

**nelson
tasman.nz**

REGIONAL IDENTITY INSPIRATION GUIDE



The Nelson Tasman Regional Identity has been developed to help Nelson Tasman be recognised as extraordinary.

You're invited to join us to share our region's story, because when people know who you are and what you are about, they engage, share and spread the word more readily and easily amongst others.

Nelson Regional Development Agency and stakeholders in the Nelson Tasman community have contributed to this guide.



Why an identity?

Our identity has been created to express what Nelson Tasman is so that everyone can pull together and combine their efforts as they go about their lives and daily business. Why spend money and time reinventing the wheel every time a business or organisation is trying to show, explain, or put into words what's important and special about where we're from?

If we use the identity consistently, we'll have the power of the many on our side and we'll attract great people and great businesses,

and nurture and support our beautiful environment and the locals that our region needs to thrive.

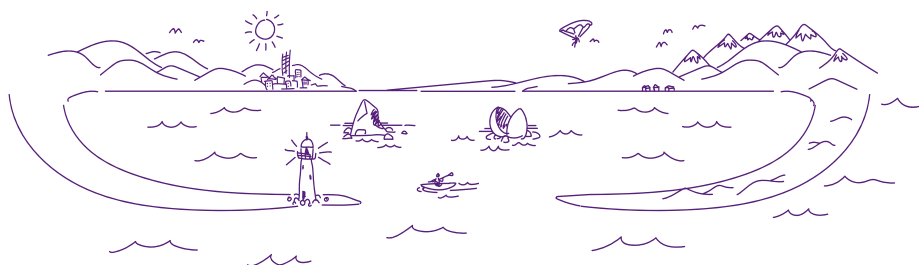
If we all use the Nelson Tasman identity our efforts will be greater than the sum of the parts. The things we say about our region will be consistent, they will make sense to others, and they will be effective.

The identity is intended to work for a lot of different people in a lot of different ways.



Nelson Tasman is the name of our region

Nelson + Tasman



= Nelson Tasman

Telling the story of our region

Nelson Tasman has always been highly sought after.

Desired by iwi for its natural resources, European explorers spotted its potential too and, over time, they were followed by the artisans, creatives and entrepreneurs who embody the spirit of Nelson Tasman today. All were, and continue to be, attracted to it as a unique environment to experience life beyond the ordinary.

A place to live, with a palpable energy, vibrant culture and arts scene amongst stunning landscapes, beaches, lakes and mountains. Where affordable living meets city working and there is the time for life balance to become a reality.

A place where it's easy to connect, and where connection breeds creativity and innovation. Where artisan businesses with commercial smarts thrive and find their place on the world stage.

A place to visit where all the best bits of New Zealand are distilled into a single destination. Where Abel Tasman is just one of three national parks, and where a world-class cider experience, consistently high sunshine hours and the clearest lake in the world are just the beginning.

Whether you're starting a new life, a new career or business, or planning the trip of a lifetime, there's no place like Nelson Tasman, where our ordinary is extraordinary to everyone else.

Nelson Tasman in less than 50 words

The ordinary is extraordinary in Nelson Tasman. It is highly connected both locally and globally, a place of surprising diversity, vibrant arts and artisans, with clever city and rural businesses, all thriving amongst stunning natural landscapes. It is the ideal place to live, work and play.

What is Nelson Tasman all about?

These identity pillars define what makes Nelson Tasman different compared with other regions in New Zealand. It is the combination of these five pillars that make the Nelson Tasman difference.

Each story pillar is represented by a headline, byline, supporting proof points, an icon and a colour. When communicating about the region we encourage you to integrate these points into your content.

The following pages go deeper into these story pillars with proof points and extended content.



Clever Business

Pure grit and clever thinking have fashioned an extraordinary business story.

Motueka Hop Green



Stunning Natural Landscapes

Even on an ordinary day, we live amongst extraordinary nature.

Tasman Bay Teal



Surprisingly Diverse

**In our
extraordinarily
diverse city
and towns we
live and work
together as one.**

Braeburn Red



Arts and Artisans

**There is an
extraordinary
depth of
heritage, artists
and artisan
businesses here.**

Nelson Tasman
Boysenberry



Highly Connected

**It is easy to live
an extraordinary
life here while
being connected
to each other,
the rest of
New Zealand
and the world.**

Abel Tasman Gold

Clever Business

Pure grit and clever thinking have fashioned an extraordinary business story.

