



Waikirikiri **Selwyn** Visual Toolkit

Contents

3 | Our process

- Engaging the community
- Our process in action

6 | Our story

- Why does Waikirikiri Selwyn need a story?
- Our theme: Abundance
- The Selwyn story
- Our values

11 | Our tone

- How we tell the Selwyn story
- Quick tips
- Our personality
- How we speak to our target audiences

16 | Our look

- Our symbol
- Our mark
- Our pillars
- Our wordmark
- When to use each mark
- Things to avoid
- Our typeface
- Our colour palette
- How to use our colours
- Our photography
- Making the mark your own

30 | Our examples



Our process

**Engaging the
Selwyn community**

Engaging the Selwyn community

More than 250 local leaders helped shape the Selwyn District Council Economic Development Strategy — and they all pointed to the same thing: **Selwyn doesn't have a clear identity.**

The current destination brand, Selwyn From the Land, doesn't speak to businesses, and it doesn't carry the **ambition of the new strategy.**

To deliver the other big moves in the plan, we need a place-based brand that **tells a stronger story about who we are, where we're heading, and why it matters.** Without that, the rest won't stick, so the council initiated the brand ID project with StudioC Design.

Our approach

Our approach flips the traditional branding process. Instead of starting with logos and colours, we begin with people – gathering stories, local values, and what makes each place unique. By testing ideas through real experiences like murals, events, and meetups, the brand naturally emerges from the community itself. It's a bottom-up process that builds a brand people recognise as their own.

Our Process in action



Step 1: The Hikoi

Travelling across Selwyn from Castle Hill to Leeston to meet locals and walk the land, grounding the visual identity in real stories, textures, and pride.

Step 2: Story and Cultural Narrative

Working with mana whenua, we built a shared story of abundance. We don't just dream of a better future — we make it happen.

Step 3: Dynamic Visual Identity

The triangle mark was pulled from the Whata (Māori storehouse) and linked to the mountains. A flexible mark that communities can personalise, turning one symbol into many local stories under a shared Selwyn identity.

Step 4: Make Your Mark Workshop

Locals captured Selwyn on disposable film cameras, then co-designed colours, imagery, and layouts! Filling the mark with their own stories and imagery.

Step 5: Activation and Testing

Partnering with local businesses to trial the visual identity in real campaigns and refine it through lived use.

Step 6: Visual Identity System

An online 'logo maker' empowers community and council to use the system consistently and creatively.

Step 7: Campaigns

Next step! The identity comes alive through stories and campaigns.

Our story

**What makes Selwyn,
Selwyn?**

Why does Waikirikiri Selwyn need a story?

“Places with no story get forgotten. Places with a strong story get chosen.”

This journey is about our unique identity that tells the world who we are and why we’re special.

Our story will help us show up proud and united. Our businesses deserve to be in the spotlight. Our people and places deserve more recognition.

“If you don’t shape the story of your place, someone else will—and it might not include you.”

These guidelines explain why, how, and where you might use the Waikirikiri Selwyn visual identity. It empowers anyone with an interest in Selwyn’s future to tell our stories. These are your stories to tell, so we’ll show you how to take what’s here and make it your own.

Visit www.selwyn.nz to access templates, photos, design tools and more.

Our theme: Abundance

Abundance refers to the diverse expanse of the region, which is home to bountiful forests, wetlands, waterways, and some of the country's most fertile soils. Māori migrated to the region based on reports of this abundance – the cabbage trees, weka, eels, and flatfish – and today, this landscape is still renowned for its food production.

Although the food and resources may be different and the methods of storage have somewhat changed, the concepts are still the same. The land and waterways still provide, the land is productive, and there are signs of abundance.

And abundance refers not only to the significant natural resources of the region. It is also about our people and the many intangible resources – the knowledge, innovation and communities – that thrive here.

Waikirikiri Selwyn is a place full of vibrancy and energy. In a place that's rapidly diversifying, abundance lets us celebrate many forms of success, identity, and contribution.

The Selwyn story

Waikirikiri Selwyn is abundant.

with potential and people who refuse to settle for a life less satisfying. This can-do energy can be felt everywhere from the fertile land to the proud mountains and in the community that chooses to make this region their home.

This abundance brought us here.

With some of the richest soil in the country and the right climate, Waikirikiri Selwyn has been growing for generations. Here, not only kai takes root – but also businesses, families, ideas, ingenuity, and community.

And the people make it home.

This is the kind of place where you are greeted at the supermarket and smiled at walking down the street. Whether you've been here for forever or just arrived, you're part of the family. The jug's always on.

We don't just dream of a better future — we make it happen.

We're growers, creators, thinkers, builders, and doers. We talk straight, back ourselves, and we all pitch in. That's why we're growing faster than anywhere else in the country.

But we're not about the hustle.

We're here for the lifestyle upgrade – Freedom with a capital F. We're choosing to make a home where there are open spaces, open minds, and fresh ideas in abundance. Here you can access it all. Slopes and tracks, food and wine, small town living and city convenience – take your pick! No compromises, only enjoyment.

That's the beauty of Selwyn, a place for more.

Scattered from the Southern Alps, across the Canterbury Plains to the sea, our towns have variety at their heart. Whether you seek tradition or innovation, urban or rural, adventure or laid-back living – you'll find it overflowing in Waikirikiri Selwyn.

Our values

Here, anything is possible.

Both our land and our people have an attitude of abundance and overflowing potential.

We make it happen.

