



Brand Guidelines

W A I T O H U

2024

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04 |

The Brand

Introduction -

The aim of this style guide is to maintain our Te Mātāwai brand's integrity, so please ensure you familiarise yourself with all aspects of this guide.

Depending on the size and orientation of the Te Mātāwai logo, sizing can be adjusted but do not make it too small as the logo must be readable.

Clear space is also very important as it will help the logo stand out with maximum clarity. Ensure there is clear space around the logo and do not place it closer than 4mm to the edge of a page. These brand specifications will guide you with the appropriate use of the brand.

Narrative -



1. **The Whare:** represents Te Whare o Te Reo Mauri Ora or the combined efforts of the Crown and iwi Māori (Te Mātāwai) to revitalise and restore te reo Māori as a nurturing first language in homes and communities.

2. **The Stylised Manaia:** has three Manaia or guardians of the Māori language which each represent iwi, hapū and whānau along with the past, present and future of the language. Each of the Manaia have large waha to emphasise the importance and prestige of the language.

3. **The Name – Te Mātāwai:** signifies the unity or coming together of both iwi and Māori in the reclamation of their taonga – te reo Māori. It unites the whare (whenua based elements) with the water based Manaia elements. The word Te Mātāwai can simply be translated as the head waters.



Logo Zone

The exclusion zone is created by using the 'o' space shown around the logo. Please make sure that no graphic or text elements enter this space.

Correct use of logo



Full Colour on White

When branding with any white



White on Colour

When branding with any colouring background this look takes main precedent



Black on White

Secondary option when branding with white background - use when other branding is matching



White on Black

Secondary option when branding with black or clashing background colours to brand colour palette

Incorrect use of logo



Don't place boarder around the logo



Don't place logo over clashing colours - use another logo colour.



Don't stretch or condense the logo, always scale proportionally.



Don't place the logo on angle

Graphics



Te Mātāwai koru graphic narrative

Throughout the creation process of the koru graphics, we wanted to ensure our main logo was incorporated. These koru patterns are pictured from page 9-11.

We worked with Ariki Creative (who designed our main tohu) and chose the Manaia as the main focus. The three Manaia represent Te Mātāwai as kaitiaki of te reo for iwi, hapū and whānau, while also depicting the past, present, and future. The mouths are enlarged as te reo is to be spoken and shared, showing their proficiency at speaking.

The idea behind the name and designs was to create the flow of a Manaia trailing through a body of water and replicating that into the perspective of incoming and outgoing tides (past, present, and future).

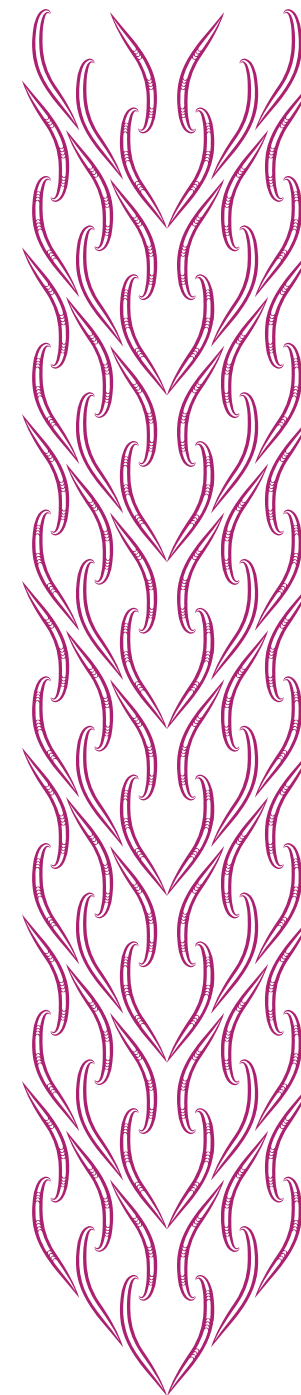
This created the main design patterning, and it is also a way to represent a two-way conversation - Te Mātāwai to external and external to Te Mātāwai.

