

Ngā aratohu mō te tuakiri ā-tumutohu i AT

AT brand identity guidelines

13 November 2023

Tā mātou aronga Our purpose

**Ka tiaki mātou i te hunga
katoa ka eke waka i
Tāmaki Makaurau**

**We tiaki all who
use transport in
Tāmaki Makaurau**

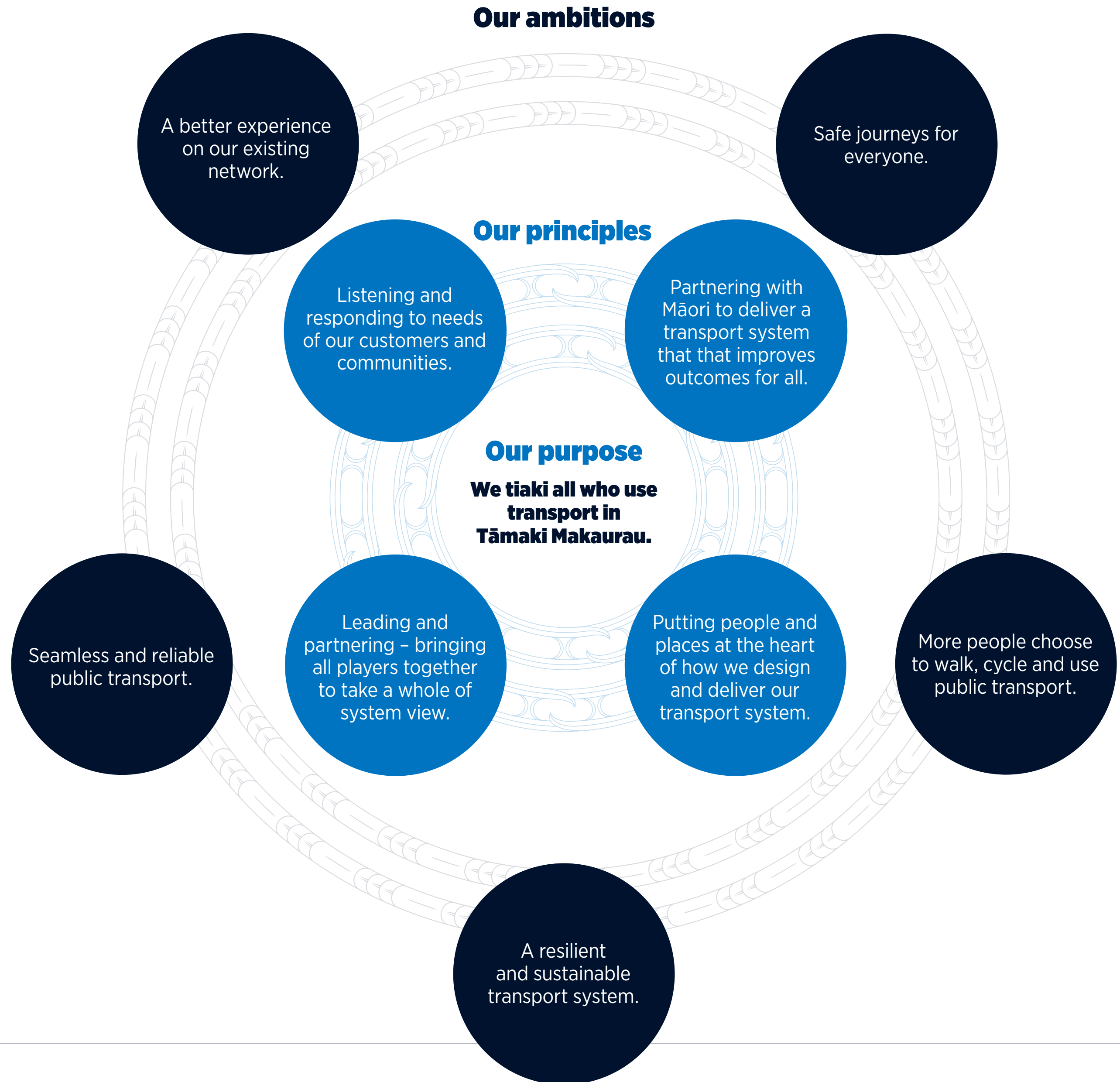
Te takarangi

The mahi toi (design) above is a representation of the creation story, from which all things emanate from a realm of potential into a realm of growth and development. It represents how vision & purpose guide the fulfilment of our community's aspirations.

Tūtaki mai ki AT Meet AT

Who we are

We are Auckland Transport, the one organisation responsible for all of the region's transport services (excluding state highways), from roads and footpaths, to cycling, and parking as well as public transport.



Tā mātou tumutohu Our brand

Auckland Transport touches the life of every Aucklander.

Our thousands of points of contact with Aucklanders include: 42 railway stations, 28 ferries, over 1000 buses, every bus stop and station, thousands of kms of roads, 300km of cycleways and paths, and thousands of pieces of marketing and media communications per year.

With so many different points of contact, it's essential that every touchpoint and communication is strongly and consistently branded, so Aucklanders can recognise who we are and what we do.

This guide sets out our brand standards. As well as visual standards, it helps define our desired customer and community experiences, our messaging and our image across all communications. This will help you create touchpoints that are unmistakably from AT and no one else.

Our key brand benefit

Tūhonotanga, kia mana, kia haumaru.
The freedom to make connections safely.

Our brand essence

Kia tūhono ai tātou.
Let's connect.

Our brand character

Optimistic

inspirational, relevant, innovative

Engaging

proactive, responsive, empathic, authentic

Enabling

human, helpful, inclusive, accountable

Confident

trusted expertise, bold, impactful.

