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.
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.
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:
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)

Minimum sizing — Secondary logo (without tagline)

Minimum sizing — Primary logo (with tagline)

Minimum sizing — Secondary logo (with tagline)

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.
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.
Master Brand Co-Branding

Primary logo — Horizontal stacking

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.
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.
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 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 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.

KAPRA BOLD
A CONDENSED SANS SERIF TYPEFACE.

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

Fonts in use

**Headings**

*Kapra* — Bold, uppercase

**Intro paragraphs**

*Brown Std* — Bold

**Body text**

*Brown Std* — Light

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

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.
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.
Collateral example
Poster

Dimensions

X

0.20X
Glacier Country
Logo Lock-ups
Glacier Country
Logo Lock-ups
Glacier Country
In Use