

RUAPEHU
OUR GREATER OUTDOORS

BRAND GUIDELINES 2017





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PURPOSE OF THIS DOCUMENT

The purpose of this document is to provide a clear and concise set of guidelines for the use of the 'Ruapehu. Our Greater Outdoors.' logo, typefaces and colour palette to ensure adherence to our brand values. Additional resources, such as the logo suite and colour palette can be accessed and downloaded by using the link on page 28.



OUR BRAND NAME



RUAPEHU

The brand name for the purposes of marketing the destination and its activity options for travellers and visitors is simply 'Ruapehu.'

This name is distinctive to the specific geographical area known as the 'Ruapehu Region', the winter activity destination of 'Mount Ruapehu' or the administrative authority known as 'Ruapehu District Council'. In contrast to these defined entities, we want visitors to see the Ruapehu brand as a place that captures an attitude of authentic outdoors adventure and experiences they can easily identify with.

Ruapehu is a brand name that includes the many towns, diverse natural attractions and activities spread out across the region. Principal among these are the winter skiing locations of Whakapapa and Turoa and the spring, summer and winter appeal of the Tongariro Alpine Crossing. However, many others are growing in appeal like canoeing along the Whanganui River or the many opportunities to experiencing the vast areas of Department of Conservation protected and recreational estates.



OUR VALUES



RUAPEHU STANDS FOR:

- **Integrity** – Ruapehu is an authentic destination where you can experience New Zealand's natural beauty, away from the fast pace of modern life.
- **Being Active** – Ruapehu is ideal for 'up-for-it' Kiwis and independent travellers. They are self-reliant so a little rain won't deter them from getting the most from a break they've planned to get into Our Greater Outdoors.
- **Being approachable** – Ruapehu is a welcoming holiday destination. The Kiwi heartland is central for anyone living in, or traveling through, the North Island, and many attractions are within easy reach of our national highway network.
- **Being inspirational** – Ruapehu is a breathtaking destination where visitors can experience our unique natural environment. Our awe-inspiring landscapes, and the activities possible within them are unique to the country and inspirational to visitors from near and far.



OUR VALUES

RUAPEHU IS NOT:

- **A mass-tourism destination** – New Zealand has larger tourism destinations, but Ruapehu is ideal for travellers seeking a more authentic Kiwi experience.
- **For flop and drop visitors** – Ruapehu is somewhere you should expect to get outdoors and active all year round in any way that works for you.
- **Intimidating** – Ruapehu brings Our Greater Outdoors within reach of us all. If you're a young-at-heart explorer or seasoned nature lover, we're here for you.
- **Isolated** – Ruapehu is located centrally for two thirds of New Zealand's urban and regional population and within half a day's drive of Auckland and Wellington.



WHO ARE WE FOR?



OUR TARGET AUDIENCE

Ruapehu is a landscape of national significance with outstanding natural assets. Its rich heritage makes it one of New Zealand's iconic holiday and adventure activity destinations. Many Kiwis grow up learning about Ruapehu's rich history and Maori folklore that forms the fabric of our national consciousness. This is the alpine environment where a young Ed Hillary first learned to love mountaineering. As a result, Ruapehu has huge potential to be developed for both national and international audiences.

The primary audience has been developed from the 2016 Kantar TNS quantitative research. This identified Ruapehu as being great for a domestic audience seeking outdoor family adventure activities all year round. There is so much to do around the volcanoes, in the forests and on the rivers, with readily available and affordable accommodation for an authentic local stay.

As a result of those research findings, this document is designed to initially target domestic holiday makers in preparation for subsequent increases in international visitors. Rather than a specific demographic profile or segment, our target are described by their attitudes.

**OUR AUDIENCE ARE
'UP-FOR-IT' FAMILIES AND
INDEPENDENT VISITORS.
THEY MAY HAVE SLIGHTLY
OLDER KIDS SO ARE
SEEKING OUTDOORS
NATURE EXPERIENCES
AND AWESOME NATURAL
ADVENTURE ACTIVITIES
ACROSS THIS REGION.
OUR AUDIENCE
SEE THEMSELVES
AS TRAVELLERS
– NOT AS TOURISTS.**

Our audience want to spend their holidays and breaks exploring and experiencing authentic and nature-focused holiday regions like the Coromandel, Northland and Kaikoura. As a result, polished tourism destinations like Taupo, Rotorua and Queenstown may hold less appeal for them. Ruapehu is somewhere new and exciting that challenges them to discover what they're capable of.