PROVE IT!

- Birthplace of Ernest Rutherford, the father of nuclear physics
- Global leader in aquaculture, including research, education and businesses
- Home to three of the largest fishing companies in New Zealand and the largest fishing port in Australasia
- Home to the world's largest boysenberry crop; the only New Zealand region to grow hops on a large commercial scale for export; and one of the two main pipfruit growing areas in New Zealand
- Cawthron Institute, a global leader in aquaculture, marine and freshwater research, and the largest independent science research organisation in New Zealand
- NMIT is the only New Zealand tertiary institution with a Bachelor of Aquaculture and Marine Conservation
- NMIT has the only bridge simulator in the country for pilot, skipper and mate training
- Base of Air NZ regional maintenance facility and HNZ's head office
- Nelson Pine Industries, one of the largest MDF factories in the world
- Kono, one of New Zealand's largest family-owned Māori food and beverage companies

GET THE STORY

'We had no money so we had to think,' said Lord Rutherford, one of the most illustrious world scientists of all time and the region's most famous son. And therein lies the story of Nelson Tasman business. Once an isolated region with land that was neither fertile nor flat, our entrepreneurs relied on their wits and grit to survive. The ordinary is extraordinary in Nelson Tasman.

The outcome today is a clever economy, built on research, science and technology that creates added-value enterprise. Our boutique cuisine and artisan beverage producers, such as Neudorf or Pic's Peanut Butter, are brands that fetch a premium in the market. We're the only New Zealand region that grows hops for large-scale commercial and export use, making us the home of craft brewing. We are a producer of outstanding boutique wine varieties that are a perfect match for our extraordinary seafood cuisine. As one of the two main pipfruit growing regions in the world with cider makers to match, National Geographic named us Top Cider City in the world.

Or take our horticulturalists and foresters, who didn't just grow crops but pioneered the processing to create export brands, like Nelson Honey, which has turned its Royal Nectar skin care into one of New Zealand's largest exports to China; or Nelson Pine Industries, now one of the largest MDF manufacturers in the world.



It was grit that helped us create the largest fishing port in Australasia and become a global leader in aquaculture and deepsea fishing, with companies like New Zealand King Salmon, Talley's and Sealord choosing to base themselves here. Our very own Kono is one of New Zealand's largest family-owned Māori food and beverage companies, with aspirations to be the world's best indigenous food and beverage companies. And the port has spawned companies such as Coppins Para Sea Anchors, makers of the world's strongest sea anchors; SnapIT, creator of a fisheries management camera system; and SeaDragon, the Omega-3 supplement company.

Our heritage of intelligence is on display at the Cawthron Institute, New Zealand's largest independent science organisation and a global leader in aquaculture and food safety, employing hundreds of scientists. From the Cawthron Institute, clever business is generated, including natural astaxanthin producers, supplying the world. Nearby is Plant & Food Research, co-creator of Precision Seafood Harvesting, a revolutionary fishing net technology. We are also the home of the Nelson Marlborough Institute of Technology (NMIT), which is a Category 1 Institute (the highest), offering a wide range of respected qualifications preparing young people from the region and the world for the workforce. NMIT is a leader in aquaculture training, while also providing specialist programmes that support the region's strengths in Aviation, Conservation, Maritime Tourism, Viticulture and Winemaking, but also small and friendly enough that your tutors know your name!

We've turned our location to our advantage with Air New Zealand's regional maintenance facility, employing hundreds of aviation experts; and HNZ choosing Nelson



Cawthron scientist in Supreme Health's algae room



Port Nelson

Tasman as its headquarters. With the country's fourth busiest airport, we have honed our aviation technology expertise, exemplified by Flightcell, the inventor of the world's first cellphone-to-headset interface, and CORE Transport Technology, a world leader in transportation chain management and logistics.

In the spirit of Rutherford, Nelson Tasman has turned its initial adversity to prosperity, creating an extraordinary business story.

Stunning Natural Landscapes

Even on an ordinary day, we live amongst extraordinary nature.

PROVE IT!

