



Tauranga City Council

# Visual Brand Guidelines

Version 1 - External | July 2025

Our brand is a reflection  
of **who we are** and the  
**community we serve.**

These guidelines ensure consistency, clarity,  
and accessibility across all our communications.



# Our vision

**Tauranga is a city where we prioritise, protect, and enhance nature, foster inclusive and thriving communities, and continually spark creativity, innovation, and cultural celebration.**

By acknowledging our past and addressing today's challenges, we create a shared identity that unites us. Together, we inspire meaningful change and shape a vibrant, sustainable future for all.

**Tauranga, together we can.**

# Our mission

**Our mission is to work collaboratively with our communities and partners to drive a sustainable, vibrant future by delivering on our Strategic Direction.**

We focus on creating an inclusive city, protecting and enhancing our environment, fostering well-planned growth, and ensuring accessible transport and business opportunities. Through the principles of te ao Māori, sustainability, and regional collaboration, we aim to strengthen the social, economic, and cultural wellbeing of Tauranga – both locally and across the Bay of Plenty. Together, we will build a resilient, connected, and thriving Tauranga for current and future generations.

**Kei a tātou te pae tawhiti.  
The future is all of ours.**

# Our values

**What are the principles that guide our decisions?**

- **Pono and integrity:**  
We do what we say we will do.
- **Manaakitanga and respect:**  
We listen to all views and show we care.
- **Whāia te tika and service:**  
We do the right thing for our community and each other.
- **Whanaungatanga and collaboration:**  
We work together and create connections.



# Tauranga, together we can.



*Tauranga City*

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If you have any questions, need guidance, or require brand assets and support, our team is here to help.

**Community Relations:** [communications@tauranga.govt.nz](mailto:communications@tauranga.govt.nz)



# 1.0

# Our Logomark

- 1.1 Primary Logo
- 1.2 Secondary Logo
- 1.3 Logo Icon
- 1.4 'Supported by' Logo
- 1.5 Logo Misuse
- 1.6 Use on Imagery

# 1.1

## Primary Logo

Our stacked logo, or portrait logo is our primary logo format and should be used when height allows.

### Logo variations:

#### Single-colour Logo:

We recommend using our single-colour logo where possible. It's easy to read and works well for digital and printed materials. When in doubt, this is your go-to.

Our single-colour logo is available in Te Awanui Blue, white or black and **should not** be used in any other colour.

#### Full-colour Logo:

We use this version for corporate signs and official documents or when we want our logo to stand out. Only used on Te Awanui Blue, white or black backgrounds.

**Please obtain written permission from TCC before using our logo on materials we haven't produced.**



#### Single-colour Logo

*Colour shown: white.  
Available in Te Awanui Blue, black and white.*



#### Full-colour Logo



#### Single-colour Logo

*Colour shown: Te Awanui Blue.  
Available in Te Awanui Blue, black and white.*



#### Full-colour Logo

### Clearspace

To keep our logo looking its best, ensure there is enough space around it.

The minimum space needed is the size of the "City" part of the logo. This helps keep things tidy and ensures our logo stands out clearly.



### Minimum logo size



**Print:** 20mm  
**Digital:** 55px

### Always scale proportionately



**Tip:** press and hold the shift key when resizing.

# 1.2

## Secondary Logo

Our horizontal logo, is our secondary logo format and should be used when height is limited.

### Logo variations:

#### Single-colour Logo:

We recommend using our single-colour logo where possible. It's easy to read and works well for digital and printed materials. When in doubt, this is your go-to.

Our single-colour logo is available in Te Awanui Blue, white or black and **should not** be used in any other colour.

#### Full-colour Logo:

We use this version for corporate signs and official documents or for our logo to stand out. Only used on Te Awanui Blue, white or black backgrounds.

**Please obtain written permission from TCC before using our logo on materials we haven't produced.**



#### Single-colour Logo

*Colour shown: white.  
Available in Te Awanui Blue, black and white.*



#### Full-colour Logo



#### Single-colour Logo

*Colour shown: Te Awanui Blue.  
Available in Te Awanui Blue, black and white.*



#### Full-colour Logo

### Clearspace

To keep our logo looking its best, ensure there is enough space around it.

The minimum space needed is the size of the "City" part of the logo. This helps keep things tidy and ensures our logo stands out clearly.



### Minimum logo size



**Print:** 35mm  
**Digital:** 100px

### Always scale proportionately



**Tip:** press and hold the shift key when resizing.

# 1.3

## Logo Icon

Our logo icon is versatile and effective in environments where our full logo is not necessary.

### Logo variations:

#### Single-colour Logo:

Our single-colour logo is available in Te Awanui Blue, white or black and **should not** be used in any other colour.

#### Full-colour Logo:

We use this version when we want our logo to stand out. Only used on Te Awanui Blue, white or black backgrounds.

#### Use cases:

- Account profile pictures such as social media.
- Digital favicon on website browser tabs.

Please obtain written permission from TCC before using our logo on materials we haven't produced.



Single-colour Icon

*Colour shown: white.  
Available in Te Awanui Blue,  
black and white.*



Full-colour Icon

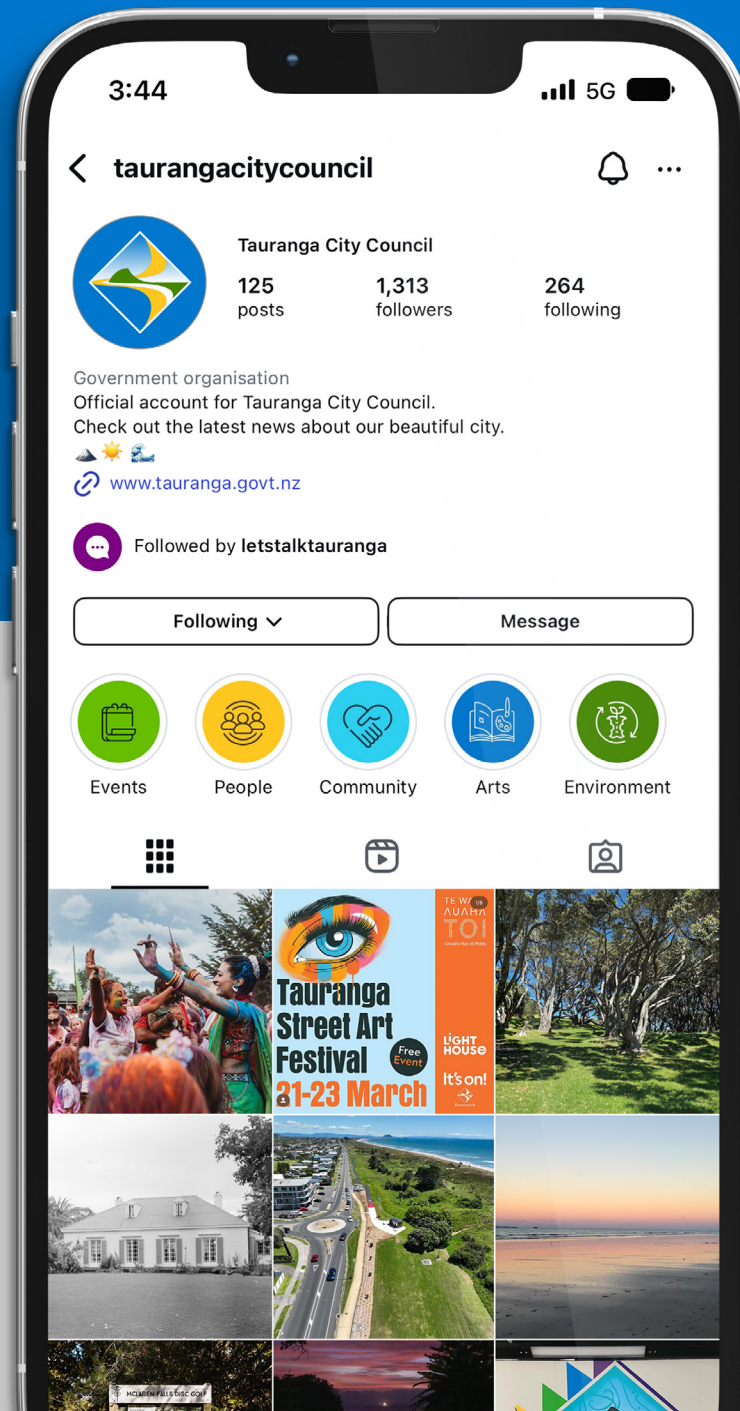


Single-colour Icon

*Colour shown: Te Awanui Blue.  
Available in Te Awanui Blue,  
black and white.*



Full-colour Icon



# 1.4 'Supported by' Logo

Our 'Supported by' logo is used for Council-supported initiatives.

