

# Communication Guidelines for Partners

in the National Wilding Conifer Control Programme



This document is a guide on how to use the National Wilding Conifer Control Programme's logo and design elements.

# Contents

<b>Background</b>	<b>3</b>	<b>Informational resources</b>	<b>33</b>
Purpose and strategy	5	Quick guides	35
How to use this guide	6	Brochures	38
		Presentations	41
		Posters and flyers	42
		Strategic document	43
		Good practice guides	44
<b>Design assets</b>	<b>7</b>	<b>Awareness resources</b>	<b>46</b>
NWCCP logo	9	Posters and postcards	48
Campaign URL	13	Brochures	50
Fonts	15	Signage	52
Colour palette	17	Media	53
Textures	19	Merch	55
Illustrations	20	Locations	56
Photography	29		
<b>Application</b>	<b>30</b>	<b>Visual archive</b>	<b>58</b>
Logo placement	31	<b>Contact</b>	<b>61</b>
Composition	32		

A row of dark green silhouettes of wilding conifer trees, including various species like Sitka spruce and Corsican pine, set against a solid dark green background.

# Background



A scenic landscape photograph showing a calm lake in the middle ground, with a range of rugged, snow-capped mountains in the background. The sky is a warm, golden-orange color, suggesting sunset or sunrise. In the foreground, there is a dense forest of trees, some of which have yellowed leaves, indicating autumn. The overall mood is peaceful and majestic.

The National Wilding Conifer Control Programme exists to deliver the outcomes of the New Zealand Wilding Conifer Management Strategy 2015 – 2030.

# Purpose and strategy

## Vision

The right tree in the right place.

## Aim

Prevent the spread of wilding conifers, and contain or eradicate established areas of wilding conifers by 2030.

## Key issues

Wilding pines are trees which have self-seeded and are growing where they are not supposed to be.

Unlike commercial forests, they're weeds. Left to spread, they quickly become a pest.

The way to protect native Aotearoa New Zealand, control the spread and ultimately eradicate wilding pines is to focus on their threatening environmental impact.

“Working together to protect Aotearoa New Zealand’s landscapes from wilding pines.”

## Outcomes

Outcomes we are trying to achieve

- Key parties collaborate to minimise the negative economic, environmental and landscape impacts of wilding conifers.
- Communities are aware and taking actions for the prevention and effective management of wilding conifers.
- Beneficial conifer plantings continue.
- Land occupiers do not establish high spread risk conifer plantings, and prevent or reduce spread from new and existing wilding conifer populations.
- Wilding conifer management and control is timely and cost-effective.

The best ways to improve management of wilding conifers

- Recognise individual and collective responsibilities.
- Prioritise wilding conifer management.
- Be cost-effective and timely.
- Co-ordinate policy, operations, communications, research and best practice.

This is what the National Wilding Conifer Control Programme is working to deliver.



# How to use this guide

## Visual Identity

These guidelines have been developed to help you apply the Programme's logo and design elements in a collaborative and consistent manner.

It details everything you need to know about how you can apply NWCCP across all communications.

The NWCCP team at Biosecurity New Zealand can provide templates or design services if needed to help with any communications related to promoting wilding conifer management and control.

If after reading these guidelines you need clarification, require access to available graphics or want to request help with a design job, email [wilding.pines@mpi.govt.nz](mailto:wilding.pines@mpi.govt.nz)

## Approach

The National Wilding Conifer Control Programme is not an organisation, but is a collaboration of partners from many organisations across sectors and across regions, working together to manage and control wilding conifers in Aotearoa New Zealand.

The National Wilding Conifer Control Programme logo represents everyone involved in this joint effort.

Anyone participating in wilding conifer control work is welcome to use the NWCCP logo on your communications, as long as it is used in keeping with these guidelines.

Likewise, everyone involved is welcome to use the resources shared by the NWCCP to help educate and inform people about wilding conifers and what can be done to protect Aotearoa New Zealand from their harmful effects.

## Design elements

Key messages and a design approach have been identified, both centred on the environmental impact of wilding pines.

Partners are welcomed to use the colours, graphics, backgrounds and styles in this guide for your own communications as you wish. You might use a template or just take elements to compliment your organisation's existing brand and design guidelines.

A row of dark green silhouettes of wilding conifer trees, varying in height and shape, positioned horizontally across the middle of the slide.

# Design assets



The following clearly outlines the design elements that partners may use to identify their association or support for the Programme.

## NWCCP Logo

### How and when to use the National Wilding Conifer Control Programme logo

The NWCCP logo can be used on any form of communication, information or promotional materials with content focused on managing/controlling wilding conifers.

The logo is offered to use in support of partners' own branding, as a mark of belonging to a national collective with a common goal. It can be used side-by-side with other logos, or underneath as a support.

The NWCCP logo can be used instead of having a lot of other logos shown separately. The logo may be used in conjunction with other logos and imagery, ensuring all logos are clearly visible.



# NATIONAL WILDING CONIFER CONTROL PROGRAMME

## Logo specifications

### Clear space

Our logo should be reproduced using the supplied files wherever possible.

To retain clarity, ensure a clear space is x2 the height of the 'N' around each edge.

### Colours

Green, black and white versions of the logo are available.

### Minimum size

To ensure legibility at small sizes the logo should be used no smaller than 40mm.

The application of the logo should not differ from those shown here.

### Watermark

If the logo is to be used as a watermark, it should be set to 25% opacity.



40mm



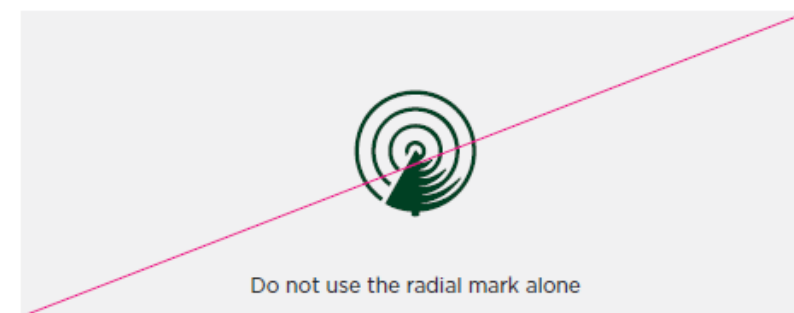
25%



## Logo usage

The consistent and correct application of the logo will maintain its value. The logo should always be used correctly to avoid loss of readability.

### Prohibited use



## Logo usage

The consistent and correct application of the logo will maintain its value. The logo should always be used correctly to avoid loss of readability.

Wherever possible ensure there is sufficient contrast so the logo text is always legible.

### Prohibited use



### Correct use



## Campaign URL

The wildingpines.nz URL is used across programme and campaign communications. It is secondary to the NWCCP logo, key message and illustrations. It should be used as a sign-off towards the end or bottom of a communication.

When seen with the NWCCP logo, the URL should always be aligned to the logo and have an appropriate amount of surrounding space to avoid crowding, ensuring good readability of both elements.





## Logo usage (co-branding)

Wherever possible use the following placement and proportions when creating a partner lock-up.

Always be sure the logo can be easily seen and understood. If they are difficult to read, they may be too large or small.

### Support

The NWCCP logo should be next to or below the partners logo. Ensure the logos share a common size and are clearly readable.

If appropriate, include the wilding pines website for more information.



**Biosecurity New Zealand**  
Ministry for Primary Industries  
Manatū Ahu Matua



**NATIONAL WILDING CONIFER  
CONTROL PROGRAMME**

### Partnership

If NWCCP has a role in your communications, acknowledge this by referencing if it was leading, funding, advising or endorsing / supporting.

Delivered by



Supported by



**NATIONAL WILDING CONIFER  
CONTROL PROGRAMME**

## Fonts

The primary typeface is Gotham. Chosen for its clear modern style and friendly aesthetic, it should be used for body copy and long form content. It is used for headings in more formal communications such as reports and guides.

Our secondary typeface, Prater Sans Pro, is an eco-feeling, woodcut-styled typeface that is both legible and recognisable. This can be used for large headings and key messages relating to wilding pines.

Available for download from [Adobe Fonts](#).

# Gotham

abcdefghijklmnopqrstuvwxyz

1234\_567890/()-%\$&?!\*

Light  
Book

Medium  
Bold

**Black  
Ultra**

# Prater Sans Pro

abcdefghijklmnopqrstuvwxyz

1234\_567890/()-%\$&?!\*

## Alternative font

Montserrat, known for being highly legible and widely available, serves as a reliable substitute font when the primary option is unavailable.

Freely available for download from [Google Fonts](#).

# Montserrat

abcdefghijklmnopqrstuvwxyz

1234\_567890/()-%\$&?!\*

Light  
Regular

Medium  
Semibold

**Bold**  
**ExtraBold**



# Colour palette

The campaign colours capture the environmental look and feel. The sky blue provides a freshness and future focus. It is the dominant colour.

The orange and wilding pine green provide a contrasting sense of alarm and are used as accents to highlight the problem.

Wilding pine green should always be used when referring to the infestation.

## Sky

PANTONE®  
**656 C**

CMYK  
**14/0/2/0**

RGB  
**216/239/246**

HTML  
**D7F0F9**

## Wilding Pine

PANTONE®  
**3435 CP**

CMYK  
**93/24/85/69**

RGB  
**0/64/35**

HTML  
**004023**

## Alert

PANTONE®  
**1595 CP**

CMYK  
**0/73/100/3**

RGB  
**230/98/7**

HTML  
**E66207**

# Secondary colours

For more informative publications where long-form text plays an integral part, or for more detailed illustrations, the secondary colours can be used.

