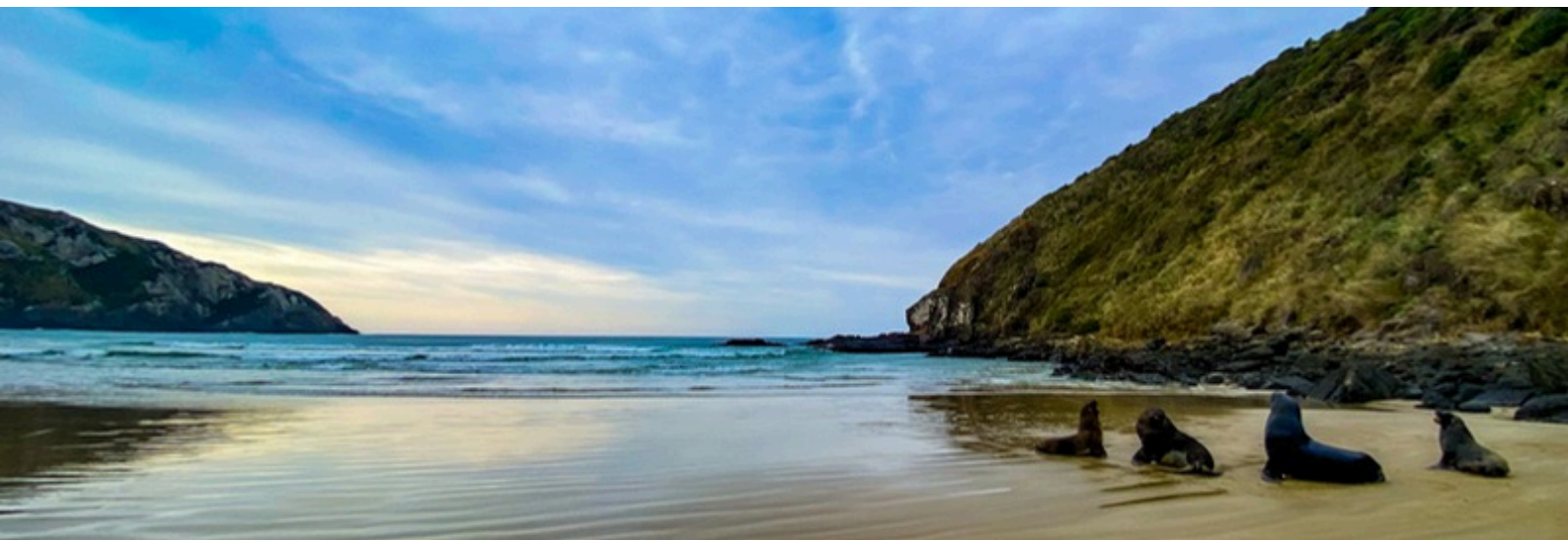


# CluthaNZ Brand Guidelines



Clutha 

CluthaNZ.com



# Brand Purpose



These guidelines ensure the CluthaNZ visual identity is applied consistently and meaningfully across all touchpoints — communicating our values clearly to the local community, regional partners, and both domestic and international audiences.

## Logo Usage

### Primary Logo



Use the full CluthaNZ logo (with the orange hand icon) on white or very light backgrounds.



### White (Reverse) Logo



Use this version when placing the logo on dark backgrounds or photos.



### Minimum Size



Print: Minimum width = 30mm

Web: Minimum width = 320px (.PNG format)

Clear Space

Leave at least half the width of the word “Clutha” as clear space around all sides of the logo. Do not place other elements within this area.



# Key Messaging Themes

## Clutha- Stay a while

Stay a While' is the slogan of our shorter visits marketing campaign, encouraging visitors to slow down, spend more time, and truly experience the natural beauty and genuine hospitality of Clutha and the Catlins.






## Clutha- Stay for Good

Stay for Good" is the slogan for our attraction and retention campaign, inspiring people to turn a visit into a lifestyle by discovering the rewarding careers, welcoming communities, and unmatched quality of life in Clutha.



## Brand Colours

Colour Name	HEX	Usage-Website
 Clutha Orange	#F47C20	Hand icon, call-to-action buttons, links
 Clutha Grey	#3D4346	Logo text, headings, body copy
 White	#FFFFFF	Backgrounds for logo clarity

## Typography

Purpose	Font	Weight	Notes
Headings	Nunito Bold	Bold	Clean, rounded sans serif
Subheadings	Nunito Bold	Bold	Free Google Font
Body Text	Nunito Regular	Regular	Clear and modern
Hyperlinks	Nunito Bold	Bold, Orange	Use Clutha Orange (#F47C20)
Clutha Logo Font	James Fajardo	Bold	This is a downloadable font
Clutha-Stay for Good	Dear Joe 4		Closest font to Stay a While

# Tone of Voice of CluthaNZ

- Grounded, honest and welcoming
- Reflective of real people and places
- Invites connection, curiosity, and calm
- Avoids flashiness or corporate clichés

## Photography Style

- Use authentic imagery- landscapes, people, and moments of pause
- Natural lighting preferred
- Avoid heavy filters or commercial stock images
- Focus on quiet, connection, and discovery

## Brand Applications

### Tourism (CluthaNZ)(Clutha- Stay a while)

- Use authentic imagery and engaging, down to earth storytelling to reflect the visitors experience.
- Emphasise nature, stillness, and space to reconnect

### Business & Jobs (Clutha Live & Work)

- Position Clutha as a lifestyle and career destination
- Combine opportunity with authenticity

### Community (Clutha- Stay for Good)

- Promote local pride and shared values
- Highlight everyday beauty and events
- Pair relaxed design with trusted tone



# Logo and Design Dos & Don'ts

## Do

- Use correct logo version and spacing
- Keep layouts clean and visual-led
- Combine opportunity with authenticity
- Use consistent fonts and tone

## Don't

- Remove or change any logo elements
- Skew, bend, stretch or squash the logo
- Alter colours of the logo
- Combine too many colours or font styles
- Overuse taglines — let them support, not dominate
- Use cliché or generic stock images



## Assets and Contact

All logo files, templates, and visuals are available -Contact the CluthaNZ or <https://cluthanz.brandkitapp.com/> for the visual library access.