

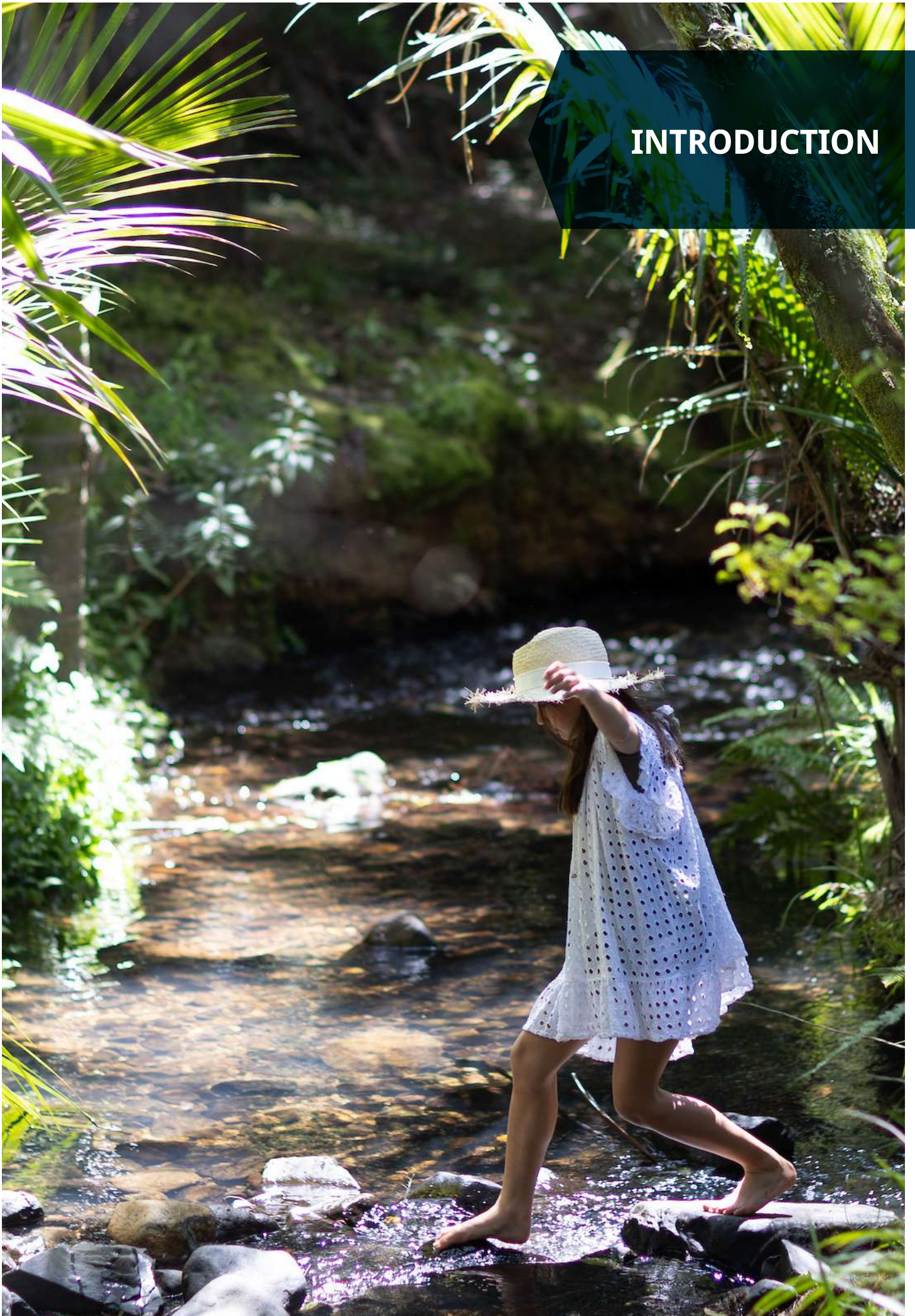


The
Coromandel
GOOD FOR YOUR
SOUL

BRAND GUIDELINES

February 2023

INTRODUCTION



Introduction

Our identity is the face and personality presented to the global community.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the material created will represent *The Coromandel* cohesively to the outside world.

