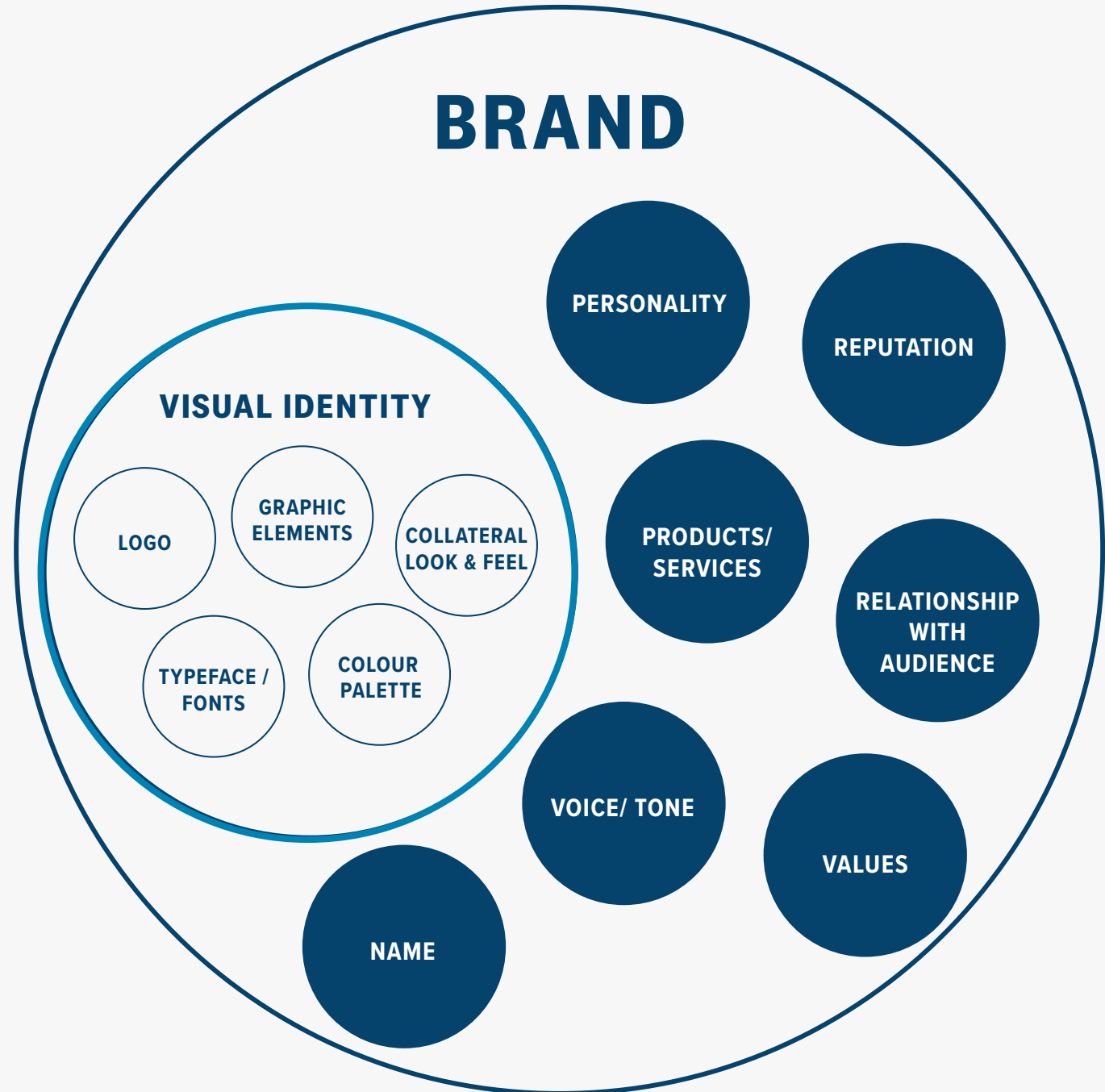




Visual Identity

November 2022

01 What is Visual Identity?



A photograph of a rocky coastline with clear blue water. The rocks are dark and jagged, forming a shoreline. The water is a deep, clear blue with some ripples and reflections. The word "Logo" is overlaid in white, bold, sans-serif font on the left side of the image.

