

BRAND STANDARDS MANUAL

WEST
COAST

JULY 2021

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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.

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 logos 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)



Minimum sizing – Secondary logo (without tagline)



Minimum sizing – Primary logo (with tagline)



Minimum sizing – Secondary logo (with tagline)



Incorrect usage

X



X



X



X



X



X



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.

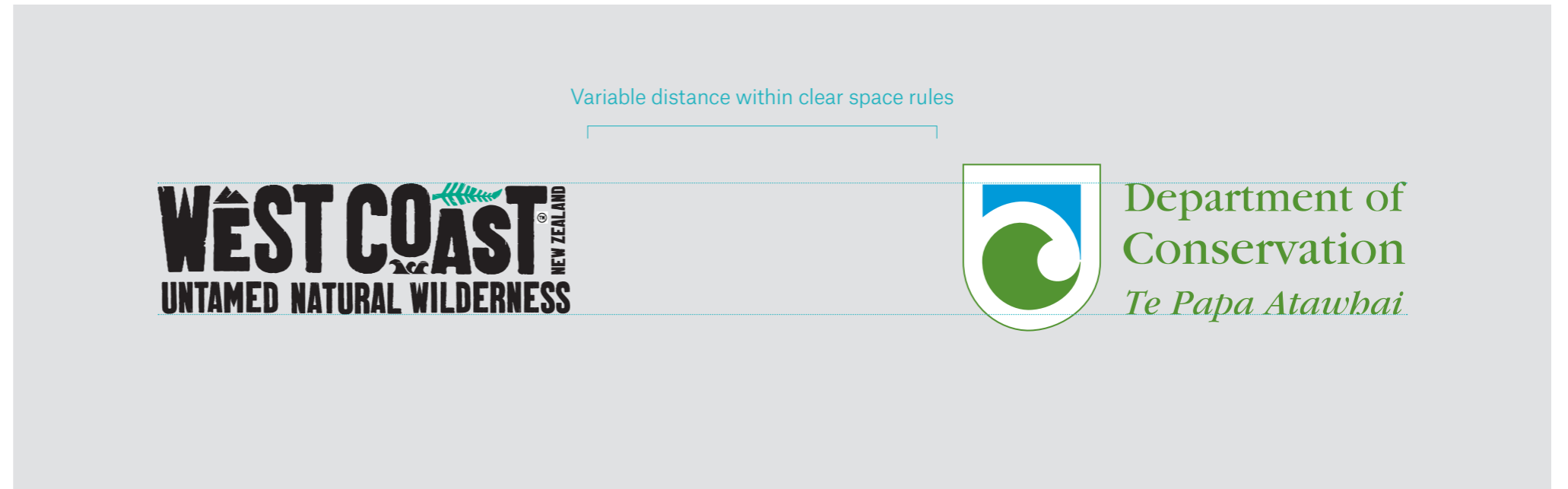


Master Brand Co-Branding

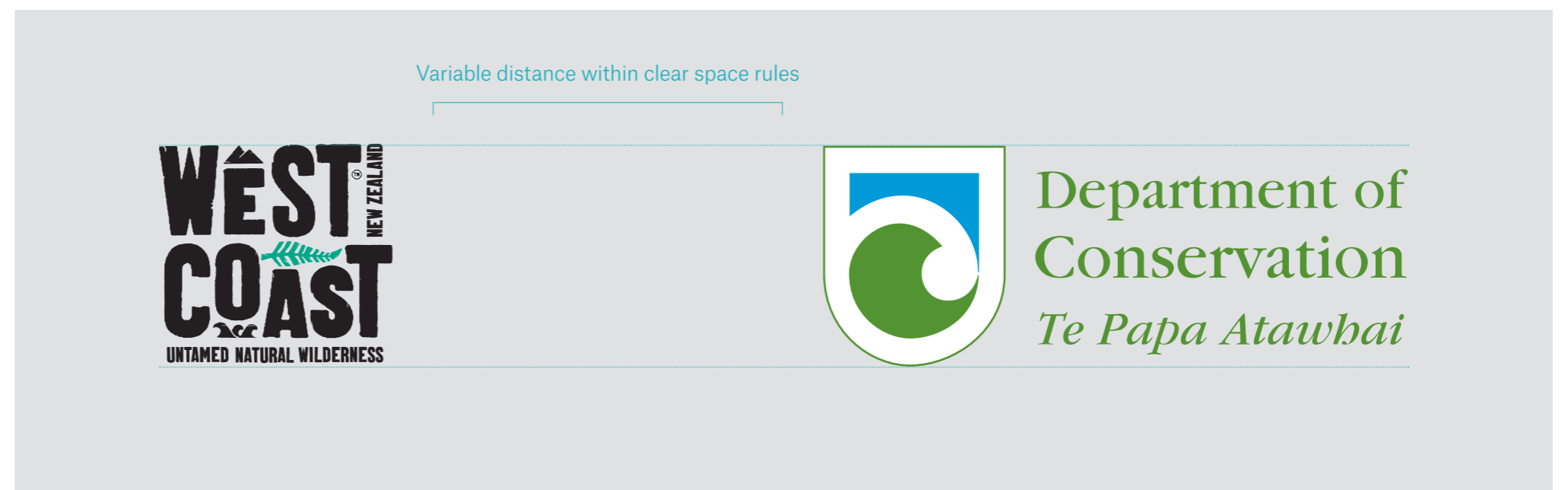
In some situations, co-branding circumstances may arise where the TWC brand sits alongside others.

