



**NATIONAL ENVIRONMENT SERVICE**  
TU'ANGA TAPOROPORO  
COOK ISLANDS

**BRAND GUIDELINES**



## NATIONAL VISION

To enjoy the highest quality of life consistent with the aspirations of our people, and in harmony with our culture and environment.

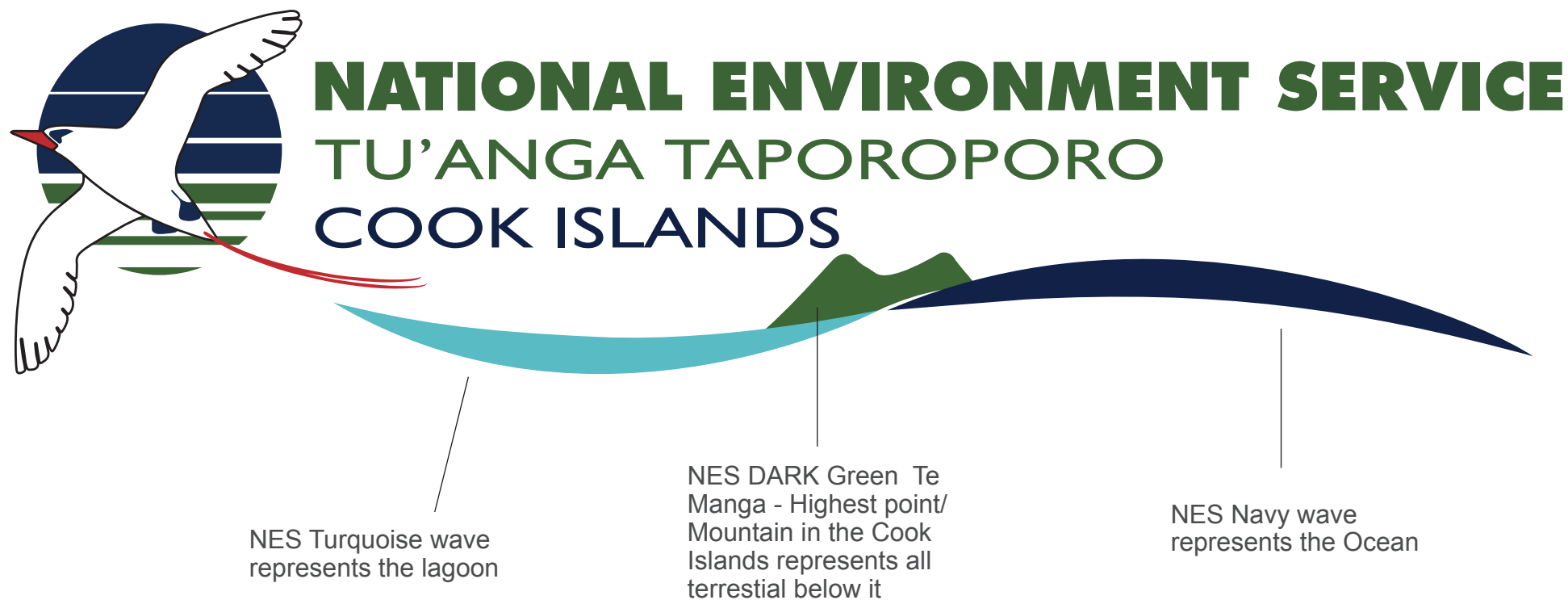
Te oraanga tu rangatira kia tau ki te anoano o te iti tangata, e kia tau ki ta tatou peu Maori e te aotini taporoporoia o te basileia







## LOGO EXPLAINED





# BRAND COLOURS

NES DARK Green  
C76 M38 Y95 K29  
R61 G102 B52



NES LIGHT Green  
C65 M26 Y95 K8  
R101 G142 B66



NES Beige  
C6 M5 Y14 K0  
R238 G234 B220

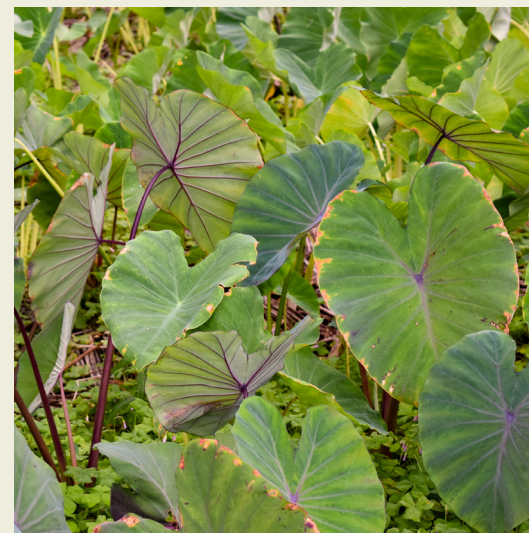


NES Navy  
C100 M90 Y41 K42  
R21 G36 B73



NES Turquoise  
C61 M5 Y23 K0  
R90 G188 B197





Natural Habitats

Natural Scenery, Flora &amp; Fauna

Nature, cultural images





| TYPEFACE

Header font

**ARIAL BOLD**  
**(CAPS) NES NAVY OR**  
**NES DARK GREEN OR**  
**NES LIGHT GREEN**

Sub HeaderHeader font

**Arial bold**  
**NES Turquoise**

Body copy

**Arial regular**





# PROTECTED AREAS - PRESENTATIONS

## National Parks And Conservation Areas

The protection of areas and species of special significance is not a new concept in the Cook Islands. The concept of reserves has existed in the Cook Islands for hundreds of years in one form or another.

The imposition of the raui system: a traditional system whereby access to a particular resource or area is forbidden for a given period, is still being practised in the Cook Islands.

Although it appears that the raui system aims at the conservation of food resources, rather than a specific environmental protection mechanism, it is in essence the protecting of ecological system in the lagoons and reefs and other marine resources.

In the Cook Islands today, there exists National Parks and Islands today.



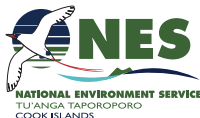




# SOCIAL TILES

**WE'RE HIRING!**

**CREATIVE  
DIRECTOR**



**CONSTRUCTING A BUILDING?**

You will need to apply for a Building Permit at the National Environment Service. This process is required to ensure that your development meets current building standards and to check for any impacts on the environment.



**MEDIA RELEASE**

Tuesday 02 January 2022

Climate change continues to be the greatest risk to the livelihoods and security



**PUBLIC NOTICE**

Climate change continues to be the greatest risk to the livelihoods and security

