



Business Toolkit  
2023



Love Queenstown is a funding platform that invites visitors and the tourism industry to protect this place, now and for generations to come.

Love Queenstown raises funds for localised climate, conservation and biodiversity initiatives, supporting the organisations on the ground who are championing this work, as well as funding the innovators and the change-makers to meet the needs of our region, now and into the future.

This business toolkit provides members and businesses involved with the Love Queenstown Community Fund a range of branded assets and creative that can be used to promote the initiative to your audience and customers.

# The mission

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

Love Queenstown requires a united effort to gain momentum across the visitor industry, and we rely on our members and businesses to get behind the initiative and share the mission far and wide.

This is an invitation to come together as an industry, to leave a legacy we can be proud of, and to inspire change the world over.

We're taking action to meet the greatest challenge and opportunity of our time: a regenerative, carbon-zero future.

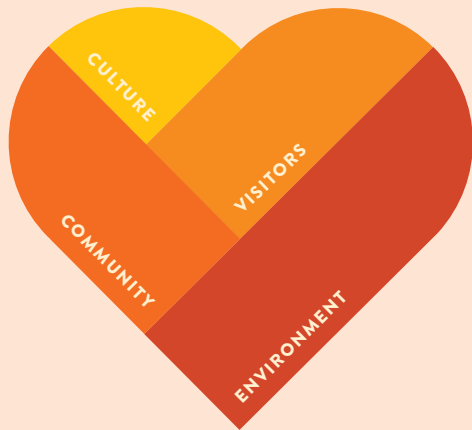


# Primary logo

## HEART SYMBOL

The heart symbol encompasses all the elements that play into the make up of Queenstown; community, culture, environment, visitors.

The Love Queenstown heart icon illustrates all these aspects woven together, making the fabric and magic that is Queenstown while also capturing a nod to the valleys in our mountainous landscape.



# Logo variations

## BRAND ASSETS

The Love Queenstown brand and logo has been designed in two colours and with supporting devices which will vary in use across Love Queenstown activity.

While these brand assets are not available to be downloaded directly, a range of branded assets have been designed and printed for businesses use and can be ordered via DQ.

### PRIMARY LOGOS



Primary logo lockup with tagline

### SECONDARY ASSETS



Secondary device

### BRAND ICON



Additional brand icon



Primary logo lockup with tagline



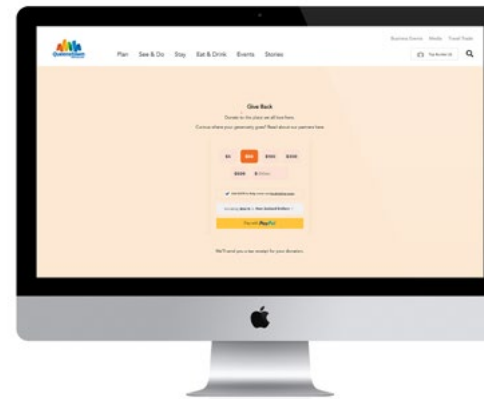
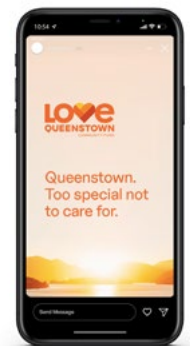
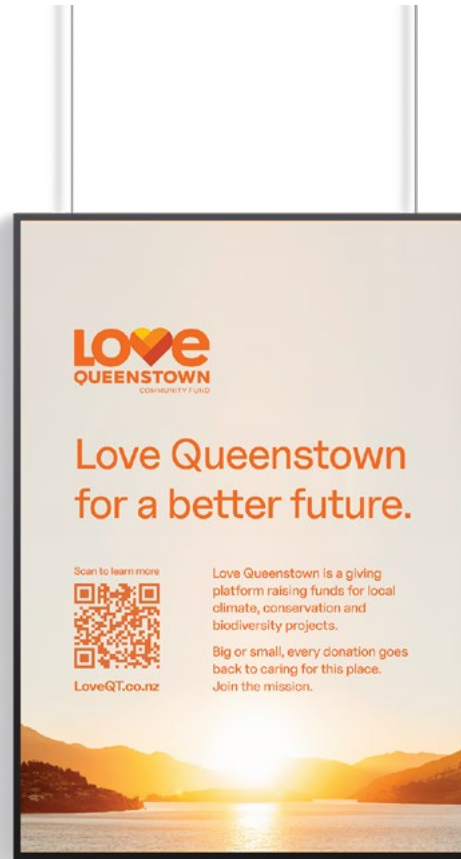
Secondary device



Additional brand icon

# Look and feel

## BRAND AND CREATIVE OVERVIEW



# Language

## TO NE 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.

### POSTERS

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

### 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.



POSTERS



POS STANDS



# Branded assets

## SOCIAL MEDIA ASSETS

A range of social assets have been designed and are ready to be used on your social media channels.

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

A guide to post copy has also been provided and we encourage you to use these as inspiration for your own activity.

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

“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”

# Branded assets

## REQUESTING BRANDED ASSETS

Click [here](#) to request a range of branded assets to help you promote Love Queenstown within your business and to your customers.

If you have any questions, please don't hesitate to get in touch.



## Be part of the solution. Here are more ways your business can get involved:

### **CHAMPION THE INITIATIVE**

Support Love Queenstown by introducing it to your people. This is where the power of conversation comes in, and those conversations can take many forms.

- Display Love Queenstown posters or POS stand in your business.
- Use your online presence to connect your customers with opportunities to learn about Love Queenstown, join the mission and donate.
- Include Love Queenstown in your email marketing or customer communications. If your customers loved their time with you, they may want to support Love Queenstown as another way of saying thank you.
- Share Love Queenstown information with your staff so they feel confident to talk about the mission with guests.
- Weave in the Love Queenstown mission to your customer interactions e.g. tour commentary, welcome compendium, check-out process.

It's the telling of a new story about how to visit Queenstown and, just as importantly, inspires the right kind of action.

### **MAKE A DIRECT CONTRIBUTION**

Show your love with a direct or ongoing contribution, whether that's with a fixed contribution or one-off donations. Your contribution directly supports the wellbeing and resilience of our place.

### **PARTNER WITH LOVE QUEENSTOWN**

Suggest a voluntary donation at the point of sale, or make the first move and incorporate a donation into the cost of your experience or product. It's a powerful way to demonstrate your commitment to this place and invites visitors to be part of the solution in our region.

### **GET CREATIVE**

We're all about unique, localised solutions to the challenges and opportunities tourism brings to our region. If you have an idea of how to integrate Love Queenstown within your business, just reach out. We want our community to own this as much as we do.

## What we'll provide:

### **BUSINESS RESOURCES**

We'll tee you up with print and digital assets to promote the fund in a way that best suits your business.

### **VISIBILITY**

This is a story you'll want to be a part of. By supporting Love Queenstown, you'll be recognised as a Love Queenstown champion and be promoted as a business that's out there, doing good.

### **SUPPORT**

We're here to make this easy. We'll work with you throughout this journey to ensure a best-fit approach for all.

# Let's chat:

### **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 operated by Destination Southern Lakes [a collaboration between Destination Queenstown and Lake Wānaka Tourism] and is delivered in partnership with the Wakatipu Community Foundation: CC55258.