These guidelines show the sizing and alignment rules and how they apply across the two logos.

Primary logo — Horizontal stacking

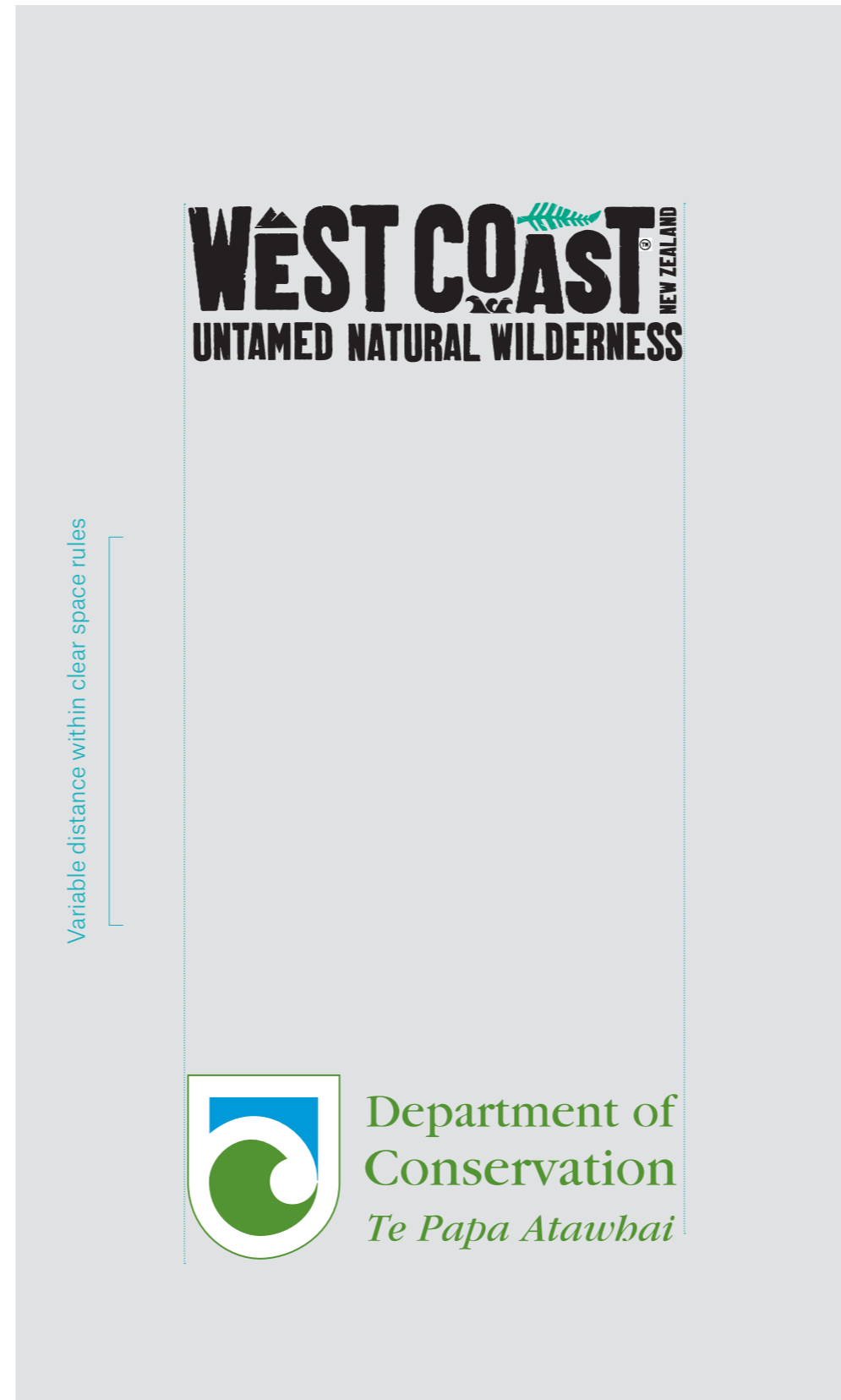


Secondary logo — Horizontal stacking

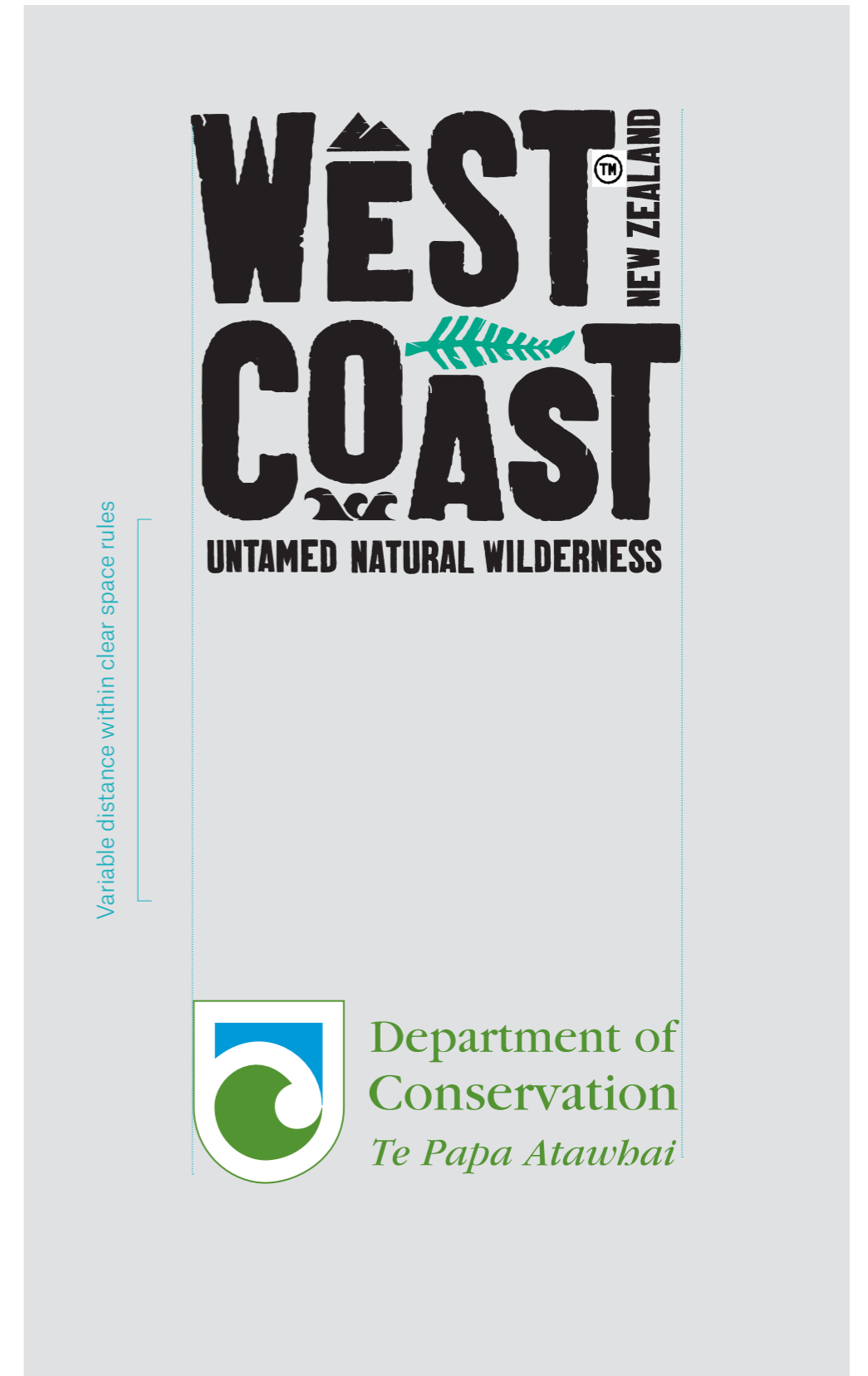


Master Brand Co-Branding