Logo

02

ORC logo refinement

Original logo designed by
Barrie Clubb (Adclubb)
in the late 90's



Logo refinement in 2018



Squaring edges gives a cleaner edge and is a better fit for grid systems

Change of font for improved legibility

Further refinement in 2021
(Current logo)

Unnecessary space removed



Kerning and leading enhanced for better digital visibility and 'breathing room' around lettershapes

Colours tweaked for better printing and digital outputs

03

ORC logo

Full colour



Reverse (toroa) logo



Monotone logo



Only use this logo if printing exclusively in black and white.

04

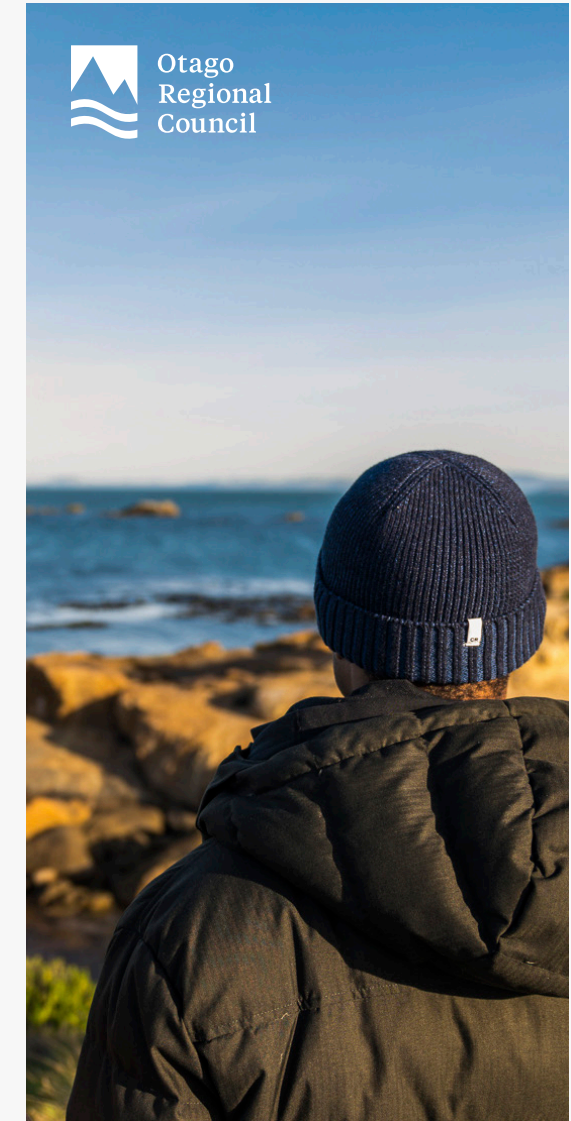
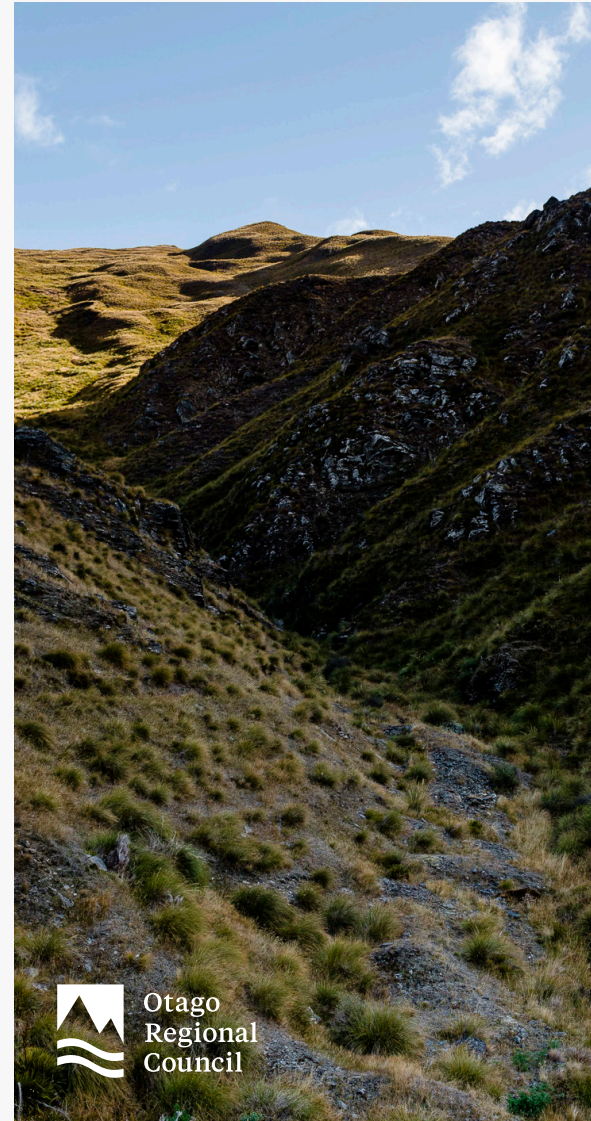
ORC logo in reverse (toroa)

You'll see our logo in white a lot.