Always be mindful, that the primary colours should remain the most dominant to ensure all communications is consistent with existing materials and recognisable for the audience.

## Bush

PANTONE®  
**7732 C**  
CMYK  
**84/31/100/20**  
RGB  
**41/115/58**  
HTML  
**2A7231**

## Fern

PANTONE®  
**368 CP**  
CMYK  
**54/0/100/0**  
RGB  
**129/185/32**  
HTML  
**81B920**

## Grass

PANTONE®  
**7737 C**  
CMYK  
**65/16/100/0**  
RGB  
**104/162/66**  
HTML  
**68A242**

## Tui

PANTONE®  
**7470 CP**  
CMYK  
**97/19/14/48**  
RGB  
**0/94/115**  
HTML  
**005E73**

## Moana

PANTONE®  
**637 CP**  
CMYK  
**60/0/2/0**  
RGB  
**100/196/221**  
HTML  
**64C4DD**

## Sand

PANTONE®  
**7501 CP**  
CMYK  
**6/10/26/2**  
RGB  
**240/225/189**  
HTML  
**FOE1BD**

## Pōhutakawa

PANTONE®  
**185 CP**  
CMYK  
**0/100/89/0**  
RGB  
**219/43/69**  
HTML  
**DB2B45**

## Sunshine

PANTONE®  
**130 CP**  
CMYK  
**0/32/100/0**  
RGB  
**235/167/14**  
HTML  
**EBA70E**

## Bark

PANTONE®  
**463 CP**  
CMYK  
**13/54/88/53**  
RGB  
**117/84/47**  
HTML  
**75542F**

## Berry

PANTONE®  
**195 CP**  
CMYK  
**15/89/40/48**  
RGB  
**126/55/72**  
HTML  
**7E3748**

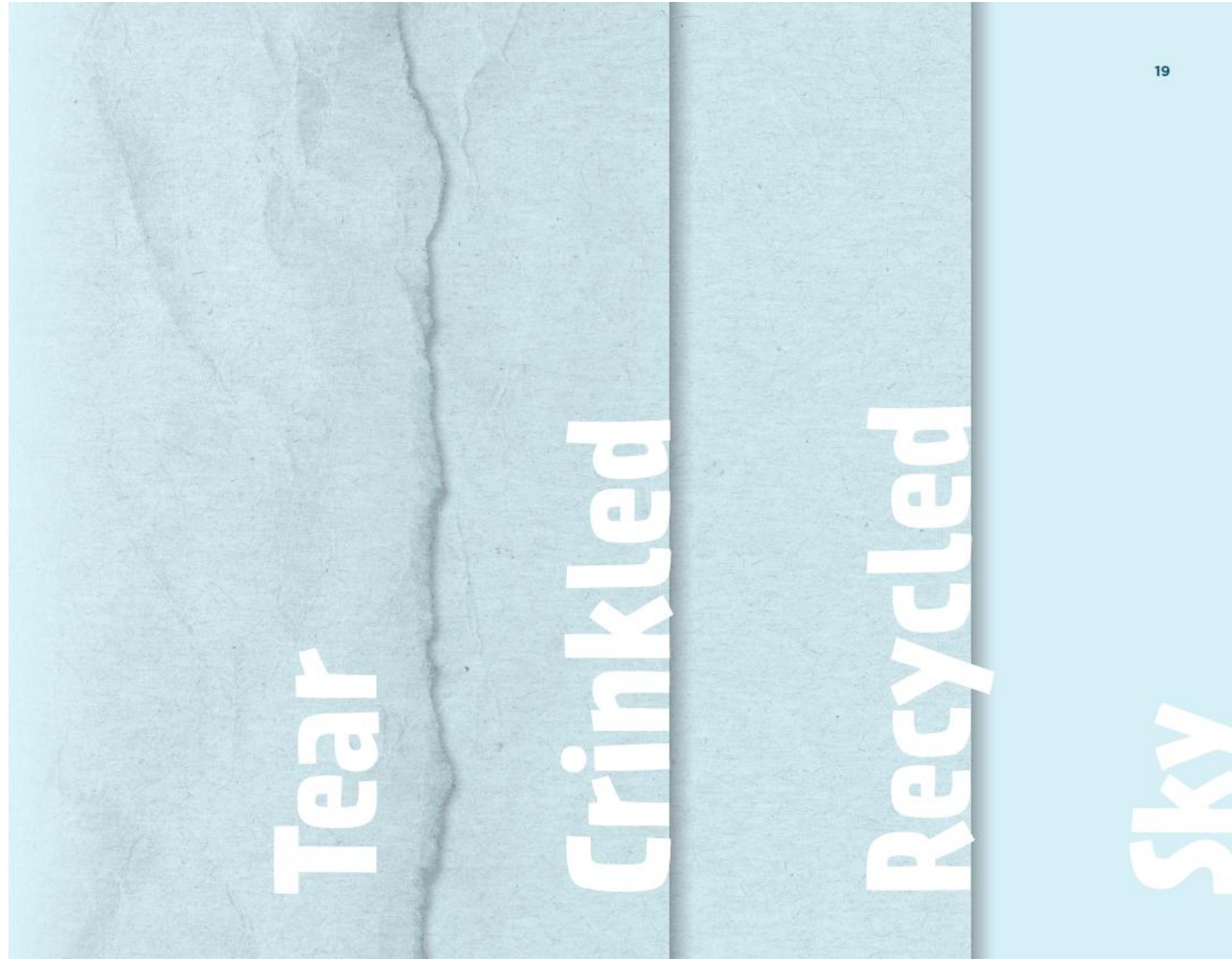
# Textures

Textures add depth to communications and convey the environmental context.

There are three textures available for use as backgrounds.

1. Recycled - provides a subtle texture and is ideal when there is more text on the page.
2. Crinkled - this has more texture so can be used when there is less text on the page.
3. Tear - the torn edge version of the texture is used on covers for corporate communications. The tear creates a separation between imagery and title blocks.

The textures are available in sky blue and bush green.





# Illustrations

A set of custom illustrations have been created to represent New Zealand's biodiversity and show how wilding pines infest our native environment.

The purpose of these illustrations is to show what we are trying to protect. Whether using a background, a single element or building a complete scene, the finished design should be eye-catching enough to draw people to read information, but not compete for attention.





## Illustration components

### Backgrounds:

The background images and other elements are designed to make it easy to represent New Zealand landscapes. These can be used for any type of communication where illustrations are appropriate.

### Flora, fauna and critters:

Each plant and animal illustration has a full-colour detailed version as well as a single-colour silhouette version.

Adding a relevant 'critter' or plant can add movement and colour to any document.

Dark green 'evil trees', representing wilding pines, can be used to obscure part of the image, demonstrating that wildings interrupt the desirable environment.

### Other elements:

Flora and fauna, clouds, water.

# Restore our native Landscape

**Wilding Pines are killing  
native plants and habitats.**



 **WILDINGPINES.NZ**



**NATIONAL WILDING CONIFER  
CONTROL PROGRAMME**



# Wilding pine landscape

**Note:** Wilding pines are shown as dark silhouettes that overlay the pristine landscapes, showing that they are invading our natural environments. The wilding pine layer can be removed if the future state is to be the main focus of the communication.





# Lakes and bush landscape





# Coastal landscape





# Geothermal Landscape





# High country landscape







Kea



Dotterel



Tui



Kereru



Bellbird



Banded  
Dotterel



Sentry  
Dragonfly



Common Copper  
Butterfly



Jewelled  
Gecko



Long-Finned Eel



Whitebait



Mccann's  
Skink



Black-Eyed  
Gecko



Daisy





Kea



Dotterel



Tui



Kereru



Bellbird

Banded  
Dotterel



Common Copper  
Butterfly



Jewelled  
Gecko

Long-Finned Eel



Sentry  
Dragonfly



Whitebait



Mccann's  
Skink

Black-Eyed  
Gecko



Daisy





# Photography

Photography is key to providing context and can be grouped into two categories.

## 1. People taking action

Our partners are key to preventing the spread of wilding pines. Representing diverse people locating and removing wilding pines helps demonstrate the action needed and the collective impact they can make.

## 2. Wilding Pines

Landscape imagery showing Wilding Pines taking over our natural environments helps provide context and shows the impact that wilding pines can have if left to spread. A combination of aerial photos, wide format images and closeups can be used.





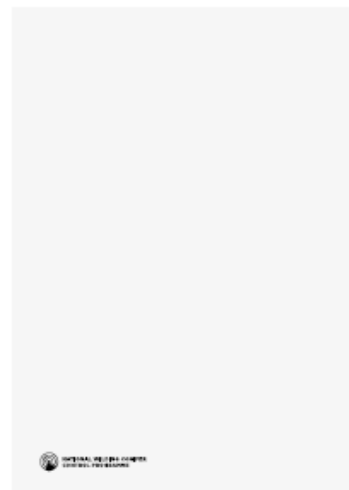
# Application

# Logo placement

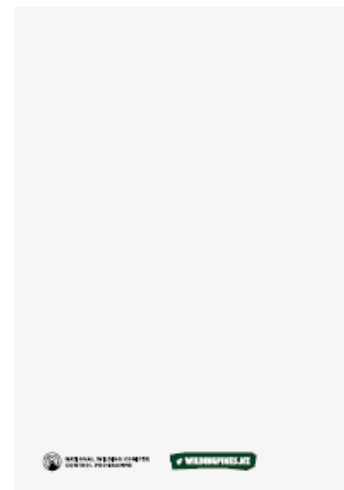
When placing the NWCCP logo on any partner communication it should be used as a sign-off. Wherever possible include the URL as indicated.