Primary logo — Horizontal stacking



Secondary logo — Horizontal stacking




Brand elements

Tagline

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

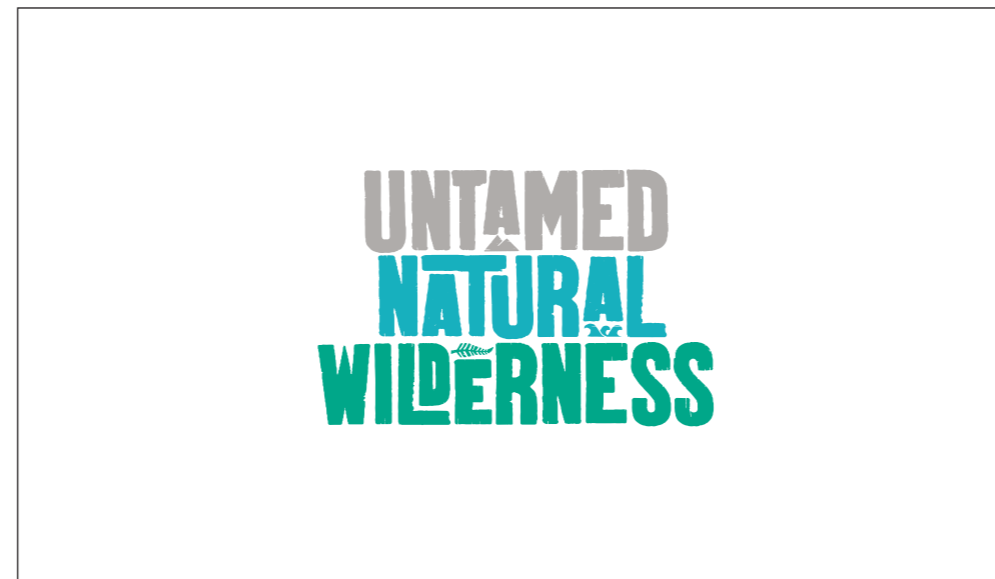
The stacked version of the tagline should be used primary in pure branding applications.

