



Brand Toolkit  
2024



Tourism has the capacity to be a powerful force for change, but it requires bold and considered action.

Love Queenstown is a giving platform that invites our visitors - and the industry that supports them - to protect this place, now and for generations to come.

This toolkit provides businesses and Love Queenstown supporters with a range of branded assets and creative that can be used to promote the initiative to your customers and community.

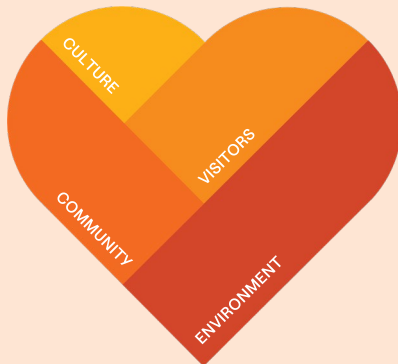
## LOVE QUEENSTOWN LOGO

The Love Queenstown brand and logo has been designed for use across various brand and marketing activity. It therefore includes a primary logo as well as secondary assets and brand icon(s).

While these brand assets are not available to be downloaded directly, a range of print and digital assets have been created for businesses to use. They can be requested via the link below.

## BRAND ICON

The Love Queenstown heart icon illustrates the four key aspects of Queenstown that, when woven together, make up the fabric and the magic of this place, while also making a nod to the valleys and peaks in our mountainous landscape.



## PRIMARY LOGO



## SECONDARY LOGO

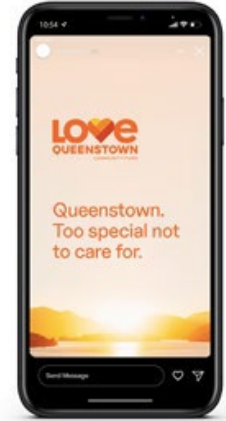
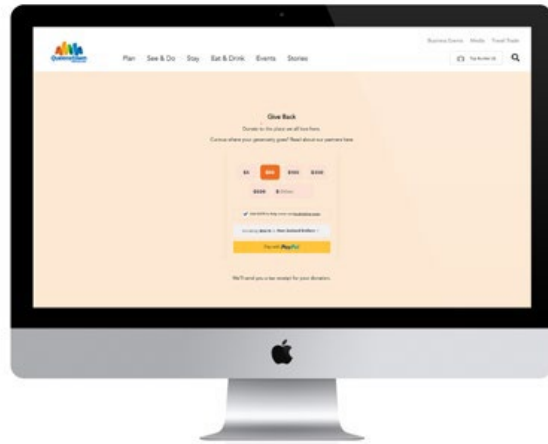


## BRAND ICON



[REQUEST LOVE QUEENSTOWN ASSETS HERE](#)

## BRAND AND CREATIVE OVERVIEW



## LANGUAGE

### TONE OF VOICE

The Love Queenstown language and tone of voice is welcoming, confident and inspiring.

#### WE DO

We do inspire and invite visitors to learn about our collective ambition and join the mission. We ask visitors to travel responsibly and care for our environment while they are visiting. We ask that they connect with our people, embrace our local communities and show their love for Queenstown.

#### WE DO NOT

We do not make visitors feel guilty about their travel decisions. We do not assume people understand their environmental impact while travelling and we don't pressure them to donate.

Instead, we spark their curiosity to learn more, and we welcome any contribution, big or small.

# Branded Assets

## POSTERS AND POS STANDS

These assets have been created and produced for members who want to champion the Love Queenstown initiative within their business.

### 1 POSTERS

Available in a A3 and A4 size, double sided and printed on recycled and sustainable stock.

### 2 POS STANDS

Available in two different designs, these A5 strut cards are printed on a recyclable card using non-toxic inks.

A digital version of this artwork will be made available.

REQUEST ASSETS [HERE](#)



POSTERS



POS STANDS

# Branded Assets

## DIGITAL ASSETS

A range of digital assets have been designed for use across your web and social channels.

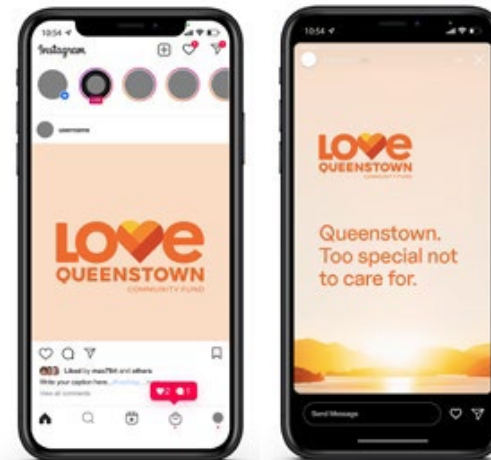
Assets are available in both 1:1 and 9:16 to suit various placements.

Some indicative copy has been provided; we encourage you to use this as inspiration for your own activity.

Tag @Love.Queenstown (IG) or @LoveQueenstownNZ (FB) and #LoveQueenstown in your posts.

REQUEST ASSETS [HERE](#)

“Love these trails? Love Queenstown.  
Join our mission and help protect  
what’s good at LoveQT.co.nz “



“Join the mission. Love Queenstown is a giving platform that supports local climate and environmental projects doing good for the environment 🙌. Learn more at LoveQT.co.nz”

“Love Queenstown? So do we.  
Learn how you can give back to  
this special place and be a force for  
good at @LoveQueenstown ❤️“

“Loving Queenstown? Join us on our  
mission to leave this place better than  
we found it, by donating to Love  
Queenstown at @LoveQueenstownNZ”

## Be part of the solution.

Here are our tips for sharing Love Queenstown with your customers and community.

- Display Love Queenstown posters or point-of-sale stands instore or onsite.
- Shout out Love Queenstown on your social media channels – include a call-to-action to your customers to donate or join the mission.
- Include Love Queenstown on your website. It's a great fit to sit alongside your sustainability information or in your 'about' pages if you're a supporter.
- Include Love Queenstown in your email marketing or consumer communications. If your customers loved their time with you, they might light to donate to Love Queenstown as a way of saying thank-you for their time here.

Want to find out how else you can support Love Queenstown?

## Let's chat:

**ASH BICKLEY**  
**NON-PROFIT COORDINATOR**

[ash@queenstown-wanaka.nz](mailto:ash@queenstown-wanaka.nz)  
021 193 7646

We're transforming our industry and our home, and we're stoked to have you here with us.

**LET'S GO DO SOME GOOD.**



Love Queenstown is an initiative of Destination Southern Lakes [a collaboration between Destination Queenstown and Lake Wanaka Tourism] and is delivered in partnership with the Wakatipu Community Foundation (registered charity – CC55258).