



Brand Guidelines

Version 1.0 / July 2024

Introduction

Kia Orana and Welcome

This comprehensive Brand guideline is designed to provide a clear framework for understanding and implementing our brand identity across all mediums. This guide has been developed in collaboration with our Brand Strategy. To review the full Brand Strategy evolution, [click here](#).

From our brand positioning, pillars and tone of voice, each element has been carefully crafted to reflect our values, and personality.

Whether you're a designer, marketer, or team member, the brand toolkit will serve as your roadmap for maintaining brand consistency and integrity.

By adhering to these principles, you ensure that every interaction with our brand resonates with authenticity, professionalism, and excellence. Please note these guidelines are a living document and will be updated periodically. Always ensure you are referencing the current version if using the PDF format.

Te Mato Manava Turoto
Cook Islands Tourism Corporation

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Brand Foundation

Kia Orana Values

The Kia Orana Values are the foundation that aligns our tourism industry with the core values of the Cook Islands people and its residents.

Our values are based on our culture and traditions while reflecting our unique and modern way of life. It informs our collective approach to tourism and guides our aspirations for its continued development.



Our Core Values – Te Tango

KIA ORANA

May we live long and fulfilling lives. The Spirit and wish of the people.

MEITAKI

As a host, here everything is good and well.

MANA TIAKI

We are proud guardians of these islands.

Brand Positioning

Brand Positioning

“Our” represents a shared connection between Cook Islands residents and visitors.

“Little” serves as a guide, aligning expectations with the reality of our offer, and drives our unique benefits: intimate, simple, casual.

“Paradise” immediately informs those with no or little awareness of the nature of our destination.

Our Little Paradise

IS

Little

Intimate

Simple

Casual

Abundant with possibility

Connected

World-wise and well-travelled

Open-armed and hearted (Kia Orana)

Generous hosts (Meitaki)

Caring with guardianship (Mana)

ISN'T

Small

Isolated

Simplistic

Sleepy

Boring

Lonely

Backwards

Narrow-minded and judgmental

Cynical

Selfish

Brand Pillars

Our brand pillars are key as it is our truth, identity, and what differentiates us.

People, at the core of why we do what we do.
Product, ensuring authentic memorable experiences are had.

Place, the environment in which we operate.

PEOPLE	PRODUCT	PLACE
Welcoming (Kia orana) spirit	“Enough to do”	Undiscovered
Stewards	Not commercialised	Ease
Approachable	Good hosts	Simplicity
Caring	Immersive	Beauty
Proud	Not for everyone	Safe
No hard sell	Whole island resort	Guardianship (Mana Tiaki)

Tone of Voice

The echo of who we are and how we communicate as a people, product and place.

INCLUSIVE	AUTHENTIC	PLAYFUL
Open-armed (Come as you are)	Warm and friendly	Young at heart
Embracing	Genuine	Fun, even cheeky
Engaging	Real	Vibrant
No cynicism	Respectful	Charming
Diverse	Informal	Free spirited

Our Logo and Tagline

Our logo is intentionally the name of our country, aimed at raising the profile and awareness of the destination.

Our tagline is both an invitation to enjoy and commit to the shared responsibility of being a steward of our little paradise.



Brand Toolkit

Hero Logo

Following the guidelines for consistent use of our logos will help reinforce the Cook Islands Tourism image and strengthen the brand.

There are two orientations of the logo: stacked and horizontal.

The stacked version is used in the Cook Islands and Europe, while the horizontal version is to be used in New Zealand, Australia, and North America.

The “Love our little paradise” lockup versions should be used where possible, but not at sizes or applications where it is not easily read or becomes distorted.

The “Love our little paradise” section of the logo is not to be used independently from “COOK ISLANDS.”

Use these logos in the Cook Islands and European markets.



Use these logos in New Zealand, Australia, and North American markets.



Hero Logo Clear Space

As shown here, the clear space surrounding the logo cannot be less than the half the height of the K. To ensure the logo's clear visibility and easy identification at all times, it is crucial to maintain this distance around it.

The distance between the logo and "Love our little paradise" has been carefully placed. It is not to be repositioned, resized, or used separately from the COOK ISLANDS section of the logo.

In digital banners where space is limited, the clear space can be reduced to half of X if needed.



Hero Logo Minimum Sizes

Logo minimum sizes are a critical aspect of our brand guidelines, ensuring that our logo maintains its clarity and impact across different applications.

By adhering to these specifications, we guarantee the logo remains legible and recognizable, whether it's displayed on digital platforms, printed materials, or merchandise.

“Love our little paradise” should not be used when it does not appear easy to read or becomes distorted.

Print + Digital Minimum



Print: 10 mm
Digital: 50 px

Print + Digital Minimum



Print: 25 mm
Digital: 100 px

Print + Digital Minimum



Print: 25 mm
Digital: 100 px



Print: 20 mm
Digital: 100 px



Print: 25 mm
Digital: 100 px



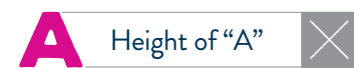
Print: 25 mm
Digital: 100 px

Logo Variant – Rarotonga & Aitutaki

Island specific logos such as Rarotonga & Aitutaki are utilised in New Zealand and Australia where the market has high awareness of the destination.



Clear Space



Print + Digital Minimum



Logo Variant – Love our little paradise

The “Love our little paradise” logo variant is intended for domestic use in the Cook Islands. Emphasizing “Love” in the tagline highlights how love in action is put into practice within the Cook Islands.

This then ensures that the original “Love our little paradise” tagline is always used alongside the hero logo “COOK ISLANDS,” preserving brand integrity.



Clear Space



Approved Colour Usage



Print + Digital Minimum



Hero Logo – Correct Usage

It is important to showcase the logo using approved colors. When incorporating photographs and illustrations in advertisements and various media, ensure the logo is

presented in a clear and prominent manner. Exercise your best judgment to guarantee ample contrast, optimizing legibility.

The logo can be used in pink, black, and white as well as appear over approved brand colors. See section 4.13 for all approved brand colors.

The logo can be used with or without the tagline over photography, video, and texture, but it must be legible.



