

Mā tō tātou iwi

For our people

Brand Guidelines - 2023



Our Community Brand

This brand is a reflection of our organisation

And our organisation is a reflection of our communities.

We look like them, we sound like them, we think like them.

The key functions of this brand are: to show our communities we are here for them to remind our team of the impact they have on the community.

We do this by using a consistent 'For our' heading style throughout key communications - as seen on the following page and in the Messaging section.





Our story

Every day we come to work...

For our beautiful region
For our local icons
For our wonderful whānau
For our next generation
For our hard-working businesses
For our picture postcard views
And our cheeky pets

But most importantly for our people

**For our people
Mā tō tātou iwi**

Our Purpose

Enabling people to do great things

Everything we do is designed to enable and inspire our people to make the most of their opportunities.

We build, we maintain, we service, and support residents so they can do what they love, right here in the Western Bay.

We also empower our team and create an environment where they can be great, so we can shape the future we all want, together.





About us

Doing it for our people

We're a Council of real people, just like you - and we're here to make a real difference.

From Waihi Beach to Ōtamarākau and everywhere between, we work hard every day to make this a great place to live.

**For our whenua.
For our whānau.
For our people.**



Our logo

**Our dynamic logo represents
a modern, progressive Council.**

Kaitiakitanga
From land to sea

Weave Pattern
**We are woven
together as one**

Speechmarks
**Reflecting the voice
of our communities**

Forward direction
**Enabling our people
to do great things**

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The Western Bay of Plenty District Council brand represents our organisation and our people. Our brand attributes are both tangible and intangible – a name, a visual logo or trademark, products, services, people, reputation, culture and values.

Promotion of a strong visual identity underpins the development of a professional image for Western Bay of Plenty District Council. The visual identity is the organisation's branding. Branding is widely recognised as a significant asset for any organisation. To maximise its benefits the identity must be comprehensively and consistently used, with standards followed exactly in all applications.

Our goal is to maintain a strong, consistent and reputable brand which reflects us as one organisation with many parts. Council's corporate identity is what represents us, our work and our facilities.

The logos, styles and designs set out in this Brand Manual must be applied to all Council creative, marketing, signage and wherever the Western Bay of Plenty District Council logo is used.

Monitoring standards

This manual sets out our organisation's visual identity in line with the aims of our quality assurance programme. The Communications Team has overall responsibility to ensure Council's visual identity is correctly applied to all visual material. If you are not sure about any aspect of applying this guide to material you are preparing, please contact the Communications Team. Email: communications@westernbay.govt.nz.

Regular review

While it is important to have flexibility to use the identity in a way that fits with a particular design for example, a brochure or newsletter masthead, it is equally important that the integrity of Council's brand is not compromised.

For these reasons this identity guide has avoided being too directive, however, this also means that it is important to regularly review usage to ensure that the standards are being applied correctly and to adjust the guide if an area of difficulty is identified. For approvals or any questions about our brand and its application, please contact Council's Communication Team. Email: communications@westernbay.govt.nz.

1.0 Our Brand Identity

Our dynamic logo represents
a modern, progressive Council.

Meaning:

Kaitiakitanga
From land to sea

Weave pattern

We are woven together as one

Speechmarks

Reflecting the voice of our communities

Forward direction

Enabling our people to do great things



Western
Bay of Plenty
District Council

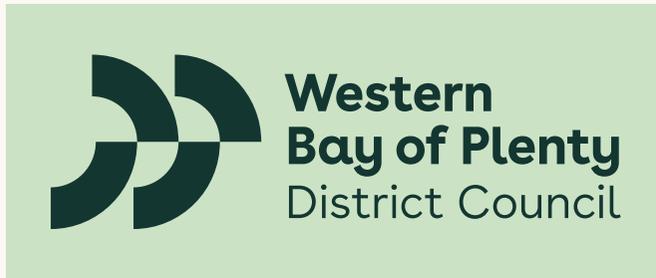
The horizontal logo is our primary logo.

On light or dark background, use the dark green, light green or cream wherever possible.

The black and white mono logo should only be used if monochrome is only available.

PRIMARY LOGO - HORIZONTAL

Logo - Dark Green



Logo - Light Green



Logo - Cream



MONOCHROME LOGO

Logo - Mono White



Logo - Mono Black



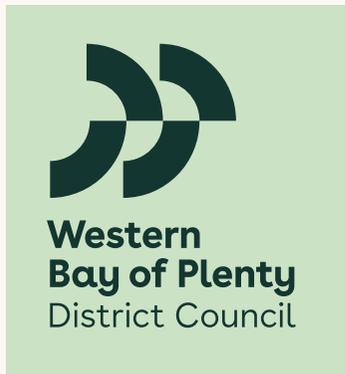
The stacked logo is our secondary logo.

On light or dark background, use the dark green, light green or cream wherever possible.

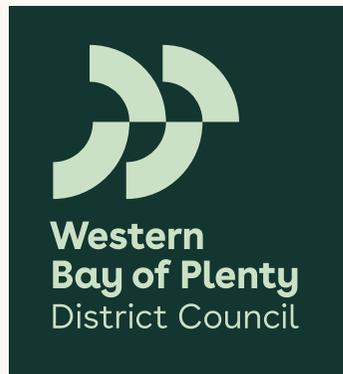
The black and white mono logo should only be used if monochrome is only available.

SECONDARY LOGO - STACKED

Logo Stacked - Dark Green



Logo Stacked - Light Green



Logo Stacked - Cream

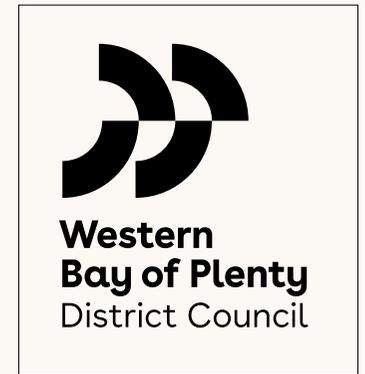


MONOCHROME LOGO

Logo Stacked- Mono Black



Logo Stacked- Mono White



**1.1.3 Our Brand Identity
Our logo - clear space
and minimum size**

A minimum clear space for the logotype is equivalent to the height of the quarter circle within the logotype. Please note that this is the minimum clear space and in most instances it will be beneficial to allow for more space around the logo.

To preserve the quality and definition of the logotype, a minimum size of 17mm wide for the horizontal logo and 10mm wide for the stacked logo has been established.



