

SPECIAL

# Waikato Transport

Strategy      Auckland  
Creative      Melbourne  
Design      New York  
Experience      London  
Digital      Los Angeles  
Production      Sydney  
PR      Tokyo  
Wellington

Masterbrand Overview

23 February  
2026

## Agenda

01. Strategy Approach
02. Naming Approach
03. Visual Identity Immersion
04. Next Steps

**01.**

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**Strategy Approach**

## Waikato Transport - Strategic Masterbrand on a Page

<b>Opportunity</b>	Create a movement system that helps our people, communities, and region thrive by making the Waikato feel more confident, connected and curious.	
<b>Audience</b>	All people and communities of the Waikato	
<b>Brand Positioning</b>	<p><b>Waikato Transport exists to show people they can do more when they use public transport.</b></p> <p>Alt: <b>More is possible when you use public transport</b></p>	
<b>Te Ao Māori</b>	Movement is a living force: it creates connection, purpose and possibility.	
<b>Brand Impact Idea</b>	<b>Our Movement Powers Potential</b>	
<b>Personality and Tone of Voice</b>	Inspiring. Empowering. Bold.	Passionate. Confident. Authentically Waikato.

# 02.

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## **Naming Approach**

## Our Movement Powers Potential

### **Rational and Descriptive**

Names that either directly reference our service and what it does for the Waikato. Names that are easy to abbreviate

### **Leverage Our Place**

Names that speak to the strategic idea of powering potential for movement across the Waikato Region.

### **Unique and created**

Made up name that reference key benefits or relative experiences of what we do.

## Option 1

# Waikato Transport

## WT or WKT

### Rationale

- Follows international convention
  - Leads with Waikato – acknowledging the Rohe (region), its whenua, whakapapa and reference the awa as the foundation of identity and movement.
  - Transport keeps it open to more modes than just buses or shuttles on the road currently
  - Acronyms are easy to say and remember
- 

### Web

[www.waikatotransport.nz](http://www.waikatotransport.nz)  
[www.waikatotransport.co.nz](http://www.waikatotransport.co.nz)  
[www.wt.govt.nz](http://www.wt.govt.nz)  
[www.waikatotransport.govt.nz](http://www.waikatotransport.govt.nz)  
Council to check govt domains

### Narrative Test

Waikato Transport has confirmed changes to several bus routes in the region after positive feedback from recent a recent consultation process. WT says the updates will improve reliability and better connect growing communities.

## Option 2

# Transport for Waikato

## TfW

### Rationale

- Follows international convention
- States that the organisation is 100% dedicated to the Waikato region only
- Transport keeps it open to more modes than just buses or shuttles on the road currently
- Acronyms are easy to say and remember

### Web

[www.transportwaikato.nz](http://www.transportwaikato.nz)

[www.transportwaikato.co.nz](http://www.transportwaikato.co.nz)

[www.wt.govt.nz](http://www.wt.govt.nz)

[www.waikatotransport.govt.nz](http://www.waikatotransport.govt.nz)

Council to check govt domains

### Narrative Test

Transport for Waikato has confirmed changes to several bus routes in the region after positive feedback from recent a recent consultation process. TfW says the updates will improve reliability and better connect growing communities.

Shortlisted Names

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**Waikato Transport**

**Transport for Waikato**

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Acronyms

**WKT**

**TfW**

**03.**

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**Visual Identity  
Immersion**

## **Creating an identity that works**

The visual identity will be designed from the ground up, informed by on-the-ground wayfinding research and system recommendations.

Its role is practical: to build trust and recognition, simplify the user experience, and unify the network under one clear identity. Our intention is for the identity to reflect the Waikato region, support WRC's Passenger Experience Roadmap, and ensure the identity system is adaptable for future growth.

Every element will be designed to strengthen clarity, confidence and long-term network performance.

## Wayfinding Snapshot Observations



### The network isn't clearly organised

Information hierarchy is inconsistent across stops, maps and vehicles. It's not always obvious how routes relate to each other or how the system fits together.



### The network lacks a clear identity

Branding varies between hubs, stops and buses. This reduces recognition and makes the network feel fragmented rather than unified.



