

Great Rides Brand Use Guide



Introduction

Ngā Haerenga Great Rides of New Zealand is the hero brand that showcases the very best of New Zealand.

This document has been created to provide brand guidelines for anyone marketing, promoting or endorsing Ngā Haerenga Great Rides of New Zealand cycle trails.

It is important that anyone marketing the 23 Great Rides follows these guidelines to ensure the brand is used correctly across the family of Great Rides. This includes trail managers, official partners, RTOs, councils, collaborative marketing groups, and domestic/international media, where possible.

Increasing the visibility and recognition of our brand will benefit the entire network by providing quality assurance and cross-promotion across the 23 Great Rides.



Colour

Colour is an essential part of Ngā Haerenga New Zealand Cycle Trails brand architecture. Colour identifies hero rides like Ngā Haerenga Great Rides of New Zealand and other rides.

Aotearoa Black and Environment are the two colours that define Ngā Haerenga Great Rides of New Zealand.

Aotearoa

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

#000000

Environment (Great Rides)

C 40 M 5 Y 100 K 0

R 167 G 197 B 57

#a6c539

Great Rides Logo

Ngā Haerenga Great Rides of New Zealand

VERTICAL

COLOUR



POSITIVE



REVERSED



REVERSED WITH COLOUR



HORIZONTAL



Great Rides Logo

Ngā Haerenga
Great Rides of New Zealand

Minimum size

The horizontal logo should not be used any smaller than 34mm wide for print, or 200px wide for web. The vertical logo should not be used any smaller than 18mm wide for print, or 106px wide for web.

PRINT



WEB

Minimum clear space

Clear space is defined as the space that no other element shall cross in relation to the logo.

As a guide use the largest letter form "E" to provide enough clearance for the logo to breathe.



Enclosure

For use on trails or
marketing of a trail

For use on individual trails an enclosure system has been created so each trail can still have use their own trail personality and branding.

The enclosure should always be placed on the top-right hand corner, and hang from the top edge. This applies to all applications e.g. poster, pull-up banner, website, social media.

COLOUR



SINGLE COLOUR



Media Releases. PowerPoint Presentations. Voice-Overs.

LANGUAGE USE

You should write ‘Ngā Haerenga Great Rides of New Zealand’ out in full the first time that it is used. You can then use ‘Great Rides of New Zealand’ thereafter. It may not be necessary to use ‘Ngā Haerenga Great Rides of New Zealand’ if you feel that the context is already clear or you are writing for someone that already knows us well – such as a regular provider.

EXAMPLE OF USE

Alps 2 Ocean Cycle Trail, part of Ngā Haerenga Great Rides of New Zealand.

Alps 2 Ocean Cycle Trail, Great Rides of New Zealand.

CORRECT USE



Lake Dunstan Trail is part of a grand scheme to connect Queenstown to Dunedin by bike path.

Long lauded for its Great Walks network, New Zealand is now also a favourite of the cycling world with its 23 Great Rides that crisscross the country. Newest in the portfolio, and perhaps the most audacious addition, is Otago’s Lake Dunstan Trail, a 41-kilometre route from Cromwell to Clyde, running so tightly against the shores of its namesake lake that much of the ride is on boardwalks clipped to the cliffs.

Given the name “Alps to Ocean”, you’d be forgiven for assuming that New Zealand’s longest Great Ride is all downhill. It’s not. There are several testing climbs, the most challenging being a five-kilometre ascent on a narrow, organ-jumbling trail that leads to the ride’s loftiest point, the 900-metre-high summit of Tarnbrae Saddle. Even for those of us on e-bikes, it’s a grind, but the view from the top is just reward – a yawning vista that includes the sparkling blue waters of Lake Ohau and the soaring flanks of its glacier-carved valley.