**Minimum width
17mm**



**Minimum width
10mm**

The corporate logotype must always be reproduced consistently and accurately to maintain the integrity and strength of the Western Bay of Plenty District Council brand. The examples shown here are not a conclusive list but just indicative of possible violations.

Note: Our mark is locked together in spacing, colour and proportion, and must not be altered. Always use the original artwork files, never attempt to recreate the logo.



Do not use the wrong colours.



Do not stretch the logo.



Do not distort or warp the logo.



Do not change the angle of the logo.



Do not alter the logo.



Do not recreate the colour.



Do not use the logo on busy backgrounds.



Do not use logo on low contrast backgrounds.

**1.1.5 Our Brand Identity
Our logo - placement with partners**

Where possible, our Western Bay of Plenty District Council logo should sit at the top right or bottom right corner of any collateral.

Adhere to the clear space guidelines when working out the proximity between the logos. The more space, the better.

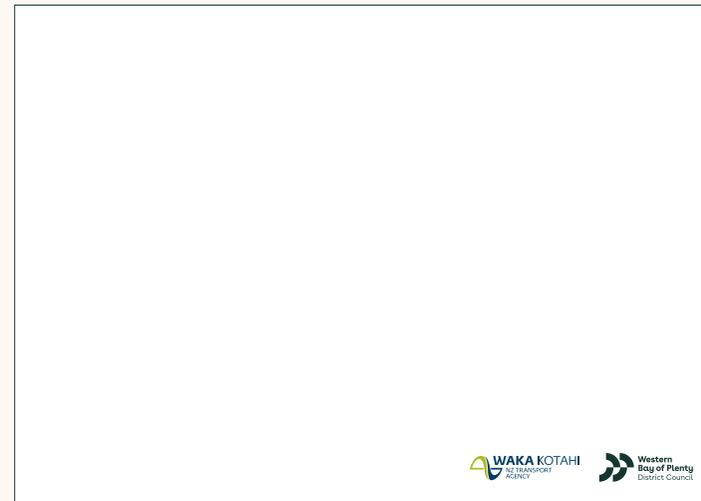
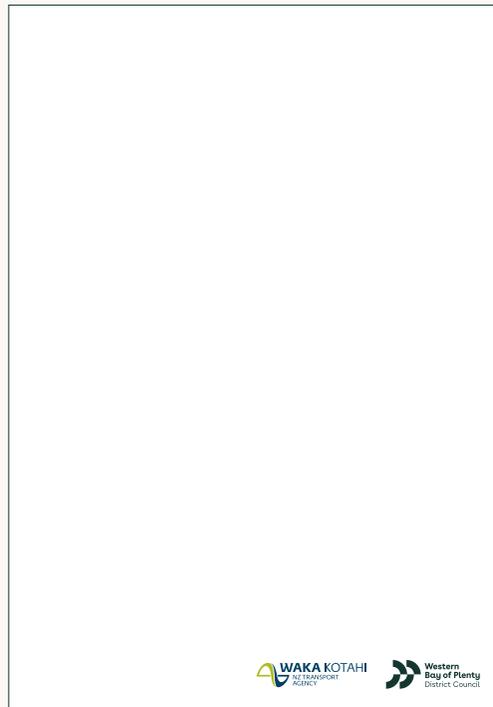
With this in mind, when placing our logo alongside partner's logos, our logo should sit far right with the partner's logo to it's left.

The size of the partner's logo should be in proportion to the logotype within our logo so that theirs doesn't appear larger.

EXAMPLE CLEAR SPACE



EXAMPLE PLACEMENT



PRIMARY COLOURS

Western Bay Dark Green
Pantone 3435 C
Pantone 627 U
CMYK 80 46 70 44
RGB 20 54 49
HEX #143631
PAINT Resene: PaIm Green

Western Bay Light Green
Pantone 9525 C
Pantone 9525 U
CMYK 9 0 17 0
RGB 203 226 197
HEX #cbe2c5
PAINT Resene: Snowy Mint

Western Bay Mid Green
Pantone 2413 C
Pantone 338 U
CMYK 62 0 47 0
RGB 90 178 129
HEX #5ab281
PAINT Resene: Home Run

Western Bay Cream
Pantone 9224 C
Pantone 7502 U @ 10% tint
CMYK 2 5 7 0
RGB 249 240 232
HEX #f9f0e8
PAINT Resene: Half Thorndon Cream

Our secondary colours are used to compliment the primary colours. These should always be used alongside the primary colours as backgrounds or highlights. For example, using the light red as a background, the mid red on a pattern, and the primary dark green for the logo and any text.

These secondary colours are also used as separate palettes for specific wards. This is outlined in further detail in section 1.7.

SECONDARY COLOURS

<p>Dark Purple Pantone 2617 C Pantone 2617 U CMYK 71 100 0 6 RGB 47 14 99 HEX #2f0e63 PAINT Resene: "WBOP District Council 2617C PMS" (custom colour)</p>	<p>Dark Red Pantone 704 C Pantone 704 U CMYK 8 89 65 25 RGB 130 0 0 HEX #820000 PAINT Resene: 704C PMS Match</p>	<p>Dark Blue Pantone 662 C Pantone 662 U CMYK 100 88 0 24 RGB 3 18 91 HEX #03125b PAINT Resene: 662C PMS Match</p>
<p>Mid Purple Pantone 265 C Pantone 265 U CMYK 52 66 0 0 RGB 135 103 232 HEX #8767e8 PAINT Resene: "WBOP District Council 265C PMS" (custom colour)</p>	<p>Mid Red Pantone 7416 C Pantone 7416 U CMYK 0 76 74 0 RGB 234 75 54 HEX #ea4b36 PAINT Resene: 7416C PMS Match</p>	<p>Mid Blue Pantone 2727 C Pantone 2727 U CMYK 75 45 0 0 RGB 32 106 237 HEX #206aed PAINT Resene: 2727C PMS Match</p>
<p>Light Purple Pantone 9341 C Pantone 9023 U CMYK 2 7 0 0 RGB 218 214 244 HEX #dad6f4 PAINT Resene: Blue Chalk</p>	<p>Light Red Pantone 9281 C Pantone 9022 U CMYK 0 12 7 0 RGB 251 219 215 HEX #fbdbd7 PAINT Resene: Half Pale Rose</p>	<p>Light Blue Pantone 9402 C Pantone 9400 U CMYK 10 1 0 0 RGB 206 231 244 HEX #cee7f4 PAINT Resene: Pattens Blue</p>

In addition to the primary and secondary palettes, some additional extended colours have been defined for occasional use on the playful end of our communications.

