



Waypoint NZ

Brand

Guidelines

This style guide details the vision of the Waypoint NZ brand. From its visual language, design style, and its principles which shape its brand experience.

At its core, Waypoint New Zealand centers around four key words, which act as a guardrail for all of its design elements:

- Adventure – There's always more to discover
- Confidence – The best adventures start with strong foundations
- Connection – Meeting people and creating memories
- Simplicity – Planning should always be straightforward

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01 Brand Strategy

More than 40,000 people travel to New Zealand on a temporary resident visa, to travel, work, and live in the country. They arrive on a 'Working Holiday', or WHV, which depending on an individual's passport, allows travellers to live in NZ for up to one year.

The WHV is a bilateral accord between two select nations, where citizens from one respective nation, are permitted to live in the other for the purposes of cultural exchange. It is also known as a youth mobility agreement, as eligibility is limited to young citizens, usually between the ages of 18-30.



However, moving abroad is complicated, especially for young adults that may have never left the nest before. Waypoint NZ's goal is to provide a helpful service, designed to minimise the friction faced by travellers, as well as alleviate decision fatigue and potential trip delays/cancellations.

02 Personality

Waypoint NZ's branding is one that evokes friendliness, adventure, and confidence. Our goal is to our embolden our user's, encouraging them to take the plunge and embark on an unforgettable journey. As travelers ourselves, we seek to bring out that adventurous spirit in as many people as possible.

Tone & Voice

Our Vision: why we exist

To encourage as many people as possible to go on a NZ working holiday, and relieve any pain points associated with making such a journey

Our Mission: what we do

Provide tips, tricks, and guides, so that the user feels confident, and has ongoing content to refer to, no matter the stage of their journey

Our Promise: how we help

By being in an all-in-one touch-point platform, fostering a community, and provide insider knowledge on NZ Working Holidays.

03 Logo

The Waypoint New Zealand logo evokes various motifs from Aotearoa's natural landscapes. The alpine mountains of the South Island, the rolling waves found alongside its coast, and with a touch of symbolism inspired by the spiral shapes of a newborn silver fern frond, known to the Indigenous Māori as Koru.

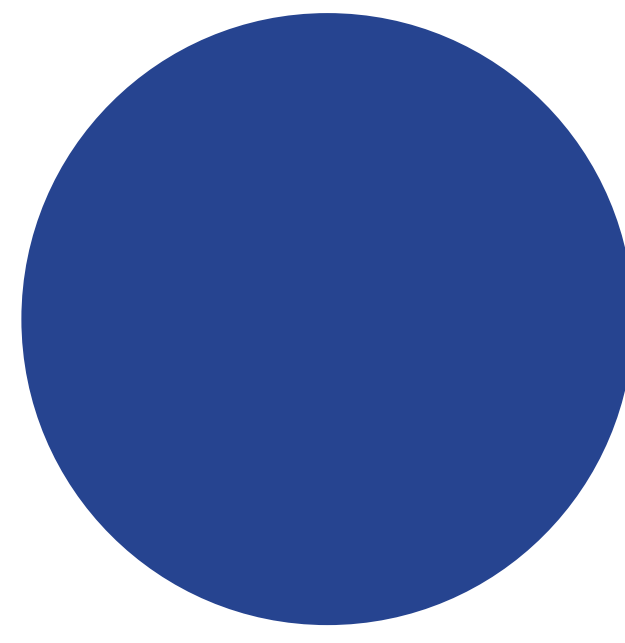
Designed as a clean, monochrome vector, it can be used on top of the various shades of the Waypoint colour palette, but is most commonly seen on the backdrop of the Pacific Cyan hue, as found in the websites header.



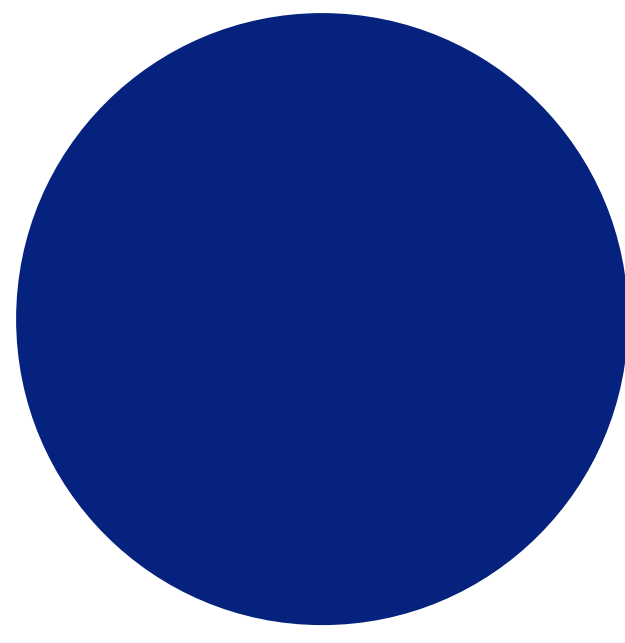
04 Color

The colour palette for Waypoint NZ evokes elements from New Zealand's natural environment: cool and soft colours, with pastel hues. This visual direction is authentic in portraying the target destination, with the added benefit of helping users to feel relaxed and providing visual clarity as they navigate.

