



MANAAKITANGA
SMALL TOWN. BIG HEART.

Use of the Ōtaki logo

STYLE GUIDE AUGUST 2020



The Ōtaki Identity Story

Ōtaki is unique. We are a small coastal town in which we thrive – living, working and enjoying life as a community.

We are blessed with a temperate climate, rich soils and a stunning landscape.

We live between two beautiful rivers that flow from the rugged Taranaki Ranges into the vast Tasman Sea. From our beach you see the mountains of the South Island, Taranaki and Ruapehu and the sunsets over Kāpiti Island are also spectacular.

Our uniqueness – and reason for being – can be traced through our history as a way-point. From the earliest times Ōtaki has offered hospitality to Māori and Pākehā traders, whalers and settlers. Stagecoach travellers enjoyed a resting place in our town. This manaakitanga is deeply ingrained within our town's values.

Pioneer settlers of varied nationalities have helped to build the character of our town. Our beliefs have been shaped from many multi-cultural stories and traditions.

Today we are a bilingual town with deep Māori and Pākehā relationships. We have become the epicentre of Māori language revival. Te reo Māori is spoken in our homes and on our streets.

We uphold diverse educational opportunities, a commitment to culture, to the arts, to Papatūānuku and to our stunning environment.

We have always nurtured our strong and generous sense of community. We are compassionate, accepting, connected, supportive and we get along. We value our independence and our lifestyle.

We are a small town aware of our unique environment, rich history, strong community and vibrant spirit.

A proud community.

**MANAAKITANGA
SMALL TOWN. BIG HEART.**



The Ōtaki Identity Story

Ōtaki is a unique, small coastal town bounded by two beautiful rivers, the vast Tasman Sea and the rugged Taranaki Ranges.

Our town has a long history offering hospitality to those who have settled here or have been passing through. This manaakitanga is deeply ingrained within our town's beliefs.

We are a bilingual town and we have a proud bi-cultural history.

We have always nurtured a strong sense of community. We are accepting of change. We are diverse. We value our independence and our lifestyle.

We are a town proud of our unique environment, rich history, strong community, and vibrant spirit.

A small town with a big heart.

**MANAAKITANGA
SMALL TOWN . BIG HEART.**



The Ōtaki Identity Story

Ōtaki is a small town located in a precious and beautiful landscape.

We are a strong and diverse community proud of our culture and our history.

We are welcoming, authentic, generous, vibrant, independent and accepting.

MANAAKITANGA
SMALL TOWN . BIG HEART.

Logo Symbolism

The Ōtaki logo symbolism is apparent in multiple ways:

The circle, or Ō (as in Ōtaki) is a widely recognised symbol for 'community' 'cultural traditions' and 'unity' (to gather around).

The 'O' uses three strands – three historic braided waterways – Waitohu, Mangapouri and Ōtaki – wind together to meet in a circle that captures Whiti te Ra – the sunny rays of Ōtaki.

The human and cultural strands of Ōtaki come together in one community, based on traditional values - Manaakitanga and Ūkaipotanga.

The community represented in the Ō is a hub. It is virtuous and intelligent (macron and halo).

The three strands of the Ō meet, turning and working, reaching out and weaving pathways...

Weaving progressive pathways to the future – criss-cross influences of change.

Weaving reflective pathways to history and heritage.

Weaving vibrant pathways within the community to connect up.

Weaving pathways outside to the region and beyond.

Weaving together the diverse strands of the rope and creating a collective strength.

The logo symbolises people and landscapes...

People: The letter forms represent independent-minded and robust people and groups.

Landscapes: The undulations of the letter forms represent the Tararua Range and the sky, with the straight coast (sea) at the bottom. Tracks, roads and waterways flow across the landscape.

