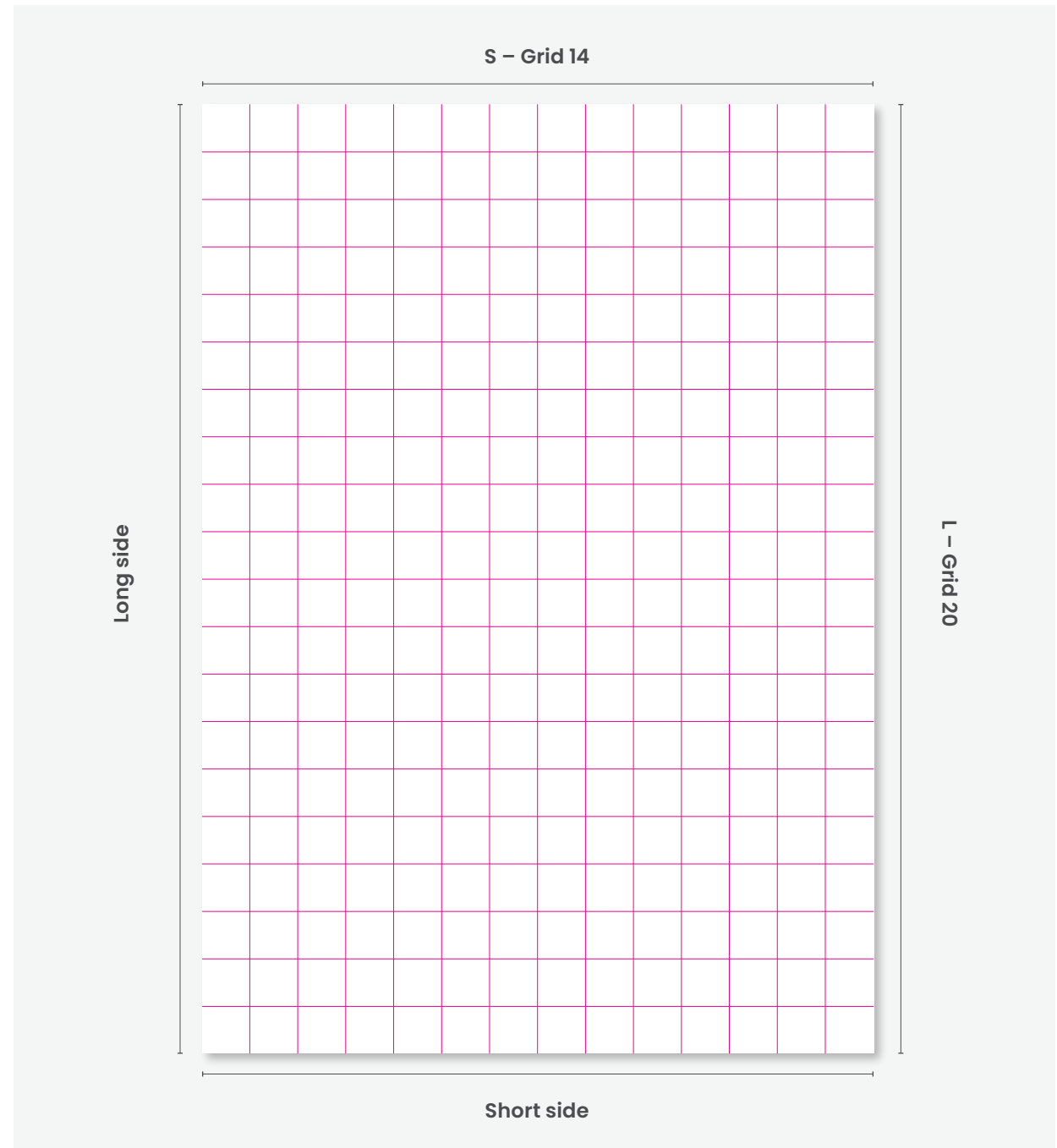
To create a custom grid, follow these steps:

1. Choose the best grid level for your media size.  
See p36 for grid level explanation.
2. Shortest side  $\div$  S-Grid number = Grid measure  
A4 example:  $210\text{mm} \div (\text{S-Grid}) 14 = 15\text{mm}$
3. Longest side  $\div$  Grid measure = L-Grid number  
A4 example:  $297\text{mm} \div 15\text{mm} = 20$   
(rounded up from 19.8)
4. Grid = S-Grid number x L-Grid number  
Grid = 14x20

### A note about rounding

The L-Grid number is not always a whole number. Round up or down to the nearest whole number to keep things simple.