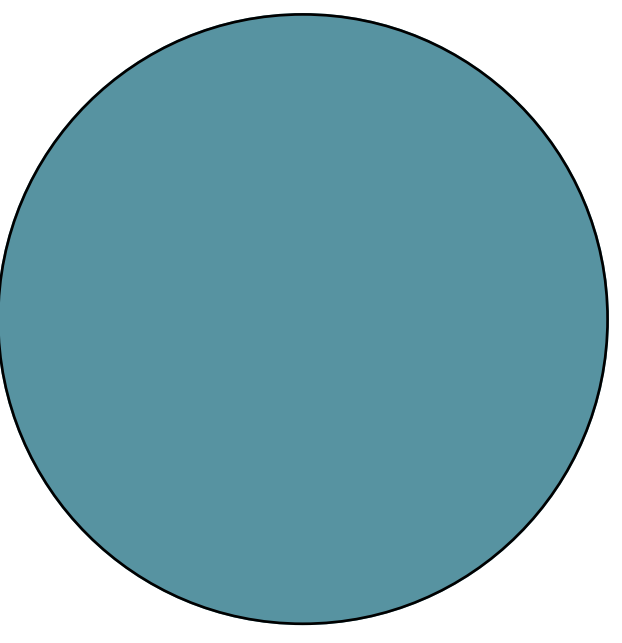
Primary Palette



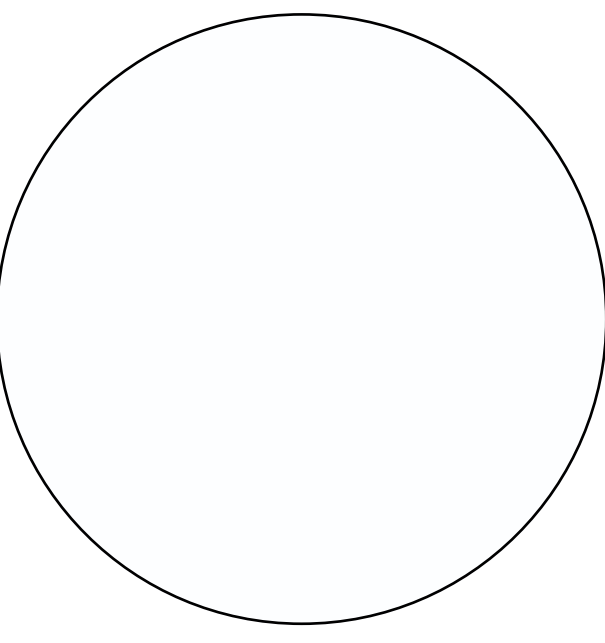
French Blue
Hex #274490



True Cobalt
Hex #06247F



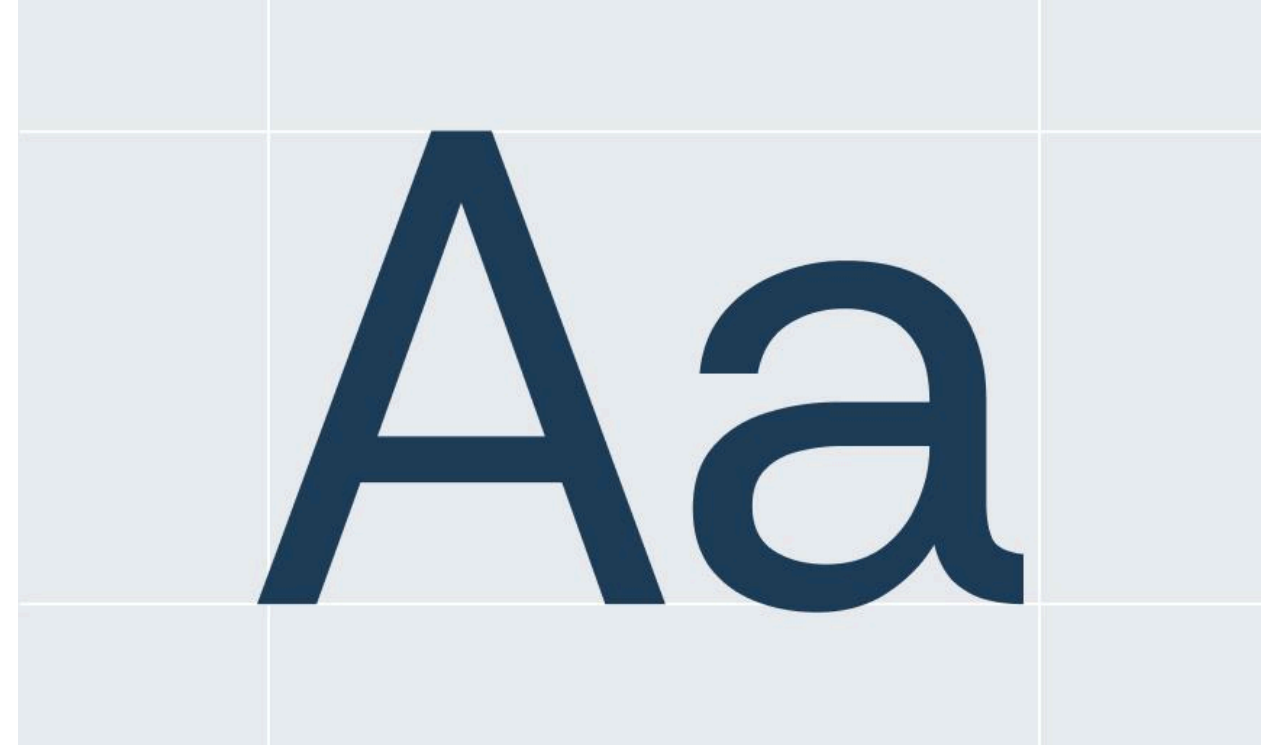
Pacific Cyan
Hex #5B93A1



Eggshell White
Hex #FEFFFF

05 Typography

Waypoint NZ's typography balances clarity with playfulness. With a goal of delivering a modern web-based platform that is easily legible, alongside a laid back personality as found in a backpacker's travel journal.



Plus Jakarta Sans is a clean, modern sans-serif typeface that ensures legibility and precision