

OLIVES NEW ZEALAND

PROPOSAL

Redesign of Olives New Zealand logo, Olivemark and Medal Stickers

PROPOSED BY

Nalini M Baruch

PRESENTATION

- **Rationale for the project**
 - **Design and Visuals**
 - **Project coordinator**
 - **Timeframes**
 - **Cost estimates**

RATIONALE:

In Brief

- Olives New Zealand (ONZ) have invited me to speak to members on marketing olive oils on two occasions in the past. I am a past executive member of Olives New Zealand responsible for the ONZ constitution and membership. I joined the olive industry almost 25 years ago and Lot Eight, my business will see its 21st commercial harvest this year.

Olives New Zealand Logo and Olivemark

- This proposal stems from my thoughts that to market New Zealand's excellent olive oils, ONZ needs to revisit its Olivemark, the seal that guarantees to consumers that the extra virgin olive oil (EVOO) displaying the seal is made from New Zealand grown olives. ONZ is a voluntary body with paying members, and can only speak on behalf of its membership and not the industry as a whole but has the potential to increase its presence nationally and internationally and go onto to come a levied olive industry body should the olive industry become a levied industry.
- With this future in mind, ONZ branding should reflect an olive industry that has grown in production and maturity since the Olivemark was first created. The Olivemark, and the reason it exists is not widely understood by consumers, and the purpose has potentially shifted. The Olivemark needs to embody the message that it sits at the same level as recognisable brands like Fonterra, Horticulture NZ, NZ Wine, Kiwifruit NZ – to name a few, as a signal that it stands behind a mature olive industry, one with stringent production and packaging guidelines and a membership committed to those standards. NZ EVOO brands in the marketplace needs to want the Olivemark on their containers in every possible market.
- To achieve this, the Olivemark needs to be empathic to the brand labelling and the Brand, and to not appear as a separate branding. Producers have invested in the development of their label design, with labels ranging from the arty and colourful to the conservative and serious. The Olivemark needs to be part of that design and reflect the investment.

- While the initial proposal was to look at an evolution of the Olivemark, I have included the ONZ logo and medal stickers in my proposal as these relate to each other. It is proposed that a neutral and professional logo and “Seal of Certification” should evolve from the refinement of the current logo and Olivemark. That they remain empathetic to any label design and become linked to the product and not be confused. The current mark has been confused with the Heart Foundation tick.

Design and label visuals

- I have worked with a creative company to come up with options that challenge the current logo and Olivemark. We were mindful that there will be members who are happy with the current logo and Olivemark, and feel that there is historic equity in them. I hope that the work we have done here will help members decide whether they are happy to work with the existing design while allowing me to ‘challenge’ some of the thinking, including taking marketing platforms into consideration which did not have significant presence when ONZ was formed 26 years ago, and as a result, reach a sound conclusion. If keeping the logo works, I will be more than happy with this. It is however my hope that we can agree on a brand that will carry us into the future, one that will represent ONZ and generic NZ EVOO, including website, print collateral, etc, to help extend the story of the brand and the olive industry.
- This evolution of the logo and the Olivemark needs to recognise that that there is only so much producers can do on their label, bottle, website, social media platforms with the size of the Olivemark, and the tone and feeling that a producer wants to embrace in marketing their oils. The Olivemark is able to assist with all of these with a design that is empathetic and partners the producers packaging.

Creative exploration

- In terms of the design, there are two similar design options attached. The aim was that this would be more of an evolution rather than a revolution, but reflects the importance of the ensign to the industry.
- The ONZ logo has the option of retaining its white background, or change to a colour of ONZ’s choosing. We have attached an alternative in green with the attached art to provide an alternative view to a white background.

- The background colour of the Olivemark and the medal stickers, have been left in a neutral white which can be replaced to match the colour of the label background so as to complement the label. Labels produced and sold to members by Olives New Zealand could have a background to match that of the ONZ logo.
- The size of Olivemark and medal stickers will have a minimum dimension, one stipulated by ONZ.
- The colours of the medal stickers as they appear here are not final, and will need to closely match the specifications currently used by ONZ.

Project Coordinator

- This project will need to be owned by an executive member of ONZ. I am available to be co-opted as a project member.

Timeframes and Costs:

- The creative work done to get this work to proposal stage has been done at no cost to ONZ.
- If it is agreed by ONZ members that we proceed with the refinement of the logo, Olivemark and medal stickers, I am able to obtain a quote from Mo.Men.Tum, the creative company behind the proposed artwork. If the artwork is accepted as it is, or requires minimal refinement, it would not attract any costs.
- I would however ask ONZ to formally credit the art agency when promoting the brand evolution in media reports and its website.
- Should it be agreed that ONZ explore a completely different design to that suggested, I am available to look into the hours and associated costs that the work will require.
- The evolved logo should be accepted as a refinement by IPONZ and not attract costs of a new registration.

Thank you for the opportunity to share my thoughts with you all.

Nalini M Baruch

Current Olive NZ logo and Olivemark (screenshots from ONZ website. Apologies for the draft quality)



**Proposed Look
Option 1**



OLIVES NEW ZEALAND



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**Proposed Look
Option 2**



Proposed Medal Sticker Designs