- X.5 and higher goes up to the nearest whole number
- X.4 and lower go down to the nearest whole number



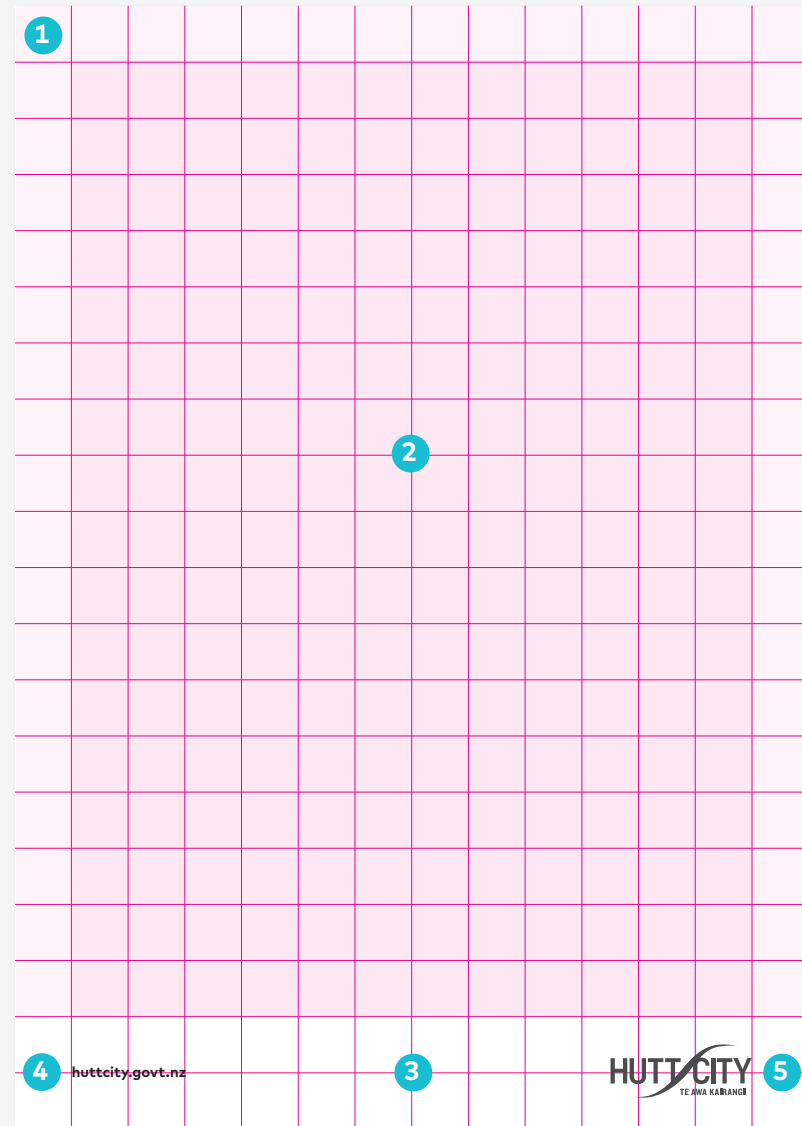
# The Grid

## A4 portrait

The 14 x 20 grid applies to all A-Series paper sizes, A5, A4, A3 etc.

1. Page margin
2. Text safe area
3. Footer, this area is reserved for the Hutt City logo and web address
4. URL size 2x grid squares wide
5. Hutt City logo 2.5 x grid squares wide

Note: Logo minimum size rules override any grid rules. At A6 2.5 x grid squares would be too small.



