



GREAT LAKE TAUPŌ

Brand Guidelines

The purpose of this document is to guide the use of the Great Lake Taupō and associated regional brands. The aim is to ensure that the brands are used consistently and within the scope set out in these guidelines in order to protect their value and to build their recognition. Should you require any assistance or further clarification please contact Destination Great Lake Taupō .

The Vision

The vision is to encapsulate the true magnificence and grandeur of the region with a brand that will stand the test of time.

We want this brand to speak volumes by defining our identity and providing the aspiration to be even better.

Great Lake Taupō builds on past brand positions and delivers a simple but effective connection with the natural and built environment, along with the heritage, lifestyles and creativity of the region.



Our great identity

Positioning our region as the 'Great Lake' of New Zealand, captures Taupō's unique selling proposition that no other lake district can own. 99% of people pronounce the region as "Towel Po". The correct pronunciation is "Toe Paw".

Adding the macron helps reinforce the correct pronunciation and spelling of the region's name.



Brand Essence

In its simplest form, the circular symbol represents the lake. The brand is however so much more than this. It encapsulates two concepts; The Source of Life and Live 360°.

The source of life


For Tāngata whenua; our indigenous Māori community, water is essential to all life and has a mauri or spiritual life force that runs deep within it. The role of kaitiaki to act as a steward of special places including mountains, lakes, rivers and streams has been handed down for many generations.

It is part of this stewardship that celebrates the Turangi Tongariro region as Te Mātāpuna or 'The Source of Great Lake Taupō'. Fed by the famous Tongariro River, the waters that flow from the many peaks of Tongariro weave together the sacred threads of Great Lake Taupō.

Ngāti Tūwharetoa history speaks of a heartfelt request for the life-giving properties that the waters of Taupō contain. At the headwaters of the Waikato River is "the gift of life". The mauri or life force is dispatched and makes its way north, leaving the Taupō District for a brief part before returning to the Mangakino Pouakani region. The gift of life began its journey in the depths of Mt Tongariro, pooling in Great Lake Taupō before meandering north as the Waikato River, to Taupiri and beyond. This gift of life reaches out to all regions through which it flows hence the 'Gift of Great Lake Taupō'.

Live 360°

The circular logo also represents life from every aspect, matched with the full spectrum of experiences; something for everyone. A 360° brand platform provides the opportunity to demonstrate Great Lake Taupō's extremes, whether it is nature's extremes or the extremes of experiences you will have. From just walking along the lake edge, to screaming at the top of your lungs, plunging head first into the Waikato River. Wherever you look there is something new and exciting to explore and experience. It also describes scale, renewal, seasonality and the amazing vistas of the lake. It connects with the great expansive and panoramic nature you experience every time you interact with the region, whether you live, work or play.



Our Logo

Consistent usage of the Great Lake Taupō logo is absolutely essential as it projects our vibrant and energetic region well beyond its borders. Any variation of the logo diminishes our visual identity. The logo consists of three elements: the Circle of Life, the macron symbol and the Great Lake Taupō wordmark.

There are two variations of the logo; a vertical version and a horizontal version. Never change any aspect of the typeface, symbol, colour, or their relationships to the logo. Always use approved electronic artwork. Colour exceptions are noted in these guidelines.

Vertical Logo

The full colour logo or black and white logo, should be used on white and lighter coloured backgrounds and imagery.



GREAT LAKE TAUPŌ



GREAT LAKE TAUPŌ

Horizontal Logo

The full colour logo or black and white logo, should be used on white and lighter coloured backgrounds and imagery.



GREAT LAKE TAUPŌ



GREAT LAKE TAUPŌ

Reversed Logo

The full colour reversed logo and black and white reversed logo, should be used on black and darker coloured backgrounds and imagery.



So much space!

Minimum clearspace has been established to ensure that the corporate identity is not crowded by typography or graphic elements. To ensure that the identity stands out, no other graphic element or typography should be positioned within the clearspace area. Wherever possible, minimum clearspace should be increased.

Minimum Clear Space

The minimum amount of clear space around the logo is defined by the width of 'O x 2'. Use this measurement to define a minimum clear space around the logo at any given size.

Never crowd the logo, or place other elements in the control area. Control area measurement 'O x 2' is the height of the 'O x 2' in TAUPŌ.



Minimum Size

To prevent incorrect use of the logo and also to avoid it becoming illegible at smaller sizes, minimum size restrictions have been developed.

To ensure legibility for the vertical and horizontal full colour logos, the minimum size of 18mm, the width of the Great Lake Taupō wordmark, has been established.





















































When reproducing the vertical and horizontal format smaller than the 18mm format, the identity must be reproduced in black or reversed to white and must not be reproduced smaller than 12mm. This version should only be used on small items when absolutely necessary (eg for reproduction on pens).