For example brand campaigns and community events, but should not consist of more than 20% of all brand collateral.

TERTIARY COLOURS

<p>Dark Violet</p> <p>Pantone 2425 C CMYK 36 100 0 23 RGB 128 18 128 HEX #801280</p>	<p>Dark Teal</p> <p>Pantone 321 C CMYK 100 0 37 10 RGB 10 130 135 HEX #0a8287</p>	<p>Dark Orange</p> <p>Pantone 173 C CMYK 0 83 99 4 RGB 209 71 8 HEX #d14708</p>	<p>Dark Yellow</p> <p>Pantone 3514 C CMYK 0 20 100 0 RGB 254 191 0 HEX #feb00</p>
<p>Mid Violet</p> <p>Pantone 2395 C CMYK 23 96 0 0 RGB 201 41 199 HEX #c929c7</p>	<p>Mid Teal</p> <p>Pantone 319 C CMYK 60 0 16 0 RGB 0 178 199 HEX #00b2c7</p>	<p>Mid Orange</p> <p>Pantone 1655 C CMYK 0 77 100 0 RGB 255 103 1 HEX #ff6701</p>	<p>Mid Yellow</p> <p>Pantone 129 C CMYK 0 10 80 0 RGB 253 212 0 HEX #fdd400</p>
<p>Violet</p> <p>Pantone 2375 C CMYK 17 49 0 0 RGB 232 140 237 HEX #e88ced</p>	<p>Teal</p> <p>Pantone 318 C CMYK 39 0 9 0 RGB 116 242 242 HEX #74f2f2</p>	<p>Orange</p> <p>Pantone 3588 C CMYK 0 45 97 0 RGB 255 142 28 HEX #ff8e1c</p>	<p>Yellow</p> <p>Pantone 127 C CMYK 0 3 63 0 RGB 255 225 75 HEX #ffe14b</p>
<p>Light Violet</p> <p>Pantone 2365 C CMYK 3 29 0 0 RGB 237 186 240 HEX #edba0</p>	<p>Light Teal</p> <p>Pantone 317 C CMYK 26 0 6 0 RGB 191 250 247 HEX #bffa07</p>	<p>Light Orange</p> <p>Pantone 156 C CMYK 0 23 51 0 RGB 255 181 105 HEX #ffb569</p>	<p>Light Yellow</p> <p>Pantone 600 C CMYK 1 0 44 0 RGB 255 243 149 HEX #fff395</p>

**1.2.4 Our Brand Identity
Our tertiary colours
expressiveness scale**

For non-corporate communications, we could have access to a wider colour palette. Use of a wider palette will give greater expression and flexibility when needed. For example, events and campaigns.

Always make sure that these colours are paired together with our primary colour palette. If you have any questions please contact the Communications Team. Email: communications@westernbay.govt.nz

Professional

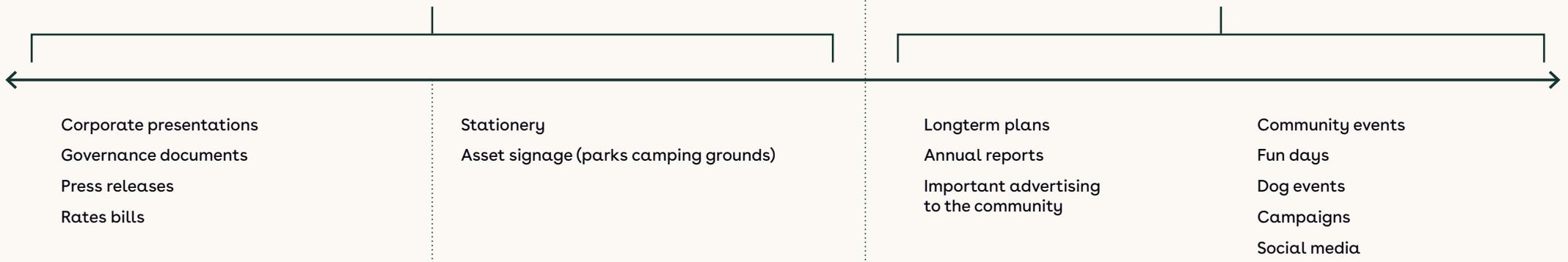
At this end of the scale our brand becomes more functional than expressive.

Playful

At this end of the scale our brand becomes more expressive than functional.

**Main Brand & Secondary
Colour Palette**

**Main Brand & Secondary
+
Non-Corporate
Supporting Colour Palette**



For non-corporate communications, we could have access to a wider colour palette. Use of a wider palette will give greater expression and flexibility when needed. For example, events and campaigns.

Always make sure that these colours are paired together with our primary colour palette. If you have any questions please contact the Communications Team. Email: communications@westernbay.govt.nz

Non-Corporate Communication for example event collateral.



1.2.6 Our Brand Identity
Our tertiary colours
- incorrect usage

The corporate colours must always be reproduced consistently and accurately to maintain the integrity and strength of the Western Bay of Plenty District Council brand. The examples shown here on how to use the extended colour palette are not a conclusive list but just indicative of possible violations.

If you have any questions please contact the Communications Team. Email: communications@westernbay.govt.nz.



DON'T re-colour the complete illustration. The tertiary colours should only be used together with Primary colours.

**1.2.6 Our Brand Identity
Our tertiary colours
- incorrect usage**

The corporate colours must always be reproduced consistently and accurately to maintain the integrity and strength of the Western Bay of Plenty District Council brand. The examples shown here on how to use the extended colour palette are not a conclusive list but just indicative of possible violations.

If you have any questions please contact the Communications Team. Email: communications@westernbay.govt.nz.



⊗ DON'T use tertiary colours on any formal corporate communications.



⊗ DON'T use tertiary colours on signage.



⊗ DON'T overuse the tertiary colours. They should always be used in combination with our primary brand colours. Always ensure that enure contrast for legibility.



⊗ DON'T re-colour the complete illustrations. They should always be used in combination with our primary brand colours. Always ensure that enure contrast for legibility.



⊗ DON'T re-colour the our brand logo.

