

# WILDING PINES

## CAMPAIGN GUIDELINES



**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES



CONTENTS

ABOUT  
WILDING  
PINES

2

BACKGROUND  
RESEARCH  
KEY FINDINGS  
CONCLUSIONS

3

4

5

6

STRATEGY

7

PURPOSE & GOAL  
APPROACH  
STAKEHOLDER  
ENGAGEMENT

8

9

10

ELEMENTS

11

LOGO LOCKUP  
FONTS  
COLOURS  
TEXTURES  
ILLUSTRATIONS  
KEY MESSAGES

12

13

14

15

16

19

COLLATERAL

21

LOCATION PACK  
LOCATIONS  
LOOKBOOK

22

23

24

CONTACT

27

**ABOUT  
WILDING  
PINES**

**WHY  
DO THEY  
MATTER?**

## BACKGROUND

As plants, wilding pines pose the biggest threat to New Zealand's unique environment.

The National Wilding Conifer Control Programme began in 2016, and aims to contain or eradicate all wilding pines by 2030.

Led by the Ministry for Primary Industries, the programme is a successful collaboration between central and local government, landowners, farmers, iwi, researchers and community trusts.

**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.**

## RESEARCH

Fewer than 11% of people understand that wilding pines are a problem. Among those who are aware, more than a quarter see them as somewhat beneficial, 24% are neutral, only 33% see them as harmful.

Research showed previous messaging was flawed due to an over focussing on the economic threat.

Imagery also wasn't resonating. Photographs of landscapes covered by wilding pines wasn't interpreted as problematic. Highlighting the need to overcome the perception that all trees are good.

**OUR RESEARCH SHOWED  
THAT WE NEED TO  
STRENGTHEN PUBLIC  
AWARENESS AND SHIFT  
PERCEPTIONS.**

## KEY FINDINGS

Existing material wasn't portraying the problem or solutions in a clear manner.

Public awareness needed vast improvement and the environmental impact needed to be communicated.

LEFT UNCHECKED, THE COST  
TO OUR ECONOMY AND  
ENVIRONMENT IS **HIGH.**

PUBLIC AWARENESS IS **LOW.**

ECONOMIC MESSAGING  
**WASN'T** RESONATING.

PHOTOGRAPHY WAS **CONFUSING.**

A **NEW** APPROACH WAS NEEDED.

## CONCLUSIONS

In order to stop the spread  
action is needed.

A new visual approach is required.

**WE MUST ACT NOW TO PROTECT  
NEW ZEALAND'S UNIQUE NATURAL  
ENVIRONMENTS AND REGIONAL  
ECONOMIES.**

**A CLEAR, ENVIRONMENTALLY  
FOCUSED CAMPAIGN TO RAISE  
PUBLIC AWARENESS AND HELP  
ERADICATE THE PROBLEM IS  
URGENTLY REQUIRED.**

## STRATEGY

# TACKLING THE ISSUE



## PURPOSE & GOAL

**To raise public awareness of the threat of wilding pines.**

To show the scale of the problem and how it affects New Zealand's unique natural environment.

To use design and messaging to clearly define the problem and solution.

**TO PROTECT NATIVE AOTEAROA  
NEW ZEALAND AGAINST THE  
SPREAD OF WILDING PINES.**

**TO ENCOURAGE LOCAL AND  
NATIONAL SUPPORT TO CONTROL  
AND ERADICATE WILDING PINES.**

## APPROACH

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

A bespoke illustration set was developed to communicate the risk to native plants and wildlife.

Location-specific assets were created to communicate local impact.

**THE WAY TO PROTECT NATIVE  
AOTEAROA NEW ZEALAND,  
CONTROL THE SPREAD AND  
ULTIMATELY ERADICATE  
WILDING PINES IS TO FOCUS  
ON THEIR THREATENING  
ENVIRONMENTAL IMPACT.**

## STAKEHOLDER ENGAGEMENT

The programme has a significant number of stakeholders.

There has been support and engagement throughout government, local government, the natural resources sector, environment and recreation focused NGOs, farmers, forestry, and land-owners/landholders.