The Otago region is distinctive and we like to showcase this with photography of the landscape, natural resources, and people. With photography, use the reverse logo.

Just make sure the logo is clearly visible.

Put the reverse logo on a dark background that isn't busy.



05

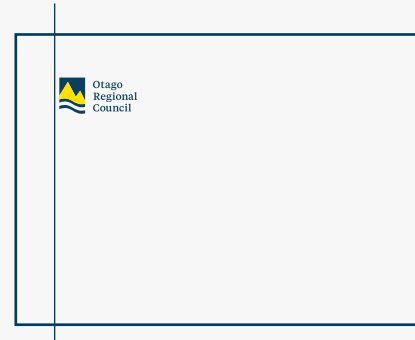
ORC logo alignment

Our logo is angular and static here

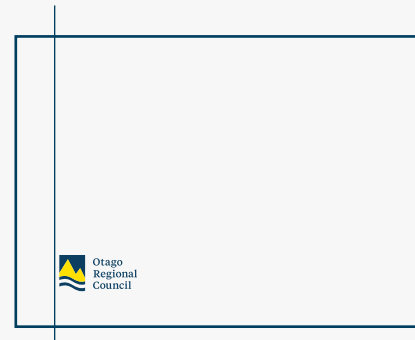


It's flowing, rounded and irregular at the base and right.

Place the logo top left...



...or bottom left.



If the layout doesn't allow for left alignment, consider adding angular structure with a backing rectangle



06

ORC logo clear space

Always give the logo some breathing room,
half the width of the sky at a minimum.



07

Do not do the following with our logo:



✗ change the logo colours



✗ outline the logo



✗ add a drop shadow or other graphic effects



✗ change to grey scale (see ORC logo page 5)



✗ change the proportions of the logo

Otago
Regional
Council

✗ remove a part of the logo



✗



✗ put the logo on a busy background, make sure it is easy to read.

Check to make sure you're using our logo correctly. Avoid any of the issues illustrated on this page.

If you have any questions about using our logo, get in touch with our Marketing and Brand team at comms@orc.govt.nz

Colour

A wide-angle landscape photograph of rolling hills. The hills are covered in dense, vibrant green and yellow grass, suggesting a high-altitude or alpine environment. The sky is a deep blue, filled with large, soft white clouds. The lighting is bright, creating strong shadows and highlights on the grass. The word "Colour" is written in a large, white, sans-serif font across the upper left portion of the image.

08

Otago colours



Our brand colours match our region’s landscape and heritage. Some attribute the deep blue to the Scottish flag and settlers, and the yellow to Otago gold, or the golden glow of our tussocked plains in the sun. Regardless of providence, collectively we associate the region with these colours.



09

Our colours



ORC blue



ORC kōwhai



Pukeko



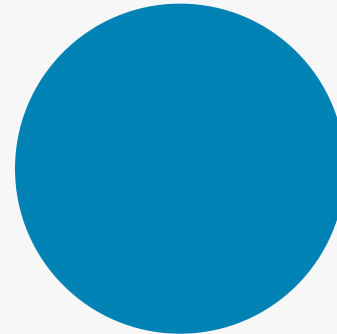
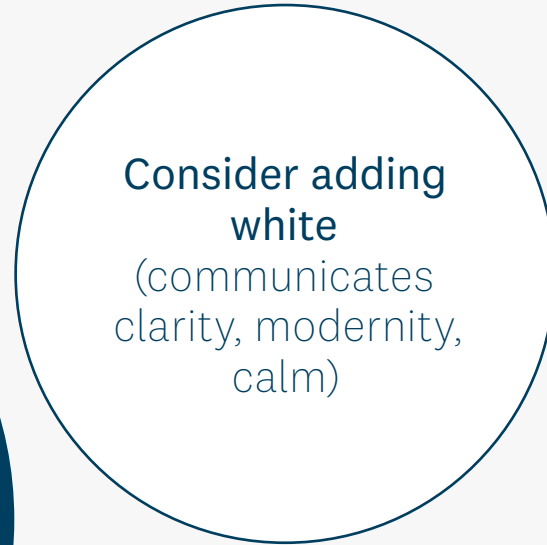
Toroa