Hero Logo - Incorrect Usage

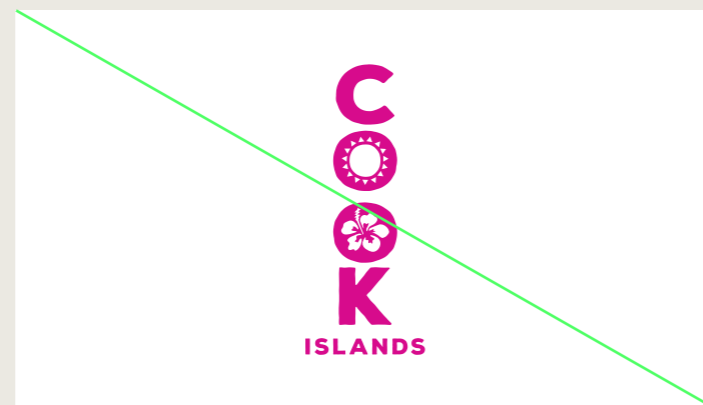
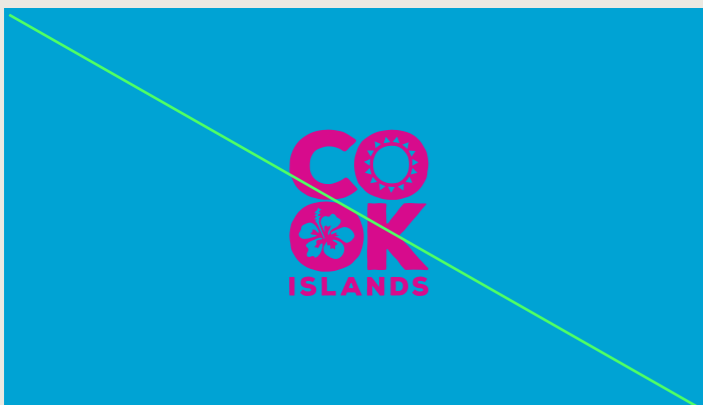
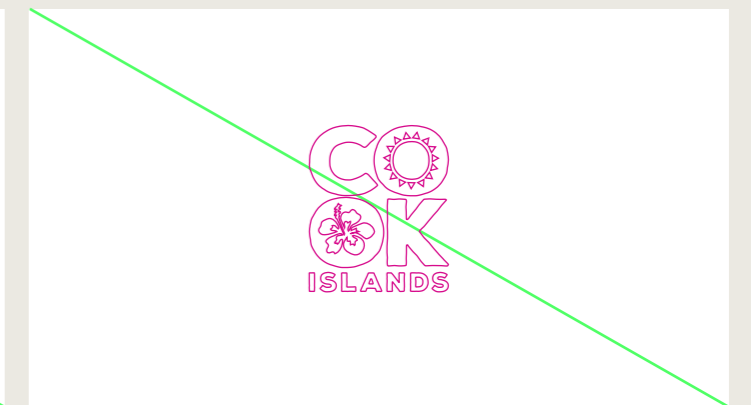
Avoid using the logo as shown below.

The logo cannot be used in unapproved colours and must always be legible to maintain visual separation from backgrounds.

Do not rearrange, or restructure the logo.

Do not distort the logo or use extreme drop shadows.

Do not outline, use in other shape, or place the logo over patterns.



Hero Logo Variant – Colours

In addition to full colour, the logo can also be used in the following single colour variations. Please refer to the colour palette section 4.13 for correct colour values.

Pink



White



Black



Hero Logo Variant – Brand Colour Combinations

The preferred colour combination usage when possible are a full color logo on a pink or white background.

Below are approved colour combinations in which the Cook Islands Tourism logo can appear over our brand colours. Please refer to the colour palette section 4.13 for correct colour values.



Full Colour



CIT Pink



White



Hero Logo Variant – Brand Colour Combinations

The preferred colour combination usage when possible are a full color logo on a pink or white background.

Below are approved colour combinations in which the Cook Islands Tourism logo can appear over our brand colours. Please refer to the colour palette section 4.13 for correct colour values.



Logo Variant – Pa Enuua

Pa Enuua (outer islands) co-branded logos are to be used when promoting specific islands.



Corporate Logo

The corporate logo for Cook Islands Tourism must always be used in conjunction with the consumer logo as show below.



COOK ISLANDS
TOURISM CORPORATION
TE MATO MANAVA TUROTO

Corporate Logo Clear Space

As shown here, the clear space surrounding the logo cannot be less than the half the height of the S. To ensure the logo's clear visibility and easy identification at all times, it is crucial to maintain this distance around it.



Corporate Logo Colours

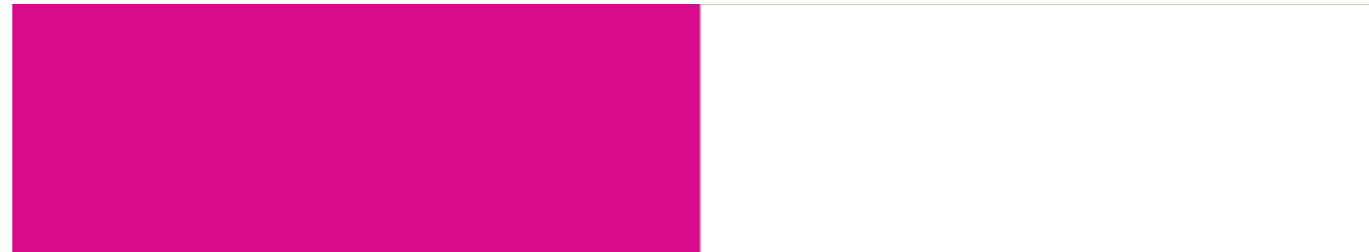
The corporate logo can be used in the following colour combinations. To help maintain the integrity of the brand, it is imperative that we do not deviate from the approved colours.



Colour Palette

Consistent use of our brand colours is essential to building the Cook Islands Tourism brand worldwide.

Primary Colours



COOK ISLANDS PINK

CMYK 10 100 0 0
RGB 216 11 140
HEX #d80b8c

WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

Secondary Colours



DEEP WATER

CMYK 100 41 12 68
RGB 0 52 82
HEX #003352

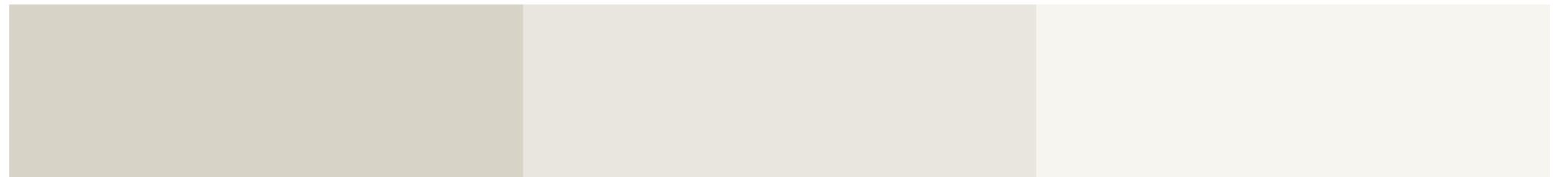
OCEAN

CMYK 99 71 35 19
RGB 0 75 111
HEX #004b6f

LAGOON

CMYK 78 9 2 6
RGB 0 176 225
HEX #00a2d3

Tertiary Colours



SAND DARK

CMYK 15 13 20 0
RGB 216 211 198
HEX #d7d2c6

SAND MEDIUM

CMYK 8 7 10 0
RGB 233 229 223
HEX #e9e5df

SAND LIGHT

CMYK 2 2 4 0
RGB 247 245 241
HEX #f7f5f1

Typography

The Cook Islands Tourism brand uses three typefaces across all our communications.

