



Brand Guidelines

About Brand Guidelines

This document will explain the basic elements of the Ahu Community Trust identity. It explains how to use the logo and style elements correctly.

Contents

01

Introduction

02

Logo

03

Colour Palette

04

Typography

05

Additional Elements

01 Introduction

Brand Guidelines

Introduction

Ahu Community Trust's new brand identity has been created to reflect a Trust that nurtures, guides and grows community life across Mid and South Canterbury.

The name Ahu carries ideas of tending, fostering and shaping in a shared direction, and the logo gives visual form to that story through four leaf-like elements that represent the four districts coming together as one. Bold yet approachable, the wordmark is grounded and stable, while the icon speaks of growth, connection and flourishing communities.

The colour palette draws on natural, regional tones that feel at home in the landscape, while also connecting back to the Trust's existing district colours. Together, the identity is designed to feel human, grounded and quietly confident, expressing a Trust that helps communities take root, stay connected and thrive over time.



02 Logo

Logo

The new brand identity for Ahu Community Trust has been created to reflect a Trust that nurtures, guides and grows community life across Mid and South Canterbury.

Grounded and balanced, the logo brings together four leaf forms to represent the four districts, each distinct in size and shape yet coming together as one unified mark. The icon suggests growth, flourishing and connection, while also speaking to the Trust's role in helping communities take root and move toward a shared future. The bold, rounded wordmark gives the identity strength and stability, while keeping it approachable and human.

The colour palette has been chosen to feel natural, regional and full of life. Warm yellows and greens speak to nurture, growth and the landscape, while the supporting tones loosely echo the established colours of Mid Canterbury and South Canterbury. Together, the palette helps the identity feel fresh, grounded and at home in the region.



Horizontal Variation

The Ahu Community Trust visual Identity is designed to be flexible for a wide range of use cases. The horizontal layout is designed to be used in landscape applications where more room is available and a wider logo is appropriate.



Condensed Horizontal Variation

The Ahu Community Trust visual Identity is designed to be flexible for a wide range of use cases. The condensed variation is designed to be used in small spaces or where a more strict grid layout is preferable.



Space & Scale

For the logo to stand out properly when placed on a page it should ideally be surrounded by a larger area of clear space. The minimum area of the clear space should be equal to that shown here.

This is derived from the size of the 2nd leaf in the icon element.

To ensure the logo maintains its visual impact and legibility, do not go any smaller than 60 pixels tall on digital touch points, or 30mm on printed touch points.



Maintaining Logo Integrity

Consideration and careful use of the Ahu Community Trust logo will ensure the brand is kept consistent.

Please consider the following when using the logo.

1. Do not use an incomplete or cropped version of the logo
2. Do not rearrange the elements of the logo
3. Do not change the colours used in the logo
4. Do not use the logo at an angle
5. Do not distort the logo
6. Do not use the logo in a box with no padding



