



Brand Guidelines

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Brand Story

About the kiwi trademark

The iconic Kiwi trademark is licensed to businesses by the Buy New Zealand Made Campaign.

The trademark signifies that a product or service is New Zealand Made according to the rules of the Fair Trading Act. As a registered trademark, it has a strict set of rules (Code of Practice) governing how it can be used.

Re-established in 1988, this trademark is used as a significant marketing tool for businesses. When products carry the registered Kiwi trademark customers can be confident that the country of origin is New Zealand.

The New Zealand Kiwi trademark is a label, a sticker, a logo and a brand. This guide will help you to use it correctly and get noticed by consumers.

To discover more about how to use it in your branding, [view our quick start guide for marketers](#).

97%

of Kiwis consumers are supportive of buying New Zealand Made.

86%

of Kiwis are willing to pay a premium for NZ Made.

70%

of Kiwis often consider whether a product is NZ made.

Why use the kiwi trademark?

The Kiwi trademark is a trusted brand that is globally recognised as a label depicting NZ Made products.

Why label with country of origin?

87% of New Zealanders recognise the iconic Kiwi trademark

75% of global consumers list brand origin as a key purchasing driver

64% of Kiwis buy locally produced and grown products over imported ones

Quick start summary

Now that you've been inspired by the different ways the Kiwi trademark can communicate your market origin advantage, get started by completing the following.

1. [Order your product labelling](#) by choosing from either stickers or swing tags or download the artwork and integrate it into your packaging design.
2. Decide whether to label on the front or back of your product as Factual Product Branding or Product Certification respectively. If you want to do something unique with the Kiwi trademark consider creating something different that is truly unique using Embedded Product Branding option. The Buy NZ Made team will review and approve proposals.
3. Overlay the Kiwi trademark on your social media posts and website as Watermark Branding with the help of a web or social media agency.
4. Create recognisable Signage Branding that your audience is likely to see with the help of a signwriting company .
5. Get some Team Branding up in your workshop or office so that your team are proud of what they're making.

Using the logo



Modern New Zealand Made triangle



The modern soft-edged triangle was launched in 2013.

The iconic black logo is the go-to for a majority of NZ Made licence holders.



It is important to have clear space around the logo to provide sufficient prominence. The exclusion zone is equivalent to the height of the 'NZ' in the Buy New Zealand Made name, as shown here.

Alternative logos



This is a secondary logo that can be used if a colour version is preferable. In 2022, the campaign decided licence holders can choose any colour for the logo to match their branding.



The black and white triangle is the primary logo. The classic blue and red triangle can also be selected if the blue and red colour palette is more effective to use on your products. In 2020, we also launched the white triangle logo. This great to use where the black is too harsh.

New Zealand Grown



The New Zealand Grown green triangle can be used to help New Zealand growers get compliant with the Country of Origin Food Labelling Act.

[Read NZ Herald article on 'NZ Grown' compliance.](#)



GREEN RYB

HEX: #63a844

CMYK: 41, 0, 60, 34

RGB: 99, 168, 68

New Zealand Code



New Zealand Code - for software powered by NZCode.



PICTON BLUE

HEX: #00a7de

CMYK: 100, 25, 0, 13

RGB: 0, 166, 221

Core colours



BLACK

HEX: #000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

WHITE

HEX: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

YALE BLUE

HEX: #184788
CMYK: 82, 48, 0, 47
RGB: 24, 71, 136

RED

HEX: #E21F26
CMYK: 0, 86, 83, 11
RGB: 226, 31, 38

GREEN RYB

HEX: #63a844
CMYK: 41, 0, 60, 34
RGB: 99, 168, 68

PICTON BLUE

HEX: #00a7de
CMYK: 100, 25, 0, 13
RGB: 0, 166, 221

Rectangle designs

The Kiwi trademark is available in these rectangle designs. The text is required to accompany the Kiwi, as is the rectangle colour background.