**THE PROGRAMME'S  
SUCCESS HAS BEEN TO  
LEVERAGE ENGAGEMENT  
IN COMMUNITIES MOST  
DIRECTLY AFFECTED BY  
WILDING PINES.**



## ELEMENTS

WHAT THIS  
LOOKS LIKE

## LOGO LOCKUP

The [wildingpines.nz](https://wildingpines.nz) URL and the Prevent the Spread logo is seen across all campaign collateral.

This logo lockup is secondary to the key message and illustration, and should be used as a sign-off towards the end or bottom of a campaign piece.





**FONTS**

The campaign typeface is Prater Sans Pro which is an eco-feeling, woodcut-styled typeface that is both legible and recognisable.

Available for download from **Adobe Fonts**.





# COLOURS

The campaign colours capture the environmental look with the Pine and Sand.

The Orange and Yellow provide a contrasting sense of alarm associated with the urgent issue at hand.

## YELLOW

PANTONE®  
130 CP

CMYK  
0/35/100/0

RGB  
250/181/0

HTML  
fab500

## ORANGE

PANTONE®  
1595 CP

CMYK  
0/73/100/3

RGB  
230/98/7

HTML  
e66207

## PINE

PANTONE®  
3435 CP

CMYK  
93/24/85/69

RGB  
0/64/35

HTML  
004023

## SAND

PANTONE®  
7501 CP

CMYK  
6/10/26/2

RGB  
240/225/189

HTML  
f0e1bd



# TEXTURES

**The background used throughout the campaign is created by layering a few natural textures.**

Layer 1 is the solid Sand colour.

Layer 2 is a recycled pulp paper, which is multiplied.

Layer 3 is a crinkled brown paper, which is also multiplied.

The combination of these layers not only adds depth to the illustrative campaign, but also fits with the environmental approach.





# ILLUSTRATIONS

**A set of custom illustrations has been created to represent New Zealand's biodiversity and show how wilding pines take over our native environment.**

A dark, eerie and creeping wilding pines treeline poses as the underlying threat.

Fleeing and trying to escape the threat is a variety of vibrant native animals and plants.

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





WILDING PINES CAMPAIGN GUIDELINES



KAKA



DOTTEREL



TUI



KERERU

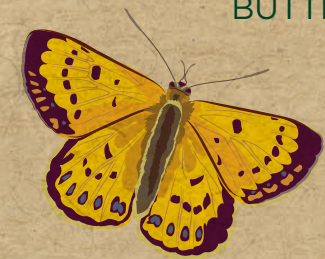
17



BELLBIRD



BANDED  
DOTTEREL



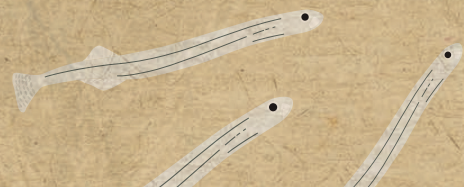
COMMON COPPER  
BUTTERFLY



SENTRY  
DRAGONFLY



LONG-FINNED EEL



WHITEBAIT



MCCANN'S  
SKINK



BLACK-EYED  
GECKO



DAISY





KAKA



DOTTEREL



TUI



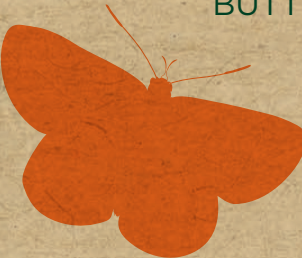
KERERU



BELLBIRD



BANDED  
DOTTEREL



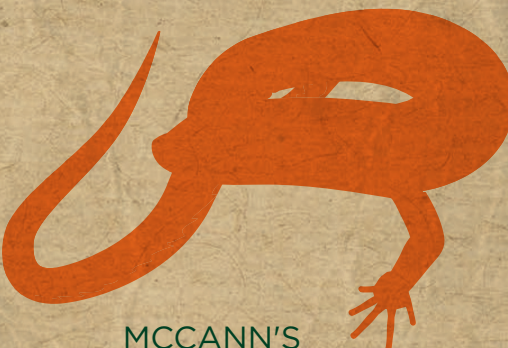
COMMON COPPER  
BUTTERFLY



LONG-FINNED EEL



SENTRY  
DRAGONFLY



MCCANN'S  
SKINK



BLACK-EYED  
GECKO



DAISY



WHITEBAIT



## KEY MESSAGES

Based on our research, all messaging needed to focus on the environmental threat of wilding pines, rather than their economic threat.

