

Absolutely Positively Wellington

Brand Guidelines & Visual Identity

29 May 2014

Absolutely Positively Wellington

**Welcome to the brand new look and feel for
Absolutely Positively Wellington.**

*Research^[1] told us people are still
absolutely positive about the line
Absolutely Positively Wellington,
so this refresh updates it for everyone
to embrace, use and love again.*

**This new visual identity
takes Absolutely Positively
Wellington to the city and
the world in a contemporary,
forward-thinking way –
the first thing you’ll notice is
our vibrant new yellow.**

Absolutely Positively Wellington is for all of Wellington to use on anything that promotes the city, be it arts, culture, events, business and more. It will give us all a united voice. Using it says you are proud of, and part of, the coolest little capital in the world.

Show your support for Wellington with the new Absolutely Positively Wellington visual identity, and feel free to take it further by going a little wild around the place:

- Introduce the yellow into your business communications and pop the Absolutely Positively Wellington logo at the bottom.
- If you have a café start using yellow takeaway cups or napkins.
- Add the logo or a yellow stripe to your business vehicles.

Within this Brand Guidelines & Visual Identity document, you’ll find everything you need to join us in making Absolutely Positively Wellington vibrant again.

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When Absolutely Positively Wellington began, it perfectly captured the feel of a city on its way to becoming the coolest little capital in the world.

Today, there's still huge identification with Absolutely Positively Wellington. But it's time for it to re-ignite.

We're telling the story about what Absolutely Positively Wellington means now and visually updating the words and sentiment for everyone to embrace, use and believe in again.

This is your guide for how the refreshed brand should look and feel whenever you use it.

Enjoy!

The Wellington story

It's time to go deeper than a slogan and a logo. Now we need to embed the positive energy of the city deep into the things we say and do. We have a great story to tell and while it needs to be meaningful and believable – it also needs to be inspirational. It needs to inspire those who already live here, but also those who are looking to live, visit or

do business here as well. And the only way to achieve that, is to first inspire those of us who are charged with communicating the story of Wellington.

So what is the story?

Wellington is a city that generates its own positive energy.

Packed with creators, thinkers, dreamers, doers and lovers of life it's the one place in the country – in the world – where everything is possible.

Here you can make ideas happen, live in style, connect with nature, and find friends for life.

You can, quite literally, have it all.

Wellington is the place of the possible.

Often wild, sometimes calm, but always alive with an energy that is...Absolutely Positive.

Our values

These are the values that should shine through in everything we do as a city – our choices and decisions, our thinking and actions.

- **Act like a city, love like a village.**
- **Open to anything and everything.**
- **Passionate about work, wild about play.**
- **Together things happen.**
- **Well proud.**
- **Consider it done.**

Our personality

If our city was a human, this is how someone might describe us. Remembering these personality traits is useful when we want to know how an absolutely positive city might behave in a given situation.

- **Confident.**
- **Youthful.**
- **Vibrant.**
- **Creative.**
- **Energetic.**
- **Doer – make things happen.**
- **Inspiring.**

Our voice

The Absolutely Positively Wellington personality doesn't just come through in our look and feel. When you're writing headlines and copy, it's just as important to speak with the Wellington 'voice'. Here's the tone you should be aiming for in your copy.

- **Positive/optimistic.**
- **Bright.**
- **Savvy.**
- **Ambitious.**
- **Friendly.**

Our brand essence
Place of the Possible

So how would we sum all this up so far?

In marketing speak, what's our 'Brand Essence'?

Well as you've probably gathered, for a kick off it's positive. It's about grasping what makes Wellington special and defining that in both words and imagery.

However we don't want it to be just about words and pretty pictures and no deeds. We need to back up our attitude and aspirations with some action.

We need an essence that sums us up but that also challenges us to get on and deliver what we say. Deeds, not just words.

And that's why the essence of Wellington is now:

The Place of the Possible.

Absolutely Positively Wellington

Here's the new Absolutely Positively Wellington logo. It's simple, modern and ultra confident. We reckon it could sit proudly alongside any logo in the world.

All logos need protecting. Without writing a load of design group fluff, we do need to guide you through the basic principles of how to use it, not abuse it. You'll also notice a more vibrant shade of yellow designed to exude a brighter more positive feeling for our cool little city. Makes you happy just looking at it!

**Absolutely
Positively
Wellington**

Logo colour options

Here are the various ways you can use the basic logo. On page 13 you can see how much space it needs when it sits next to other logos. Please don't be tempted to reinvent the wheel. These designs are locked off and should never be re-arranged. We're relying on you to guard this logo with your life (or at least your sharpest pencil).

Primary colour option

**Absolutely
Positively
Wellington**

Positively Black

0C 0M 0Y 80K
Pantone 405 C

88R 89G 91B
#58595b

Secondary colour options

Above is the logo to use whenever possible. However, if you *absolutely* have to use a different version, we have created some options for you, including transparent ones.

Positively Black
on Absolutely Yellow

**Absolutely
Positively
Wellington**

Absolutely Yellow
on black

**Absolutely
Positively
Wellington**

Black on white

**Absolutely
Positively
Wellington**

White on black

**Absolutely
Positively
Wellington**

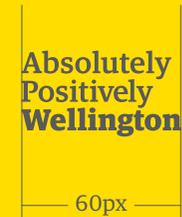
Minimum size

This is the recommended minimum size to follow for any wee job you might be asked to do.

Print



Digital



Minimum clear space

The new logo needs to breathe, so here's the minimum area of space around it.



The minimum clear space has been defined by twice the height of 'l' (in Wellington), which is referred to as 2x.

A margin of clear space equivalent to 2x is drawn around the logo to create the invisible boundary of the area of isolation.