The main kowhaiwhai design used within these (like the one to the right) are puhoro which represents agility, responsiveness, and also ngā piki me ngā heke or the ups and downs.

Breaking these two effects of water (incoming and outgoing) we have linked them to two main functionalities we believe Te Mātāwai works by.

Outgoing (present): The ideation behind the outgoing tide is to represent the process of work that Te Mātāwai does on behalf of our Māori communities and all the aspects that surround this, such as sourcing pūtea, assets, information, and the growth of hapori throughout Aotearoa. This also embodies the kōrero from Te Mātāwai to stakeholders.

Incoming (future): The incoming tide depicted in these designs represents the incoming factors that Te Mātāwai has with stakeholders, such as return on investment from kaitono, policies, and the final result of growth from hapori. This also embodies the kōrero from stakeholders to Te Mātāwai.



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Colour Palette

Follow this guide for accurate breakdowns of the corporate colours across all applications. Please use the CMYK mix for all printed media and the RGB for anything viewed on screen.

Please note between devices and screens there will be subtle variations in colour depending on how your device is calibrated.

Always refer to accurate print guides when proofing colours with a printer and use this information as a guide.

We recommend the blue and fuchsia colour for headings and black text. You may use the purple sparingly if another colour is required.

Main Colours

Secondary Colours

Dark Blue

R000 G016 B103
#001067

Purple

R089 G045 B180
#592db4

Fuschia

R171 G032 B112
#ab2070

Orange

R255 G106 B073
#ff6a49

Dark Purple

R045 G000 B085
#2d0056

Bright Fuschia

R229 G000 B119
#e50077

Teal

R000 G176 B172
#00b0ac

Blue

R026 G074 B255
#1a4aff

Gradients

14 |

When used consistently within your brand, gradients can help grow brand recognition better than single-color use. Gradients can add a sense of depth and/or movement to your design. Gradients display a sense of fun and high energy.

For Te Mātāwai, these are incorporated into the brand and design to help enhance the underlying foundations of Te Mātāwai. The main gradient (Fuchsia to Dark Blue) is a foundational gradient that represents the dawn rising of Te Reo Māori.

These gradients are to be used to help enhance further messaging that Te Mātāwai produces.

Gradients can also be used within typography/text when on a white/black background or to give more branding if need be.



Using the colour palette and colour tones listed on page 12 these 5 gradients can be created. You should not use gradients outside of the examples shown. For example, you should not have a gradient that goes from teal to orange.

Use of Gradients

The Te Mātāwai gradient represents the dawn rising of te reo Māori and has been designed to align with the colours that are associated with the rising dawn.

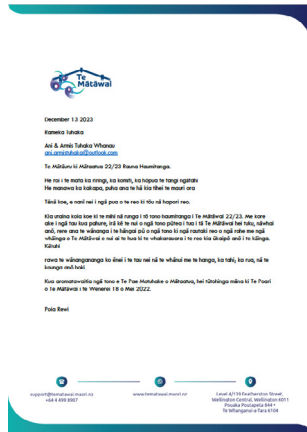
Gradients have been further developed to link each team to their contribution to the vision of revitalising te reo Māori.

Each team within the tari has been given gradients that are to be used for internal communications - this ranges from PowerPoint presentations to a documentation template. Please use the templates that are provided in Te Puna and Te Matatiki (the Te Mātāwai intranet).