- Remarkable combination of alpine and coastal landscapes
 - Three national parks: Abel Tasman, Kahurangi, Nelson Lakes
 - Officially New Zealand's sunniest region
 - Farewell Spit, one of the largest natural sandspits in the world
 - The Murchison 'four rivers plain' offering some of the best all-grades white-water kayaking and rafting in NZ, plus world-class fly fishing
 - Te Waikoropupū Springs, the largest freshwater springs in New Zealand, and the largest cold water springs in the Southern Hemisphere, containing some of the clearest water ever measured
 - Lake Rotomāirewhenua (Blue Lake) – the clearest lake in the world
 - The Boulder Bank scenic reserve, a natural spit of boulders 13 km long, the shelter being a major factor in settlers choosing the site of Nelson
 - The historically significant Cable Bay, a fishing ground for Māori dating back to 1150 AD and
- New Zealand's first overseas cable link to Australia in 1876
 - Cycling mecca – one of six regions in the world graded gold by the International Mountain Bicycling Association. Highlights include the world-class Great Taste Trail and the Dun Mountain cityside mountain bike trail
 - Leader in NZ conservation and stewardship (Forest & Bird, Horoirangi Marine Reserve, Brook Waimarama Sanctuary, Abel Tasman Birdsong Trust, Project Janszoon, Awaroa Beach)



Te Waikoropupū Springs, Takaka, Photo by Craig Parry



GET THE STORY

Where else are you surrounded by three National Parks within 90 minutes of the city? The Abel Tasman Coastal Walk may pull in the majority of visitors, but the Kahurangi National Park offers world-class trails through pristine ancient forests. It also includes Mt Owen, with rockscapes that are so fantastic they were featured in Peter Jackson's Lord of the Rings™. Where else can you ride from your door to a bike trail on a geologically significant mountain, or kayak in a marine reserve straight after work in the CBD? Living an extraordinary life is an everyday experience in Nelson Tasman.

The Nelson Lakes National Park contains Lake Rotomairewhenua, officially named 'the clearest lake in the world'. If that doesn't pique your interest, how about the chance to ice skate on the ponds near St Arnaud or ski at the Rainbow ski field or explore Farewell Spit, one of the largest natural sandspits in the world? Or take very little time out of your day to get to the historically significant Cable Bay to walk the hills or kayak, boat and snorkel in the Horoirangi Marine Reserve, or ride straight out your front door to the Dun Mountain Bike Trail.

Everyone knows that Nelson Tasman is sunny, with consistently high sunshine hours all year around – about 30% more than the national average. But it's the crisp, clear days of autumn that locals love, where there is snow on the mountains yet the sea is still warm enough for a dip, with the Boulder Bank sheltering the fishers, sailors and waterfront visitors.



Tokangawhā/Split Apple Rock, Kaiteriteri

Tasman and Golden Bays are two of just three northern-facing bays in the country, and their rolling hinterland provides the perfect conditions for growing grapes, apples, berries and hops. Craft beer, cider or wine anyone? The bays, and the nearby Marlborough Sounds, attract fishermen and divers from all over the world and help make Nelson Tasman a global centre of excellence for seafood and fishing.

Access to this protected wilderness hasn't happened by accident. It's the result of pioneering conservationists like Pérrine Moncrieff, a founder of Forest & Bird, Craig Potton, who helped create the Horoirangi Marine Reserve, and the thousands of committed volunteers who are restoring and nurturing our wilderness areas back to their original splendour. Awaroa Beach in Abel Tasman attracted global attention when 400,000 Kiwis crowd-funded its purchase for the country in 2016.

It's true that other regions offer spectacular scenery but the land and sea combine in Nelson Tasman in a way that Lord Robert Winston called 'dramatically beautiful, an idyll, a little oasis.' We couldn't agree more.

Even on the most ordinary day, we live amongst the extraordinary.



Surprisingly Diverse

In our extraordinarily diverse city and towns we live and work together as one.

PROVE IT!