## Logo variations:

### Single-colour Logo:

Our 'Supported by' logo is available in Te Awanui Blue, white or black and **should not** be used in any other single-colour.

### Use cases:

→ Partnership media in print and digital.

Please obtain written permission from TCC before using our logo on materials we haven't produced.

If you wish to use our 'Supported by' logo, please email: [communications@tauranga.govt.nz](mailto:communications@tauranga.govt.nz)



### Single-colour Logo

Colour shown: white.  
Available in Te Awanui Blue, black and white.



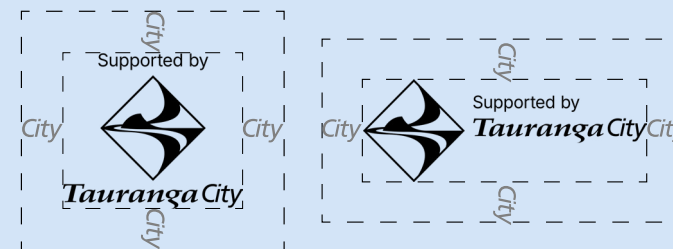
### Full-colour Logo

Colour shown: Te Awanui Blue.  
Available in Te Awanui Blue and white.

## Clearspace

To keep our logo looking its best, ensure there is enough space around it.

The minimum space needed is the size of the "City" part of the logo. This helps keep things tidy and ensures our logo stands out clearly.



## Minimum Logo size



Print: 25mm  
Digital: 70px



Print: 40mm  
Digital: 70px

## Always scale proportionately



Tip: press and hold the shift key when resizing.

# 1.5

## Logo Misuse

Here are a few examples of what **NOT** to do with any variation of our logo.

Our logo is a symbol our community recognises; therefore, it should not be altered in any way.

The following rules apply to all Tauranga City Council logo variants and colourways.



✘ **Do not** change the scale of our logo elements in any way.

✘ **Do not** change the composition of our logo in any way.

✘ **Do not** alter our logo colour in any way.



✘ **Do not** rotate or use our logo on an angle.

✘ **Do not** distort, warp or skew our logo.

✘ **Do not** use our logotype in isolation.



✘ **Do not** change the font, recreate or manipulate our logo in any way.

✘ **Do not** outline or use a keyline around our logo.

✘ **Do not** apply a glow or drop shadow to our logo.

# 1.6

## Use on Imagery

Ensure our single-colour logo remains clear and legible on images to maintain our brand's professional image and recognition.

### Keep it simple:

- Use only our single-colour logo in Te Awanui Blue, white or black.
- Do not use our full-colour logo on images unless specifically requested.
- On busy images with lots of text or complex designs, add one of our brand shapes to the image and place our white or black logo inside. See page 26 - 4.12 *Pattern Elements* for more details.

### Remember:

- Do not cover people's faces or heads.
- Follow our minimum size and clearspace rules.



2.0

# Our Typography

- 2.1 Type Hierarchy
- 2.2 Corporate Font
- 2.3 System Font
- 2.4 Supporting Headline Font
- 2.5 Type Styling

# 2.1

## Type Hierarchy

A clear typographic hierarchy makes your content easy to navigate, understand, and remember.

### We use different text sizes to help organise information

- For body text, aim for 12pt in size.
- If needed, you can go as small as 10pt, but no smaller.
- Use our colour palettes to emphasise headings and key information.

### Remember:

- All text must be easy to read and accessible. See page 30 - 5.0 Accessibility Standards for more details.



It's easy to read on screens and in print, making it perfect for getting a message across without overshadowing your content.

## Inter

Inter is an incredibly versatile font family designed for optimal readability across digital and print platforms.

As a free font available on Google Fonts, Inter provides a flexible option for various applications within council's communications.

You can download Inter at [fonts.google.com/specimen/Inter](https://fonts.google.com/specimen/Inter)

### Use cases:

- TCC corporate signage.
- TCC corporate communication.
- TCC digital platforms.
- TCC creative and sub-brands.

# Inter

## Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnop  
nopqrstuvwxyz

Ā ā Ē ē Ī ī Ō ō Ū ū

1 2 3 4 5 6 7 8 9 0

## Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnop  
nopqrstuvwxyz

Ā ā Ē ē Ī ī Ō ō Ū ū

1 2 3 4 5 6 7 8 9 0

## Semi-bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnop  
nopqrstuvwxyz

Ā ā Ē ē Ī ī Ō ō Ū ū

1 2 3 4 5 6 7 8 9 0

Modern **Friendly**  
Legible *Versatile*  
Clean Accessible

# Arial

In some cases where Inter is not able to be applied, revert to our system font, Arial.

## Arial

Arial is accessible to most users because it is a standard system font included in many operating systems, ensuring consistent display across different devices and platforms.

This ubiquity contributes to its popularity and reliability in many instances.

Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

Ä ä Ê ë Ì Í Ò ó Û ü

1 2 3 4 5 6 7 8 9 0

**Bold**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklm  
nopqrstuvwxyz**

**Ä ä Ê ë Ì Í Ò ó Û ü**

**1 2 3 4 5 6 7 8 9 0**

Functional Simple  
Accessible Clean  
Reliable Classic

With rounded forms and versatile weights, Filson Soft is a friendly, approachable headline font that complements 'Inter'.

### Filson Soft

Filson Soft has a clean, modern feel with softened edges that brings warmth and approachability to its geometric structure. It balances simplicity with friendliness, making it ideal for visual communication that needs to feel contemporary yet personable.

Its wide letterforms offer excellent legibility, while its subtle roundness adds a human touch – perfect for communications that must be clear but inviting.

Download Filson Soft at [fonts.adobe.com/fonts/filson](https://fonts.adobe.com/fonts/filson)

### Use cases:

→ TCC creative and sub-brands.

# Filson Soft

Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

Ă ă Ę ę Ī ī Ō ō Ū ū

1 2 3 4 5 6 7 8 9 0

Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

Ă ă Ę ę Ī ī Ō ō Ū ū

1 2 3 4 5 6 7 8 9 0

Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

Ă ă Ę ę Ī ī Ō ō Ū ū

1 2 3 4 5 6 7 8 9 0

Friendly Inviting  
Fun Rounded  
Approachable

Create a clear visual hierarchy to guide readers through content effectively, and highlight key points.

### Type hierarchy:

A clear typographic hierarchy makes your content easy to navigate, understand, and remember.

Use colours from our palette to distinguish headings and information, enhancing visual interest and reinforcing brand identity.

Ensure all type meets our accessibility requirements. See page 30 - *5.0 Accessibility Standards* for more details.

# H1 Heading

## H2 Heading

Intro text - Used to set the context and provide an overview, to engage readers and guide them into the main content.

### H3 Heading

#### H4 Heading

**Paragraph stand first - When writing with te reo Māori (follow with the English translation in brackets). Stand first text should always be bolded, black or white, left aligned.**

Paragraph - When writing with te reo Māori (follow with the English translation in brackets). Paragraph text should always be in black or white, left aligned.

- Bulleted list
- Bulleted list

Table Heading	
Text - Te Awanui, Cell - white	Text - black, Cell - white
Text - black, Cell - 20% Te Awanui	Text - black, Cell - 20% Te Awanui
Text - black, Cell - white	Text - black, Cell - white

**Figure 1.** References written in semibold, followed by context in a light weight.

Bilingual headings must have more visual emphasis than their English translation.

Our bilingual heading approach is based on the national standard for bilingual signage and the Te Taura Whiri i te Reo Māori Guidelines for Māori Language Orthography.