See the Ōtaki Identity Story at <https://elevateotaki.nz/logo>



3D COLOUR VERSION
figure 1



SOLID FULLCOLOUR VERSION
figure 2



figure 2

SOLID 1 COLOUR VERSIONS



Ōtaki Logo

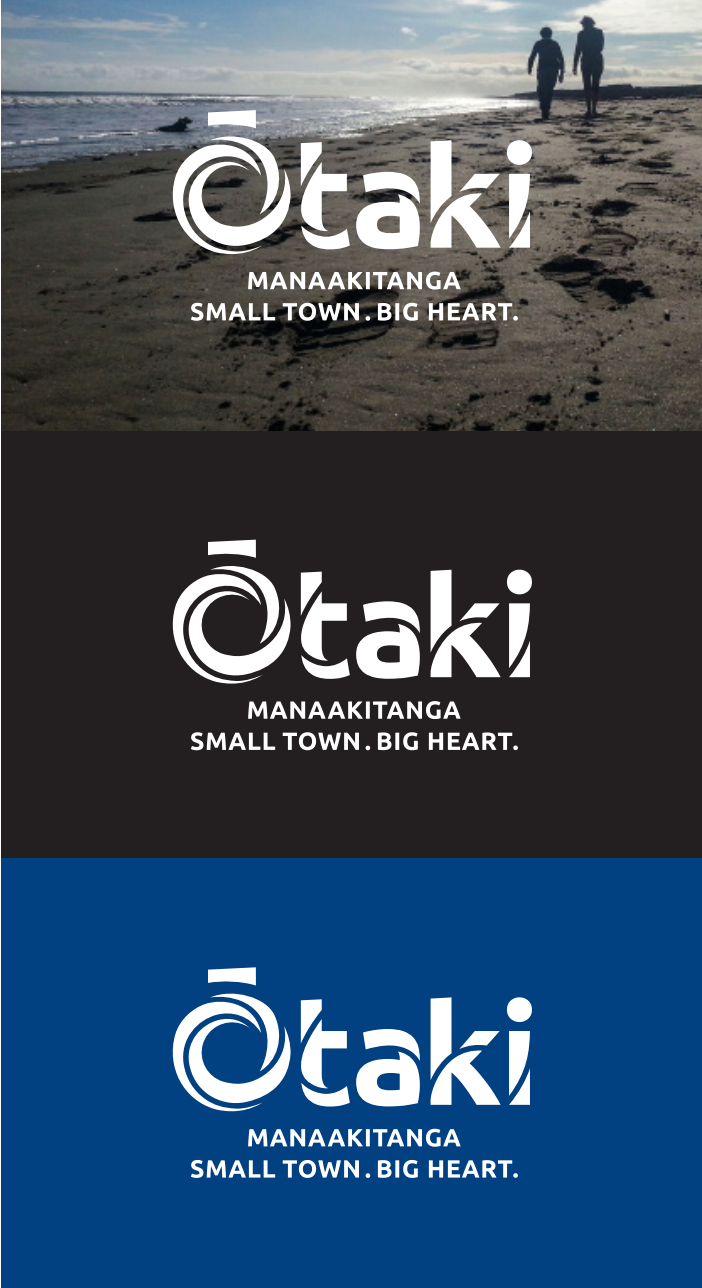
This logo is available as a resource for all Ōtaki people. It is for general use but there are some simple rules about its use, so that the it can be viewed consistently and attractively. If it is redesigned or misused, it will fragment Ōtaki's identity and diminish its power and appeal for the whole community.

Basic Rules For Use

- 1** The Ōtaki logo is available as electronic artwork online at elevateotaki.nz/logo. It does not need to be scanned, altered or redrawn in any way for use in digital or print media. Even though the elements may look like fonts, reproduction of the logo is done as a direct copy and not by imitating it or setting typographic fonts.
- 2** The logo has a by-line and translation. These elements must always appear together (logo and by-line) as one piece of artwork and in the same proportions, as shown in these guidelines.
- 3** The logo must be used as a separate and isolated element, from other design elements, in any communication. For example, it cannot be used within another logo design or folded into a different design motif. Rather and for example, it can sit next to and apart from your own logo, or separated on a promotional poster.
- 4** The logo must use the prescribed colours from this Style Guide. The preferred version is the 3D colour version on a white background (figure 1), or there are three other flat colour options – see figure 2.



Yellow version to be used only on the Corporate blue Background



REVERSE VERSION

Where the background colour is darker than 40% black, the reverse version must be used, say over a photograph or a flat colour. Otherwise the logo can be reversed out of a prescribed colour background using a single colour – see figure 3.

MASTER ARTWORK

When reproducing the Ōtaki logo it is essential that the appropriate digital format is used.




Digital formats include TIFF, JPG, EPS, PNG Adobe Illustrator and Adobe Indesign.

USE	COLOUR FORMATS	FILE FORMATS
Commercial print, newspapers & mags	cmyk, bw, pms	tif, eps
Signwriters and screenprinters	cmyk, bw, pms	ai, eps
Professional designers	cmyk, bw, pms	ai, eps, tif, psd, indd
Microsoft Word & Powerpoint doc	rgb, bw	jpg
Web and screen work	rgb, hex	jpg, gif, png

The Ōtaki logo may not be redrawn, scanned or altered in any way, under any circumstance. The preferred version of the Ōtaki logo is the 3D colour version. When the background colour is darker than 40% black, the reverse version must be used.

COLOUR SPECIFICATIONS

CORPORATE COLOURS

			
CMYK/PROCESS:	C100 M70 Y0 K30	C0 M10 Y100 K10	C10 M10 Y10 K70
Pantone/Spot:	PMS 661 C	PMS 7405 C	PMS COOL GRAY 10 C
RGB (for web):	R=0 G=66 B=130	R=235 G=201 B=0	R=97 G=96 B=97
HEX (for web):	#004181	#EAC800	#605F60

These colours apply in all reproduction circumstances for coated (C) and uncoated (U) paper stocks. Colour matching should not be taken from screen reproductions of these logos.

CORPORATE FONTS

Ubuntu, all weights. Can be download free <https://fonts.google.com/specimen/Ubuntu>

If you need extra assistance or advice in using this logo, please contact Elevate Ōtaki.

figure 3
REVERSE VERSION

YELLOW VERSION TO BE USED ONLY ON THE
CORPORATE BLUE BACKGROUND

ACCEPTED COLOUR WAYS



UNACCEPTABLE COLOUR WAYS





Available imagery