If coupled with a partner logo, the NWCCP logo should be secondary with optional URL.

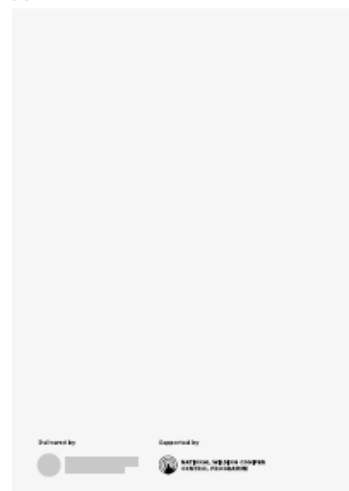
A



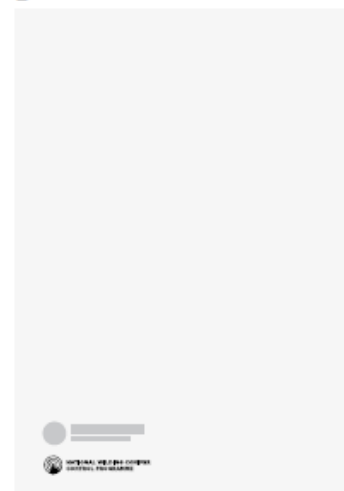
B



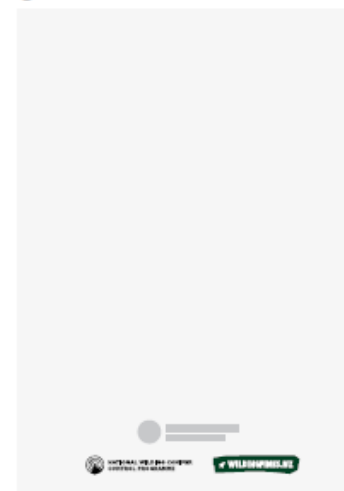
A



B



C





# Composition

Each design element works together to create a cohesive identity. When alongside one another they appear as a family. These general rules dictate a clear hierarchy which allows for information to be easily understood by an audience.

## Corporate

- Corporate communications use Gotham and primarily tui blue.
- Lead with images and use critters as secondary elements.
- Main headings are framed inside the paper tear.
- For publications that are text heavy, only use the paper texture overlay on the cover.

## Awareness

- Awareness communications use Prater Sans Pro and primarily greens.
- Use illustration of wilding pine landscapes and critters.
- Use block device to highlight key words or information.

## Corporate



## Awareness



A row of dark green silhouettes of wilding conifer trees, varying in height and shape, positioned horizontally across the middle of the slide.

# Informational resources

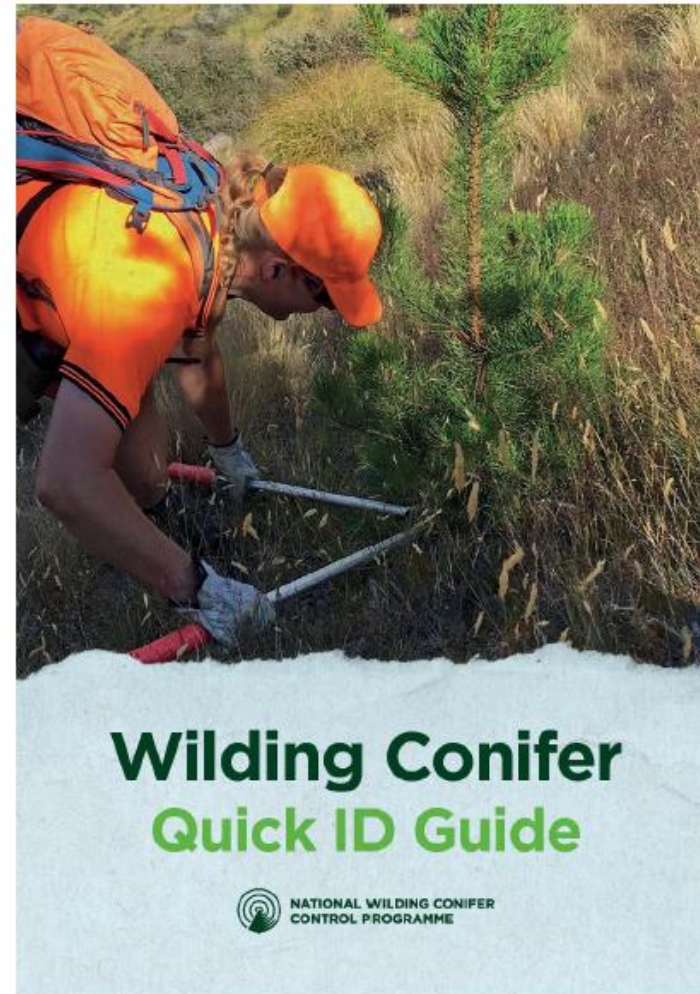
The following examples demonstrate correct use of the design elements for informational resources. These can be adapted to suit audience and purpose.



# Quick guides

Quick Guides have a stripped back look and feel to convey information clearly to partners and stakeholders.

The URL should be used on the back cover to provide a clear call to action.