The purpose of these guidelines is to explain the use of *The Coromandel* brand style and to reinforce consistent application of the visual elements in all communications.

This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

What makes *The Coromandel* good for your soul?

Surrounded by 400 km of picturesque coastline, with subtropical forest highlighting our mountainous spine, we are at one with the elements and nature holds back for no one. It's part of the appeal and enables experiences like nowhere else. The true beauty of our region can only be found when you take the time to slow down and explore all that we have to offer. A journey around Hauraki Coromandel will be just as spectacular as the destinations you reach.

The green valleys, misty forested mountains ringed by golden beaches, wetlands and fertile plains make The Coromandel an ideal place to escape into nature.

It's a place where Kiwis love to holiday, for its forest walks, fishing, secluded bays and beaches and sustainable lifestyle.

Inspiring land and seascapes attract talented artisans, and the laid-back creative vibe in our small communities invites connections. Charming old-world towns and intriguing relics in the rugged hills connect you to the past and our people.

We are close to the main centres, yet our way of life is a world away from the bustle of the city.

Our respect for nature and our beautiful environment unites us in The Coromandel, it's why we are here. It's a place where nature and people connect, a place that gives back, that is forever good for your soul.

The simplicity of a getaway in *The Coromandel*. Relax, slow down and enjoy the simple things.

Our primary objective is to increase the awareness and affinity for *The Coromandel* brand, *good for your soul* proposition and www.thecoromandel.com call to action.

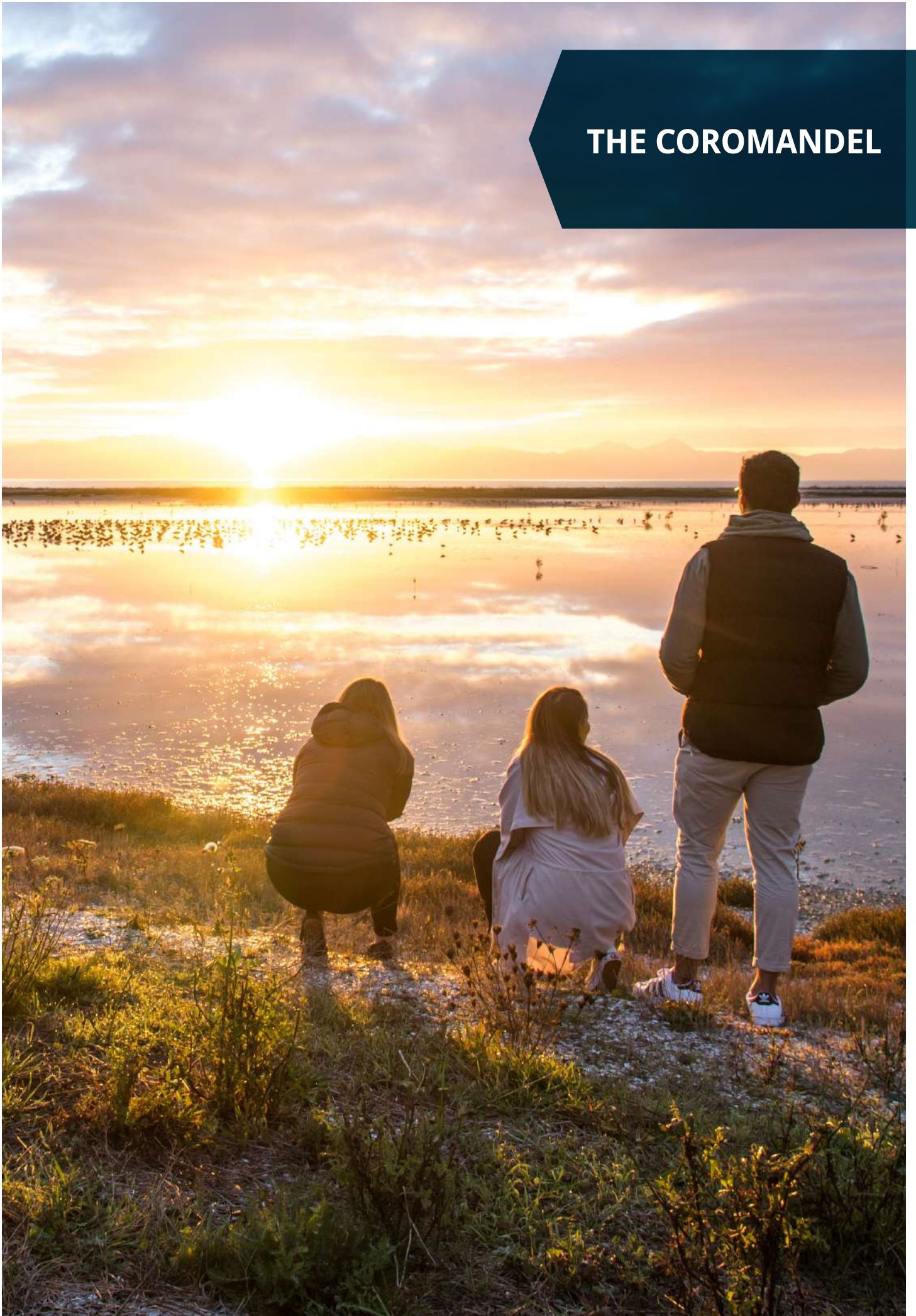
Motivating industry, locals and ultimately visitors to embrace the brand is the ultimate goal.