The image shows the letters 'Aa' in a classic serif font. The uppercase 'A' has a sharp, pointed top and a wide base. The lowercase 'a' is a tall, elegant script with a decorative flourish at the top.

PRIMARY: Playfair Display

The image shows the letters 'Aa' in a modern, clean sans-serif font. The uppercase 'A' is simple and geometric, while the lowercase 'a' is rounded and friendly.

SECONDARY: Brandon Grotesque

The image shows the letters 'Aa' in a highly stylized, handwritten script font. The letters are slanted and have a rough, ink-like texture with visible brush strokes.

TERTIARY: CIT Ernest and Emily Slanted

Typography – Primary

Playfair Display is for headlines.

It is a free Google font. While there are many weights in the typeface, we only use the ones shown below.

See the Resources page for download instructions.

Playfair Display

Playfair Display
Regular
400

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&()*

Playfair Display
Bold
700

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

Bold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&()*

Playfair Display
Medium
500

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

Medium Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&()*

Playfair Display
Black
900

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&*()

Black Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890!@#\$%^&()*

Typography – Secondary

Brandon Grotesque is for subheads and body copy to compliment Playfair Display.

We only use the following weights.

See the Resources page for licensing and download instructions.

Brandon Grotesque

Brandon Grotesque
Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Brandon Grotesque
Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Brandon Grotesque
Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Brandon Grotesque
Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Typography – Tertiary

CIT Ernest & Emily Slanted is only to be used on one to two words in a headline to accentuate their significance or impact.

See the Resources page for download instructions.

CIT Ernest & Emily Slanted

CIT Ernest & Emily
Slanted

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%^&*()

Typography – Examples

When implemented with care, typography evolves into a potent tool for branding, capable of infusing visual significance into our messages.

The beating heart
of our little paradise
will capture yours.

LET US INTRODUCE YOU TO THE COOK ISLANDS:
A TRAVELER'S DREAM.

There are a lot of beautiful places in the world,
so stunning they make your heart flutter.
But as seasoned travelers will tell you, not
all destinations are created equal.

Playfair Display Regular
Size: 59 pt.
Leading: 58 pt.
Kerning: Optical
Tracking: -20

Brandon Grotesque Regular
Size: 20 pt.
Leading: 26 pt.
Kerning: Optical
Tracking: 0

Brandon Grotesque Regular
Size: 11 pt.
Leading: 14 pt.
Kerning: Optical
Tracking: 0

Typography – Examples

LEADING

Setting proper line spacing, also known as leading, is essential for creating type that is easy to read. The leading should be tight but not excessively so.

A helpful guideline is to begin with leading that is two-three points higher than the point size of the text.

TRACKING

Proper adjustment of letterspacing, known as tracking, is essential for enhancing the readability of text. For body text, sticking to the default tracking is generally acceptable, but there may be instances where you need to increase tracking for smaller sizes and decrease it for larger sizes. It is also recommended to use optical kerning when it's an available option.

Excessive line spacing makes lines of text hard to read.

20 pt. text / 30 pt. leading

Not enough line spacing makes lines of text hard to read.

20 pt. text / 18 pt. leading

When tracking is too open, it creates excessive space between letters.

+80 tracking

When the tracking is too tight, it makes text hard to read.

-80 tracking

The right amount of leading and tracking allows the user to easily flow through the text.

20 pt. text / 23 pt. leading
0 tracking

Photography

Choices around photography help us promote the Cook Islands as a little, authentic paradise with diverse activities, experiences, and rich culture. As a general rule, when possible, show people in photos to help travellers envision themselves in the scene.

When using imagery from the Cook Islands Tourism library, ensure to credit the appropriate source. Example: © John Smith

Primary - Place

Blue lagoon and sky, white sandy beaches, palm trees, and tropical paradise.



Secondary - Product

Greens, island activities, and landscape.



Tertiary - People

Multi-colours, local people, and culture.



Photography – Incorrect Usage

To maintain the integrity and consistency of our brand imagery, it is imperative that effects or colour adjustments are not applied to approved brand photography. These images have been carefully crafted to reflect our brand identity accurately. Please refrain from altering them in any way to ensure a cohesive and recognizable brand presence across all platforms and materials.

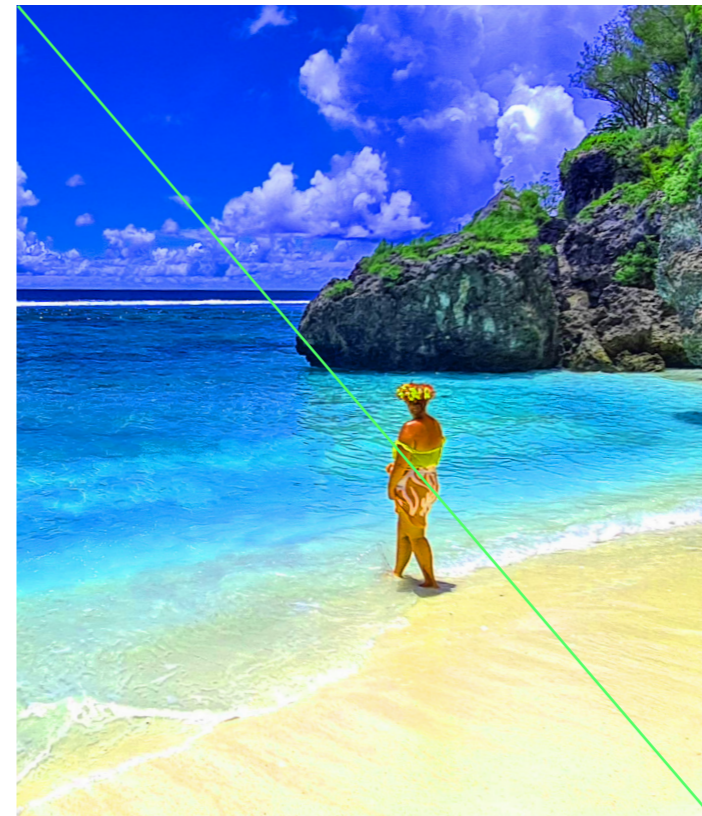
Do not cover a majority of the image.



Do not apply effects that diminish the image.



Do not adjust hues, saturation, etc. of images.



Do not make images so dark they are unrecognisable.