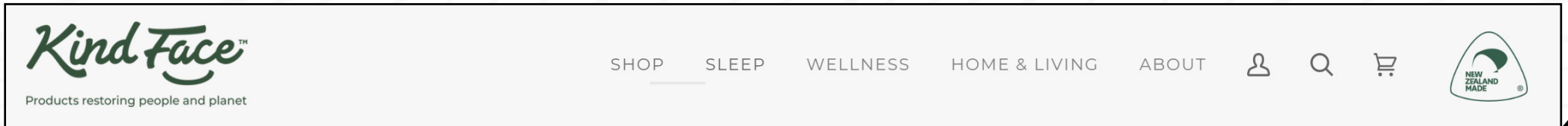
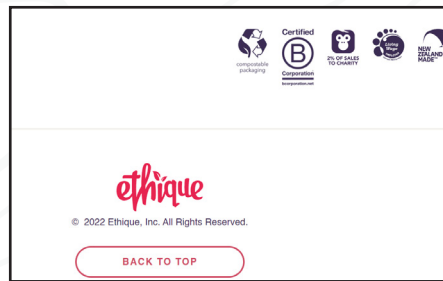
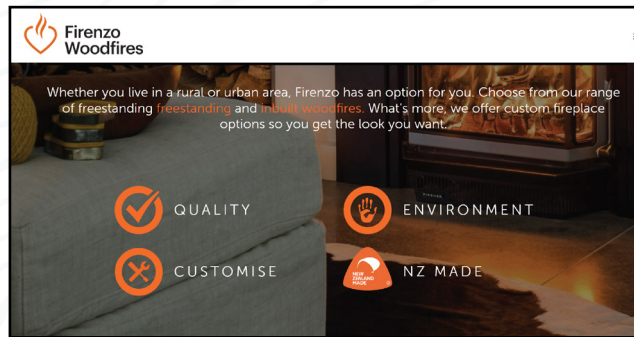
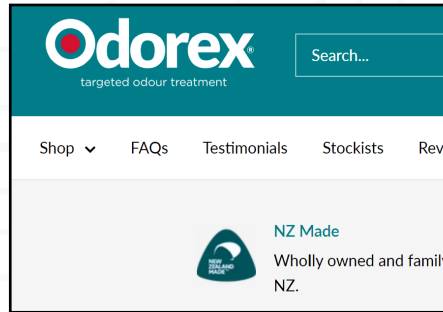
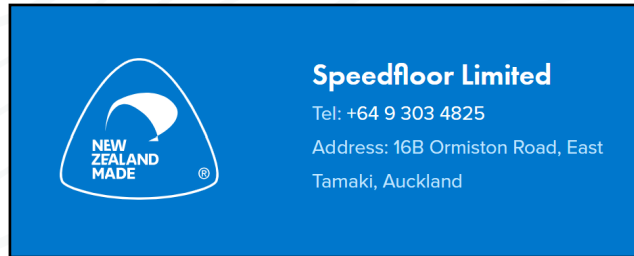
Logo variations

Other colour variations

Licensees may use any colour or colour combination in relation to the elements of the Kiwi trademark to meet their individual requirements.

Size & Proportions

Licensees may alter the size, but not the relative proportions, of the Kiwi trademark to meet their individual requirements.



Logo use in digital assets

On Images

Yes - the Kiwi trademark, with or without the triangle, can be used as an overlay on images.

[Check out our Instagram here](#)

On Videos

Yes - the Kiwi trademark, with or without the triangle, can be used as an overlay or watermark on videos.

[Check out our Youtube Channel here](#)



Logo misuse

Without the Triangle

Yes - the Kiwi trademark doesn't need to be in the triangle, but it does require the accompanying "New Zealand Made" text.



In A Rectangle Instead of a Triangle

Yes - there is artwork for a rectangle Kiwi trademark available in your dashboard.



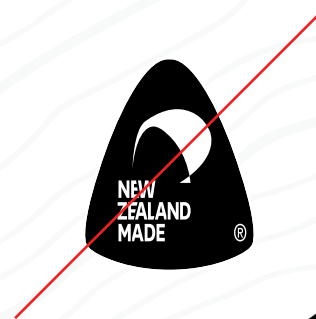
In A Circle Instead of a Triangle

No - the Kiwi trademark cannot be used in a circle.



Without the 'New Zealand Made' text

No - the Kiwi cannot be used on its own without the "New Zealand Made" text.



Typography

We use the font Open Sans across our website and our marketing materials.
We use a range of font sizes and weights depending on the use.

OPEN SANS: EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS: SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS: REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans is available to download [here](#)