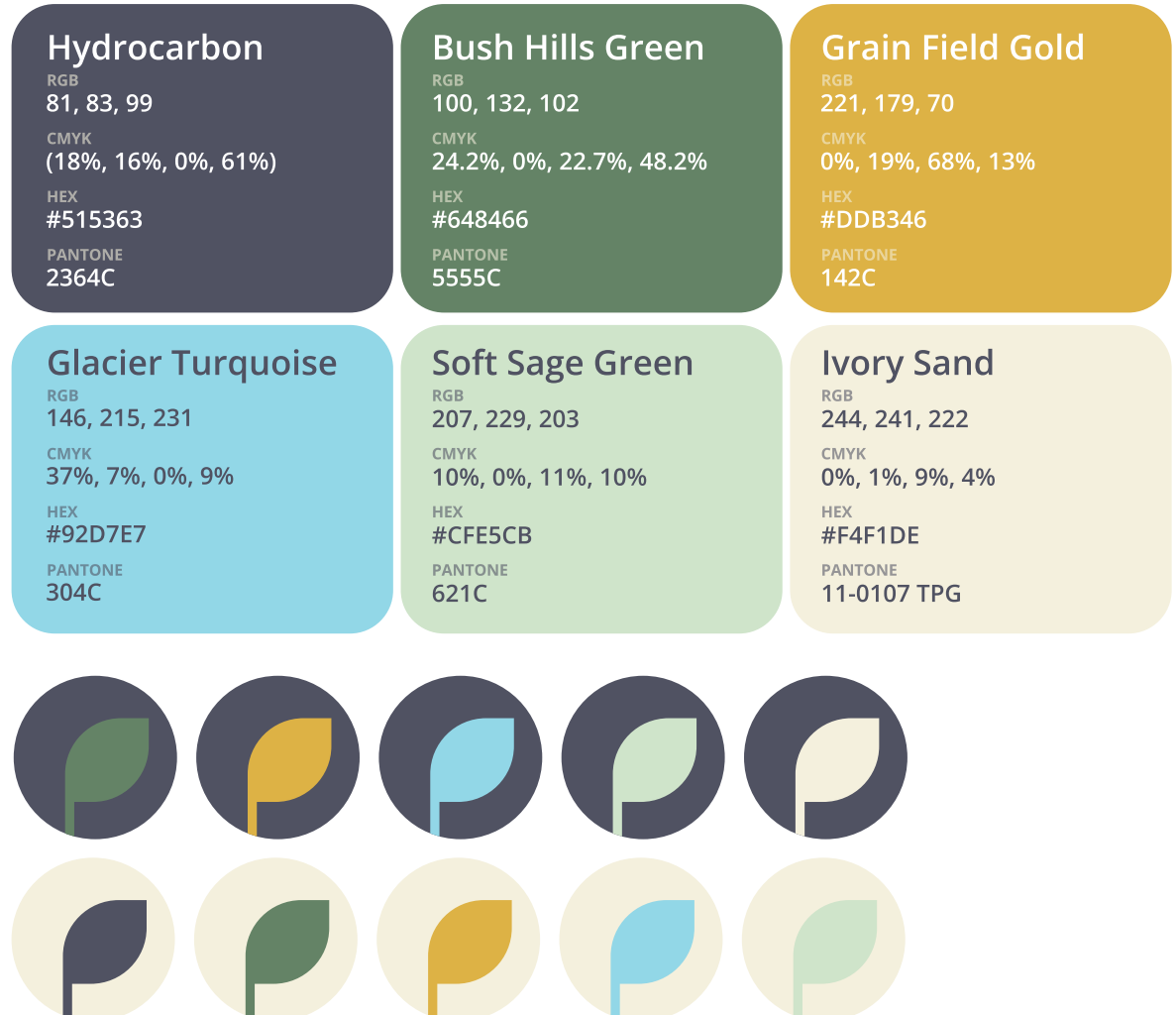
03 Colour Palette

Colour

Colour is an essential part of the brand and can help to set the tone for a particular audience. This has been carefully considered during the design process.

Pure black and pure white are also acceptable for monochromatic communications.

When using in dynamic contexts, ensure contrast by combining darkest or lightest with any other colour. Ideally, adjacent colour combinations should be avoided.



04

Typography

Typography

The wordmark is often seen beside or below the logomark, and the typeface of choice is Open Sans, a straight forward font family, chosen for it's accessibility and availiblity across languages.

Open Sans is a well crafted font available with multiple weights. Download files are enclosed alongside the Brand Guidelines or can be downloaded from Google Fonts.

Open Sans (Medium)

abcdefghijklmnopqrstuvwxyz ABCDEFGHI
JKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Open Sans (Semibold Italic)

*abcdefghijklmnopqrstuvwxyz ABCDEFGHI
JKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)*

Open Sans (Bold)

abcdefghijklmnopqrstuvwxyz ABCDEFGHI
JKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Say hello to
Open Sans,
your new
brand typeface
of choice

05

Brand Elements

Brand Elements & Considerations

The Ahu Community Trust brand elements are designed to be flexible for a variety of use cases - many of which will be unforeseen and arise from the Trust's activity in the community.

As such, these elements are intended to be used as secondary and support branding where the primary identity is already visible.

Colours are split into contrast rows. When using in dynamic contexts, ensure contrast by selecting from each row.

Additional Elements

In rare cases, the elements may be combined to create a new layout. Bear in mind the brand seeks to showcase that each district is unique but makes up a whole.



Seedlings Icon

Representing the four districts that the Trust serves, and established growth of communities.



Seedling

Represents growth of a single community, project, or district



Tip

Represents the new growth of a project.



Questions? Get In Touch

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