These long term objectives will be achieved by providing simple and effective mechanisms for people to engage with and own the brand. However it must be remembered that the brand represents a region that's vision is to ensure tourism enriches life for locals and visitors, contributing directly to the protection and enhancement of our cultural and natural environment. With a purpose to increase value from visitation to *The Coromandel* – which is why Destination Hauraki Coromandel moderates brand use.

The Coromandel is a desirable region that provides quality and accessible experiences and encourages regenerative travel. *The Coromandel* brand needs to be seen in the right context and recognised as a brand that is synonymous with values and quality. These factors need to be considered when supporting or leveraging opportunities.



THE COROMANDEL



The Coromandel good for your soul

History of the Brand

The regional tourism organisation responsible for marketing *The Coromandel* region was established in 1991. "Towards 2020", the founding document for the organisation, highlighted the importance of the brand as reflected in the extract below:

- *The Coromandel* brand and marketing should reflect the region's commitment to regenerative travel.
- All local and regional marketing should reflect *The Coromandel* brand, ensuring that visitors who respect the special values and experiences of *The Coromandel* are attracted.
- To market and manage a world-class – and thus high value – visitor experience, *The Coromandel* must guarantee quality and a high level of service.

Destination Appeal

- A sense of exploration and re-discovery
- A relaxed, special lifestyle shared with an interesting, expressive and talented community
- Intimacy with the natural world offering personal interpretation by each individual
- Dramatic landscapes, volcanic hills and dense green forests containing ancient kauri trees
- Unspoiled recreational beaches and a clean, spectacular coastline
- Variety of marine and maritime activities for all levels of experience
- Accessible exposure to New Zealand's pioneering history and Māori heritage
- Pastoral and rural activities reflecting the values of 'salt of the earth' locals

Why *The Coromandel*

- Differentiates between the region (*The Coromandel*) and the town (Coromandel Town)
- Introduces and reiterates (by association) what makes the region special.
- Encapsulates the Hauraki Plains as well as the Coromandel Peninsula

Proposition

- *The Coromandel good for your soul* brand and proposition is about stirring desire and stimulating action. It's about navigating towards a flourishing future for our people and our biodiversity, enhanced by visitors who are provided opportunities to give more than they take. Marketing and activity needs to be compelling enough to create a want to visit and give back.