Primary tagline lockup



**UNTAMED
NATURAL
WILDERNESS**

Full colour version



Brand elements

Single words and icons

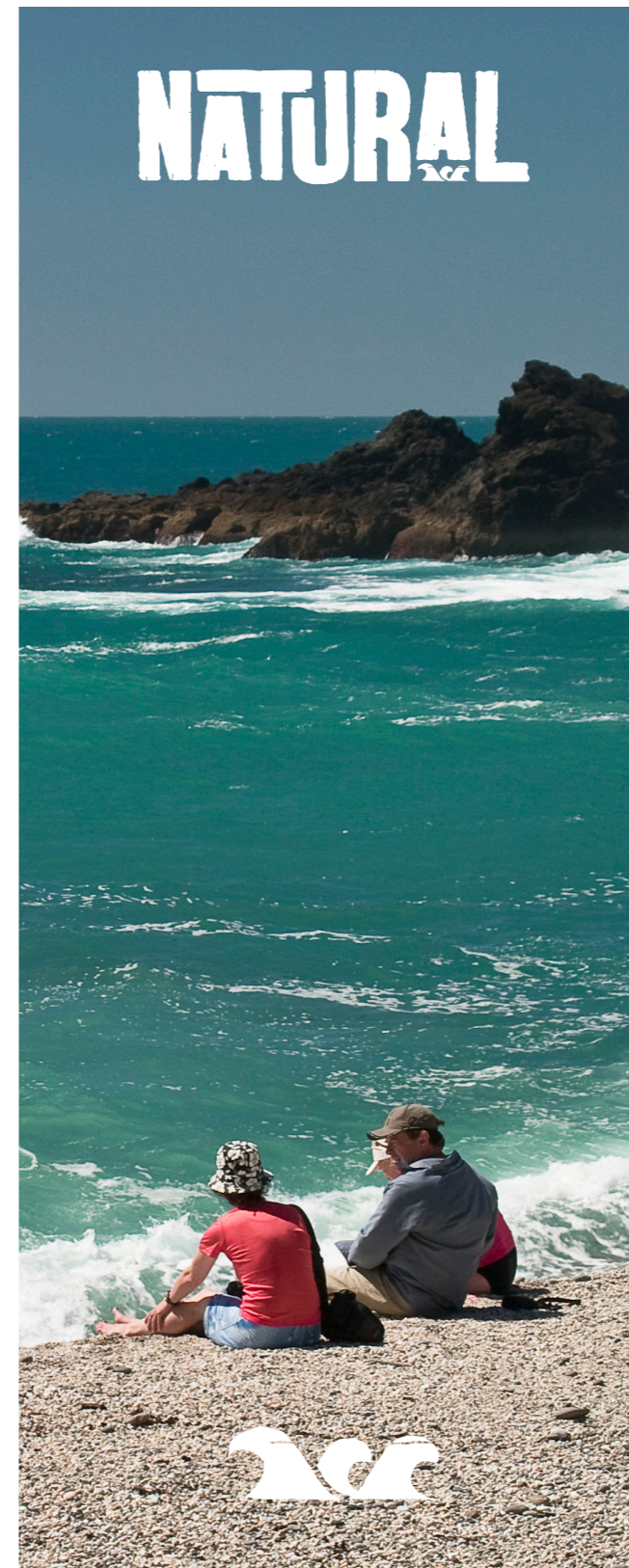
The single word variants of the tagline should be used alongside hero imagery that matches each word in high-level branding applications.

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 overlaid on imagery.



