



Our Brand

TOP 10 Brand Guidelines





About these guidelines

This guide has been developed to express the national brand guidelines for the TOP 10 Holiday Parks brand. The consistent use of these guidelines will ensure that we bring a unified approach and communicate our brand consistently to all our audiences, and across our network of holiday parks.

By aligning all communication with the fundamentals of these guidelines, we are making a promise that we stand behind our brand and its values across the country.

Section One

Our brand values and tone of voice.

Section Two

Our logo.

Section Three

Our brand assets.

Section Four

Our collateral.
Coming soon

1A Brand values

Experience. Places. Quality. Connections.

Our primary brand value is 'Experience' – specifically a 'TOP 10 Experience'. Alongside our primary brand value are three supporting brand attributes of: 'Places', 'Quality' and 'Connections'.

Experience

TOP 10 Holiday Parks embody an experience that is welcoming, comfortable & special. Quality holiday parks in remarkable places that are great locations to relax, explore and reconnect with family and friends – old and new. Our passion is to ensure that our guests will leave with great memories and special stories to share.

Places

Our personality and love of this land we call home helps us create a genuine holiday escape. Our guests can rely on us to deliver a true sense of place. We measure success by creating a special experience that guests remember and want to return and repeat.

Quality

The TOP 10 brand delivers an open invitation to travel by offering a range of accommodation options and guest facilities that provide travellers with a sense of comfort, confidence and trust in the quality the stay.

Connections

TOP 10 Holidays Parks are a place for reconnecting with family and catching up with friends – both old and new. We provide the ideal location for people to share memorable experiences with the people they care about.

These four key brand values are supported by the following complimentary brand attributes.

- **Consistency**
- **Fun**
- **Amenities**
- **Adventure**
- **Welcome**
- **Value**

1B Tone of voice

**Genuine. Inclusive. Uncomplicated.
Friendly. Feeling of nostalgia.
Family. Shared experiences.
Connection.**

Tone of voice is the ‘personality’ of a brand expressed in a written form. Tone of voice directs what we say, and how we say it, and is a key part of achieving a unified character across both internal and external communications.

The TOP 10 tone of voice should align with our key brand values.

It should be genuine and inclusive, with a balanced level of emotion. It should be friendly, but uncomplicated whilst creating the feeling of nostalgia and connection for the reader.

They should be left with a ‘familiar’ feeling of shared experiences. Times and situations that we can all relate too. A connection to TOP 10 Holiday Parks.

Example copy

For over 30 years and in 46 holiday parks throughout New Zealand, we have been carefully creating spaces to provide you, with your very own unique, quality holiday experience.

Whether it's exploring this beautiful country, connecting with friends, making new ones, or simply watching the children play while you relax.

You can create special new memories with the people that matter to you. In the places of Aotearoa that matter to everyone.

2A Primary logo mark



A fresh, bold, modern identity that's friendly and welcoming, the logo represents a clear blue sky, the sunrise / sunset, the horizon and a park-like setting.

The precise position and proportion of all the logo elements is fixed and must always be reproduced in the set relationship shown. The elements must never be re-drawn or modified in any way.

Logo file types

Always use master artwork when reproducing the TOP 10 logo and ensure you are using the correct file type for your application.

CMYK JPG files. For use in-house for printed applications such as word documents etc.

RGB JPG files. For use in-house for digital applications such as powerpoint presentation etc.

PNG and PSD files. For online and screen use only. These are likely requested by website companies.

AI and INDD files. For professionally produced promotional or signage material. Ensure both .ai and .indd files are supplied so the correct artwork can be chosen.

2B Logo colour use



Primary logo - negative



White logo



Primary logo - positive



Black logo

Colour logo

Wherever possible, the TOP 10 logo should be reversed out of TOP 10 dark blue.

When this is not possible, the positive logo should be reproduced on white.

Black and white logo

If unable to use the colour logo, the TOP 10 logo can be used in black and white.