Icons & Graphics

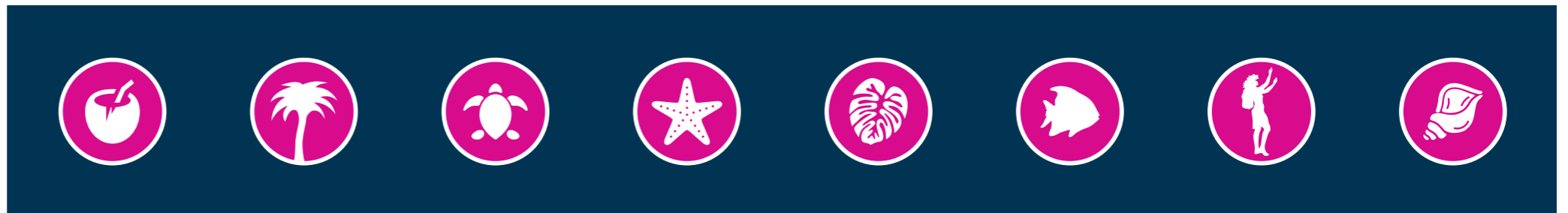
A series of icons and other graphics have been prepared to use in marketing materials. Although shown in the Cook Islands pink brand colour, graphics can be used in other brand colours.

When using the sun or multi-triangle graphics, 15 triangles must be used to represent the number of islands in the Cook Islands.

View the Layout Examples section for example applications.

The Limited Edition Cook Islands Rugby Union icons are reserved for special events. Please inquire with head office prior to usage.

Please see the Resources section (6.0) for download link information.



Vai Akari
(Coconut Drink)

Tumunu
(Coconut Tree)

Onu
(Turtle)

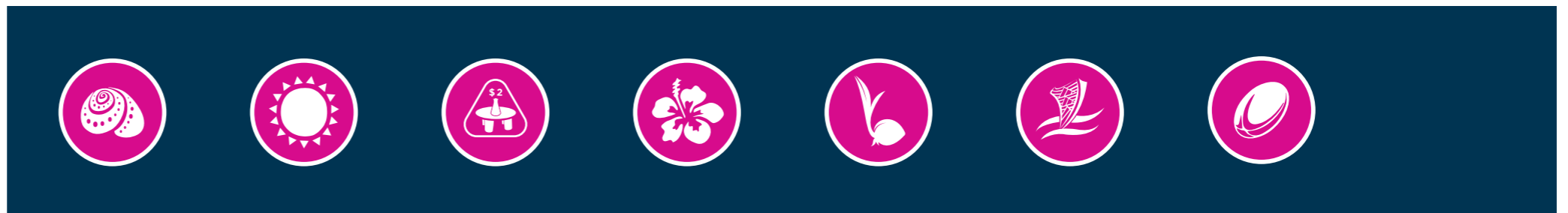
Etu Moana
(Starfish)

Rau Kape
(Monstera Leaf)

Ika
(Fish)

Female Dancer
(Vaine Ura)

Tangi O Te Pu
(Conch Shell)



Anga
(Seashell)

Ra
(Sun)

Tupuranga Tangata
(Commerce)

Turanga Evangelia
(Community)

Akono I Te Ao Rangi
(Conservation)

Peu Maori
(Culture)

Cook Islands Rugby Union
(LIMITED EDITION)

Patterns

Seamless patterns have been carefully designed to imitate Tivaevae designs and work as background elements on top of white or our brand colours.

When using behind text, take care to ensure the colouration is subtle and does not hinder legibility.

Use background patterns at small sizes. Do not enlarge them to the point the pattern is no longer recognizable.

Patterns can be scaled from the source file using “Transform/Scale” option in the “Edit” menu of Adobe Illustrator. When resizing, make sure the “Transform Objects” checkbox is not selected.

Pattern source Adobe Illustrator files are available for download on the Cook Islands Tourism Image Library website. Please see the Resources section (6.0) for download link information.

Elements from each pattern can also be used as separate design accents in layouts.

Hibiscus Pattern



Breadfruit Pattern



Border Patterns

Inspired by our Kia Orana Values iconography, border patterns can be used in any brand colour and opacity. Use your best judgment when using at reduced sizes and opacities.

They can also be used as subtle design accents on top of imagery.

Pattern source Adobe Illustrator files are available for download on the Cook Islands Tourism Image Library website. Please see the Resources section (6.0) for download link information.

Manutai

Manutai which means sea birds represents safe travels like the Manu that fly around our island.



Tikitiki Tangata

Tikitiki Tangata (people of the land) Maurima, represents people holding hands and coming together.



Pate

Pate (drums) represents celebration and family and Meitaki by celebrating and connecting with the people that come to our island.



Rangaranga

Rangaranga (weaving) represents to bind things together and unity.



Auri Pātia

Auri Pātia (fishing spearheads) represents our fishermen and taking care of our ocean.



Nga Mata Ariki (Eyes of the ancestors) represents our tupuna watching over us.



360° Virtual Tour

The Cook Islands 360° virtual tour lets prospective visitors explore our little paradise from anywhere as if they were actually there.

There are over 700 scenes to explore. The virtual tour is responsively designed to work on any platform and device.

The interface keeps track of scenes visited to help the user navigate. When viewing accommodations, they can click a button to visit that accommodations page on the Cook Islands Tourism website.

The virtual tour can also be used as a training tool with travel agents to help them learn where specific views and accommodation are located.

The tour can be viewed at: visit.cookislands.travel

A mobile device mockup has been created to use in marketing materials. Please see the Resources section (6.0) for download link information.



Brand Application

Creative Checklist

Use the provided checklist as a litmus test for all creative produced.

FILTER QUESTION	YES
Does it have “stopping power”? Will it grab attention?	<input type="checkbox"/>
Does the imagery speak to the target audience?	<input type="checkbox"/>
Is it selling the Cook Islands and not merely a “paradise vacation”?	<input type="checkbox"/>
Does it pass the “blink test” as being for the Cook Islands, and not other destinations?	<input type="checkbox"/>
Does it represent the values of “Love Our Little Paradise”?	<input type="checkbox"/>
Does it communicate the benefit (or benefits) of “little”?	<input type="checkbox"/>
It is using our distinctive brand assets to build brand equity?	<input type="checkbox"/>

Brand Usage Sign-off

Maintaining the authenticity and charm of the Cook Islands brand relies on a smooth creative sign-off process. This step ensures that every creative aspect aligns seamlessly with the brand's values and identity. By embracing this process, we safeguard the brand's reputation and ensure that its unique essence shines through in all communications.

Brand Usage Sign-off Process

1. SUBMISSION

Submit final drafts to Cook Islands Tourism for review via this Brand Sign-off Form. Note: If multiple creatives need to be submitted, this can all be done through one form submission.

[BRAND SIGN-OFF FORM](#)

2. REVIEW

The brand management team will review the submission for compliance with brand guidelines. Communication from Head Office will be sent via email. Expect a 3-5 working day turn around.