Full colour tagline usage

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

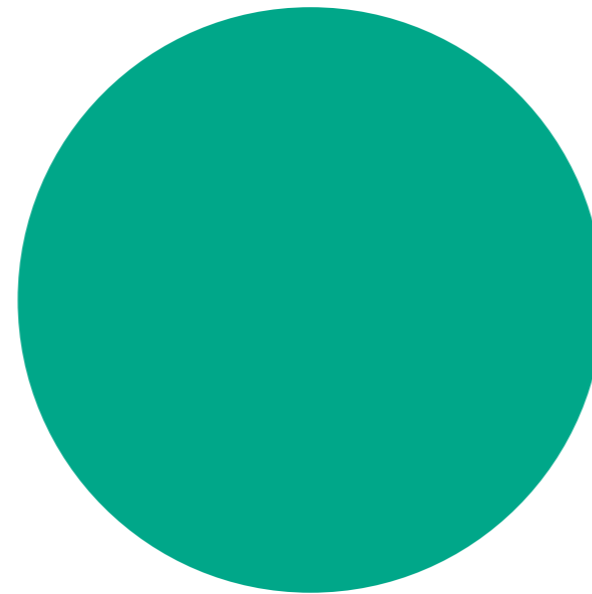


Colour Palettes

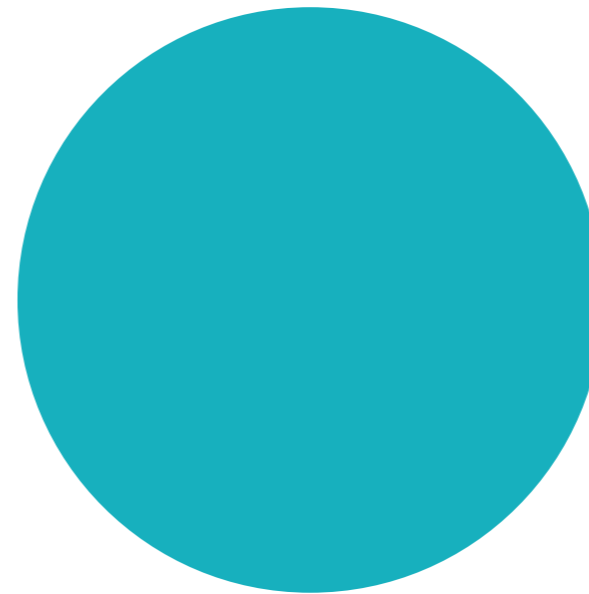
The brand colour palette is based on the unique hues present on the West Coast. Used sparingly they add warmth and visual interest to our brand.