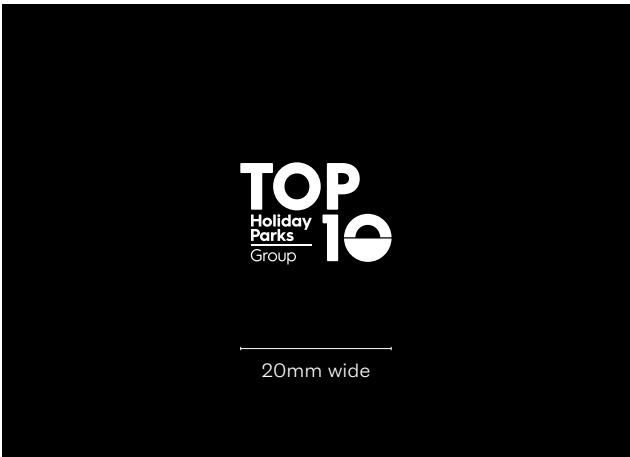
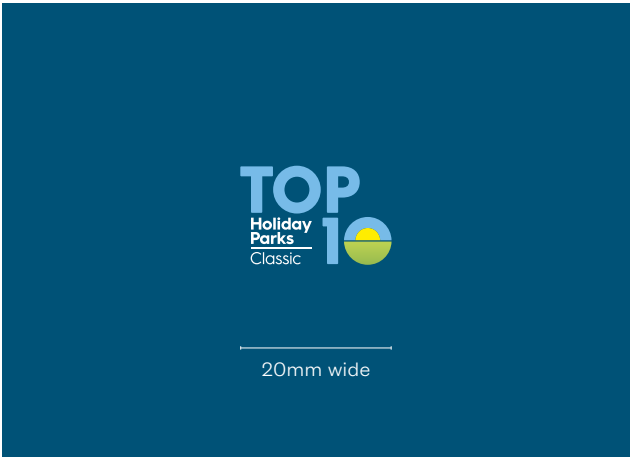
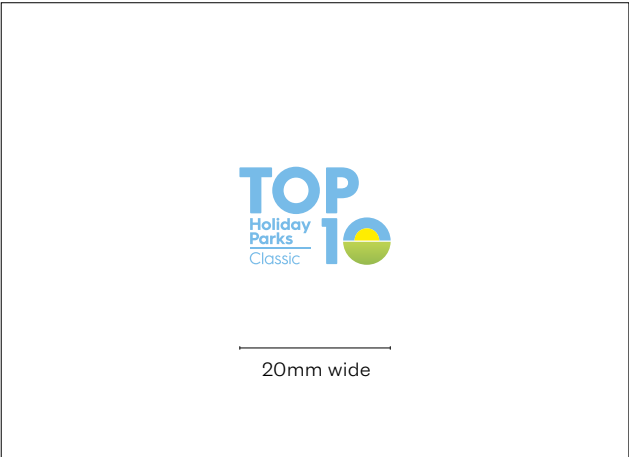
2C Area of isolation



The TOP 10 logo must always have an area of clear space around it (excluding when the logo is reversed out of an approved image). This area of isolation is measured by the relative value of "X". No other logo, type or graphic may intrude on this clear space margin.

The TOP 10 logo may only be applied onto materials that have sufficient clear space. The area of isolation can be larger but never less than indicated.

2D Logo sizing



Size adjustments to the logo will be required for various design applications.

In order to maintain legibility please follow this minimum size guideline.

2E Logo on an image

Blue TOP 10 tab logo (preferred)

The blue tab logo is the ideal choice when placing the logo on an image. Always attach the tab to the top of the image.

Within the tab, the logo must adhere to the area of isolation rule as outlined on page 10.



Preferred option

White TOP 10 tab logo

The white tab logo is a second choice when placing the logo on an image. Always attach the tab to the top of the image.

Within the tab, the logo must adhere to the area of isolation rule as outlined on page 10.



Secondary option

White reversed TOP 10 logo

Where necessary, and only if there is sufficient clear space and contrast, the white reversed logo may be placed directly on top of an image as shown.



Tertiary option

2F Park segmentation logos



Negative (dark blue background)