### Information at stops is incomplete

Direction of travel is not consistently clear. Users often need to double-check which side of the road or which service to catch.



### Route variations add unnecessary complexity

Multiple branches and exceptions increase cognitive load. Passengers must interpret variations before they can be confident they're on the right service.

## Key Wayfinding Recommendations

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Five key recommendations are proposed to better meet user expectations of a bus network, to optimise usability and functionality.

01

### Information Hierarchy

Redefine the information hierarchy based on a typical transport network model so information can be suitably categorised and expressed to users.

02

### Nomenclature, Terminology

Remove all sub-brand naming, and look to utilise sector standard conventions for service types and routes. Names should be highly functional and ideally provide some context to users as to what they are / do.

03

### Visibility

Dial up brand presence across all network touchpoints. Visibility and consistency builds trust in the network.

04

### Usable Information

Ensure information is readily available, context rich at all network touchpoints. Consistently applied across physical and digital experiences.

05

### Routes

Review routes inline with the implementation of the nominated system principles and strategy. Look to reduce complexity, variants, and exceptions to routes to improve how they are communicated and comprehended by users.

## System Principles Recommendations

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Drawing on insights from best-in-class bus network information systems, it is recommended these principles be considered:

- 01 Clarity & Simplicity**

Use clear, concise language, Avoid unnecessary jargon or overly technical terms, Information should be easily scannable at a glance.
- 02 Consistency**

Apply consistent branding across all physical and digital touchpoints, Consistent naming and numbering for routes, stops, and hubs, Align digital and physical information so users experience the same system throughout their journey.
- 03 Legibility & Visibility**

Signage should be readable from a distance and under different lighting conditions. Use high-contrast colours and legible type, Prioritise key information (e.g., route number, destination) over secondary details.
- 04 Predictable Hierarchy**

Organise information so the most important guidance is immediately visible, Use a structured hierarchy, Reinforce this hierarchy consistently across all touchpoints.
- 05 Intuitive Navigation**

Support wayfinding with clear directional cues, maps, and route information, Include landmarks, hub layouts, and multimodal connections where relevant, Minimise decision-making complexity at stops and interchanges.
- 06 Accessibility**

Information must be accessible to all users, including people with disabilities, Consider colour-blind friendly palettes, audible announcements, and multilingual support.

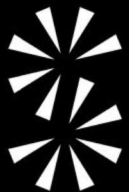
## System Principles Recommendations (continued)

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Drawing on insights from best-in-class bus network information systems, it is recommended these principles be considered:

- 07 Real-Time & Accurate Information**  
Provide up-to-date service information, delays, and disruptions, Synchronize digital systems (apps, websites) with physical signage where possible, Ensure ETAs and timetable data are reliable and easy to interpret.
- 08 Scalability & Flexibility**  
The system should accommodate future network growth or route changes, Design modular signage and templates that can be easily updated, Ensure digital systems can integrate new services or technologies.
- 09 Redundancy & Reducing Friction**  
Provide multiple ways for users to access the same information (signs, apps, announcements), Avoid gaps in information that can confuse users, Ensure critical wayfinding cues are repeated at key decision points.
- 10 Brand Alignment**  
Signage and information presentation should reflect the network's brand identity, Reinforce trust and confidence through professional, coherent design.
- 11 Route Simplicity**  
Minimise route complexity, exceptions, and variants. Ideally, routes are consistent: the boarding and alighting points are the same, path of travel does not change, and schedules are consistent within defined time periods (e.g., peak, off-peak, and weekend).

Examples of assets that will form parts of the visual brand identity



**Symbol/  
Logomark**

+

**Pattern  
Language**

+

**Typography**

+

**Imagery**

# 04.

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## **Brand Identity Next Steps**

## **Developing the Brand Identity System**

We are now progressing into concept development of what the new network brand identity will look and feel like.