TEAL

DARK BLUE

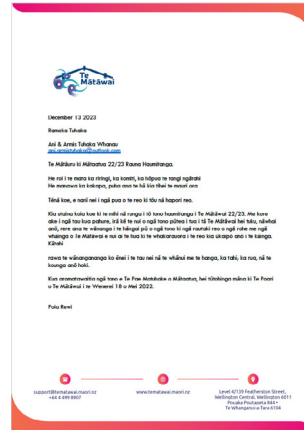
Te Mātātupu



ORANGE

FUSCHIA

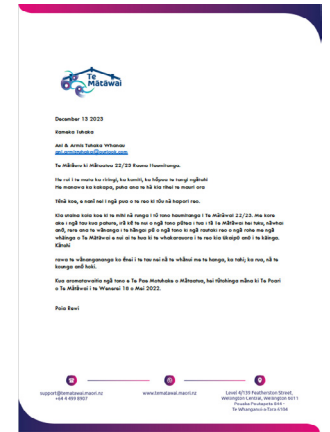
Te Matatū



DARK BLUE

FUSCHIA

Te Mataihi



BLUE

DARK BLUE

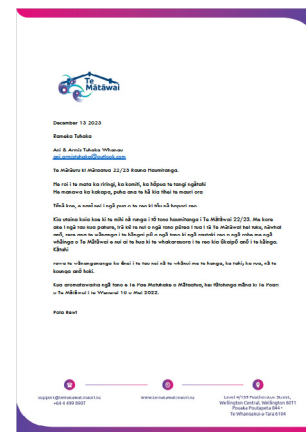
Te Mātāuru



PURPLE

FUSCHIA

Te Matatuku



Typography

Ubuntu is the typeface we have selected as the corporate typeface for headings, and for all body text. These are to be used across all media and stationery to maintain consistency. These examples show a cross section of the weights to be used.

When using text for any documentation it is advised to use the Calibri font family.

Header

Ubuntu - Bold

Minimum size: 21 pt.
Spacing: 1,5 x size

Subtitle/intro

Ubuntu - Medium

Minimum size: 13 pt.
Spacing: 14 pt.

Body

Ubuntu - Regular
Minimum size: 8 pt.
Spacing: 14 pt.

Photography

Always place the logo mindfully on any imagery. Alternate between the colour version, based on the imagery used and how dark or light the image is. If neither the colour or reverse white version of the logo are working on an image, please place it away from the image and have it on a white background. Make sure all text within the logo is readable and at least 4mm away from all edges.

Correct use of logo placement



Incorrect use of logo placement



Collateral

Business cards



Email sign off

To: Jane Doe

Subject: new logo


Dear Jane Doe,

Dus, quatem fugia nihil magnimporio test, officitation comnimpos adit ullabo. Nequo temporum a sinto quiae quo eatem audae voloritae consectur aspelen estiam, vellabo. Nequis audiamusam eicillit, consequi.

Omni utatque vid ex ex et eturectem et repellorum id quia nit rehende sero doluptas eos dis conem et, odis non et aut quam ipis aut estis dolent estrum quatum doloriamus es magnimpe elibusda quo tem de ne nullit, quaturepe eum fuga. Et molum laccum aborent.


Best Regards,

John Doe



Ria Tomoana
Te Ātiawa, Ngāti Kahungunu, Ngāti Pāhauwera

Letter Head



December 13 2023

Ramaka Tuhaka

Ani & Armis Tuhaka Whanau
ani.armistuhaka@outlook.com

Te Mātāru ki Mātātua 22/23 Rauna Haumitanga.

He roa i te mata ka riringi, ka komiti, ka hōpua te tangi ngātahi
He manawa ka kakapa, pūha ana te hā kia tihoi te mauri ora


Tēnā koe, e nanī nei i ngā pua o te rao ki tōu nā hapori rao.

Kia utaina koia koe ki te mihi nā runga i tō tono haumitanga i Te Mātāwai 22/23. Me kore ake i ngā tau kua pahure, irā kē te nui o ngā tono pūtea i tua i tē Te Mātāwai hei tuku, nāwhai anō, rere ana te wānanga i te hāngai pū o ngā tono ki ngā rautaki rao o ngā rohe me ngā whāinga o Te Mātāwai e nui ai te hua ki te whakarauora i te rao kia ūkaipō anō i te kāinga. Kātahi


rawa te wānangananga ko ēnei i te tau nei nā te whānui me te hanga, ka tahi; ka rua, nā te kounga anō hoki.

Kua aromatawaitia ngā tono o Te Pae Motuhake o Mātātua, hei tūtohunga māna ki Te Paari o Te Mātāwai i te Wenerai 18 o Mei 2022.


