



BRAND GUIDE

OUR BRAND

The goal of our brand guidelines is to protect and enhance the strength of our brand so that it continues to create value for Skydive Wānaka. The following provides a comprehensive manual for anyone who uses our brand and its components in their work, including employees, channel partners, designers and vendors, ensuring all elements are used in the correct way, consistently.





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OUR LOGO

PRIMARY



Preferred colourway



min. width = 20mm



clear space

LOGO APPLICATION

Ensuring the correct application of the logo is important to the Skydive Wānaka brand identity. By following the guidelines on how to use them you will help to build a powerful and united identity for Skydive Wānaka.

Use the orange or blue logo where possible. Please note, the black logo should only be used where the end piece is printed in black only.

PRIMARY



Alternative colourways

COLOURS

The Skydive Wānaka logo is also supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used in one of the Skydive Wānaka colours shown above.

Never change any of the colours in the logo. For detailed colour specifications refer to the colours section.

PLEASE DO NOT...

- Use any colours not specified here
- Rotate or distort the logo
- Change the proportion of the logo
- Use the black logo on a coloured piece

SECONDARY



Preferred colourway



min. width = 20mm



clear space

LOGO APPLICATION

This logo is primarily for apparel applications. It may also be used in place of the Primary logo, when for whatever reason it isn't suitable or gets lost on the piece/artwork.

SECONDARY



Alternative colourways

X PLEASE DO NOT...

- Use any colours not specified here
- Rotate or distort the logo
- Change the proportion of the logo
- Use the black logo on a coloured piece

ADDITIONAL



SKYDIVE WANAKA
NEW ZEALAND



min. width = 40mm

SKYDIVE WANAKA
NEW ZEALAND

x		x
	SKYDIVE WANAKA NEW ZEALAND	↑ x ↓
x		x

clear space

LOGO APPLICATION - HORIZONTAL LOCK-UP

This logo is primarily for parachute canopies, flags or the undercarriage of a plane but can also be used where it is more effective to have a horizontal logo. This may include the arm of a pair sunglasses or where the space is limited in height and the rounded logo becomes illegible.

X PLEASE DO NOT...

- Use any colours not specified here
- Rotate or distort the logo
- Change the proportion of the logo
- Use the black logo on a coloured item

OUR TAGLINE

Where Courage Takes Flight



Where Courage Takes Flight

SKYDIVE WANAKA
NEW ZEALAND

Where Courage Takes Flight



Where Courage Takes Flight

TAGLINE APPLICATION

The tagline can be incorporated into the logo design and should prominently be used in marketing materials, website and promotional content. It can also be used in social media posts and captions to reinforce the brand's adventurous spirit.

X PLEASE DO NOT...

- Do not change the tagline's wording
- Do not place the tagline on top of the logo
- Ensure the tagline does not overshadow important information

OUR COLOURS

PRIMARY

Dusk Orange

CMYK 0/80/100/0

RGB 241/90/24

PANTONE 1665

HEX #f05a22

Stone Blue

CMYK 80 / 60 / 45 / 25

RGB 64/86/101

PANTONE 7545

HEX #3f5664

COLOUR USE

Our colours help convey our personality – big, bold and fun (Dusk Orange) but with a serious commitment to safety (Stone Blue).

It is of the highest importance that the correct colour is used for the correct application. If in doubt for any reason please contact Marketing at Skydive Wānaka.

