# HOW WE LOOK

Queenstown Lakes District Council
Brand Guidelines

QUEENSTOWN
LAKES DISTRICT
COUNCIL

# 01
# THE BRAND

The Queenstown Lakes District Council has the important job of making decisions alongside and on behalf of the people living in the district.

**Specifically, we're responsible for:**

> Community well-being and development.

> Environmental health and safety (building control, civil defence, and environmental health).

> Managing infrastructure (roading and transport, sewerage, water and stormwater).

> Facilitating recreation and culture.

> Resource management including land use planning and development control.

**Our vision:**

> Vibrant Communities
Te Oraka Hapori

> Enduring Landscapes
Toitū te Whenua

> Bold Leadership
Te Amoraki

# A brand is more than just a logo.

We communicate our values and beliefs through our brand, and how we wish to be thought of and perceived. Our brand reflects our core values and gives us a common base for clear, consistent, and effective communication.

A consistent and unified brand will reduce confusion, and improve awareness and understanding of our vision internally and externally. It will also improve our reputation and help raise awareness of our successes and responsibilities.

**The key values that are demonstrated through our brand positioning are:**

**Helpful** | Manaaki

**Responsive** | Rata

**Respectful** | Whakakoha

# A name is an important element of the brand.

Inconsistent use of the name leads to a diluted identity. The Council's full name is "**Queenstown Lakes District Council**".

> In external communications the first reference should always be made in full as "Queenstown Lakes District Council".

> Subsequent references in the same article may refer to "QLDC".

> When referring to elected members refer to "Council / the Council" (only capitalise 'the' if it appears at the beginning of a sentence or as a title).

> Refer to QLDC or Council using *is* (third person singular) not *are* (third person plural), eg QLDC *is* responsible for roading in the district, Council *is* deciding at the next meeting.

# The language we use, both written and spoken, influences how we connect with our community. It is an essential aspect of any brand and affects how people see, think and respond to us. We exist to provide services to our people, the community, so those people should be able to understand us.

Our voice should be that of a person, not a "council". And that voice should reflect our core values and guiding principles – respectful, helpful, responsive.

Like that of a person, our voice should also be adaptable and appropriate, ensuring the style and language we use is appropriate for the audience, the channel and the message. Think about who you are writing for and avoid using jargon or "council speak".

As a council we also honour and celebrate our obligations to, and partnerships with, Māori as tangata whenua through both Murihiku and Ōtākou Rūnaka. So you should feel confident and comfortable in using appropriate te reo Māori in communications, such as welcoming a visitor to the front desk with "kia ora" or "tēnā koe", or closing your email with a sincere "ngā mihi maioha".

The default use of te reo Māori should be in the local Kāi Tahu dialect, frequently replacing 'ng' with 'k', e.g. rūnaka not rūnanga.

Translations should be completed in consultation with either Kāi Tahu ki Otago or Te Ao Marama. For assistance contact communications@qldc.govt.nz.

# 02
# VISUAL IDENTITY

Our preference is for our whole logo to be used. The exception is when the size available is too small, then the icon only can be used.

Only QLDC blue, 100% black or white may be used as our logo colours. QLDC blue is our preference.

✔ QLDC blue on white



✔ White on colour (we prefer on our primary or secondary colours)



✔ 100% black or rich black on white



✔ White on uncluttered image



# Although there is one exception, there always is!

✔ The exception: when used in conjunction with Queenstown Events Centre or Wanaka Recreation Centre their brand colour can be used.

Below are some examples of what we consider to be uncool ways to use our logo. Please don't make our graphic designer cry!

✖ Don't use any colour other than QLDC blue, 100% black or white



✖ Don't put our QLDC blue logo on background colours



✖ Don't reverse the logo from backgrounds that are too light



✖ Don't reverse the logo from backgrounds that are too cluttered



✖ Don't outline our logo

Our logo minimum size is 25mm in width. If smaller than this, please use the icon only.