Poia Rawi



support@tematawai.maori.nz
+64 4 499 8907



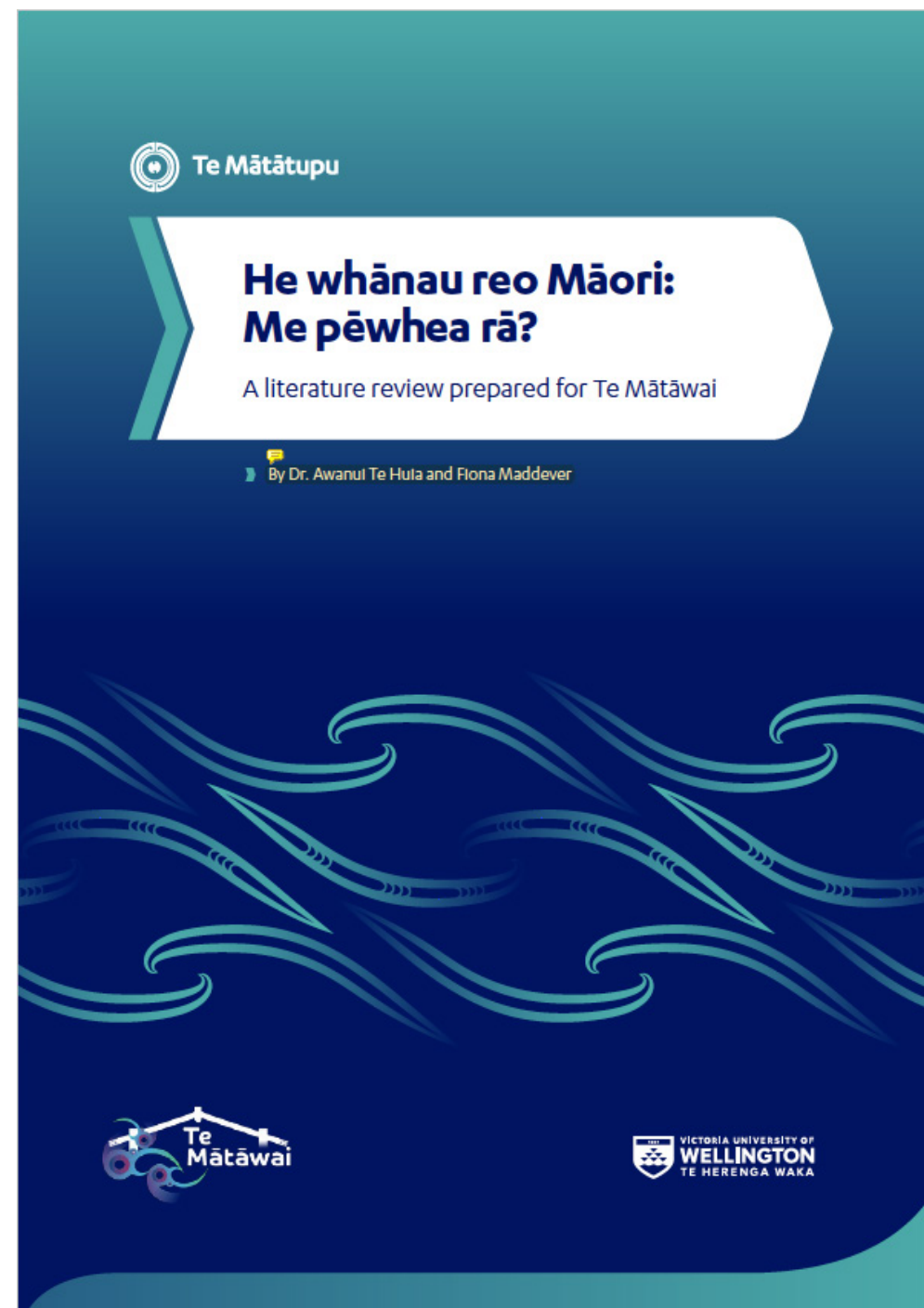
www.tematawai.maori.nz



Level 4/139 Featherston Street,
Wellington Central, Wellington 6011
Pouaka Poutapeta B44
Te Whanganui-a-Tara 6104

Publications

For the outsourcing of publication of Te Mātāwai documents please refer to the latest publications - He Whānau reo Māori Lit Review & Annual Report 2022 – 2023.