across digital and print materials. Its structure reflects clarity and precision, and is well-suited for Headers.

Inter remains the gold standard for UI readability, and is perfect for body content.

Caveat is an excellent typeface for adding in a hand-written touch. This script style font is integral in moving brand perception from being simply modern, to being human and friendly. Only used sparingly, it adds an extra layer of texture to written content.

Primary Typeface

Plus Jakarta Sans (Bold)

Secondary Typeface

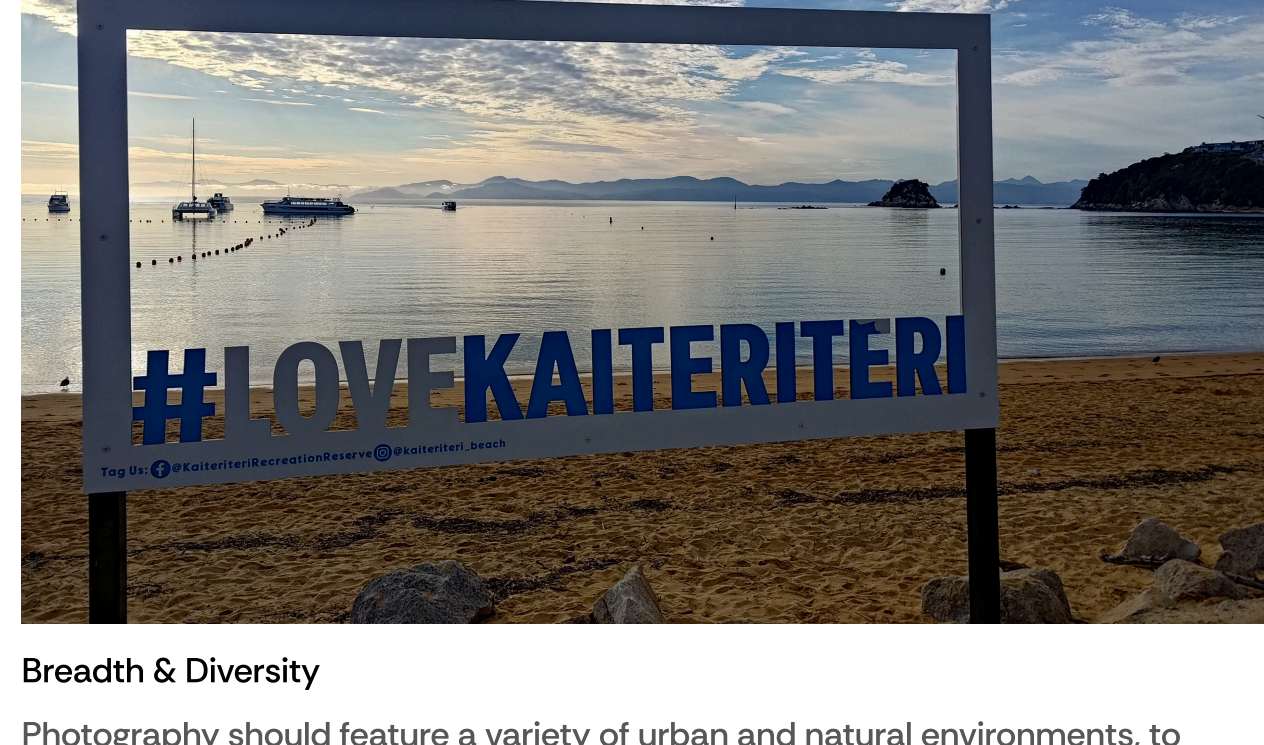
Inter (Regular)

