

THE FRINGE DISTRICT

DOMINION RD. EDEN PARK. KINGSLAND. MORNINGSIDe

Brand new, the BID programme covering the precinct including Kingsland, Morningside, Eden Park and the upper end of Dominion Rd is reinventing itself.

“The Fringe District” will become the cutting-edge brand for Kingsland Business Society.

BID programme manager Claire Baxter-Cardy tells us the story behind the switch.

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REPRESENTING THE FRINGE DISTRICT

Cutting edge branding

The Kingsland District is “an eclectic community on the city fringe of Auckland,” according to Claire, *pictured right*, who is a year into managing the eight-year-old BID programme.

While it’s geographically on the fringe of the fringe, it is certainly an edgy part of town.

It is this ambience and the need for inclusiveness that inspired the new branding.

“Not long after I came on board (last August), it became clear to me that many members felt excluded by the focus on the name Kingsland.

“Because we cover four areas: Morningside, the upper end of Dominion Road and Eden Park as well as the Kingsland shops, we needed to embrace this diversity and reflect it in our collective identity,” said Claire, who brought a design (and dancing) background to her role.



“The board supported the changes of name and colour, including a lighter blue for the main Fringe District logo plus bright, distinctive colours for each suburb (see above).



“A little untamed and rough around the edges, the Kingsland District is effortlessly cool and creative, attracting businesses and residents who are passionate, vibrant and edgy”.

“From sports fields to start-ups to community centres, residential, commercial and hospitality, Kingsland is true urban living.

“We have a combination of upcycled interior fit-outs and new builds, heritage buildings and new apartments working alongside one another.

“Throughout the Kingsland District you’ll find real salt-of-the-earth folk who love what they do.”



“While we retained Kingsland (Business Society) as our (business association) name, we adopted the name ‘The Fringe District’ to reflect the style and scope of our community.

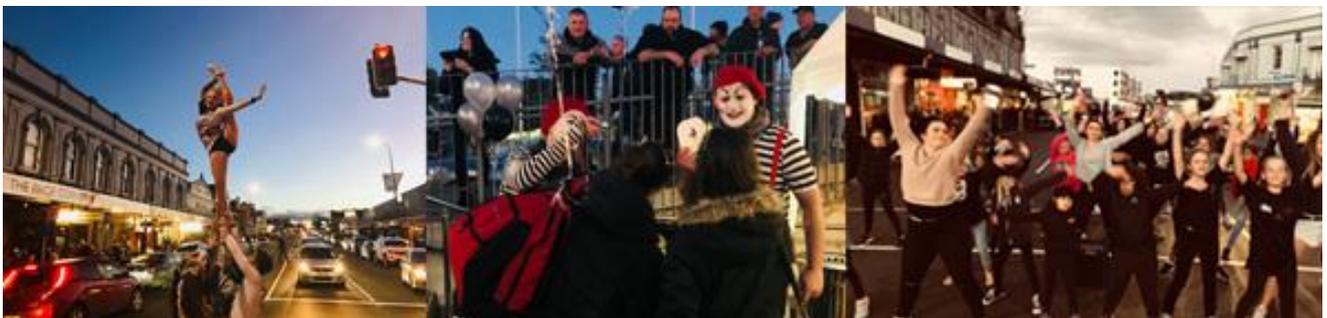
“From speaking with members at networking events and through feedback on our social media channels, it became clear that everybody loved the new look. It made them feel part of the BID.

“We put forward five brand options and there was a strong consensus on adopting the preferred design during a meeting with our members in July,” Claire said.

“Its purpose is be more inclusive, and connect deeper when we collectively speak about the people, the community, and the businesses we represent across our four suburbs.”

Formally launched in its August newsletter, “The Fringe District” will be rolled out in coming months.

- This will consign the Rugby World Cup 2011-inspired scrum metaphor **Kingsland: touch, pause, engage...** branding to history.



The fringe community includes almost four suburbs: Dominion Terrace (The D72 & Target Furniture block); Kingsland Industrial (from New North Rd the overpass to Bond Street); Eden Park (& Sandringham Rd to Bond Street); plus two villages: Kingsland and Morningside.



Eden Park



Only 5kms from Auckland's CBD, Kingsland is well served by public transport. As well as buses, trains run regularly into the city and suburbs beyond.

For motorists, Kingsland can be accessed from the North Western Motorway by taking the St Lukes off-ramp or from the City end – via Bond Street, and Great North Road.