



HARBOUR
BASKETBALL

**WE ACKNOWLEDGE THE PAST IN PURSUIT OF OUR FUTURE.
WE STRIVE FOR GREATNESS AND ARE UP FOR THE CHALLENGE.
WE ARE WILLING TO GO FURTHER AND REACH HIGHER.
WE RIDE THIS WAVE TOGETHER.**

WE ARE HARBOUR



OUR HARBOUR TRIDENT

Our Harbour Trident evokes strength, power and the ocean.



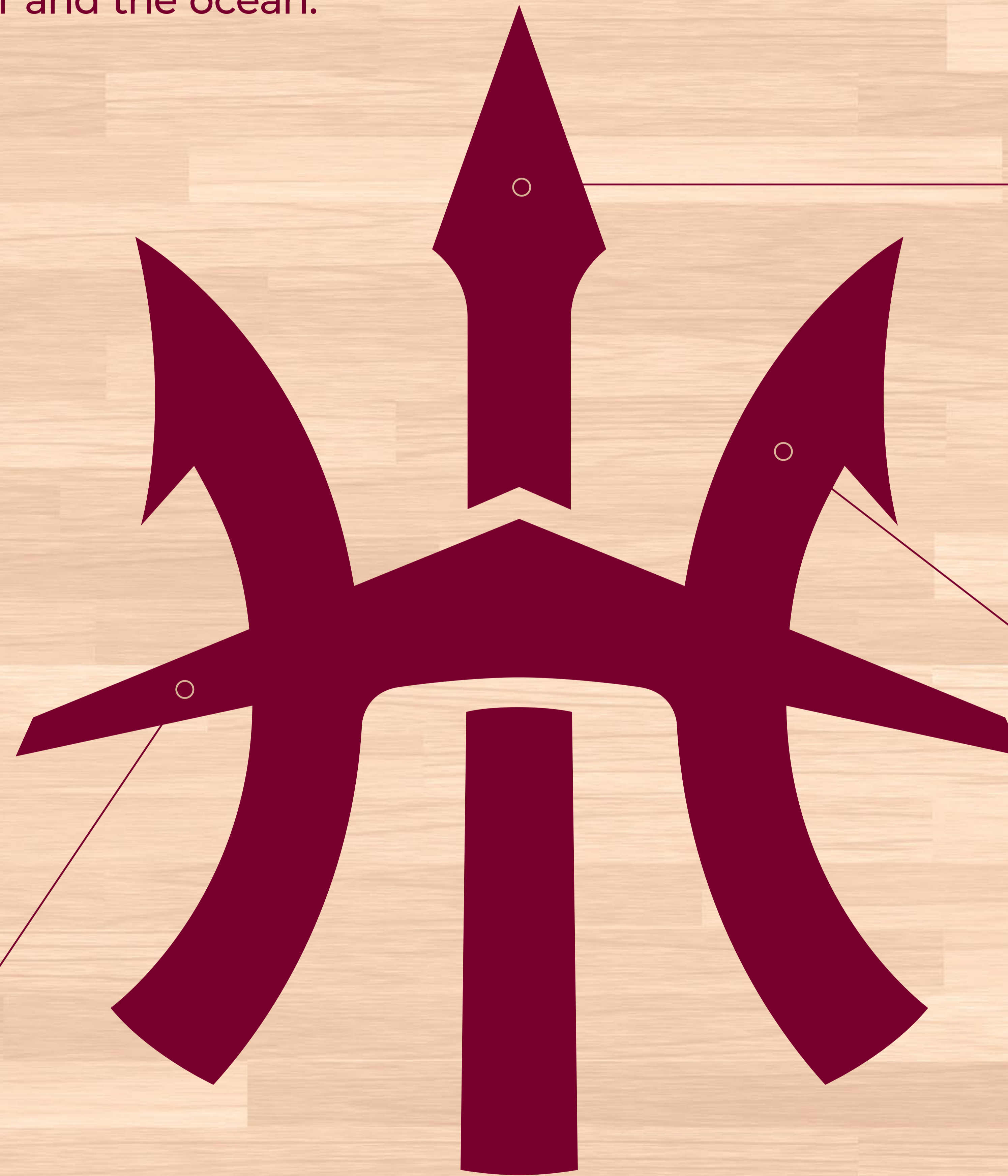
ALL ABOUT BASKETBALL

It's why we exist and the icon takes inspiration from the lines of a basketball.



RISING FROM THE WAITEMATĀ

The central chevron represents Rangitoto, rising from our Harbour.