Accented Typeface

Caveat (Extra-Bold)

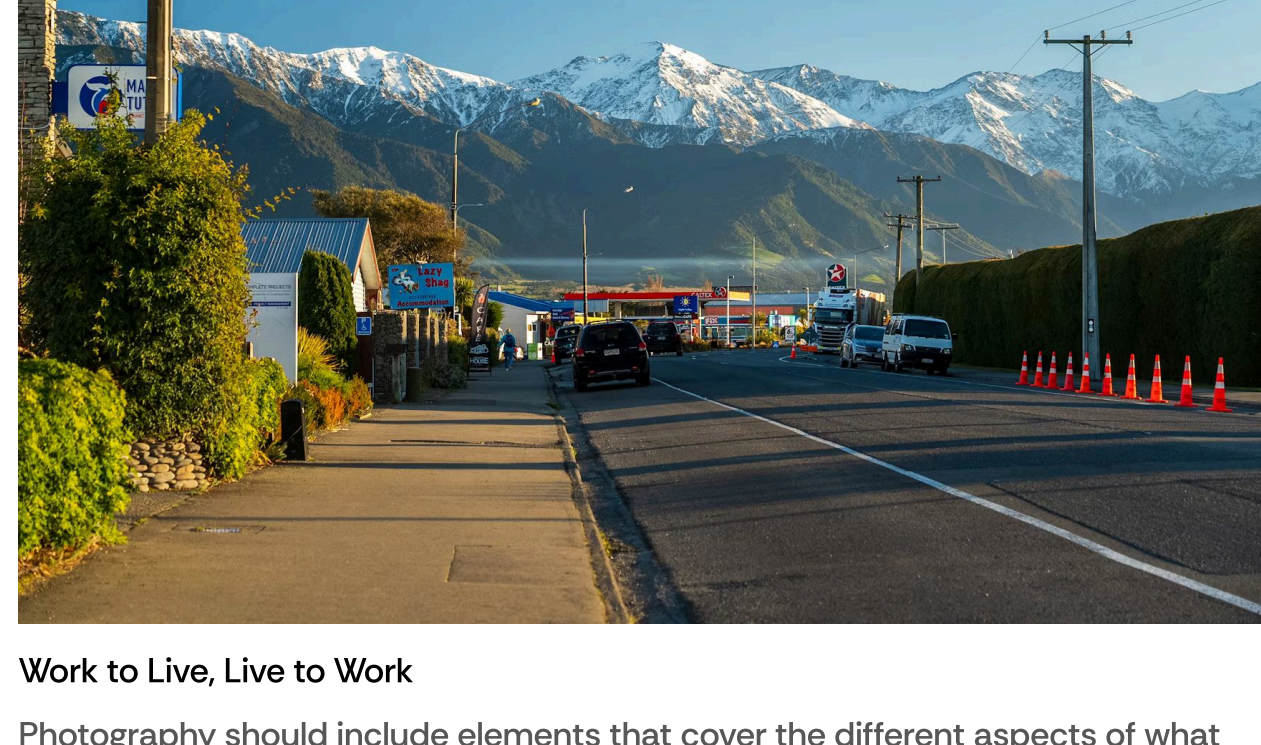
06 Art Direction

Waypoint NZ's photography style reinforces the brand's core values—adventure, confidence, simplicity, and connection—by showcasing visuals that reflect these tenets.



Breadth & Diversity

Images should feature a variety of urban and natural environments, to showcase the sheer variety of what New Zealand has to offer for Working Holiday Makers.



Work to Live, Live to Work

Photography should include elements that cover the different aspects of what moving abroad on a temporary resident visa actually entails. It's not just about the big ticket items, such as visiting Mt. Cook, but also the day-to-day life of what it's like to live in a town or city in New Zealand, and what to expect from this facet of lifestyle.



Adventurous Storytelling

Images should capture the spirit of activities that users should expect to engage in on their travels: van life, hiking, camping, working, socialising, and discovery.



People as a Gateway

Images should showcase the human element of going on a Working Holiday. Friends, couples, families, all engaging with the fantastic natural scenery of the country. This invites users to project themselves in partaking in these activities themselves.