Always use the correct colour specification for the medium.

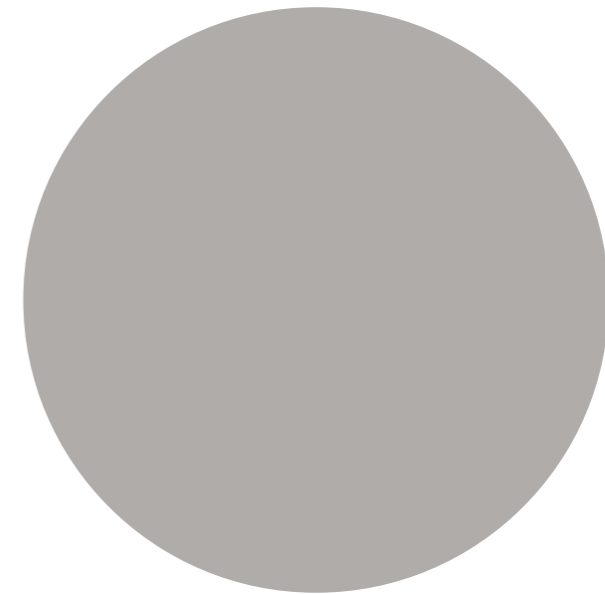
Pounamu
C_100 M_0 Y_63 K_0
R_0 G_168 B_137
Pantone coated 2243C
Pantone uncoated 334U



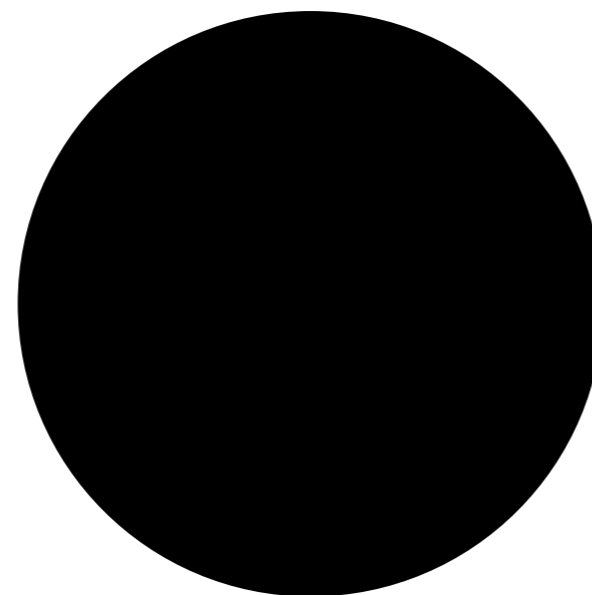
Tasman
C_74 M_7 Y_26 K_0
R_17 G_176 B_190
Pantone coated 7709C
Pantone uncoated 7709U



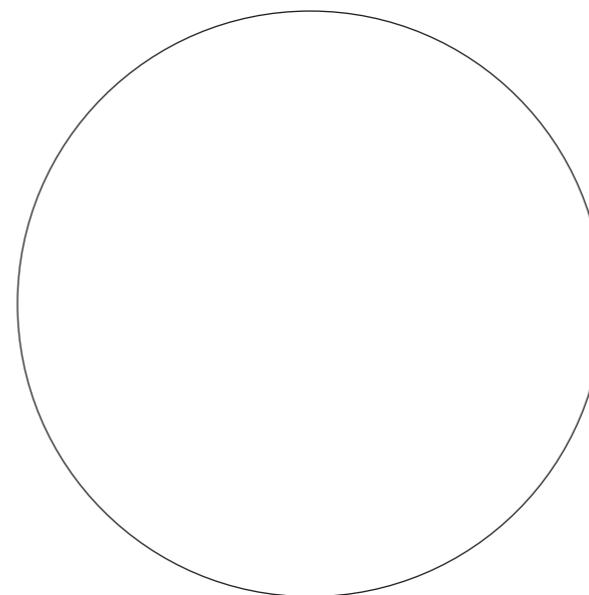
Mount Cook
C_33 M_28 Y_29 K_0
R_175 G_172 B_170
Pantone coated Cool Gray 6C
Pantone uncoated Cool Gray 6U



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 TWC.