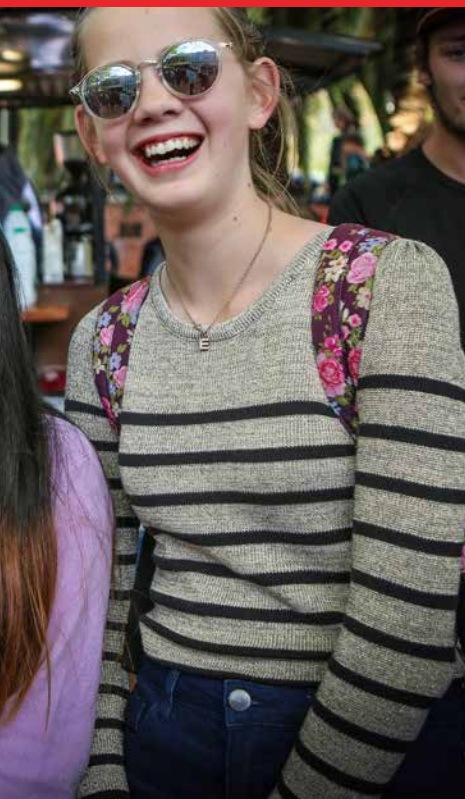
- Eight iwi of Te Tau Ihu all with their own diverse stories. Ngāti Tama, Ngāti Toa, Ngāti Kuia, Ngāti Apa ki te Rā Tō, Ngāti Rārua, Rangitāne o Wairau; Ngāti Koata; Te Ātiawa
- 48 different cultures, the third highest total of residents born outside of New Zealand – one in every five
- Nelson Saturday Market is one of the oldest art and artisan street markets in New Zealand, bringing together our diverse cultures
- Home to many high achievers in art, science, business, conservation and sports, excelling on the national and global stage





GET THE STORY

Nelson Tasman is famous for welcoming outsiders to our city, towns and suburbs. From the eight iwi of Te Tau Ihu, to past and recent internationals, people have always found a home here. With one in five people internationally born, Nelson Tasman has 48 different cultures living in its environs. Living an extraordinary life is an everyday experience in Nelson Tasman.



We have a unique combination of citizens living right next to each other: scientists, farmers, entrepreneurs, fishers, engineers and settled refugees, all rubbing shoulders to inspire change and innovation. The Nelson Tasman community are an egalitarian bunch and highly engaged – with strong opinions about most things. This is the home of New Zealand's conservation movement, after all. You'll meet them everywhere – at the markets, pubs, sports grounds, arts and music festivals, on the bike trails or on the water.

We care about this place – so it's no surprise that crime is low and unemployment figures are below the national average. Our schools are high performing by NCEA standards and our sports teams, like the Tasman Mako (rugby), the Nelson Giants (basketball), and Tasman United (football); and sports individuals like Nathan Fa'avae, George Bennett, Val Smith, and Liam Malone, perform well on a national and global stage.

With the influx of overseas visitors adding to the mix, our richly diverse region has a strong economy and a bustling, boutique heart.

"Living an extraordinary life is an everyday experience in Nelson Tasman."

Highly Connected

It is easy to live an extraordinary life here while being connected to each other, the rest of New Zealand and the world.

PROVE IT!

- Geographic centre of New Zealand, with up to 600 flights in and out per week
- 90 minutes from the city or Motueka to acclaimed wilderness areas Abel Tasman, Kahurangi, Nelson Lakes
- Fifteen minutes from the city to the Centre of New Zealand, historic Cable Bay, Dun Mountain and Horoirangi Marine Reserve
- Acclaimed cycle network for all ages and terrains (city and off-road)
- The largest fishing port in Australasia, with large forestry, horticulture and wine operations
- World-class sporting facilities – Saxton Fields, Trafalgar Centre and Trafalgar Park, hosting regular national and international fixtures
- 80% Ultra-Fast Broadband (UFB) coverage in Nelson, 98% regional coverage by 2023
- High-achieving schools (Government NCEA goal reached two years ahead of target)
- Low crime rate with the highest crime resolution rate
- Lower unemployment compared with the national average
- Exceptional value for your housing dollar
- A central city hospital and outlying regional hospitals



Mountain biking on Dun Mountain



GET THE STORY

Living an extraordinary life is an everyday experience in Nelson Tasman. We have the largest city and commercial centre across the Top of the South Island, excellent roads, paths and cycle lanes and plans for more to get you to your work and your playground on the water, mountains, trails or sports fields. You get exceptional value for your housing dollar. We also have access to high-quality schools and sports clubs achieving on the national stage. The Saxton Sport Complex is a world-class, multi-sport facility for netball, football, cricket, softball, basketball and more, and the CBD's Trafalgar Park plays host to international rugby games and other local and national events.

We talk in 'minutes' in Nelson Tasman – 90 minutes from the city or Motueka to acclaimed wilderness areas Abel Tasman, Kahurangi, Nelson Lakes, 15 minutes from the city to the Centre of New Zealand, historic Cable Bay, Dun Mountain and Horoirangi Marine Reserve. And being the geographical centre of New Zealand, it's handy to many places, 25 minutes to Wellington, 85 minutes to Auckland and 50 minutes to Christchurch.