Buenos Aires

AaBbCc

**AaBbCcDdEeFfGgHhJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
ĀāĒēĪīŌōŪū %#@0123456789**

Weights

Thin	<i>Thin italic</i>	Semibold	<i>Semibold italic</i>
Light	<i>Light italic</i>	Bold	<i>Bold italic</i>
Book	<i>Book italic</i>	Black	<i>Black italic</i>
Regular	<i>Regular italic</i>		

Poppins

AaBbCc

**AaBbCcDdEeFfGgHhJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
ĀāĒēĪīŌōŪū %#@0123456789**

Weights

Thin

Thin italic

Semibold

Semibold italic

Extra Light

Extra Light italic

Bold

Bold italic

Light

Light italic

Extra Bold

Extra Bold italic

Regular

Italic

Black

Black italic

Medium

Medium italic

Our graphic dynamic patterns are inspired by the shape of our brand mark and allows our communications to stand out on a variety of applications. They can be used respectively in each of our ward colour palettes, e.g. Kaimai, Katikati-Waihi Beach, etc.

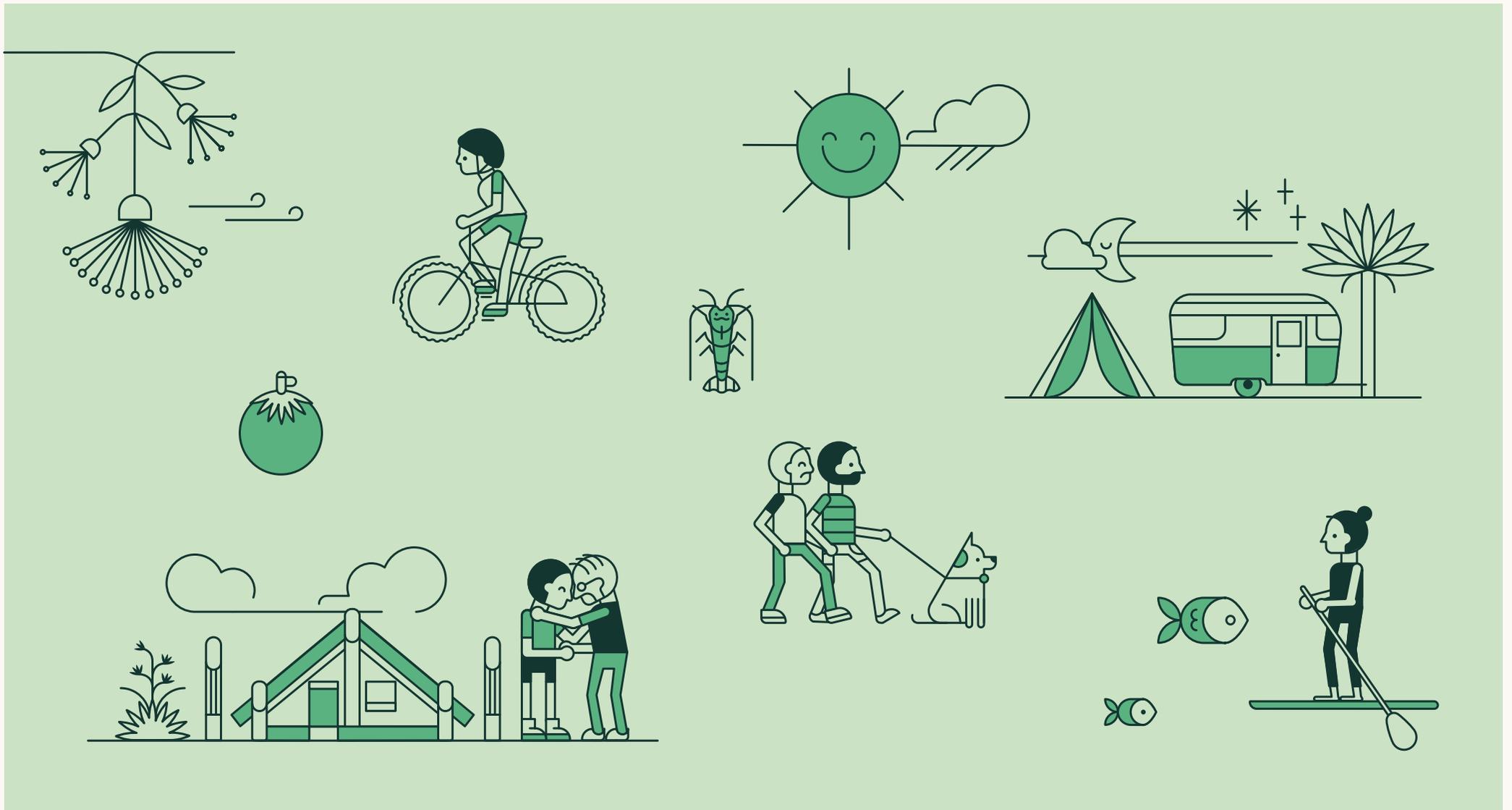
The graphical elements can be used as patterns or as a framing device to draw attention to the subject. It's an expression that represents energy and diversity.



Below show further examples of how our
brand shapes can be used to form patterns.



Our icons come from our master illustration.



Each of our three wards have their own colour palette derived from the secondary colours. The use of these creates consistency across each ward and are to be used across printed and digital collateral, signage, events and campaigns.

KATIKATI-WAIHĪ BEACH WARD

KAIMAI WARD

MAKETU-TE PUKE WARD

Katikati-Waihi Beach Dark Blue
 Pantone 662 C
 Pantone 662 U
 CMYK 100 88 0 24
 RGB 3 18 91
 HEX #03125b
 PAINT Resene: 662C PMS Match

Kaimai Dark Purple
 Pantone 2617 C
 Pantone 2617 U
 CMYK 71 100 0 6
 RGB 47 14 99
 HEX #2f0e63
 PAINT Resene: "WBOP District Council 2617C PMS" (custom colour)

Maketu-Te Puke Dark Red
 Pantone 704 C
 Pantone 704 U
 CMYK 8 89 65 25
 RGB 130 0 0
 HEX #820000
 PAINT Resene: 704C PMS Match

Katikati-Waihi Beach Mid Blue
 Pantone 2727 C
 Pantone 2727 U
 CMYK75 45 0 0
 RGB 32 106 237
 HEX #206aed
 PAINT Resene: 2727C PMS Match

Kaimai Mid Purple
 Pantone 265 C
 Pantone 265 U
 CMYK 52 66 0 0
 RGB 135 103 232
 HEX #8767e8
 PAINT Resene: "WBOP District Council 265C PMS" (custom colour)

Maketu-Te Puke Mid Red
 Pantone 7416 C
 Pantone 7416 U
 CMYK 0 76 74 0
 RGB 234 75 54
 HEX #ea4b36
 PAINT Resene: 7416C PMS Match

Katikati-Waihi Beach Light Blue
 Pantone 9402 C
 Pantone 9400 U
 CMYK 10 1 0 0
 RGB 206 231 244
 HEX #cee7f4
 PAINT Resene: Pattens Blue

Kaimai Light Purple
 Pantone 9341 C
 Pantone 9023 U
 CMYK 2 7 0 0
 RGB 218 214 244
 HEX #dad6f4
 PAINT Resene: Blue Chalk

Maketu-Te Puke Light Red
 Pantone 9281 C
 Pantone 9022 U
 CMYK 0 12 7 0
 RGB 251 219 215
 HEX #fbd7bd
 PAINT Resene: Half Pale Rose

Our ward colourways are to be used on the Western Bay of Plenty District Council logos when it's used for ward specific items. These should be used instead of the logos in our primary colours.

Logo - Katikati-Waihi Beach Dark Blue



Logo - Kaimai Dark Purple



Logo - Maketu-Te Puke Dark Red



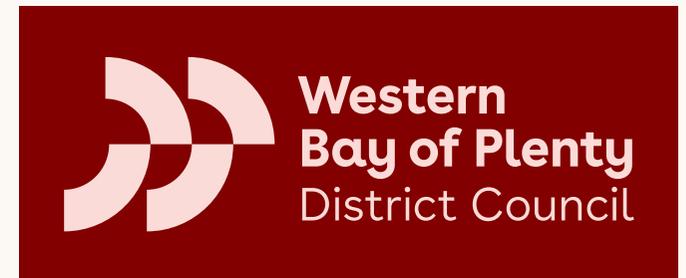
Logo - Katikati-Waihi Beach Light Blue



Logo - Kaimai Light Purple



Logo - Maketu-Te Puke Light Red



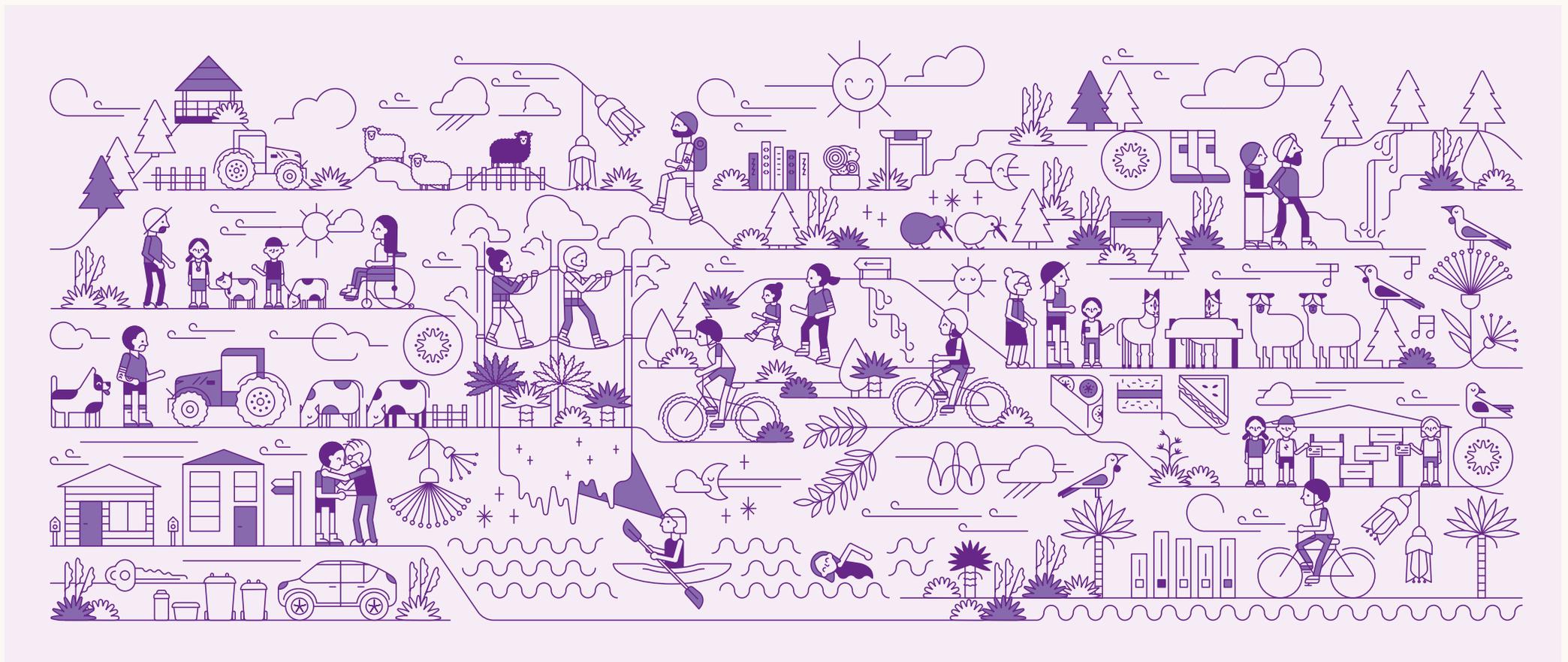
Katikati-Waihi Beach Ward

Our Katikati-Waihi Beach Ward illustration contains people, icons, habits, landscapes and iconic landmarks that are specific to this area.



Kaimai Ward

Our Kaimai Ward illustration contains people, icons, habits, landscapes and iconic landmarks that are specific to this area.



Like our brand voice, all photography is based on a spectrum from relatable to aspirational. Our focus is on bringing real, authentic people into the brand - whether in the community or on our team.



You must always ensure you have the appropriate permission to use any photo for Council communications - whether you have taken a photo on a Council camera or if photos are supplied.

Tips to remember:

- Only use photos if they were taken in a public place where there is no expectation of privacy.
- Only use photos of children if you have written permission from their parent or guardian.
- Don't use photos featuring people if they are no longer employed by Council.



2.0 Style Guide

Our voice reflects the **voice of our people.**

At Council everything we do is designed to enable and inspire our people to make the most of their opportunities.

We build, we maintain, we service and support residents so they can do what they love, right here in the Western Bay.

Our messaging needs to be accessible and clear - enabling all people to do great things.

Through our tone of voice and messaging we will ensure we sound like them, we think like them and we can shape the future we all want, together.

