BRAND STANDARDS MANUAL

WEST
COAST

Contents

Thanks for playing your part in building our brand.

Our brand is a collection of experiences that create an image of the West Coast in the minds of our stakeholders. An important part of creating a strong brand resides in the name, logo, advertising and communication.

Our reputation and personality is also based on people's experience of the business, from the quality of our product, to interactions with our staff and operators. Every experience contributes to this impression. Therefore we all have an important role in managing and implementing our brand and building the reputation of the West Coast domestically and internationally.

To use the West Coast Untamed Natural Brand please contact: comms@dwc.org.nz

Master Brand
Full Colour Version

The cornerstone of our identity program is the logo which symbolises the unique nature of the West Coast.

The logo is available in eight versions in total. In colour and mono, positive and reverse, square and landscape. All logo's are trademarked.

Primary Logo: Full colour
The primary logo is to be used whenever possible and can be used in black or white depending on the contrast of the background.

Secondary Logo: Full colour
To be used only when the primary logo is not suitable, can be used in black or white depending on the contrast of the background.

Primary

Secondary

Master Brand
Mono Version

Wherever possible, the full colour version of the logo should be used. However, in situations where the full colour logo is not appropriate (e.g on coloured backgrounds or over photography) the mono version may be used.

Primary

Secondary

Master Brand
Clear Space

Keeping a clear area around the logo is essential to achieving consistent presentation. Unless you are creating a specialised application with its own guide, the clear space shown must be adhered to.

This is calculated by using the guide shown here:

Primary

Secondary

Master Brand
Use and sizing

The minimum size the West Coast logo is based on readability of text and clarity of the graphics when printed at smaller sizes. The minimum size of the mark depends on which version is being used, all of which are shown here.

Minimum sizing — Primary logo (without tagline)

5mm

Minimum sizing — Secondary logo (without tagline)

8mm

Minimum sizing — Primary logo (with tagline)

8mm

Minimum sizing — Secondary logo (with tagline)

18mm

Incorrect usage

Proportional changes
Do not change proportional and positional relationships of the logo elements, or skew or distort the forms in any way.

Colour alterations
Do not change the colours of any elements in the logo, or introduce additional colour elements.

Detailed, inappropriate background
Do not place the logo on inappropriate colours or detailed backgrounds that inhibit the readability of the forms.

Master Brand
Usage

Depending on the nature of the image or background, the logo can be overlaid in either black or white.

In any case, sufficient contrast should occur between the logo mark and background to retain readability.

When using a dark toned image, the white version of the logo should always be used.

When using the positive, full colour version of the logo it should always be on a white background.

When using a light toned image, the black version of the logo should always be used.

