
VISIT
HURUNUI
NORTH CANTERBURY

These guidelines define the Visit Hurunui visual identity and its consistent application. They outline the core elements of the brand, creating a clear, cohesive and considered presence across all communications.

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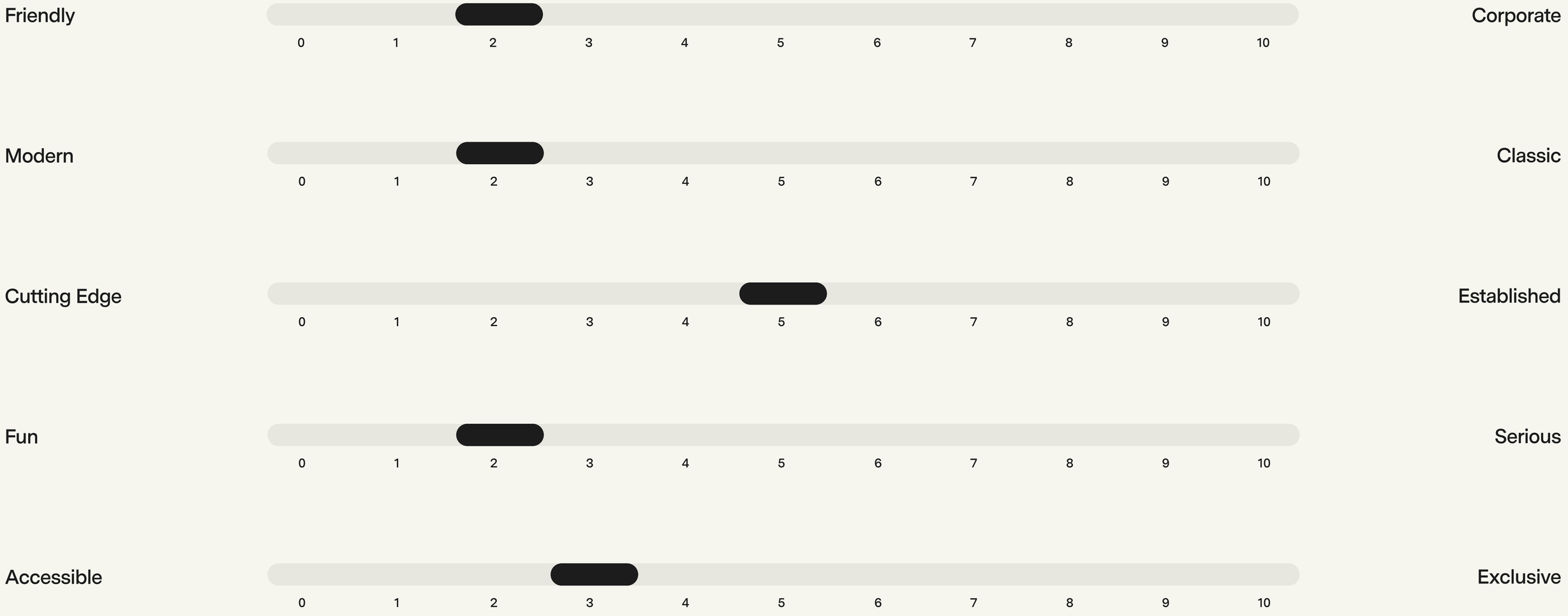
1.0 POSITIONING

Brand Positioning
Overview

The Visit Hurunui brand positioning defines how the brand is expressed across all touchpoints. It establishes a clear foundation for a quietly extraordinary destination brand.



Brand Positioning
Personality



Brand Gift

Quietly Extraordinary

Elevator Pitch

A region worth slowing down for.

From coastlines to alpine landscapes, culinary gems to small towns, the Hurunui, North Canterbury offers a rich and diverse experience without the noise or crowds. Best experienced slowly, and discovered by those willing to look beyond the obvious.

At Visit Hurunui, we help visitors discover a place that feels real — where journeys unfold naturally, and every experience is quietly extraordinary.

Our Purpose

To reveal the depth of Hurunui, beyond the obvious. Inspire people to stay longer, explore further, and connect more deeply

Our Passion

Rewarding those who take the time to discover our region. We believe in slower travel, genuine experiences, and places that feel grounded.

Our Process

Curated Discovery
We connect people to experiences that feel considered, not overwhelming — guiding them through the region in a way that feels natural and intuitive.

Local Amplification
We elevate the people, businesses, and communities that make Hurunui what it is — ensuring the full region is represented, not just the well-known destinations.