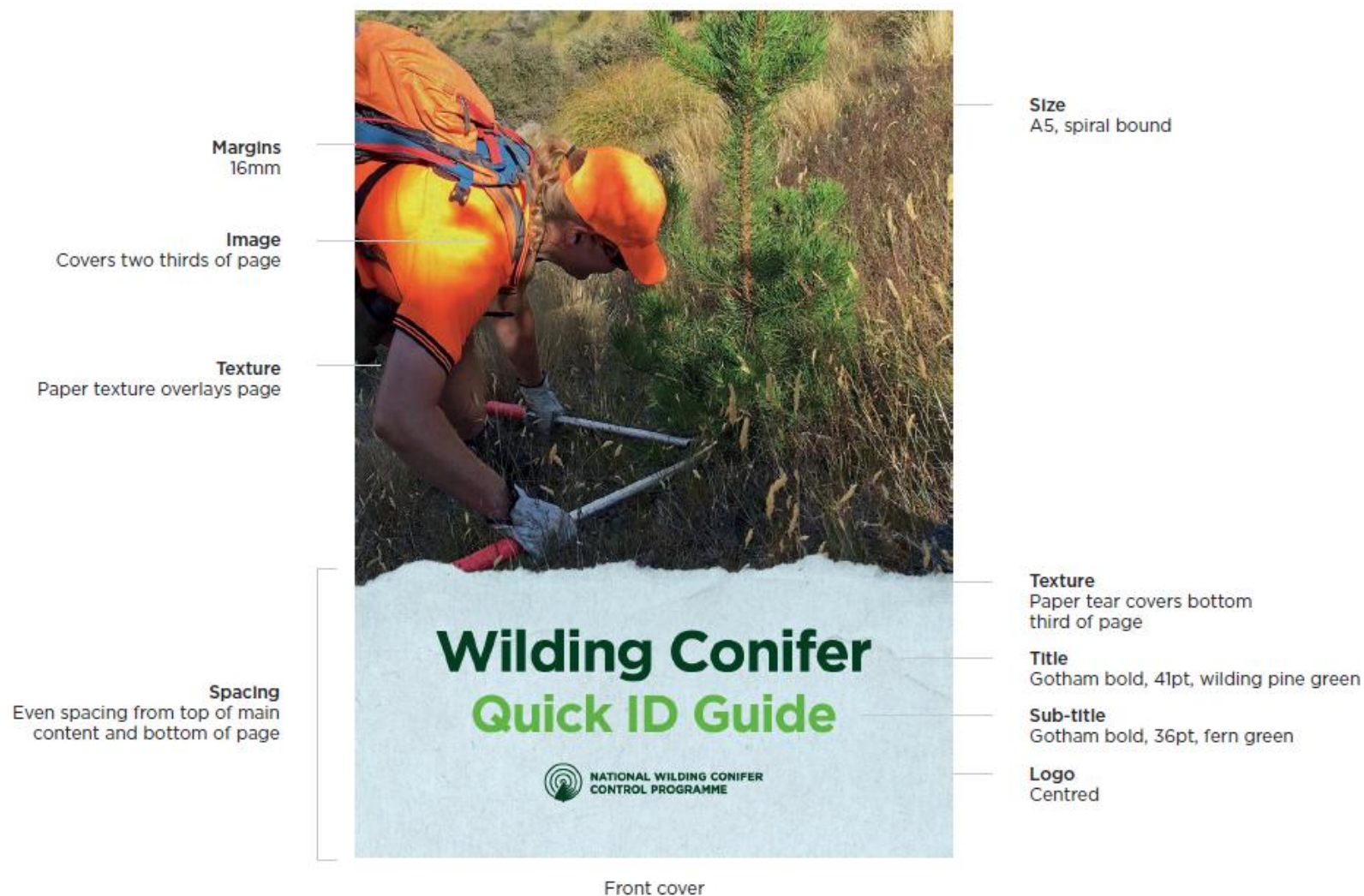
Front cover



Back cover



## Quick Guides Cover Structure



## Quick Guides

### Internal Structure

Image

## Heading 01

Gotham bold, 41pt,  
wilding pine green

## Heading 02

Gotham medium italic,  
36pt, wilding pine green

## Body

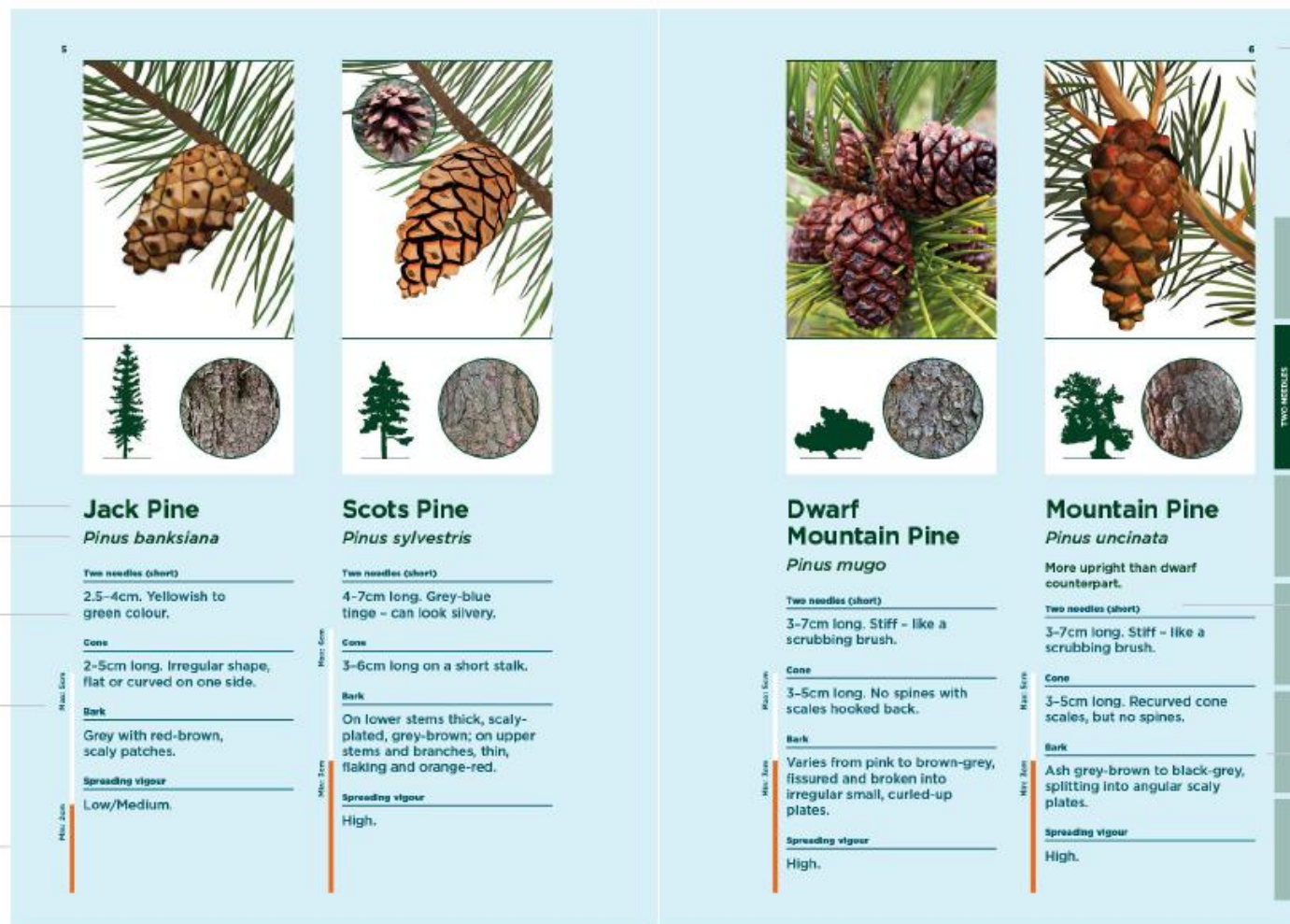
Gotham medium,  
8.5pt, tui blue

Body (small)

Gotham medium, 5pt,  
all caps, tui blue

## Margins

Top and bottom: 12mm  
Outside edge: 12mm  
Inside edge: 24mm



Page number

Background  
Sky blue

**Section tab**  
Gotham black, 5pt,  
all caps, white

**Heading 03**  
Gotham black,  
6pt, tui blue

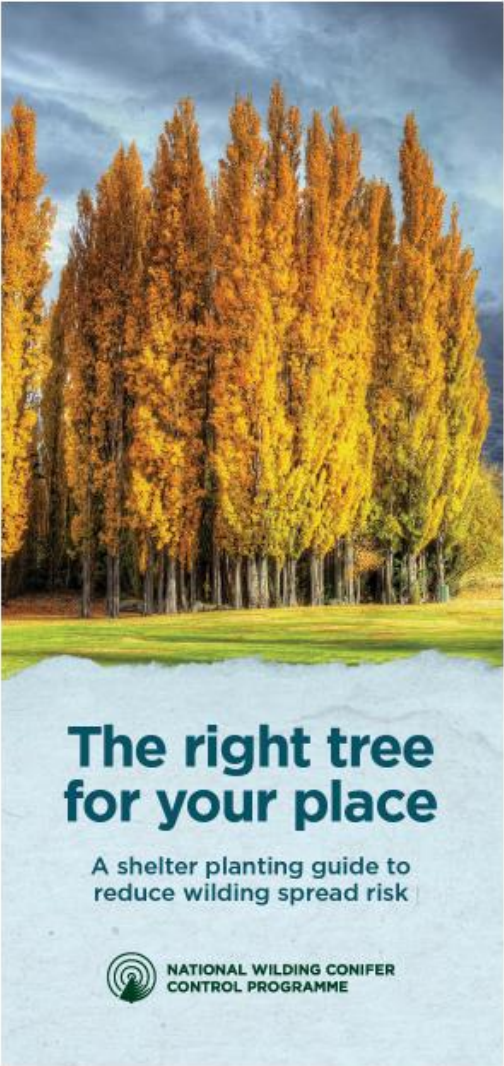
Rules  
0.25mm

Internal spread



Brochures

Pamphlets utilise the corporate look to deliver information clearly to partners and stakeholders.





## Brochure Structure

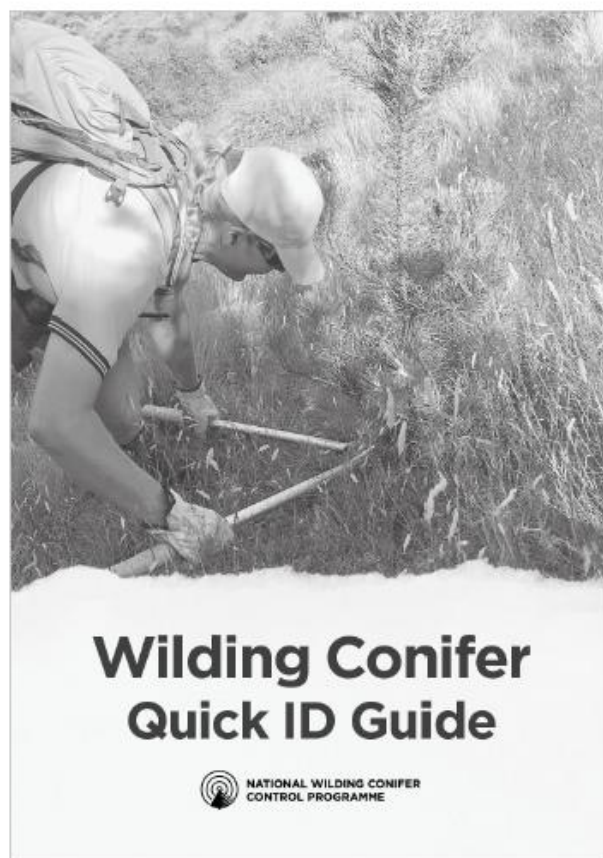
<b>Heading 01</b> Gotham bold, 14pt, white	<b>Coastal and lowland areas</b>	The species listed in this guide are for reference only. We suggest speaking with your regional council or local nurseries to determine which trees are most suitable for your area.	<b>Size</b> DL
<b>Heading 02</b> Gotham medium, 12pt, white	<b>Medium-Low Shelter (4-8 metres)</b>	<b>Plant to reduce wildfire risk</b> Please also check Fire and Emergency New Zealand's website for information on how to protect your property from wildfires.	<b>Cover margins</b> Top: 12mm Bottom: 16mm Outside and inside edge: 16mm
<b>Heading 03</b> Gotham medium, 10.5pt, tui blue	<b>Body</b> Gotham book, 9pt, white	<b>Plant locally sourced</b> By using ecosourced native plants you will help maintain the area's unique local characteristics. Scan the QR code to learn more.	<b>Image</b> Covers two thirds of page
<b>Block device</b> Alert orange	<b>Critter</b> Sits over block to accent content	<b>What are wilding pines?</b> Wilding pines refers to species of conifers including fir, larch and pine trees, that are growing where they are not supposed to be. They pose a big threat to New Zealand's unique environment and primary productions. By selecting non-spreading species for shelter and amenity plantings, you can prevent the spread of wilding pines into surrounding areas.	<b>Texture</b> Paper texture overlays front and back cover
<b>Background</b> Tui blue	<b>Background</b> Tui blue	<b>Logo</b> Centred	<b>Texture</b> Paper tear covers bottom third of page
<b>Body margins</b> Top: 12mm Bottom: 16mm Outside edge: 12mm Inside edge: 16mm	<b>Body margins</b> Top: 12mm Bottom: 16mm Outside edge: 12mm Inside edge: 16mm	<b>Title</b> Gotham bold, 32pt, tui blue	<b>Sub-title</b> Gotham medium, 13.5pt, tui blue
<b>URL</b>	<b>URL</b>	<b>Logo</b> Centred	<b>Logo</b> Centred
<b>Background</b> Sky blue	<b>Background</b> Sky blue	<b>Background</b> Sky blue	<b>Background</b> Sky blue