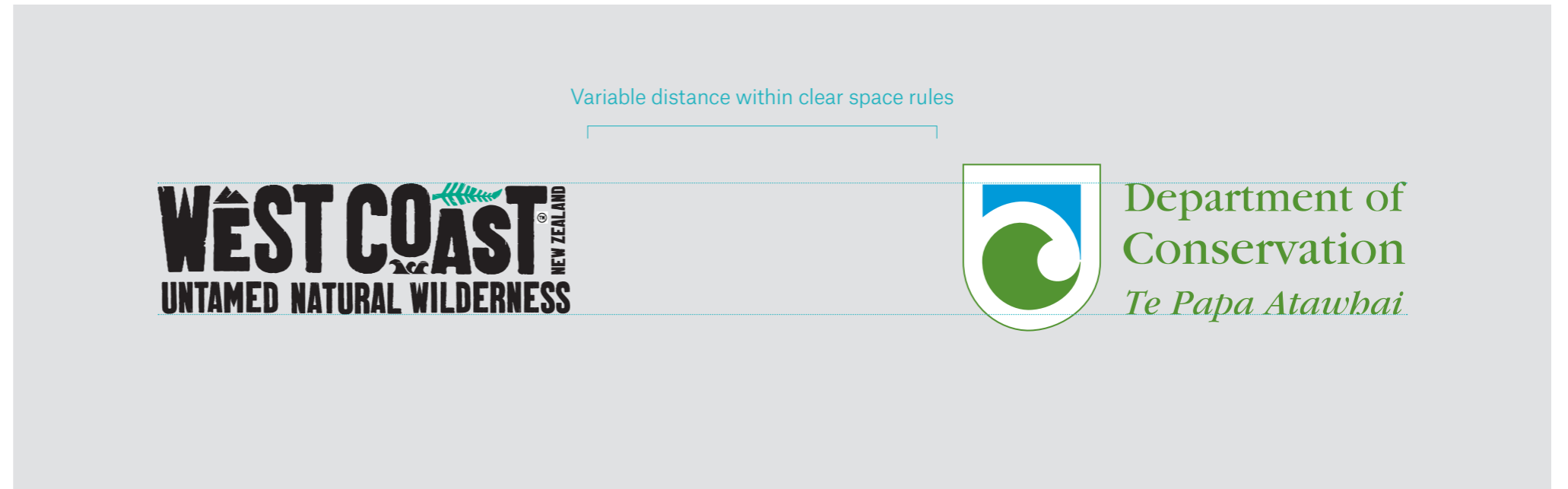When using the negative, full colour version of the logo it should always be on a black background.
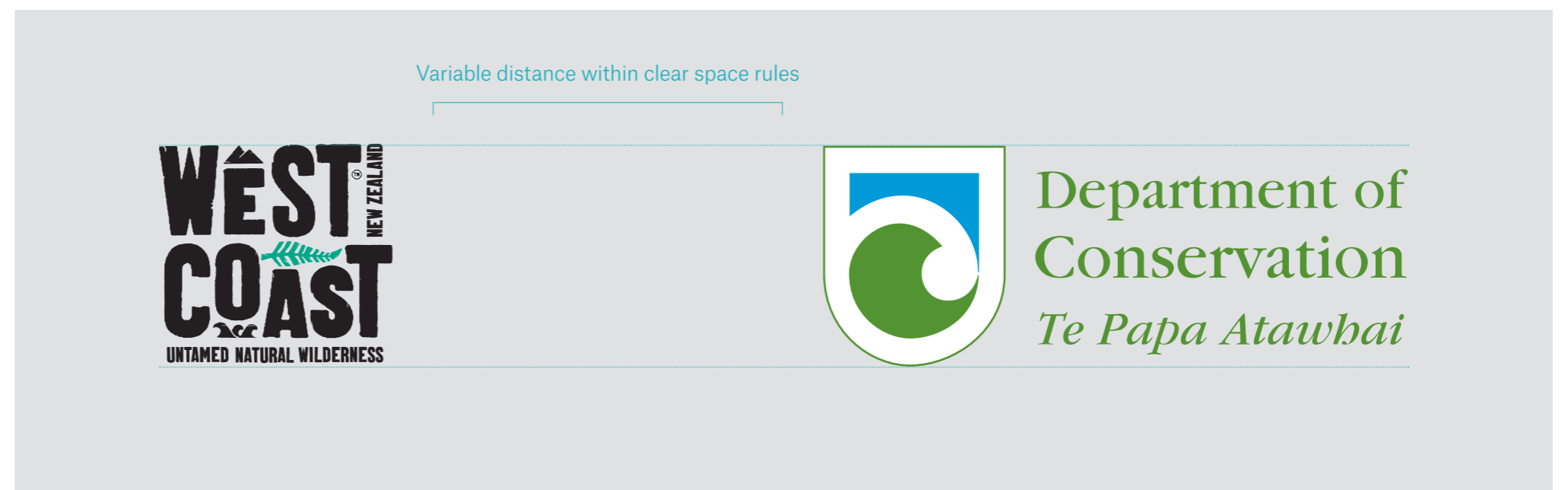
Master Brand
Co-Branding

In some situations, co-branding circumstances may arise where the DWC brand sits alongside others.