There are seven key messages used throughout the campaign – one overarching, two primary and four secondary.

**WILDING PINES  
OVERWHELM OUR  
NATIVE LANDSCAPES,  
KILLING PLANTS, AND  
PUSHING OUT OUR  
NATIVE ANIMALS.**



PRIMARY

**LEFT TO SPREAD, THEY WILL COVER  
UP TO 20% OF NEW ZEALAND WITHIN  
20 YEARS.**

**IT IS NOT AN OPTION TO DO NOTHING.  
LEFT UNCHECKED WILDINGS WILL TAKE  
OVER A QUARTER OF OUR LANDSCAPE  
WITHIN 30 YEARS.**

SECONDARY

More than 7.5 million  
hectares of New Zealand  
is at risk.

Wildings are a 4.6 billion  
dollar threat to our economy.

Wildings are a threat to  
our waterways.

Wildings are a threat to  
native biodiversity.

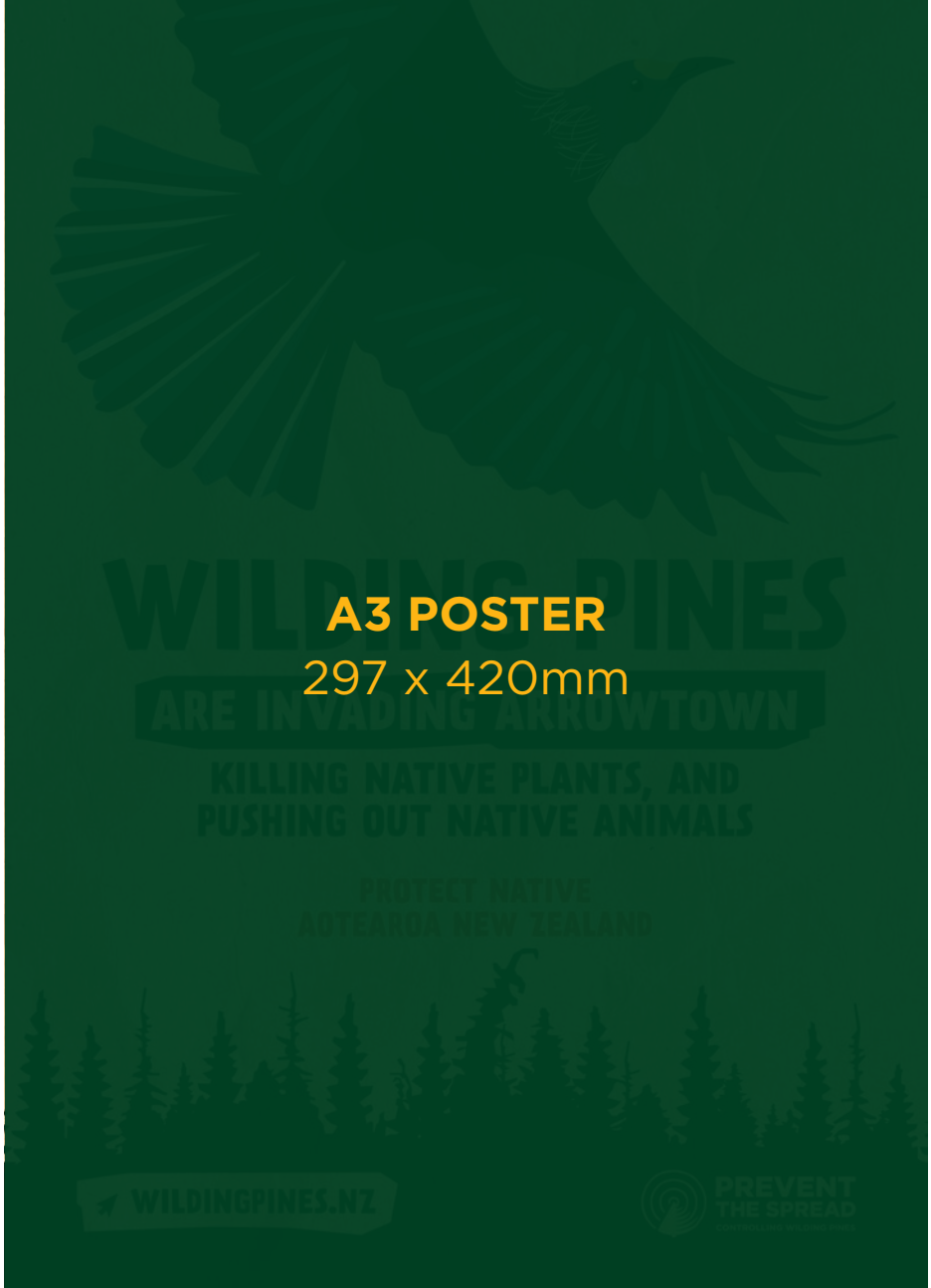
**COLLATERAL**

# RAISING AWARENESS ACROSS NZ

# 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 Facebook advertisements.



**A3 POSTER**  
297 x 420mm