Its iconic national status means Ruapehu's visual identity needs an outward focus with international appeal for self-motivated and confident travellers. Kiwis need to take pride in the region's identity, but the way it is communicated can't feel too grassroots or overtly patriotic.



RUAPEHU BRAND POSITIONING LINE

RUAPEHU

CREATIVE RATIONALE

In many local and international visitors' minds, New Zealand already has a strong emotional affinity with the idea of 'the great outdoors'. By leveraging this pre-existing strength in a memorable and distinctive way we can increase the impact of Ruapehu's communications budget.

This positioning idea takes advantage of existing ideas that are intrinsically true to this region. The size and scale of how the maunga are framed on the volcanic plateau and the natural strengths of the region as home to many different outdoors activities and experiences.

Identifying Ruapehu as 'Our Greater Outdoors' also helps to broaden attention beyond the current focal point of Mt. Ruapehu. This expanded definition of our region now includes rivers, forests and communities.

A TE REO INTERPRETATION FOR OUR GREATER OUTDOORS

Because of the strong historical, cultural and mythological significance of this region, we believe that a culturally appropriate te reo interpretation of the brand positioning line 'Our Greater Outdoors' should be developed. Our expectation is that this process will be conducted in consultation and collaboration with the iwi within the region reflecting their status as manaaki whenua and cultural and spiritual kaitiaki within the region.

OUR GREATER OUTDOORS



RUAPEHU REGION: BRAND MANIFESTO



OUR GREATER OUTDOORS MANIFESTO

This manifesto provides context for the Ruapehu positioning idea of 'Our Greater Outdoors'. The tone is intended to be motivational and positive, something that helps internal and external audiences understand what we stand for. This manifesto provides context for the Ruapehu region's positioning idea as The Greater Outdoors and what this means for locals and potential visitors alike.

After reading or hearing this manifesto, readers should understand us better and have a clearer idea of what makes us a distinctive travel destination. The goal is to create an emotional connection so audiences feel that Ruapehu's values strongly align with theirs.

Potential uses for this manifesto are to help launch the destination positioning idea in promotional materials, internal team building and partner and supplier marketing communications.



**THERE'S THE GREAT OUTDOORS AND THEN THERE'S RUAPEHU.
WE'RE ALL ABOUT OUR GREATER OUTDOORS.**

**FROM OUR HUGE VOLCANIC MOUNTAINS, TO ANCIENT
RAINFORESTS AND LONG WINDING RIVERS, EVERYTHING ABOUT
OUR PLACE IS LARGER THAN LIFE, INCLUDING THE WELCOME.**

**WE DON'T JUST HAVE ONE NATIONAL PARK – WE HAVE TWO
OF THE BEST IN THE COUNTRY, SIDE BY SIDE. THAT MEANS A
GREATER EXPANSE OF UNSPOILT NATURE AND A GREATER RANGE
OF WAYS TO ENJOY IT THROUGHOUT THE YEAR.**

**SO WHETHER YOU'RE A WEEKEND MOUNTAIN BIKER, KEEN
MOUNTAIN CLIMBER, LIKE TO WALK OUR ALPINE TRAILS,
JOURNEY ALONG OUR RIVERS OR JUST LOVE THE SNOW,
WE'RE READY TO GIVE YOU A GREATER OUTDOOR EXPERIENCE.
SO COME AND REDISCOVER OUR TRUE NATURE HERE.**

WE'RE RUAPEHU. NEW ZEALAND'S GREATER OUTDOORS.



BRAND GUIDELINES







OUR RUAPEHU LOGO

The logo's minimalist, authentic design has many interpretations. In a physical sense, it reflects the diverse landscape, extending from the three maunga to the abundant forests and river below, as well as the distinctive geological stratification that so typifies the area. In a broader and more metaphorical sense, it denotes the lines of a heartbeat, signifying the activity of both the physical and social environments. It's an active place where you come alive as you experience Our Greater Outdoors.