These guidelines show the sizing and alignment rules and how they apply across the two logos.
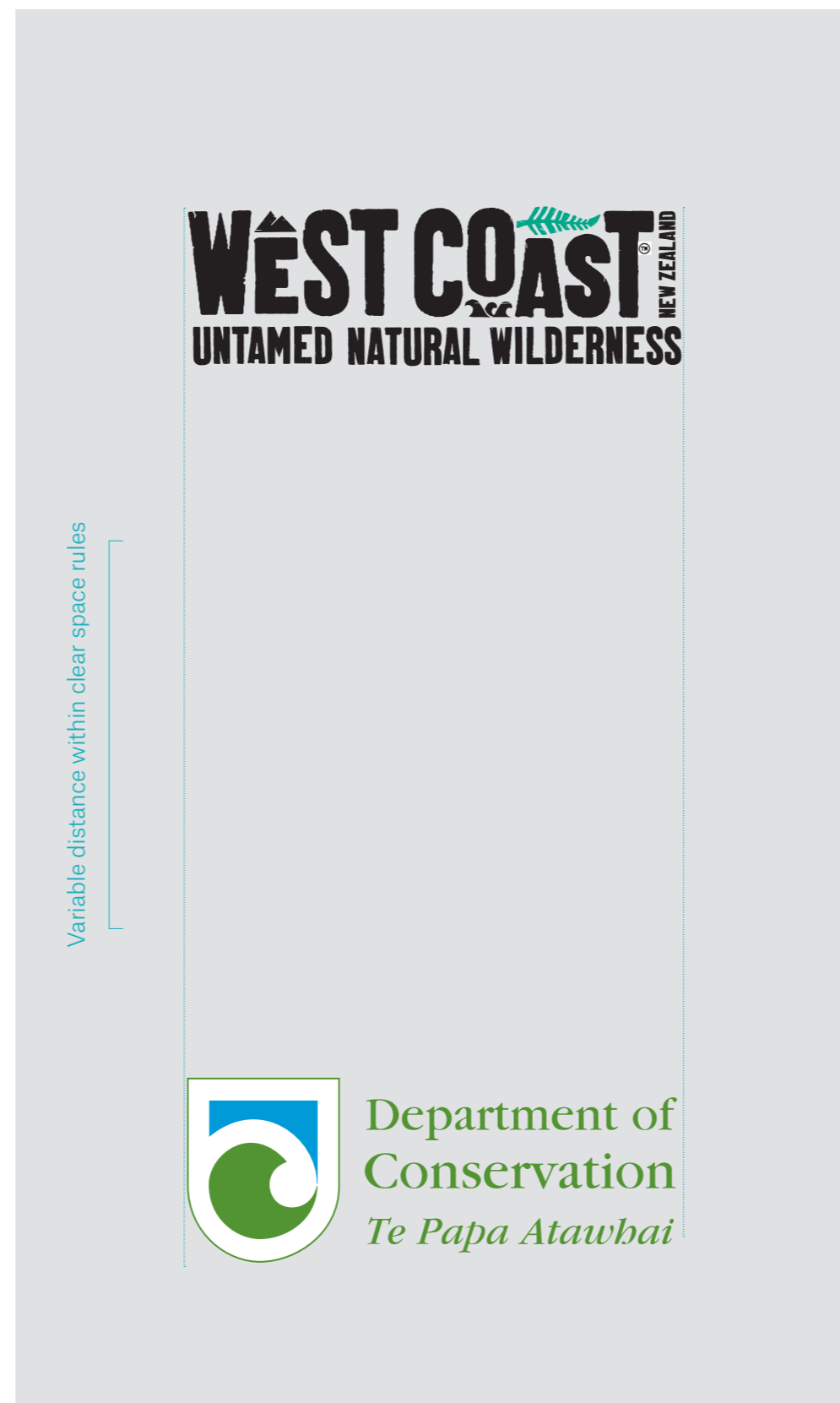
Primary logo — Horizontal stacking

Variable distance within clear space rules
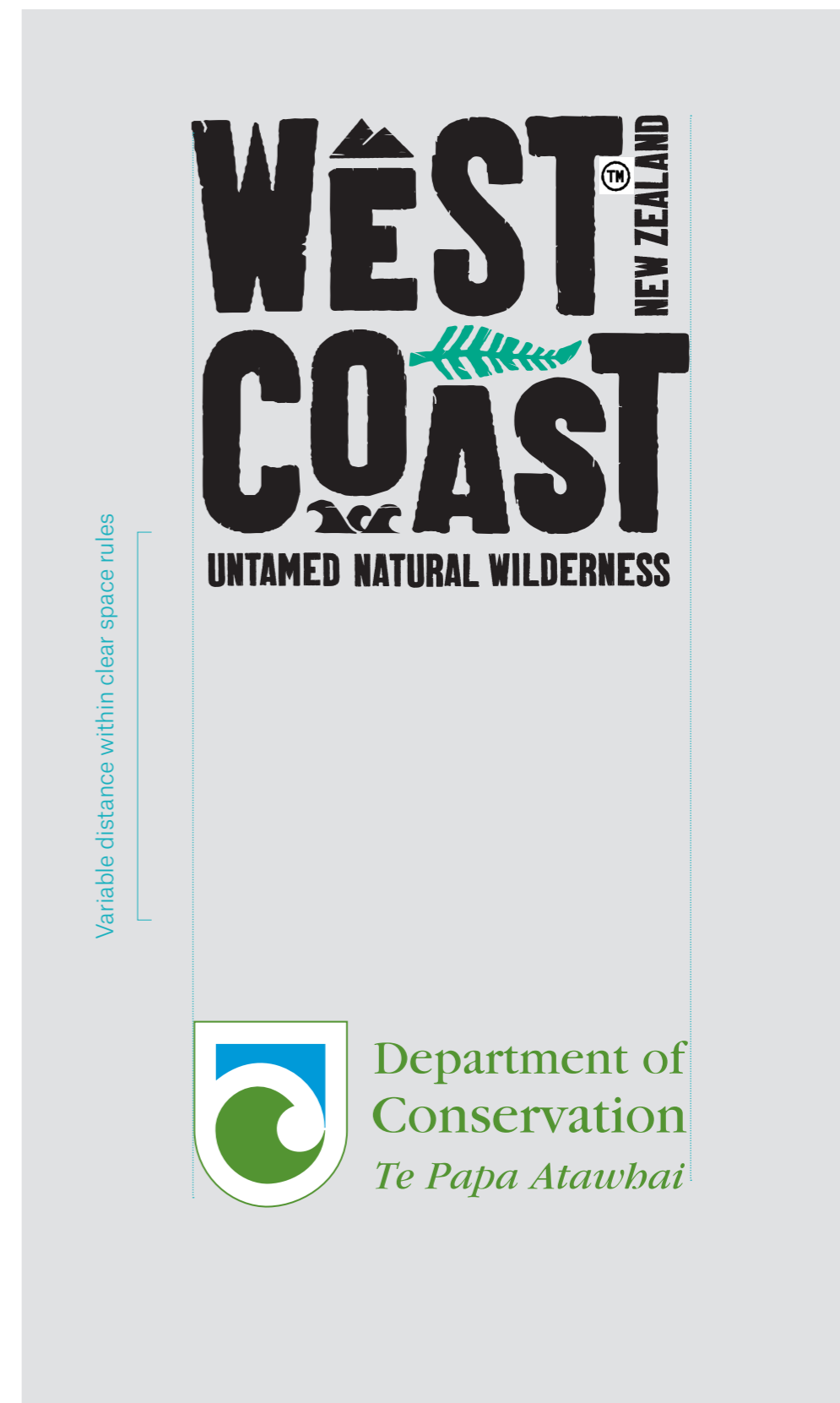
Secondary logo — Horizontal stacking