**FACEBOOK  
AD 1**  
1080 x 1080px



**FACEBOOK  
AD 2**  
1080 x 1080px



**NEWSPAPER  
HALF PAGE AD**  
254 x 182mm



**NEWSPAPER  
FULL PAGE AD**  
254 x 366mm

## 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

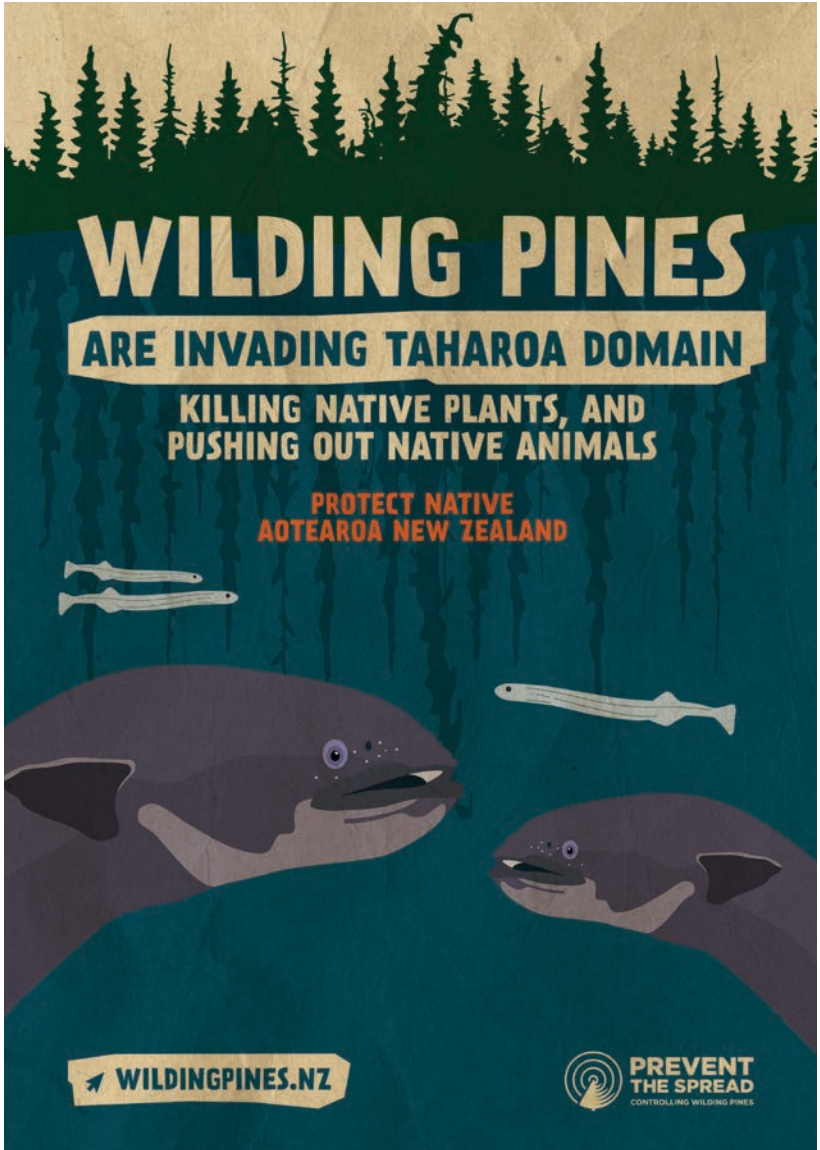
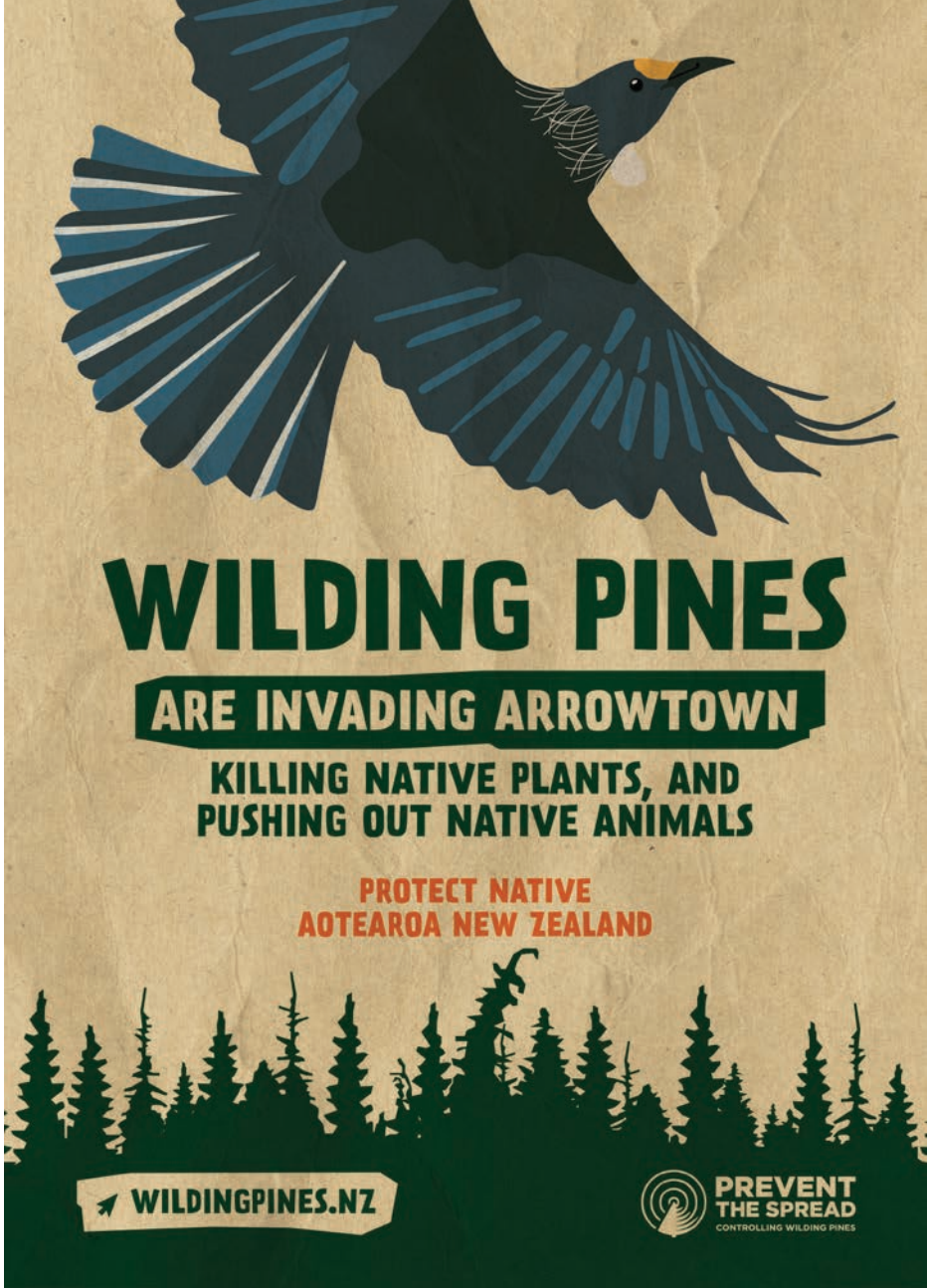
THE MACKENZIE BASIN

WAIPOUA WHENUAKITE...