### Formatting:

- Cultural headings must be the same size and colour as their English translation.
- Cultural headings are to be a heavier weight (boldness) than their English translation.
- Cultural headings must always appear first, followed by their English translation.

# H1 Te reo Māori Heading

# H1 English Heading

## H2 Te reo Māori Heading

## H2 English Heading

Intro text - Used to set the context and provide an overview, to engage readers and guide them into the main content.

### H3 Te reo Māori Heading

### H3 English Heading

#### H4 Te reo Māori Heading

#### H4 EnglishHeading

**Paragraph stand first - When writing with te reo Māori (follow with the English translation in brackets). Stand first text should always be bolded, black or white, left aligned.**

Paragraph - When writing with te reo Māori (follow with the English translation in brackets). Paragraph text should always be in black or white, left aligned.



# 3.0

# Our Colours

- 3.1 A Colourful Kōrero
- 3.2 Primary Colours
- 3.3 Secondary Colours
- 3.4 Tertiary Colours

# 3.1

## A Colourful Kōrero

### Te Awanui

#### Harbour Blue

Te Awanui, the deep blue waters of Tauranga Moana, nurture our whānau with their expansive embrace. These sacred waters connect us to our ancestors, guiding us with their currents and providing sustenance for our people.

The incoming tide reflects our growth, progress and the natural cycles of the tide that bring change and new opportunities.

It is our pathway and our protector, a living entity that holds the stories of our tūpuna.

### Onepū

#### Sand Yellow

Onepū, the golden sands of our Tauranga shores, symbolise the meeting place of land and sea.

These grains of sand are the remnants of our geological whakapapa, each one a testament to the enduring strength and resilience of our whenua. They are the bedrock of our identity, grounding us in our ancestral heritage.

### Hautere

#### Forest Green

Hautere, the lush green ngahere of Tauranga, are the lungs of our land and the guardians of our biodiversity, offering sustenance and shelter to countless ngangara and manu.

The forests are a testament to the interconnectedness of all living things, reminding us to tread lightly and respect the balance of nature.

### Ranginui

#### Sky Blue

Ranginui blankets Tauranga with his light blue expanse, a canvas of infinite possibilities. Watching over us, nurturing our growth and reminding us of our place within the natural world.

Under his gaze, we are connected to the heavens and the celestial bodies that guide our journey.

### Te Taiao

#### Environment Green

Symbolises the promise of a vibrant future and the resilience of the Tauranga Moana environment.

This colour reflects the potential for prosperity and growth, akin to the nature of harakeke protecting the rito, ensuring the plant thrives.

It emphasises the importance of nurturing the land and maintaining the delicate balance to safeguard our diverse ecosystems for generations to come.

### Matarauui

#### Inclusive Purple

Matarauui, the rich purple of vibrancy and diversity, celebrates the unique tapestry of cultures and communities that thrive in Tauranga.

This colour embodies the spirit of inclusivity and the strength that comes from embracing our differences. It reflects the dynamic and evolving nature of our society, where every voice contributes to the collective harmony.

### Rā

#### Sun Orange

Rā, the life-giving sun, shines its vibrant orange rays upon Tauranga, bestowing warmth and vitality. The sun's journey across the sky marks the passage of time and the cycles of nature, reminding us to honour each day and the life it brings.

Rā is a source of inspiration and energy, fuelling our endeavours and illuminating our path.

### Kura

#### Glowing Red

Kura, the sacred red hue, represents the life force and mana that flows through Tauranga. It is the colour of our bloodlines, the essence of our genealogy, and the fire of our spirit.

Red symbolises our strength, our passion, and our commitment to uphold the values and traditions of our kāinga.

### Tūhua

#### Obsidian black

Mata Tūhua, the powerful black of obsidian, symbolises the depth and resilience of Tauranga. This volcanic glass, forged in fire represents the enduring strength, and protection of our people. It is also an important resource for local iwi and hapu. Traded all over the motu as an important tool used in many facets of ancient life.

Tūhua is treasured for its plentifulness and versatility.

# 3.2

## Primary Colours

The deep blue waters of Tauranga Moana surround us, guiding our visual identity with Te Awanui Blue.

**Always lead with vibrancy (100% tints) to ensure our brand remains bold and recognisably council.**

Our primary colour palette includes tints and shades of Te Awanui Blue, ensuring consistency and recognition across all our communications.

This cohesive approach fosters unity and identity, making our brand feel familiar and connected to our community.

### Logo Usage:

Our single-colour logo must only be used in white or black on Te Awanui Blue backgrounds.

Our full-colour logo may appear on Te Awanui Blue, white or black backgrounds when required.



# 3.3

## Secondary Colours

Our secondary colours flow alongside Te Awanui Blue, infusing our brand with vibrancy and flexibility.

**Always lead with vibrancy (100% tints) to ensure our brand remains bold and recognisably council.**

Our secondary colours, **Onepū Yellow** and **Hautere Green** appear in our full-colour logo.

Alongside Te Awanui Blue, these colours create a palette that captures the essence of our Tauranga Moana landscape. This combination strengthens our visual identity and connects us to our region's stunning natural coastline, forests, and waterways.

### Logo Usage:

Our single-colour logo must only be used in white or black on secondary colour backgrounds. See page 30 - 5.0 *Accessibility Standards* for more details.

20%	HEX #FFF5DC RGB 255 / 245 / 220 CMYK 0 / 2 / 14 / 0	HEX #E1F3D7 RGB 225 / 243 / 215 CMYK 12 / 0 / 19 / 0
40%	HEX #FFEAB8 RGB 255 / 234 / 184 CMYK 0 / 7 / 32 / 0	HEX #C3E7AF RGB 195 / 231 / 175 CMYK 24 / 0 / 39 / 0
60%	HEX #FFDF92 RGB 253 / 223 / 146 CMYK 1 / 11 / 51 / 0	HEX #A5DA85 RGB 165 / 218 / 133 CMYK 38 / 0 / 63 / 0
80%	HEX #FFD366 RGB 225 / 211 / 102 CMYK 0 / 17 / 70 / 0	HEX #86CC57 RGB 134 / 204 / 87 CMYK 51 / 0 / 87 / 0
100%	<div style="text-align: center;">  <p>Onepū</p> </div>	<div style="text-align: center;">  <p>Hautere</p> </div>
	HEX #FFC71F RGB 255 / 199 / 31 CMYK 0 / 22 / 95 / 0 PANTONE 7548 C	HEX #66BE00 RGB 102 / 190 / 0 CMYK 64 / 0 / 100 / 0 PANTONE 3501 C
120%	HEX #BE9314 RGB 190 / 147 / 20 CMYK 26 / 40 / 100 / 3	HEX #4A8C00 RGB 74 / 140 / 0 CMYK 75 / 23 / 100 / 8
140%	HEX #80620A RGB 128 / 98 / 10 CMYK 42 / 53 / 100 / 25	HEX #2F5E00 RGB 47 / 94 / 0 CMYK 78 / 39 / 100 / 33
160%	HEX #483603 RGB 72 / 54 / 3 CMYK 54 / 61 / 96 / 58	HEX #173300 RGB 23 / 51 / 0 CMYK 76 / 52 / 90 / 65

# 3.4

## Tertiary Colours

Our tertiary colours flow alongside Te Awanui Blue, infusing our brand with vibrancy and flexibility.

Always lead with our vibrant colours (100%) to ensure our brand remains vibrant and recognisably council.

Inspired by the rich history and future aspirations of Tauranga Moana, our tertiary colour palette introduces five vibrant hues. These colours reflect the dynamic spirit of our environment and community, fostering a sense of belonging and connection. They add versatility to our brand without overpowering our core identity.

### Logo Usage:

Our single-colour logo must only be used in white or black on tertiary colour backgrounds.

See page 30 - 5.0 Accessibility Standards for more details.