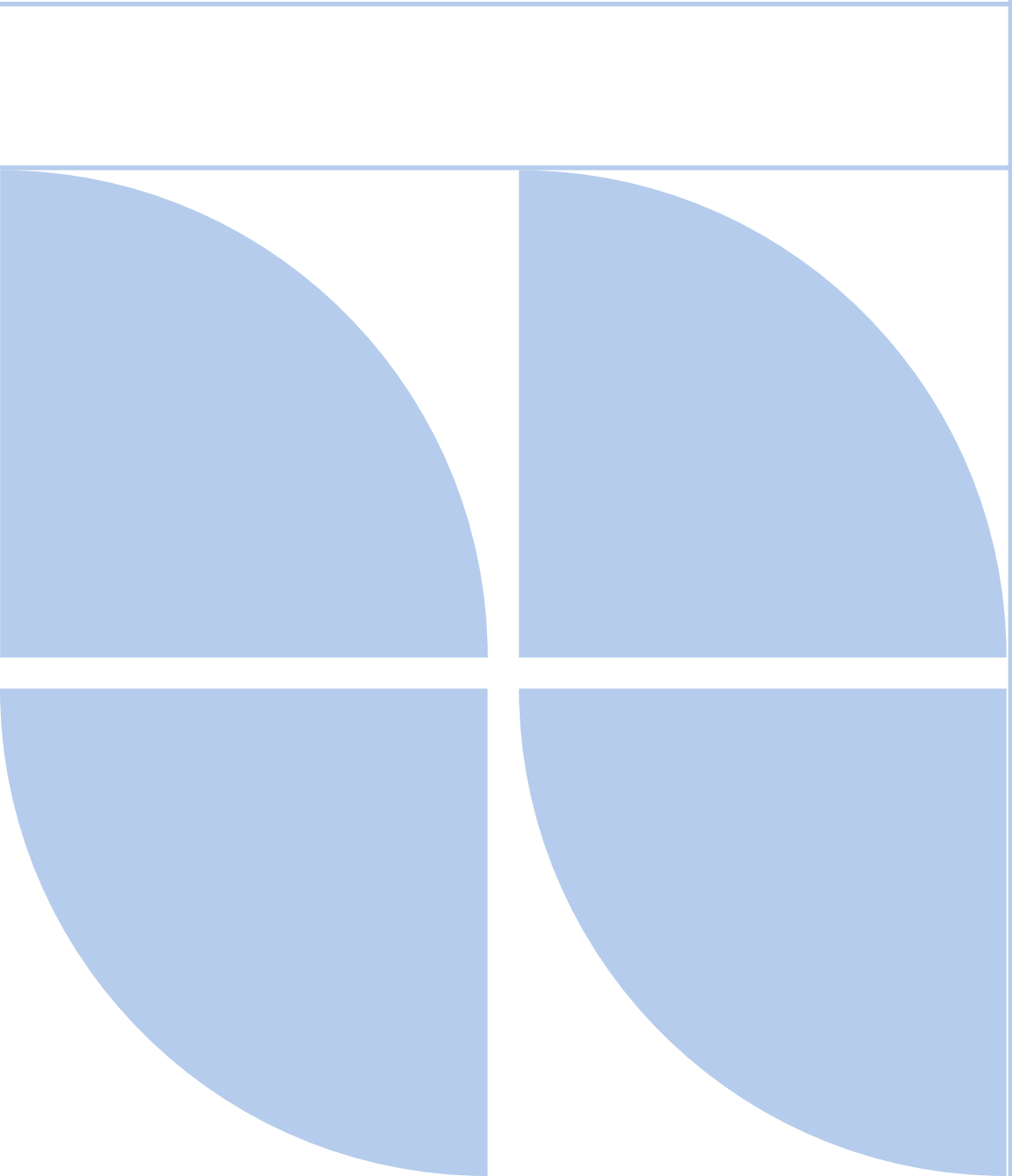
This is a place of action, where there's less talking and more doing.

Balance is a choice.

We don't do trade-offs. We embrace more life, more nature, less stress.

Everyone pitches in.

We come together, determined and supportive.



Our tone

**How we speak tells people
just as much about us as
what we say.**

How we tell the Selwyn story

Straight-up

Say it like it is. We talk straight with no fluff or fuss.
Keep it real and practical.

Action over ideas

We don't like talk-fests.
We explain how and when things will get done.
Our tone is active, not passive.

Proud but not flashy

We're not trying to be Queenstown—and we don't want to be. We're proud of who we are and where we come from, but we'll never show off about it.

Welcoming warmly, but not softly

As long as you're keen to muck in, we'll always have your back. We're as welcoming as we are hardworking, so always expect the jug on.

Quick tips

**Speak like a local
—use local knowledge
and place names.**

Example
Try our old favourite
– the TranzAlpine through
the national park.

**Use first person,
active tense.**

Example
Searching for adventure?
You’ve found it.

**Be clear and accessible
(don’t use complicated
language or jargon, keep it
to the point).**

Example
Stop in, make yourself
at home.

**Include Waikirikiri Selwyn
dual naming whenever
possible.**

Example
There’s always more to be
found in Waikirikiri Selwyn.



Our personality

Quietly ambitious

“Everyone’s trying to make their lives better.”

“It’s a place to give it a go.”

“This is where the opportunity is.”

Down-to-earth

“Say what you mean, then get on with it.”

“We’re not trying to be Queenstown. We’re just doing our thing.”

Ready to roll up our sleeves

“Projects start and finish here.”

“We can turn our hand to anything.”

“Other places talk. We just get on with the job.”

Welcoming

“We back each other without making a fuss.”

“You actually know your neighbours here, and it’s easy to make friends.”