SECONDARY



Earth Orange

CMYK 9 / 55 / 84 / 0

RGB 225 / 134 / 66

PANTONE 7577

HEX #E18642



Sky Blue

CMYK 58 / 13 / 10 / 0

RGB 99 / 179 / 211

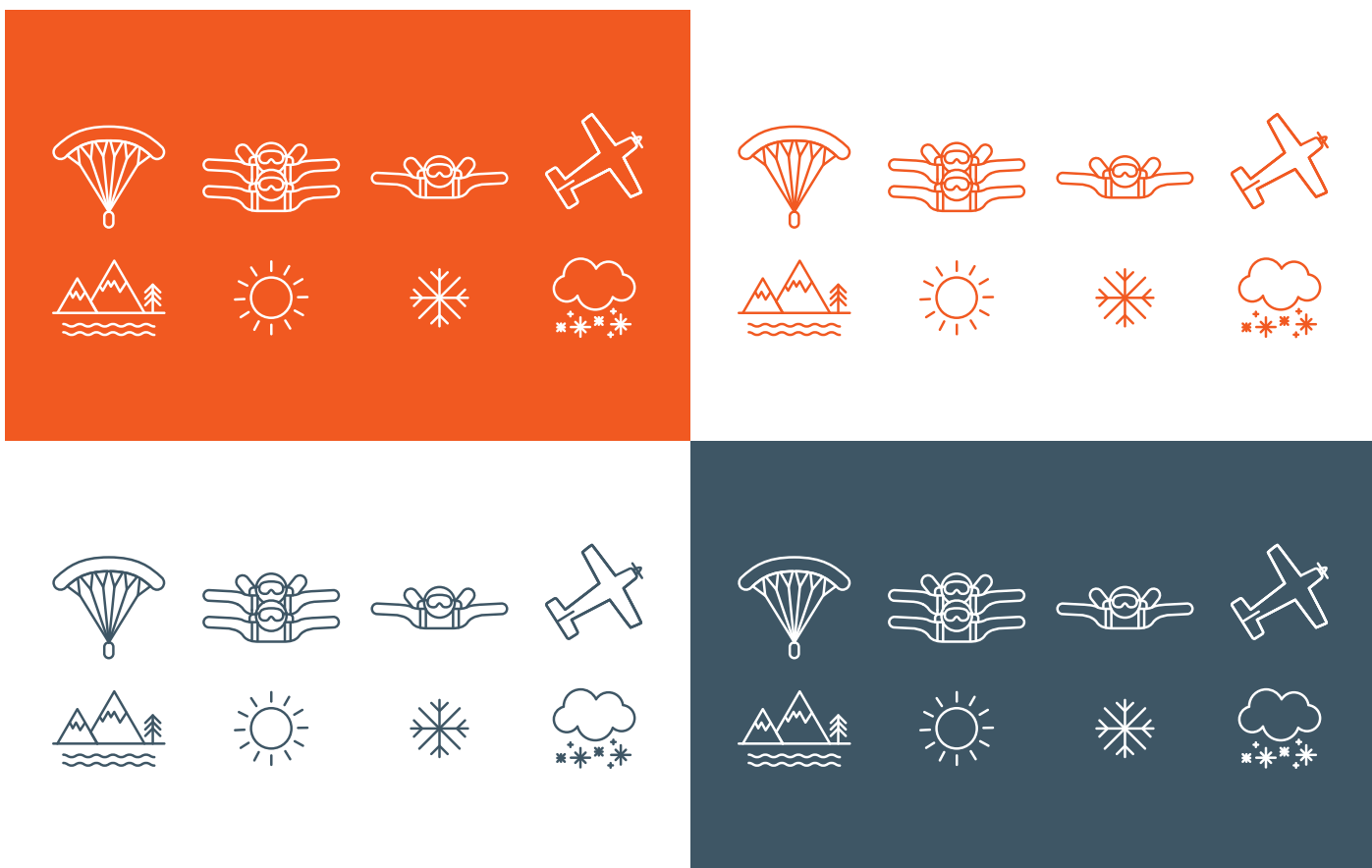
PANTONE 2227

HEX #63b3d3

COLOUR USE

Our secondary colours are softer tones that compliment our bold primary colours. These can be used to give the branding visual depth.

OUR ICONS



ICON USE

Icons can be used as in conjunction with or in place of text as a visual aid to enhance messaging in print or digital application.

Use icons best suited to the content with the most appropriate colour options.

OUR IMAGERY



KEY THEMES

- Best experience of their lives
- Epic scenery
- A sense of place
- Exceptional staff & service

HERO SHOTS



THE DETAILS

- No covered, shaded or obscured faces
- People are the focus of image
- Include all ethnicities, ages and genders
- Jumpsuits & uniforms with correct logos

! TECHNICAL TIPS

- Landscape & portrait orientations
- In focus
- A focal point
- Depth of focus for interest
- Colouring is bright, no fading or 'blown' out areas
- Composition is strong

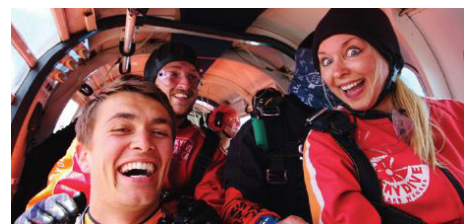
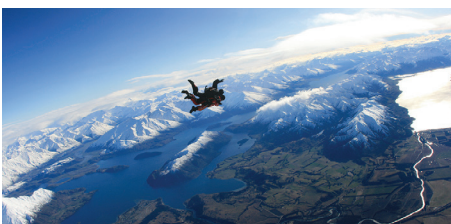
HERO SHOTS



KEY THEMES

- Best experience of their lives
- Epic scenery
- Exceptional staff
- Customer stories
- Local events
- Tie in with key holidays (Chinese New Year, Christmas, etc)
- Marketing competitions

SOCIAL MEDIA



! TECHNICAL TIPS

A mixture of styles of photography is expected but we still love to see great composition, strong colours and of a decent resolution.