Internal page

Back cover



Front cover

## Greyscale versions



### Coastal and lowland areas

#### Medium-Low Shelter (4-8 metres)

-  **Karamū** (*Coprosma robusta*)  
 Can survive in extreme coastal winds and dry conditions. Their crops of orange berries attract tui and other birds.
-  **Cabbage tree** (*Cordyline australis*)  
 Very hardy. Can grow well in wet and dry conditions. Well suited to riparian planting.
-  **Karaka** (*Corynocarpus laevigatus*)  
 Hardy tree surviving salt winds and dry coastal situations. Good for shade and amenity.
-  **Kāpuka/Broadleaf** (*Griselinia littoralis*)  
 Small tree that grows to 8 meters with bright green, thick, shiny leaves.
-  **Ngalo** (*Myoporum laetum*)  
 Also known as Mousehole tree. Fast growing shrub with white flowers. Suitable for drier soil. Toxic to livestock.
-  **Matipo** (*Myrsine australis*)  
 Easy to grow shrub. Frost tolerant and suitable as a revegetation, hedging and shelter species.
-  **Whauwhaupaku/Five Finger** (*Pseudopanax arboreus*)  
 Small tree, hardy and can grow in sun to full shade in a range of soils.
-  **Kowhai** (*Sophora spp.*)  
 Grows well along river margins and close to the coast. Hardy and can tolerate dry and windy conditions.
-  **Mānuka** (*Leptospermum scoparium*)  
 Grows well on most sites.

The species listed in this guide are for reference only. We suggest speaking with your regional council or local nurseries to determine which trees are most suitable for your area.

#### Plant to reduce wildfire risk

Please also check Fire and Emergency New Zealand's website for information on how to protect your property from wildfires.



#### Plant locally sourced

By using ecosourced native plants you will help maintain the area's unique local characteristics. Scan the QR code to learn more.



#### What are wilding pines?

Wilding pines refers to species of conifers including fir, larch and pine trees, that are growing where they are not supposed to be. They pose a big threat to New Zealand's unique environment and primary productions. By selecting non-spreading species for shelter and amenity plantings, you can prevent the spread of wilding pines into surrounding areas.

Ko Tātou This is Us

WILDPINES.NZ





# Presentations

A powerpoint template is available to create informative presentations.



Title slide



Introduction slide



Quote slide



Text and image



Section slide



Text only



End slide



# Posters and flyers

Conference posters and flyers can incorporate the illustration elements with the corporate look and feel.



Photographic conference poster

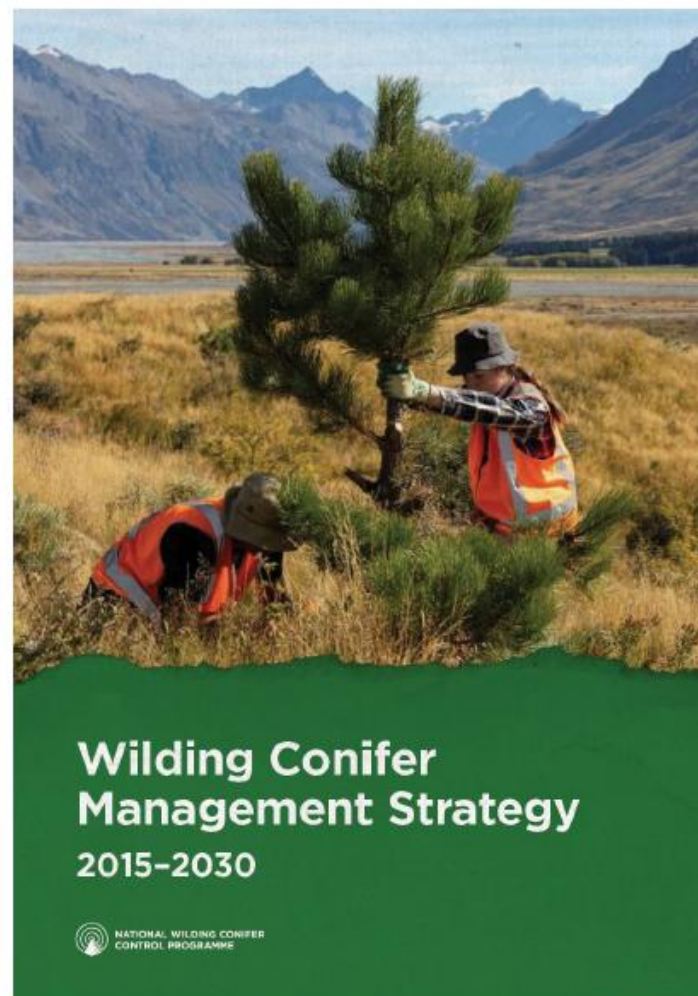


Illustrative conference poster

# Strategic document

Strategic documents use larger blocks of the bush green colour and key imagery relating to context of the communication.

The NWCCP logo should be positioned at the base of the front and back cover. Wherever possible the URL should be used on the back cover as the common call to action.



Front cover



Back cover

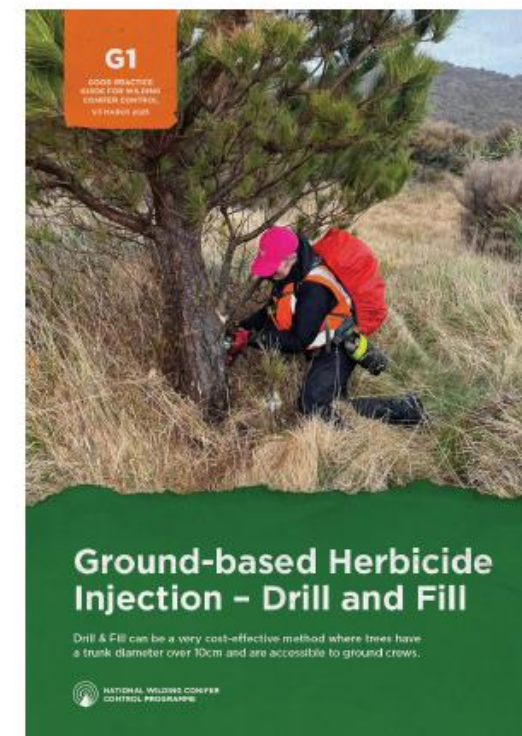
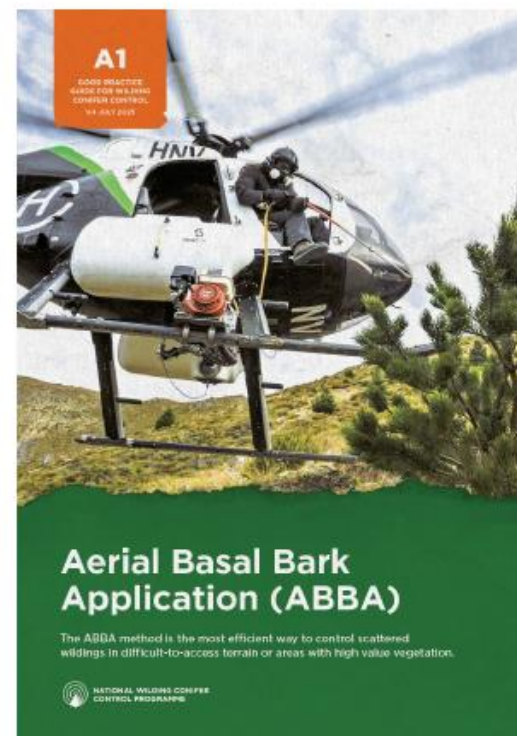


# Good practice guides

The NWCCP logo should be positioned at the base of the front and back cover.

Classification and version number is housed in the alert orange block device in the top left corner.

To give context, the imagery depicts the practice of the communication.





## Good practice guides

These guides summarise standards expected for safe wilding conifer control and other wilding control related activities.

They are typically text heavy and use a single column format.

## 2. ABBA Materials

### 2.1 Herbicide

The recommended ABBA herbicide for wilding conifer species is X-Tree Wet & Dry (UPL), a ready-to-use herbicide containing triclopyr butoxyethyl ester (no mixing required).

Alternatively, an equivalent mix is a 20% basal bark mixture, often referred to as a 20% volume to volume (v/v) solution:

- 200 mL of 600 g/L triclopyr butoxyethyl ester (triclopyr BEE) herbicide,
- 800 mL of 100% biodiesel (a methyl ester derived from vegetable oil or modified seed oils).

This herbicide mix gives 120 g of active ingredient per 1 L of herbicide mixture.

**Note:** the use of mineral based diesel (including JetA1), fuels and oils (including blends of mineral diesel and vegetable oil) as carriers in herbicide mixes is prohibited in the National Programme.