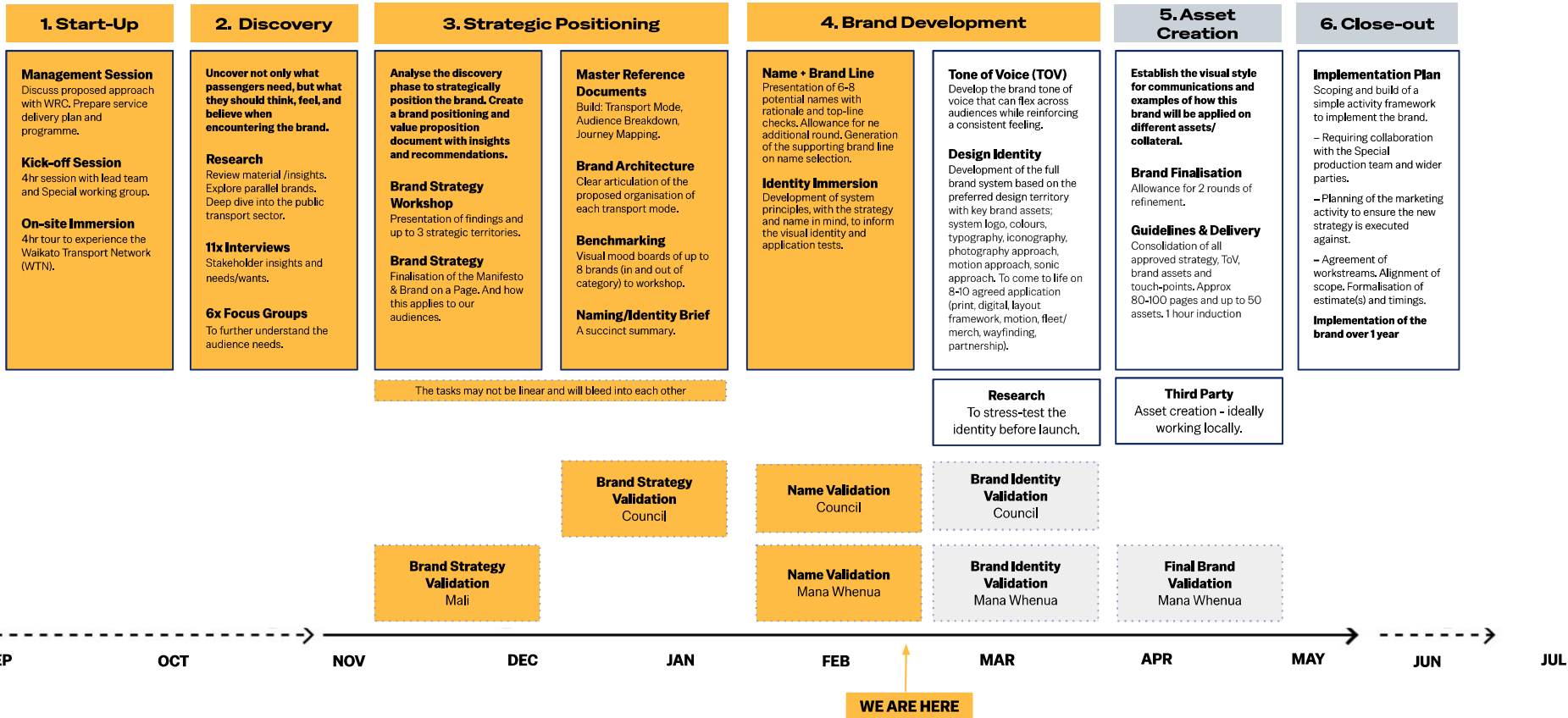
This phase will translate the strategy, an endorsed name and wayfinding insights into a practical visual brand identity system that works across vehicles, stops, signage, digital platforms and communications.

Concepts will be tested with users to validate clarity and ease of use before finalisation. All elements will be assessed for usability and cost-effective implementation to ensure a durable, future-ready brand identity.

Special looks forward to presenting the developed concepts and demonstrating how the brand will work in practice across the network.

# Project Blueprint | Waikato Transport

**Core purpose of the project**  
 Articulate the why and what we stand for, Structured around six core phases ensuring both creative excellence and commercial clarity at every stage, And establishing a clear plan to implement.



# NGĀ MIHI