The distinctive structure lends itself to a broad colour palette that reflects the organic earthy tones of the region while allowing for a spectrum of colours to distinguish the range of activities on offer and the various seasons.

Our logo uses a youthful and energetic design aesthetic to set it apart from its competitor set of regional authority tourism development logos. It's also highly flexible, and can exist alongside the Ruapehu name and positioning line, as well as on its own in such contexts as an online app.

Please refer to the usage rules in the next section to ensure the branding is used correctly.



RUAPEHU
OUR GREATER OUTDOORS

LOGO VARIATIONS



For use where narrow space prevents the comfortable use of the master logo.



Compact use logo. For use where small space prevents the comfortable use of the master logo. It is recommended that the minimum size be not less than 25mm width and that the clear space rules pertaining to the height and width of 'U' be applied proportionately.



Reversed logo. For use on dark backgrounds. It is recommended that this logo be used on high contrast backgrounds that adhere to the Ruapehu colour palette.



LOGO RULES

The following rules describe best practice for placement and usage of the 'Ruapehu. Our Greater Outdoors' brand mark. Please refer to the following instructions when considering the positioning of the logo and it's relationship to surrounding elements. Thank you.

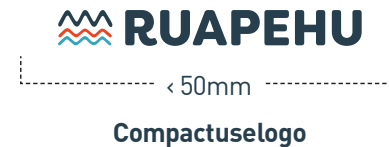


Clear space rule. The space around the logo must not be less than the square boundary of the height of the capital U. These specifications ensure that the logo appears consistently on all communication.

LOGO DO'S AND DONT'S

MINIMUM SIZE RULE

To maintain consistency, the logo must not be altered in any way.



Minimum size rule. The minimum recommended size for use of the full Ruapehu logo is 50mm width. Please refer to compact logo use rules overleaf for circumstances where the minimum width rule is unable to be adhered to.

MISUSE OF LOGO

To maintain consistency, the logo must not be altered in any way.



DO NOT alter the composition of the logo.



DO NOT use drop shadows or glows.



DO NOT distort the logo.



DO NOT change the colour of the logo.



DO NOT alter the transparency of the logo.



DO NOT rotate the logo.

GRAPHICAL DEVICE



The above graphical device is used to enhance imagery and provide a visual link to the brand name and values. The device is included with the logo suite and may be used in positive and negative forms, depending on the design elements it is to be used with. Transparency may also be used to create a watermark effect, with careful consideration given to legibility when used in conjunction with photographic imagery.



THE COLOURS OF RUAPEHU



THE COLOURS OF RUAPEHU

The colour palette of the Ruapehu brand identity is representative of the diverse natural landscapes within the Ruapehu area and of the seasons when travellers may wish to visit. The combination of three colours balances the solidity and stature of the region with the energy and all year round dynamism of an activity-focused natural landscape.

- The dark Ruapehu Shale captures the cultural mana and natural significance of stone in this region.
- The warmth of Ruapehu Sunset brings a brightness to the palette which helps to broaden out beyond perceptions of Ruapehu as a dominantly winter destination. It also references the golden hues of the tussock landscapes in the area.
- The uplifting blue of Ruapehu Lake brings an energy and vibrancy to the palette. It also references the brilliant blue of the sky, as well as being a cooler shade to acknowledge the region's strong association with snow activities.

The strong and distinctive structure of the logo's graphic elements allow flexibility in the ways that colours are combined. A secondary palette has been envisaged to allow customisation of the logo to different seasons to expand visitor's associations with the region.

- This possible treatment could also extend to the development of an iwi-specific palette for the purposes of future kaupapa tourism initiatives.



