

Brand Dunedin Guidelines

dunedin

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DUNEDIN BRAND

WHY DOES DUNEDIN NEED A BRAND?

Dunedin is probably the most intriguing city in New Zealand but its reluctance to boast means that many outsiders don't know that or get a chance to fall in love with the place. Thousands of potential visitors, travellers, tourists, investors, immigrants who share Dunedin's values don't know how cool it is and the opportunities it presents.

The Dunedin brand is a way to collectively express ourselves to the outside world and must be authentic and intelligent as well as intriguing and creative. It must be free of irony and traditional hard sell marketing techniques.

HOW WAS IT DEVELOPED?

The Dunedin brand was created for all of Dunedin and developed with a team of brand partners: the DCC, Tourism Dunedin, Otago Chamber of Commerce and Otago and Southland Employers' Association, University of Otago and Otago Polytechnic, Dunedin Venues and the ODT. The strategy was to involve locals from the outset and it used authentic stories told from their perspective. It was a collective approach that was designed to be used not only by the brand partners as required but also local businesses and organisations.

Tourism Dunedin (now Enterprise Dunedin) fully adopted the new Dunedin brand for all communications aimed at people outside Dunedin. These communications are designed to change perceptions and get people to visit, study, work, live and do business in Dunedin.

Businesses and organisations wanting to communicate with people outside Dunedin have also successfully adopted the brand in various ways. The strength of the brand lies in support and buy-in from locals and their organisations which together create a unified collective voice. This allows Dunedin to punch well above its marketing spend.

WHAT'S THIS FOR?

This document is designed to be a practical toolkit for Dunedin brand users and locals to help tell our story and connect with external audiences.

Who is this for?

- Marketing and business professionals
- Graphic Designers
- Photographers
- Web designers
- Anyone who is branding their business and would like to align with or use the Dunedin brand
- Locals who are proud of where they live.

Every communication, website, speech, blog, brochure, article, photograph, artwork, song, ad and message created by Dunedin locals – businesses, schools, tertiary institutions, events, artists, clubs and organisations and people of Dunedin – projects our values, tells our story and presents the city in a way that contributes to the overall perception of what Dunedin is all about in the minds of outsiders.

It's more than just fonts, colours and design elements (although consistency is something we strive for) and this guide and tool kit aims to provide useful, practical elements for you to use.

We'll also provide some background into the positioning of Dunedin to help inspire you – the values and beliefs we aim to project, the tone of voice and the overall style of Dunedin. We hope it's useful.

OBJECTIVES & TARGET AUDIENCES

WHAT DOES DUNEDIN NEED TO SAY TO WHOM?

Our city doesn't want to explode with tourists or double in size but we do want more likeminded souls to come and visit, study, live, work and do business in Dunedin.

Projecting Dunedin at its most interesting self will help stimulate economic, social and cultural growth... remind locals how much they love Dunedin... and intrigue outsiders enough to find out more, get online, get on a plane or make some calls.

TARGET AUDIENCES

The motives for being interested in visiting, studying, living, working, and doing business are refreshingly diverse.

Here is a snapshot of some of our key audiences and what connects them with Dunedin.

What kinds of people are most attracted to Dunedin as a place to...?

VISIT	VISIT - Traveller	VISIT - Tourist	LIVE
Those whose children who are studying away from home, friends or family living in Dunedin or Otago.	Experience collectors and explorers who want the authentic experience, to see the real Dunedin.	Place collectors pre-planned by travel agents who want stories that give meaning to Dunedin's attractions	Those who aspire to belong to a real community – sense of wellbeing.
STUDY	WORK	DO BUSINESS	LOCALS
Those who want a recognised qualification, value the power of education.	Slightly liberated, independent thinkers willing to challenge the corporate mould.	Business people who know enough about some of Dunedin's business success stories that they've got Dunedin on their radar for new opportunities, partnerships or investment.	The proud locals that are ambassadors for our city.