Our Position

The Coromandel good for your soul speaks to the region's five pillars;

ESSENTIALLY HOMEGROWN on *The Coromandel*

The bohemian nature of locals is embodied in their sustainable hunter-gatherer lifestyle and shared through their artisan produce, whimsical crafts and fine arts, and relaxed warm hospitality. (Cuisine, Art, Music, Wellness, Paddock to Plate)

***The Coromandel*, A SIMPLE WAY OF LIFE**

Kiwis are at their best when they are on holiday in *The Coromandel*. Take a break, slow down and reconnect with life as it should be. (Relax, Recharge, Sustainable, Eco, Nature, Outdoors)

***The Coromandel*, WHERE KIWIS HOLIDAY**

Whether you're heading for the campground, bach or something more glamorous, "endless" summer barbecues, fishing expeditions, bush walks to swimming holes, and picnics at the beach await you. (Timeless, Family, Holidays, Fun, Experiences, Beach, Marine)

***The Coromandel*, OUR GOLDEN HERITAGE**

Discover the relics and stories of those who came before, and come away with a deeper understanding of the people and this place. (Gold and Kauri Heritage, Forest park, landscapes)

***The Coromandel* FOREVER GOOD FOR YOU SOUL**

Our respect for nature and our beautiful environment unites us in *The Coromandel*, it's why we are here. Being part of the wild beauty of this place is our privilege, and it is also in our nature to engage. It's a place where nature and people connect, a place that gives back, that is forever good for your soul. It's time to slow down, take the scenic route and explore all our beauty. Travel's about the journey, how you navigate it, and what you offer, not just the final destination (Responsible Travel, Care for Nature, Regenerative Travel, Nature, Locals, Scenic Route, Pacific Coast Highway)

The Coromandel good for your soul

Values

EXCHANGE OF KNOWLEDGE... *Sharing Art, Culture and Heritage*

Respect and understanding through shared stories. By honouring our past and shared cultural heritage we welcome the opportunity to strengthen the character of our communities by welcoming visitors. Art is a strong connector in *The Coromandel* that brings people together, in our galleries and studios, museums and historic spaces, allowing us to tell our stories, to inspire reflection, and to make connections that go beyond our differences.

CONNECTION... *The significance of people and place*

Our Connections to this place are deeply held. They are central to our identity and wellbeing. We invite you to experience life as a local while you are here, to gain an understanding of why we choose to call *The Coromandel* home and what it means to have you here.

RESPONSIBLE TRAVEL... *Actions to restore, preserve and protect The Coromandel forever*

Caring for our Land, Sea and Nature. We want to make sure that the wild and beautiful nature we enjoy today will be thriving for the benefit of generations that follow; regeneration is about making sure that what we do now feeds back into the ecosystem which we enjoy and which nourishes us. It's about being proactive and intentional, and travelling responsibly.

The duty to take care quickly becomes a passion that is infectious, with a rising momentum that will tip the balance in favour of our voiceless native species. Only then will nature thrive, as locals and visitors truly appreciate what a thing of beauty this place is. And you will long to return, to recharge your soul.

Help preserve the special qualities that draw us here. Simple every day actions help us do this together.

Communication

Communications need to stimulate the following response:

SEND me there now
SEND me back again/ for longer
SEND others

Keywords

These keywords embody what '*The Coromandel*' brand is about. They enable the brand to come to life through stories. They are best reflected through the '*good for your soul*' proposition:

Soulful	(authentic, honest, peaceful, living, nostalgic)
Emotions	(exciting, adventurous, satisfying, contented)
Environmental	(sustainability, regenerative earthy, delicate, rugged, green, nature, wild)
Destination	(world class, intrepid, escape, discover, homegrown, culture)

Unique Selling Points;

- Rustic and unspoiled
- Where Kiwis holiday
- Good for your Soul
- Quirky and creative
- Connected to our nature
- Wild and untamed

THE BRAND



Brand elements

The Master Logo

The Master Logo can be used across all mediums requiring no support from other branding.