### 2.2 Personal Protective Equipment (PPE)

Exposing workers to X-Tree Wet and Dry or Triclopyr 600 + biodiesel may cause a range of issues including but not limited to:

- Eye irritation
- Allergic skin reaction and sensitisation by skin contact
- Damage to kidneys through prolonged or repeated exposure
- Harmful if swallowed

Care must be always taken to prevent exposure when handling these chemicals. This means wearing eye protection, nitrile gloves, coveralls, chemical resistant boots and a properly fitted mask when mixing, handling, and applying chemicals. Wand operators should not have any exposed skin.

#### Determining the correct Respiratory Protective Equipment (RPE)

The risk of chemical exposure to wand operators has not been assessed through exposure monitoring. Given this, the programme strongly recommends that P3 masks should be used. Properly fitted P2 masks with a carbon filter do provide some protection for operators and may be sufficient.

Information relating to selection of RPE can be found in Appendix 3.

Link to WorkSafe guidance on RPE: [Respiratory Protective Equipment \(RPE\) | WorkSafe](#)

### PPE and RPE requirements

Table 1. PPE and RPE specifications for set-up and delivery of ABBA operations

Type of PPE	Specifications/Comments
Eye protection	Goggles or a helmet visor must be used when mixing, handling, and applying chemicals.
Nitrile gloves	<ul style="list-style-type: none"> <li>• Nitrile gloves must be used when mixing, handling, and applying chemicals.</li> <li>• Other chemical resistant gloves may be used by the pilot to ensure they don't lose dexterity and compromise safety.</li> </ul>
Chemical-resistant coveralls	Coveralls must be used when mixing, handling, and applying chemicals.
Footwear	Chemical resistant work boots must be used when mixing, handling, and applying chemicals.
Respirator	<ul style="list-style-type: none"> <li>• Respirator must be used when mixing, handling, and applying chemicals.</li> <li>• We recommend the use of a P3 half face mask with appropriate agricultural filters. A P2 mask with carbon filter may also be appropriate.</li> <li>• A verbal electronic communication system must be in place between the pilot and wand operator. The mask must be fit tested to ensure adequate protection.</li> </ul>

### 2.3 Delivery Equipment And Setup

#### Helicopter set up

The decision of which helicopter type to be used will be based on safety and specific environmental conditions (e.g. altitude and manoeuvrability requirements) and will ultimately be made by the pilot. To allow for accurate record keeping and post control monitoring, a GPS system must record both the helicopter flight path and points where herbicide is applied to conifers. The GPS data shall be provided to the relevant Project Manager.

All equipment attached to the helicopter must have an approved modification listed in the aircraft flight manual.

- Operators using the wand must be restrained with an approved safety harness at all times.
- The pilot is responsible for installing a securing mechanism, such as a bracket or strap, to ensure the wand does not come in contact with the main or tail rotors. The wand operator must use it as directed by the pilot.



# Awareness resources

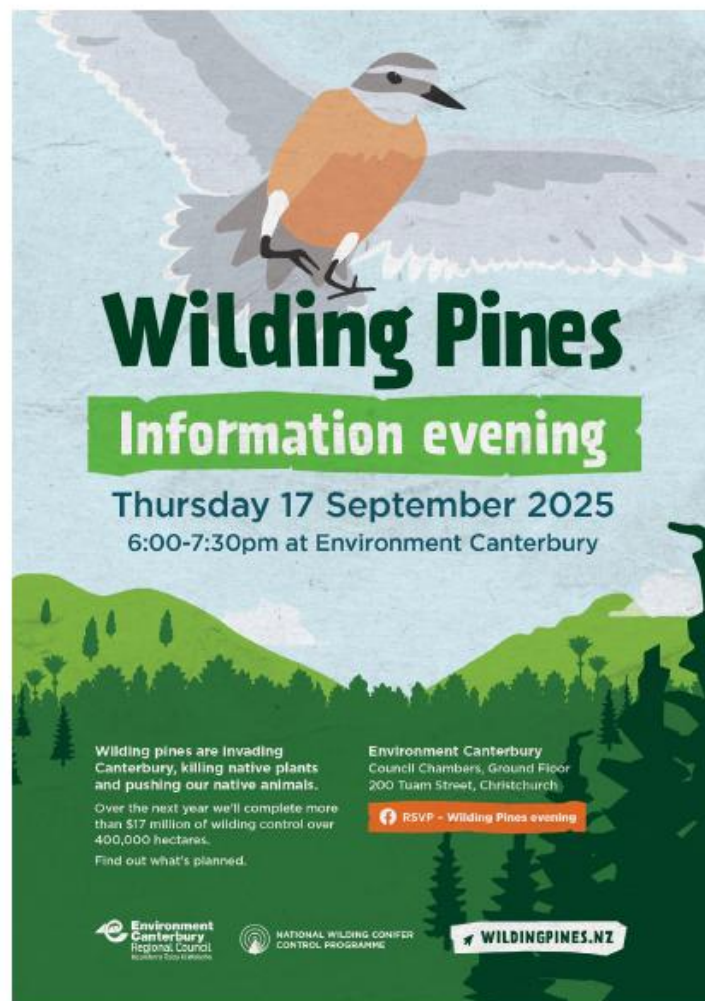
The following examples demonstrate correct use of the design elements for awareness resources. These can be adapted to suit audience and purpose.



# Posters and postcards

Campaign collateral features the illustrations and fresh green colours to emphasise the aspirational 'future state'.

The bright green is used to highlight positive actions and impacts.



Event poster



Postcards

## Poster Structure

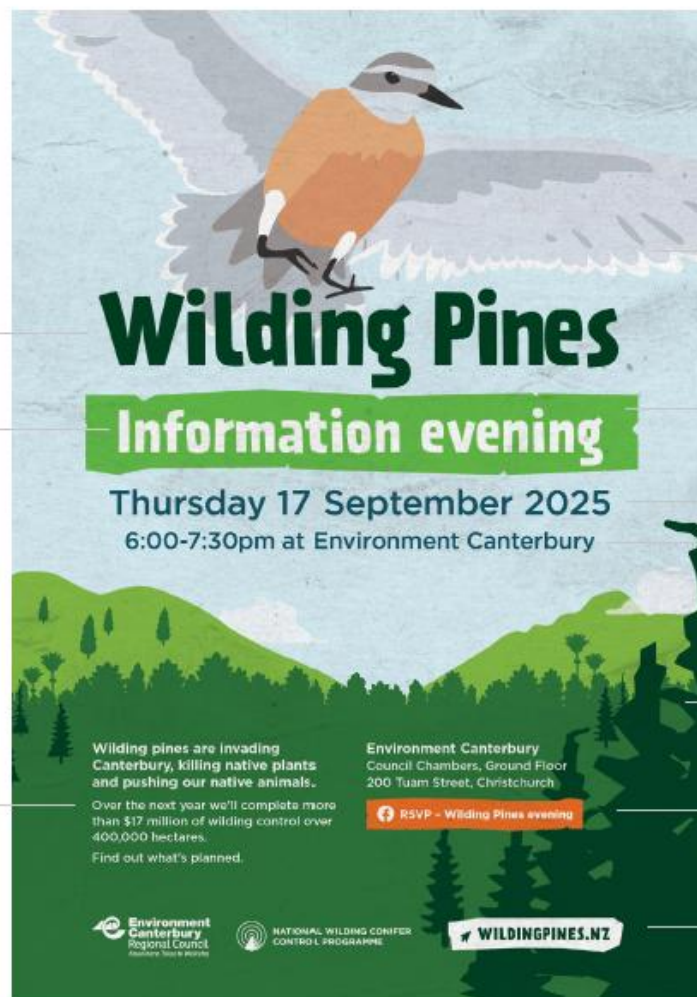
**Spacing**  
Two thirds of page used to create main feature lock-up

**Heading 01**  
Prater Sans Pro bold, 110pt, wilding pine green

**Heading 02**  
Prater Sans Pro bold, 64pt, white

**Spacing**  
Clear space around content to showcase illustration

**Body 03**  
Gotham medium, 15pt, white



**Size**  
A3

**Margins**  
16mm

**Critter**

**Block device**  
fern green

**Body 01**  
Gotham medium, 42pt, tui blue

**Body 02**  
Gotham medium, 28pt, tui blue

**Illustration**  
Wilding pines overlay the pristine landscape

**Block device**  
Pull-out key information

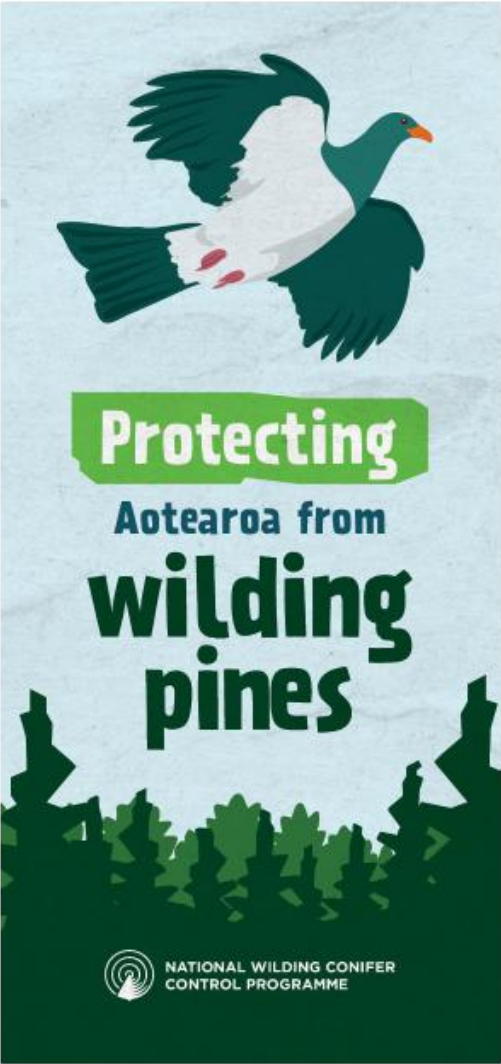
**Logos and URL**

Event poster



# Brochures

Campaign collateral features the illustrations and fresh green colours to emphasise the aspirational 'future state'.  
The bright green is used to highlight positive actions and impacts.