3. FEEDBACK

If required, feedback is provided with necessary revisions requested directly.

4. FINAL APPROVAL

If no revisions are required or completed, the brand management team will provide final approval for the use of the Cook Islands Tourism brand.

Brochure Examples

Page layouts should feel open and not cluttered just like the Cook Islands themselves.

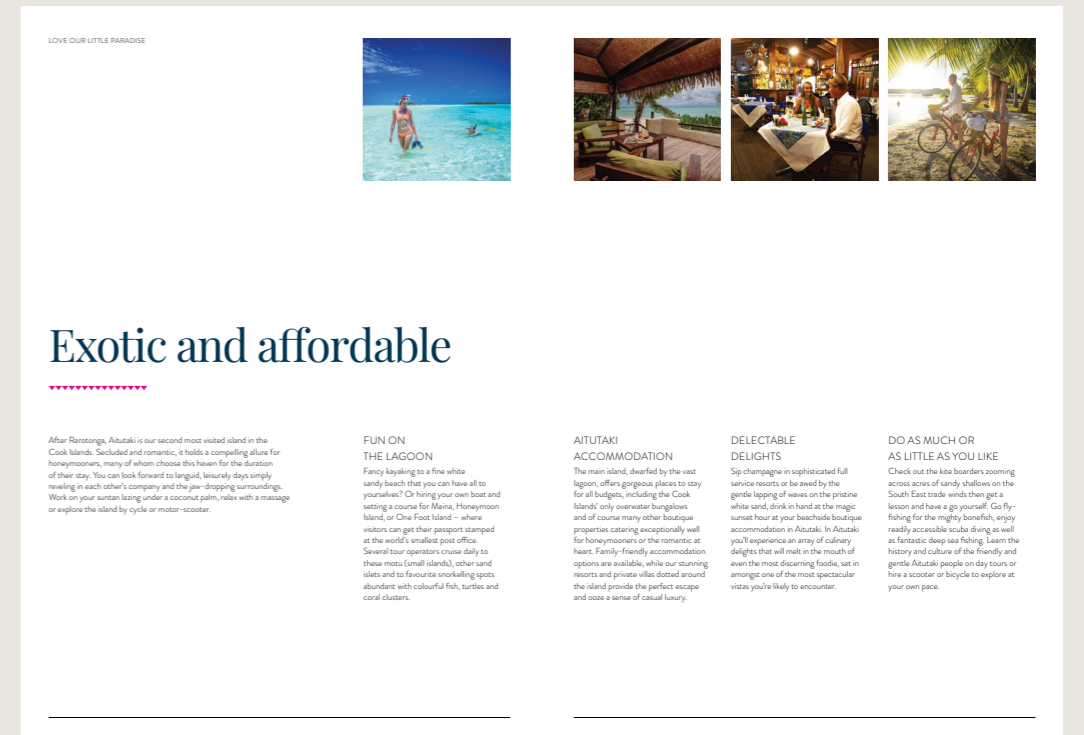
Utilizing white space and hierarchy of page elements helps pull the reader through the content. Too much content on a page can overwhelm the reader.

Avoid covering photos with large shapes and blocks of text.

Strive for a premium look and feel in all designs whether printed or online.



With its huge turquoise, sunlit lagoon decorated with 15 motu (islets) and an emerald green main island, Aitutaki is undisputedly one of the most beautiful of all south pacific destinations.



Brochure Examples

Make delicate use of patterns and textures so they do not overpower text and other page elements.




Tangi Ke!

Traditionally known as Aiaia, the island of Mangaia boasts a beautiful, rich culture that is steeped in tradition, legend and mystique.

With a volcanic plateau framed by a ring of high fossilised coral cliffs, Mangaia's remarkable natural beauty and serenity are only part of its fascination. Estimated at 18 million years old, it is the oldest island in the Pacific. Mangaia is the most southerly of the Cook Islands and the second largest. It has to be as far from the maddening crowd as any island could possibly be.

Mangaia is the perfect place to explore and experience life in one of the nation's most fascinating locations. Tangi Ke - Kia Ona and welcome to the island of Mangaia.

What is unique about Mangaia?


ITS HISTORY
Mangaia's history is steeped in great battles. It is said that Mangaia won through 42 intertribal battles. The winning tribe would not only claim the winning prize of taking control of all the lands but that the opposing tribes' women could also be taken.

THE SPECTACULAR CAVES
Mangaia has numerous fascinating caves, all with intriguing legends that can be explored with a local guide. Mangaia's cave systems are believed to be the most complex of all islands. In Pre-Christian times many of the cave systems on Mangaia were used as refuge for those defeated in battle or as designated burial caves.

EI PUPU GOLDEN SHELL NECKLACES
Unique to the island of Mangaia is the pupu shells that are generally collected from the beaches during wet, windy days. The process of cleaning, preparing, and crafting beautiful creations out of these shells truly is a labour of love.

ITS MONARCH
Mangaia is one of the last islands to still have a practicing Monarch. The current holder of the title is a descendant of the late Numangetini Tione Ika, the first king of the Numangetini dynasty.

ADVENTURE AWAITS
Mangaia offers an array of outdoor adventure activities. Go hunting inland, deep sea fishing or cycling around the island in search for indigenous birds, and more.




Places to visit on Mangaia



TUAATI ROCK POOL
Mangaia's history is steeped in great battles. It is said that Mangaia won through 42 intertribal battles. The winning tribe would not only claim the winning prize of taking control of all the lands but that the opposing tribes' women could also be taken.

SARAGOSSA SHIPWRECK
In 1904 the four-masted Sloop Saragozza was wrecked on the reef. The ship's remains are still visible from the beach. The wreck is a popular spot for picnics and is also a great place to see the remains of the ship's mast and rigging.


ARAOA BEACH
A secluded beach nestled in the surrounding volcanic forest, the Aroa you can enjoy nature, the sun, and the sea all in one place. Explore the surrounding area, enjoy a simple picnic.

LAKE TIRIARA
At the mouth of the lake is the Cave of Tangi. With Lake Tiriara being the most scenic, it is also about the journey to get there as well. Many people will tell you there but it is up to you to find the beauty in all the journey.

MANGAIA FISHING CLUB
When on Mangaia, do as the locals do. Located opposite the Mangaia Harbour, the Fishing Club provides the perfect location to enjoy a cold beer and watch the sunset on another day in paradise. This is up to you to find the beauty in all the journey.

THE HARBOUR
Go for a swim in the harbour after a day of exploring the island, you must always find time for a refreshing dip with the family beach at sunset landing.

Places to visit on Mangaia



GOLDEN SHELLS TOUR
Visit the Golden Shells tour to learn about the time, skill and effort that goes into creating these exquisite Ei Pupu pieces, unique to Mangaia.