BRAND STORY

What's unique about Dunedin?

What's the story we want to present to the outside world? Brands usually describe a look and feel. Dunedin has much more depth than just a look and a feel.

Dunedin is different to other cities. It's expressive, opinionated and soulful; a city founded and still thriving on the values of its hardy Scottish protestant forbears. Its values are deep-rooted and visible in the decisions, opinions, architecture, creative expressions, assets and events of the place.

We call this 'the Dunedin Effect'... and it's the heart of Dunedin's brand story.



A woman in a black dress and sunglasses is walking from left to right in the foreground. Behind her is a low stone wall topped with a decorative black iron fence. In the background, a large, ornate Gothic cathedral with multiple spires is visible, partially obscured by trees with sparse yellow leaves. A modern building with a yellow sign that says 'ASB' is also visible behind the cathedral. The scene is set in a park-like area with green grass and benches.

THE DUNEDIN EFFECT

**HOW DO WE CONNECT
WITH DIFFERENT
AUDIENCES IN DIFFERENT
WAYS TO ACHIEVE
DIFFERENT EFFECTS?**

We need to amplify the most compelling and relevant part of our brand story to each audience. We describe this as the Dunedin effect and it sets the scene for the way we communicate:

THE BONES OF THE STORY

THE CHARACTER, BELIEFS AND ASSETS OF DUNEDIN

Dunedin has tangible assets that we can talk about to attract visitors, business and residents.

But 'who we are' and 'what we believe' in are the keys to Dunedin's 'point of difference' – the aspects of our city we can amplify and talk about to make our DIFFERENCES bigger.

And at the end of the day, Dunedin needs to be more **INTRIGUING** than other places.

ESSENCE...

Intriguing

WE BELIEVE IN...

The power of the individualist clan
Quality education as the cornerstone to advancement
Warm-hearted generosity
Being genuine and true to yourself
Getting on with it
Honouring the past and inventing the future
Our local code of honour
Stewardship of old and new
Connections to our environment
Freedom of expression

WE ARE...

Educated
Enterprising
Embracing
Edgy
Expressive
Entertaining
Eco-centric

WE HAVE:

An element of surprise
A tenacious and groundbreaking arts and culture scene
Quality education at all levels
An ever-changing environment that can take your breath away and rattle your bones
A real community
Solid institutions, heritage, character buildings
Thriving under cover facilities
R&D capabilities and resources that put us at the forefront
Enviably compact and diverse –with easy access to our many treasures... in a safe, unhurried and unstressful way.

THE DUNEDIN EFFECT:

Dunedin brings out the real you...
the complexity and contradictions,
the explorer and the thinker,
the quirky and downright traditional,
the brave and generous heart,
the fierce individualist and genuine community,
the intense and the down-to-earth,
the creative and the practical,
the spontaneity and stewardship,
the curiosity and intrigue,
the poet and the believer



THE DUNEDIN TONE OF VOICE

In Dunedin we speak with an authentic voice. It comes directly from our character.

We're educated, independent, liberal and conservative with a working class ethic that reflects itself in the way we speak, giving us a unique voice. You can tell if someone is an insider by the way they speak. We walk the talk – we believe in being genuine and true to yourself. We believe in freedom of expression – expressing your

ideas in your own way is tolerated. We don't like skites – we don't oversell, we don't use exclamation marks.

This approach seems to fit well with the natural style and manner of locals.

These are some examples of how we get that idea across.



THE DUNEDIN LOOK

However Dunedin expresses itself to the outside world must be irony-proof, advertising trick-proof, authentic and intelligent, not to mention intriguing, fascinating and creative.

Overall, we aim for every story and image of Dunedin to be intriguing. To be one step sideways from the obvious and predictable.

THE DUNEDIN PHOTOGRAPHIC STYLE

The photographic style is a mix inspired by the Lomography movement, photojournalism and photo vérité. We are after casual, candid, spontaneous shooting to reinforce the authenticity of the Dunedin brand.

