

TOHU WHENUA

Landmarks that tell our stories



TOHU WHENUA LOGO GUIDE

Displaying your Tohu Whenua logo proudly is evidence that your Tohu Whenua landmark has been independently validated as one of Aotearoa New Zealand's most important heritage experiences. It provides instant recognition for visitors that your Tohu Whenua will deliver a quality experience, and that it is part of a national network of important heritage places telling New Zealand's defining stories.

The use of the Tohu Whenua logo can only be used to identify heritage places that have been through the Tohu Whenua selection process.

The following guidelines have been created to help you correctly utilise the Tohu Whenua logo.

To access the logo or for any enquiries, please contact ctoplis@heritage.org.nz

THE LOGO

The logo is a key component of Tohu Whenua's visual identity and should be considered as a fixed piece of artwork with each element forming a whole that cannot be modified, rearranged or disassembled.

The Tohu Whenua logo must be reproduced as supplied, and may not be altered in any way.

- The logo can be used in either black or white. Please do not change the colour of the logo.
- The Tohu Whenua logo should be at least 35mm wide.
- Clearspace between the logo and other text/pictures at no less than the height and width of the "h" in Tohu Whenua.
- Please do not stretch or squash the logo.

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

LOGO + TOHU WHENUA TWO-LINER

If you are going to use the logo alongside text that explains what the Tohu Whenua programme is, please use the approved wording as follows:

Tohu Whenua are the places that have shaped Aotearoa New Zealand. Located in stunning landscapes and rich with stories, they offer some of our best heritage experiences.

TROUBLE SHOOTING

We have supplied various formats of the logo. For website use please use the png version to avoid the logo looking pixelated.