REACH NEW HEIGHTS

The centre spike of our trident reaches high and represents both our northern location and commitment to strive for greatness throughout the organisation.



PLAYING FOR EACH OTHER

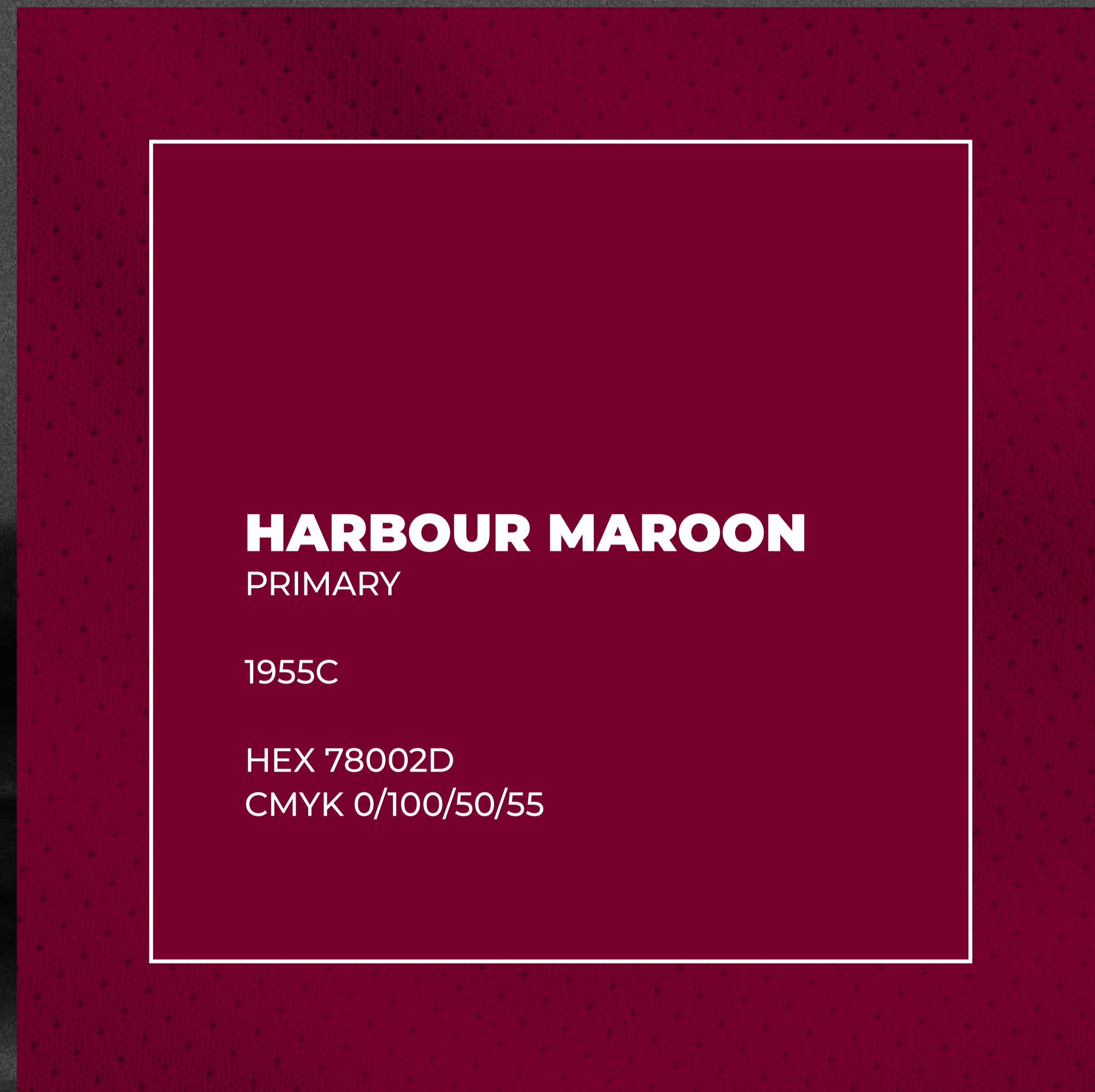
The three spikes moving up-court as one showcases our commitment to creating cohesive team environments.



H IS FOR HARBOUR

Say no more.

OUR HARBOUR COLOURS



HARBOUR MAROON

PRIMARY

1955C

HEX 78002D
CMYK 0/100/50/55

HARBOUR MAROON is in the very fabric of our DNA. It's the colour we all identify with and play with pride when representing the Harbour region.



