

Trust Aoraki

LOGO & BRAND GUIDELINES 2026



Logo Guidelines



01.

Our Logo

Our logo has been developed specifically and should not be altered in any way.

There are multiple versions of our logo depending on background, surface, production method and availability.

Primary Logo:

This logo should be used wherever possible, it is preferred to be used with near white background.

White Logo:

The white logo is intended for use on dark backgrounds, particularly Trust Aoraki's primary blue. This version ensures maximum contrast and legibility.

Colour Variations



Primary Logo



White Logo



Black Background



Glacier Teal Background

Logo Variations

Our logo is available in a range of approved variations to ensure it remains clear, consistent, and effective across all applications.

These include portrait and solid colour versions designed for use in specific layout constraints and production requirements.

Portrait Logos:

The portrait logo should be used when vertical space is available or where a stacked format provides better balance and visibility. This variation is suitable for narrow format applications.

Solid Colour Logo:

The solid colour logo is designed for applications where full colour reproduction is not possible or practical. This includes embroidery, engraving, promotional products, sponsorship materials, and single colour print production.

Variations



Portrait Logo



Portrait White Logo



Solid White Logo



Aoraki Blue Logo

Logo Sizing

To retain quality and legibility the minimum size for the primary logo reproduction is 20mm wide.



No Maximum Size Restriction



20mm Minimum Width

Clear Space

Our logo must maintain a consistent clearspace area at all times.

The x-height of the typeface defines the minimum clear space and should be maintained as a safe perimeter around all sides of the logo at any scale.



Logo Usage

Our logo is to be used with careful consideration at all times and should not be distorted or altered in any way.

Distortion & scaling

When resizing our logo be careful that it is always resized in it's true ratios. Never disproportionally scale our logo.

Tilting

Never rotate our logo on an angle.

Stand alone

Don't put our mark in or on other graphic devices.

Logo colours

Our logo suite should only be used with our brand palette.

Logo elements

Don't alter the elements of our logo in any way including resizing & placement.



Brand Colours



02.

Colours

Our colours are used to support our logo and help to build a strong, identifiable brand.

These colour values should assist in the correct production of all Trust Aoraki's marketing material.

Aoraki Blue

HEX: #1b3281

RGB: 27, 50, 129

CMYK: 100, 90, 0, 20

Glacier Teal

HEX: #00879D

RGB: 0, 135, 157

CMYK: 84, 32, 32, 2

White

HEX: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Tussock Gold

HEX: #d6a94e

RGB: 214, 169, 78

CMYK: 17, 33, 82, 0

Stone

HEX: #d7d3cc

RGB: 215, 211, 204

CMYK: 15, 13, 17, 0

Colour Pairings

Our colours are used to support our logo and help to build a strong, identifiable brand.

These colour values should assist in the correct production of all Trust Aoraki marketing material.

Aa	Aa	Aa	Aa
Aa	Aa	Aa	
Aa	Aa	Aa	Aa
Aa	Aa	Limit Background use	
Aa	Aa	Aa	Limit Background use

Typography



03.

Typography

Headlines & Key Messages

Bree Semibold is our preferred font for headlines and key words across most applications. It is to be used in title case where possible and relevant.

Heading Typeface

Bree Semibold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

0123456789?!#*

Typography

Sub Headline font

DM Sans Bold

Body copy

DM Sans Regular can be used for body copy along with its variants Italic, light etc.

Subheadings & Body Copy Typeface

DM Sans

DM Sans Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789?!#*

A

DM Sans Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789?!#*

A

DM Sans Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789?!#*

A

Graphic Elements



04.

Graphic Elements

Our circular graphic element represents the ripple effect of giving back to the community. The flowing circular forms reflect the continuous cycle of shared success.

The element can be used to frame imagery, create movement, and reinforce our visual identity across brand communications.

The element may be scaled, cropped, and layered to suit different applications, provided it maintains its circular form and visual integrity. Colour and opacity can be adjusted to achieve appropriate contrast and hierarchy.



Graphic Elements

Our landscape graphic reflects the character of South Canterbury and provides a distinctive visual connection to the region. It can be used to create depth and support the Trust Aoraki identity across print and digital applications.