'Our people' refers to either the residents in our communities or the staff on our team, or both (depending on the context). This is because we are a Council of real people, and a reflection of the people we serve.

Everything we write should be

Fresh

Friendly

The reader should feel the warmth in your words.

Real

Make it feel like a real person wrote this - be conversational with the use of contractions e.g. We'll / you'll.

Enthusiastic

Make people feel inspired.

Simple

Be concise.
Short words. Short sentences
- no longer than 20 words.

Helpful

Our focus is on helping people find what they need.

Our brand messaging communicates how everything we do is **'For our people'**.

When writing key headings for documents, they should focus on the benefit to the people before the function/service we provide.

To do this, use the **'For our...'** storytelling device.

In context:

For our journeys (creative heading)
Transport Plan 2022 (functional heading)

For our growers
Horticulture Strategy 2022

For our Future athletes
Sports Day 2022

Te reo translation
Buenos Aires Semibold

Te reo translation here

Main heading
Buenos Aires Bold

**Lorem ipsum dolor
sit amet sectetur**

**" Lorem ipsum dolor
sit amet consectetur
adipiscing elitdo
eiusmod tempor "**

Introductions
Buenos Aires Bold

**Lorem ipsum dolor sit amet
consectetur adipiscing elit
do eiusmod tempor**

Key features:

Lorem ipsum dolor sit am consect
adipiscing elit, sed do eiusmod
tempor incididunt ut labore dolore
magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation
ullamco laboris nisi ut aliquip ex
ea commodo eiusmod consequat.
Duis aute irure dolor in reprehenderit
in voluptate velit esse cillum dolor
eu fugiat nulla pariatur.

Body copy
Buenos Aires Regular

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam,
quis nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse cillum
dolore eu fugiat nulla pariatur. Excepteur sint
occaecat deserunt mollit anim id est laborum.

Upper case words. Please include macrons.
Māori (Indigenous New Zealander)
Tangata Whenua (People of the land)
Treaty (referring to the Treaty of Waitangi)
Takawaenga (Team)
Marae (Courtyard/front of wharenuī)
Kaumātua (Elderly, old, aged)

Lower case words - unless in title or at the beginning of a sentence. Please include macrons.	
iwi (tribe)	tino rangatiratanga (self determination, sovereignty)
hapū (sub tribe)	whetū (star)
whānau (family, give birth)	kaihoe (paddler)
tikanga (lore, protocol, custom)	taonga (treasure, anything prized)
papakāinga (original home)	kāwanatanga (governorship)
takutai (coast, foreshore)	wāhi tapu (sacred place)
urupā (burial ground, cemetery)	mahinga kai (cultivation, food gathering place)
te reo (language)	kete (kit, basket)
whakapapa (genealogy)	ōritetanga (equality)
wāhi rongoā (place for gathering of medicine)	hui (gather, meet)
kaitiaki/tanga (guardian/ship)	rangatahi (youth)
whanaungatanga (relationship, kinship)	rohe (boundary, territory)
whare (residence, house, building)	mihi (greet, acknowledge)

Place names. Please include macrons.
Waihi Beach
Ōmōkoroa
Ōtamarākau

**Western Bay of Plenty District Council translation and configurations.
Please include macrons.**

Te Kaunihera a rohe mai i nga Kuri-a-Whare ki Ōtamarakau ki te Uru

Te Kaunihera a rohe mai i

Ngā Kuri-a-Whārei ki Ōtamarakau ki te Uru

Te Kaunihera a rohe mai i

Ngā Kuri-a-Whare ki

Ōtamarakau ki te Uru

Te Kaunihera

a rohe mai i

Ngā Kuri-a-Whare ki

Ōtamarakau ki te Uru

Te Kaunihera a

rohe mai i

Ngā Kuri-a-Whare

ki Ōtamarakau

ki te Uru

**Commonly used "For our..." storytelling device translations.
Please include macrons.**

For our people

Mā tō tātou iwi

For our community

Mā tō tātou hapori

For our region

Mā tō tātou rohe

For our future

Mā tātou ā raurangi

For our children

Mā ā tātou tamariki

For our future sports stars

Mā ā tātou hau-tipua

For our families

Mā ō tātou whanau

For our businesses

Mā ā tātou pakihi

For our District

Mā tō tātou takiwā

Below is a scale in which we can easily define the expressiveness of our brand in different scenarios.

PROFESSIONAL

At this end of the scale our brand becomes more functional than expressive.

PLAYFUL

At this end of the scale our brand becomes more expressive than functional



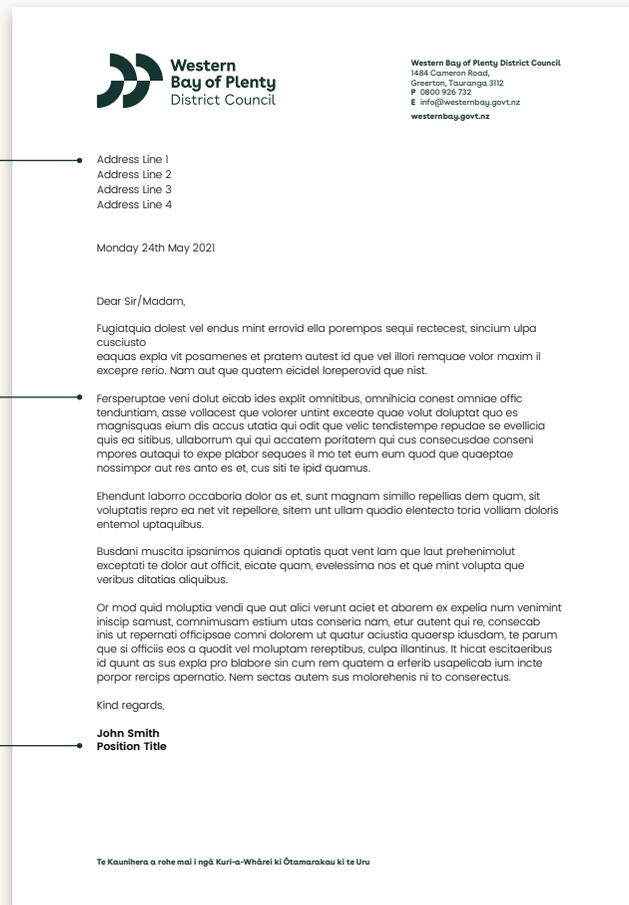
3.0 Resources

3.1.1 Resources
Stationery - business cards

Our business cards are designed so that the name, title and direct contact details are positioned first. General contact details for Council are positioned second. Qualifications can be included on the same line as the name and title.