INCORRECT USE

Given the popularity of the Alps to Ocean trail, I’m amazed we don’t see more people on it. Part of the reason is that the departures of the big tour operators are strategically staggered to keep groups apart. The other factor is that very few people attempt it in reverse (cycling the “Ocean to Alps” has an alarmingly uphill ring to it), so you scarcely encounter anyone coming the other way. As a Kiwi I meet at a lookout one day overlooking Lake Benmore puts it, “It feels like we’re the only ones on the planet eh?”

Digital Imagery / Assets.

LANGUAGE USE

EXAMPLE OF USE

Clutha Gold Cycle Trail Great Ride

Clutha Gold Great Ride

Clutha Gold Cycle Trail, one of Ngā Haerenga
Great Rides of New Zealand.

USAGE CASE GUIDANCE

All images that feature a Great Ride should include the name of the trail along with 'Great Ride' at the end of the trail name. If there is space, it should include 'Ngā Haerenga Great Rides of New Zealand' in full.

BRAND USE

GREAT RIDES LOGO



GREAT RIDES ENCLOSURE



USAGE CASE GUIDANCE

All videos that feature a Great Ride should reference 'Ngā Haerenga Great Rides of New Zealand' in the video (voiceover & copy) and show a Great Rides logo at the end of the video.

It is recommended that all trail managers include the Great Rides enclosure in their email auto-signature.

Digital Imagery / Assets.

INCORRECT USE



Lake Tekapo/Takapō, Canterbury

Should say:
Alps2Ocean Great Ride, Lake Tekapo/Takapō.



Haumoana, Hawke's Bay

Should say:
Hawke's Bay Trail Great Ride, Hawkes Bay.



Lake Dunstan, Central Otago

Should say:
Lake Dunstan Great Ride, Central Otago.

Social Media.

If you want NZCT to share your content, you must tag our handle @nzcycletrail.

LANGUAGE USE

EXAMPLE OF USE

Clutha Gold Great Ride

USAGE CASE GUIDANCE

Although space may be limited, please use the words 'Great Ride' when referring to a Great Ride.

EXAMPLE OF USE

#greatridesofnz

USAGE CASE GUIDANCE

The hashtag '#greatridesofnz' should be used for all social media posts in which a Great Ride is promoted (i.e. Facebook, Instagram, TikTok, LinkedIn). Do not use #nzcycletrail.