Tag Line Stamp (Proposition)

The tag line in most cases should be used within the Master Logo. In special circumstances the tag line can be used stand alone as can the Core Logo. In this case it has to be obvious that the promotion corresponds with 'The Coromandel' and is supported with other branding, eg. background avatars for social media sites, events where *The Coromandel* brand is represented more than other brands.

Core Logo

The core logo (and tag line) can only be used separately from the Master Logo in special circumstances and only by Destination Hauraki Coromandel in specific marketing campaigns.

Call to Action (URL)

The URL should be used in conjunction with the master logo or separately where space only allows for text, e.g. publications, features etc.

Alternative Versions

Other coloured versions are available for special purpose marketing activity only. The marketing activity needs to be niche and suited to an altered feel.

Watermark Logo

A reversible option has been developed for the use of a watermark.



Master Logo



Tag line Stamp Logo



Core Logo

www.thecoromandel.com

Call to Action



Alternative Logo



Watermark Logo

Brand variations

Master Logo



Master Logo with URL



Master Logo Watermark



Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message.

Colour Variations



87C / 44M / 14Y PMS314 HEX 007FA3



78C / 8M / 44Y PMS3275 HEX 00B398



60C / 85Y PMS360 HEX 6CC24A



30C / 91Y PMS136 HEX FFBF3F

Brand variations - special purpose only

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message.

Colour Variations



100K Black



87C / 44M / 14Y PMS314 HEX 007FA3



78C / 8M / 44Y PMS3275 HEX 00B398



60C / 85Y PMS360 HEX 6CC24A



30C / 91Y PMS136 HEX FFBF3F

THE COROMANDEL LOGO



The Coromandel logo

Always use master artwork when reproducing any logo design. It must not be recreated under any circumstances. Always ensure you are using the correct artwork for the application - logos should not be taken from this document.

Visual Identity

The logo cannot be redrawn or re-typeset in any other format other than those outlined in these brand guidelines.

It must not vary from the approved formats shown in this manual.

The logo can, however, appear in a variety of sizes and formats, as described.

Our identity should not usually appear more than once on any single page.

The coloured brand should not be used on a coloured background. In this instance the watermark brand is preferred.

The black version is predominantly used on a white background. Other colour options are available, but permission should be obtained before using instead of the black.

Logo Authorisation

To obtain permission to use *The Coromandel, good for your soul* brand and obtain the original files please make contact with:

Destination Hauraki Coromandel
info@thecoromandel.com

Minimum Size Requirements

Master Logo



Alternative Logo



Master Logo with URL



Tag line Stamp Logo



Master Logo Watermark



Core Logo



Minimum Width
35mm

Call to Action

www.thecoromandel.com



Minimum Width
28mm

The Coromandel typography

The primary typeface for the logo is **Lovely Home** with the secondary font **High Voltage Rough** to complement the primary.

These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Fonts must not be replaced with alternatives under any circumstances.

In general copy, it is recommended to use **Droid Sans** as the primary copy font and **Droid Serif** as the secondary copy font of choice. When including the words 'The Coromandel' these must always be italicised.



Primary Copy Font

Droid Sans

Bodycopy - Droid Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headings - Droid Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Copy Font

Droid Sans Serif

Bodycopy - Droid Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Droid Serif Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headings - Droid Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Droid Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Coromandel clear space

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

There should always be an allocated space around the brand to let the logo breathe.

Clear Space

Clear space has been shown here with a dotted line. Obviously this does not print in a box around the logo, but is merely used here to define the area of clear space.

Minimum Space

This is easiest to represent by using an element from within the identity itself as a measuring device. The minimum clear space around the logo can be calculated by using the height of the 'S' in the word SOUL from the logo. This space is denoted by the letter 'X' in our examples.