The Lomography approach of “don’t think, just shoot” and employing unusual points of view will ensure we capture the creative, edgy and expressive layers of the brand.

By shooting lots of images we will have serendipitous outcomes. We should avoid the obvious and expected and create images that generate a sense of intrigue.

POST-PRODUCTION

Photoshop is used to grade the photos with high contrasts, unusual colour saturation and vignetting that mimics the Lomo camera and “cross-processing” ie developing film in a chemical other than what it was made for. Specifically, we will be after the effect created when colour slide film is processed as standard 35mm film. (see examples on following pages)

THE DUNEDIN PHOTOGRAPHIC STYLE



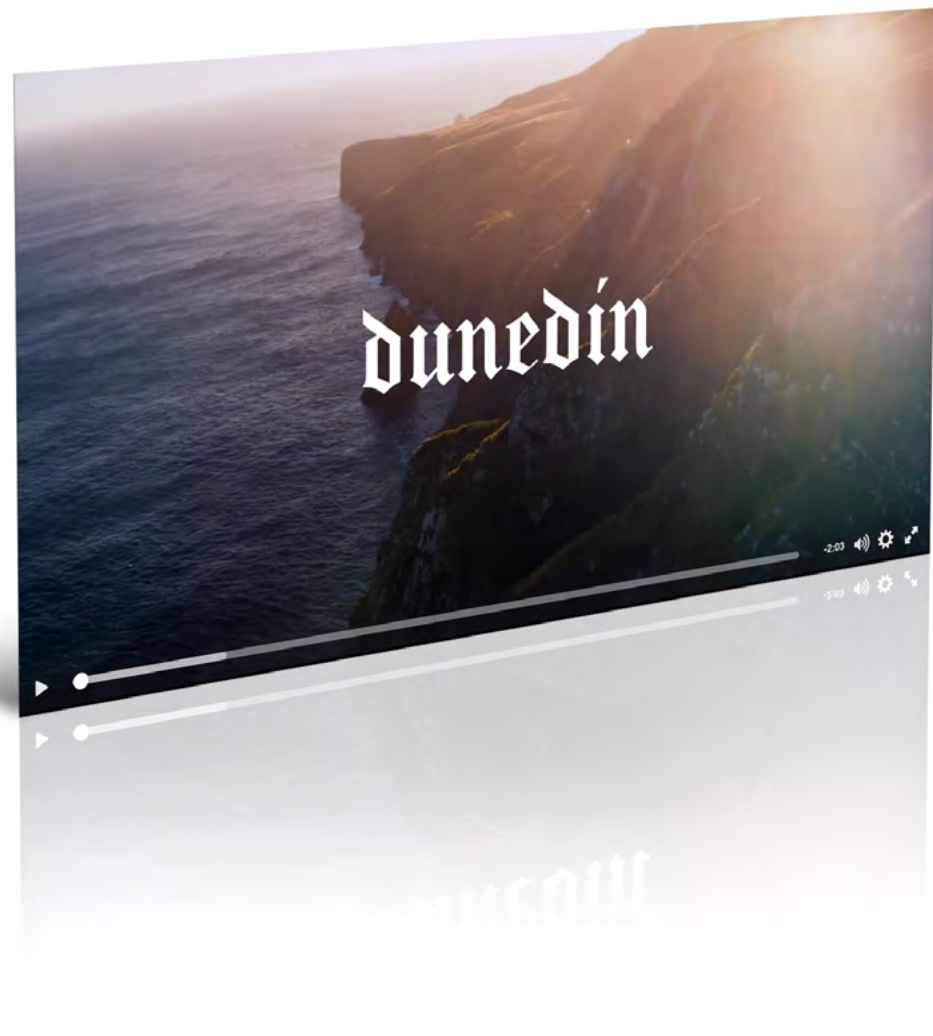
THE DUNEDIN PHOTOGRAPHIC STYLE



THE DUNEDIN VIDEO STYLE

The Dunedin Video Style complements the photographic style by being casual, candid and spontaneous. As little as possible is scripted and shot lists should only be a guideline. By adopting this approach we ensure authenticity. As with Dunedin Brand photography, our video style employs unusual points of view and encourages the capturing of genuine moments.