Variable distance within clear space rules

Master Brand
Co-Branding

Primary logo — Horizontal stacking

Variable distance within clear space rules

Secondary logo — Horizontal stacking

Variable distance within clear space rules
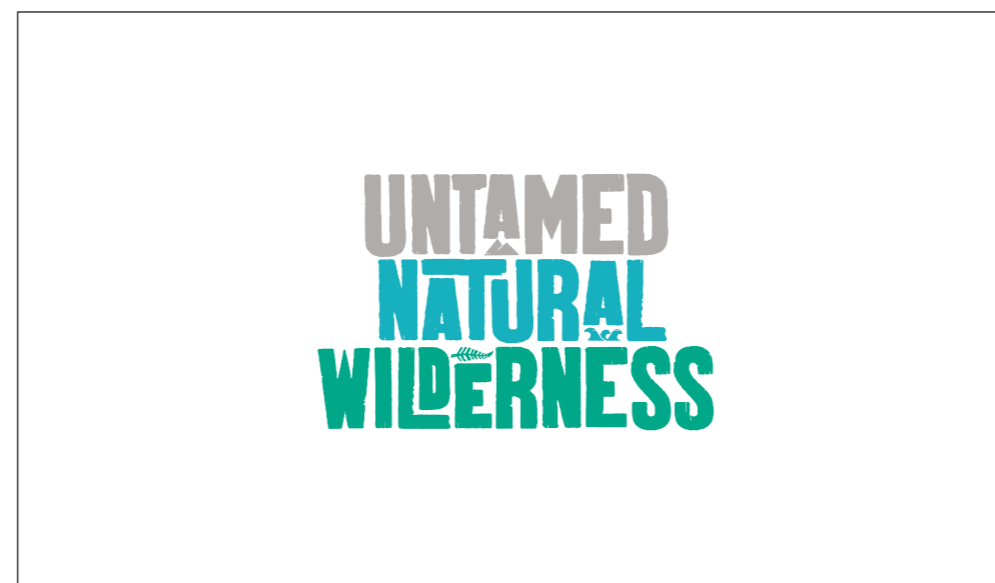
Brand elements
Tagline

The tagline is the central proposition of the coast and underlies how we describe and present the coast.

The stacked version of the tagline should be used primary in pure branding applications.