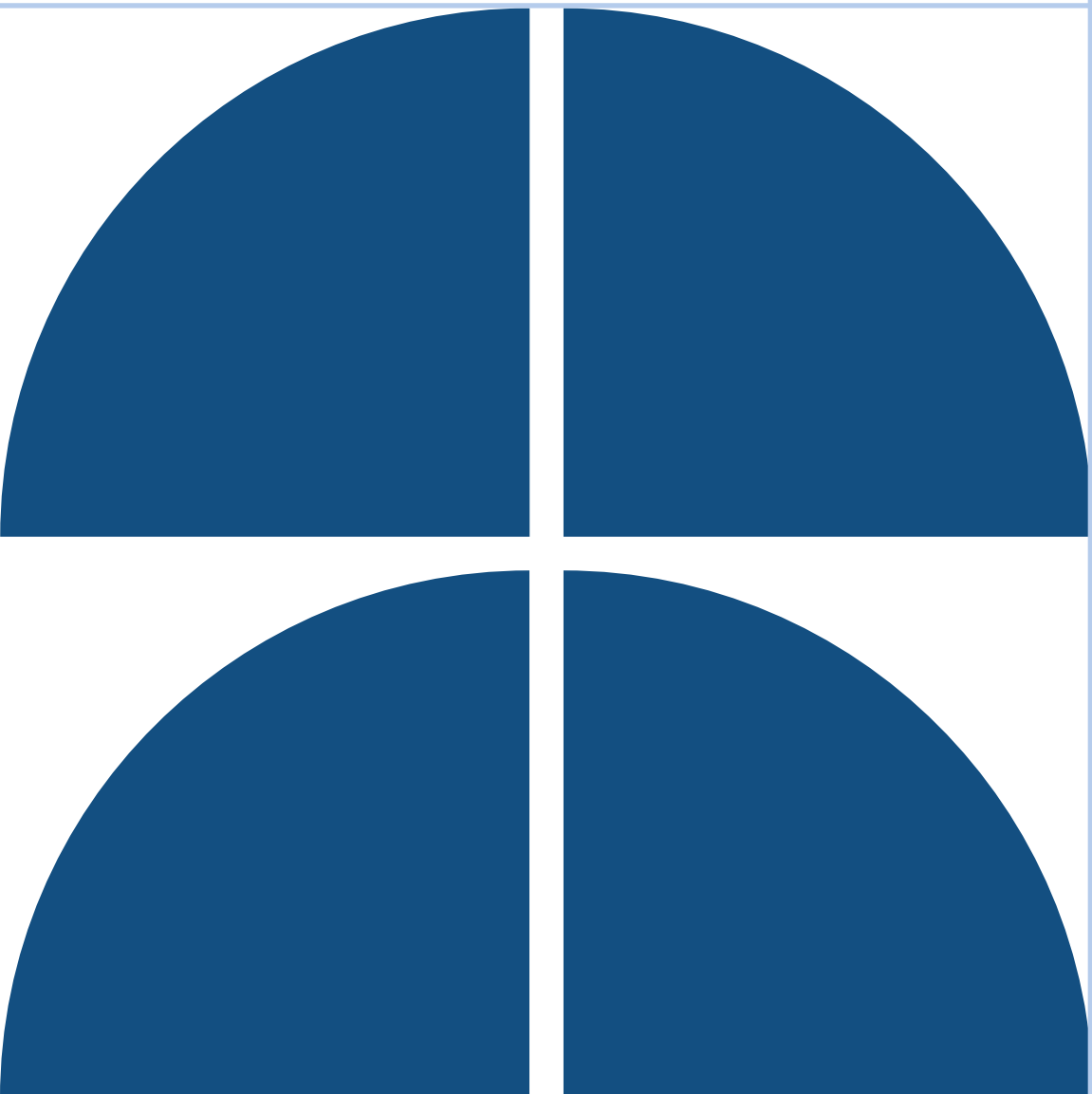
“You can borrow a car or a cup of sugar. The kettle’s on so help yourself.”

“I was up at 4am dropping my neighbour to the airport.”

Work hard, play hard

“You can finish work and be on the slopes by sunset.”

“People can find a healthy balanced lifestyle here, but you’ve got to want to muck in. We’re still a hardworking bunch.”



How we speak to our target audiences

Visitors who want to get off the beaten track and explore the outdoors

Messaging focus:

- natural beauty, no crowds
- not what everyone else is sharing on Instagram
- easy access to nature and places to recover/enjoy/refuel afterwards.

“Here you’ll find the tracks, lakes and views that Instagram hasn’t seen yet. Take the back roads. Stay longer. And stop in for some kai afterwards.”

Locals who want to know their neighbours and have a safe, nurturing place for their kids to grow up

Messaging focus:

- safe and welcoming, friendly
- space to grow
- the perfect environment for kids to be kids.

“This is a place where community still means something. Kids have space to be kids, we know our neighbours, and there’s always someone to give a hand. Born and bred or freshly arrived, you’re one of us now.”

Businesses who want opportunities to grow and prosper and to attract the right talent

Messaging focus:

- a culture of ingenuity and thinking outside the box,
- all the infrastructure and resources you need to succeed and grow
- an affordable lifestyle with all the benefits of rural living close to a big city.

“We’ve got the space, the people, and the mindset to get things done. From food production to cutting-edge research, businesses here don’t just dream big, they get stuck in and grow.”



Our look

Our visual identity is how we show up in the world. It's simple, confident, and proudly local – just like us.

Our symbol

The symbol at the heart of our brand is inspired by the whata, a traditional Māori storehouse. Māori once built whata across the region. They were visible on the flat landscape and used as markers to guide travellers from one location to the next. A whata signalled pā and the likelihood of kai, hospitality, and manaaki (support, care, and welcome).