[VIEW OUR VIDEOS](#)



ENGAGEMENT WITH THE DUNEDIN BRAND

**THERE ARE SIX
STANDARD TIERS OF
ENGAGEMENT WITH
THE DUNEDIN BRAND:**

1. DUNEDIN BRAND EXECUTIONS
2. CO-BRANDED DUNEDIN BRAND EXECUTIONS
3. BRAND ALIGNMENT
4. ADOPTING THE DUNEDIN TONE OF VOICE
5. PROMOTING DUNEDIN AS THE ORIGIN OF GOODS AND SERVICES
6. INCLUDING THE DUNEDIN LOGO

The following pages explain and demonstrate how an organisation can engage with each tier.

ENGAGEMENT WITH THE DUNEDIN BRAND

There are six standard tiers of engagement with the Dunedin brand:

1. DUNEDIN BRAND EXECUTIONS

In-house creative produced by Enterprise Dunedin, a department of the Dunedin City Council that encourages people to Visit, Work, Live, Study and Do Business in Dunedin. These are typically brand executions designed to change outsiders perceptions of Dunedin or retail campaigns designed to drive more visitors to Dunedin.

APPROVAL REQUIRED



ENGAGEMENT WITH THE DUNEDIN BRAND

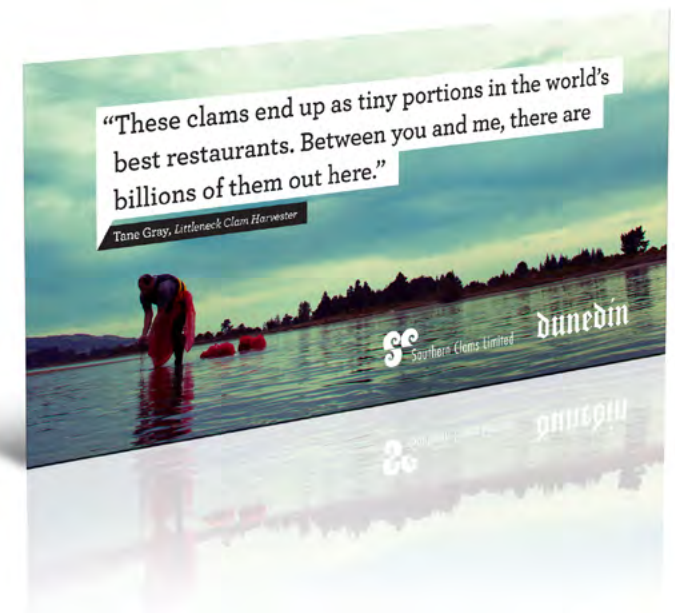
There are six standard tiers of engagement with the Dunedin brand:

2. CO-BRANDED DUNEDIN BRAND EXECUTIONS

Creative that is produced by Enterprise Dunedin that fully adopts the Dunedin visual style and tone of voice but features content that relates to another organisation and the logo of both Dunedin and the partnering organisation.

APPROVAL REQUIRED

You can approach Enterprise Dunedin regarding a co-branded execution.



ENGAGEMENT WITH THE DUNEDIN BRAND

There are six standard tiers of engagement with the Dunedin brand:

3. BRAND ALIGNMENT

Organisations that adopt the Dunedin logo and elements of the Dunedin brand i.e tone of voice, but have their own visual style.

You can contact Enterprise Dunedin to discuss using the Dunedin logo in this way.