Seamless Exploration
From inspiration to planning, we remove friction — making it easy for visitors to navigate, discover, and build their own journey.

Our Personality

1. Grounded & Genuine
2. Warm & Welcoming
3. Curious & Explorative
4. Proud but Understated
5. Playful & Surprising

Brand Gift

Quietly Extraordinary


QUIETLY EXTRAORDINARY

Quietly Extraordinary

Quietly Extraordinary is about discovering something more than you expected.

It’s a place that doesn’t demand attention, but rewards those who take the time — through its landscapes, its people, and the moments in between.

Not loud or obvious.
Just a place that stays with you.

001
Grounded & Genuine

We speak plainly and honestly, without hype. Our language reflects the real Hurunui — its people, places, and character. We focus on clarity, authenticity, and trust. What we say should feel local and true.

Examples

1. “What you see here is what you get.”
2. “Real places. Real experiences.”

Avoid

1. Overly promotional or exaggerated language.
2. Trying too hard to impress.
3. Generic tourism clichés.

002
Warm & Welcoming

We speak like a good host — open, friendly, and easy to connect with. Our tone is inclusive and inviting, creating a sense that everyone is welcome.

Examples

1. “Stay a while — you’ll fit right in.”
2. “Come as you are.”

Avoid

1. Cold or corporate language.
2. Overly formal tone.
3. Anything that feels exclusive.

003
Curious & Explorative

We encourage discovery. Our language invites people to look closer and go further. We guide rather than direct, opening up possibilities.

Examples

1. “Take the road you didn’t plan on.”
2. “Start somewhere. See where it takes you.”

Avoid

1. Rigid, checklist-style language.
2. Over-directing people.
3. Overly structured tone.

004
Proud but Understated

We speak with quiet confidence. We show what’s special and let it speak for itself. The tone is calm, assured, and measured.

Examples

1. “Those who know, know.”
2. “It speaks for itself.”

Avoid

1. Loud, attention-seeking language.
2. Overuse of superlatives.
3. Competing with louder destinations.

005
Playful & Surprising

We add lightness and moments of surprise. Never over-the-top — just enough personality to keep things interesting and reflect the region’s variety.

Examples

1. “Didn’t see that coming? Exactly.”
2. “Come for one thing. Stay for the rest.”
3. “There’s more here than you think.”

Avoid

1. Forced humour.
2. Slang-heavy or gimmicky language.
3. Undermining the brand’s calm tone.

Brand Story

Tucked between alpine peaks and coastal plains, Hurunui North Canterbury is a place of quiet wonder — where hot pools steam beneath endless skies, vineyards roll toward the sea, and time moves at its own gentle pace. Close to Christchurch yet a world away, it's a region that's quietly extraordinary.

Things slow slightly. The landscape opens up. And before long, you realise there's more to this region than you expected.

Rugged coastlines sit not far from alpine retreats. Wineries, forests, small towns and back roads all within reach. The rivers that carve their way through the landscape feed our wines, while natural hot pools, open spaces and fresh alpine air make wellness feel like it's in our DNA.

Hurunui has a way of surprising you like that.

Just 45 minutes from Christchurch, it's close enough to get to easily, but far enough to feel like you've stepped somewhere different. Whether you follow the Alpine Pacific Touring Route or take your own path, the best way to experience it is to take your time.

It asks you to slow down, and rewards you when you do.

It's a region made up of many — and the more you explore, the more it gives back.

Quietly, and without making a fuss.

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2.0

LOGO

Logo
Overview

The Visit Hurunui logo is the face of our brand. It has been crafted for maximum legibility across all applications. To maintain brand integrity, the logo must always be used in accordance with the guidelines provided, without modification.




