

TOHU WHENUA

Landmarks that tell our stories



TOHU WHENUA BRANDED APPAREL POLICY AND GUIDELINES

INTRODUCTION

Tohu Whenua is Aotearoa New Zealand's premier heritage visitor programme and aims to connect Kiwis with our unique heritage places, enhancing their sense of national identity and pride. It also proudly reflects the culture to Aotearoa with international visitors.

The Tohu Whenua brand is authentic, inclusive, intriguing, relevant and fosters pride. We want it to be well-known, highly-respected and effective in drawing visitors to the sites involved. In other words, we want it to be a household name and on everyone's 'must do' list.

In order to achieve the household name goal, the programme team is working on an ongoing range of promotional activities, which include engaging media, connecting with audiences directly through social media, and working with regional partners to reach visitors and potential visitors in a variety of ways. In addition, a small range of branded apparel has been developed to boost Tohu Whenua's brand visibility at sites and other key places in the community.

As it is a nationwide programme, it is important that the presentation of the brand is consistent. This policy provides details of that apparel, information on how to access it and guidelines on how it should be used.

SCOPE OF THIS POLICY

This policy refers to branded apparel only and does not include guidance on use of marketing collateral (brochures, flags) – for enquiries about those, please contact tohuwhenua@heritage.org.nz

WHY HAVE BRANDED APPAREL?

Tohu Whenua's branded apparel has been developed to:

- Improve the visibility of the Tohu Whenua brand
- Inform visitors to Tohu Whenua sites that they are visiting a Tohu Whenua (a trusted, authentic brand)
- Encourage visitors to ask about Tohu Whenua and receive information about the programme and other sites in the network

WHO IS THIS POLICY FOR?

This policy and guidelines are written for people associated with the Tohu Whenua programme including:

- Tohu Whenua programme staff
- Staff from Tohu Whenua partner agencies
- Staff and volunteers at Tohu Whenua sites
- Our partners including iwi, staff at iSites and visitor information centres, RTOs, TLAs

WHEN DO YOU WEAR IT?

Tohu Whenua branded apparel is supplied for the purpose of promoting the Tohu Whenua programme and brand in a range of scenarios. It is not intended to overtake, obscure or reduce the impact of any other organisation's uniform or apparel but to complement. When staff wear the apparel is at the discretion of the management of each site or organisation.

Tohu Whenua programme staff	<ul style="list-style-type: none">• Tohu Whenua events• When representing Tohu Whenua in an official capacity with partners and stakeholders• When representing Tohu Whenua in media
Partner agency staff	<ul style="list-style-type: none">• Tohu Whenua events• Engagement with partners and stakeholders when considered appropriate
Staff and volunteers at Tohu Whenua sites	<ul style="list-style-type: none">• While working or volunteering at Tohu Whenua sites, in accordance with the site's own uniform or apparel policy and by agreement with site management
Our partners	<ul style="list-style-type: none">• While working or volunteering in a capacity where it is appropriate to promote the Tohu Whenua brand (at iSites and visitor information centres, local events, etc) in accordance with the organisation's own uniform or apparel policy and by agreement with management

GUIDELINES ON PROPER USE OF TOHU WHENUA BRANDED APPAREL

- Branded apparel should be clean and neat at all times and may not be fundamentally changed. Other items of clothing worn with the apparel should enhance the professional presentation of the brand.
- Tohu Whenua branded apparel is intended for work/promotional purposes rather than personal use.
- Staff should only wear Tohu Whenua branded apparel with the approval of their own manager.
- Tohu Whenua apparel should only be worn by people who are confident talking about the programme and can answer questions about it. Please see <https://tohuwhenua.nz/tools> or contact tohuwhenua@heritage.org.nz for training tools or advice.

WHAT BRANDED APPAREL IS AVAILABLE?

T shirts – white and black



Polo shirts – black (mens style and womens style available)



Lapel badges



HOW TO ORDER TOHU WHENUA BRANDED APPAREL

You can order Tohu Whenua branded apparel by completing the order form attached as Appendix 1 and sending it to tohuwhenua@heritage.org.nz. There is no charge for apparel at this time.

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ORDER FORM FOR TOHU WHENUA BRANDED APPAREL

NAME OF TOHU WHENUA SITE OR PARTNER ORGANISATION	
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CONTACT NAME	
CONTACT NUMBER	
CONTACT EMAIL	

Please select the item, colour, sizes and quantities you wish to order

ITEM	SIZES AVAILABLE	SIZE REQUIRED	QUANTITY
Black t shirt	S – 5XL		
White t shirt	S – 5XL		
Black polo shirt – mens style	S – 2XL		
Black polo shirt – womens style	XS - XL		
Lapel badges	One Size		

Who is this branded apparel for?

Tohu Whenua site staff / volunteers	
Partner agency staff	
Tohu Whenua partners (please describe)	

Declaration:

I agree that I/representatives of my organisation will use Tohu Whenua branded apparel in accordance with the Tohu Whenua Branded Apparel Policy and Guidelines

Signed

Date

Name:

Role:

Organisation: