



LOGO USE
GUIDELINES
2022

Be a Tidy Kiwi: Introduction

Background

“Be a Tidy Kiwi” is a publicly owned brand that is managed on behalf of Be a Tidy Kiwi Trust (BATKT).

Since the establishment of Be a Tidy Kiwi (BATK) in the late 1960s by the National Anti-Litter Council, various entities have provided the funding and collateral for anti-littering messaging.

As a publicly owned brand, Be a Tidy Kiwi is open for use by any party providing:

- (a) A licence agreement is signed with the BATKT, or a sub-licence agreement signed with another entity holding a licence agreement; and
- (b) The brand guidelines are adhered to. Any variation from these guidelines will require approval from the BATKT or the entity with which a sub-licence is held.

Vision, Objectives and Values

Inspiring Kiwis to come together and identify as guardians of New Zealand’s clean, green image.

Be a Tidy Kiwi is a vehicle for promoting messages, awareness and facilities. It encourages New Zealanders and visitors to make decisions about what to do with rubbish when away from home.

The Brand guidelines are designed to:

- ensure consistency in the use of the brand.
- encourages positive choices/behaviour.
- ensure consistency in the design and use of promotional material.
- outlines the process for developing additional promotional material.

Be a Tidy Kiwi: Our Vision

The vision we have for Be a Tidy Kiwi is:

- We want all New Zealanders to believe that taking responsibility for the correct disposal of rubbish is part of what makes us New Zealanders.
- To instill in all New Zealanders a unified responsibility to protect what is precious to us.
- That Be a Tidy Kiwi is woven into the fabric of our society, that it endures as a symbol of our pride in our nation.

The specific objectives for Be a Tidy Kiwi are:

- For Be a Tidy Kiwi to be the voice in promoting positive behaviour about how New Zealanders dispose of their waste.
- That positive disposal behaviour becomes part of our national identity.
- Be a Tidy Kiwi unifies us in our guardianship of what we love.

Our brand values reflect the way we think and act as individuals and as a group. We are:

- **INCLUSIVE** / We are for all New Zealand, young and old, new residents and those who have been here longer.
- **INDEPENDENT** / We are from the people for the people, we don't align ourselves with corporates or other entities.
- Be a Tidy Kiwi unifies us in our guardianship of what we love.
- **UNDERSTANDING** / Whilst we are asking for change in behaviour, when people fail we don't chastise them for it, we are supportive and understanding.
- **ACCOUNTABLE** / Take ownership. Be proactive. Be honest and have integrity.

Primary logo

Be a Tidy Kiwi is a black & white brand. Black & white has high contrast & is bold & simple. This creates a brand that is easy to apply as well as robust & legible.

Primary Logo / Black



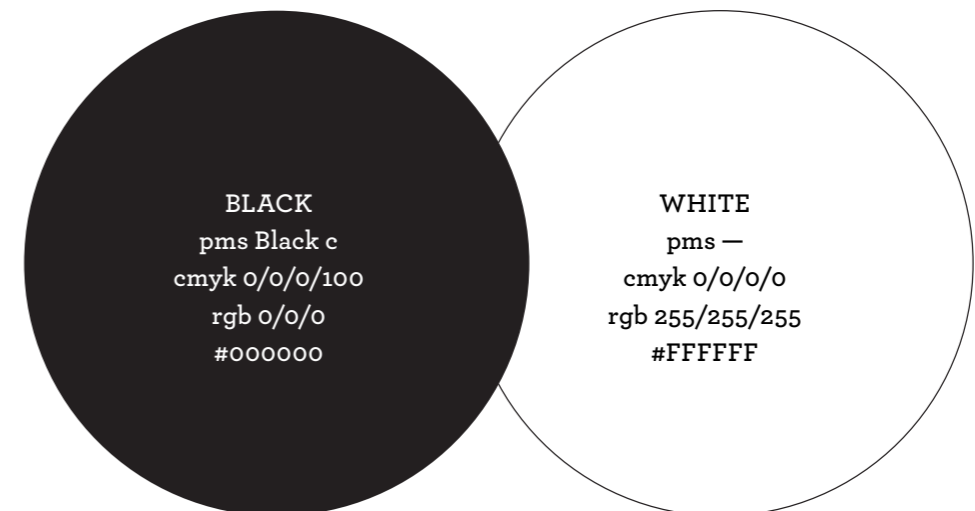
Primary Logo / White



Placement

The logo can be used on any solid colour or surface. Use either the positive or negative version depending on which gives best contrast.