FRIDAY MORNING MARKET
Depending on the time of year, you may be up before the sun to catch the Friday morning market. Best in the early hours of the morning, visitors can grab goodies like fresh produce, local coffee, a variety of goods, and the very popular local delivery call Trams (pounded taro).

REEF FISHING
A secluded beach nestled on the surrounding volcanic forest. At Aroa you can enjoy nature, the sun, and the sea all in one place. Explore the surrounding area, enjoy a simple picnic.




Fast Facts

POPULATION
Mangaia 4999 (2018 census)

DOMESTIC AIR TRAVEL
Air Raranga operates multiple scheduled flights during the week. Phone (682) 22 888 or book online with Air Raro www.airraro.com

CURRENCY & BANKING
The currency used in Mangaia is the New Zealand Dollar (NZD). There is a BCI bank located in the main town area of Onono. It is open Mon - Fri 9:30am to 12:30pm. We recommend you bring cash.

SHOPS
All shops are open Monday to Saturday, with varying operating hours. Please remember that only basic items are available.

DRIVING
Driving is on the left-hand side of the road. Cars and motor scooters can be rented from Baba's Place. Be careful when driving along the inland roads as it is bumpy in some areas, and the roads can get slippery after heavy rain.

MEDICAL & DENTAL
A small hospital and dental hygienist is available, located in the village of Onono. Phone (682) 34027

CHURCHES
Sunday is considered a day of rest and worship. There are several denominations on Mangaia: Apostolic Church, Catholic Church, Cook Islands Christian Church, Seventh Day Adventist (Saturday), Latter Day Saints (Mormon), Mangaia Christian Centre.

TELECOM & WI-FI
Wi-Fi vouchers and prepaid mobile credits are available from most outlet stores on the island. A Vodafone WiFi hotspot is available at Baba's accommodation.

Brochure Examples

When used properly, borders and icons from our brand graphics help to keep designs feeling light and open with delicate splashes of colour.

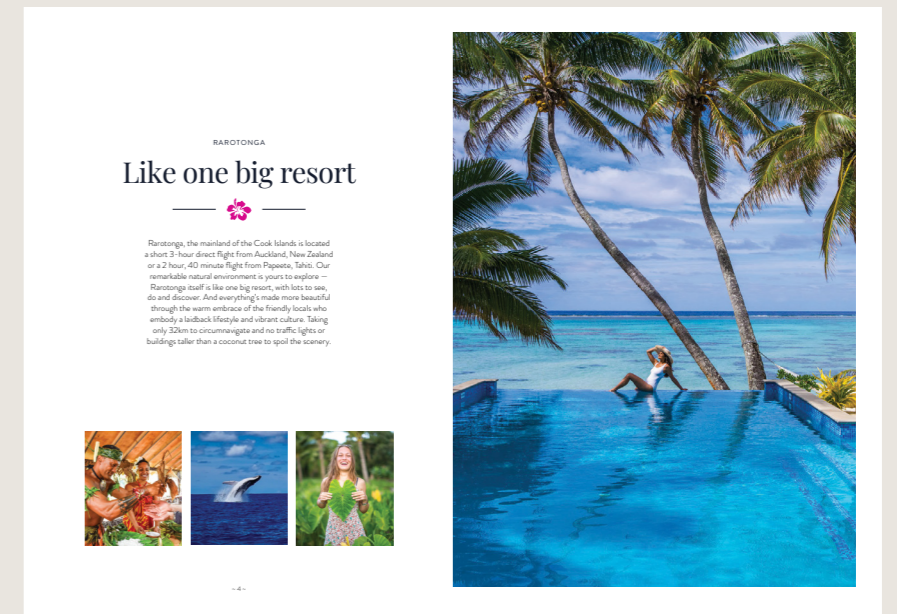
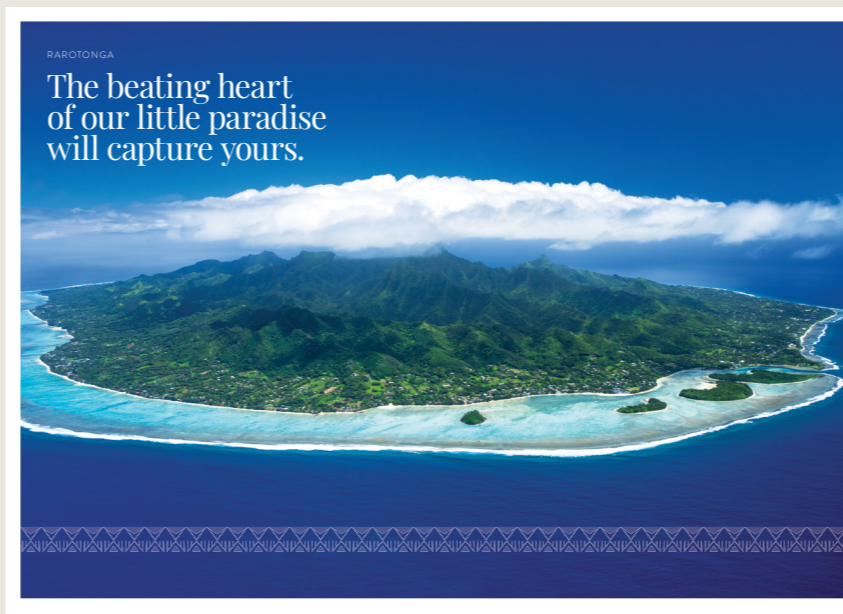


Exhibit Banners



Print Advert Examples



Renew your wows




Someday is now.

Discover the Cook Islands—a Polynesian paradise of unspoiled beauty: lagoons embraced by vibrant coral reefs, secluded beaches, rainforests, waterfalls, and unique birdlife. No buildings taller than a coconut tree, no high-rise hotels, traffic lights, or stop signs—just endless beaches and clear turquoise lagoons. With a population of only 18,000, connecting with the warm local Māori people is effortless. Everything you need—restaurants, cafes, beach bars, gift shops, galleries, and convenience stores—is conveniently nearby, offering a blend of timeless charm and modern convenience.




Will it be your new find or your closest-held secret?

Discover the Cook Islands—a Polynesian paradise of unspoiled beauty: lagoons embraced by vibrant coral reefs, secluded beaches, rainforests, waterfalls, and unique birdlife. No buildings taller than a coconut tree, no high-rise hotels, traffic lights, or stop signs—just endless beaches and clear turquoise lagoons. With a population of only 18,000, connecting with the warm local Māori people is effortless. Everything you need—restaurants, cafes, beach bars, gift shops, galleries, and convenience stores—is conveniently nearby, offering a blend of timeless charm and modern convenience.