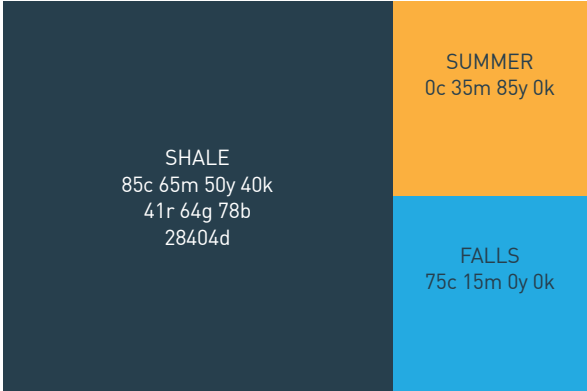
RUAPEHU SHALE
85c 65m 50y 40k
41r 64g 78b
28404d



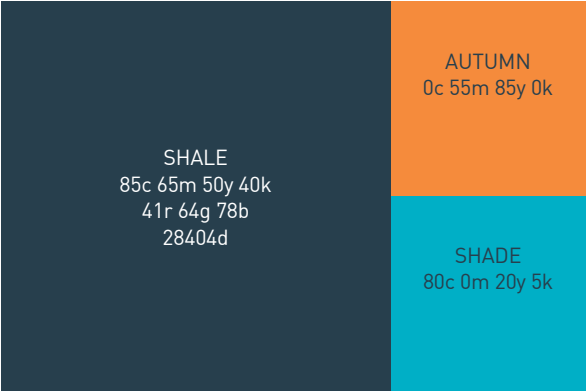
RUAPEHU SUNSET
3c 88m 100y 0k
232r 70g 37b
e84624

RUAPEHU LAKE
71c 17m 21y 0k
61r 165g 189b
3ca5bd

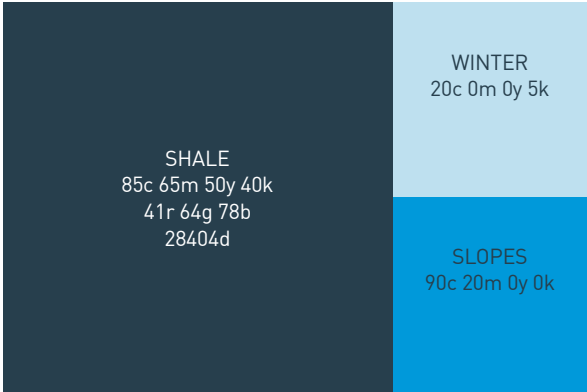
SUMMER



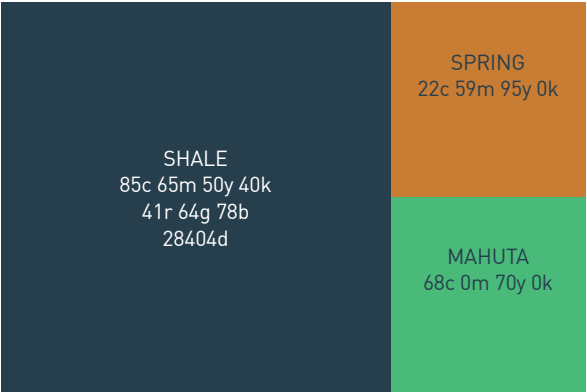
AUTUMN



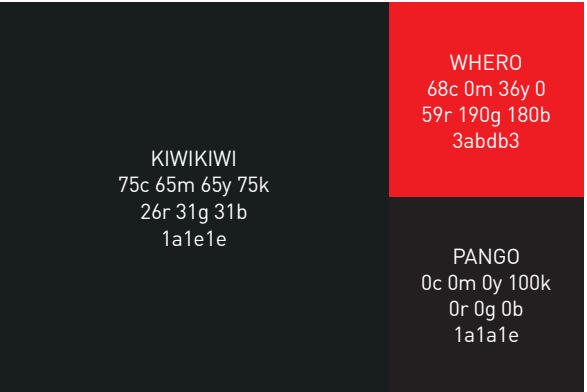
WINTER



SPRING



IWI



SUMMER



AUTUMN



WINTER



SPRING



IWI





TYPEFACES

There are two fonts used in Ruapehu collateral. Filson Soft and DIN Regular and Bold.

Filson Soft is to be used for headlines and large calls-to-action at a minimum size not smaller than 18pt in all caps.