## Brochure Structure

**Heading 01**  
Gotham bold,  
14pt, tui blue

**Body**  
Gotham book,  
9pt, black

**Large bullets**  
Gotham bold, 10.5pt,  
wilding pine green

**Critter**

**Block device**  
Highlights key content,  
wilding pine green

**Block device**  
Alert orange

**Background**  
Sky blue

**Body margins**  
Top and bottom: 12mm  
Outside edge: 12mm  
Inside edge: 16mm

**Logo and URL**

### What can you do?

Farmers forest and landowners can:

- Be careful when selecting which tree species to plant, and where – check with your regional council before planting any conifer species.
- Remove wilding pine seedlings and saplings that have established outside planted areas, before they develop cones.
- Work with neighbours to control wilding pines that have spread across property boundaries.



### Hunters, hikers and other outdoor users

Pull out small wilding pine seedlings or cut small trees close to the ground. These trees can be left on site to break down naturally.

Businesses you can sponsor community projects and help spread the word – ask us for copies of this brochure to distribute or download a printable copy.

Anyone can join (or start) a community group helping to control wilding pines ([www.wildingpines.nz/get-involved/join-a-community-group](http://www.wildingpines.nz/get-involved/join-a-community-group)), or spread the word on social media – check out the videos and images you can use from the [wildingpines.nz](http://www.wildingpines.nz) website.

**Wilding pines pose a big threat to New Zealand's unique environment.**

### Did you know...

- Are difficult and expensive to get rid of once they become established.
- Can cause loss of unique landscapes, rare plant species and valuable pastoral land.
- Increase the intensity of wildfires.
- Impact our water catchments by soaking up ground water.
- If left unchecked, would cover more than a quarter of New Zealand within 30 years

### Find out more:

To find out what is happening in your area, contact your regional council biosecurity team. It takes all of us to protect what we've got.



WILDINGPINES.NZ



## Protecting Aotearoa from wilding pines



NATIONAL WILDING CONIFER  
CONTROL PROGRAMME

**Size**  
DL

**Cover margins**  
Top and bottom: 12mm  
Outside and inside edge: 12mm

**Critter**

**Texture**  
Paper texture overlays  
front and back cover

**Block device**  
Fern green

**Title**  
Prater Sans Pro,  
37pt / 23pt / 57pt,  
fern green, tui blue and  
wilding pine green

**Illustration**  
Wilding pines overlay the  
pristine landscape

**Logo**  
Centred

Internal page

Back cover

Front cover

# Signage

## Displays

The NWCCP logo and wilding pines URL should be consistent across all displays. They should be an appropriate size to ensure readability from a distance.

## Vehicles

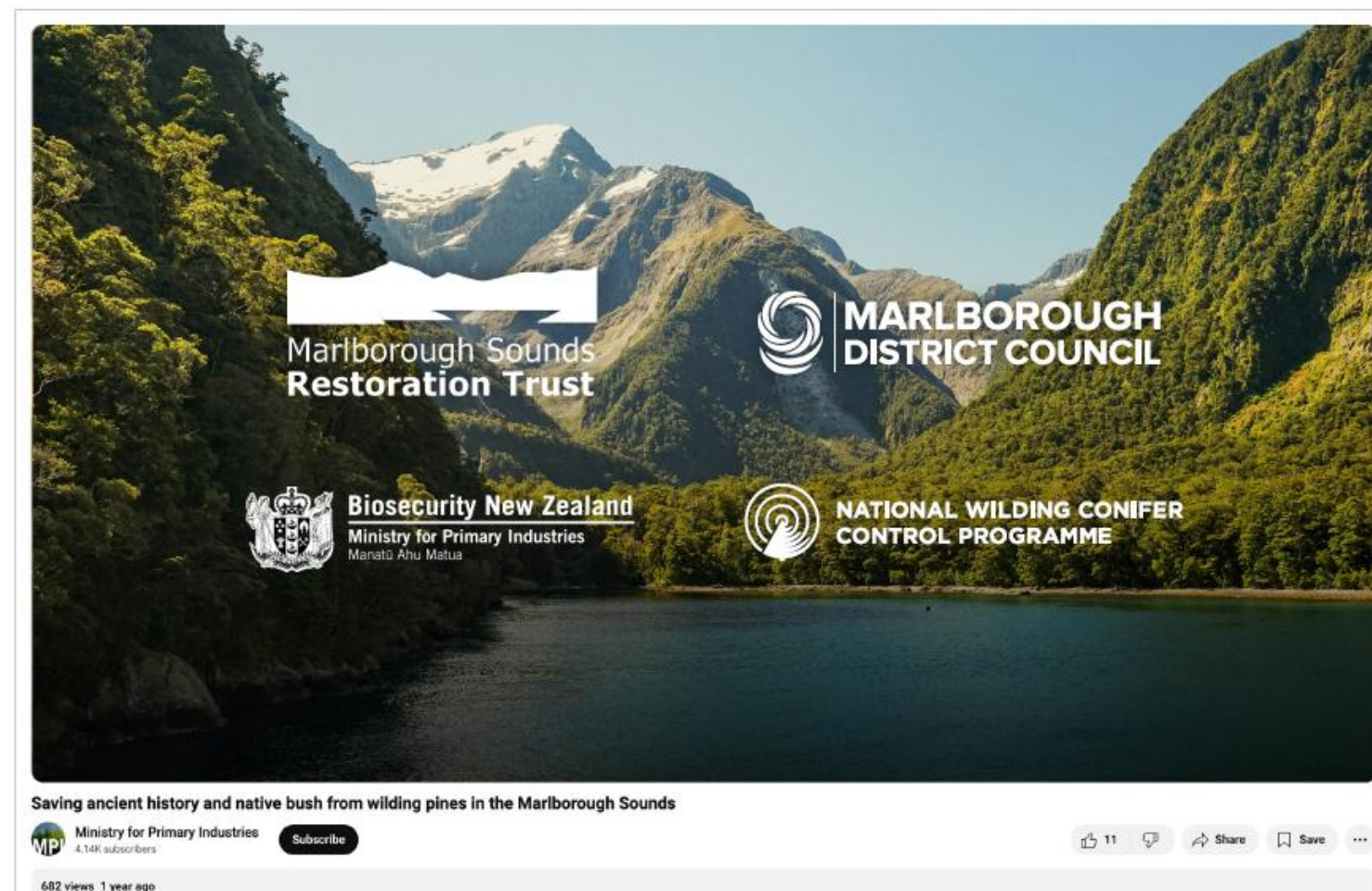
The logo should be in a removable format (e.g. magnet), and removed from the vehicle when in use for personal or other purposes not aligned with the National Wilding Conifer Control Programme.





# Media

If the NWCCP logo is used in animations or videos, it should be correctly applied as stated in this guide.



## Videos graphics

If the NWCCP logo is used in animations or videos, it should be correctly applied as stated in this guide.



Title slide



Introduction slide



Caption slide



Partner logo slide



End slide



# Merch

The NWCCP logo should ideally be applied on a plain coloured background and using good quality colour transfer printing or embroidery.



## Locations

Specific locations have been selected, each one working to control the spread of wilding pines, as well as increase awareness and engagement in those areas.

Each location features a specific native animal or plant that is threatened by the spread of wilding pines in that area.

This is a growing list of locations that will be added to as campaign reach increases.

**ARROWTOWN**  
**ARTHUR'S PASS** **AWANUI**  
**RIVER** **KAWEKA** **RANGES**  
**MARLBOROUGH SOUNDS**  
**MT TARAWERA** **OPOUTERE**  
**ORAKEI KORAKO** **QUEENSTOWN**  
**LAKES** **TAHAROA** **DOMAIN**  
**TAUHARA** **MAUNGA**  
**THE MACKENZIE BASIN**  
**WAIPOUA** **WHENUAKITE...**



## Location pack

A bespoke set of collateral is designed to target specific locations across New Zealand.

This location pack includes an A3 poster, newspaper full and half page advertisements and social media advertisements.



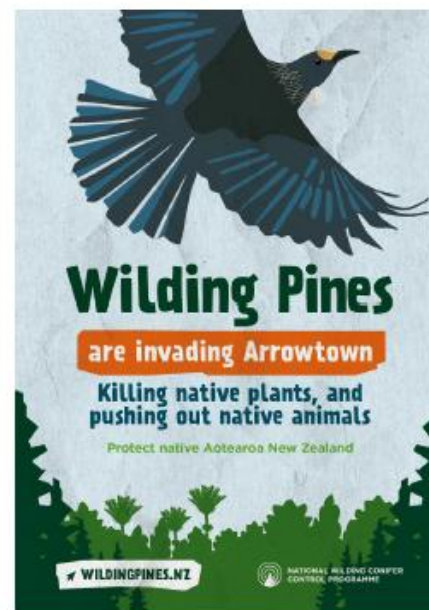
A3 Poster  
297 x 420mm



Newspaper – Half Page ad  
254 x 182mm



Instagram ad  
1080 x 1350px



Newspaper – Full Page ad  
254 x 366mm



Facebook ad  
1080 x 1080px

A dark green background with a silhouette of a conifer forest along the bottom edge. The trees are of various heights and are densely packed, creating a jagged horizon line.