Digital Advert Examples



Digital Advert Examples



EDM Examples



COOK ISLANDS

EXPERIENCE THE
Cook Islands
BEYOND THE PEAK


Not that it ever gets overcrowded here, but did you know that we do have a low season in the Cook Islands? Quiet meets quieter, peaceful meets serene. Slow right down by choosing the low shoulder season to visit the Cook Islands. If it's always nice and quiet in the Cook Islands, we're sure you're wondering, "Why should I visit during the low season?". Besides awesome accommodation deals and this being the most sustainable time to travel to the Cook Islands, see below 10 reasons compiled just for you.


[View 10 Reasons to Visit During Low Season](#)

Plan Your Getaway

We've got more for you! Head to the [Cook Islands Tourism website](#) and find everything there to get you started with planning your trip to the Cook Islands.


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 **COOK ISLANDS**



RAROTONGA & **AITUTAKI**
COOK ISLANDS


Winter
Escape Plan

Fly Auckland to Rarotonga from **\$169** ^{^ one way} 

Fly Auckland to Rarotonga from \$169[^] with Jetstar
Travel Dates: 02 May 2024 - 25 June 2024
Hurry, sale ends 11:59pm on Monday 18 March 2024.
[^]One-way, excludes checked baggage. Selected travel dates and conditions apply.

[Book Now](#)

The Aitutaki Day Tour





Travel Blogger and Newstalk ZB Travel Correspondent Megan Singleton is hosting a "Girls week in Rarotonga" in October 2024.

She will be taking up to 16 ladies away for a week of fun, relaxation and to experience the best of Rarotonga. There is also the option of visiting Aitutaki for a day trip.

[More Info](#)

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 **COOK ISLANDS**




COOK ISLANDS **COCONUT CONNECTION NEWSLETTER**

Welcome to the latest edition of **COCONUT CONNECTION**
Your tourism industry updates directly from Cook Islands Tourism Corporation.


January 2024 Visitor Arrivals Best on Record
Arrival statistics for the month of January have just been released, with the Cook Islands welcoming a record total of 10,368 international visitors to our shores.
All of the main source markets saw an increase versus 2023 figures, with New Zealand (+39%), Australia (+76%), Europe/UK (+43%) and USA (+67%) all performing well, and even smaller markets such as Canada, French Polynesia and Asia showing proportionally strong growth. The results come at a great time for the Cook Islands tourism industry, ahead of what is traditionally the slowest month of February.
The full 'Tourism & Migration Statistics' report can be accessed on the Cook Islands Statistics Office website, [here](#).



Tourism Scholarship Recipients Settled In
Rakiki Brown and Kubethreana Tairoa, scholarship recipients of the Cook Islands Tourism Leadership Programme, have hit the ground running at Queenstown Resort College (QRC), Tai Tokerau campus.
Welcomed by their new college family and supported by their mothers during the transition, both young women are now fully immersed in their 17-week Leadership and Performance course.
Partners of the programme - Cook Islands Tourism, Air New Zealand, and Pacific Resort Hotel Group - are thrilled to see them thriving in this exciting new environment. Stay tuned for more updates on their journey at QRC, where we'll share their experiences as they unfold.




Latest News




Cook Islands Tourism Collaborates with Titikaveka College
The Regenerative Tourism, Mana Taki team from CIT visited Titikaveka College last week, introducing Mana Taki and the 4 pillars of well-being from the current CITES. Students eagerly embraced Taranga, Tangata, Pū Māori, Akoroni Te Ao Rangī, and Kiri Pūpūinga. Teachers have assigned each year level a pillar for their March internal speech competition. The students' enthusiasm to learn about Mana Taki and the well-being pillars was heartwarming. The Mana Taki team is committed to strengthening a close relationship with Titikaveka College and other local education providers. [Read more here](#).

Digital Learnings: Social Media Marketing World
Cook Islands Tourism continues to embrace innovative approaches in destination marketing, with three key members recently returning from the highly acclaimed Social Media Marketing World Conference in San Diego, California, along with over 5,000+ digital marketing professionals. With a commitment to staying at the forefront of digital marketing trends, their attendance underscores Cook Islands Tourism's dedication to utilizing the latest strategies to effectively promote the Cook Islands. [Read more here](#).