Midnight

Toroa	C 0	#FFFFFF
R 255	M 0	PMS 000
G 255	Y 0	
B 255	K 0	
ORC kōwhai	C 0	#FFDC27
R 255	M 8	PMS 4-8 C
G 220	Y 96	
B 39	K 0	
Pukeko	C 100	#00649B
R 0	M 50	PMS 107-7
G 115	Y 15	
B 160	K 10	
ORC blue	C 100	#003E60
R 0	M 75	PMS 541CP
G 62	Y 35	
B 96	K 25	
Midnight	C 100	#002037
R 0	M 75	PMS 539CP
G 32	Y 37	
B 55	K 42	

Colour how to



Draw attention with
Pukeko or ORC kōwhai.



ORC kōwhai

Don't write in ORC kōwhai.
It's dynamic and exciting,
avoid text or heavy shapes
in this colour. **It's hard to
read.**



Midnight

11

Beyond the basics

Here are some cohesive colour sets

Sea to sky



Clutha Mata-Au



Digital interface



High contrast



Typography



12

Fonts to use

Communication is integral to staying connected to the communities and stakeholders in our region.

Use **National 2** or **Source Sans Pro**. These fonts are:

clear • direct

straight-forward • open

correct • trustworthy

• approachable •

National 2 (Licenced font)

Aa Āā Bb Cc Dd Ee Ēē Ff Gg Hh Ii Īī Jj

Kk Ll Mm Nn Oo Ōō Pp Qq Rr Ss Tt

Uu Ūū Vv Ww Xx Yy Zz

0123456789

Source Sans Pro (Available to all)

Aa Āā Bb Cc Dd Ee Ēē Ff Gg Hh Ii Īī Jj

Kk Ll Mm Nn Oo Ōō Pp Qq Rr Ss Tt

Uu Ūū Vv Ww Xx Yy Zz

0123456789

13

Heading and text styles

Heading style

**Kia ora, do I have
your attention?**

Highlight heading style

This style stands out

on a busy background

Body copy

Tā rātou kupu i reira ko te whenua kia whakawākia kia hokona, kia wātea rātou i ngā raruraru e homai ana e ētahi iwi ki a rātou . He nui rapea ngā kōrero mō ngā rori, mō ngā rūritanga hoki, mō te aha atu; otirā ko te tino kupu tēnā , ko te whakawā , ko te hoko.

ALL CAPITALS

**USE SPARINGLY AND USUALLY SAVE ALL CAPS
FOR A SUBHEADING LIKE THIS**

Only use all caps or uppercase when the font is proportionally close to the main text — we're not shouting, just speaking clearly.

If you're working in Adobe Creative Cloud, you can find our typography styles in our public library. Contact comms@orc.govt.nz with any requests.

If you are using Microsoft Word or PowerPoint, use one of our templates in the Jostle library to stay on brand.

Examples



Newspaper ad



Otago Regional Council is partnering with Kāi Tahu to create a new Land and Water Regional Plan.

Join our community meetings online:

Dunstan	28 February 7pm
Lower Clutha	1 March 7pm
Roxburgh	2 March 7pm
Dunedin and Coast	14 March 12pm and 7pm
North Otago	15 March 7pm
Taieri	16 March 7pm

All information at:

www.orc.govt.nz/lwrp



Can't reach us online?
800 474 082



This coming year we're proposing minor changes to the Long-term Plan 2021-31. Jump online and have your say:




yoursay.orc.govt.nz/AP22




Can't reach us online?
800 474 082 customerservices@orc.govt.nz






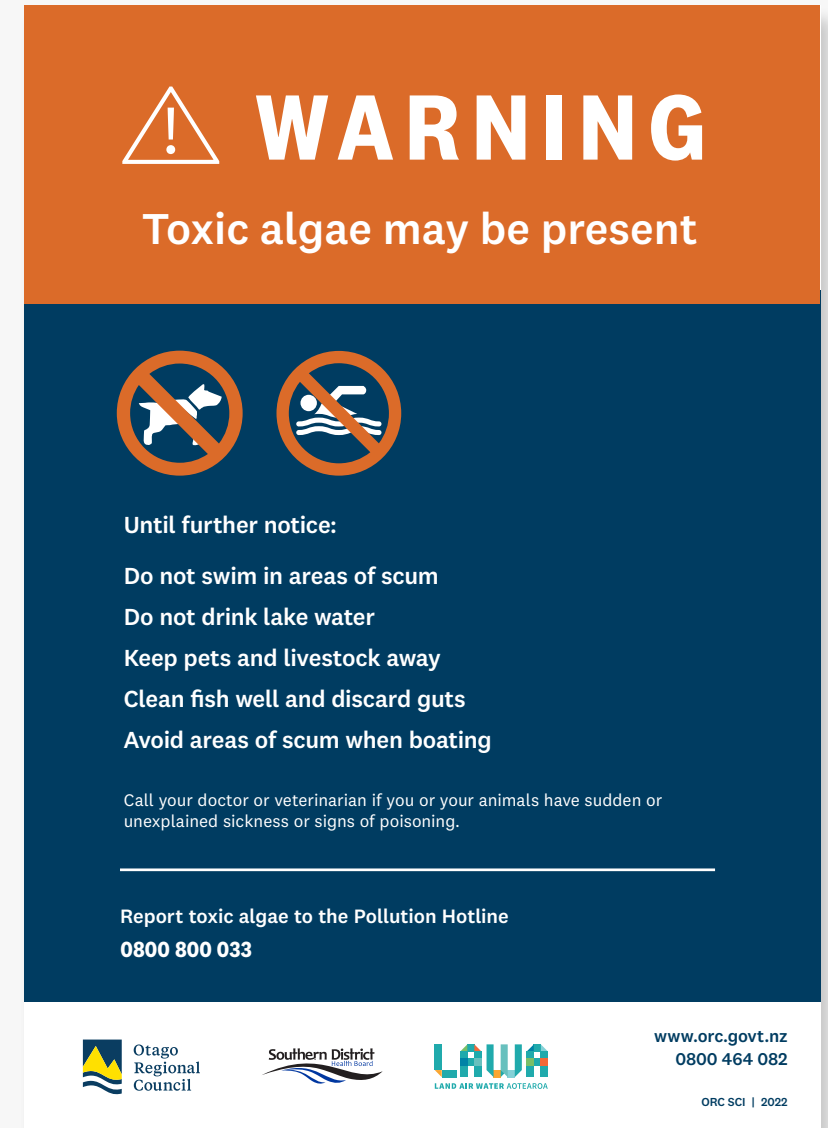
Air quality monitoring station


To view the air quality data this station is collecting and how it is used please visit:

www.orc.govt.nz/air 



For technical issues please contact the ORC Climate and Air technician on 0800 474 082

 Otago Regional Council www.orc.govt.nz ORC SCI | 2022



 **WARNING**

Toxic algae may be present




 

Until further notice:

- Do not swim in areas of scum
- Do not drink lake water
- Keep pets and livestock away
- Clean fish well and discard guts
- Avoid areas of scum when boating

Call your doctor or veterinarian if you or your animals have sudden or unexplained sickness or signs of poisoning.

Report toxic algae to the Pollution Hotline
0800 800 033

 Otago Regional Council  Southern District  LAWA LAND AIR WATER AOTEAROA www.orc.govt.nz 0800 464 082 ORC SCI | 2022

Powerpoint (under development)

Otago Regional Council

Who are we?

Otago Regional Council logo

What we do

We are responsible for managing Otago's natural resources on behalf of the community.

Otago Regional Council logo

How we do it

Otago Regional Council logo

- Decision makers – Councillors
- ORC staff provide advice and recommendations to Council
- Councillors employ the Chief Executive
- Partnership with iwi

Otago

- ▶ 32000 square kilometres
12% of New Zealand's land area
- ▶ 480 km of coastline
- ▶ Population 236,000 (approx.)