We've drawn on this history and meaning to create our own modern whata form. Its triangular A-frame structure reflects strength and stability, while the curved base is a nod to abundance.

Our whata is more than a storehouse, though. It's a vessel that can be filled with the stories, voices, and meaning of the Selwyn community.



The whata shape also signifies the mountains that are such an important part of Selwyn's landscape and identity.

Whether you arrive in the region by plane or you're driving the Great Alpine Highway, our Southern Alps rise up from the plains as a sign that you're home.

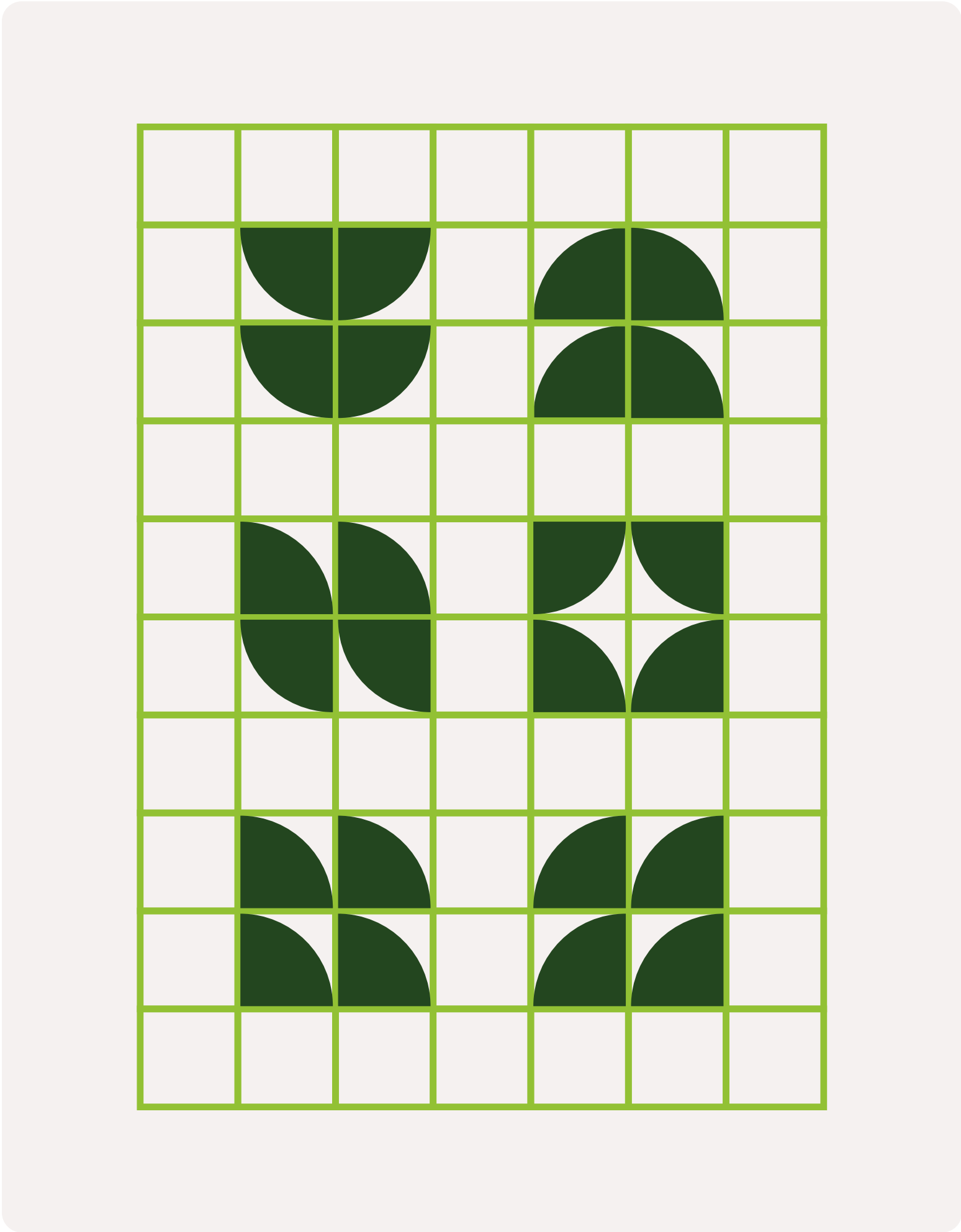
Our mark

The whata symbol is used in combinations of four to create our logomark. Rather than using a single whata, the combinations signify an abundance that mirrors the richness of our district.

The mark is constructed along a simple grid consisting of a horizontal and vertical axis, which echoes the agricultural grids of our landscape.

The whata shapes can be flipped along these axes to create different forms of the mark. Each form has its own character, yet they all share the same DNA.

This flexible system allows us to highlight the diversity of Selwyn without losing unity.



Our pillars

The base logomark is used to talk about the district generally.

We have then chosen five other marks for the five pillars: **Participate**, **Business**, **Live**, **Visit**, and **Taste**.

The pillars allow the mark to show different interpretations and meanings depending on the aspect of Selwyn’s identity that is being showcased.



Waikirikiri Selwyn
The base mark is used to talk about the region generally



Participate
This shape signifies people coming together to listen and discuss.



Business
This shape signals economic activity and vibrancy.



Live
This shape represents Harakeke flowers reflecting the plains’ native flora.



Visit
This shape signifies the Southern Alps at sunset, capturing the landscape.



Taste
This shape signifies stacked kai vessels, celebrating local food and agriculture.