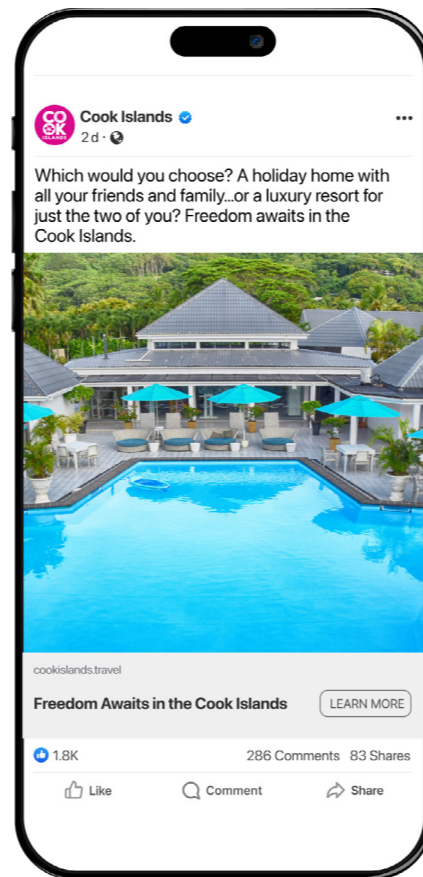


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 **COOK ISLANDS**

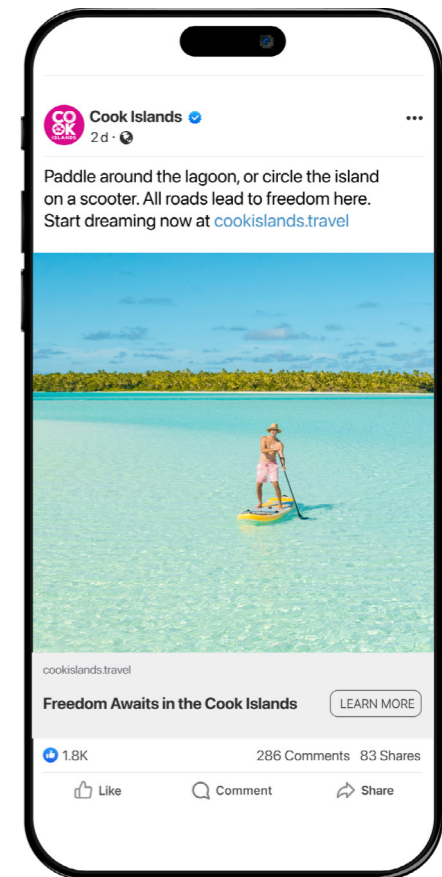
Social Media Examples

Facebook Carousels



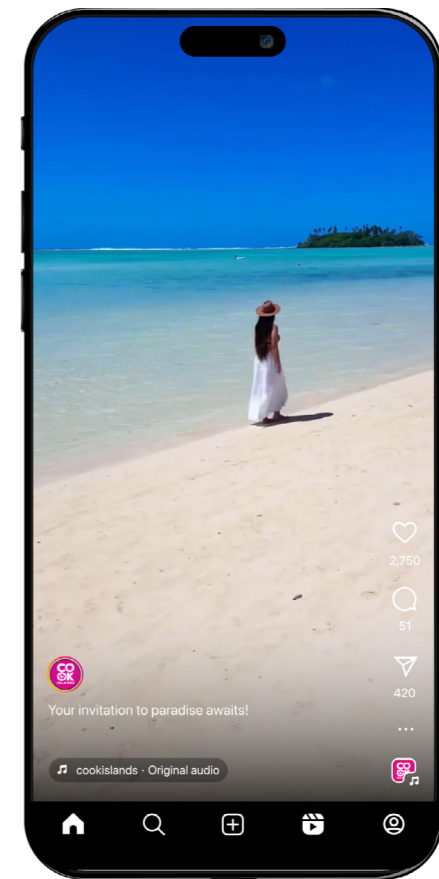
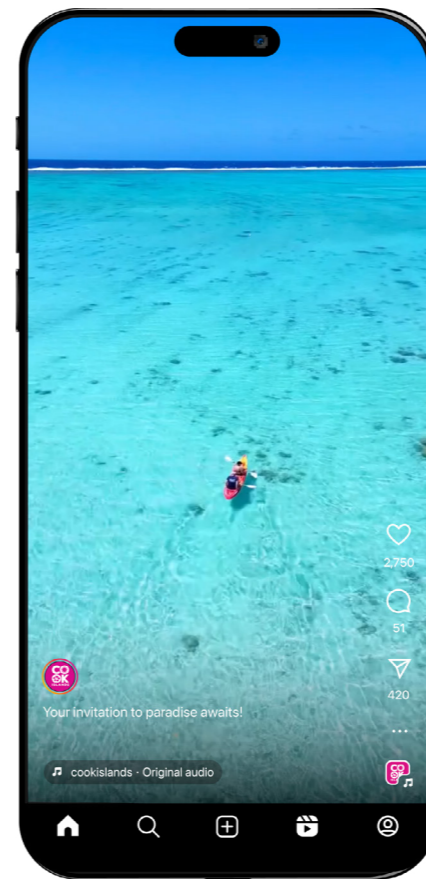
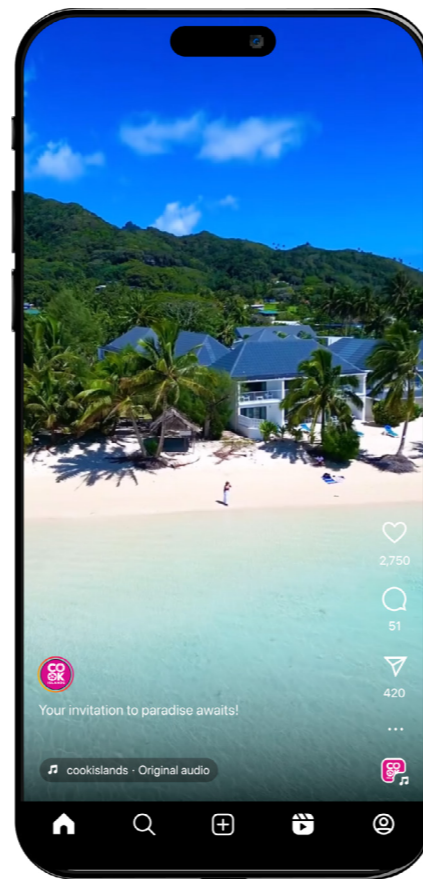
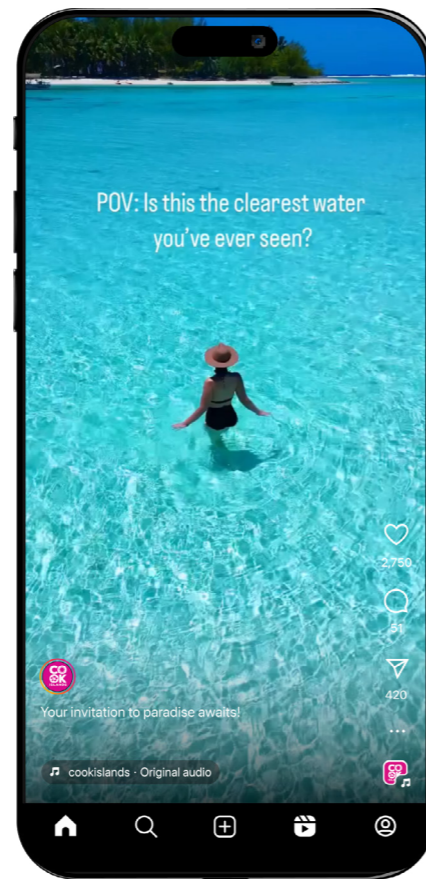
Social Media Examples

Facebook Static Posts



Social Media Examples

Instagram Reels



Video Content

When applying the logo to video intros or outros, use your best judgment to ensure legibility of the logo and tagline.

If the tagline is not legible when used at the approved logo lock up configuration, it is ok to enlarge the tagline, but it must be displayed with the main logo.

Animated intros and outros are available for download on the Cook Islands Tourism website. See Resources section 6.0 for download information.



Resources

Cook Islands Tourism brand toolkit and creative examples can be found on the Cook Islands Tourism website.

[DOWNLOAD BRAND ASSETS](#)

<https://bit.ly/3LbEs0p>

COOK ISLANDS ABOUT US WORK WITH US RESOURCES INDUSTRY INSIGHTS NEWS

COOK ISLANDS TOURISM

Brand Guidelines

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 - 2.1 Our Kia Orana Values
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 - 3.1 Our Little Paradise
 - 3.2 Brand Pillars
 - 3.3 Tone of Voice
 - 3.4 Our Logo and Tagline
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 - [Download Full Guidelines PDF](#)

Introduction

Kia Orana and Welcome

This comprehensive guide is designed to provide a clear framework for understanding and implementing our brand identity across all mediums. From our brand positioning, pillars and tone of voice, each element has been carefully crafted to reflect our values, and personality.

Whether you're a designer, marketer, or team member, the brand toolkit will serve as your roadmap for maintaining brand consistency and integrity. By adhering to these principles, you ensure that every interaction with our brand resonates with authenticity, professionalism, and excellence.

Please note these guidelines are a living document and will be updated periodically. Always ensure you are referencing the current version if using the PDF format.

To Mato Manava Turoto
Cook Islands Tourism Corporation

Brand Foundation