VISIT
HURUNUI
NORTH CANTERBURY

VISIT HURUNUI
NORTH CANTERBURY

favicon–01



favicon–02



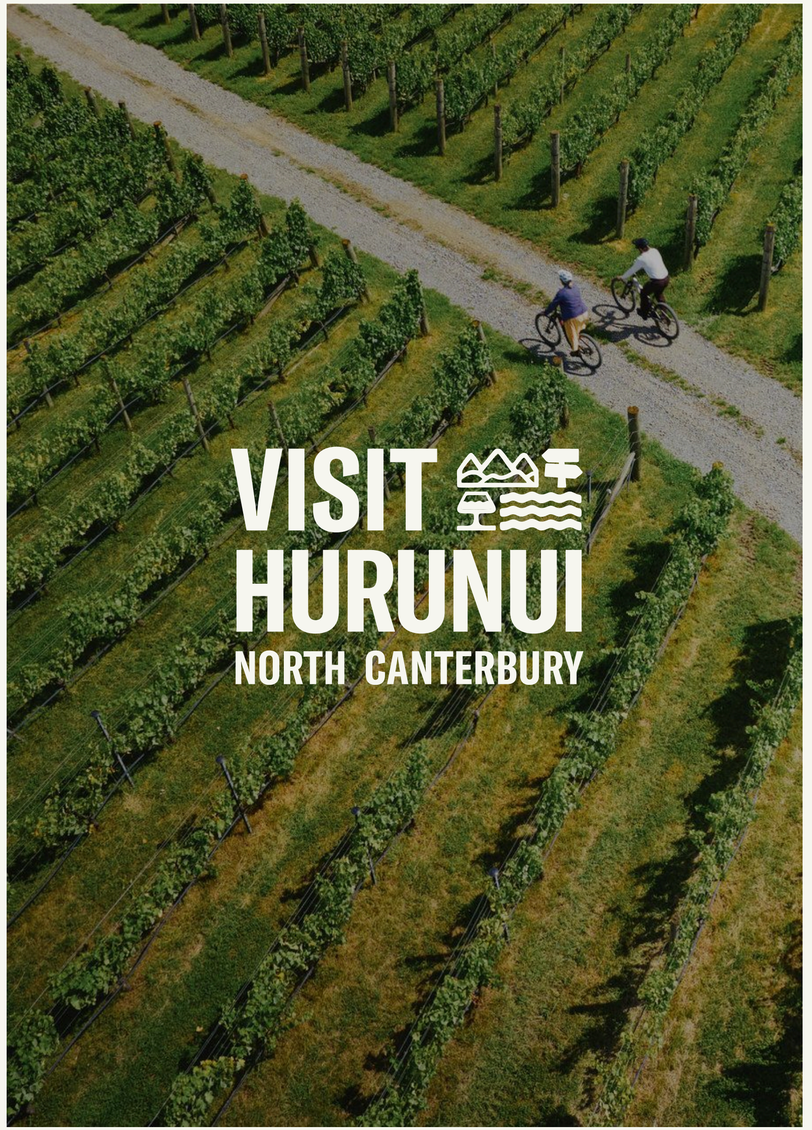
favicon–03



Logo
Symbol Application

VISIT HURUNUI
NORTH CANTERBURY

VISIT HURUNUI
NORTH CANTERBURY



Logo
Exclusion Zone

Note

The logo must be surrounded by a minimum clear space equal to 1/2 of the cap height of the word HURUNUI on all sides. This exclusion zone preserves legibility and visual impact by preventing interference from surrounding text, imagery or other graphic elements.



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3.0 COLOUR

Colour
Overview

Colour is a key element of the Visit Hurunui brand identity and should be applied with consistency and care. Always use the correct RGB or HEX values for digital applications. For print, use Pantone (PMS) where possible or consult your printer to ensure accurate colour reproduction.