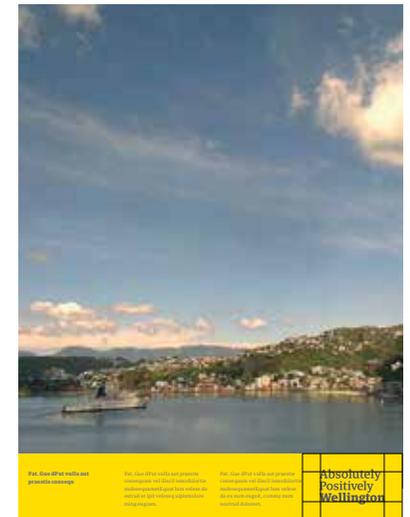
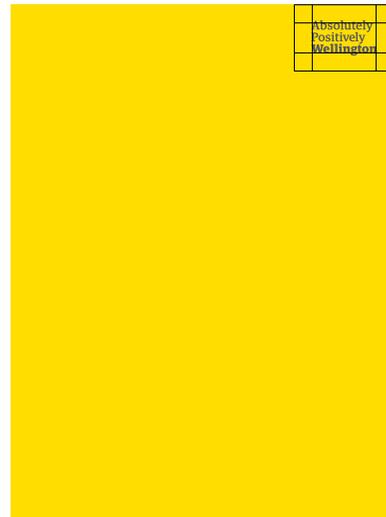
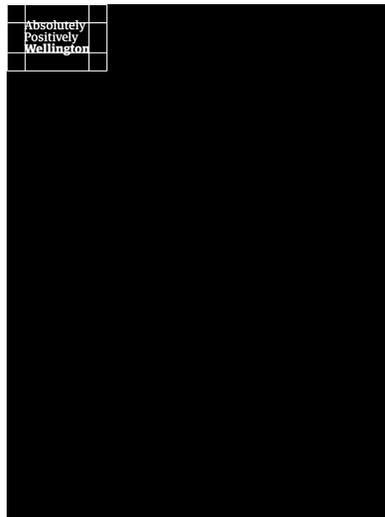
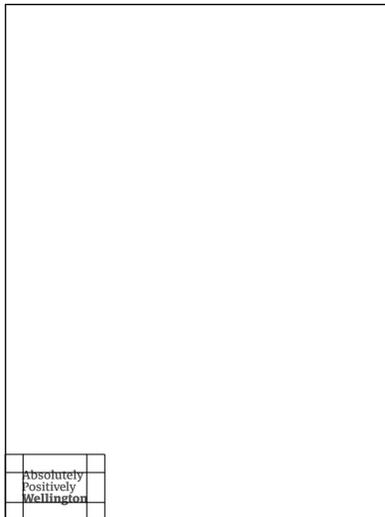
Logo in partnerships

There will be plenty of times you'll need our logo to run alongside others. Just put them side by side like in the example below.



Positioning

As you've probably got a design degree, you'll know that there's nothing worse than a badly positioned logo. Ours can appear top or bottom left, even top right if the design requires it, but generally our preference is bottom right as that follows the natural order of things.



Unmentionables

It's human nature to want to play around with the design, but if everyone did that it wouldn't be a logo anymore, it would be a dog's breakfast. However tempting it might be to make it bright pink simply because WOW® is coming to town and you have a poster to design – you can't. Sorry. Here are some unacceptable examples for you to ponder.



Don't change the colour without permission .



Don't change the type with other fonts.



Don't alter the logo in anyway.



Don't use drop shadows.



Don't crop the logo.



Don't use outline.



Don't rearrange the logo.



Don't place the logo over images that could lead to the logo disappearing.

When it came to our colours, we took a good hard look at the yellow and black everyone identifies as Absolutely Positively Wellington and asked ourselves: how can we do this better? The answer... Absolutely Yellow and Positively Black!



Absolutely Yellow

Yellow is synonymous with Wellington. Our teams dress in it, our buses are painted in it, so let's celebrate it. We felt the current shade was a little drab so we changed it to be more uplifting. As well as jumping out on billboards and posters, our lovely new vibrant yellow absolutely sings on digital devices, which is great news as that's how the whole world is looking at us.

Absolutely Yellow	CMYK	0C 10M 100Y 0K
	Pantone	Pantone 109 C
	RGB	255R 221G 0B
	Hex	#FFDD00
	Resene paint	Absolutely Yellow

Positively Black

Actually, its not even black. It's 80% of black so technically grey. We went this way to give it a touch of softness – and, well positivity! This lovely dark grey also feels more modern.

Positively Black

CMYK

0C 0M 0Y 80K

Pantone

Pantone 405 C

RGB

88R 89G 91B

Hex

#58595b

Resene paint

Positively Black

Accessibility

We want to ensure that everyone can enjoy this refreshed Wellington brand.

You'll obviously use common sense when applying the brand elements in different situations. To help you, we recommend looking at the W3C Web Content Accessibility Guidelines at *<http://www.w3.org/TR/WCAG20/>*

There you'll find the latest on designing for online. It covers important topics like:

- **Providing text alternatives for non-text content so it can be changed into other forms people need (large print, braille, speech, symbols, etc).**
- **Making it easier for users to see and hear content.**
- **Presenting content in different ways for optimal viewing.**

As well as Wellington City Council and Positively Wellington Tourism (including Business Events Wellington), the Absolutely Positively Wellington endorsement mark can be used by any Wellington business or organisation.

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke

**Positively
Wellington
Tourism**

WellingtonNZ.com

**Business
Events
Wellington**

For more information, to get access to logo files, or if you have any questions about usage of the Absolutely Positively Wellington logo or look and feel, please get in touch:

**Positively
Wellington
Tourism**

Destination Wellington Marketing Team
Positively Wellington Tourism
Destination.Wellington@WellingtonNZ.com