# LOOKBOOK

A collection of campaign collateral developed and designed to control the spread of wilding pines.








# WILDING PINES

**INVADE OUR  
NATIVE LANDSCAPES,  
KILLING NATIVE PLANTS  
AND PUSHING OUT  
NATIVE ANIMALS**



**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES

**WILDINGPINES.NZ**



## WILDING PINES ARE INVADING MT TARAWERA


KILLING NATIVE PLANTS, AND  
PUSHING OUT NATIVE ANIMALS

PROTECT NATIVE  
AOTEAROA NEW ZEALAND

**WILDINGPINES.NZ**



**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES




## WILDING PINES ARE INVADING QUEENSTOWN LAKES

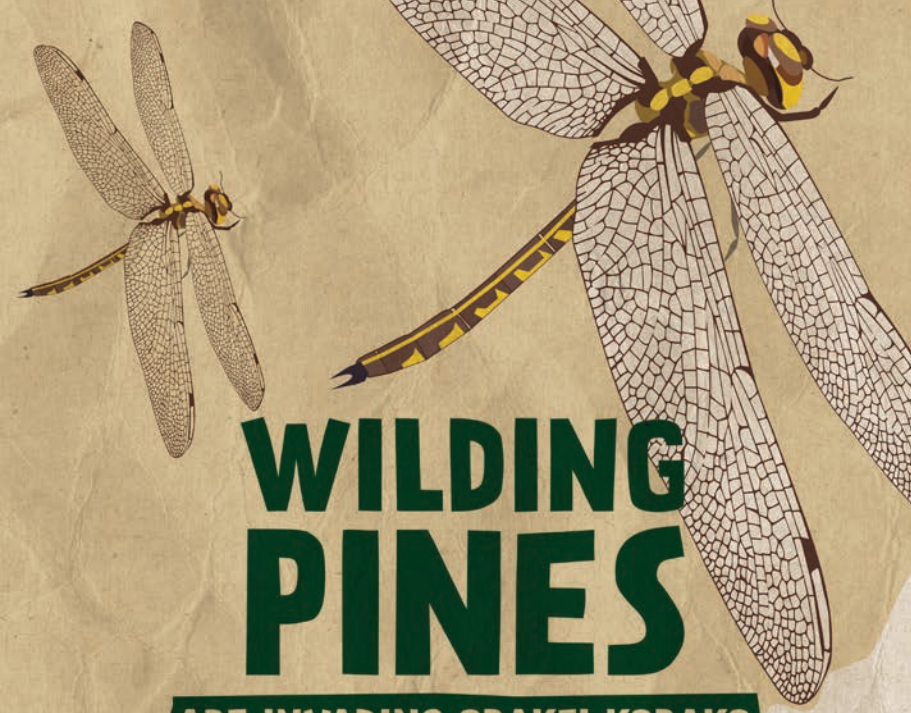
KILLING NATIVE PLANTS, AND  
PUSHING OUT NATIVE ANIMALS