BRAND AGREEMENT REQUIRED



ENGAGEMENT WITH THE DUNEDIN BRAND

There are six standard tiers of engagement with the Dunedin brand:

4. ADOPTING THE DUNEDIN TONE OF VOICE

Organisations can use the same tone of voice as the Dunedin brand (straight talking, conversational, down to earth, passionate and believable), but do this in the context of their own brand's visual style.

You are encouraged to adopt the Dunedin brand tone of voice for your brand, this doesn't require approval.



ENGAGEMENT WITH THE DUNEDIN BRAND

There are six standard tiers of engagement with the Dunedin brand:

5. PROMOTING DUNEDIN AS THE ORIGIN OF GOODS AND SERVICES

Using the Dunedin logo with a prefix or suffix, i.e. 'Crafted in' using your own brand font that locates Dunedin as the origin of a product or service.



— CRAFTED IN **dunedin** —



COOKED IN
dunedin



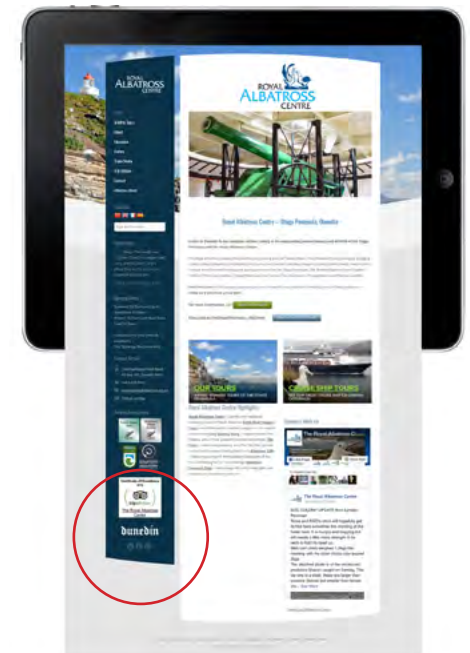
dunedin BORN & BREWED

ENGAGEMENT WITH THE DUNEDIN BRAND

There are six standard tiers of engagement with the Dunedin brand:

6. INCLUDING THE DUNEDIN LOGO

The addition of the Dunedin logo to your brands communications, packaging, uniforms & vehicles etc..



The Dunedin sticker is an easy way to add the logo to your vehicles and premises. To date over 80,000 stickers have been printed and distributed.

INSIDERSDUNEDIN.CO.NZ

Insiders Dunedin is a website that explores what is happening in the city so both locals and visitors can discover the many hidden gems on offer. The content is a combination of authoritative content from local bloggers and top tips from other locals. The website is free from advertising and sponsorship and locals' tips are never paid for. All the content is freely available to everyone both inside and outside Dunedin.