20%	HEX #DEF6FD RGB 222 / 246 / 253 CMYK 11 / 0 / 1 / 0	HEX #F3F9D3 RGB 243 / 249 / 211 CMYK 5 / 0 / 20 / 0	HEX #F1D5F1 RGB 241 / 213 / 241 CMYK 4 / 18 / 0 / 0	HEX #FFE2D5 RGB 255 / 226 / 213 CMYK 0 / 13 / 12 / 0	HEX #FED8D1 RGB 254 / 216 / 209 CMYK 0 / 18 / 12 / 0
40%	HEX #BCEDFA RGB 188 / 237 / 250 CMYK 23 / 0 / 2 / 0	HEX #E8F3A7 RGB 232 / 243 / 167 CMYK 11 / 0 / 43 / 0	HEX #E2ABE3 RGB 226 / 171 / 227 CMYK 12 / 36 / 0 / 0	HEX #FFC4AB RGB 255 / 196 / 171 CMYK 0 / 27 / 29 / 0	HEX #F9B1A3 RGB 249 / 177 / 163 CMYK 0 / 37 / 29 / 0
60%	HEX #98E4F7 RGB 152 / 228 / 247 CMYK 35 / 0 / 4 / 0 PANTONE CODE	HEX #DCEC7A RGB 220 / 236 / 122 CMYK 17 / 0 / 65 / 0	HEX #D181D3 RGB 209 / 129 / 211 CMYK 22 / 56 / 0 / 0	HEX #FCA680 RGB 252 / 166 / 128 CMYK 0 / 42 / 49 / 0	HEX #F18876 RGB 241 / 136 / 118 CMYK 2 / 58 / 49 / 0
80%	HEX #6DDAF4 RGB 109 / 218 / 244 CMYK 48 / 0 / 5 / 0	HEX #D1E64E RGB 209 / 230 / 78 CMYK 22 / 0 / 83 / 0	HEX #BE53C3 RGB 190 / 83 / 195 CMYK 35 / 77 / 0 / 0	HEX #F68752 RGB 246 / 135 / 82 CMYK 0 / 58 / 73 / 0	HEX #E65C48 RGB 230 / 92 / 72 CMYK 5 / 78 / 76 / 0
100%	<b>Ranginui</b>  HEX #2DD0F0 RGB 48 / 208 / 240 CMYK 61 / 0 / 6 / 0 PANTONE 637 C	<b>Te Taiao</b>  HEX #C5E022 RGB 197 / 224 / 34 CMYK 28 / 0 / 99 / 0 PANTONE 3507 C	<b>Matarauui</b>  HEX #AA05B2 RGB 170 / 5 / 178 CMYK 45 / 95 / 0 / 0 PANTONE 2602 C	<b>Rā</b>  HEX #EF6406 RGB 239 / 100 / 6 CMYK 2 / 74 / 100 / 0 PANTONE 4010 C	<b>Kura</b>  HEX #D81A01 RGB 216 / 26 / 1 CMYK 9 / 100 / 100 / 2 PANTONE 3546 C
120%	HEX #1F9AB2 RGB 31 / 154 / 178 CMYK 78 / 22 / 25 / 10	HEX #9EB31B RGB 158 / 179 / 27 CMYK 44 / 14 / 100 / 0	HEX #7D0383 RGB 125 / 3 / 131 CMYK 63 / 100 / 12 / 3	HEX #B14803 RGB 177 / 72 / 3 CMYK 28 / 82 / 100 / 13	HEX #A01001 RGB 160 / 16 / 1 CMYK 24 / 100 / 100 / 21
140%	HEX #116778 RGB 17 / 103 / 120 CMYK 89 / 47 / 42 / 15	HEX #768614 RGB 118 / 134 / 20 CMYK 57 / 31 / 100 / 11	HEX #530157 RGB 83 / 1 / 87 CMYK 72 / 100 / 29 / 31	HEX #782E01 RGB 120 / 46 / 1 CMYK 32 / 84 / 100 / 40	HEX #6B0700 RGB 107 / 7 / 0 CMYK 33 / 98 / 100 / 49
160%	HEX #063943 RGB 6 / 57 / 67 CMYK 94 / 63 / 55 / 48	HEX #4F5A0E RGB 19 / 90 / 14 CMYK 64 / 44 / 100 / 35	HEX #2D002F RGB 45 / 0 / 47 CMYK 74 / 91 / 46 / 64	HEX #421600 RGB 66 / 22 / 0 CMYK 46 / 79 / 84 / 71	HEX #3B0200 RGB 59 / 2 / 0 CMYK 50 / 81 / 73 / 75

4.0

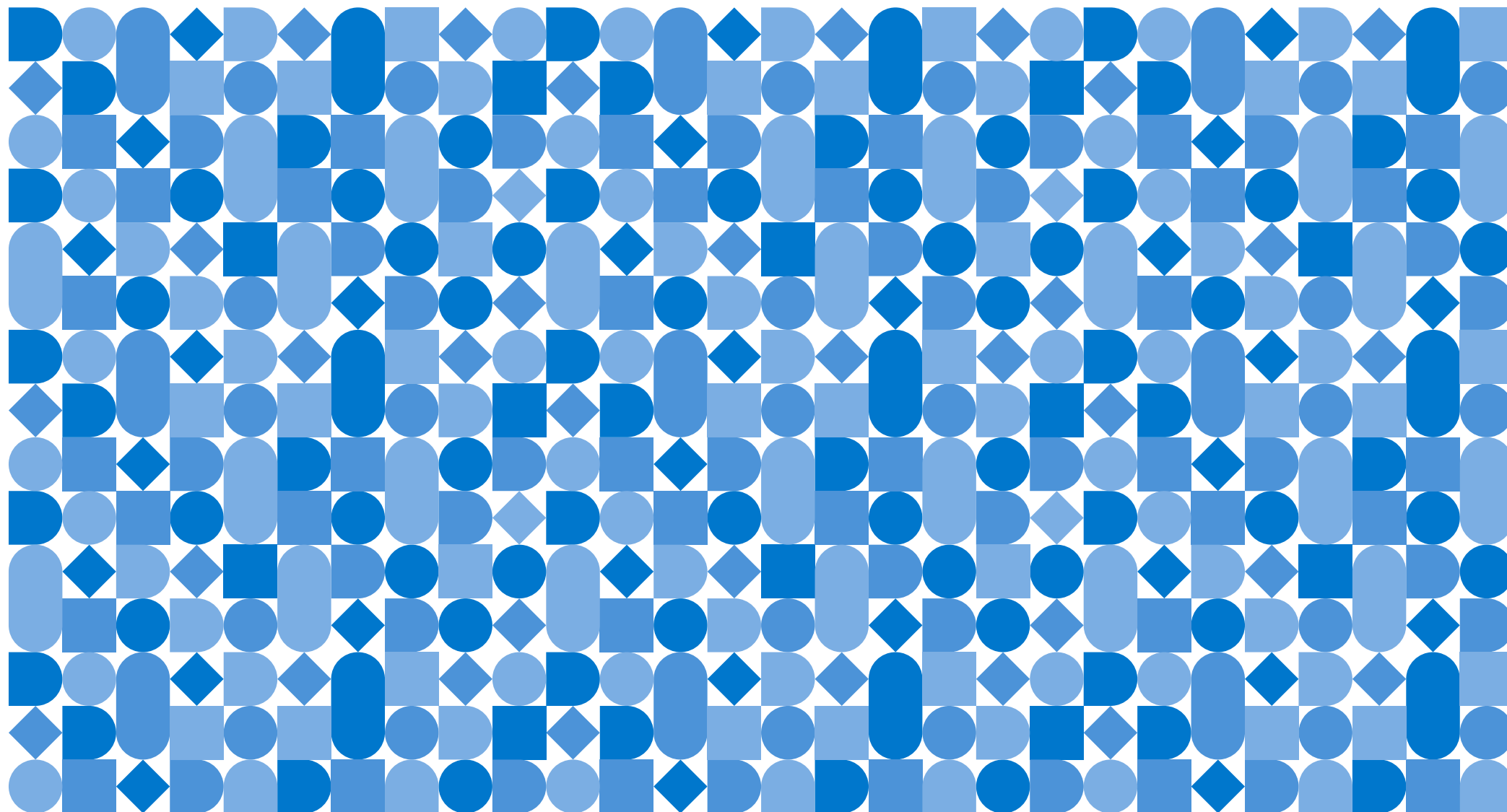
# Supporting Graphics

- 4.11 Our Pattern
- 4.12 Our Pattern Elements
- 4.13 Our Pattern Construction
- 4.14 Our Pattern Variations
- 4.2 Icons and Symbols

# 4.11

## Our Pattern

Shown is our pattern 'Together We Can' in Te Awanui Blue.  
Application on 100% colour tints or white backgrounds only.



