

DIY Brand Kit

for Catchment Community Groups





Catchment groups across Aotearoa are doing incredible mahi to care for our waterways, land, and communities.

This branding kit is designed to help your group create a strong, consistent identity - so you can tell your story clearly, connect with your community, and build recognition for the work you do.

A clear brand helps people understand who you are, what you stand for, and why your work matters. It can build trust, attract support, and make your group feel united and proud.

Let's bring your catchment's unique story to life!

DIY your brand

You don't need to be a professional designer or have a big budget to build a meaningful brand.

Here's how to get started on your own.

Choose a name and tagline - that clearly reflect your catchment and group's purpose and values.

Use free design tools - like Canva to create a logo, social media templates, and posters.

Keep it consistent - use the same logo, colours, and fonts across all materials.

Draw on local features - your river, land, wildlife, or community stories can inspire your visual identity.

Ask for help - you might have a creative volunteer, student, or local business willing to lend their skills.

Design Tools

Looka - AI-powered logo and brand kit creator that generates logos and supporting assets quickly.

looka.com 

Canva - Drag-and-drop design platform with templates, icons, and brand tools for non-designers.

canva.com 

Creative Market - Marketplace for unique fonts, templates, graphics, and themes from independent creators.

creativemarket.com 

MyFonts - Massive font marketplace to discover, preview, and licence thousands of typefaces.

myfonts.com 

Shutterstock - Extensive stock library of photos, illustrations, vectors, and video for polished brand visuals.

shutterstock.com 

Choosing a logo graphic element

Canva offers a huge library of free icons and illustrations, making it easy to create a logo that visually represents your group's identity, even without design experience.

Start with your purpose

What is your group focused on? Native bush restoration, waterway protection or connecting people with their local environment?

Search with clear keywords

Use Canva's search bar with terms like:
tree | river | water | landscape | community

Look for visual meaning

Choose a symbol that connects emotionally with your place and people:

- Mountains, hills, or farmland
- Rivers, streams, or water elements
- Trees, birds, leaves, or local species
- People, hands, or symbols of connection



Choose from the Canva curated catchment logo elements template

Keep it simple

Your logo should be clean, clear, and recognisable at all sizes. Avoid complex detail that may get lost when scaled down.

Test its versatility

- Check how it looks in black and white.
- Try it on different backgrounds.
- Place your group name beside or below the icon to see what looks best.

Premium Elements

You can purchase premium logo elements from online stock libraries like Shutterstock and Creative Market for a small fee. You can then upload and edit the SVG files in Canva.

www.shutterstock.com

www.creativemarket.com

Logo elements template



[Choose from the Canva curated catchment logo elements template](#)

Note: Most of these elements are only available with a Canva Pro account - or you can purchase a licence for a small fee.