Primary tagline lockup

Full colour version
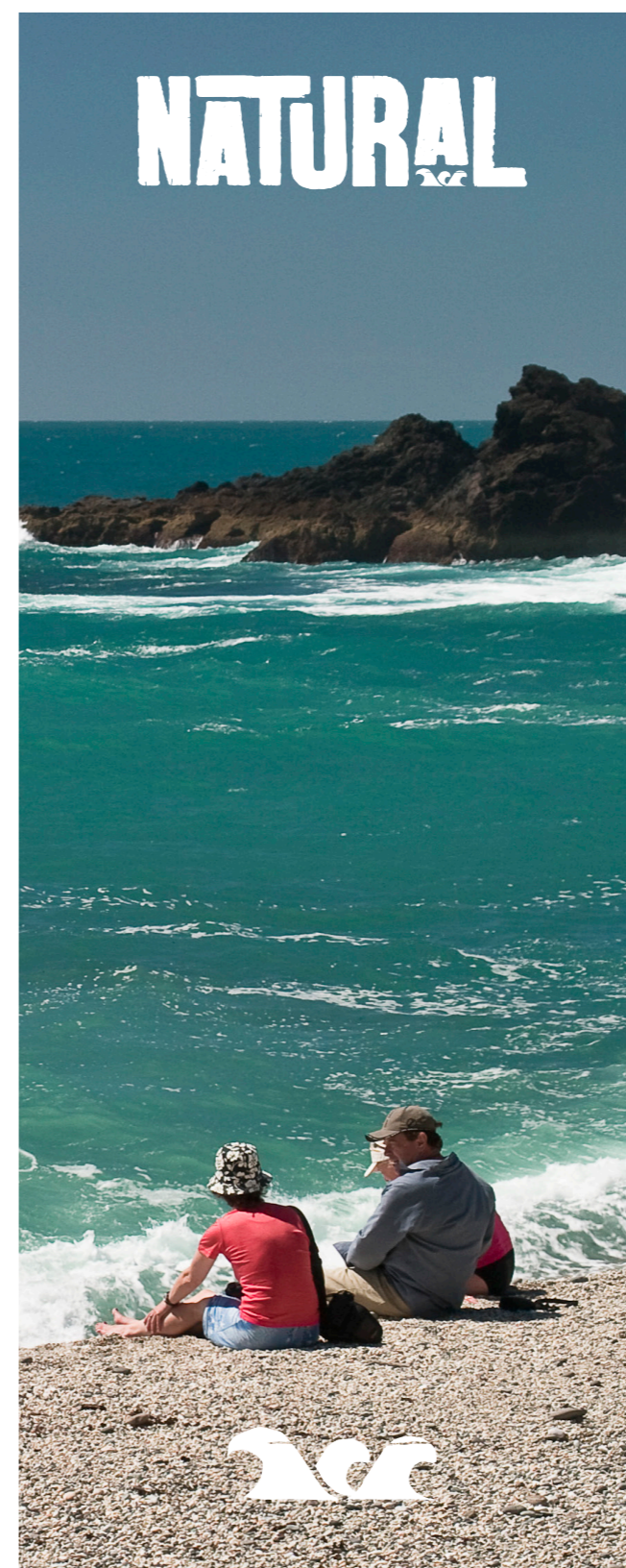
Brand elements
Single words and icons

The single word variants of the tagline should be used alongside hero imagery that matches each word in high-level branding applications.

Optionally the matching icon can be used to provide further emphasis.
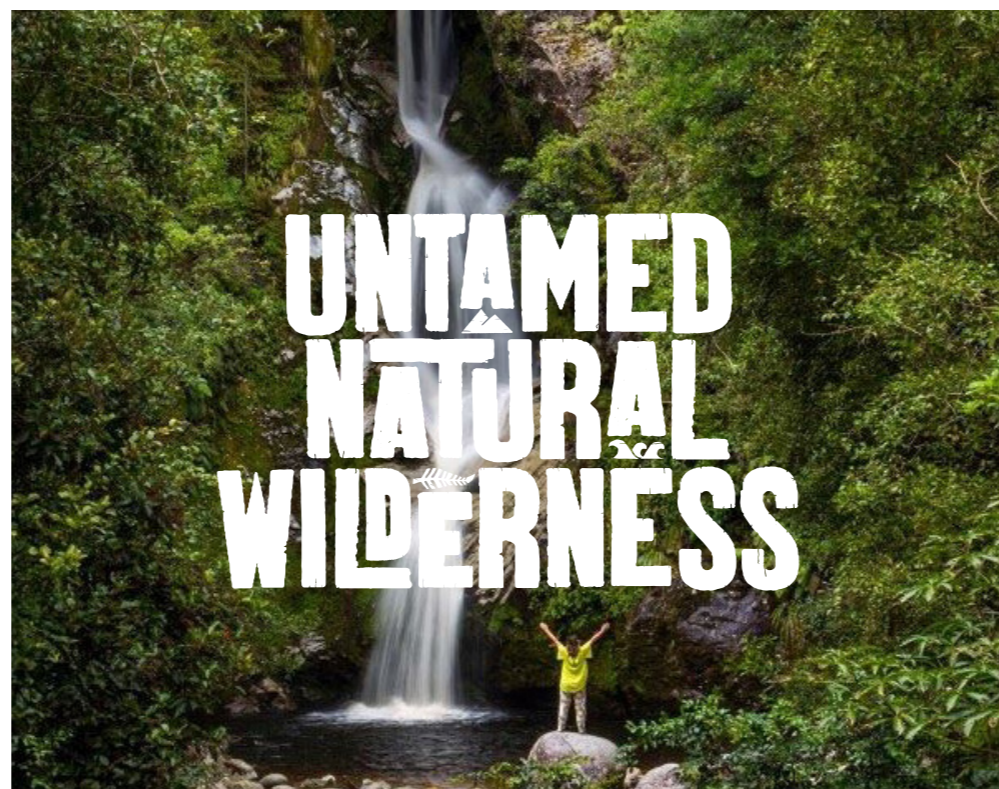
Untamed

Natural

Wilderness

Brand elements
Tagline usage

Mono tagline usage

The mono colourway should always be used when overlayed on imagery.