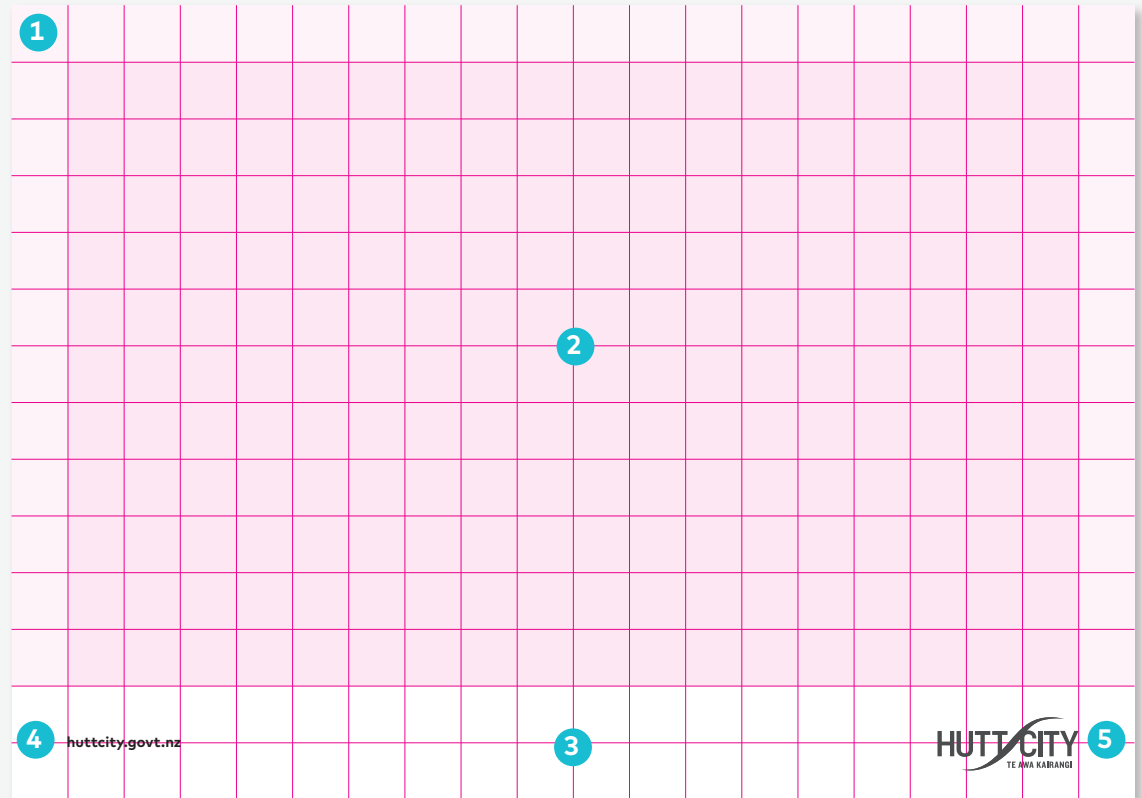
# The Grid

## A4 landscape

The 20 x 14 grid applies to all A-Series paper sizes, A5, A4, A3 etc.

1. Page margin
2. Text safe area
3. Footer, this area is reserved for the Hutt City logo and web address
4. URL size 2x grid squares wide
5. Hutt City logo 2.5 x grid squares wide

Note: Logo minimum size rules override any grid rules. At A6 2.5 x grid squares would be too small.



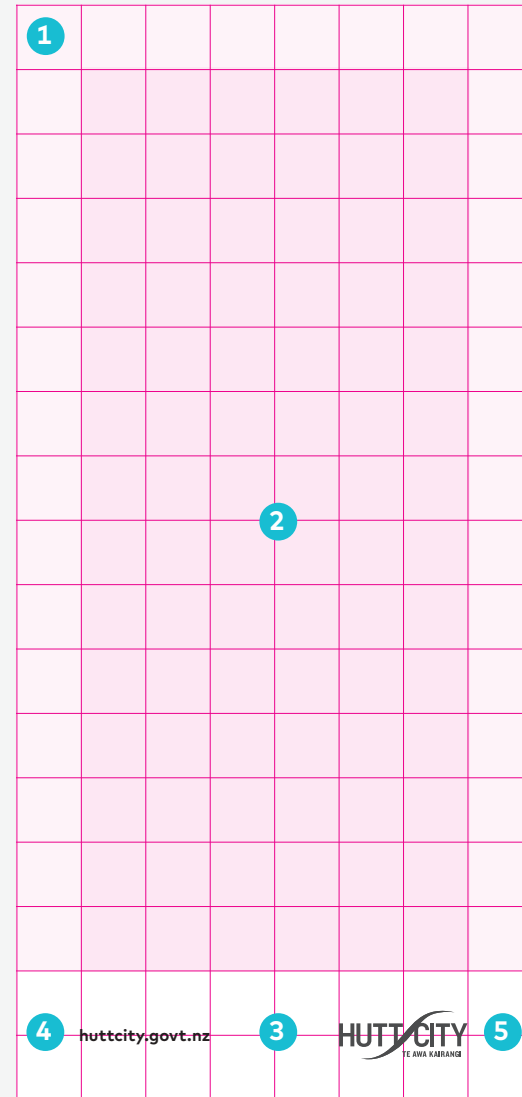
# The Grid

## DL portrait

8 x 17 grid

1. Page margin
2. Text safe area
3. Footer, this area is reserved for the Hutt City logo and web address
4. URL size 2 x grid squares wide
5. Hutt City logo 2 x grid squares wide

Note: Logo minimums size rules override any grid rules.