The Coromandel incorporating other logos

While *The Coromandel* brand is powerful and strong enough to stand alone, there will be many instances when the logo will have to be used in association with other logos. When this happens, it is vital that the other logos don't detract from *The Coromandel* brand.

When used with other logos, *The Coromandel* brand must stay undisturbed. The other logos must not penetrate the clear space. Clear space has been outlined on the previous page.



The Coromandel the name

The name by which we are known is important. Therefore our name should not be abbreviated in our major branding or communications. It should not be paraphrased or altered in any way.

When referencing *The Coromandel* as a place in copy it should be in italic font *The Coromandel*.

i.e Renowned worldwide for its natural beauty - misty rainforests and pristine golden beaches, *The Coromandel* is blessed with hundreds of natural hideaways, making it an ideal place to slow down, relax and unwind.

Do not highlight it with either bold, outlined or underlined type.

Do not use the name in a larger or smaller font size.

How *The Coromandel* should NOT be used

the Coromandel is located 1 ½ hours from our largest city, Auckland.

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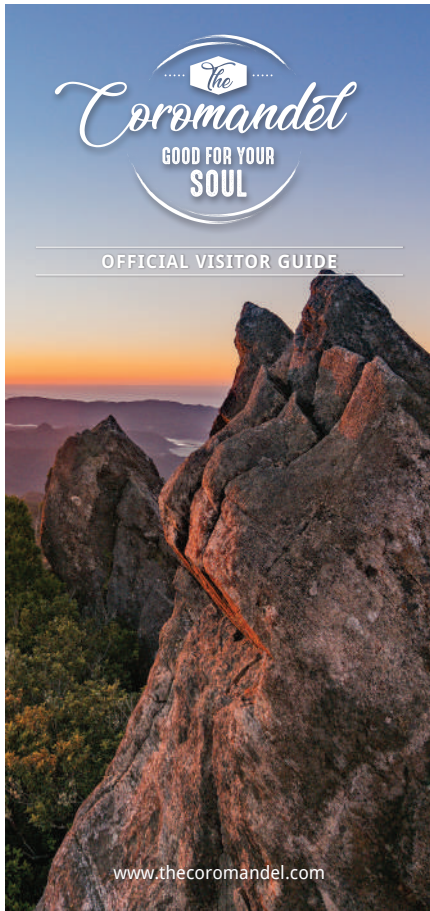
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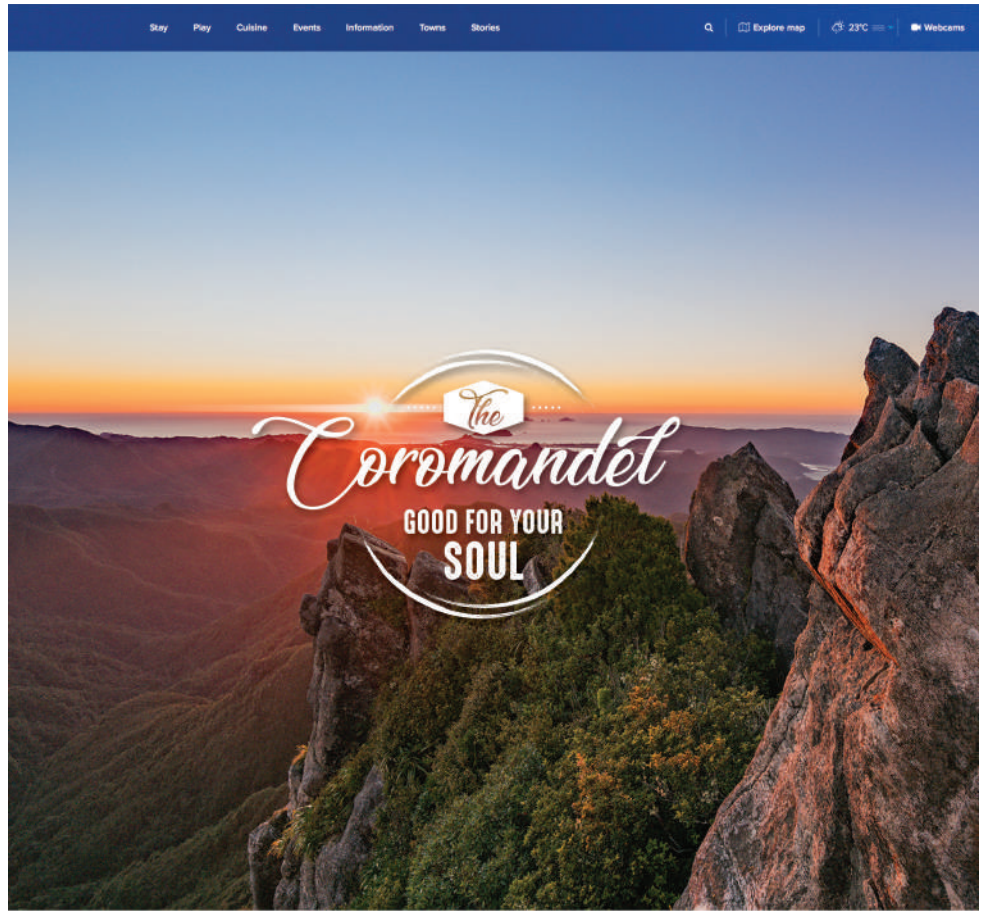
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The Coromandel examples of use