Always scale the Great Lake Taupō logo in proportion. Don't stretch or squish it!

colour 360°

The colour 360° palette encompasses the full spectrum of landscapes and seasonal experiences; Fire, Earth, Water and Air. From the fire and energy of the Tongariro Turangi region to the amazing crystal clear waters of Great Lake Taupō, to the vibrant and ever changing big skies, to the surrounding fertile native forests, and the powerful forces of the Huka Falls that in turns pass through the serenity of Mangakino.

		C 100%, M 100%, Y 30%, K 30%	R 35, G 31, B 88	
Fire		C 8%, M 60%, Y 65%, K 0%	R 227, G 128, B 95	
		C 10%, M 95%, Y 85%, K 8%	R 202, G 46, B 51	
		C 6%, M 95%, Y 87%, K 4%	R 216, G 48, B 50	
		C 0%, M 90%, Y 85%, K 0%	R 239, G 65, B 54	
		C 0%, M 85%, Y 90%, K 0%	R 240, G 78, B 48	
		C 0%, M 75%, Y 90%, K 0%	R 242, G 102, B 49	
Earth		C 14%, M 55%, Y 78%, K 0%	R 217, G 134, B 78	
		C 25%, M 40%, Y 65%, K 0%	R 196, G 154, B 107	
		C 18%, M 24%, Y 43%, K 0%	R 210, G 187, B 151	
		C 10%, M 12%, Y 28%, K 5%	R 216, G 204, B 177	
		C 18%, M 25%, Y 10%, K 35%	R 146, G 134, B 146	
		C 23%, M 32%, Y 0%, K 55%	R 106, G 95, B 119	
Water		C 68%, M 50%, Y 23%, K 30%	R 75, G 92, B 120	
		C 95%, M 60%, Y 40%, K 10%	R 6, G 93, B 120	
		C 100%, M 44%, Y 30%, K 10%	R 0, G 109, B 141	
		C 100%, M 35%, Y 25%, K 0%	R 0, G 130, B 168	
		C 80%, M 18%, Y 25%, K 0%	R 0, G 159, B 182	
		C 65%, M 10%, Y 26%, K 0%	R 81, G 178, B 188	
Air		C 75%, M 10%, Y 45%, K 0%	R 44, G 170, B 157	
		C 83%, M 10%, Y 70%, K 0%	R 0, G 163, B 170	
		C 70%, M 5%, Y 66%, K 0%	R 75, G 178, B 128	
		C 58%, M 0%, Y 62%, K 0%	R 110, G 195, B 135	
		C 25%, M 5%, Y 55%, K 0%	R 197, G 212, B 143	
		C 10%, M 10%, Y 60%, K 0%	R 232, G 215, B 129	



Regional sub brands

Uniting the entire Great Lake Taupō region with a distinctive and unique identity has been a core driver in developing the brand. Where an operator wants to highlight specific aspects within the region, 3 sub-brands have been developed, each with their own district colour palette and symbol.



GREAT LAKE TAUPŌ

Taupō Moana

Taupō represents the central Taupō region and encompasses the major holiday destination of the Taupō Township and its surrounds. The epicentre of this region provides both exhilaration and discovery day and night. The waters of the lake (**Taupō Moana**) influence all life and activity in the area. Taupō provides a visitor with the full spectrum of activities to help them find their own kind of

Taupō Colours



TONGARIRO TURANGI

Source of Great Lake Taupō

Turangi/Tongariro represents the southern region of Taupō District. It is the “**Source of Great Lake Taupō**” but also serves as the source of naturally adventurous activities like the iconic Tongariro Alpine Crossing. It is also famous as one of the world’s greatest trout fishing areas and is the cultural anchor and home to the Paramount Chief of the Ngāti Tūwharetoa people.

Tongariro Turangi Colours



MANGAKINO POUAKANI

Gift of Great Lake Taupō

Mangakino Pouakani represents the northern region of Taupō and encompasses forests, green fields and lakes that are nourished by the “**Gift of Great Lake Taupō**”. The region is also known for the hydro energy it harnesses from the Waikato River. This area has a special quality linked to its pace of life and tranquility.

Mangakino Pouakani Colours



Our fonts

AVENIR MACRON

Our primary typeface is Avenir Macron. The typeface can be used for headings and body copy. This typeface has a large family of different weights. Avenir Macron 55 Roman is the most suitable for body copy text as it is the most legible.

ARIAL MACRON

Arial font is the typeface for body copy in all web applications and communication material where Avenir is not available. For the body copy Arial Regular is recommended as it is the lightest weight.

Examples of logo use

Following the guidelines contained in this document, we have examples below of the Great Lake Taupō logo when incorporated into operator sales material.





GreatLakeTaupo.com



SITE

Taupo - +64 7 376 0027
 Turangi - +64 7 386 8999

GREAT LAKE TAUPŌ



GREAT LAKE TAUPŌ

Destination Great Lake Taupō

66 Paora Hapi Street

PO Box 149

Taupō, New Zealand 3351

P: +64-7-376 0400

F: +64-7-376 0410

info@GreatLakeTaupo.com

GreatLakeTaupo.com