



# Destination Partnership Programme

We are pleased to share new logos for our partnership programme, available for use through to June 30, 2025. 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, 2025.

[Download logos here](#)

### 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

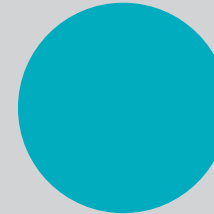
Clearspace is based on 2x the height of the 'A' in the Auckland logotype. It is important that we give our logos space to breathe and ensure that no other graphic elements sit within, or intrude on the clear space area.



#### Minimum size

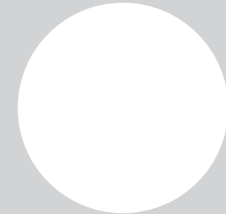
For legibility reasons, this partner logo should not be reproduced smaller than the recommended minimum size shown here.

25mm/  
94px



#### Teal

Pantone 7467C  
C:97 M:0 Y:30 K:0  
R:0 G:166 B:167  
#00a6a7



#### Silver 2

R:246 G:249 B:253  
#F6F9FD

# 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](mailto: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](https://assets.aucklandnz.com)



YOUR LOGO HERE | AUCKLAND Destination Partner 2025

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YOUR LOGO HERE | AUCKLAND Destination Partner 2025



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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](mailto:destinationindustry@aucklandnz.com)

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**Ngā mihi**