Full colour tagline usage

The full colour version should always be used on either a black or white background.
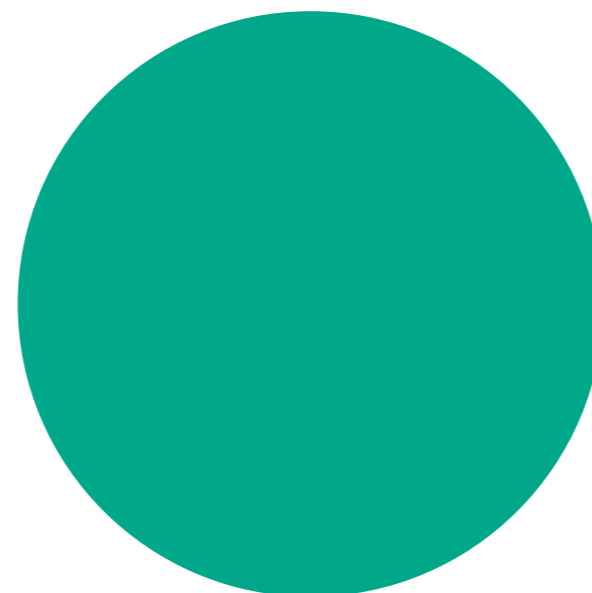
Colour
Palettes

The brand colour pallette is based on the unique hues present on the West Coast. Used sparingly they add warmth and visual interest to our brand.

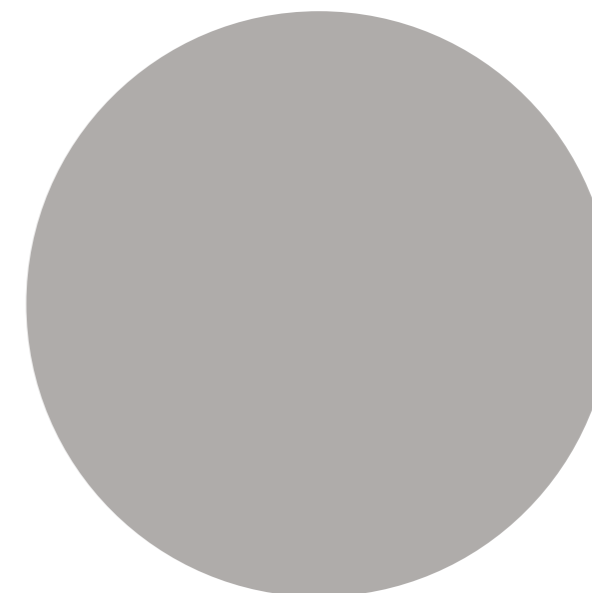Always use the correct colour specification for the medium.

Pounamu

C_100	M_0	Y_63	K_0
R_0	G_168	B_137	
Pantone coated		2243C	
Pantone uncoated		334U	

Tasman

C_74	M_7	Y_26	K_0
R_17	G_176	B_190	
Pantone coated		7709C	
Pantone uncoated		7709U	
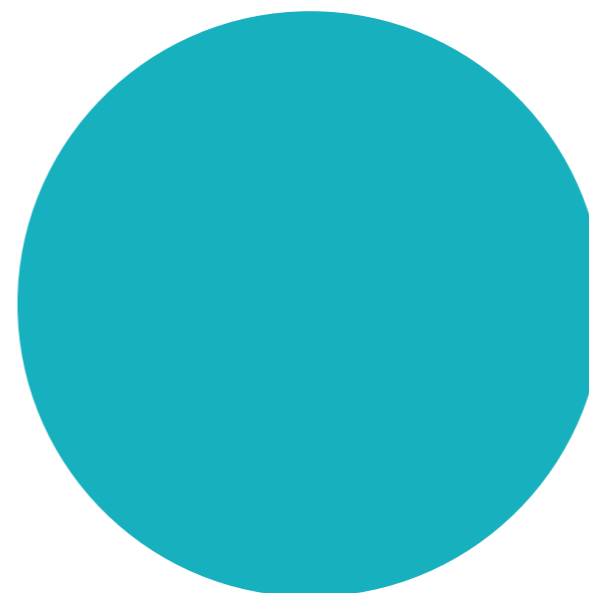
Mount Cook

