



Brand Guidelines
→ 2020

**Welcome
to nzhops**

Welcome to nzhops - a brand fit for today and the future. Our new identity is purposefully engineered to both reassure and excite brewers. It will clearly demarcate our position as the industry leaders in New Zealand and give our audiences a window into our history, our creativity and our culture.

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1.0 Brand Architecture.

Business
Objective.

**Establish New Zealand
Hops Limited as the
most revered supplier
of hops in the world.**

Business Purpose.

Cultivating^[01] the most sought after^[02] Hops experience^[03] from grower to glass.^[04]

[01] Cultivating

Guardianship of every detail of our business. Setting up the best conditions for our family of partners to succeed by nurturing relationships built on trust and unconditional respect.

[02] The most sought after

Everyone in and peripheral to New Zealand Hops should hold us up as a shining example for product, service and experience.

[03] Hops experience

Hops experience describes every touchpoint of our business. While our competitors are trying to gain product credibility, we'll amplify our reputation by focusing on experience.

[04] from grower to glass

Every consideration we make as a business will be driven from the perspective of our partners. This way, every business decision is a customer centred one.

Customers.

Growers are only as strong as their weakest link.

Distributors are looking for fresh ways to get hops into the hands of brewers.

Brewers are always reimagining ways to excite tastebuds.

And everyone else, they just love beer.

NZ Hops is a customer centred, purpose driven organisation. It's our responsibility to consider how our business impacts our customers starting most importantly with growers but flowing on to distributors, brewers and all of those who love beer.

Pillars.

[01]

Through the entire lifecycle of hops there is one constant - us. We're a conduit between many specialists. We facilitate a community that doesn't compete with each other, but are instead only as strong as their weakest link.

[03]

We've been honing our skills for over a century, and that's all we need to say about that.

[05]

Ours is a place where perfect natural conditions and a culture of guardianship allows us the ability to produce distinctive blends Hops that are sought after all around the world.

[02]

Part of the reason we're a cooperative is our strength in shared resources. Our operation is efficient, our advantage is using this operation to create deep moments of customer experience and engagement.

[04]

Our story is one of resilience, passion and dedication. It's enduring, we're the authors of the New Zealand Hops story; a story, we take enormous pride and inspiration from.

Culture of collaboration^[01]

Operational excellence^[02]

Masters of craft^[03]

Incomparable family history^[04]

Tāwara o te whenua^[05]

Essence.

We are a cooperative of Master Growers, built on family values, whose legend and cultivars have been crafted for over 150 years, with creativity and passion.

— At our essence is
mastery & mystery

Personality.

Courage and craftiness

You don't become globally sought after, without the courage to forge new paths and the clever, can-do' attitude that we as Kiwis have become renowned for. We have (and always will be), a cooperative of relentless grafters and crafters, who do so with an unrivalled combination of cleverness and creativity.

But we never let it go to our heads. We'll never be arrogant

or boastful - no, we simply go about what we do with the inherent confidence that comes from years of celebrated success and the knowledge that we have much more of the same to come. So when we speak, it's with a warm self-assurance and a knowing wink, because it's important that our customers and competitors alike believe what we do. We're market leaders, so let's act that way.

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2.0 Logo.

Logo.

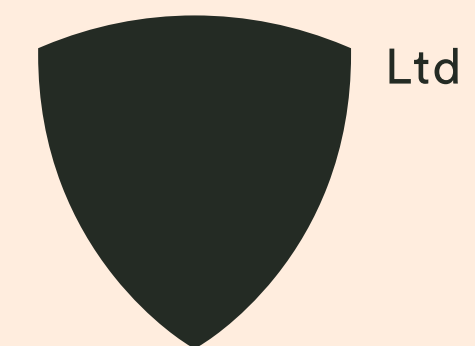
Confidently understated.
Timelessly elegant.
Facing forward.

This identity has mastered the art of crafted subtlety. Not to be underestimated, your new nzhops identity is designed to be an enduring mark of legacy, quality and inspiration for the brewers of today and tomorrow.

The classic geometric form of the nzhops bract will ensure it feels fresh and modern 10 years from now, creating a business asset with boundless value. Likewise the choice in font is deliberate and proven over time, to provide that ageless modernity, so many brands would love to have.