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.

For body copy

Brown Std

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

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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, consequere 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 consequuntur, comnimus quo mintendiatur sim fugia qui dente peles et quosam eium? 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

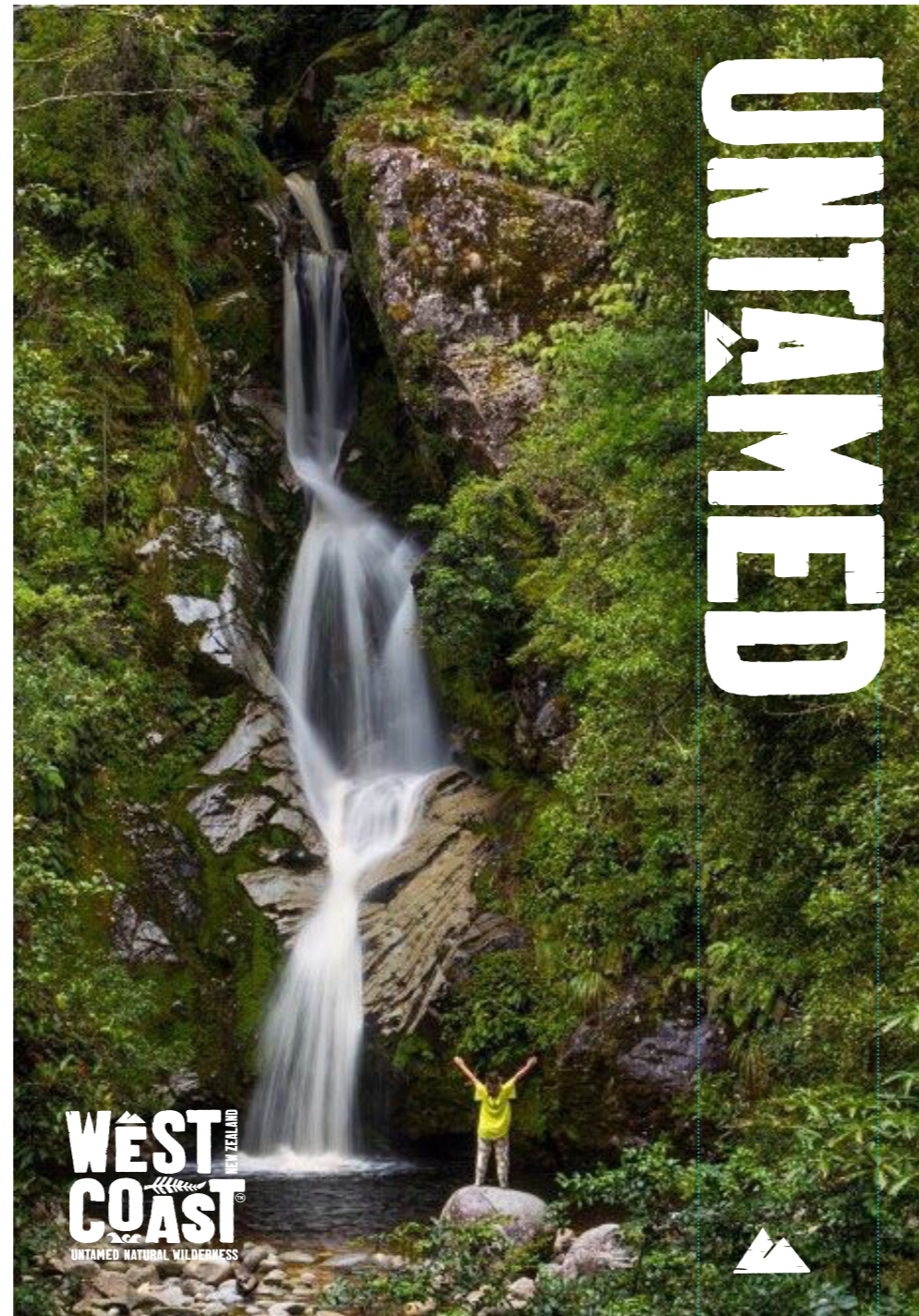


x

0.25x

Collateral example Poster

Dimensions



x

0.20x



Glacier Country

Logo Lock-ups



Glacier Country Logo Lock-ups



Glacier Country In Use