C_33	M_28	Y_29	K_0
R_175	G_172	B_170	
Pantone coated		Cool Gray 6C	
Pantone uncoated		Cool Gray 6U	

Black

C_0	M_0	Y_0	K_100
R_0	G_0	B_0	
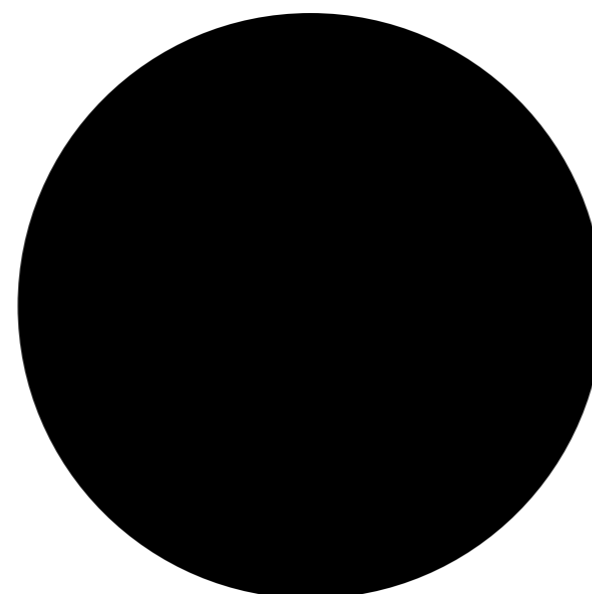
White

C_0	M_0	Y_0	K_0
R_255	G_255	B_255	
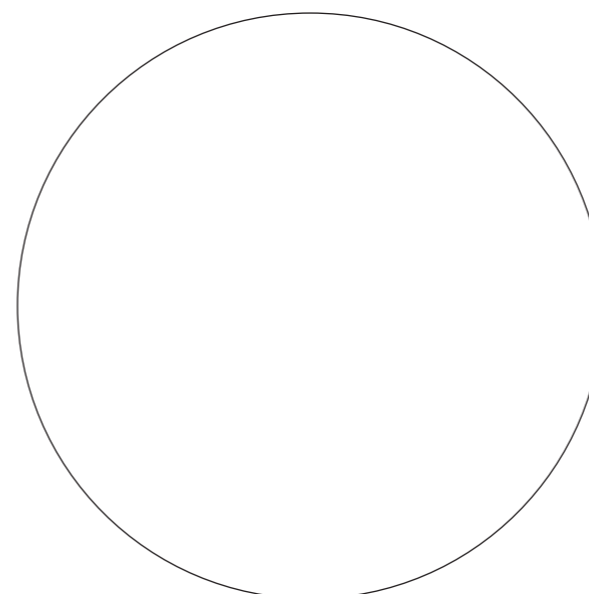
Typography
Typefaces

Kapra bold is the preferred typeface for headings for any professional marketing collateral, advertising or online communication for DWC.

For any body copy, the Brown Std font family is the preferred typeface. The light version should be used for the majority of communications, but where emphasis or importance is needed, the heavier weights may also be used.

For headlines

KAPRA BOLD

A CONDENSED SANS SERIF TYPEFACE.

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For body copy

Brown Std

A contemporary sans serif typeface with geometric forms, which is readable even at small sizes.

Brown Std Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography
Typeface use

Fonts in use

Headings

Kapra —
Bold, uppercase

KAPRA BOLD FOR HEADINGS AND BREAK-OUTS TO HIGHLIGHT IMPORTANT INFORMATION

Intro paragraphs

Brown Std —
Bold

Brown Std Bold for introduction paragraphs across all collateral in the new West Coast brand. Brown Std Bold for introduction paragraphs across all collateral in the new West Coast brand.

Body text

Brown Std —
Light

Enderovid es que ni vidust paribusci simintem veritibea sam im esciis doloreiusant dolores ecullac errorroriam ant in erro etur as pel ius suntur accuptur? Quia nectatur, conseque volorenis sit es eaque volore venet plabo. Itat ipidistin porrum cus, corum is dolorer ovidell aborio quo quam volut audis sum ullacim usciis estotatur simus, quunt, con comniet volorendae restrum que es ipis inctatum et aut peribus niant.

Imolect emolupt ationsed molut facearchiti ipsam dolorio dis repe ne prerupt atentur ectatur solupis nullecum eum quam sunt officia sincto maionse rnatecat estiati beatqua eceaquia soluptatus volupta consequ untur, comnimus quo mintendiatur sim fugia qui dente peles et quosam eiur? Quid ut aborem venda nem et dessequamus et utatiumquis a nobita eiumquas porrum quidiam quibus dolum quam quam, omnimusdam et quatur?