DIN is used for the balance of all written communication, such as section headings and body copy text.

DIN Regular All Caps is used for section headings at 16pt on 19pt leading with a paragraph spacing of 2mm.

DIN Regular is used for body copy in paragraph form at a recommended size of 10pt on 14pt leading, kerned to -10pt kerning (InDesign) and justified with a 2mm paragraph spacing. The minimum recommended size is 8pt on 10pt leading.

DIN Regular Bold is used to highlight certain information with a 30pt spaced kerning.

Filson Soft Black may be obtained and licensed from Adobe Typekit or MyFonts.com. The DIN font family may be obtained and licensed from MyFonts.com or other authorised vendor sites.

HEADLINE TEXT

FILSON SOFT BLACK

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789 (,.;:#!?)

COPY TEXT

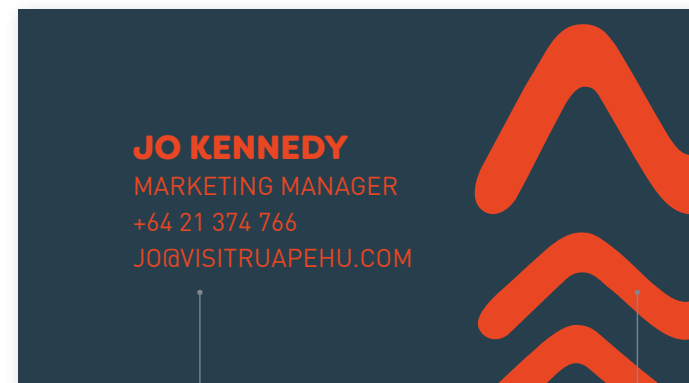
DIN REGULAR ALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (,.;:#!?)

DIN Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789(,.;:#!?)

STATIONERY

BUSINESS CARDS

Full Ruapehu brand logo centred on front of card.



Name, title, contact number and email address on reverse, left aligned and centred vertically. Name is set in 12.5pt Filson Soft Black and the details are set in 9.5pt DIN Regular.

Graphical device in solid orange used on the right hand side and cropped on three sides.

Details and graphical device are solid 'Ruapehu Sunset' on 'Ruapehu Shale'.

LETTERHEAD

Full Ruapehu brand logo at top left of letterhead.



VISITRUAPEHU.CO.NZ | INFO@VISITRUAPEHU.CO.NZ | 0800 123 4567

With compliments slip uses the same arrangement of logo, type and graphical device as the letterhead.

URL, email address and freephone number included at bottom left of the letterhead in 'Ruapehu Shale'.

Set in 8pt DIN Regular.

VISITRUAPEHU.CO.NZ | INFO@VISITRUAPEHU.CO.NZ | 0800 123 4567

Graphical device used as a watermark (20% tint of Ruapehu Sunset) on the on the bottom right hand side and cropped on two sides.

BUSINESS CARD





PRINT COLLATERAL

BROCHURE

Please follow the guidelines for press ads as outlined overleaf, when considering the design and aesthetics of brochures, flyers, banners etc. A combination of headline, hero image, watermark and branding is recommended, with an emphasis on clean and simple design and adequate clear space.



PRESS AD

Headline copy set in Filson Soft Black, all caps. In this case the 'Our Greater Outdoors' positioning line' is used as the headline. The primary colour palette must be adhered to, with white copy being acceptable if the underlying imagery requires contrast for legibility.

Hero imagery suitable for the subject and tone of voice. May reference seasonal activities and where possible, include visitors interacting with and enjoying 'Our Greater Outdoors'.

Single ripple device used as a header for copy, in Ruapehu Sunset to provide contrast against the Ruapehu Shale detail panel.

URL, email address and freephone number included at bottom left of the press ad in 'Ruapehu Shale'. Set in 8pt DIN Regular.

OUR GREATER OUTDOORS



Graphical device used as a watermark (in this case, in white with 40% transparency) overlaid on the hero image and cropped on at least one edge, in this case the left hand side of the press ad.