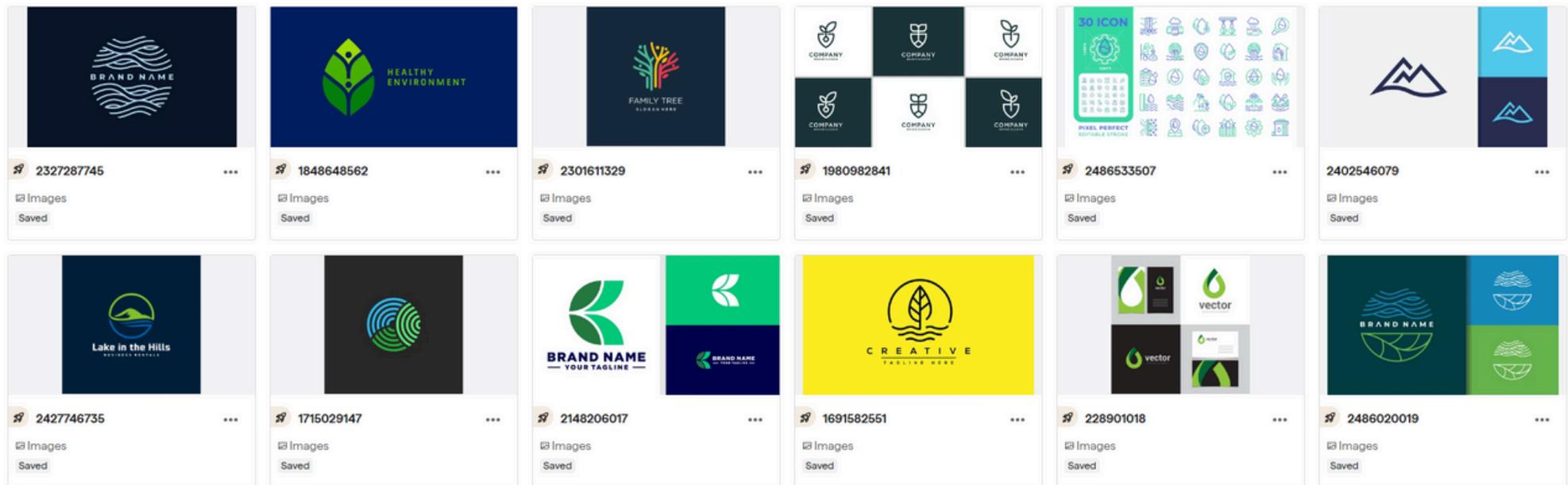
Stock library collections

You can purchase premium logo elements from online stock libraries like Shutterstock and Freepik for a small fee or subscription. You can then upload and edit the SVG files in Canva.

Check out the catchment curated collection links below.

 [Shutterstock collection](#)

 [Freepik collection](#)



Choosing a colour palette

Create a custom colour palette that reflects your catchment.

Take photos

Snap photos of your local landscape: rivers, hills, native plants, skies, or fences. You don't need a flash camera, your phone is fine.

Use a colour picker tool

Upload the photo to a free tool like:

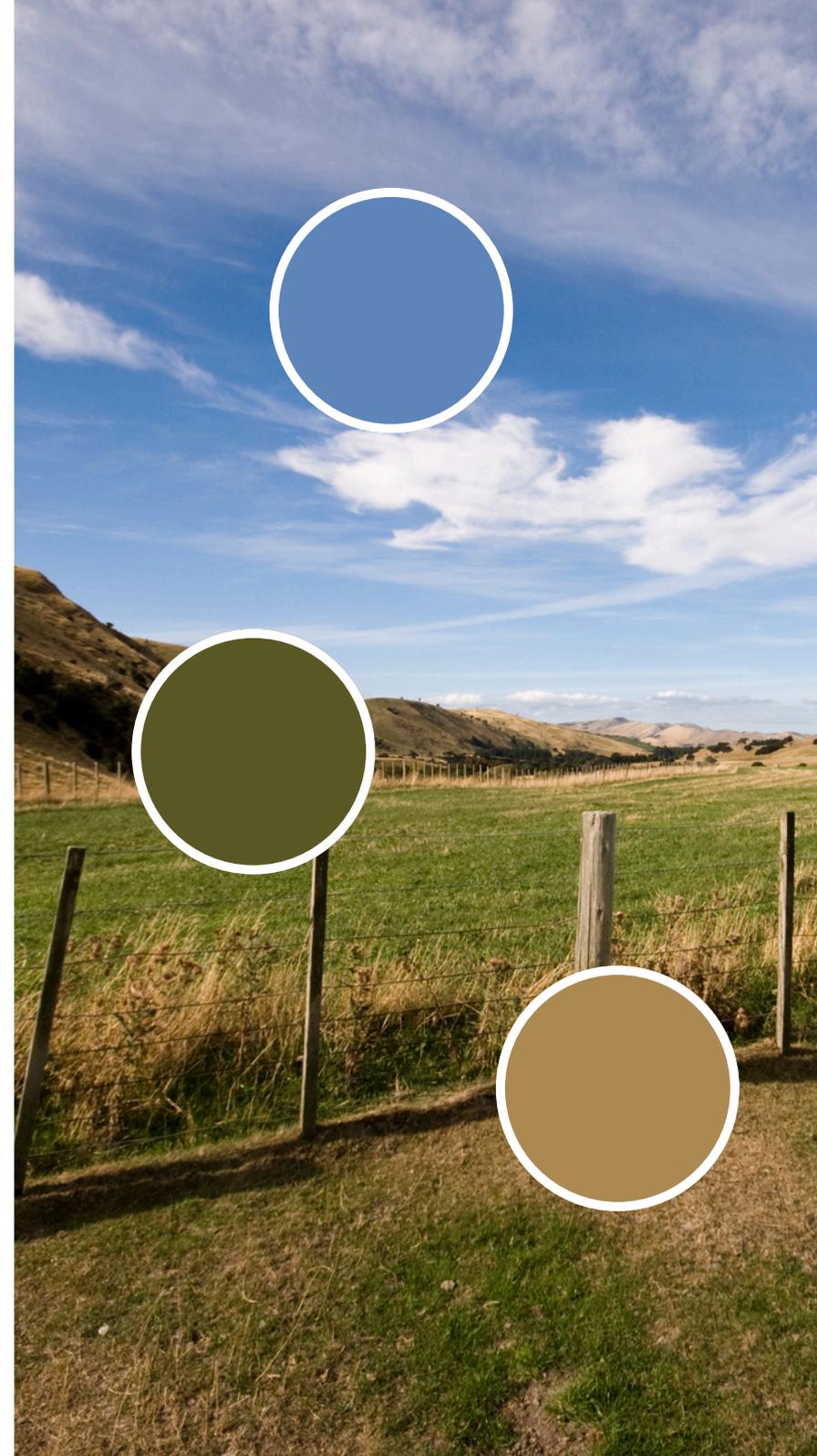
- Canva's Colour Palette Generator
- [ImageColorPicker.com](https://www.imagecolorpicker.com)