QUEENSTOWN
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25mm

# Our logo needs to breathe.

QUEENSTOWN
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# QLDC has an official Coat of Arms that features three images that represent the history of the district.

> The lower half features a mountain scene representing the district's unique local landscape.

> The top right quarter features a pick and shovel reflecting the district's gold-mining history.

> The top left quarter features a fleece representing the sheep farming and wool industry.

The motto featured reads *Montium ex Umero Longius Videmus* which translates to modern English as *We see very far from the shoulder of the mountain.*

## 2.2.1   USE OF THE SEAL

In keeping with the guidelines from the Ministry of Business, Innovation & Employment, the seal is only to be used on documents of significance, such as legal documents and contracts that the Council enters into.

The seal may not be used for any other purposes other than those stated without prior written consent from the Chief Executive.

For further information contact the Communications team.

The primary colours are our 'go to' choices to represent QLDC in print and digital channels, and in other assets such as signage and clothing. They represent QLDC as a unified entity.

# C100
# M43
# Y0
# K65

**RGB**
R0  G57  B91

**PANTONE**
PMS 7463

**HEX**
#00395b

Secondary colours exist to represent different facets of QLDC and the services that we provide, such as Sports & Recreation or Environmental Services. These may be used as accent or highlight colours to define which facet of QLDC a communication or asset refers to. This colour palette was chosen to reflect the diverse range of services and that we are a vibrant and forward-thinking, can-do council. The colours are warm, rich and confident.

Tints should not be used.

| C100 M0 Y0 K0 | C100 M7 Y55 K0 | C50 M0 Y100 K0 | C100 M25 Y100 K30 |
|---|---|---|---|
| **QLDC NAME** Local Democracy Cyan | **QLDC NAME** Community Services Teal | **QLDC NAME** Environment Bright Green | **QLDC NAME** Financial Management Green |
| **RGB** R0  G157  B224 | **RGB** R0  G160  B145 | **RGB** R162  G192  B55 | **RGB** R36  G101  B55 |
| **HEX** #009de0 | **HEX** #0a9287 | **HEX** #a2c037 | **HEX** #246537 |