Just half a day and a world away from our biggest cities, this natural getaway welcomes you. With its wide range of alpine and on-water activities, this place caters to all levels, all year round. So whether it's an easy walk to a clear mountain stream, awesome tramp around the mountain, exhilarating mountain bike ride through the beech forest, inspiring journey down the Whanganui River or just getting into the snow, Ruapehu is brimming with opportunities to connect with Our Greater Outdoors.

VISITRUAPEHU.CO.NZ | INFO@VISITRUAPEHU.CO.NZ | 0800 123 4567



Copy set in DIN Regular at a minimum size of 9pt reversed out of Ruapehu Shale panel, left aligned and right justified. Please ensure the copy has an adequate amount of space around it, using the logo clear space rule as a guide.

Full Ruapehu brand logo at bottom right of press ad. Please ensure 10mm clearance from edges where possible.





**OUR
GREATER
OUTDOORS**

Just half a day and a world away from our biggest cities, this natural getaway welcomes you. With its wide range of alpine and on-water activities, this place caters to all levels, all year round. So whether it's an easy walk to a clear mountain stream, awesome tramp around the mountain, exhilarating mountain bike ride through the beech forest, inspiring journey down the Whanganui River or just getting into the snow, Ruapehu is brimming with opportunities to connect with Our Greater Outdoors.