Choose 3-5 core colours

- 1-2 earthy tones (green, brown, grey, etc.)
- 1 brighter accent (like a flax flower or river sky)
- 1 neutral for text or background

Tips

- Stay within a natural range to keep it grounded in nature.
- Make sure they contrast well. Your text should be readable against background colours.
- Stick with it. Use the same palette across all your materials to create consistency.



Choosing fonts

When your group is caring for land and water, your font choices can help reinforce that sense of authenticity, clarity, and connection. These free Canva fonts offer simple, clear, and authentic font choices for catchment groups.

Font Styles

Clean Sans-Serif (modern & approachable)

Montserrat - versatile, geometric

Poppins - balanced, contemporary

Open Sans - clear at all sizes

Nunito - rounded, friendly

Serif with Character (trust & tradition)

Playfair Display - elegant, refined

Noto Serif Bold - strong, reliable

Display / Accent (use sparingly for impact)

Oswald - condensed, crisp titles

Norwester - bold, geometric badges

Anton - simple, strong

Quick Tips

- Stick to 1 strong font (add a second only for taglines)
- Test logos at small sizes & in black & white
- Keep it simple: use Canva fonts for easy updates

Font Pairings

Modern Identity

Montserrat + Open Sans / Nunito

Friendly Feel

Poppins or Nunito + Open Sans / Lato

Conservation Tone

Playfair Display (Bold) + Montserrat / Open Sans

Badge Logo

Norwester or Oswald + Montserrat / Open Sans

Premium Fonts

Looking for something a bit different? Purchase premium fonts from online stock libraries like MyFonts and Creative Market for a small fee. Upload and use in your Canva designs.

www.myfonts.com

www.creativemarket.com

Sans-serif

Serif

Display

Montserrat

Playfair

Oswald

Open Sans

Noto Serif

NORWESTER

Poppins

Anton

Nunito

Lato

Bringing it all together

Think about where you'll use it

Your logo should work on:

- Signs and t-shirts
- Social media and websites
- Posters and reports
- Test it at different sizes and in colour and black & white versions

Design variations

Create a few versions:

- Full logo (icon + text)
- Just the icon
- Horizontal and stacked layout

This gives you flexibility across platforms and formats.

Get feedback

Share a few draft options with others in your group or community:

- What message does it send?
- Is it easy to understand?
- Which one feels the most “like us”?

Save in the right file formats

Once you've got your final design:

- Save as PNG (transparent background)
- Export as SVG or PDF for printing or signs
- Keep a high-res version safe!



Canva Templates



[Poster Template](#)



[Social Tile Template](#)