PROTECT NATIVE  
AOTEAROA NEW ZEALAND

**WILDINGPINES.NZ**



**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES




## WILDING PINES

**ARE INVADING ORAKEI KORAKO**  
KILLING NATIVE PLANTS, AND  
PUSHING OUT NATIVE ANIMALS

PROTECT NATIVE  
AOTEAROA NEW ZEALAND

**WILDINGPINES.NZ**



**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES



**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES

**WILDINGPINES.NZ**



**WE'RE  
PROTECTING  
SOUTHLAND  
FROM  
WILDING PINES**

**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES

**PREVENTTHESPREAD.NZ**

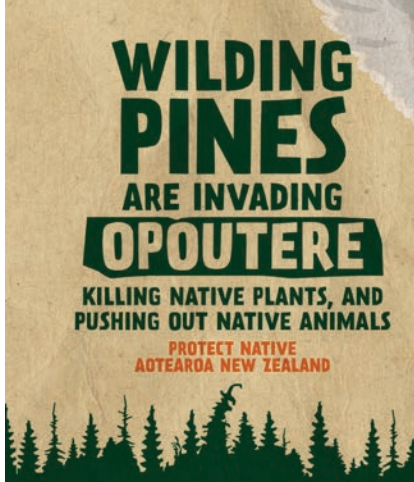


## WILDING PINES ARE INVADING

KILLING NATIVE PLANTS, AND  
PUSHING OUT NATIVE ANIMALS

PROTECT NATIVE  
AOTEAROA NEW ZEALAND

**WILDINGPINES.NZ**



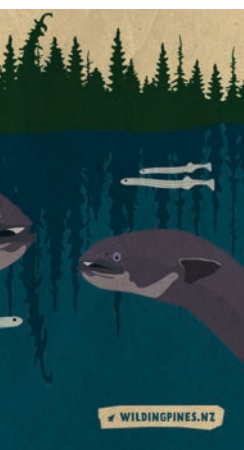
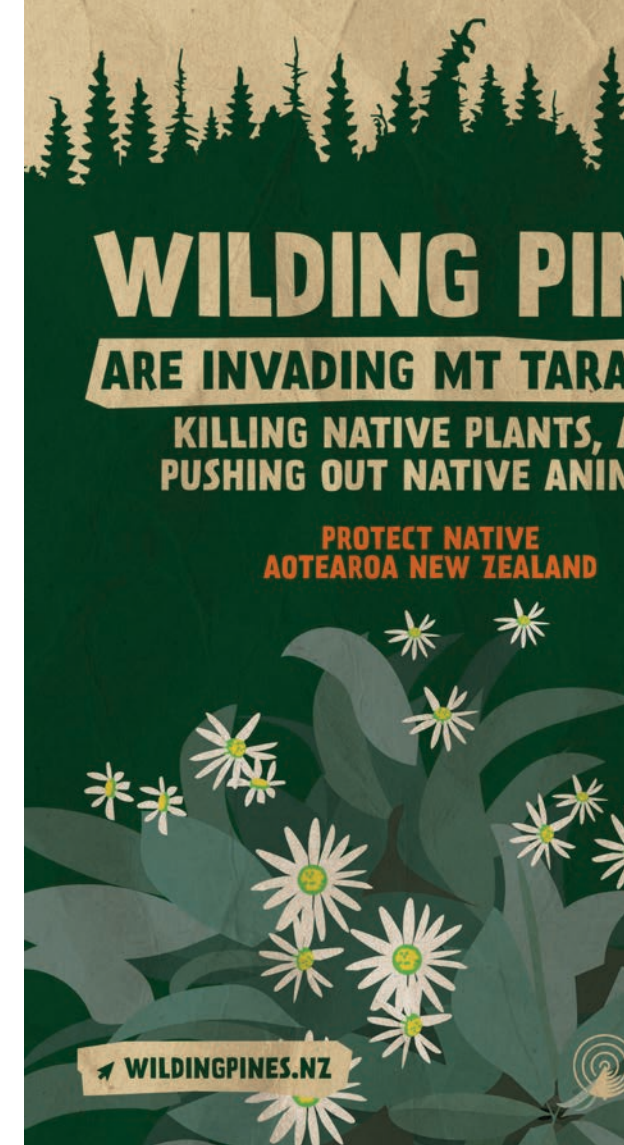
## WILDING PINES ARE INVADING OPOUTERE

KILLING NATIVE PLANTS, AND  
PUSHING OUT NATIVE ANIMALS

PROTECT NATIVE  
AOTEAROA NEW ZEALAND

**WILDINGPINES.NZ**







# CONTACT

WEBSITE:

**WILDINGPINES.NZ**

PHONE:

**0800 00 83 33**

EMAIL:

**WILDING.PINES@MPI.GOV.T.NZ**





**PREVENT  
THE SPREAD**  
CONTROLLING WILDING PINES