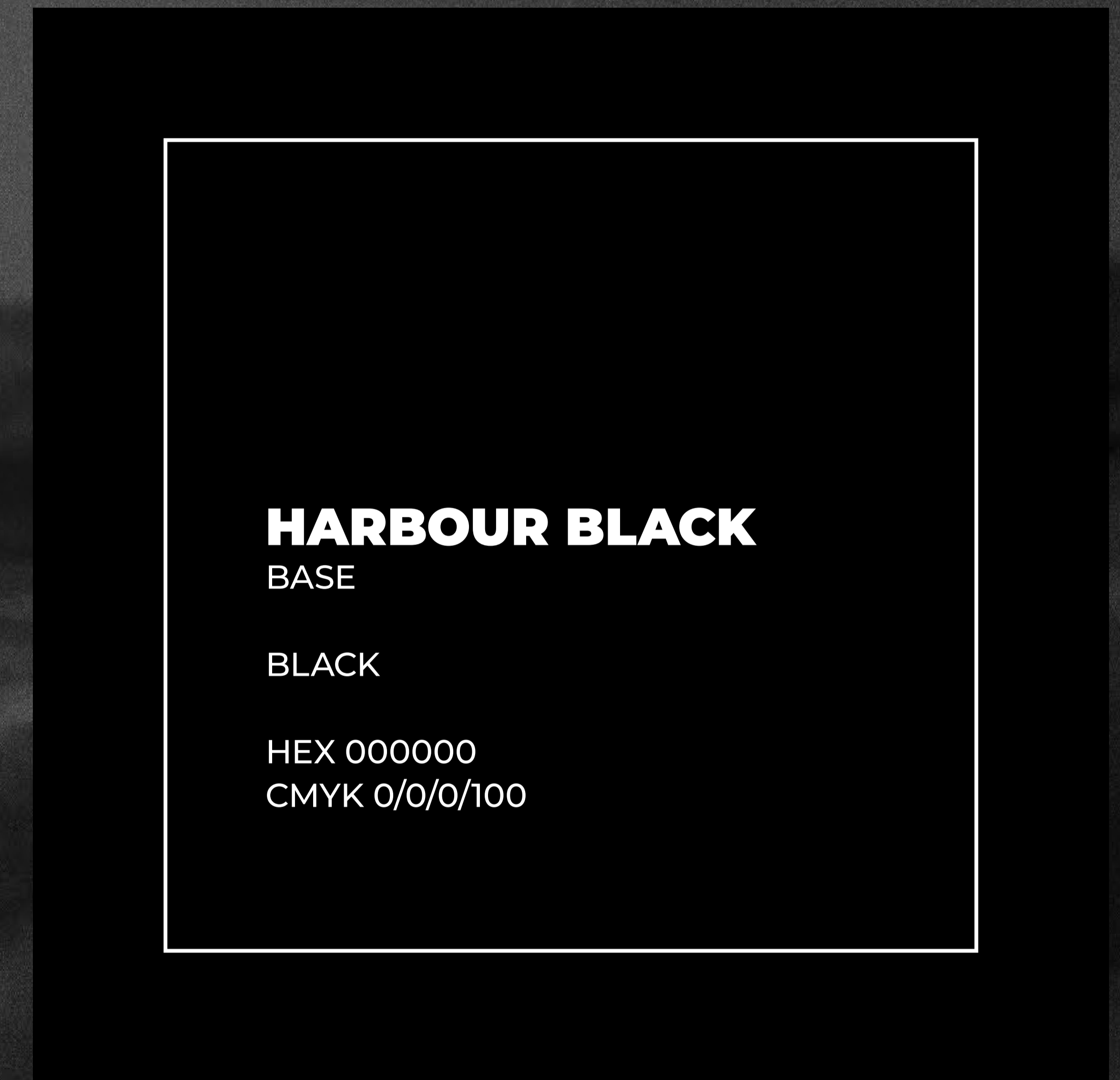
HARBOUR GOLD

ACCENT

7590C

HEX D9B496
CMYK 0/17/31/15

HARBOUR GOLD represents our drive and commitment to be the gold standard for basketball across Aotearoa.



HARBOUR BLACK

BASE

BLACK

HEX 000000
CMYK 0/0/0/100

HARBOUR BLACK is the colour that grounds us. It reminds us of our responsibility to serve the wider community and New Zealand sport as a whole.

OUR OFFICIAL BRAND



STRONG DIRECTION

The Harbour Trident stands tall in our official brand.