VISITRUAPEHU.CO.NZ | INFO@VISITRUAPEHU.CO.NZ | 0800 123 4567

 **RUAPEHU**
OUR GREATER OUTDOORS

POWERPOINT

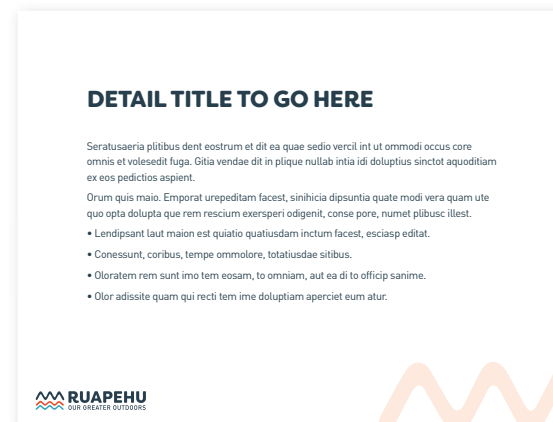
POWERPOINT SLIDES



Presentation title slide



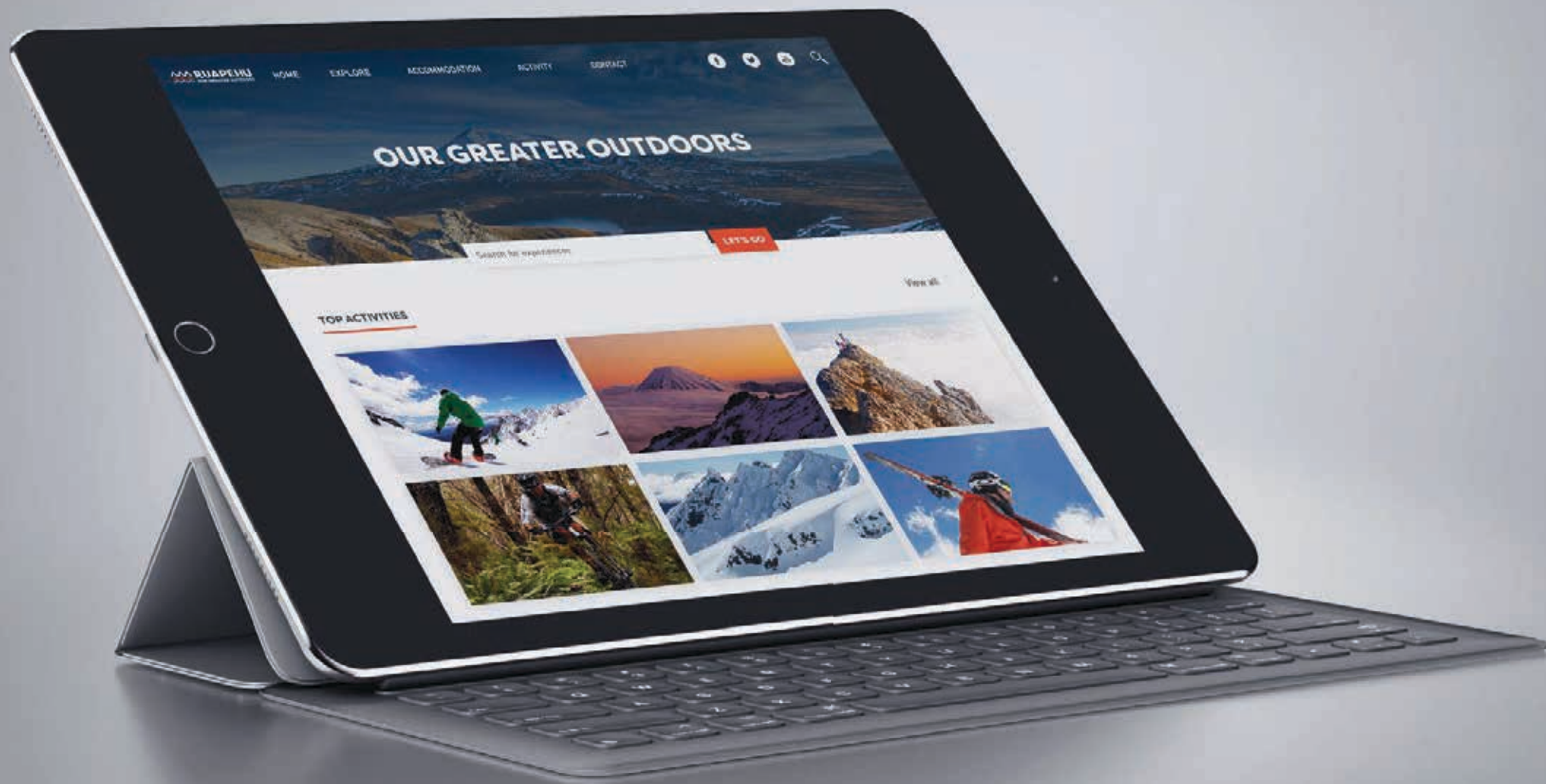
Section intro slide

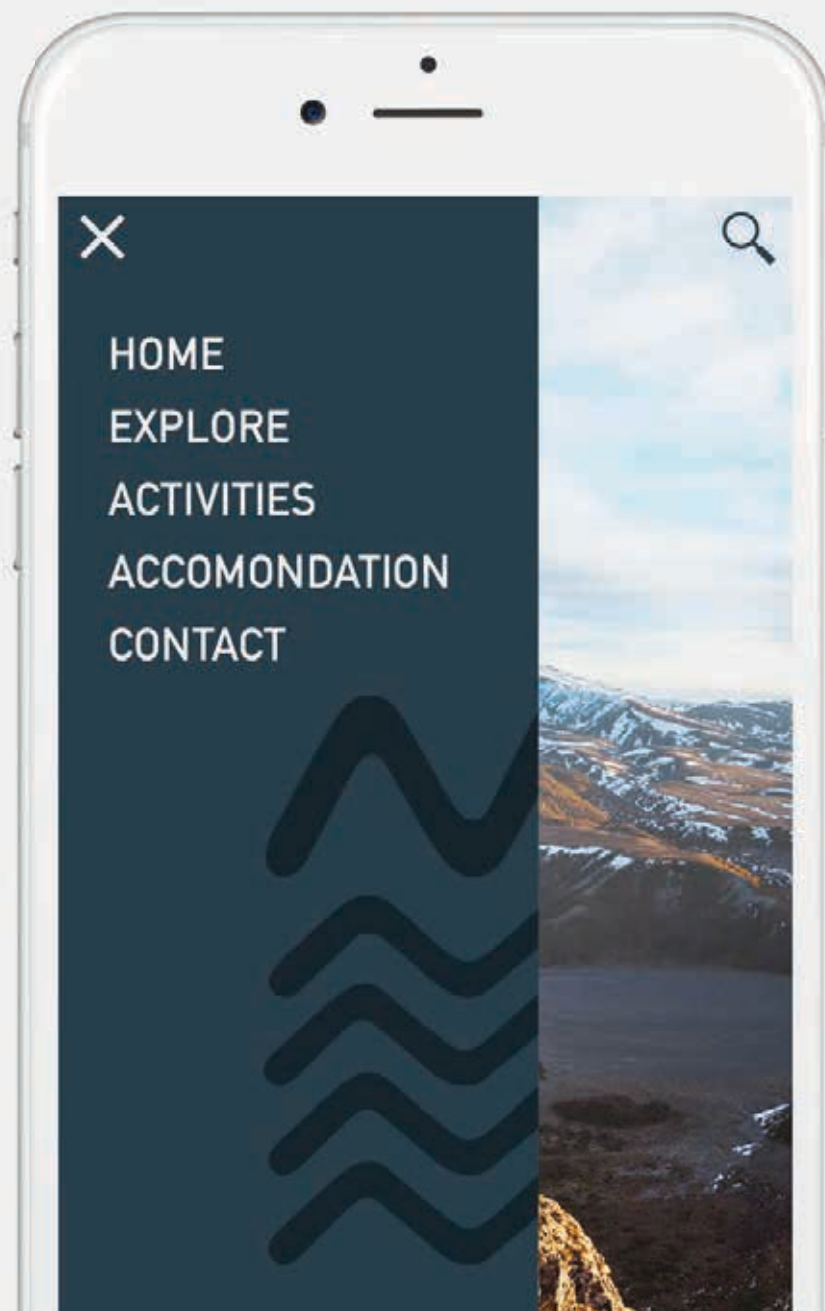


Detail slide



WEBSITE





CO-BRANDING

PARTNER LOGO



Where co-branding is required, the 'Ruapehu. Our Greater Outdoors' logo should be used in adherence to the clear space and minimum size rules. Where necessary, if space is tight, the compact use logo may be used in place of the full logo. A visual balance should be struck between the primary brand and the Ruapehu brand to create visual harmony. The Ruapehu logo should be used at such a scale that it is not overwhelmed by surrounding imagery.

MULTIPLE PARTNER LOGOS