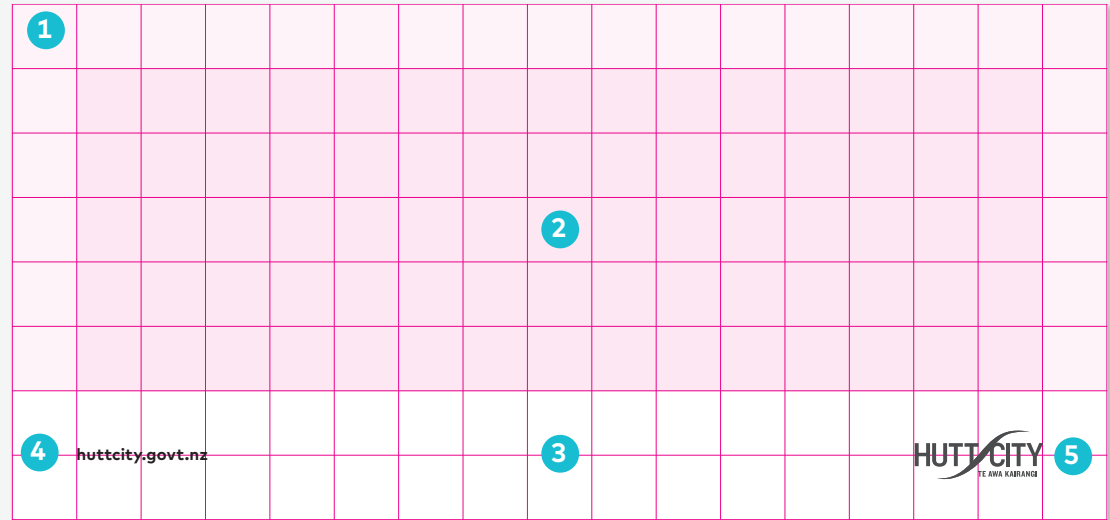
# The Grid

## DL landscape

17 x 8 grid

1. Page margin
2. Text safe area
3. Footer, this area is reserved for the Hutt City logo and web address\*
4. URL size 2 x grid squares wide
5. Hutt City logo 2 x grid squares wide

Note: Logo minimums size rules override any grid rules.



