# Wellington, New Zealand

## Introduction

The Wellington City Council [has just unveiled their branding](http://www.stuff.co.nz/dominion-post/news/wellington/9366061/Fresh-Wellington-logo-makes-councillors-cross) for the city. A local poll shows that over 80% of respondents (3,400) don’t think it is a great look for our city.

As a result, a group of residents have decided to come up with alternate logo. This brief is for the logo itself. We intend to run this as a competition with the winner being put forward to the City Council as an alternative to the one they have designed.

We don’t believe that the logo designed by the Council represents the city, its icons, and its heart. We think the City should have consulted with its residents before deciding the final design.

To that end we are seeking an alternative from you and the residents. All logos will be voted for online and the top ten will then go to a panel of judges for the final decision.

## Wellington Information

Wellington is the Capital of New Zealand. It is a small city that is surrounded by steep hills, enclosed in a harbour, with a vibrant community. Over half of Wellington residents were not born in New Zealand and diversity is important to us, we think that we are one of the most culturally integrated cities in the world.

Jack Yan, who is a branding expert and will be one of the judges, [recently blogged about the branding](http://jackyan.com/blog/2013/11/lets-improve-on-the-wellington-logo/). This blog along with the attached document, 2010-wgtn-rebranding, is a good place to start your journey.

Wellington can be described as:

* The [Capital of New Zealand](http://en.wikipedia.org/wiki/Wellington_New_Zealand).
* An adventurous city with access to some of the greatest outdoor activities, right on our doorstep.
* A [centre of film for New Zealand](http://www.filmwellington.co.nz/page/home.aspx) and the home of Peter Jackson, director of many movies including the Lord of the Rings and Hobbit trilogies.
* Burgeoning [with high-tech industries](http://whatisitwellington.com/2013/08/24/john-key-on-the-wellington-ict-industry-is-nicola-young-our-future-wired-mayor/) including [Xero](http://www.xero.com) and other ICT companies.
* Perched on the edge of the world, with the harbour a key feature.
* Surrounded by steep hills where houses cling to cliff faces.
* Subject to some of the most extreme weather in the world, we are on the edge of [Cook Strait](http://en.wikipedia.org/wiki/Cook_Strait) and our [wind is legendary](http://www.youtube.com/watch?v=m0jnahV81AU).
* Home to the [Craft Beer industry](http://craftbeercapital.com/) of New Zealand with many local, independent breweries and beer houses.
* A tourist destination with dozens of cruise ships arriving in the summer months.
* Home to [the Golden Mile,](http://en.wikipedia.org/wiki/Lambton_Quay) with a shopping precinct stretching from one side of the city to the other.
* Compact, you can walk from one side of the city to the other easily.
* Green, our Council is largely a green based Council and we love alternate energy.
* Home too many icons including [Te Papa](http://www.tepapa.govt.nz/pages/default.aspx), the [Caketin](http://westpacstadium.co.nz/), [Oriental Bay](http://en.wikipedia.org/wiki/Oriental_Bay), the [Beehive](http://en.wikipedia.org/wiki/The_Beehive), the [Cable Car](http://www.wellingtoncablecar.co.nz/), the [wind sculptures](http://vimeo.com/12887153), [Weta Workshops](http://www.wetanz.com/cave/), [Cuba Mall](http://en.wikipedia.org/wiki/Cuba_Street,_Wellington), [Zealandia](http://www.visitzealandia.com/), [Scorching Bay](http://wellington.govt.nz/recreation/beaches-and-coast/eastern-suburbs/scorching-bay), the [Zoo](http://www.wellingtonzoo.com/), and [more](http://www.wellingtonnz.com/sights-activities).
* [Vibrant night life](http://www.wellingtonnz.com/australian-visitors/wellingtons-food-districts/courtenay-place), the city with the highest proportion of cafes, bars, and restaurants in New Zealand.
* Smart, we have the highest average wages in New Zealand along with the most educated residents.
* Diverse, we have communities from every corner of the earth.
* Exciting, over the summer months we are known as the Events Capital with concerts, sporting events, and community gatherings.
* [Centre for the arts](http://www.wellingtonnz.com/sights-activities/arts-culture) in New Zealand, with a strong investment in the artistic community.
* Sports mad, from sports fields, to international rugby games we love our sport.

So go to it. We want something that represents who we are.