Brochure

Template base to be used when considering printing of brochure.

Leadership

Te Mātāwai also exists to provide leadership in promoting the health and well-being of the Māori language for iwi and Māori, and at the community level. Te Whare o te Reo Mauriora is the conceptual framework that reflects the partnership approach for Māori language revitalisation. Inside the 'whare', the taraiti is the side occupied by tangata whenua, this is where Te Mātāwai exist on behalf of iwi and Māori. Te Mātāwai expresses its status within the whare, by providing strategic influence and guidance to Ministers and government agencies ensuring the aspirations of iwi and Māori are reflected in the decisions made about the Māori language.

Te Mātāwai lead the Maihi Māori, the iwi and Māori strategy, which prioritises te reo Māori revitalisation in kāinga, hapori and iwi. Te Mātāwai also advises and has oversight on the Maihi Karauna, the government's Māori language strategy. The Maihi Karauna represents the taranui side of the whare which is reserved for the manuhiri.

Te Poari Matua

Ngā Māngai mō ngā Kāhui-ā-Iwi

From left to right: ingoa tuatahi ingoa tuarua, ingoa tuatahi ingoa tuarua, ingoa tuatahi ingoa tuarua, ingoa tuatahi ingoa tuarua.

(Photos 3x3) – We can slot these in after as we are just in process of taking new photos

Ngā Māngai mō Te Reo Tukutuku

From left to right: ingoa tuatahi ingoa tuarua, ingoa tuatahi ingoa tuarua, ingoa tuatahi ingoa tuarua, ingoa tuatahi ingoa tuarua.

KIA ŪKAIPŌ ANŌ TE REO MĀORI



TŪĀWHIRI
Iwi Identity at Local and National Level



REO TŪKU IHO
Intergenerational Transmission



OIANGA KI TE WHĀNAU
Whānau Wellbeing



RIMAHĪ
Immersion Domains



KŌWHIRIANGA REO
Reo Movements



Māori Language Revitalisation

Te Mātāwai, established by Te Ture mō te Reo Māori 2016 (Māori Language Act 2016) is the independent entity appointed to lead te reo Māori revitalisation on behalf of iwi/Māori as Kaitiaki of the Māori language. Te Mātāwai seeks to support whānau, hapū and iwi to maintain the vitality of, and proliferate reo ā-iwi/reo taketake. Our primary goal is to restore te reo Māori as a nurturing first language within Māori homes and communities.

Whakapā mai
pat@tematawai.maori.nz
www.tematawai.maori.nz

Representation

Te Mātāwai exists to act on behalf of iwi and Māori, and in partnership with the Crown, for the purposes of revitalising the Māori language. In terms of iwi representation, Te Mātāwai has a board of 13 members who are each appointed by their kāhui defined within Te Ture mō te Reo Māori 2016. Seven members are selected by and for a kāhui ā-iwi, four represent Te Reo Tukutuku (Urban Māori and Māori legacy movements) and two are appointed by the Minister for Māori Development. The Board, as a collective, is responsible for setting the strategic direction of the organisation, to ensure the operational objectives are implemented and a strong relationship between Te Mātāwai Board and the Pae Motuhake is maintained. When iwi and Māori do not have the capacity to represent themselves, Te Mātāwai holds the space until they have that capacity.

Investment & Information

Te Mātāwai is committed to empowering iwi and Māori to lead change within their own communities so it invests in initiatives that support Māori language revitalisation among kāinga, hapori and iwi. Our approach is holistic, and extends beyond language revitalisation factors, for example, in addition to intergenerational transmission, Māori language domains and language movements, we also recognise wellbeing and identity

Our kāhui each develop Investment Plans that contribute to Te Mātāwai's overarching investment approach.

Whānau, hapū, iwi and community groups whose dreams and ideas match those plans should visit www.tematawai.maori.nz for more information about our annual investment round.