Connections to Nelson Tasman are multiple. We have 600 flights per week in and out of Nelson Airport to New Zealand's main centres. Port Nelson is the maritime centre of the region, connecting exporters and importers to the world. And if you want to do business offshore, as many people here do, or Skype a distant relative, that's easy too, with 80% of the region's households having access to UFB, 98% by 2023.

We've got low crime and unemployment levels, and vibrant city and town centres



Nelson Airport

offering cafes, bars and boutique shopping. A full calendar of arts and cultural events means you don't need to leave the city to see the world. And our business sector is booming with jobs for smart people.

For one small region, we offer a lifetime of activities, with our three national parks, mountains, beaches and mountain bike trails all wrapped up in that famous Nelson Tasman sun.

The ordinary is extraordinary in Nelson Tasman. It is highly connected both locally and globally, a place of surprising diversity, vibrant arts and artisans, with clever city and rural businesses, all thriving amongst stunning natural landscapes. It is the ideal place to live, work and play.

Arts and Artisans

**Extraordinary depth of heritage,
artists and artisan businesses.**

PROVE IT!

- One of New Zealand's largest number of working artists and galleries from the city to the bay
- Jens Hansen Studio, who made the rings for The Lord of The Rings™ and the Hobbit™ trilogies
- Top cider city (Nat Geo magazine)
- The only New Zealand region to grow hops on a large commercial and export scale, recognised as a premium supplier internationally
- Craft brewing capital using Nelson Tasman hops
- Home to a number of award winning artisan wineries including Seifried, the South Island's oldest winery, and 28 cellar doors
- Birthplace of World of WearableArt® and home of National WOW® Museum
- Largest chamber music festival in New Zealand (Adam Chamber)
- New Zealand's only full-year woodworking school
- Home to many artisan food and beverage producers that have grown to be successful and recognisable brands both nationally and globally

GET THE STORY

We love our art in Nelson Tasman. Whether it's visual arts, ceramics, music or food, we like creating our own stuff. Take our craft beer, because we may as well make use of the fact we're the only place in New Zealand to grow hops on a commercial scale. And alongside some of our famous brands like McCashins and Old Mout Cider, we're also the home of artisan cuisine such as the award-winning Hogarth chocolate, and Pic's Peanut Butter, which has turned a humble spread into an extraordinary success story. Living an extraordinary life is an everyday experience in Nelson Tasman.

Our retail and gallery scene is filled with working artists, like the jewellers at Jens Hansen Studio, who made the rings for The Lord of the Rings™ and The Hobbit™ trilogies, and glass workers and ceramicists at the Höglund Art Glass studio. And who hasn't heard of Dame Suzie Moncrieff, whose World of WearableArt® competition and show and the world's only wearable art museum here in Nelson are one-of-a-kind?

Our historic city is home to three of the oldest cultural establishments, The Suter Art Gallery, which houses works from celebrated artists who lived here, like Colin McCahon, Rita Angus, Toss Woollaston and Jane Evans; the Theatre Royal, the largest wooden performing-arts centre in New Zealand; and the Nelson Centre of Musical Arts. Today's buildings are no less remarkable, with the



award-winning NMIT Arts and Media Building the first of its kind in the world, designed by Nelson architects.

Craft beer tasting at McCashins Brewery

Making glorious wine, olive oils, sheep cheese and traditional cider from real cider apples is all in a day's work for our region-wide artisans, celebrated, for example, by the Moutere Artisans. Just down the road is the Moutere Inn, the country's oldest pub, and a place for artisans to gather amongst the many visitors to the region.

The Adam Chamber Music Festival and Nelson School of Music are international drawcards. The Light Nelson Festival, Marchfest craft beer festival, New Zealand's first and only Cider Festival and our annual Nelson Arts Festival attract thousands of visitors each year.

Such depth of talent, heritage and passion for the arts, from buildings and glass to jewellery and beer, wine, cider and food, makes Nelson Tasman exceptional. You might even say extraordinary.



World of WearableArt®, EOS by Claire Prebble, Photo Lindsay Adler

Visual Identity

nelson
tasman.nz

Extraordinary
nelson
tasman.nz

Where the ordinary is extraordinary

The Nelson Tasman logo is based on the precept of 'ordinary to extraordinary'. If you want to illustrate this further you can use the 'extraordinary' logo lock-up.

Nelson Tasman at its core

Nelson Tasman is a place where smart businesses and artisans meet – a place where people can experience a fully- connected lifestyle in some of the most stunning landscapes nature can serve up.

An ordinary day in Nelson Tasman is extraordinary to those from outside the region.

A journey of contrasts

This identity mark takes us on a journey that visitors and locals have experienced. The journey from the ordinary to the extraordinary.

The new logo expresses:

Ordinary to extraordinary

Business to leisure

Conservative to liberal

Formal to informal

It represents an aspirational journey from ordinary to extraordinary.

Typography

The logo starts as a clean geometric-sans typeface with modern angles and subtle, curved corners. Then transforms into hand-painted letter forms that express Nelson Tasman's vibrant raw energy.

The combination of the two effects creates an identity mark that is eclectic, unique and 100% Nelson Tasman.

Personality

The logo captures the personality of Nelson Tasman:

Vibrant, energetic, passionate, contemporary, positive.

How can I use this?

By now you'll have some ideas and you'll be thinking about how you can use these materials. For example, you could:

- use the story pillars to inspire people to visit or move to the region,
- use some of the wording to write a really great recruitment ad,
- use photos or some video in a conference presentation,
- use the logo on your website and in your email signature,
- use photos on Instagram to show your pride in Nelson Tasman,
- use the logo on a product label so everyone knows where your product comes from,
- use some of the information in an induction book for new staff so they and their families can find great things to do here – because keeping the talented people we attract here is important for us all.

The tools that have been created are intended to work for a lot of different people in a lot of different ways. Our role is to provide the platform for you to be able to do so – and this is a continually evolving process.

Please get in touch with us if you have ideas of how else we can work together to share the Nelson Tasman story. It is the sharing of our unique story that will empower us to attract and retain talent, investment, and visitors - adding real impact to the region.

Using the logo

The Nelson Tasman logo is for everyone to use. If you're using it in conjunction with your own logo ensure you place a dividing line between your logo and the Nelson Tasman one.



Identity partners

Become a verified partner of Nelson Tasman to incorporate the Nelson Tasman logo into your identity messaging.



Nelson Tasman Colours



PRIMARY COLOUR

The primary colour is Nelson Tasman Boysenberry. This colour represents the creative energy that can be found in all people who call the region home. Nelson Tasman is also the highest producer of boysenberries in New Zealand.

Nelson Tasman Boysenberry is vibrant, bold and is a unique differentiator from other regions.

FULL COLOUR SET

Bright, vivid colours that reflect the effervescent energy and fresh abundance of the Nelson Tasman region are drawn from its unique geography and produce.



Nelson Tasman Boysenberry

CMYK: 75-100-0-20 RGB: 85-31-122
Pantone 268



Abel Tasman Gold

CMYK: 0-15-100-0 RGB: 255-212-0
Pantone 108



Motueka Hops Green

CMYK: 30-0-100-0 RGB: 191-215-48
Pantone 389



Braeburn Red

CMYK: 3-98-94-0 RGB: 231-38-43
Pantone 179



Tasman Bay Teal

CMYK: 80-0-20-0 RGB: 0-183-206
Pantone 312

Using the story

We encourage you to use the story content anywhere you like e.g., in job ads, your website or to talk about your own business. If you wanted to talk about the pillars in fewer than 50 words, here's how it might look. But remember that not every pillar might relate to you – just use what is relevant to you and your business.

Clever Business

Our business (XXX) is one of many clever businesses in Nelson Tasman. Our region is an extraordinary breeding ground for added-value enterprises such as New Zealand King Salmon, Kono and Nelson Honey. We've been in business since (XXX) providing (XXX your unique selling point).

Stunning Natural Landscapes

Even on an ordinary day in xxx we live amongst extraordinary nature. We're on the doorstep of three national parks, marine reserves and geologically significant mountains, we enjoy consistently high sunshine hours and the highest amount of winter sunshine in New Zealand.

Be true to you – add your favourite place to your Nelson Tasman story.

Surprisingly Diverse

Our region is surprisingly diverse; in fact one in five people in Nelson Tasman are internationally born, with 48 international cultures within our community. Our story of diversity is enriched with our eight iwi and you can see it today everywhere you go.

Add your own sentence here that shows how diversity is seen in your organisation, for example, "Guests are surprised when we greet them in their own language."