Photography
Format

A key aspect of the photography is perspective. The juxtaposition of tiny people enjoying the mighty nature of the West Coast. It's about creating the sense of awe and wonder for the natural environment.

To create this look, the sizing and relationship of the people and nature needs to be carefully considered, and the proportions should never exceed 1:4.

To give the right feeling their must ideally be at least two people in each shot. People should be wearing a mix of 'outdoorsy' and street clothes. Locations should look accessible to the average tourist.
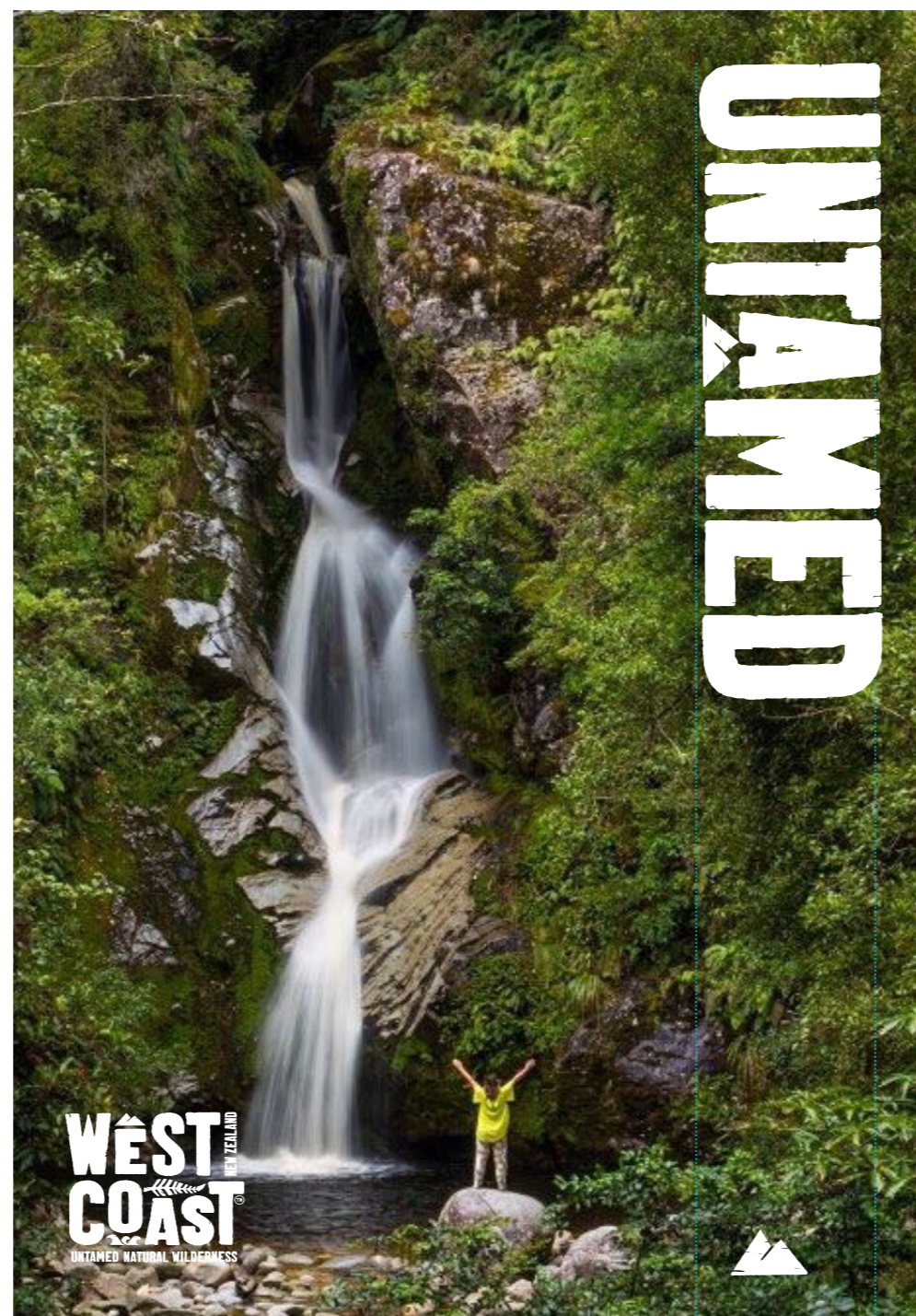
Dimensions

x

0.25x

Collateral example
Poster

Dimensions

Glacier Country
Logo Lock-ups

Glacier Country
Logo Lock-ups

Glacier Country
In Use