Our wordmark

Alongside the logomark, we use a flexible wordmark system, where the second word is always **Selwyn** and the first word is the name of the pillar.

The wordmark and logomark combinations for each of the five pillars are shown here.

When referring to the district as a whole, always use the base Waikirikiri Selwyn logomark and wordmark.



When to use each mark

When your content, project, or initiative connects with one of the five pillars, use the mark for that pillar. This ensures the story is told in the right voice, with the right emphasis.

If your content doesn’t fit neatly under one pillar, use the Waikirikiri Selwyn logo. This keeps the district itself front and centre while still maintaining a clear and consistent identity.

Think of the marks as a toolkit. Each one is designed for a specific purpose, but together they form a unified set of symbols for our district.



Participate

Use this mark when the focus is on community involvement and working together.

- Community stories of getting involved and working together
- The story of how the community developed this visual identity
- Funding opportunities, grants, and other ways to get involved.



Business

Use this mark for anything that promotes Selwyn as a place to work, invest, and grow.

- Why do business in Selwyn?
- Investment opportunities
- Business support and resources
- Business events and B2B networking
- Talent attraction.



Live

Use this mark when the focus is on lifestyle, towns, and opportunities to make Selwyn home.

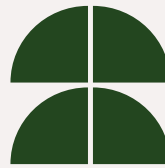
- Why live in Selwyn?
- Our towns, amenities, and lifestyle
- Housing, transport, and recreation
- Family-friendly living and community
- Jobs, education, and opportunities to move here.



Taste

Use this mark when celebrating Selwyn’s food, beverage, and hospitality.

- Selwyn’s provenance story
- Local producers and growers
- Food and wine experiences
- Farm to table stories and events.



Visit

Use this mark when the focus is on visitors, events, and Selwyn’s experiences.

- Why visit Selwyn?
- Outdoors and hidden gems (ski, cycle, walk, kayak, off the beaten track)
- Arts, culture, and local experiences
- Suggested itineraries and trails
- Events and venues (council + private hire)
- Why hold your event here?

Things to avoid

Don't change the opacity



Don't stretch or alter its proportions



Don't apply gradients



Don't rotate



Don't change the arrangement



Don't change the colour



Our typeface

Untitled Sans is bold, straight up, and no-fluff – just like us. With its square dot on the i and clean lines, it’s practical but packs a punch. It’s also proudly local.

Designed by Klim Type Foundry, an independent Aotearoa studio led by Kris Sowersby, it brings a uniquely New Zealand touch to the visual identity.

We use stacked typography to add rhythm and impact. Primary weights are Regular and Bold, which are simple, strong, and easy to work with.

Untitled Sans
Regular
Bold

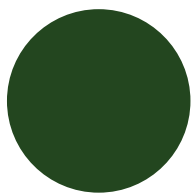
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1234567890

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Our colour palette

Our colours are inspired directly by the Selwyn landscape. Each colour connects to the land, sky, and environment that shape our region.

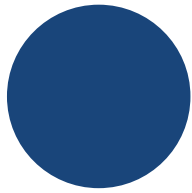
Together, these colours balance strength with freshness, reflecting both the grounded and abundant nature of Waikirikiri Selwyn.



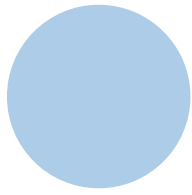
Forest Green
The deep green of native bush and fertile fields



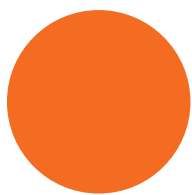
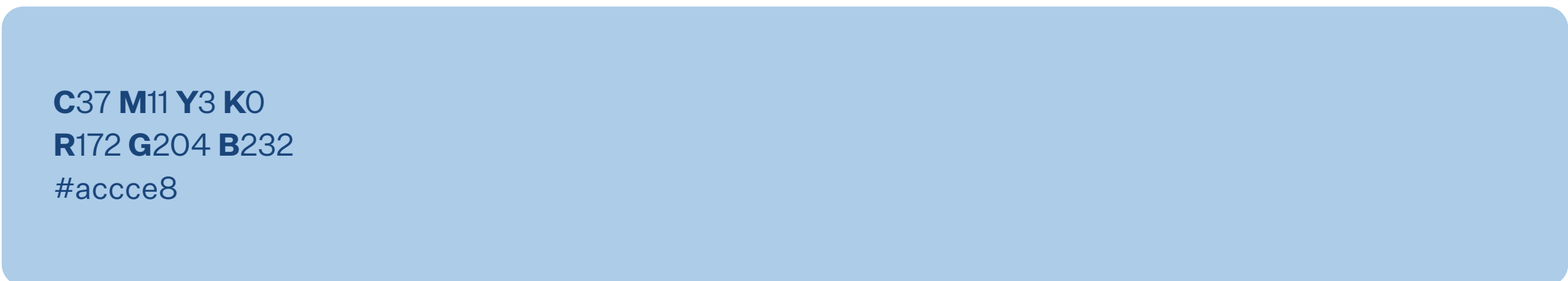
Harvest Green
Fresh growth and the productivity of our plains



