



Nga Haerenga

**THE NEW ZEALAND CYCLE TRAIL**



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## The story behind the brand

In February 2009, The New Zealand Cycle Trail was just an idea. It was an idea that was given life at the Job Summit and shortly after, the imagination of the public was captured. Government then provided \$50 million in support and now the idea is fast becoming a reality.

The network of cycle trails that make up The New Zealand Cycle Trail will be a fascinating, enjoyable and healthy way for New Zealanders to experience another side of their own country. And for the same reasons, it is also perceived as a major attraction for international visitors who appreciate the outdoors, the environment and in fact – everything New Zealand has to offer. Good marketing and simple branding will be essential to its success. The Ministry of Tourism, the agency responsible for The Cycle Trail Project, sought the expertise of a select working group and Tourism New Zealand's communications agency to work on the brand.

### THE OBJECTIVES OF THE BRAND

- **Simplicity** – whether you're from Shannon or Shanghai, New Plymouth or New York – you need to see it and understand it without even reading it. The brand also needs to work alongside the logos of other organisations.
- **Compatibility** – it needs to work in promotional material alongside Tourism New Zealand's powerful 100% Pure branding.
- **Unique to us** - it needs to look like ours and recognise our Māori heritage.
- **Let's get practical** - the brand also needs to be flexible enough to convey basic information, such as pointing out accommodation and amenities.

### SO, HAVE WE ACHIEVED THE OBJECTIVES?

- **Simplicity** – the logo is simple and instantly tells us this is about cycling. The words 'New Zealand Cycle Trail' also conveys the meaning without any confusion. The cyclist graphic takes existing stick figure iconography which is internationally understood, but stylises it, combining function, form and information.
- **Compatibility** – the bold blacks and whites work seamlessly with the 100% Pure brand (see back page).
- **Unique to us** - we consulted and sought the advice of both experts on Te Reo and Māori iconography. The fluid lines used in the cyclist graphic as well as the red, white and black are a salute to traditional Māori design elements. The 'Nga Haerenga' text directly translates to 'The Journeys' and speaks to the experience of completing a multi-day cycle trail, an experience which is not only a physical but often a spiritual and an emotional journey.
- **Let's get practical** – the front wheel of the bike is not just a wheel. It is a space that can be used to provide a variety of information like directions, distances, and places to eat and sleep.

The New Zealand Cycle Trail brand is the property of the Ministry of Tourism and will be used on signage, maps, websites, promotional material and in a multitude of other ways. There will be opportunities for communities and organisations to utilise the brand in promoting their cycle trails, with the approval of the Ministry of Tourism.

For details on the brand contact The New Zealand Cycle Trail Team on [cycletrail@tourism.govt.nz](mailto:cycletrail@tourism.govt.nz).



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Colour version



Black & white stacked version



Black & white landscape version



Logo with a partner brand



Logo with directional application