PINOT

RGB 51, 28, 33
HEX 331C21
PMS 4975 C
CMYK 58, 75, 62, 70

SNOW

RGB 244, 244, 236
HEX F4F4EC
PMS White
CMYK 0, 0, 3, 4

FLAX

RGB 211, 215, 175
HEX D3D7AF
PMS 5807 C
CMYK 18, 8, 36, 0

STONE

RGB 212, 202, 185
HEX D4CAB9
PMS 7534 C
CMYK 17, 17, 26, 0

RIVER

RGB 203, 221, 231
HEX CBDDE7
PMS 545 C
CMYK 19, 6, 5, 0

CANOLA

RGB 234, 226, 168
HEX EAE2A8
PMS 461 C
CMYK 9, 6, 40, 0

BLUSH

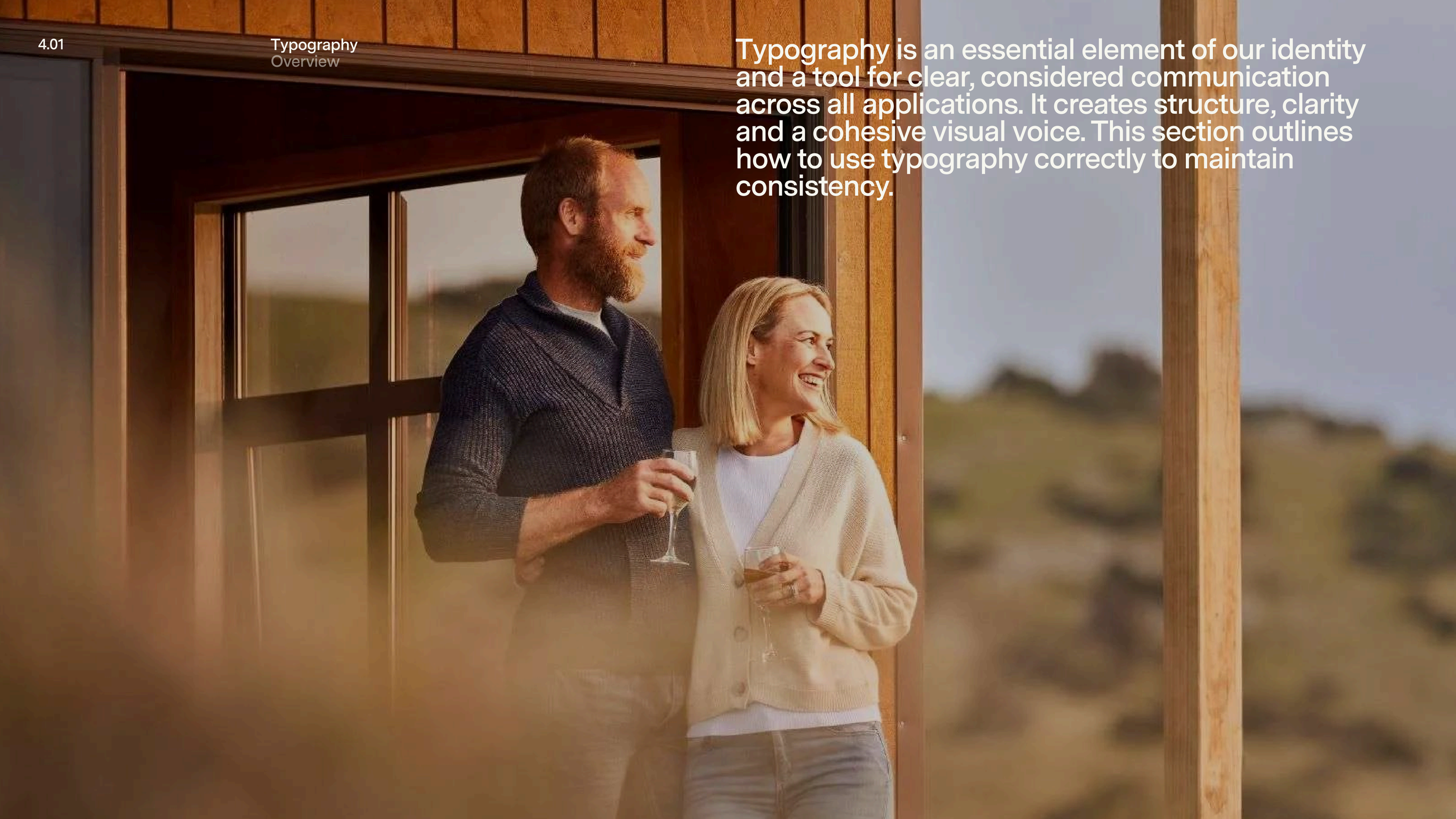
RGB 232, 215, 234
HEX E8D7EA
PMS 7436 C
CMYK 7, 16, 0, 0

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4.0 TYPOGRAPHY

Typography
Overview

Typography is an essential element of our identity and a tool for clear, considered communication across all applications. It creates structure, clarity and a cohesive visual voice. This section outlines how to use typography correctly to maintain consistency.



Typography
Primary Typeface

GT America Compressed Bold is the headline brand typeface, chosen for its bold, confident structure.

GT AMERICA COMPRESSED BOLD

HANMER SPRINGS
WAIPARA VALLEY
MT LYFORD
CHEVIOT
GORE BAY
AMBERLEY

Messina Sans

SemiBold

ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklmno
pqrstuvwxyz 1234567890!?



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5.0 ICONOGRAPHY

Iconography is used throughout the brand and website as a wayfinding and discovery tool, helping users navigate content, uncover information and move intuitively through the experience.



Iconography
Visit Hurunui Icons



OUTDOOR & ADVENTURE

TRACKS & TRAILS

RELAX & WELLNESS

FOOD & WINE

FAMILY FUN

STAY

EVENT

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6.0

DOWNLOAD ASSETS

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Logo Suite

VISIT HURUNUI
NORTH CANTERBURY

Fonts

VH123

Iconography



V1.0
Updated Oct 2026

Brand Enquiries
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