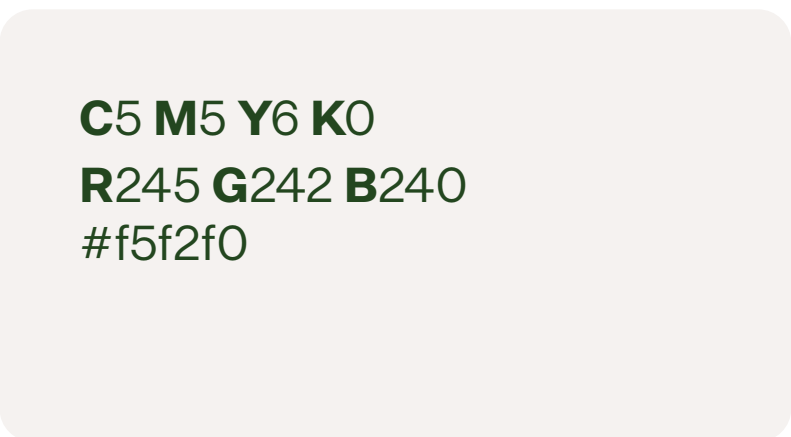
Mountain Blue
Strong and steady, like the Southern Alps



Sky Blue
Wide horizons and open skies



Ember Orange
The glow of a Selwyn sunrise and the warmth of shared hospitality



How to use our colours

Our colours work best when pairs are balanced and contrasted. Use the earthy greens and blues as anchors, with off-white for space and clarity.

Pops of colour should be used sparingly when you want to highlight key details or bring energy. Always combine colours in a way that feels natural, clear, and easy-to-read.



Our photography

We use photography to showcase the real Selwyn. We use images that capture the district as it truly is – our land, our people, our businesses, and our communities.

From wide open spaces to everyday moments, images should reflect the abundance and energy of Selwyn.



Making the mark your own

Use photos to fill the mark

You can use photos to fill in one of our logomarks to personalise it for your own project, business or group.

- Use 1-3 photos within a mark.
- Choose images without text or signage, as these can be obscured when filling in the mark.
- If people are included, make sure faces are not cut through or awkwardly cropped by the mark.
- Avoid any photos with offensive content, inappropriate gestures, or distracting symbols.
- Try to use the mark shapes to enhance the images, not restrict them. Select photos that still feel natural within the mark shape.



Making the mark your own

Create your own mark

As well as using photos to create your own logomark, you can also swap out the first word of the wordmark to make it your own.

- Choose one word to use in front of Selwyn.
- Avoid using offensive or inappropriate words.
- No emojis or symbols.
- When using this system, Selwyn is always the second word.

[View logo builder sample here](#)