Highly Connected

We're highly connected. We can get where we need to go with up to 600 flights every week, a drive of 90 minutes to three national parks, or a ride of minutes to cityside mountain-bike trails. Our UFB keeps us highly connected and our goods reach their customers through the international port.

Arts and Artisans

Nelson Tasman has an extraordinary depth of heritage, artists, and artisan businesses. The world-famous World of WearableArt lives here and people come from far and wide to events like the Adam Chamber Music Festival, and to enjoy our award-winning artisan food, wine, beer and cider.

Now, how will you express the extraordinary story of your artisan product or event? Could it be, "Our chefs have perfectly crafted these treats using ingredients grown in the rich soils and pure water of the Waimea Plains."?

Images and video

We are building a library of regional content that can be accessed via our website. Let us know if you would like to contribute to the library (conditions apply).



Find out more

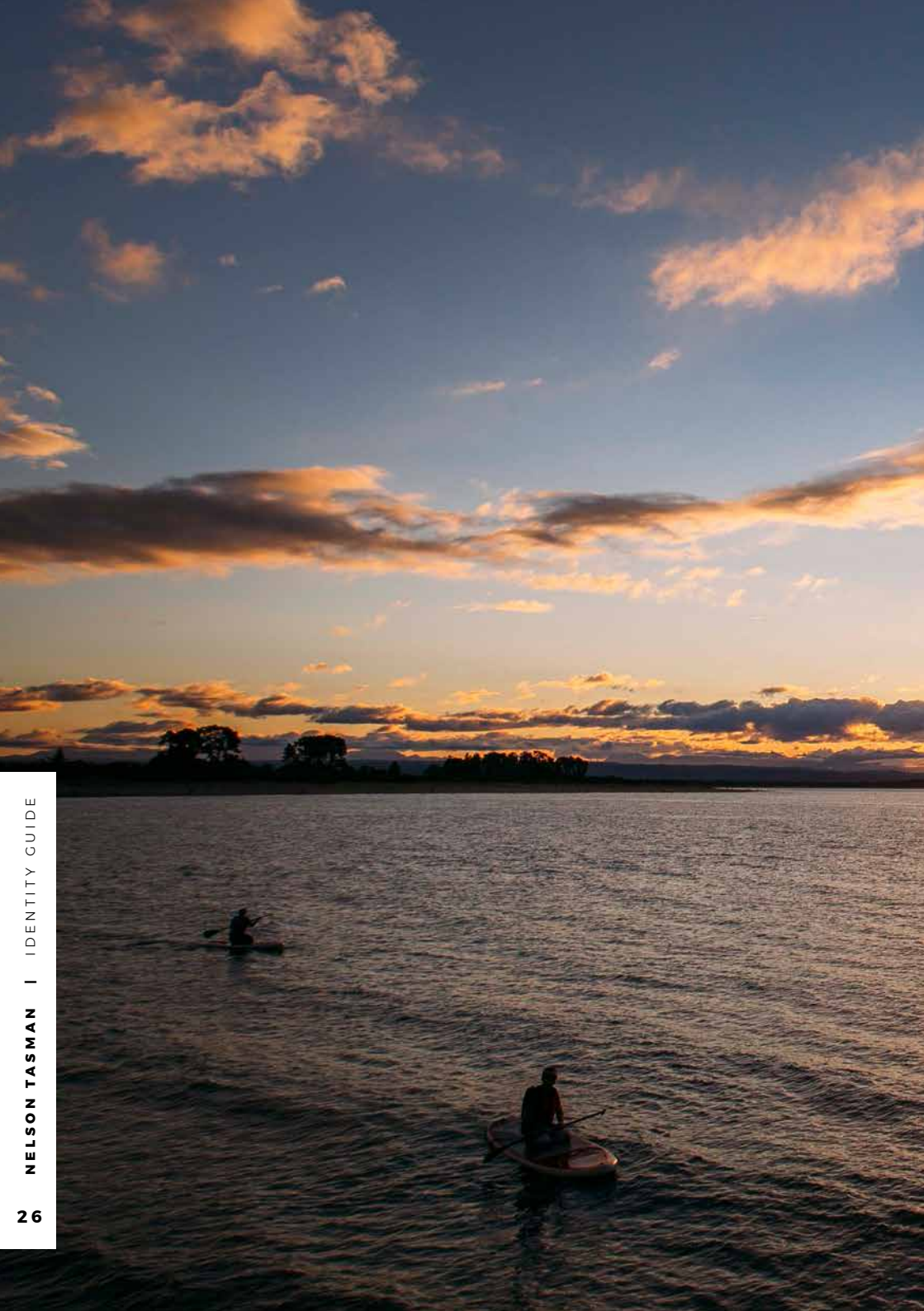
We'd love for you to join us in sharing Nelson Tasman's extraordinary identity story. We really look forward to seeing Nelson Tasman through your eyes!

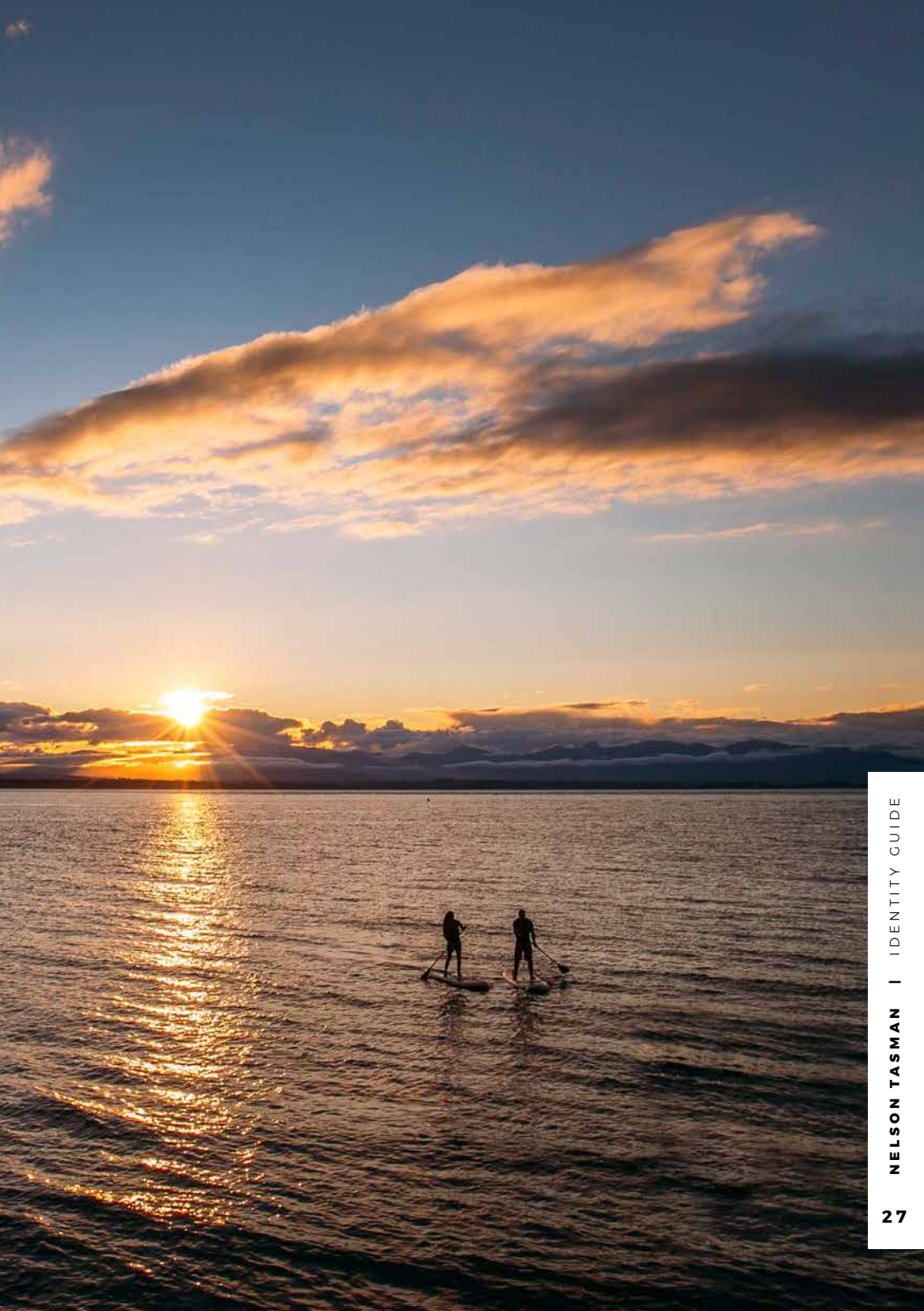
For further information please visit our website or get in touch with the NRDA team.

www.nelsontasman.nz/our-story

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