# Visual archive



16-18 OCTOBER 2024  
GREAT LAKE CENTRE, TAUPŌ



# WILDING PINES CONFERENCE 2024

WILDING FREE AOTEAROA: THE HĪKOI





## WILDING PINES CONFERENCE 2022

COLLECTIVE ACTION  
FOR LONG-TERM GAIN

13-15  
SEPTEMBER  
2022

BLenheim  
MARLBOROUGH  
EVENTS CENTRE

Wilding Pine  
Network


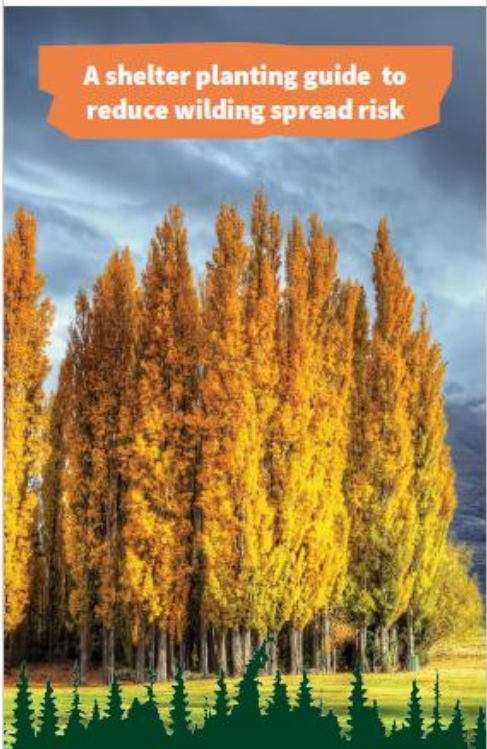


## WILDING CONIFER QUICK ID GUIDE

NATIONAL WILDING CONIFER  
CONTROL PROGRAMME


# The Right Tree for Your Place

A shelter planting guide to  
reduce wilding spread risk

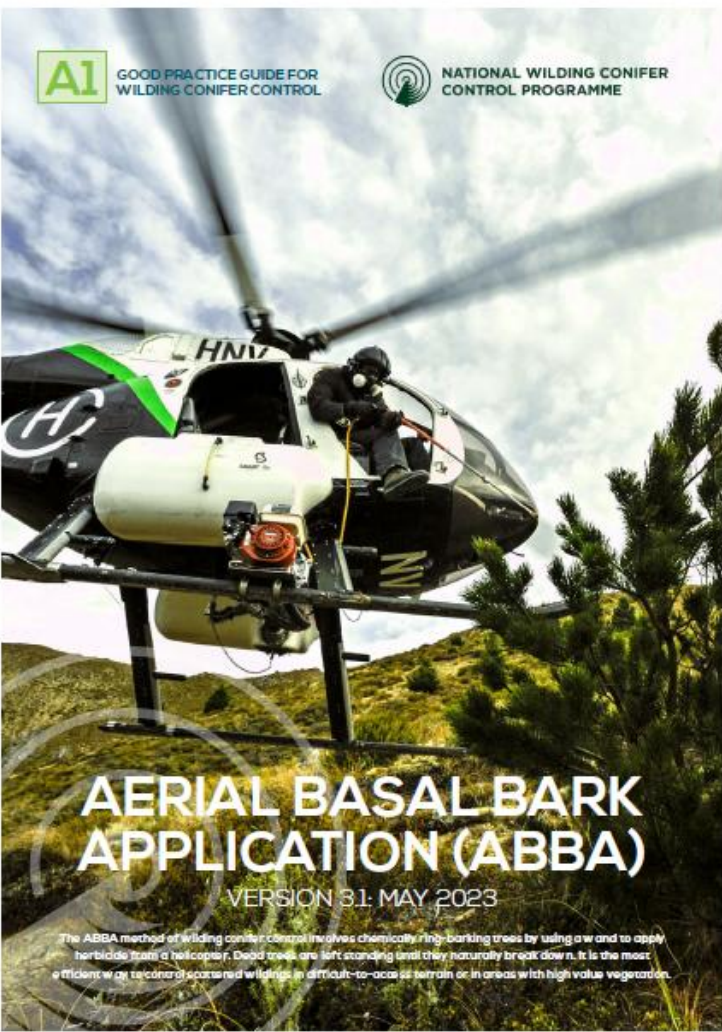


NATIONAL WILDING CONIFER  
CONTROL PROGRAMME

A1 GOOD PRACTICE GUIDE FOR  
WILDING CONIFER CONTROL



NATIONAL WILDING CONIFER  
CONTROL PROGRAMME



# AERIAL BASAL BARK APPLICATION (ABBA)

VERSION 31 MAY 2023

The ABBA method of wilding conifer control involves chemically ring-barking trees by using a saw and to apply herbicides from a helicopter. Dead trees are left standing until they naturally break down. It is the most efficient way to control scattered wilding in difficult-to-access terrain or in areas with high value vegetation.

A2 GOOD PRACTICE FOR  
WILDING CONIFER CONTROL



NATIONAL WILDING CONIFER  
CONTROL PROGRAMME



# AERIAL FOLIAGE APPLICATION

VERSION 5 MAY 2023

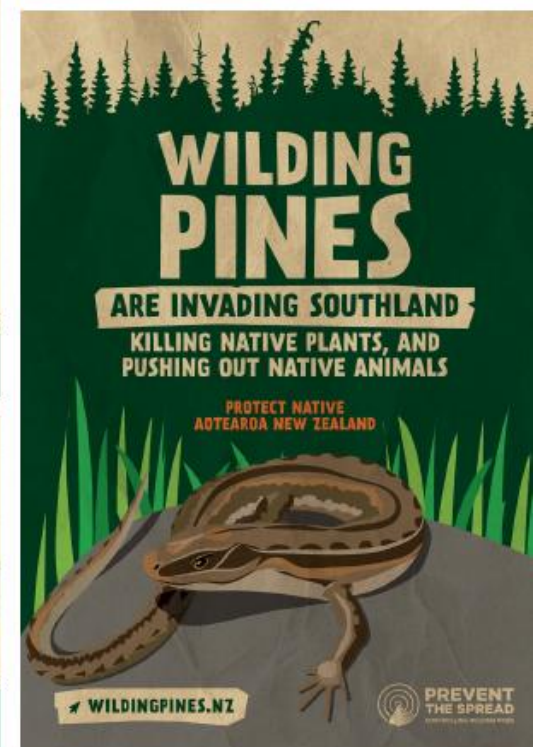
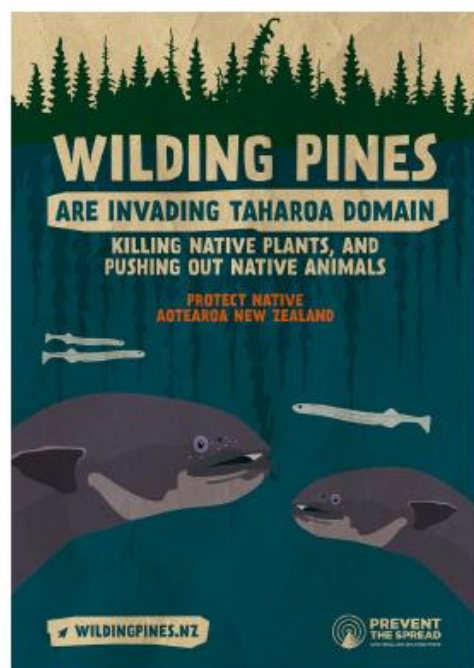
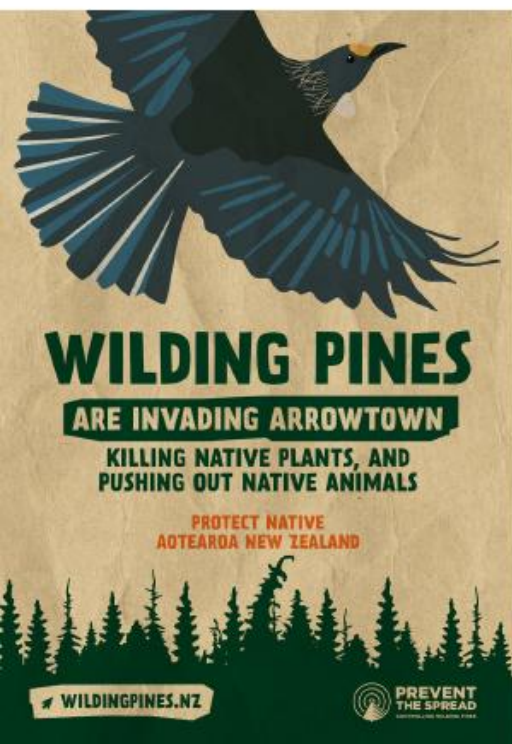


PREVENT THE  
SPREAD

NATIONAL WILDING CONIFER  
CONTROL PROGRAMME

ANNUAL REPORT  
2016/17







## Contact

Any questions?

Email to: [wildling.pines@mpi.govt.nz](mailto:wildling.pines@mpi.govt.nz)

Website: [wildlingpines.nz](http://wildlingpines.nz)

Phone: 0800 00 83 33



**NATIONAL WILDING CONIFER  
CONTROL PROGRAMME**