- In focus
- Faces are not half cropped out
- Sufficient resolution

OUR VOICE

A SENSE OF PLACE

Located in the lower South Island of New Zealand, and only an hour's scenic drive from Queenstown - Wānaka is world renown for its breathtaking scenery. Spectacular mountains and pristine lakes dominate the landscape and our stunningly fresh, crisp, clean air invigorates the senses. The best way to experience it all? From 15,000ft of course!

- An example of an introduction panel

WORDS WE LIKE

Thrilling
Extraordinary
Stunning
Incredible
Magic
Life changing
Sweeping alpine views
Spectacular lakes
Glacial fed lakes
Vast landscapes
Clean, pristine air

OUR VOICE

Our tone of voice is friendly, simplified and conversational. Our guests come from all parts of the world and we want to create a welcoming and inclusive environment, we do this by avoiding any jargon, slang and colloquialism.

When referring to Wānaka we use the traditional spelling with the accent on the first 'a' in the word Wānaka.

THEME 1: A SENSE OF PLACE

We want to showcase and promote Wānaka's unique landscapes and environment. When writing any piece one of the main considerations is to convey why Wānaka and its surrounds are unique.

GENUINE HOSPITALITY

What makes Wānaka truly special is the genuine friendliness of its people. Nowhere more can you find this than with the team at Skydive Wānaka. Our staff are dedicated to delivering a first class tandem skydive experience, with high standards of safety and a serious commitment to fun we ensure your time with us is truly memorable!

- An example of a paragraph about our people

WORDS WE LIKE

Authentic
Friendly
Experienced
Welcoming
Genuine warmth
Happiness
Home grown Kiwi
hospitality
Cheeky
Fun-loving

THEME 2: GENUINE HOSPITALITY

After our unique landscapes our next key theme is our genuine, fun, friendly staff. Our people make the difference. It is important to our brand that they are presented as such.

'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

— **MAYA ANGELOU**

OUR TYPEFACE

BEBAS

HEADINGS

Anywhere a nice big bold heading is required we use Bebas. It is a nice solid typeface that works well over images. We don't like to use too much of Bebas on one piece as it is already in our logo, usually one major heading and one smaller heading is sufficient for the best impact.

Frutiger LT Std

SUBHEADINGS AND BODY COPY

Frutiger LT Standard is our body copy font. We mostly use the Light style but at times we may use a heavier weight for emphasis.



WHEN THESE FONTS ARE NOT AVAILABLE

Where Bebas or Frutiger is not available we use Arial.

Turbinado Pro

TAGLINE AND SUBHEADINGS

Turbinado Pro is our fashion font. We use this for the taglines and short subheadings to give the brand more depth. It's best used sparingly.



WHEN THESE FONTS ARE NOT AVAILABLE

Where Turbinado Pro is not available we use Bebas or Frutiger.

OUR WEBSITE

SKYDIVE WANAKA

CALL FREE: 0800 786 877
OR -64 (0)3 443 7207 (OUTSIDE NZ)

25 YEARS
of adventure

YOUR SKYDIVE PRICES & PACKAGES SPECIAL DEALS FAQS GALLERY GIFT VOUCHERS CONTACT/LOCATION

Where Courage Takes Flight

SKYDIVE WANAKA OFFERS NEW ZEALAND'S MOST EPIC SKYDIVE SCENERY!

Experience the thrill of freefall from up to 15,000ft and reach speeds of 200kph... All while enjoying unparalleled and unobstructed views of Wanaka's world renowned lakes and mountains! View up to six lakes and the rugged Southern Alps beyond to Mount Cook.

Skydive Wanaka has been operating for over 25 years and with 150,000 fully stoked customers.

So why not strap yourself to one of our beautiful strangers and relish in what will be one of the most memorable experiences in your life.

[ABOUT US](#) [BOOK NOW](#)

YOUR SKYDIVE EXPERIENCE

YOUR NEW ZEALAND SKYDIVE

Adding a New Zealand skydive experience to your outdoor activity resume is easy with Skydive Wanaka. You don't need previous skydiving experience... the only thing a previous tandem skydive gives you is a better understanding of why people recommend Wanaka when asked where to skydive in New Zealand. Experience the thrill of freefall over the beautiful shores of New Zealand; skydiving will never feel and look as good as it does in Wanaka.

[YOUR SKYDIVE](#) [BOOK NOW](#)

PACKAGES AND COMBOS

SKYDIVE VIDEO & PHOTO PACKAGES

If you've chosen the most beautiful place in New Zealand to do your Skydive, why not capture the moment forever. Purchase one of our amazing photo & video packages, to prove to your friends & family you were brave enough to take the leap and jump!! We have a variety of packages that will capture every moment of your New Zealand skydiving experience, all of which are chosen on the day.

[MORE INFO](#) [BOOK NOW](#)

ARE YOU READY?!

[SHOW ME SOME PHOTOS!](#) [GALLERY](#)

[I'M READY LET'S DO THIS!](#) [BOOK NOW](#)



CONTACT

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