# The Grid

## Social posts

### Landscape post image

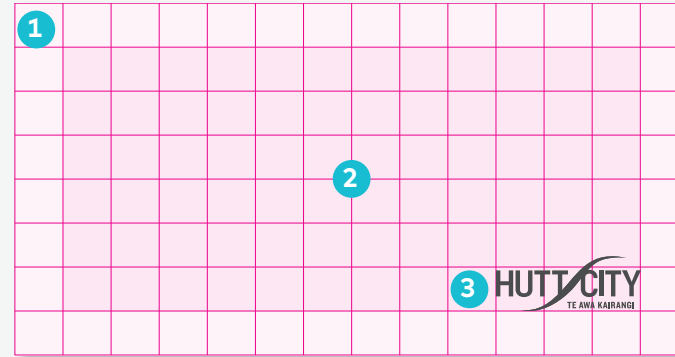
14 x 8 grid

- 1. Page margin
- 2. Text safe area
- 3. Logo 3 x grid squares

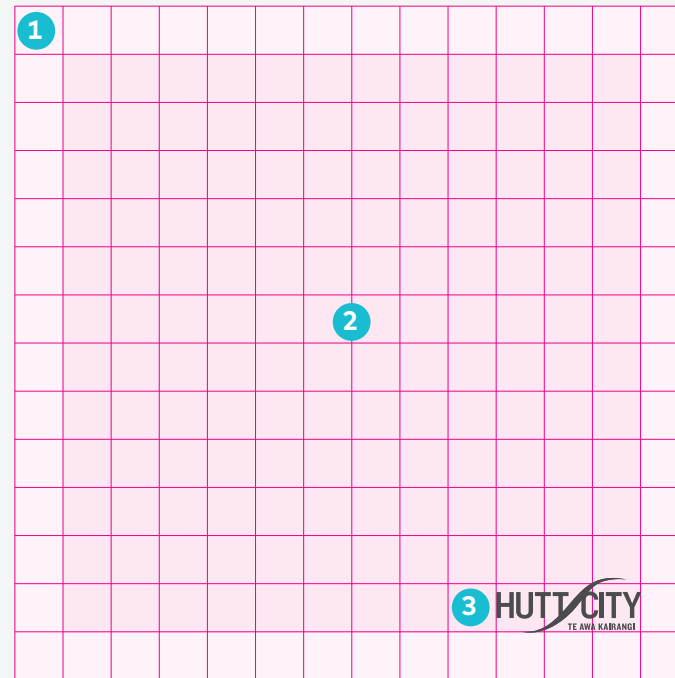
### Square post image

14 x 14 grid

- 1. Page margin
- 2. Text safe area
- 3. Logo 3 x grid squares



Landscape post image



Square post image

# The Grid

## Digital advertising banners

CTA; Call to action

### MREC

17 x 14 grid

1. Page margin
2. Text safe area
3. Logo 4 x grid squares
4. CTA Button 6 x grid squares

### Skyscraper

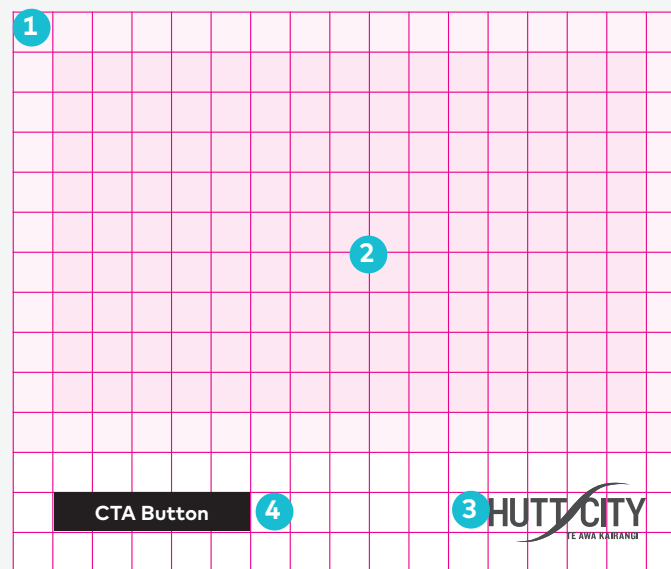
8 x 29 grid

1. Page margin
2. Text safe area
3. Logo 4 x grid squares
4. CTA Button 5 x grid squares

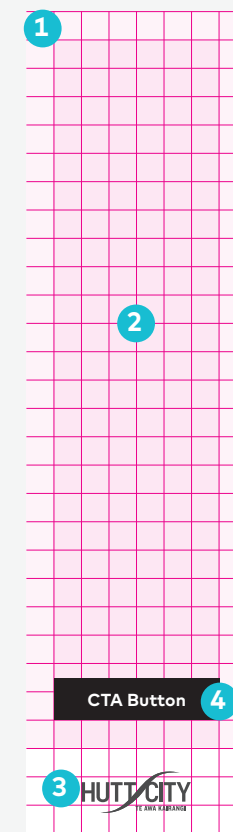
### Leaderboard

6 x 50 grid

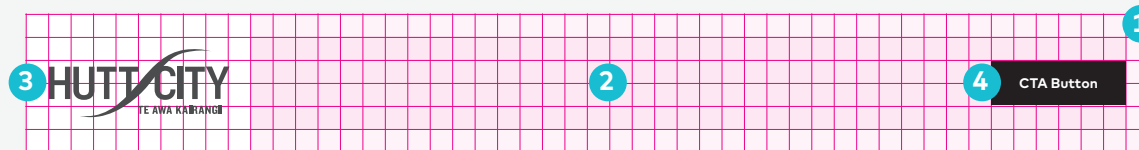
1. Page margin
2. Text safe area
3. Logo 8 x grid squares
4. CTA Button 6 x grid squares



MREC



Skyscraper



Leaderboard



# Thank you

Don't hesitate to contact the communications team with any questions about using the Hutt City Council brand.

[communications@huttcity.govt.nz](mailto:communications@huttcity.govt.nz)