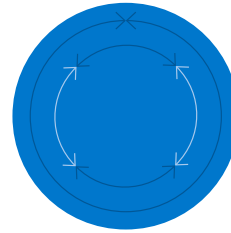
# 4.12

## Our Pattern Elements

Our brand pattern uses five unique shapes that symbolise our desired community outcomes of Tauranga.

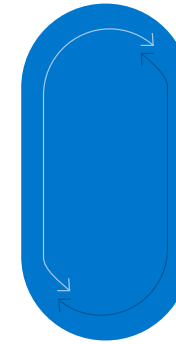
The Tauranga City Council brand pattern is a vital visual element that reflects the Council's vision and mission across all communications.

Composed of five distinct shapes, each symbolising a key community outcome. These shapes work together to visually convey the Tauranga City Council's commitment to its strategic goals and community aspirations.



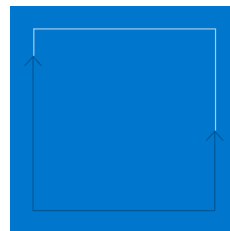
Supporting our **Community and Culture**

Representing our commitment to constantly improving the wellbeing of our community through connection, culture and inclusion.



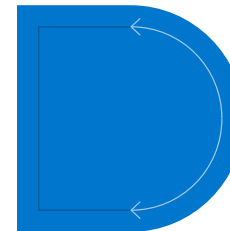
Supporting our **Environment and Sustainability**

Representing our commitment to protecting and enhancing our environment through continuous improvement and constant sustainability.



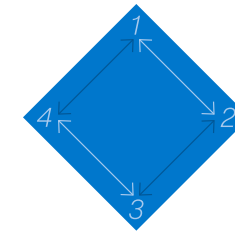
Supporting our **Infrastructure and Development**

Representing stability, structure and the foundational elements that develop our city culture and well-being.



Supporting our **Transportation and Mobility**

Representing the connection between infrastructure we build for our community.



Supporting our **Commercial Opportunities**

Representing our four economic drivers:  
1. Tourism.  
2. Education.  
3. Commercial development.  
4. Economic growth.

# 4.13 Our Pattern Construction

Our brand pattern, 'Together We Can' reflects Tauranga City Council's vision for the city and the desired community outcomes.

The vertical stacking of five shapes symbolises collaboration, growth, and interconnectivity – reinforcing our commitment to unity, progress, and efficiency.

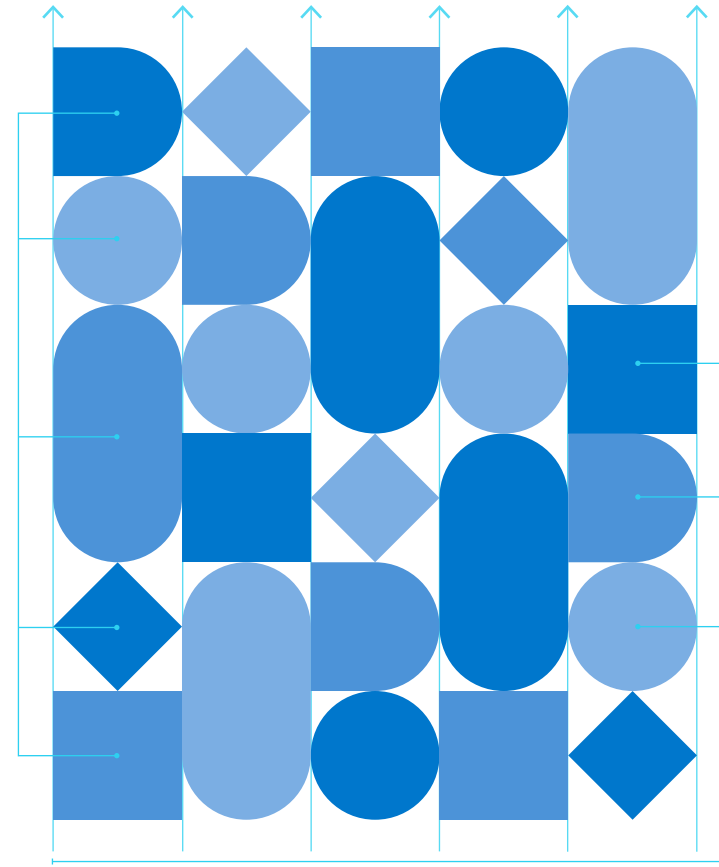
This pattern aligns with the Council's vision for an inclusive, sustainable, and vibrant city, emphasising community inclusivity, environmental protection, urban planning, mobility, and economic support.

Our 'Together We Can' pattern can be seen on most of our corporate collateral and communications and is available in multiple colourways; see page 28 - 4.14 Our Pattern Variations.

Our patterns must always be used in a monochromatic manner, used on 100% colour tints or white backgrounds only.

## Growth and development

*Building momentum and progression for continuous success of Council engagements, projects and incentives.*



## Interconnectivity

*Our people, teams, and departments at Tauranga City Council are connected, working collaboratively toward the shared goal of better outcomes for our city and community.*

## Vibrancy

*Colour is used throughout each pattern, adding vibrancy and energy to our communication.*