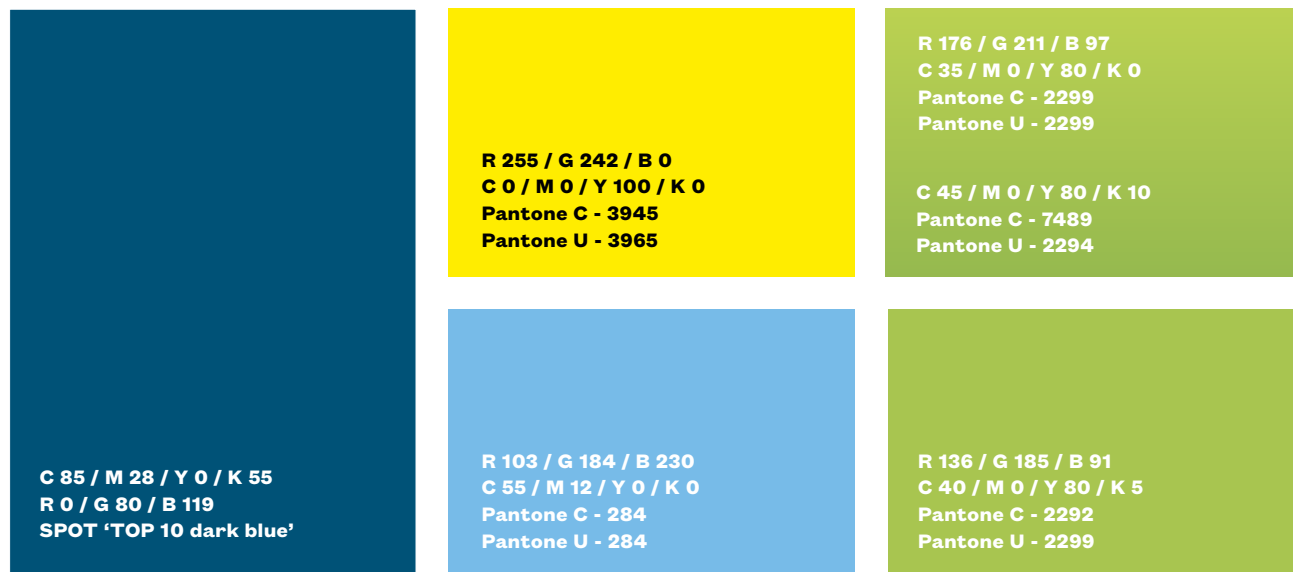
This file should be used on any background other than white.



Positive (clear cut)

This file should only be used on white background only.

3A Colour palette



Hero colour

TOP 10 dark blue. TOP 10 dark blue is the primary brand colour. It can be used widely as a block background colour in advertising, signage, and other brand collateral.

Support colours

Yellow. Applied for contrast and to deliver key information such as the call-to-action. Our brand yellow is an effective signal and accent colour. It should be used sparingly. Do not use yellow on a white background.

Light blue. Our brand light blue may be used sparingly as an accent colour, in both white and blue background applications.

Green. Green, especially the green gradient, is only to be used within the logo itself. When a gradient cannot be printed the solid green may be used.

Technical notes

"TOP 10 dark blue" is a custom ink, and should be named as such and marked as a spot colour in design files. Where possible, TOP 10 dark blue must always be reproduced using this custom ink rather than in CMYK.

The other colours are defined by the print industry standard, the Pantone Matching System (PMS). In the case of four-colour applications the logo must be printed to its CMYK specifications.

Print colour results may vary according to paper stock. Coated and uncoated stocks, paper finishes, and paper colours reflect ink colours in different ways, and consistent results between paper stocks may therefore not always be possible. Exact matching colours are not always available when printing on other materials such as vinyl or fabric.

The colours that appear in this document are not an accurate representation of the printed PMS colours. Please refer to printed specifics for colour accuracy.

3B Brand fonts

Aa Bb Cc

Body copy. Founders Grotesk Text Light

Aa Bb Cc

Headers and Feature copy. Founders Grotesk Text Semibold or Light

Brand typeface

Our brand typeface is Founders Grotesk Text. The consistent use of typeface throughout our brand and marketing communications material contributes to the graphic uniformity that reinforces the TOP 10 brand.

This font to be used across all text where collateral is produced and edited by an external design company.

Internal typeface

Our in-house typeface is Arial. This font to be used across all text where collateral is produced and edited internally.

Aa Bb Cc

Body copy. Arial Regular

Aa Bb Cc

Headings. Arial Bold

3E Photography



Family



Generations



Generation Y



Retirees

Real.
Genuine.
Believable.
True NZ experiences.

Our photography expresses a sense of realism – representing true stories and genuine motivation. The photography should contain believable, desirable experiences, and not be forced, or over-engineered in any way.

Choosing imagery

Each photograph represents one of our TOP 10 customer demographics. Where possible the appropriate image should be used to reflect the target demographic you are marketing to.