It represents a commitment to strong leadership and direction for the sport in our region.

It will be worn proudly by staff, on our signage and in our communications.





OUR PLAYER BRAND

HARBOUR

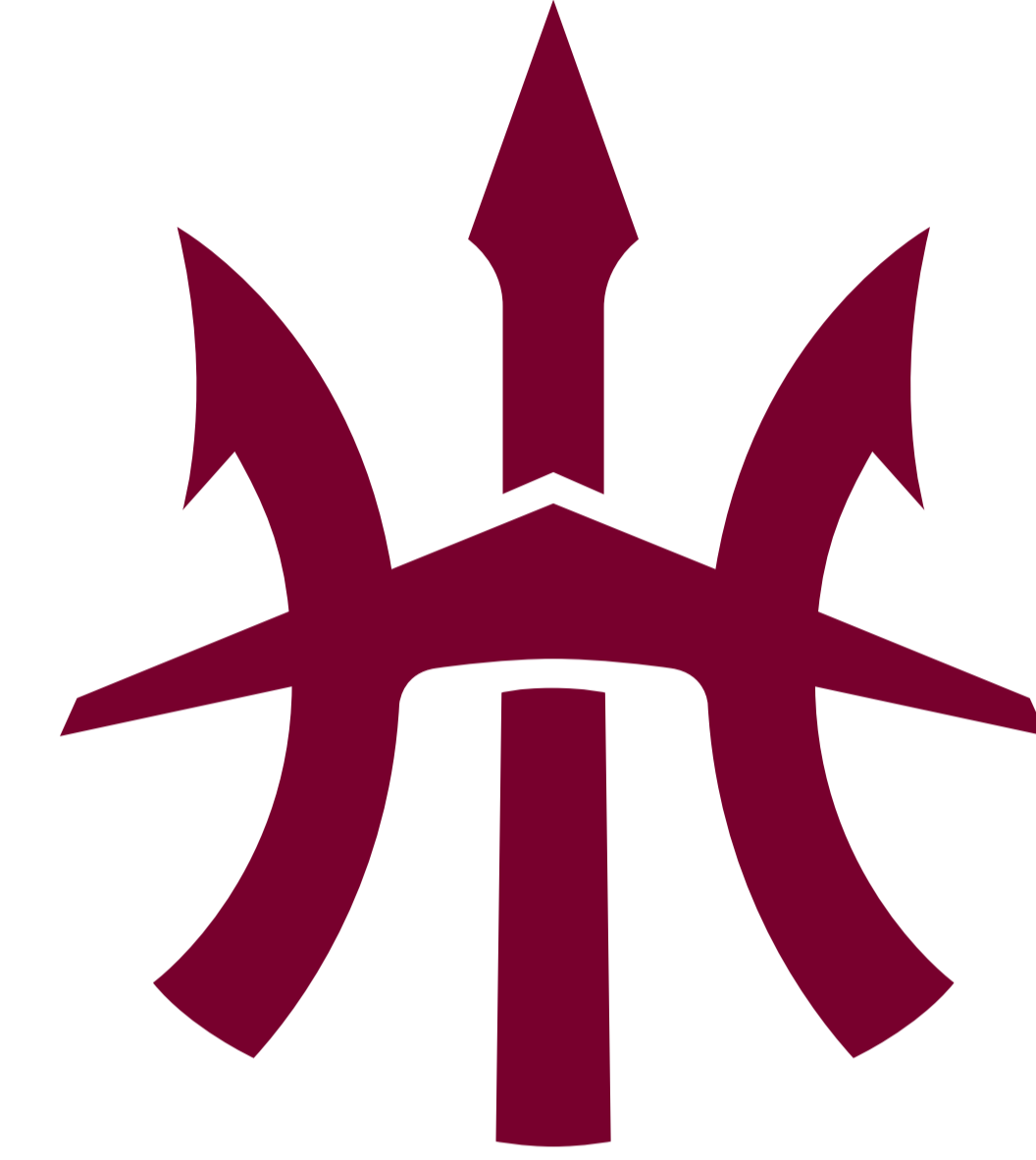
RISE UP

Our player brand showcases our place in Harbour, represented by Rangitoto.

It rises upward, enhancing our dedication to see players grow both on and off the court.



OUR SUPPORTER BRAND



HARBOUR



WE ARE HARBOUR

We all come together through basketball.

Our supporter brand is built for you, to proudly wear to games and support your teams.

WE ARE HARBOUR

#WeAreHarbour

