

Please follow these guidelines when using the logo, whether alone or alongside other brands (e.g. sponsorship).

Mock-ups of intended usage should be signed off by the Communications team (communications@taupo.govt.nz) before being published, printed or shared.

This is a quick reference for suppliers, sponsors, and partners who need to use the Taupō District Council branding. They outline only the essentials.

Primary Logo Horizontal



Primary Logo Vertical



Logo Essentials

Use only official artwork. Never redraw or source online.

Variants: Black and reversed (white) only. No colour or greyscale versions exist.

Clear Space: Maintain minimum clear space around the logo (see below).

Minimum Size: Do not reduce smaller than the set size (print & digital).

Do not: Add effects, recolour, crop, rotate, distort, or place on unsuitable backgrounds.



Colour Palette & Backgrounds

These are the Taupō District Council brand colours. For suppliers generating signage, print, or digital material, these colour codes must be used to ensure consistency. Always use the exact values provided (CMYK for print, RGB/HEX for digital).

Where text or logos appear on these colours, ensure strong contrast and legibility (light on dark, dark on light).

Sky Blue

Pantone: 632
Hex: #009FB6
RGB: 0, 159, 182
CMYK: 80, 18, 25, 0

Lake Blue

Pantone: 634
Hex: #006D8D
RGB: 0, 109, 141
CMYK: 100, 44, 30, 10

River Green

Pantone: 326
Hex: #2CAA9D
RGB: 44, 170, 157
CMYK: 75, 10, 45, 0

Clear Space & Minimum Size



Minimum size Vertical
Width = 18mm



Minimum size Horizontal
Width = 25mm



Clear Space & Minimum Size Requirements

To protect visibility, the logo must always have clear space around it, free of text or other graphics. This ensures the identity is not crowded or diminished. Wherever possible, allow more space than the minimum.

Clear Space: The minimum clear space is defined by twice the width of the letter ō, applied on all sides of the logo.

Minimum Size: To maintain legibility, the logo must not appear smaller than shown.

Signage Use: When reproducing the logo on signage, ensure it is sized appropriately for visibility and legibility from the intended viewing distance.

Do not reproduce the logo below these sizes, as it will lose clarity and impact.

Primary Typeface Calibri

The quick brown
fox jumps over
the lazy dog.

Āā



Typography

The primary typeface is Calibri, a system font available on most devices.

Use Regular or Bold (with italic options) for consistency.

For web use, if Calibri is unavailable, substitute with a clean sans serif font.

Calibri supports Māori macrons (tohutō) — please use them where appropriate.

The brand font Gotham may be used in official design materials where licensed.



Placement & Partner Logos

When using the Taupō District Council logo alongside other logos or on shared materials:

- Always maintain the minimum clear space and minimum size.
- Position the Taupō District Council logo so it is visually balanced with other logos; do not let it appear crowded or subordinate.
- The Taupō District Council logo should be aligned or centred with partner logos where possible.
- Use your best judgement to ensure clarity and prominence; the identity should always be legible and stand out.