The bract is positioned deliberately at the front of the wordmark – symbolic of our coop’s continual mission to promote our cultivars to the world. Like a seed about to be planted, it promises growth and abundance.

It can be minimal and corporate, or loud and creative. It can help tell stories or help seal deals. On the world stage, this is a mark that will stand with the best and despite our diminutive scale globally, we will stand proud as true industry leaders.



Colours.

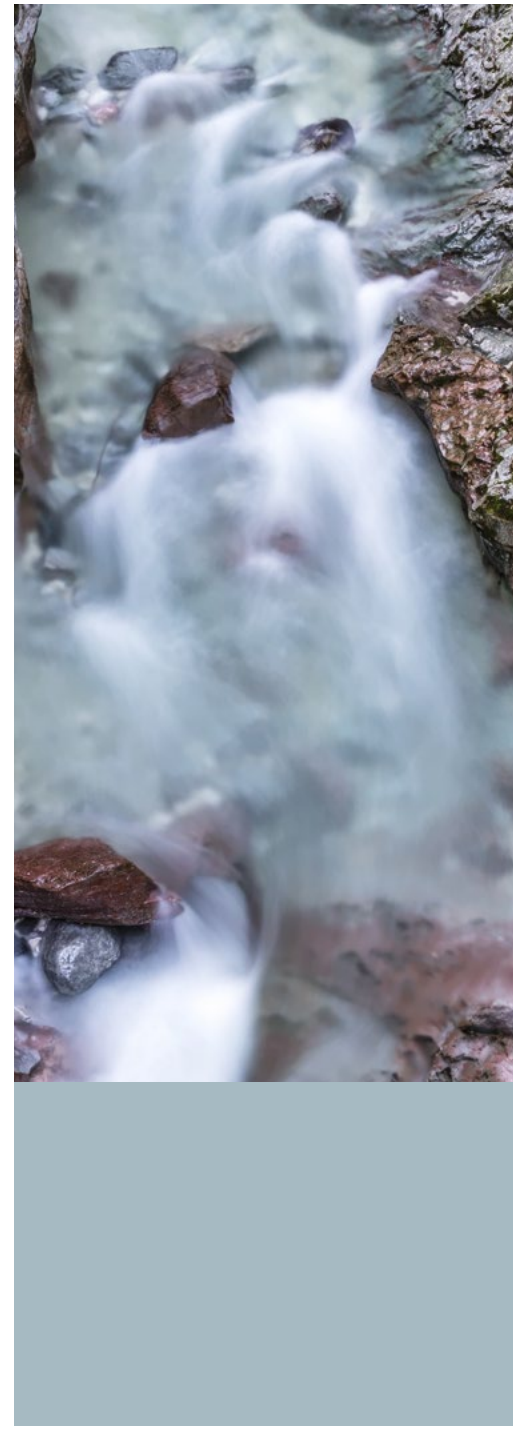
We have developed an updated colour palette inspired by our unique provenance. We have built off the original New Zealand Hops palette, retaining 'Appleby Green' as an accent colour and adding Kahurangi Green & Awaroa Sand as our predominant base colours, whilst Tasman Depths and Waimea Riverstone create contrast and round out the palette.



Kahurangi Green

R: 36 G: 43 B: 36
#242b24

The Kahurangi National Park reminds us of our spiritual connection to Papatuanuku, our Earth Mother. We are here as guardians of the land and blessed by her gifts. Kahurangi Green, draws from the deepest greens of the forest and is a reminder to always stay grounded and respect the land.



Waimea Riverstone

R: 166 G: 186 B: 194
#a6bac2

The Waimea River is formed by the Wai-iti and Wairoa Rivers, flowing through Appleby on the way to the Tasman Sea. It's a metaphor for the spirit of unity and collaboration that exists within our coop and the stones that line the river, depict the many hands and hearts from the many families that have formed our coop for over 150 years.