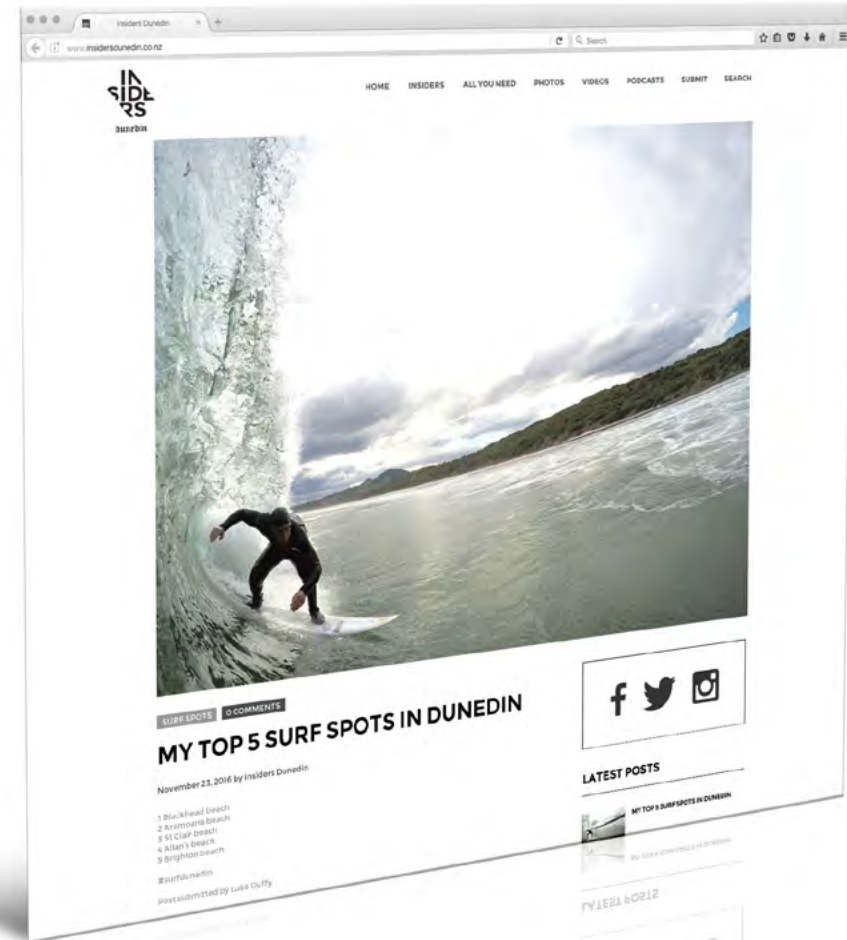
ENGAGEMENT WITH INSIDERS DUNEDIN

SHARE

You can share our content on Twitter and Facebook, follow us on Instagram and include #insidersdunedin to your Tweets, Instagram and facebook posts.

SUBMIT

You can also submit your insider tip, event or story through InsidersDunedin.co.nz. All submissions are subject to approval and aren't guaranteed to be included. We respond to all submissions within four working days.



Brand Dunedin

Logo & Font Guidelines

dunedin

LOGO FORMATS

The logo is a key component of Dunedin's visual identity and should be considered as a fixed piece of artwork that cannot be modified, rearranged or dissembled.

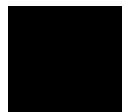
The dark grey colour is inspired by the Gothic bluestone architecture of Dunedin and the font by the NOM*d Dunedin T-Shirt with permission from NOM*d.

TAGLINE

Dunedin does not have a 'tagline' as our city can't be summed up in one line and these often come across as marketing gimmicks which is not authentic or believable.

COLOUR

The logo can be used in either black or white.



PMS: Black C

CMYK: C,60 M,60 Y,60 K,100

RGB: R,0 G,0 B,0

Positive

dunedin

Reversed



LOGO USE

LOCATION ON PAGE

The logo should always be placed on the lower right hand corner of the advert. Any other logos incorporated into the advert will be placed alongside to the left of the logo.

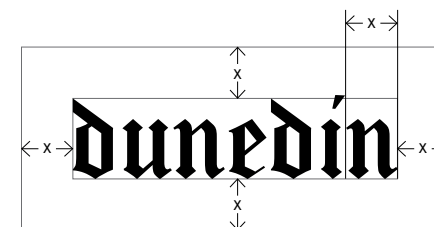


MINIMUM SIZE

Ideally the Dunedin logo should not appear any smaller than 30mm wide.



CLEAR SPACE REQUIREMENTS



INCORRECT USE OF LOGO

Please do not stretch or squash the logo.



Please do not change the colour of the logo.



Please do not place the logo on images where there is insufficient contrast or clear area for the logo to be legible.



Please do not rotate the logo.



Please do not add your own tagline.



BRAND FONTS

PRIMARY FONT: ARCHER

This font is used for most of our collateral.

Archer Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT: MONTSERRAT

This is used for body copy online to ensure good legibility.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ONLINE RESOURCES

You can access additional information and resources online by clicking the links below.

[DUNEDIN BRAND WEBSITE](#)

[WATCH BRAND INTRO VIDEO](#)