Follow the
our system

Regular
Bold

Waikirikiri
Selwyn

Make it
your own

Explore
Selwyn

Ski
Selwyn

Rolleston
Selwyn

Celebrate
Selwyn

Harvest
Selwyn

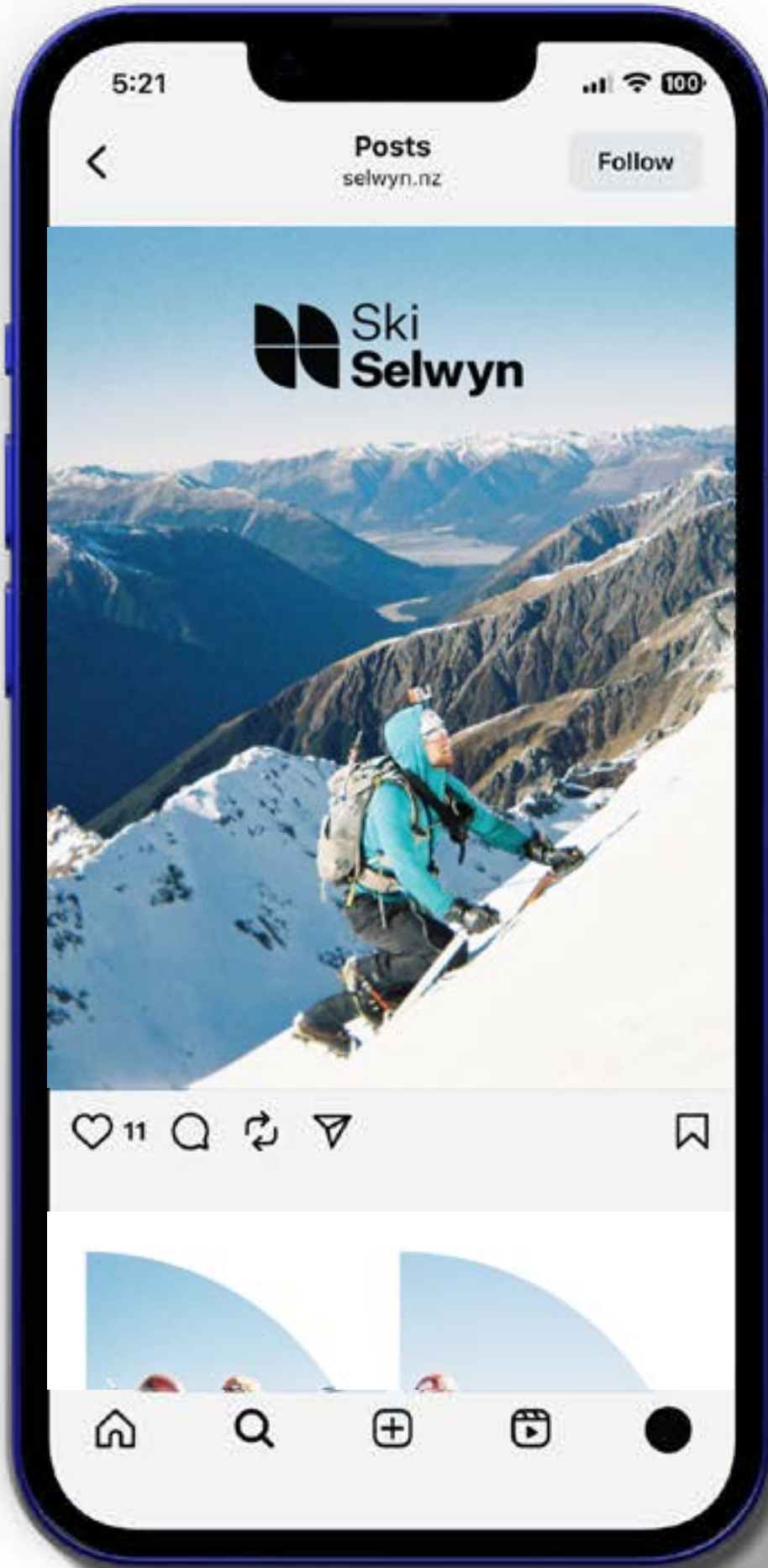
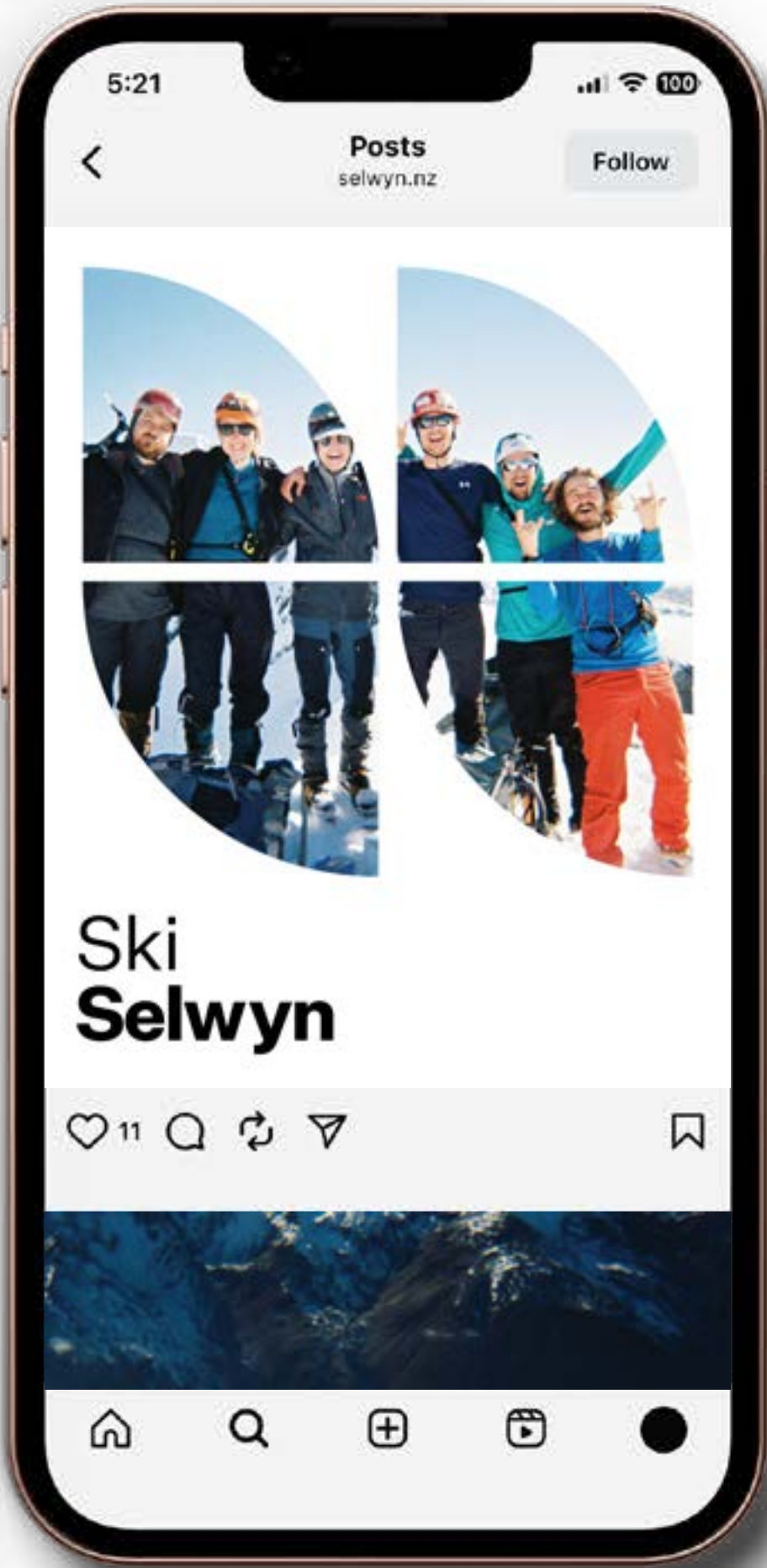
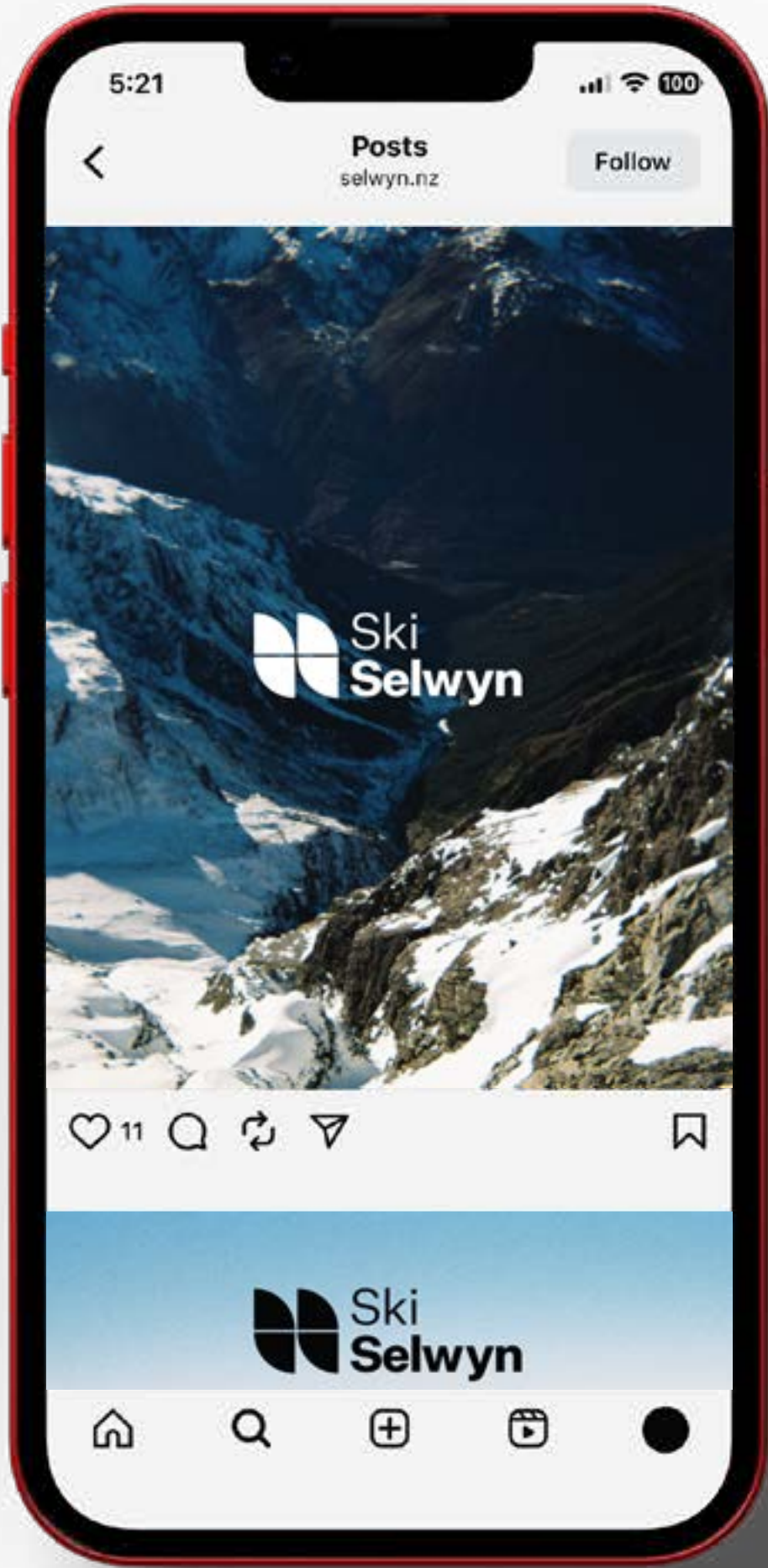
Export
your assets