Tasman Depths

R: 33 G: 84 B: 84
#215454

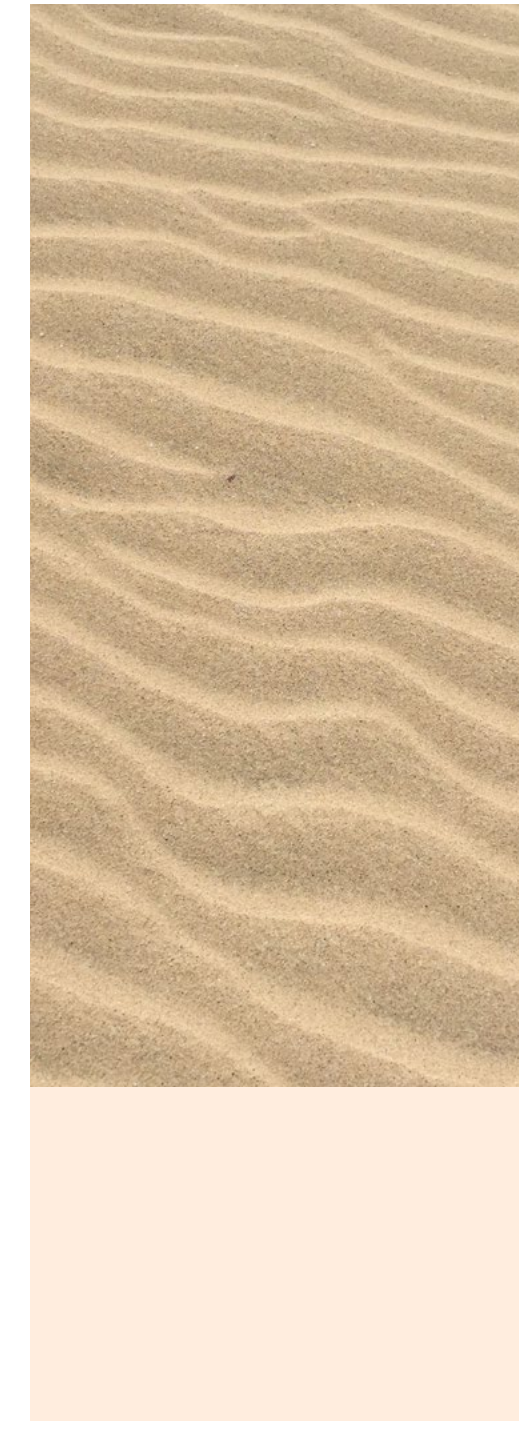
There are few places more alluring than the serene depths of the Able Tasman. Tasman Depths draws from this and symbolises the depth and breadth of our business, our creativity, our tenacity and our people.



Takaka Harakeke

R: 128 G: 148 B: 128
#809480

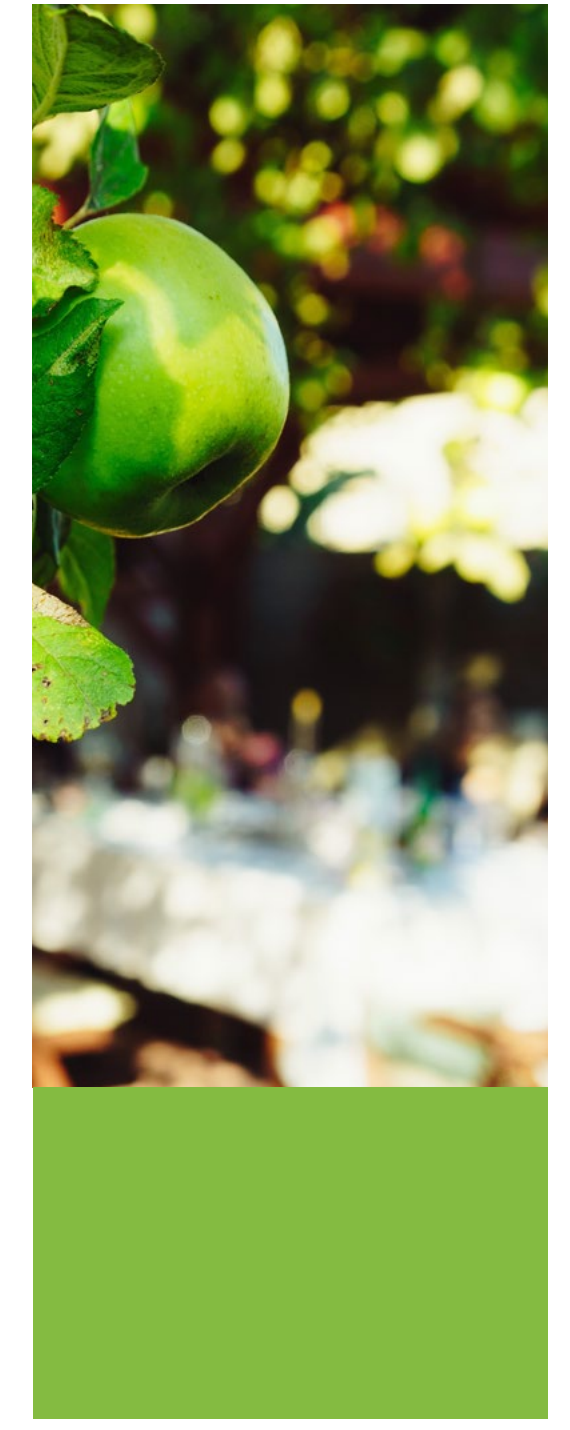
For Māori, the Harakeke plant represents whanau (family). And family has been at the centre of nzhops since the first hops growers stepped on our shores in 1843. Harakeke Green reminds us to always respect and protect one another and the importance of existing as one, if we are to thrive.