Our team

We have over 260 ORC team members

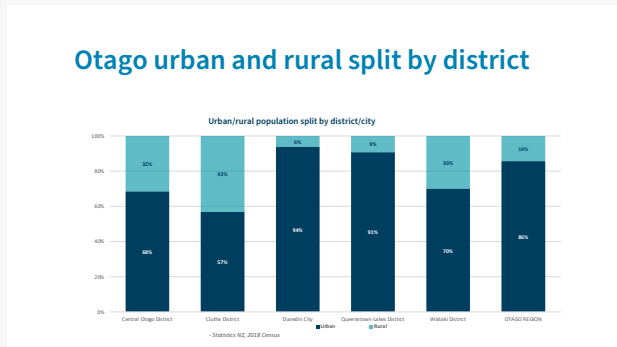
Otago Regional Council logo

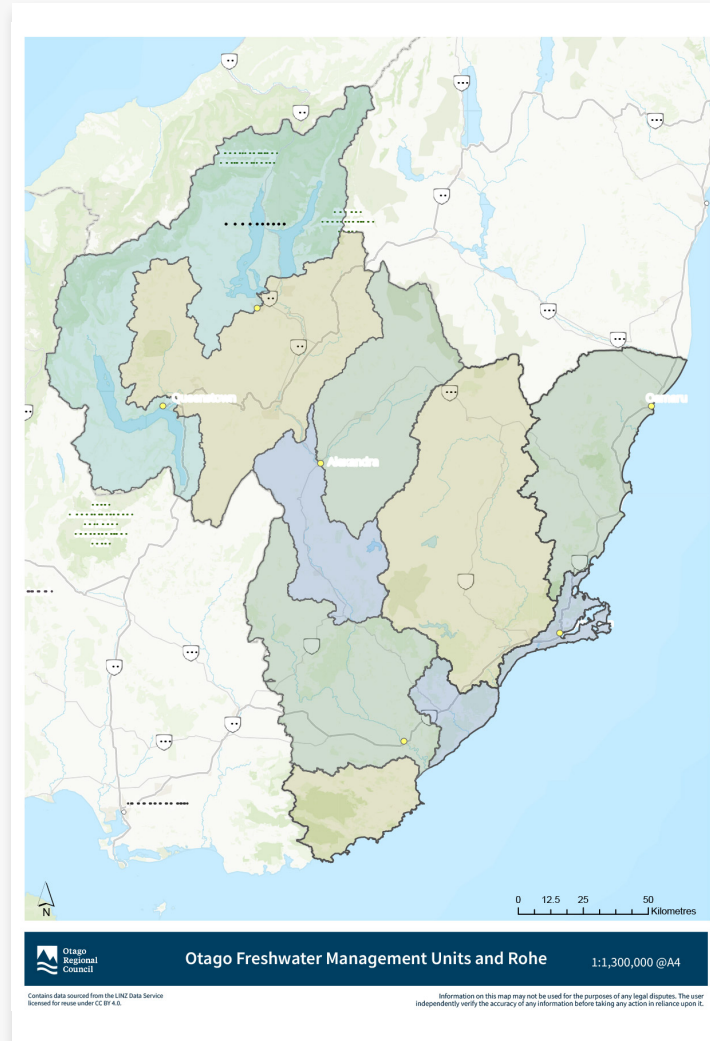
City, district, and regional councils

What's the difference?

District and city councils meet the daily needs of a community.

Otago Regional Council logo







Otago
Regional
Council

PUBLIC NOTICE

Sub header 1: Placeholder text

Sub header 2: Soloreperit alic toressimint dolo odi ut ad qui re, sin enditat

Body copy: Harum hillore henient qui rest exernat maio eos eatius magnatur?

Nem. Soloreperit alic toressimint dolo odi ut ad qui re, sin enditat estium qui coreseq uuntem ut aut di qui dus aut evereca boremodicem sunt rernam quid mo evel ipsandios, sita enimus auditi quis moluptaEque vellabo rescipi debisciur?

Illab imoluptati res dolum dit as quatur? Quiasperovid que non pe volendi blaudanderum as mo temquiae pa etusam qui del iumquo dollum que voluptatur remquia velentint etur, sa non prorum fugiti is rest voluptate aceperesti il ea dolorem remodit atiuem cum is es eiciunt ressit lamusdam quis veleni rectument **Bold: www.orc.govt.nz/rps.**

Illab imoluptati res dolum dit as quatur? Quiasperovid que non pe volendi blaudanderum as mo temquiae pa etusam qui del iumquo dollum que voluptatur remquia velentint etur,.

Please contact us at **Bold: rps@orc.govt.nz** or call **0800 474 082** if you have any questions about the Corrigendum.

SUB HEADER 3: ILLAB IMOLUPTATI RES DOLUM

Nem. Soloreperit alic toressimint dolo odi ut ad qui re, sin enditat estium qui coreseq uuntem ut aut di qui dus aut evereca boremodicem sunt rernam quid mo evel ipsandios, sita enimus auditi quis moluptaEque vellabo rescipi debisciur?

dollum que voluptatur remquia velentint etur, sa non prorum fugiti. A template further submission form can be obtained from:

- ▶ Illab imoluptati res dolum dit as quatur? Quiasperovid que non pe volendi blaudanderum as mo temquiae p
- ▶ by phoning toll-free on 0800 474 082.

www.orc.govt.nz

0800 474 082