Regional Visitor Guide Cover (Print)



Regional Website (Web)



Brand Stands (Print)



Truck Curtains (Print)



Promotional Billboard (Print)

The Coromandel good for your soul

The Coromandel good for your soul is the regional brand and tag line for *The Coromandel*. Geographically this includes Thames Coromandel and Hauraki Districts. Locally *The Coromandel good for your soul* speaks to the region's five pillars: essentially homegrown, a simple way of life, golden heritage, forever good for your soul, and where Kiwis holiday. Externally and in the visitor market its purpose is about stirring desire and stimulating action. It's about navigating towards a flourishing future for our people and our biodiversity, enhanced by visitors who are provided opportunities to give more than they take. It's about creating a dream and converting the dream to visiting *The Coromandel*. It delivers an emotion and creates a vision of the culture and ethos of *The Coromandel*.

The quality of our work must embody the ethos of the brand and ideally raise the equity/value in it. Everything associated with *The Coromandel good for your soul*, including imagery, messaging and content must reflect the brand pillars and ethos of *The Coromandel*, only then does it receive the stamp of approval - *The Coromandel good for your soul* logo.



The Coromandel brand extensions

Forever Good for your soul

Change is happening for the better, by choice and global influence, from governments and consumers. At last, we are committed to a path that honours our region's reputation.

By joining us in this vision, business in the Hauraki Coromandel can demonstrate how important our environment is by reducing waste, leading the way with carbon free actions and helping biodiversity in Hauraki Coromandel thrive. Having committed, people will trust that visiting your place will help our place be *Forever good for your soul*.



Forever Good for your soul Ambassador Programme

The Coromandel Ambassadors workshop is designed for locals of Hauraki Coromandel. Its purpose is to come together and bring awareness to our roles within the community and inspire practical ways to live and breathe them through our actions and interactions with others.

Ambassadors for Hauraki Coromandel are empowered with accurate knowledge, stories and information to share with visitors.

Sharing our cultural and biodiversity stories will help visitors care for New Zealand and feel a closer connection with the people and places around them.





Destination
**HAURAKI
COROMANDEL**

*All use of The Coromandel brand must be approved and supplied
by Destination Hauraki Coromandel.*

Please feel free to contact the team at Destination Hauraki Coromandel for further assistance

Destination Hauraki Coromandel
info@thecoromandel.com | www.thecoromandel.com