Awaroa Sand

R: 255 G: 237 B: 222
#ffedde

Awaroa Sand signifies the celebration of life - no better experienced than on hot summer days, playing and relaxing on sun-drenched dunes. In our comms, Awaroa sand presents a way to provide that same relief and create pockets of light relief.



Appleby Green

R: 132 G: 187 B: 65
#84bb41

Derived from the road on which nzhops is located and the freshness of a crisp green Granny Smith, Appleby green acts as a compass point to our heritage. To be used only sparingly, to highlight and help navigate through our comms.

Typography.

Circular Std.

Circular is a geometric sans-serif typeface created by Swiss designer Laurenz Brunner and released through Lineto in 2013. Circular is Brunner's second official release, the other being the well-received Akkurat. Although the design is based primarily off geometric forms, Circular has quirks that give it a lot of warmth. I think the design of the lowercase t is very distinctive and makes Circular easy to identify compared to other geometric sans-serifs. Circular is available in four weights—book, medium, bold and black—each with matching italics.

This font is a perfect match for nzhops as it's roots are in geometric simplicity, allowing the brand to remain contemporary and future facing.

AaBbCcDdEeFfGg-

HhIiJjKkLlMmN-

nOoPpQqRrSsTtU-

uVvWwXxYyZz

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SubHeading1 — 72pt

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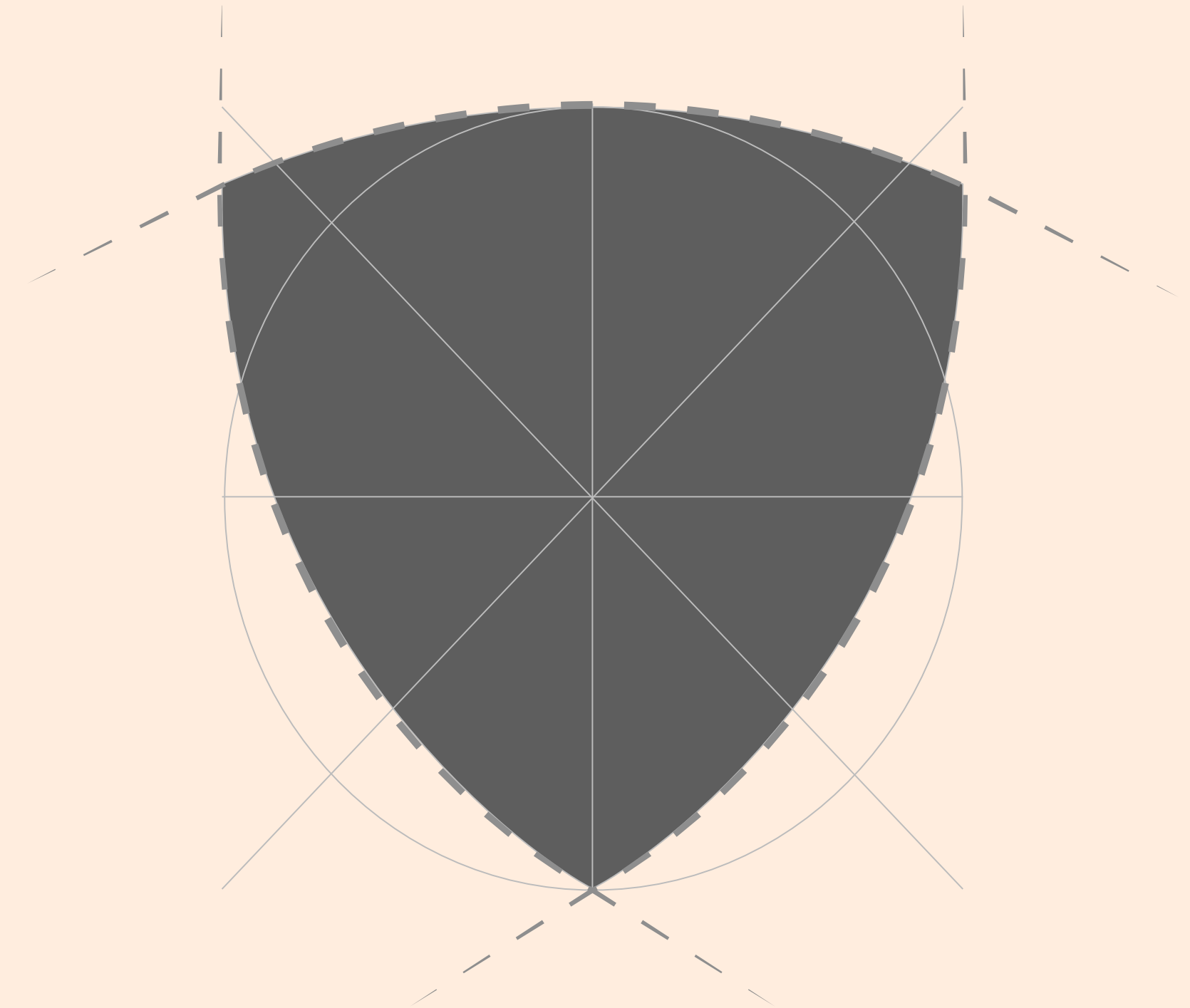
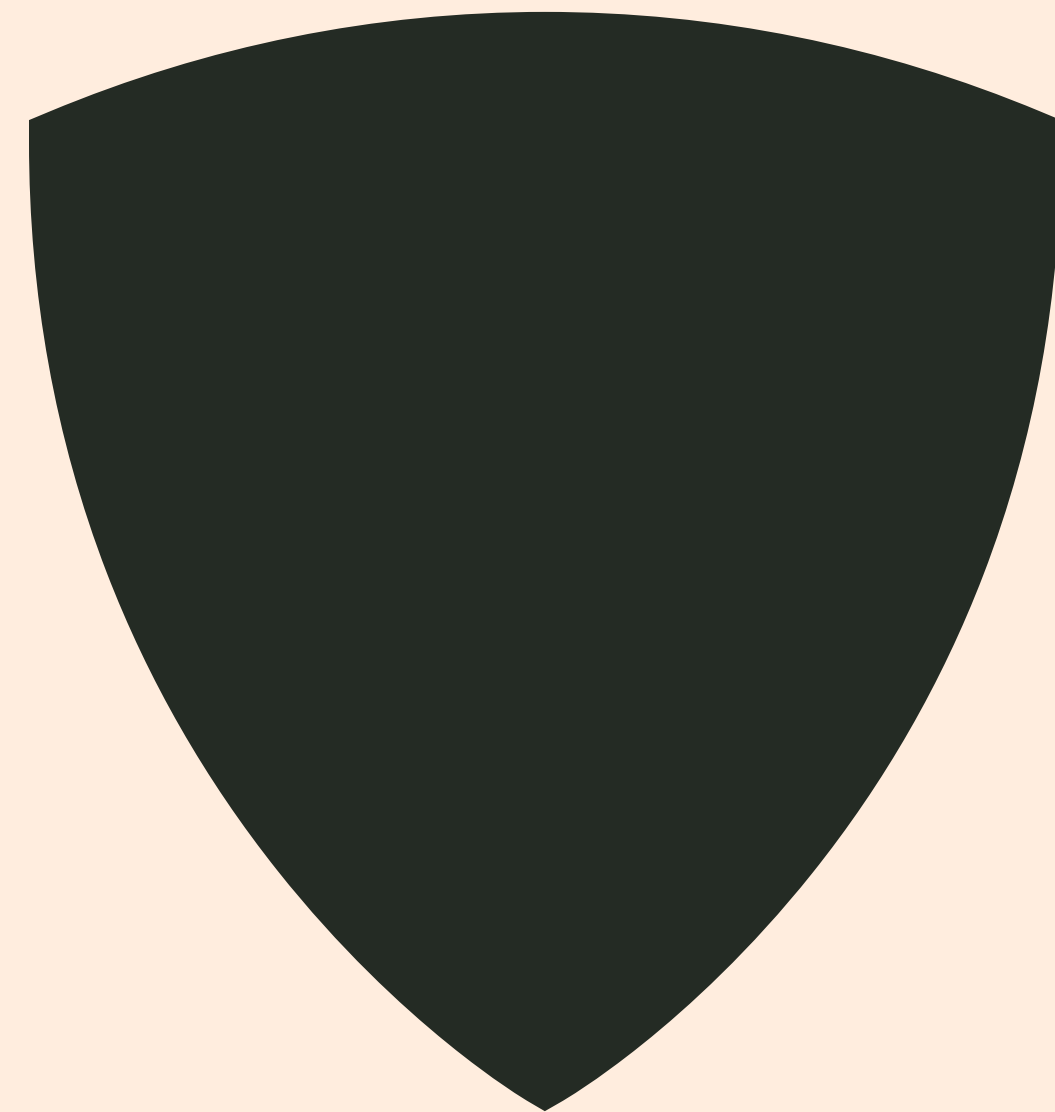
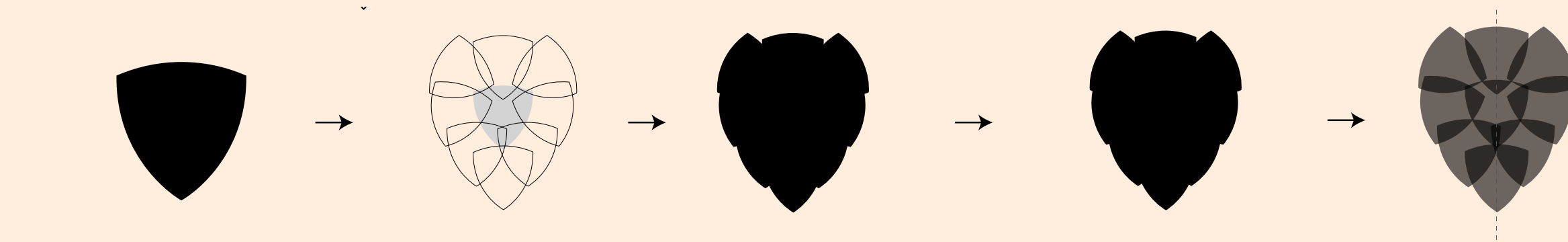
The Bract.

