



Destination Partnership Programme

We are pleased to share new logos for our partnership programme, available for use through to June 30, 2027. Please ensure that your team follows these guidelines to ensure consistency in application, and to help build awareness and recognition of the programme and our partners.



Logos and supporting elements

Available for use through to June 30, 2027.

DESTINATION PARTNERSHIP PROGRAMME LOGO

Full colour

This version can be used over white or light coloured backgrounds, when the contrast is sufficient enough.



Reversed version

This version can be used over coloured, black or photographic backgrounds, when the contrast is sufficient enough.



Clearspace

Clearspace is based on 2x the height of the 'A' in the Auckland logotype. It is important that we give our logos space to breathe and ensure that no other graphic elements sit within, or intrude on the clear space area.



Minimum size

For legibility reasons, this partner logo should not be reproduced smaller than the recommended minimum size shown here.

25mm/
94px



Destination Partnership Programme Lockups

Examples of how to apply the logo are shown here.

Our team are here to assist if you have any queries. Contact us at destinationindustry@aucklandnz.com

Additional assets: If you are looking for high resolution images and ready-made videos that showcase the best of Tāmaki Makaurau Auckland as a business event and/or leisure destination, visit our brand library at assets.aucklandnz.com



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If you have feedback or questions on the contents of this report, please get in touch.

Destination Partnership Team

E: destinationindustry@aucklandnz.com

Ngā mihi