Colour mix



Logo usage - Do's and Don'ts

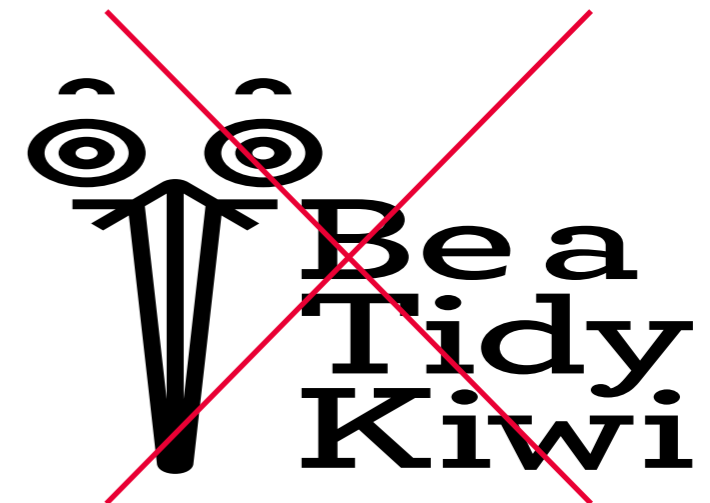
Be careful: the logo is important and it needs to be protected. It must never be redrawn or modified in any way.



Do not recolour the logomark



Never attempt to recreate the logo or logotype



Never alter the proportions of the logo



Never add effects to the logo such as drop shadows or outlines



Never place the logo over busy images.



Never alter the relationship between any of the elements in the logo

A few extra usage tips

- Never use Be a Tidy Kiwi in a negative campaign, or to shame.
- Never use Be a Tidy Kiwi as a stick. It is always the carrot!

Be a Tidy Kiwi clear space guidelines

Giving the logo space when combined with other elements is important.

Clearspace



Minimum size (Print)

To ensure the logo is legible the logo should not be made any smaller than 20mm.



Minimum size (Digital)

To ensure the logo is legible on screens the logo should not be made any smaller than 200px.



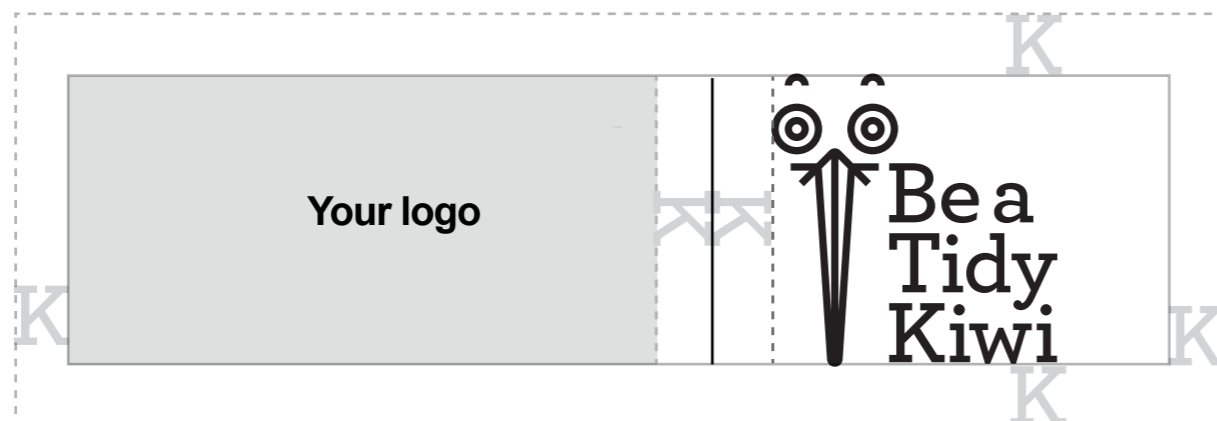
Partner logo layout options - Horizontal

It's important the Tidy Kiwi logo appears in a consistent way by those who partner with us. Below are some guides on how your logo should work with ours.

Horizontal lockup (Right aligned)



Horizontal (Left aligned)



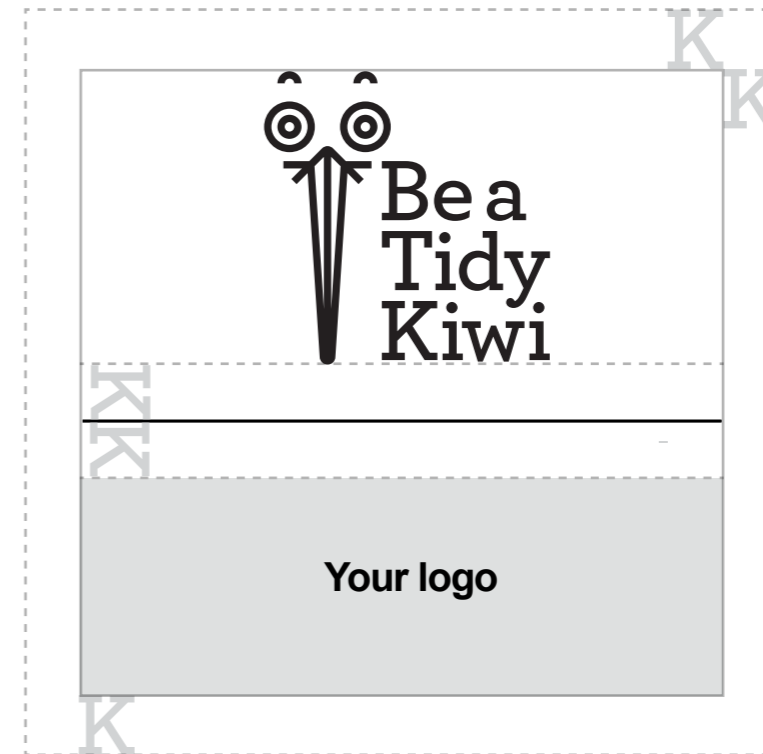
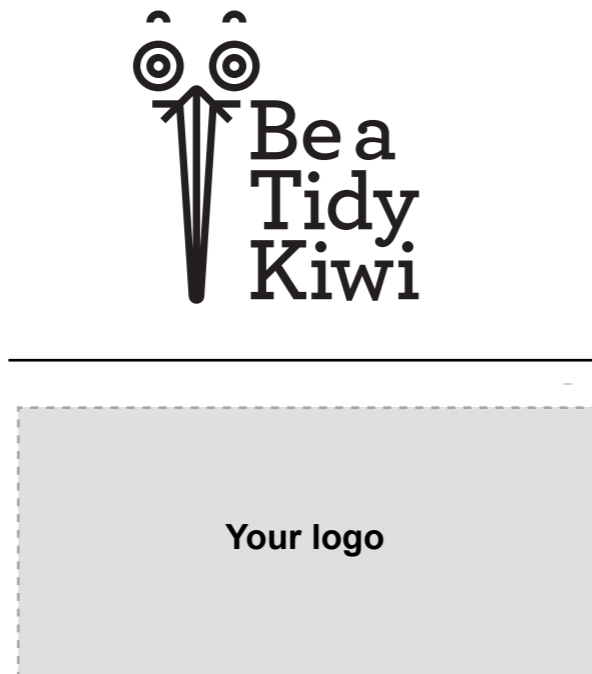
Logo size proportions

We know everyone's logo's are different proportions, which is why we'll let you work out the size of your logo so it feels balanced against ours. We have indicated some line weight and clearspace rules to keep lockups consistent when created by different organisations.

Partner logo layout options - Vertical

We've put together some guidelines to show how your organisation can sit alongside the Tidy Kiwi Logo when required.

Vertical lockup



Logo size proportions

We know everyone's logo's are different proportions, which is why we'll let you work out the size of your logo so it feels balanced against ours. We have indicated some line weight and clearspace rules to keep the lockups consistent when created by different organisations.

Partner logo layout options - Text only

If your organisation would like the Tidy Kiwi to be the hero there is a way to use text to do this. We've given some examples below.



AUCKLAND COUNCIL
Te Kaunihera o Tāmaki Makarau



WHANGANUI DISTRICT COUNCIL
Te Kaunihera a Rohe Whanganui



WELLINGTON CITY COUNCIL
Me Heke Ki Pōneke



DUNEDIN CITY COUNCIL
Te Kaunihera-a-Rohe Otepoti

Logo with strapline

This page shows how our strapline can be combined with the primary logo if used in isolation.



Proud to Be a Tidy Kiwi

Tidy Kiwi: Contact Information

These guidelines have been developed to maintain a consistent, high quality, national visual identity and voice for the Be a Tidy Kiwi brand.

Sometimes unique design situations may arise that fall outside of these guidelines, if so please contact the Be a Tidy Kiwi Brand Manager.

This Logo Use Guideline and associated artwork for designers (available in a variety of file formats) are available from the Be a Tidy Kiwi Brand Manager.

Email : info@beatidykiwi.nz

www.beatidykiwi.nz

Be a Tidy Kiwi

P.O. Box 15-215

New Lynn 0604