Such an abrasive name for such a perfect purpose – the Bract on a hop functions as a protective and binding shield by interlocking with several others to encompass the aromatic magic beneath the shell.

This is an apt metaphor to describe the nzhops coop. A group of growers, coming together to nurture and fiercely protect the magic they’ve been cultivating for over a century and a half.

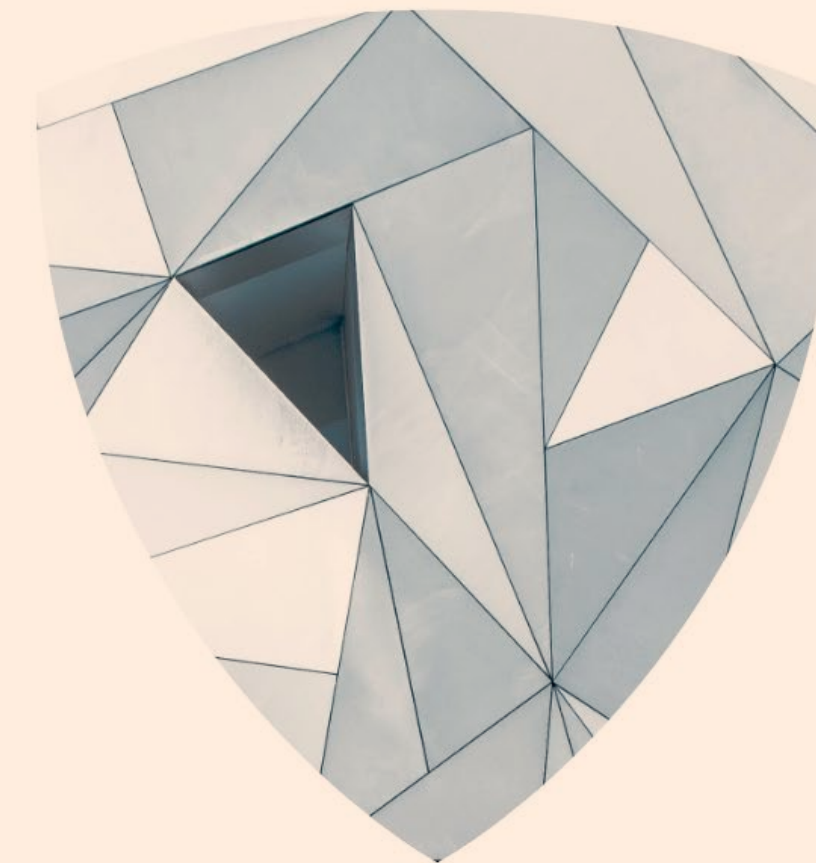
The shield-like profile, not only talks to strength and tenacity, but also speaks to the heraldry of our past ancestry going back through the centuries. Heraldry that told individual stories of families and legend.

Today the nzhops Bract offers a window into the past, the present and the future. Through this portal we can tell the story of our pioneers, talk to the strength of our cooperative and offer a glimpse to the exciting new innovations that we’ll continue to release for your inspiration and enjoyment.



The Window.

Today the nzhops Bract offers a window into the past, the present and the future. Through this portal we can tell the story of our pioneers, talk to the strength of our cooperative and offer a glimpse to the exciting new innovations that we'll continue to release for your inspiration and enjoyment.