# C0 M50 Y100 K0

**QLDC NAME**
Infrastructure Orange

**RGB**
R220  G145  B27

**HEX**
#dc911b

# C5 M100 Y100 K0

**QLDC NAME**
Regulatory Red
[Formal]

**RGB**
R188  G21  B28

**HEX**
#bc151c

# C0 M83 Y80 K0

**QLDC NAME**
Regulatory Warm Red
[Informal]

**RGB**
R249  G66  B58

**HEX**
#f9423a

# C50 M100 Y50 K5

**QLDC NAME**
Economy Purple

**RGB**
R124  G40  B82

**HEX**
#7c2852

# C84
# M34
# Y0
# K0

# C86
# M39
# Y23
# K1

**QLDC NAME**
Sport & Recreation Blue

**QLDC NAME**
Library Blue

**RGB**
R68  G133  B198

**RGB**
R68  G124  B163

**HEX**
#4485c6

**HEX**
#437ba2

**REGULATORY**
Litter signage



**SPORT & RECREATION**
Brochure



**COMMUNITY SERVICES**
Annual Report
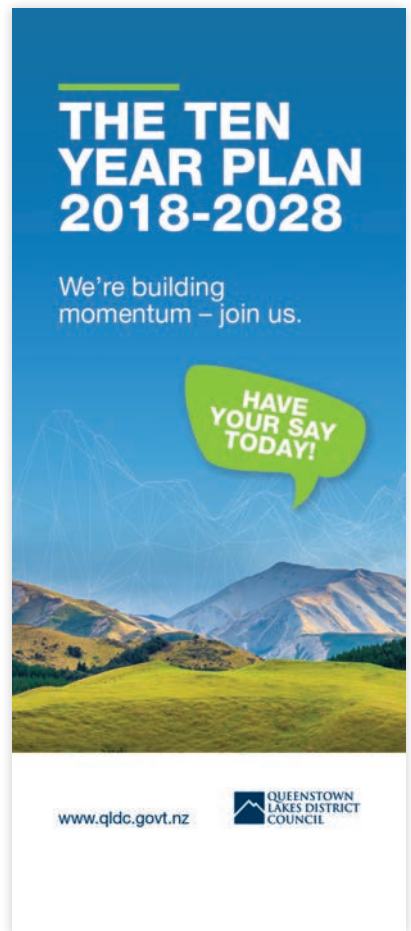
The core typeface for use on QLDC communications material is **Helvetica** for print, **Aller** for web, and **Calibri** for email.

# Hi, I'm Helvetica.
# I'm our core typeface.

# Hi, I'm Aller.
# I'm used for the web.

# Hi, I'm Calibri.
# I'm used for email and anything Microsofty.

## STATIONERY TYPEFACE AND DOCUMENTS PRODUCED IN MICROSOFT® WORD

Use Calibre for all content. Do not change any template settings. This includes items such as letters, emails, faxed, committee minutes and media releases.

### SIGNAGE

Helvetica must be used on signage.
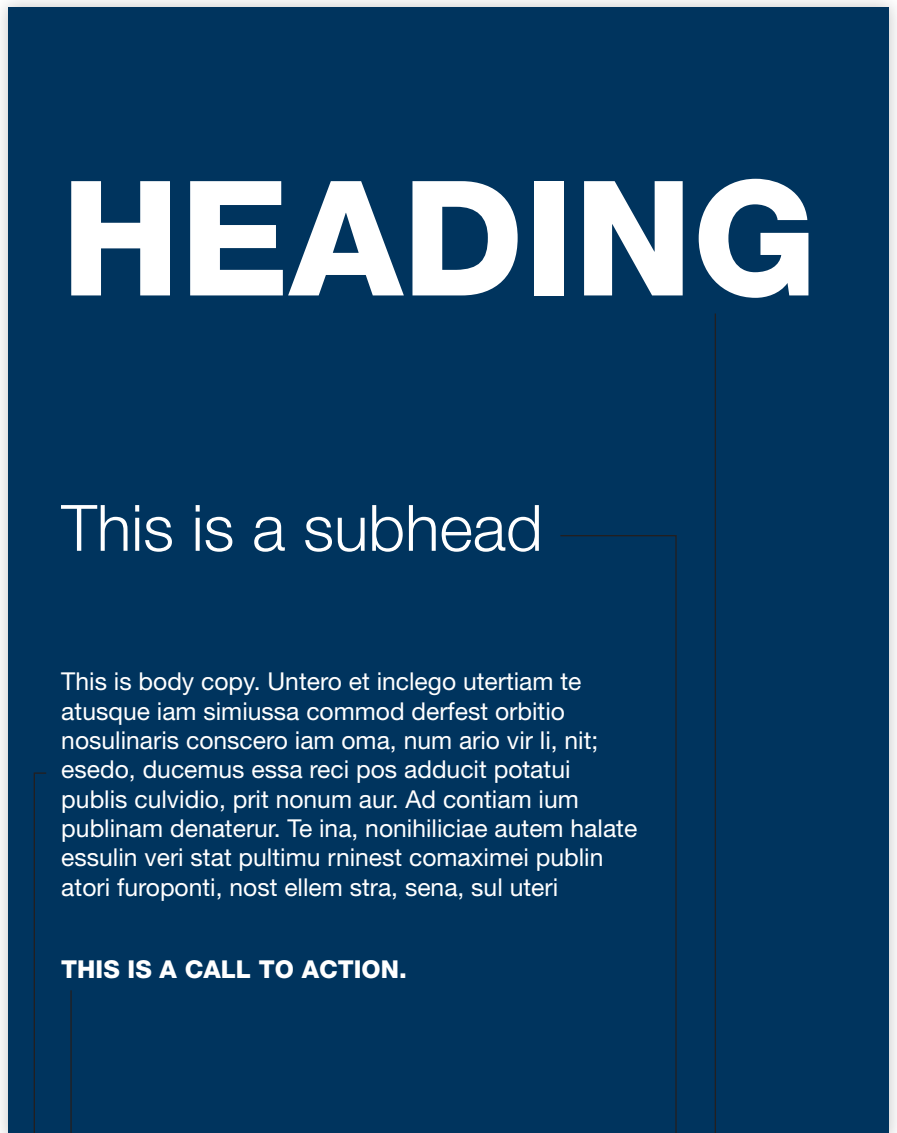
### PRINTED COMMUNICATIONS