Where co-branding uses multiple logos, the Ruapehu logo should adhere to the rules of use and should be placed in such a way as to maintain a visual balance with elements – such as logos – that surround it. The website below is a good example of when the compact use version of the Ruapehu logo should be used, as the full brand logo would, in this instance, break the minimum size rule.



CO-BRANDED
PRESS AD



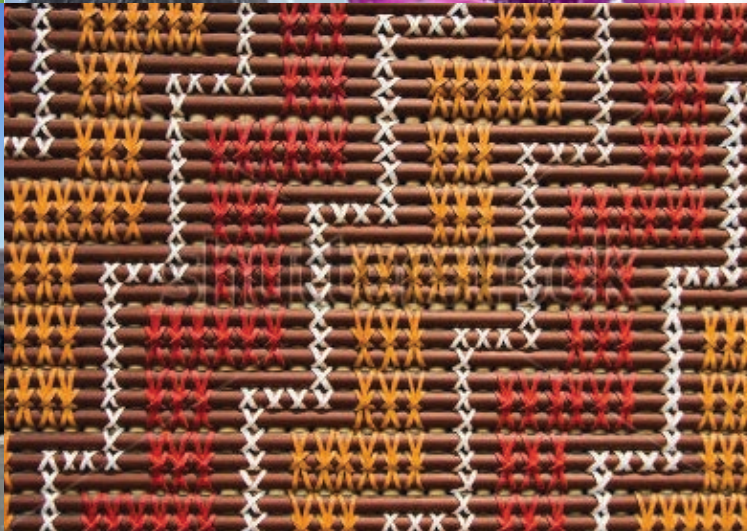
PARTNER
CO-BRANDED
DISPLAY STAND





RESOURCES

The Ruapehu logo suite, graphical device and additional image resources may be accessed and downloaded by contacting **Jo@visitruapehu.com**



THANK YOU

The image features a dark blue background. In the bottom right corner, there are three horizontal, wavy lines in a slightly lighter shade of blue, creating a decorative pattern.