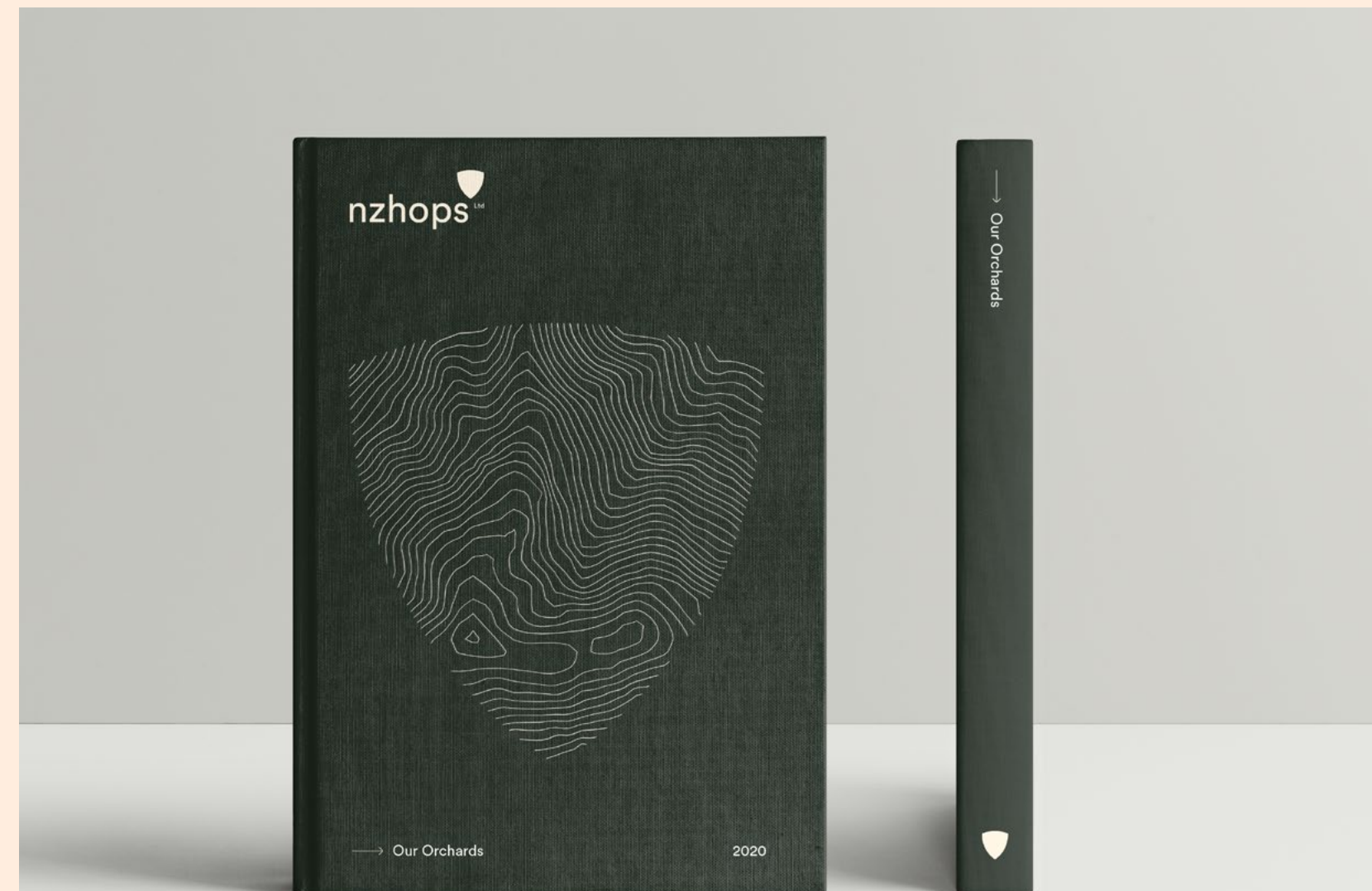


Logo Usage.

The logo must always be weighted in the corners.

The Bract can be used as a window. Although imagery and patterns can be masked within the Bract, this does not mean that everything must be. The Bract should only be used as a hero visual, not for every execution.

Updated rules will be established in version two.



Logo. DONT'S

[01]

Do not reposition the Bract or change its distance from the logotype

[02]

Do not change the colour of the Bract to use it as a back drop for the logo

[03]

Do not change the orientation on the responsive logos

[04]

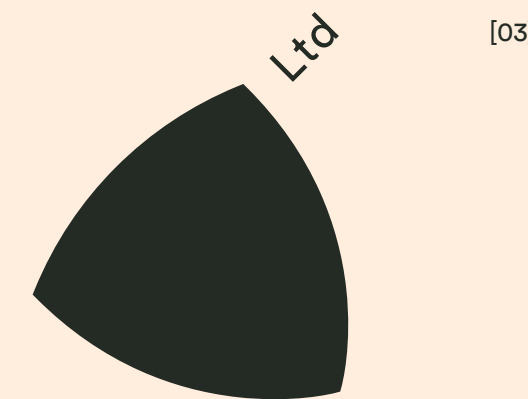
Do not change the case of the logo, or the x-height, the type must retain its proportions

[05]

Do not rotate the logo or the Bract

[06]

Do not use two or more colours on the logo, it must remain monochromatic to ensure the brands longevity



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3.0 Brand Application.

Photography.

Landscape:

Images must show the best of what Nelson and our farms have to offer, an even ratio between the hop farm, landscape and sky.

People:

We must show our people with pride. Our family will be captured doing what they do best, while they're in the moment.

Macro:

Details are important to nzhops, so macro photography allows the brand to show their acute attention to detail and love of craft.



Photography + Bract.

Using the Bract as a window allows us to create a suite of impactful visuals. We flip the image inside the Bract to represent "the best hops from the bottom of the world". However, this must be done with restraint and thus can only be applied to landscapes.

When masking, we must only use two elements in the Bract, for instance, the Sky and Mountains. As soon as three are introduced, the image becomes too cluttered.



Haere rā.