Core QLDC communications, such as corporate publications, should use the corporate typeface, Helvetica.

Body copy is set to Helvetica Roman, 9.25 pt / 11pt with 4mm space after, no hyphenation and left justified.

To determine whether or not to use the corporate typeface, please consult the QLDC Communications team on 03 441 1802 or email communications@qldc.govt.nz.

## PRINT FLYER
Example

# HEADING

## This is a subhead

This is body copy. Untero et inclego utertiam te atusque iam simiussa commod derfest orbitio nosulinaris conscero iam oma, num ario vir li, nit; esedo, ducemus essa reci pos adducit potatui publis culvidio, prit nonum aur. Ad contiam ium publinam denaterur. Te ina, nonihiliciae autem halate essulin veri stat pultimu rninest comaximei publin atori furoponti, nost ellem stra, sena, sul uteri

**THIS IS A CALL TO ACTION.**

Helvetica Bold All Caps

Helvetica Neue LT Std 85 Heavy All Caps **OR** Helvetica Neue LT Std 77 Bold Condensed All Caps

Helvetica Regular

Helvetica Light

Our photographic style is based on a sense of welcome. It should reflect what it is like to live and work in the Queenstown Lakes District. It should support our brand values.

### MOOD

Warm, friendly, fun, positive and vibrant.

### MAIN PRINCIPLES

**Colourful:** Use of natural colours – no filters or colour cast light effects, no black-and-white unless intended for monochomatic application.

**Believable situations:** Imagery should be real-life scenarios that depict people in the Queenstown Lakes District going about their day-to-day life. It should feel warm, friendly, engaging and make you feel that you will be welcome if you visited the area.

### PEOPLE

Photographs should be simple, direct and feature real people, not fashion models. They should show interaction to reflect relationships between people and the environment. Our preference is that the people captured give direct eye contact.

### LOCATION

To provide authenticity locations should be from around the Queenstown Lakes District.

### SPECIFIC SHOTS

Sometimes you may need more specific imagery that you cannot find in our image library. Please talk to the QLDC Communications team about photography options.

### MEDIA RELEASE FORM

When photographing people, please get a media release form signed to legally get permission to use the images. This form is available from the communications team.

## 2.7 ICONOGRAPHY AND GRAPHICS STYLE

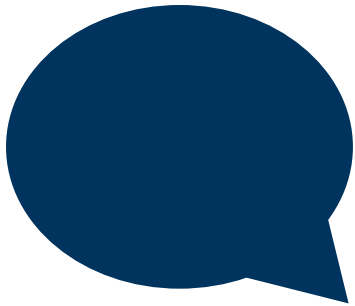**WEBSITE**
Icon style

**BUSINESS CARDS**
Icon style

**OTHER GRAPHIC ELEMENTS**
Arrow

Speech bubble

# ANY QUESTIONS?

Talk to our Communications Team.
They live and breathe this stuff!

**COMMUNICATIONS TEAM**
communications@qldc.govt.nz
ext 8809

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sarah.douglas@qldc.govt.nz
ext 8730

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