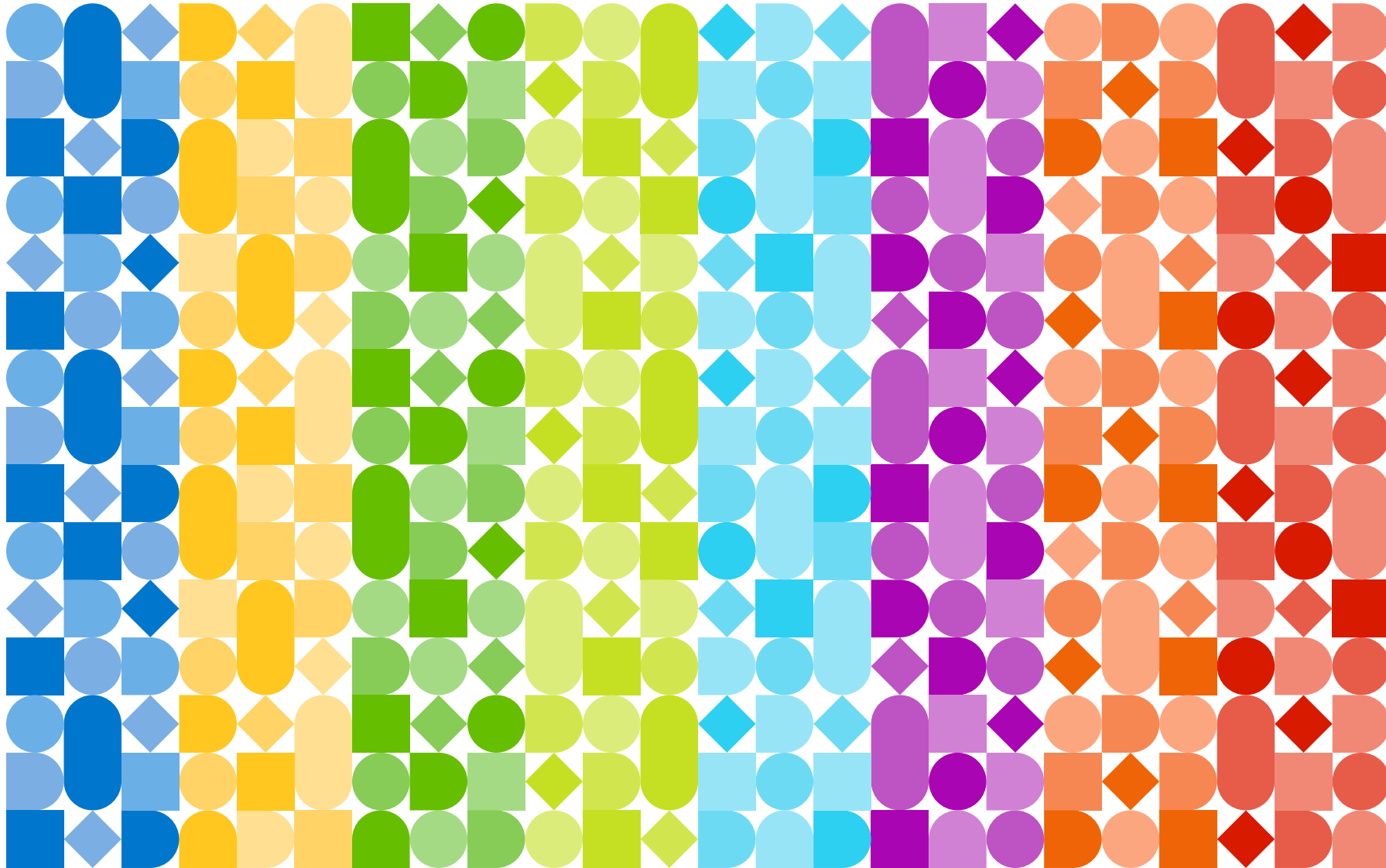
## 'Together We Can' Pattern

*Each vertical row represents various services, engagements, and initiatives driven by Tauranga City Council.*

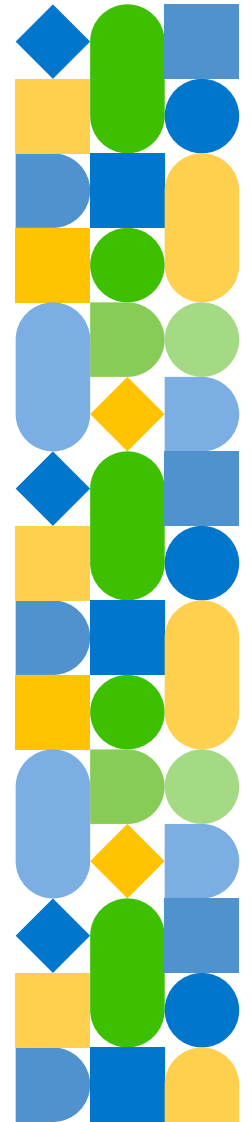
# 4.14

## Our Pattern Variations

Application on 100% colour tints or white backgrounds only.



Application on white backgrounds only.



Icons provide a clear, intuitive message across signage, wayfinding, and digital platforms.

### Application:

- Always use our icons in their provided form, maintaining proportion, scale, and spacing.
- Regulatory icons should be displayed with a coloured keyline when necessary.
- To reinforce recognition, icons should be used consistently across signage, printed materials, and digital applications.

If a custom or specific icon is needed, please contact the Community Relations team for guidance and development.

### General



### Activities



### Features



### Toilets



### Dogs



### Regulatory



**5.0**

# Accessibility Standards

- 5.1 Accessibility Criteria
- 5.2 Cheat-sheet: 100% Tints
- 5.3 Cheat-sheet: Monochrome

Colour accessibility ensures digital content is usable for all, including those with visual impairments.

All council communications, digital and print, must meet our visual accessibility requirements.

To help designers create inclusive experiences for our community, we design to meet the Web Content Accessibility Guidelines (WCAG). These guidelines outline colour contrast and visual requirements when designing for digital. We apply these same standards in print.

## Accessibility in a nutshell:

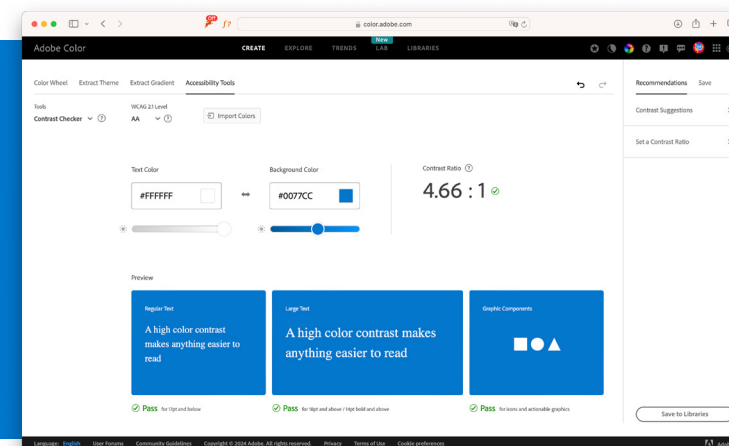
Essentially, we align with the WCAG 2.0 framework, ensuring our colour and type usage meets AA standards - the foundational requirements for visual accessibility and AA18 standards, which modifies these requirements for large text.

More specific details on the WCAG framework are shown on this page.

Indicator	Level	Text size	Contrast ratio	Breakdown
<b>AA</b>	Baseline level of accessibility.	For standard-sized text <b>smaller than 18pt regular or 14pt bold.</b>	A minimum contrast ratio of <b>4.5 : 1</b> is required.	This level ensures that text is sufficiently readable for most users, including those with mild visual impairments or colour blindness. It's the standard level for ensuring content is accessible to a broad audience.
<b>AA18</b>	Factors in adjustments for larger text.	For text <b>larger than 18pt regular or 14pt bold.</b>	A minimum contrast ratio of <b>3 : 1</b> is required.	The contrast requirement is slightly relaxed as larger text is generally easier to read. This means large text can have a lower contrast ratio while still accessible to users with moderate visual impairments.
<b>AAA</b>	The highest standard for maximum accessibility.	For standard-sized text <b>smaller than 18pt regular or 14pt bold.</b>  <b>AND</b> For text <b>larger than 18pt regular or 14pt bold.</b>	For standard-sized text, a minimum contrast ratio of <b>7 : 1</b> is required.  <b>AND</b> For larger text, a minimum contrast ratio of <b>4.5 : 1</b> is required.	This higher contrast level ensures that text is readable, accommodating users with more severe visual impairments or more pronounced colour blindness. This ensures that even large text is legible, catering to a broader range of visual impairments.  Achieving this level provides a superior level of accessibility but can be more challenging to implement due to design constraints.
<b>DNP</b>	Does not pass the minimum colour contrast ratio required.			

## How to check colour accessibility

- Go to [Adobe Colour](#)
- Click 'Accessibility Tools'
- Enter the HEX code of your text and background colour
- Adjust your design and text sizes accordingly



# 5.2

## Cheat-sheet: 100% Tints

Ensure all communication is visually accessible in both digital and print.

### ✔ **Headline**

black/white headline text on a coloured background (minimum 14pt bold or 18pt regular).

Coloured headline text on a black/white background (minimum 14pt bold or 18pt regular).

### ✔ **Body copy**

black/white body text on a coloured background (minimum 10.5pt regular).

Coloured body text on a black/white background (minimum 10.5pt regular).

### ✘ **DNP**

black/white text on a colour **does not pass.**

Coloured text on a black/white **does not pass.**

AA	✔ <b>Headline</b>	✔ <b>Body copy</b>		Tūhua	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>		Tūhua	0%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>		Te Awanui	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>	✘ <b>DNP</b>	Onepū	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>	✘ <b>DNP</b>	Hautere	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>	✘ <b>DNP</b>	Ranginui	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>	✘ <b>DNP</b>	Te Taiao	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>		Matarauui	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>		Rā	100%
AA	✔ <b>Headline</b>	✔ <b>Body copy</b>		Kura	100%

# 5.3

## Cheat-sheet: Monochrome

	Background 20%	Background 40%	Background 60%	Background 80%	Background 100%	Background 120%	Background 140%	Background 160%
Te Awanui	Aa ✓ 100%–200%	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 0%, 200%	Aa ✓ 0%–20%	Aa ✓ 0%–60%	Aa ✓ 0%–80%
Onepū	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 180%–200%	Aa ✓ 160%–200%	Aa ✓ 180%–200%	Aa ✓ 0%–40%	Aa ✓ 0%–100%
Hautere	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 0%–20%	Aa ✓ 0%–60%	Aa ✓ 0%–100%
Ranginui	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 0%–20%	Aa ✓ 0%–60%	Aa ✓ 0%–100%
Te Taiao	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 180%–200%	Aa ✓ 200%	Aa ✓ 0%–100%
Mataranui	Aa ✓ 100%–200%	Aa ✓ 120%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 0%–20%, 200%	Aa ✓ 0%–40%	Aa ✓ 0%–60%	Aa ✓ 0%–80%
Rā	Aa ✓ 120%–200%	Aa ✓ 140%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 160%–200%	Aa ✓ 0%–20%	Aa ✓ 0%–60%	Aa ✓ 0%–100%
Kura	Aa ✓ 120%–200%	Aa ✓ 120%–200%	Aa ✓ 140%–200%	Aa ✓ 160%–200%	Aa ✓ 0%, 200%	Aa ✓ 0%–40%	Aa ✓ 0%–60%	Aa ✓ 0%–100%

Make sure to check the accessibility of your colours and text using Adobe Colour ([color.adobe.com/create/color-contrast-analyzer](https://color.adobe.com/create/color-contrast-analyzer)).

