

Badging Guidelines

V1 DEC 2023

**The Whanganui UNESCO City of Design
tohu has been created as a badge of
origin and authenticity.**

**The four principles to the right set the
expectations Whanganui & Partners
has for businesses adopting the tohu;
who can use it and how to use it. By
downloading and using the tohu you
agree to these principles.**

- 1. I am a business, organization
or sole trader based in the
Whanganui River region**
- 2. My product has been designed
in the Whanganui River region**
- 3. My product seeks to make a positive
contribution to our community**
- 4. My business is committed
to sustainable development**

**There are specific products not eligible to
use the tohu. These include any products
for vaping, smoking, gambling and
alcohol. The decision to exclude these
products comes from consultation with
iwi partners and reflect the commitment
we have to uphold our local values.**

The story of our tohu



The character of Whanganui comes from the Awa and its relationship to people. The Awa runs through our city, shaping the land as it flows and nourishes its surroundings.

Our tohu symbolises design that has been shaped by the Awa.

The dynamic winding body of the tohu reflects this, and represents the flowing energy of ideas and creativity. The koru that form the negative space interweave ideas of growth, potential, people and culture.

Our main lock-up

Partners are able to use these lock-ups across their website and other communications.

White landscape



White portrait



Black landscape



Black portrait



Our badge lock-up

Our badge places a box around our lock-up so it stays legible over photos or complex backgrounds.

White badge landscape



Black badge landscape



White badge portrait



Black badge portrait



Lock-up do's and dont's

Consistency is crucial for upholding the integrity of our lock-up. Please be mindful of the below specifications.

Minimum sizing

To ensure our lock-up and text hold their form and remain legible at small sizes.



200px | 20mm



200px | 20mm

Clear-space

Correct space around the lockup ensures legibility and prominence at all times.



Effects

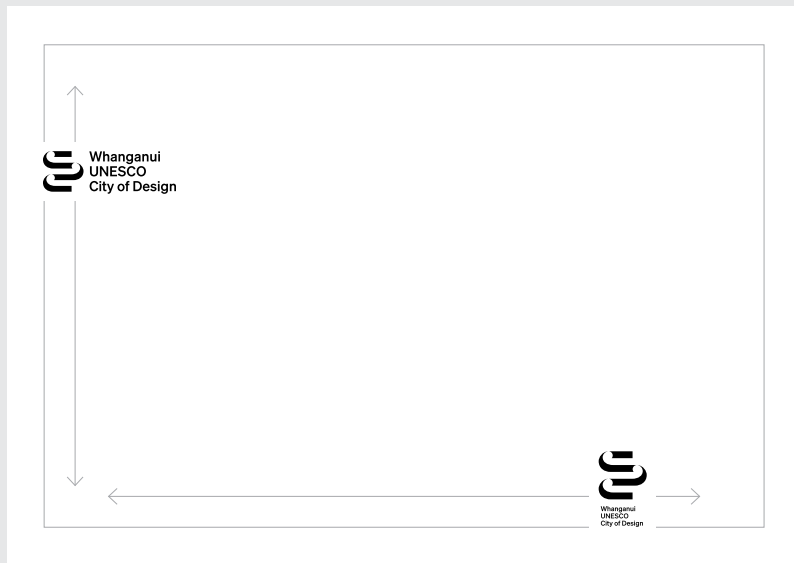
Do not distort, or apply graphic effects to any of our lockups.



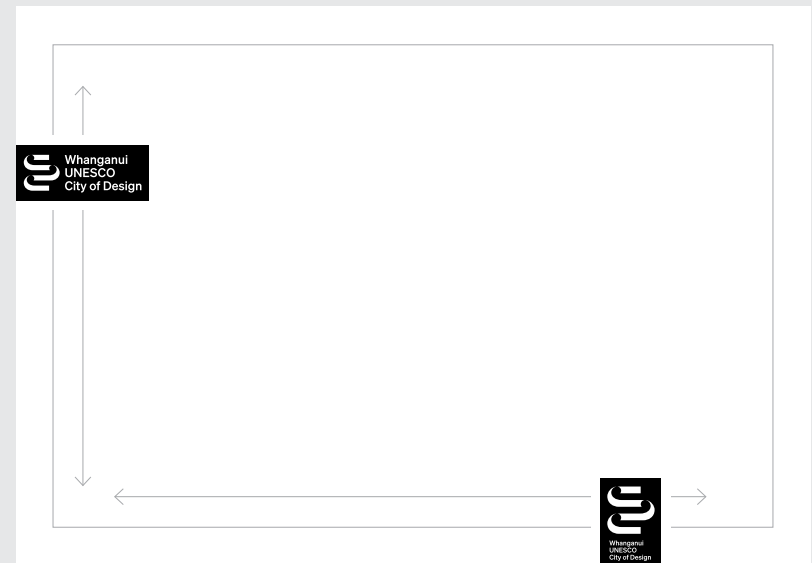
Using our lock-up

Our lock-up works best hinged to the sides of each application. Along the top, bottom, left, or right edge.

Main lock-up



Badge lock-up



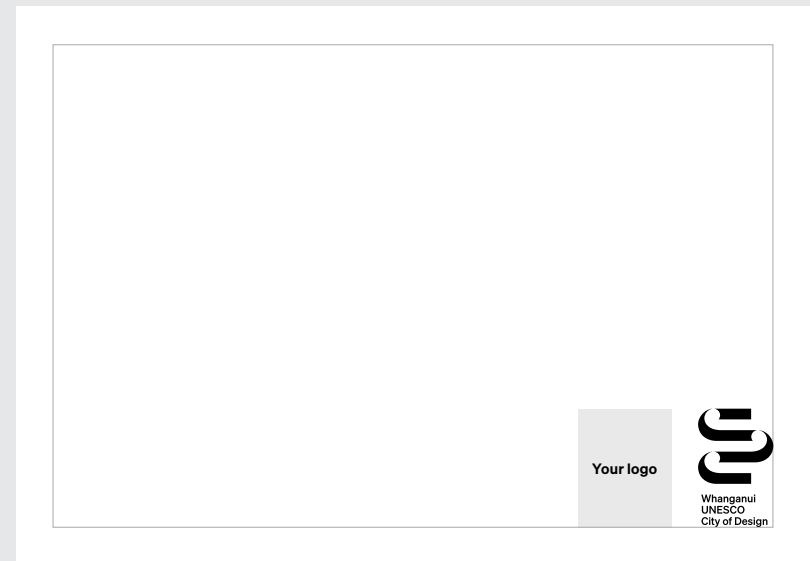
Partnering

When pairing our lock-up with other logos, aligning horizontally works best. Where possible, match the height of the logos.

Landscape lock-up



Portrait lock-up



To download the Whanganui UNESCO
City of Design design assets click [here](#).

For all design queries please contact:
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