



**ROTORUA  
LAKES COUNCIL**

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# **BRAND IDENTITY**

Sir Howard Morrison Centre



**SIR HOWARD  
MORRISON CENTRE**



**ROTORUA**



**SIR HOWARD  
MORRISON CENTRE**

He Tūī

He Korokoro tūī

Toi kupu, toi waiata

Te Haka ā-Tānerore

He manu nuku he manu ora

Kai taku tua kai taku aro

**SIR HOWARD  
MORRISON CENTRE**



Our tohu



**SIR HOWARD  
MORRISON CENTRE**

Primary lockup - vertical



**SIR HOWARD  
MORRISON CENTRE**

Secondary lockup - horizontal



**SIR OWEN  
GLENN THEATRE**  
MATANGI RAU



**TE HAUMAKO**  
BLACK BOX THEATRE



**SIR HOWARD  
MORRISON CENTRE**



**SIR OWEN  
GLENN THEATRE  
MATANGI RAU**



**TE HAUMAKO  
BLACK BOX THEATRE**



Application.

How we  
express  
**Culture.**