BRAND USE

GREAT RIDES LOGO



GREAT RIDES ENCLOSURE



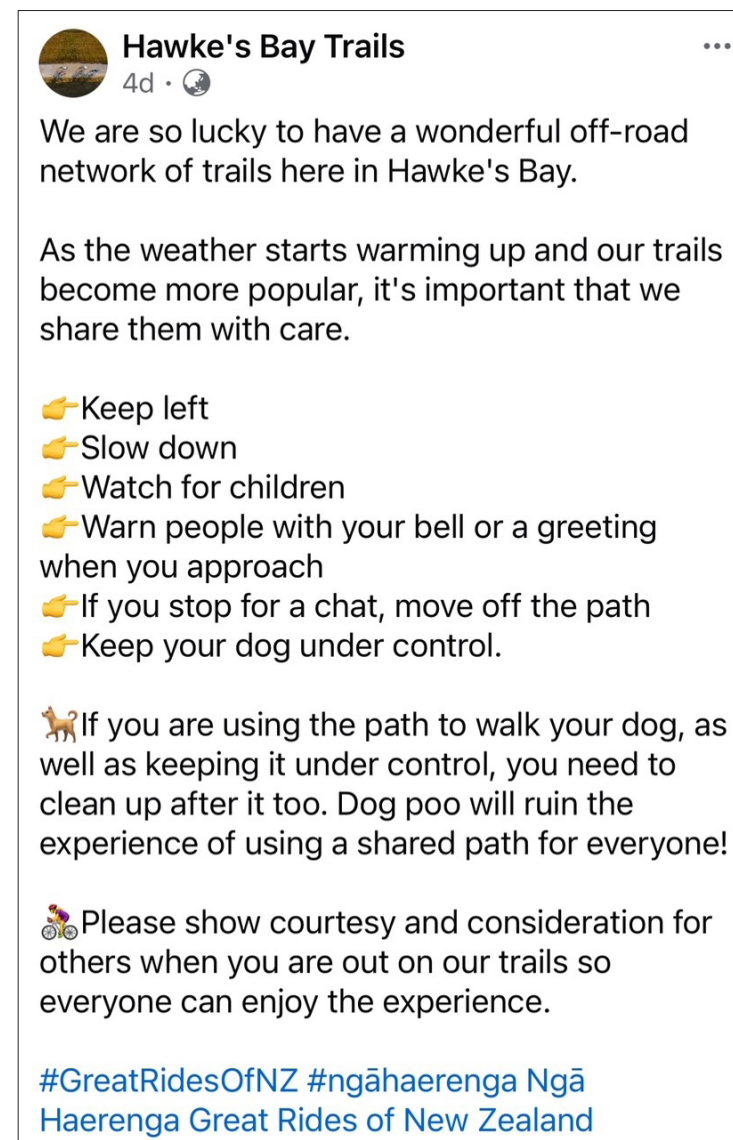
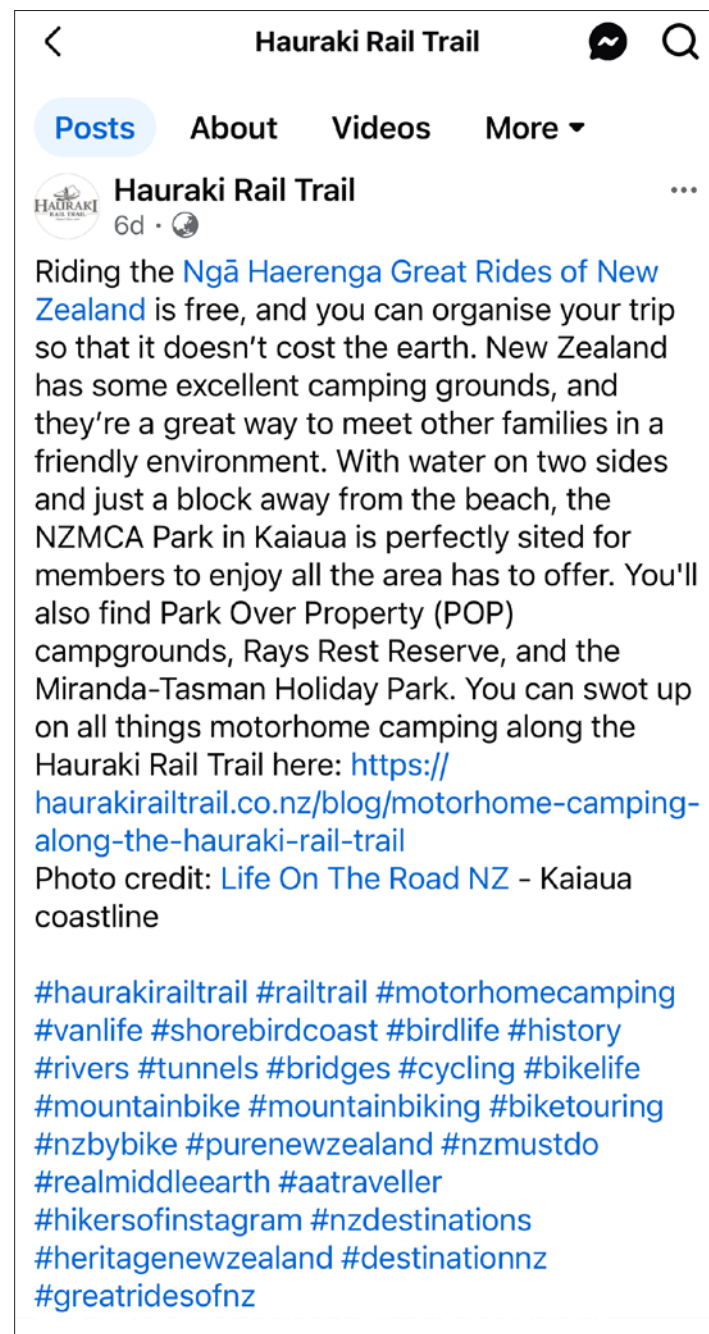
USAGE CASE GUIDANCE