Making the mark your own

Combine your photos with your mark, choose a wordmark, and bring your own mark to life.

Examples show how a community member’s mark could be used on social media tiles.



Our examples

**These examples show
you ways you can use the
Waikirikiri Selwyn identity.**

Using the identity for the pillars

[View pillar animation sample here](#)



Explore
www.selwyn.nz

Follow
@selwynnz

Participate
Selwyn



Explore
www.selwyn.nz

Follow
@selwynnz

Business
Selwyn



Explore
www.selwyn.nz

Follow
@selwynnz

Live
Selwyn



Explore
www.selwyn.nz

Follow
@selwynnz

Visit
Selwyn



Explore
www.selwyn.nz

Follow
@selwynnz

Taste
Selwyn

Using the identity for a Council-led event

These poster examples show how the Council can use the visual identity for major council-led events like Swell, CultureFest, Matariki, Harvest, and Summer of Selwyn.

The words *funded by* or *brought to you by* with the Council’s logo can be used if needed to show council support for an event.

Do not use a lockup of the new landmark alongside the Council’s logo.



Explore
www.selwyn.nz

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@selwynnz



Harvest Selwyn

Funded by



Saturday 29 March 2025
10:00am–3:00pm
Rolleston Town Centre

Join us for the inaugural Harvest Festival, a vibrant local event celebrating the best of Selwyn’s food, drink, and community spirit.



Explore
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Harvest Selwyn

Funded by



Saturday 29 March 2025
10:00am–3:00pm
Rolleston Town Centre

Join us for the inaugural Harvest Festival, a vibrant local event celebrating the best of Selwyn’s food, drink, and community spirit.

Using the identity for a Business breakfast eDM

This example shows how the identity can be applied to a Council Economic Development eDM, either with or without the use of the funded by + Council logo.



Using the identity for other eDMs

The identity can also be used for council communications to promote region, for example campaigns promoting visitor experiences, talent attraction, or participation in further development of the identity.

Participate Selwyn

We want to hear from you, join us for a hands-on workshop!





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Register now



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Want to know more?

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Nga Mihi
Name Last
Position

Funded by







Follow

@selwynnz

Visit Selwyn

See upcoming events we think you'll love!






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Find out more



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Find out more

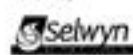



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Find out more

Funded by






Follow

@selwynnz

Business Selwyn

You're invited to this months Business Breakfast.



Thursday, 20 March 2025
7:30AM - 9:00AM


Te Ara Atea,
56 Tennyson Street

Explore
www.selwyn.nz

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Register now



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Want to know more?

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Nga Mihi
Name Last
Position

Funded by





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