A4 LETTERHEAD



Ensure address stays in the specified place in the document to comply with NZ Post regulations and envelopes with address windows.

Body Copy
Poppins Regular - 10pt
Black: #000000

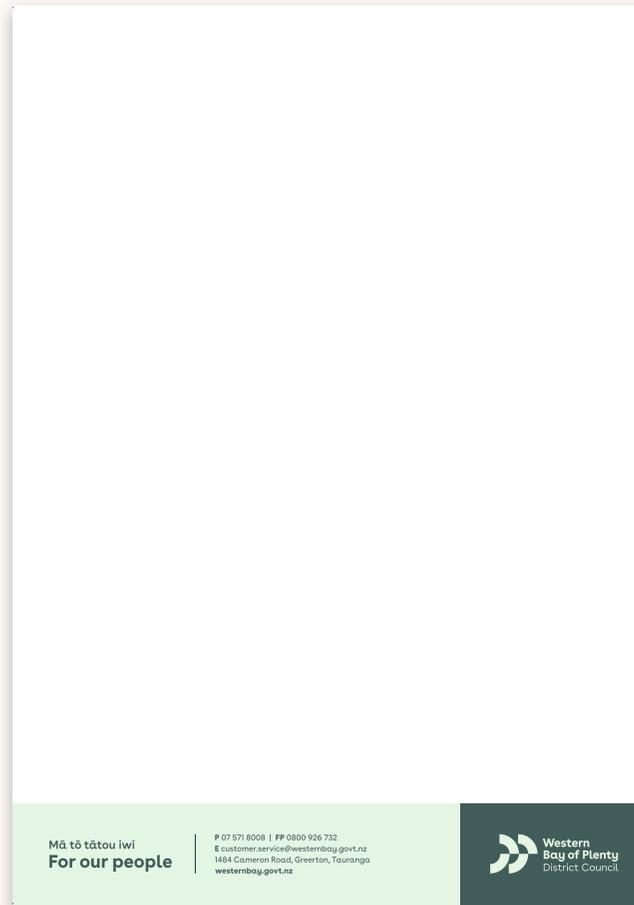
Sign Off
Poppins Bold - 10pt
Black: #000000

DLE ENVELOPE



Our notepads are available in
A4 and A5 tear off pads.

A4 NOTEPAD



A5 NOTEPAD



3.1.4 Resources
Stationery - name badges

Our name badge has been designed to include the Council logo and our names. It also includes our four core values of being empathetic, enthusiastic, adaptable and accountable – part of our commitment to enabling people to do great things.

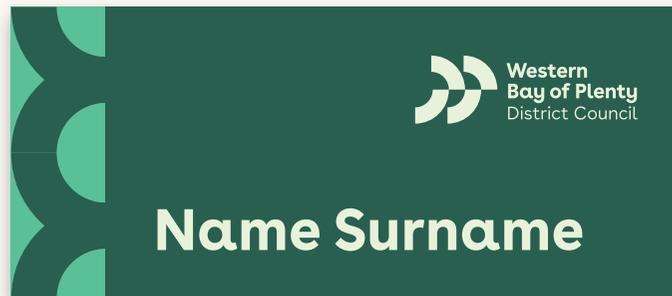
There are two versions available depending on where they are to be used - consumer facing or internally. One with first name only and one with full names.

These are available with a magnet or pin back.

VERSION 1 - FIRST NAME ONLY



VERSION 2 - FIRST AND LAST NAME



Our Powerpoint presentation template is available in both widescreen and standard sizes. These contain a template for a title cover, divider and content.

Font styles for the template are outlined below.

TITLE COVER



Cover Title
Poppins Bold - 42pt
Light green: #CBE2C5

Subheading
Poppins Regular - 20pt
Light green: #CBE2C5

DIVIDER



Divider Title
Poppins Bold - 42pt
Light green: #CBE2C5

CONTENT



Heading 1

Body copy distis senientur mi, test harumendae valorios se qui ut et quatosae cupitate ctoribusdam qui temque disquo idit omnisquia que es arum que voluptate ipiciis estionsequo ditis porrovidus, et porporpor outat apedi con res cum quisimusci bea net quam nis delia adicim iderfero dolest ut voloreniet ligenimi, incipie nditis.

Heading 2

Harumquae debitat urionsequi debistem eici untiori onsequos eicidest et ut aliqui accate volorum serum is vendis rersper ferferum, qui odipit aspe pedit restibu sciliti ommodi velluptae eum.

Body Copy
Poppins Regular - 14pt
Light green: #143631

Heading 1
Poppins Bold - 36pt
Light green: #143631

Heading 2
Poppins Bold - 20pt
Light green: #143631

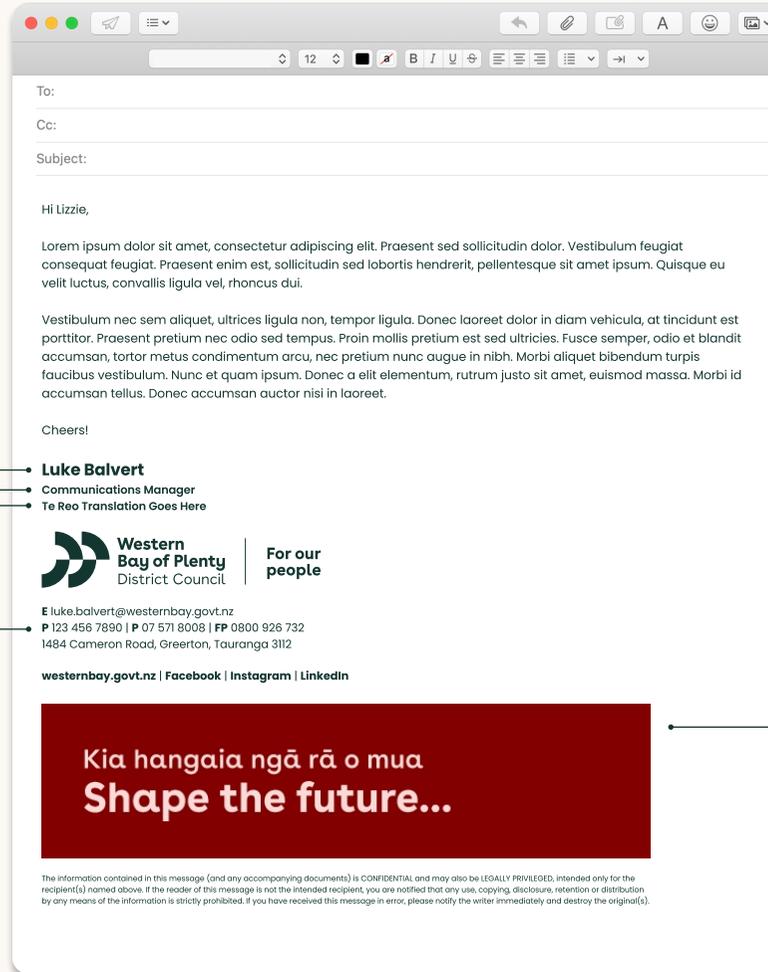
Our email signature is for the exclusive use of all Western Bay of Plenty District Council employees. Staff are not to alter the email signature in any way. For example, change in font and size or colour, and alter the logo.