For Tourism New Zealand online adverts promoting operator cycling packages and suchlike should reference the Great Ride brand alongside the trail name.

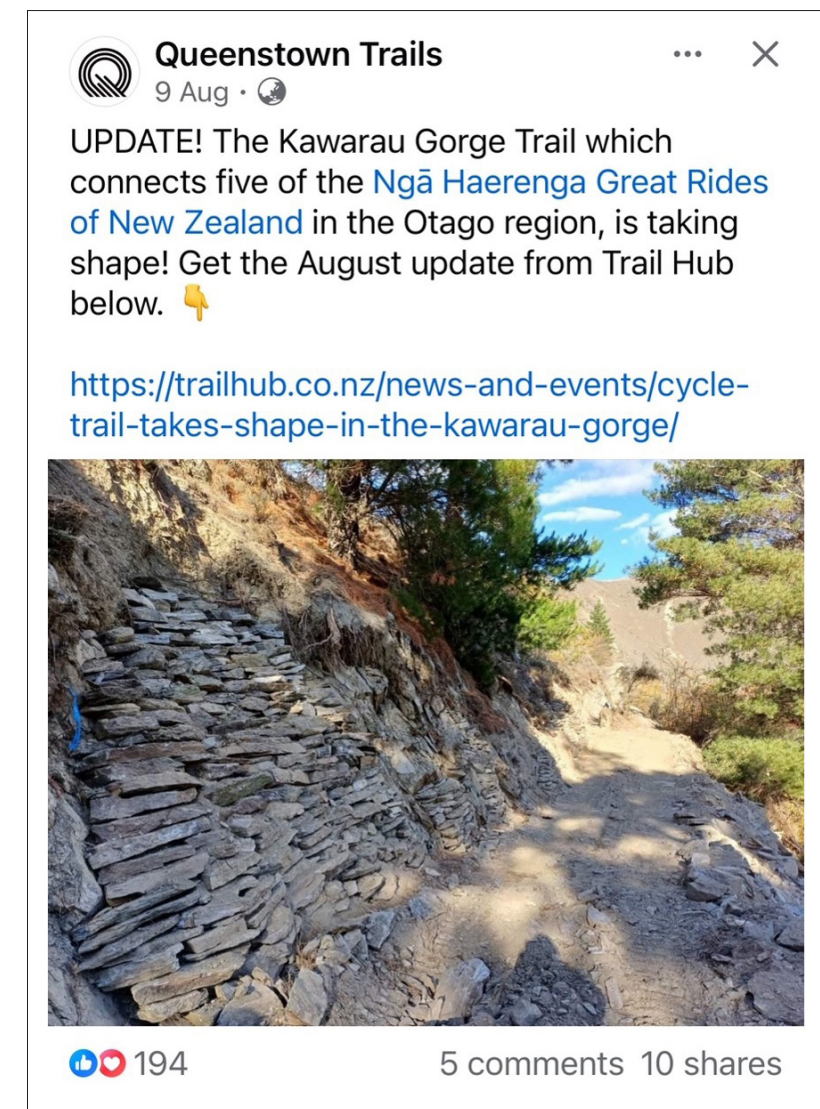
Social Media.

If you want NZCT to share your content, you must tag our handle @nzcycletrail.

CORRECT USE



Using the handle and hashtag.



References Great Rides and uses the handle. Could also include the hashtag.