6.0

# Photography and Video

- 6.1 Overview and Objectives
- 6.2 People and Community
- 6.3 Spaces and Places
- 6.4 Services and Events
- 6.5 Video Guidelines

# 6.1 Overview and Objectives

Imagery is key to telling our city's stories, using photos and videos to share projects, events, and updates with our community.

**We categorise our imagery into three categories:**

- People and Community.
- Spaces and Places.
- Services and Events.

When we are gathering records (photo or video) of somebody, it is best practice to gather permission to do so. This is up to the person behind the lens.

It is recommended that permission be sought first or that people be made aware of the purpose of the content, e.g., outputs and which project it will be represented under.

TCC has its own policy on content retention and privacy; this should be studied before you continue to capture or record.

## When capturing photo and video for Tauranga City Council, aim to:

- Share the stories of our Tauranga community engaged in the spaces and places available to them.
- Reflect the diversity of Tauranga and our community (social and geographic communities); this includes depicting a broad spectrum of settings: cultures, genders, professions, socio-economic backgrounds, ages, and interests.
- Depict Tauranga and our people as healthy, active, passionate, vibrant and engaging – successful on their own terms.
- Ensure all imagery and video are intrinsically and candidly Tauranga.
- Subjects should be captured within a regional context, i.e. Mount Maunganui.



**Never assume.**

If you have any concerns or questions, ask the individual being captured.

## Celebrating the people, culture and community of Tauranga Moana.

### Aim:

Photography should capture the diverse range of activities and people in Tauranga that TCC serves. When using images of people, aim to use photography and video that celebrates:

- Our diverse community.
- Council success stories.
- The positive impact on our community.

### To do this:

Showcase our people and community through vibrant portrait-style imagery.

Make individuals the focus, placing them in settings that tell their story or highlight their environment.

Capture Tauranga's colourful, energetic, and natural essence in the backgrounds and surroundings.



Showcase our community  
in some of the best spaces  
and places on offer.

**Aim:**

Use photography and video  
that highlights:

- The prosperity of Tauranga.
- Our infrastructure and its benefit.
- The positive impact of council  
spaces on our community.

**To do this:**

- Use wider shots that show people  
interacting with the facilities  
and spaces that TCC provide,  
emphasising the atmosphere  
within the space.
- Ensure people are engaged with  
the space or interacting with  
others. Where possible, avoid the  
backs of people.
- The energetic, natural character of  
our spaces should come through in  
the environments in which people  
are photographed.



Showcase our services and events in action, highlighting their value to the community.

**Aim:**

Capturing our services and events should aim to convey the following:

- Services that TCC offer and provides to our community.
- Community events.
- The culture of TCC.
- The positive impact of council services and events on our community.

**To do this:**

- Capture dynamic wider shots of people in action, focusing on individuals interacting with others in the space. Ensure the scene highlights engagement and connection, avoiding shots of people's backs whenever possible.
- Capture Tauranga's colourful, energetic, and natural essence in the backgrounds and surroundings.



Video content enables a richer storytelling approach than photography alone.

→ **Consider your output**

Adapt framing and editing for various social media platforms and website requirements.

→ **Keep videos concise and engaging**

Deliver messages clearly and quickly, and reserve longer content for our website and YouTube.

→ **Invest in quality**

Ensure good lighting, clear audio, and steady camera work. Prioritise quality visuals and sound for enhanced viewer experience.

→ **Apply TCC branding**

See pages 5-29 for guidelines on how to use our brand assets.

→ **Include subtitles when possible**

→ **All text must be easy to read and accessible**

See page 30 – 5.0 *Accessibility Standards* for more details.



### Lower thirds formatting:

- Institution first, then position.
- Avoid using “of” to link the position to the institution.
- A comma between institution and position is not required in most instances.

✓ **Correct:**

**Mahé Drysdale**  
Tauranga Mayor

✓ **Correct:**

**Emily Johnson**  
Regulatory and Compliance  
General Manager

✗ **Incorrect:**

**Mahé Drysdale**  
Mayor of Tauranga

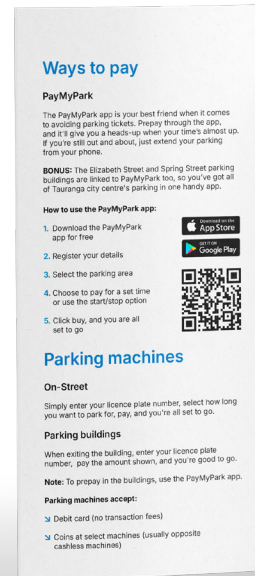
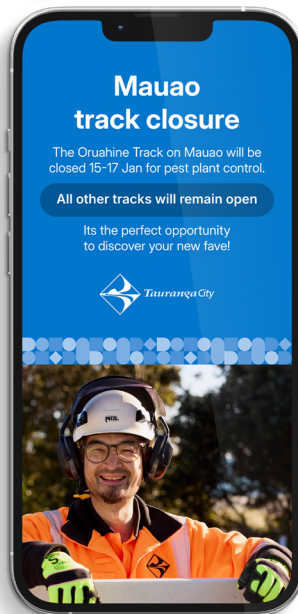
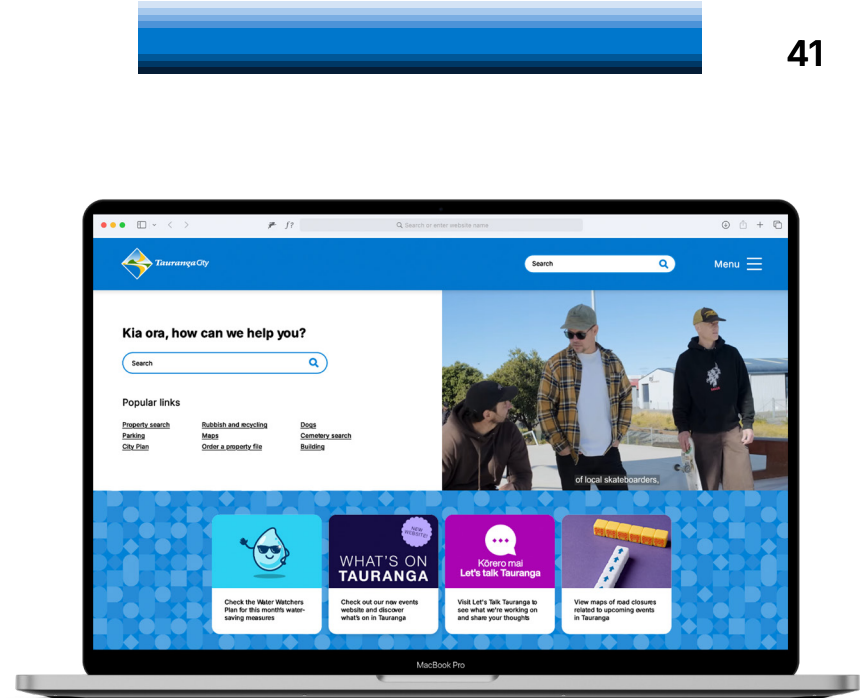
✗ **Incorrect:**