Name
Poppins Bold - 13.5pt
Dark green: #143630

Position in English
Poppins Semibold - 11pt
Dark green: #143630

Position in Te Reo
Poppins Regular - 11pt
Dark green: #143630

Contact info
Poppins Regular - 11pt
Dark green: #143630



Promotional e-footer
The Communications Team manages and co-ordinates promotional email footers reflecting current Council marketing campaigns, events and activities. These are added to Council employee email signatures and include a hyperlink to further information. Requests for use are to be made to communications@westernbay.govt.nz.

TEAR DROP FLAGS



Uniforms are an essential item for some Council units and groups. They must be marked and branded correctly to help our customers identify our staff and services.

To allow for flexibility, co-branding or descriptions can be included. Please contact the Communications Team to discuss alternative options if required. Email: communications@westernbay.govt.nz.

The Council logo must always be positioned on the front of the uniform on the right of the chest.

	LONG SLEEVED SHIRTS	POLOS	T-SHIRT	ACTIVEWEAR (Plain)	ACTIVEWEAR (Community)	JACKETS	CAP
MENS	 Green  Coal/Black Check  Black	 Grey Marle  Black	 Black	 Black	 Mid Grey Marle	 Black	 
WOMENS	 Black  Green	 Black  Grey Marle	 Black	 Black	 Frosted mint	 Black	 
UNISEX							

**3.5.2 Resources
Uniforms - staff
tshirt and polos**

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WOMENS POLO



Black



Grey Marl

WOMENS TEE



Black

**WOMENS ACTIVE WEAR
(Plain)**



Black

**WOMENS ACTIVE WEAR
(Community)**



Frosted mint

MENS POLO



Black



Black

MENS TEE



Black

**MENS ACTIVE WEAR
(Plain)**



Black

**MENS ACTIVE WEAR
(Community)**



Mid Grey Marl

**3.5.2 Resources
Uniforms - staff
long sleeved shirts**

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WOMENS LONG SLEEVED SHIRTS



Green



Grey Marlé

MENS LONG SLEEVED SHIRTS



Green



Black



Coal/Black Check

3.5.2 Resources
**Uniforms - staff
jackets and hats**

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WOMENS JACKET



Black

MENS JACKETS



Black

CAPS



BUCKET HAT



When producing a campaign it is important to follow our brand fonts and colours. Event campaigns and joint project initiatives are typical exceptions, and are at the discretion of the Communications Team.

If you have any questions please contact the Communications Team. Email: communications@westernbay.govt.nz.

RESERVE MANAGEMENT PLAN CAMPAIGN

Press Ad

Kia hangaia ngā rā o mua
Shape the future...

Western Bay of Plenty District Council

For our swimmers
For our open spaces
For our dogs

The Te Puke-Maketu Reserve Management Plan is up for review. This is your opportunity to help shape the future of recreation and open spaces in your neighbourhood.

Feedback due Monday 11 October.

Have your say online
haveyoursay.westernbay.govt.nz

Facebook Cover Image

Kia hangaia ngā rā o mua
Shape the future...

Have your say online
haveyoursay.westernbay.govt.nz

For our swimmers
For our open spaces
For our dogs

Te Puke-Maketu Reserve Management Plan

Feedback due Monday 11 October

Website

Western Bay of Plenty District Council

Kia hangaia ngā rā o mua
Shape the future...

Te Puke-Maketu Reserve Management Plan Feedback due Monday 11 October

Shape the future

Te Puke and Maketu, this is your chance to help shape the future of recreation and open spaces in your neighbourhood.

Your thoughts and ideas are needed to inform Council's new reserve management plan for the Te Puke-Maketu ward, which stretches from Te Puke along the coast to Ōkaroakaroa. The reserve management plan is Council's guideline for recreation and open spaces. It will set out how Council has agreed to develop these spaces over the next 10 years.

Please select one of the key topics below to tell us what you think (remember to register):

- For our whānau
- For our open spaces
- For our swimmers
- For our loved ones

We want to know whether you think there is enough shade in our parks and reserves. If not, where do you think more shade is needed? This could be natural shade (trees) or artificial shade sails.

We also want to know if you think our playgrounds need to be more accessible to people with disabilities. How can we make them more inclusive?

Council has undertaken extensive consultation through its Long Term Plan 2021-2031 process on swimming pools and will be developing a new swimming pool in Te Puke in the next five years. We want to know where our community thinks the pool should be located so we can include this information in our review. It cannot stay on its current site at Te Puke High School. Final site suitability for a swimming pool will be undertaken as a separate process.

Council provides cemeteries in the District and some remembrance walls. Through previous consultation we've heard that alternative memorial arrangements should be considered. We want to know where you think the most appropriate sites are and what you would like made available to remember our loved ones. Please note, this has to be on existing Council reserves.

Key dates

- Pre-engagement: 13 September – 11 October 2021
- Formal consultation: March – April 2022

Register here To have your say and to stay up-to-date

FAQs

- What's the plan?
- What is a reserve management plan?
- Why should I provide feedback?
- What are the key issues we want feedback on?
- How do I have my say?
- What's the difference between pre-engagement and formal engagement?
- What happens after I provide feedback?
- Does social media feedback count as a submission?

Animated Email Footer

Kia hangaia ngā rā o mua
Shape the future...

The Te Puke-Maketu Reserve Management Plan is up for review.

Have your say online
haveyoursay.westernbay.govt.nz

Western Bay of Plenty District Council

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