

VISUAL IDENTITY GUIDELINES



USAGE RULES

Thank you for downloading the Department of Conservation's 2025 visual identity guidelines for Always Be Naturing and for your interest in promoting and showcasing positive acts of naturing in New Zealand.

You may use the Always Be Naturing identifiers in the guide at no cost but, by doing so, you agree to comply with our usage rules and guidelines. The latest version of these usage rules can be found on our website [here](#).

In summary, you can use the identifiers for personal, non-commercial use in order to promote or showcase positive acts of naturing. You can't use the identifiers for commercial reasons (like paid advertising or promoting goods and services), and you can't use the identifiers in a way that would be detrimental to the Always Be Naturing brand, or to DOC. You can only use the identifiers in New Zealand.

If you wish to use any Always Be Naturing materials that are not included in the visual toolkit, or if you wish to use the identifiers in a way that is not permitted by the usage rules, you must first obtain DOC's written consent.

If you have any questions about Always Be Naturing, or about these usage rules, please contact naturing@doc.govt.nz.



ALWAYS BE NATURING IDENTIFIER



Silent static identifier



Calm and quiet static identifier



Loud static identifier

The identifier is made up of the Always Be Naturing wordmark, which is always locked up with an arrow, inside an amorphous shape.

The shape is primarily a container and feels dynamic. It's reflective of New Zealand's natural environment and all the things it contains. A visual representation of a vibrant, living ecosystem. It's generated by the sounds of New Zealand's natural environments.

USING THE IDENTIFIER

The Always Be Naturing identifier is used to showcase positive acts of naturing. Whether that's showing people out in nature connecting and taking action, or featuring New Zealand's unique special species and ecosystems, the Department of Conservation (DOC) is keen to raise awareness of what naturing looks like in New Zealand.

The identifier is used as a sticker – it doesn't have to be locked up with logos, but instead can be placed alongside imagery and text in ways that showcase the fun and dynamism of the campaign.

Please make sure the identifier doesn't cover any important information, such as image focal points, people's or species' heads, or text to the point of limiting legibility.

Please be careful not to politicise the identifier - the purpose of it is to showcase positive acts of naturing.

Here's an example of correct use:



Different versions of the identifier can be used in different environments and contexts.



Smooth, rounded identifiers can be used for decals, stickers or in print.



Identifiers with more detailed edges can be used in more controlled print environments.



Louder identifiers with more detailed edges can be used in digital environments.

We want the identifier to act as a sticker and to interact with our headlines so it can very slightly overlap the letters.

**OUR IDENTIFIER CAN
BE USED AS A STICKER
OVER OUR HEADLINES**

**JUST DON'T COVER
WORDS COMPLETELY**

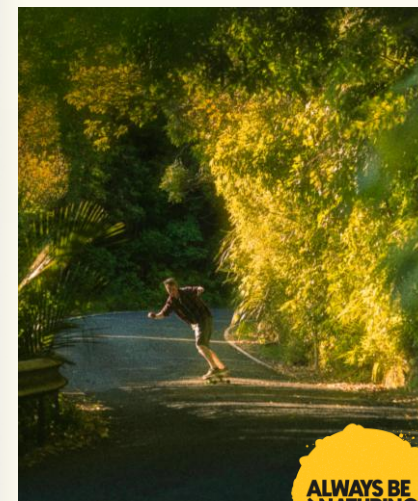
ALWAYS BE
→NATURING

The identifier cannot cover letters or words to the point of illegibility.

ALWAYS BE
→NATURING



The identifier can also slightly run outside the outer edges of advertising or social posts.



The word mark within the shape must be completely visible on the output.

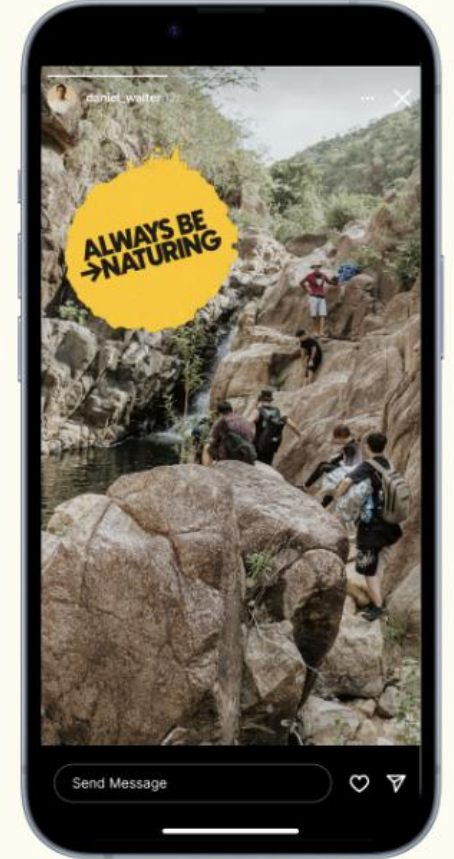
SOCIAL STICKERS



Search 'naturing' on Instagram/GIPHY and you can use the identifier on your story. Add the Always Be Naturing sticker to your stories to demonstrate how you and your friends are naturing.



The coloured arrows are reserved for DOC and their national partners.



NGĀ MIHI NUI

DOC appreciates your ongoing support and is excited about building the movement with you.

If you'd like to get in touch, email naturing@doc.govt.nz.

**ALWAYS BE
→NATURING**



Department of
Conservation
Te Papa Atawhai

Photo: Michael Hayward