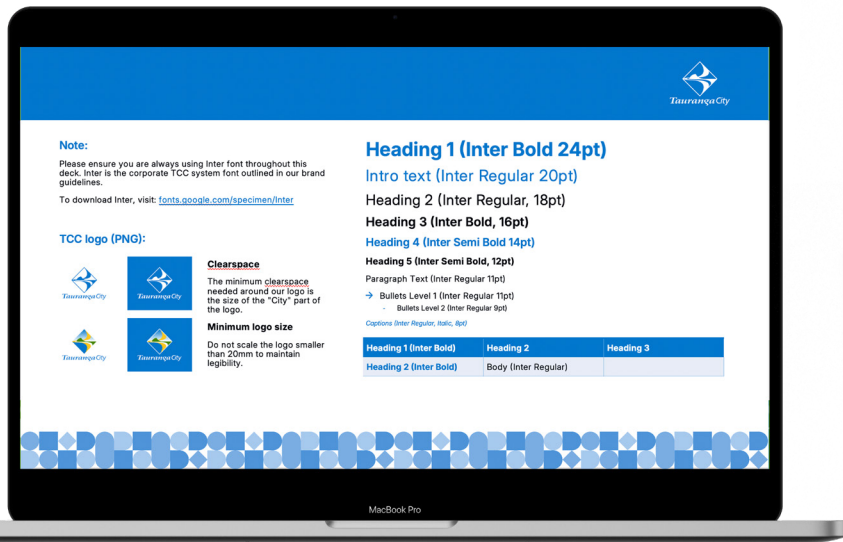
**Emily Johnson**  
General Manager of  
Regulatory and Compliance

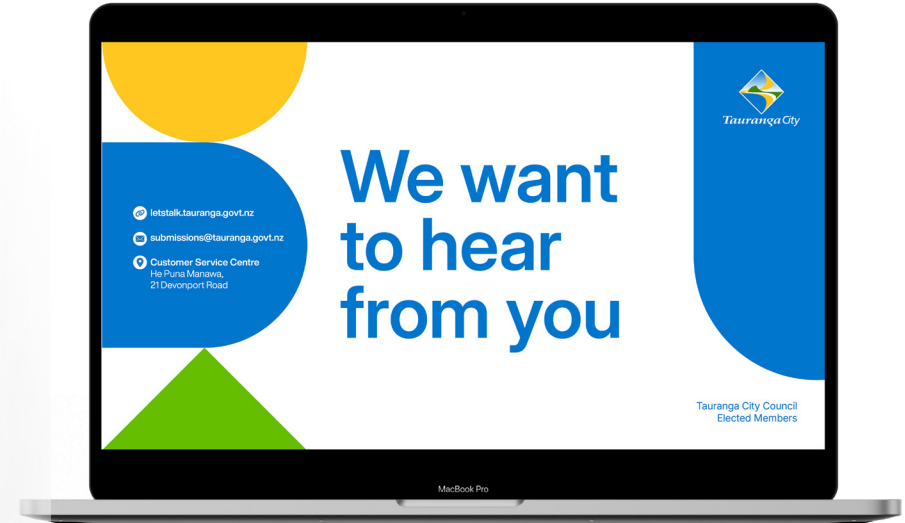
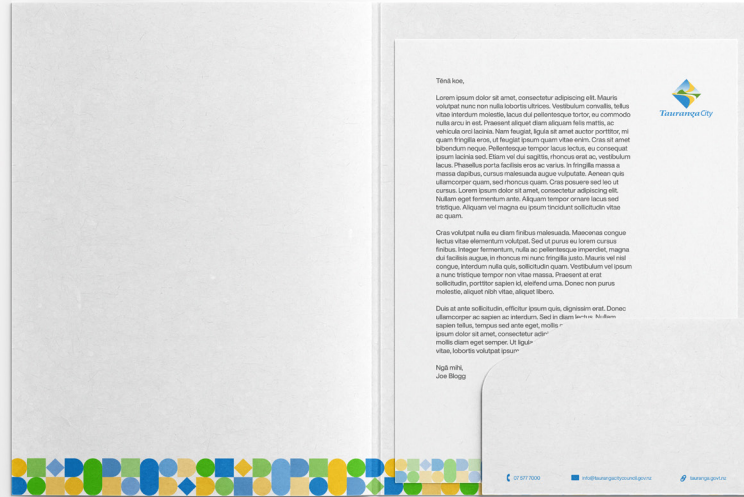
7.0

# Our Brand in Action

- 7.1 Tier 1: Regulatory
- 7.21 Tier 2: Corporate
- 7.22 Tier 2: Elected Members
- 7.31 Tier 3: Sub-brands
- 7.32 Tier 3: Campaign Templates
- 7.4 Tier 4: Events and Partnerships









**Free Eco Design advice**  
for a warmer, healthier home.

Whether you're building, renovating, or renting — you can get access to our **free eco design service**. It offers free, one-on-one advice to help make your home warmer, drier, and more energy efficient.

Book your session today

To find out more information and book a session, visit [tauranga.govt.nz/eco-design](https://tauranga.govt.nz/eco-design)

For every \$1 spent on play, active recreation and sport there is a social return of \$2.12 to Aotearoa

Council provides active reserves for sport and recreation

The benefits of physical activity are well documented. Sport and active recreation creates happier, healthier people, better connected communities, and a stronger Aotearoa, New Zealand.

**Key projects**

- 1 Baypark**
  - Tauranga Netball Centre relocation 2026
  - Parking & 3rd Lane construction 2027
  - Arena expansion 2022
- 2 Blake Park**
  - Car park improvements 2025
  - New cricket and rugby fields 2027
  - Re-purposing of remaining netball courts for basketball courts
  - Grant towards Squash Club expansion 2029
- 3 Tauranga Domain**
  - Club relocation and site development 2027-2028
  - Support to relocate Club and Bowling Tauranga Domain to enable it to better function as a multi-use space alongside continuing to provide for community sport and recreation.
- 4 Gordon Spratt Reserve**
  - Artificial Football Field improvements 2024
  - Multi-sport clubhouses 2026
- 5 Links Ave Reserve**
  - Artificial Football Turf installation 2025
- 6 Tatu Reserve**
  - Redesign & Multi-sport Centre 2027
  - Light funding contributions
- 7 Tauriko West**
  - New active reserve and indoor courts 2027-2030
  - Land purchase and development of four artificial and indoor courts in Tauriko West to serve the Western Centre
- 8 Pāpāmoa – Wairakoi – Te Tumu**
  - Land purchase for new active reserves
  - Land acquisition and development of sportsfields to serve the Eastern part of the city.
- 9 Poteririhī, Bethlehem**
  - New Active Reserve
  - Three new sportsfields, hard court, play equipment and
  - Multi-use facilities to meet agency service needs in Bethlehem
- 10 Merricks Farm**
  - New Active Reserve
  - New fields to meet demand in Greenhill/Pump Hill Reserve Corridor

**Future projects and developments**

**2025/26**

**Transport**  
Asset Management Plan

Our pro

**STREAM AND ESTUARY Clean-up**

Water Services

**Bark in the Park**

Saturday, 15 February

Memorial Park  
9am – 12pm

Animal Services

**POWER PLANT**  
(AND SOME CARS!)

Find out more

Click here to find out more

**HELP US MAKE THIS PLAYGROUND COOLER!**

Find out more

**It's a hot, dry summer.**  
Please save water when you can.

is taking a break at pools using them to power our city!

Find out more

our charging cycle

# 7.32

## Tier 3: Campaign Templates



These templates are **NOT assigned to specific departments** but instead are selected **per project or campaign**.

Campaign templates have been developed to ensure consistency, clarity, and strong brand recognition across council communications. These templates make each campaign or project distinct in-market while remaining true to our brand identity.

Our eight brand colours (Te Awanui, Onepū, Hautere, Te Taiao, Ranginui, Mataraunui, Rā and Kura) are used across a suite of pre-designed templates for print and digital formats.



# 7.4

## Tier 4: Events and Partnerships





*Tauranga City*

# Tauranga City Council Visual Brand Guidelines

Version 1 - External | July 2025

**If you have any questions, need  
guidance, or require brand assets and  
support, our team is here to help.**

**Community Relations**  
[communications@tauranga.govt.nz](mailto:communications@tauranga.govt.nz)