Te Mātāwai also develops an evidence and knowledge base to support decision-making across Te Mātāwai, and the wider Māori language revitalisation sector. This is guided by our Strategic Research Agenda which sets the context and high-level direction for Te Mātāwai research. It is underpinned by core feature of Māori language revitalisation theory, experience and lessons gained since its establishment in 2016.


Partnership

The establishment of Te Mātāwai gives effect to the Māori Crown partnership as intended by Te Ture mō Te Reo Māori 2016. Te Ture intends to strengthen iwi Māori authority and bring a stronger distinction to the roles and responsibilities of Māori and the Crown. Te Mātāwai exists to advocate and encourage the Crown to devolve decision making power and equitably distribute resources. Both Te Mātāwai and the Crown have obligations, responsibilities and different parts to play in ensuring the restoration of te reo Māori as a thriving and living language.

Partnership opportunities are realised at many levels. Te Mātāwai Hoa-Toihau meet with the Minister for Māori Development to set the overarching and National approach to Māori language revitalisation and to develop their respective strategies known as the Maihi Māori and Maihi Karauna. The Board of Te Mātāwai meet with Ministers at Te Rūnanga Reo to support, inform, and influence the Crown's initiatives in protecting, promoting, and revitalising the Māori language.

Te Mātāwai and government agencies employ a collaborative partnership approach for work programmes related to Māori language revitalisation such as the He Tohu Huarahi Māori Bilingual Road Signs programme with Waka Kotahi.

Flyers



Te Mātāwai

**KIA ŪKAIPŌ
ANŌ
TE REO**

Our vision is to restore te reo
Māori as the first language
spoken in our homes and
communities

Whakapā mai / Contact us
patai@tematawai.maori.nz
+64 499 8907

www.tematawai.maori.nz

Ngā Putanga
Outcomes



**KIA ŪKAIPŌ
ANŌ
TE REO**

**ORANGA O
TE WHĀNAU**
Whānau Wellbeing

REO TUKU IHO
Intergenerational
Transmission

RŪMAKI
Immersion
Domains

TUAKIRI
Iwi Identity at Local and
National Level

KŌKIRITANGA REO
Reo Movements

www.tematawai.maori.nz

 Te Mātāwai  te_matawai

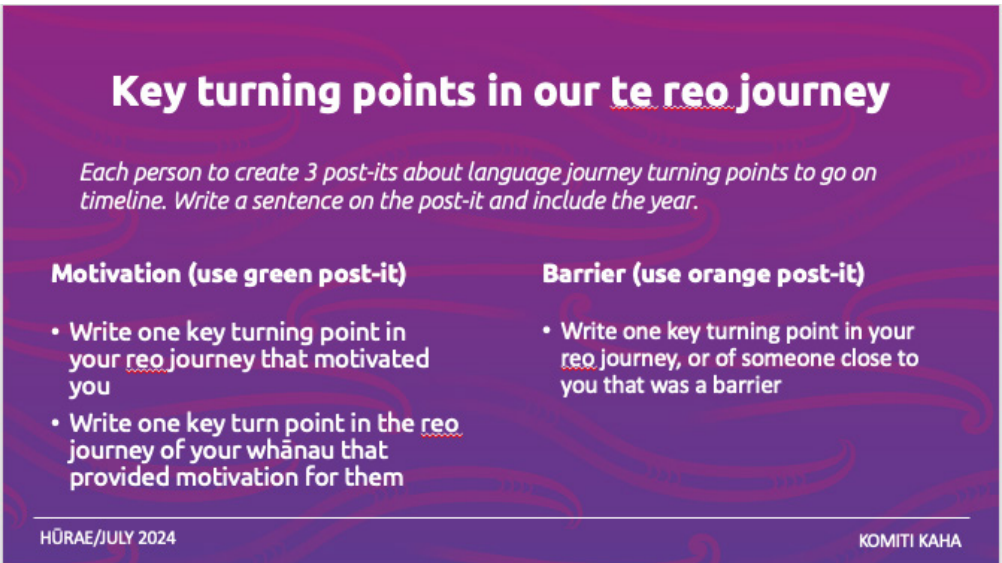
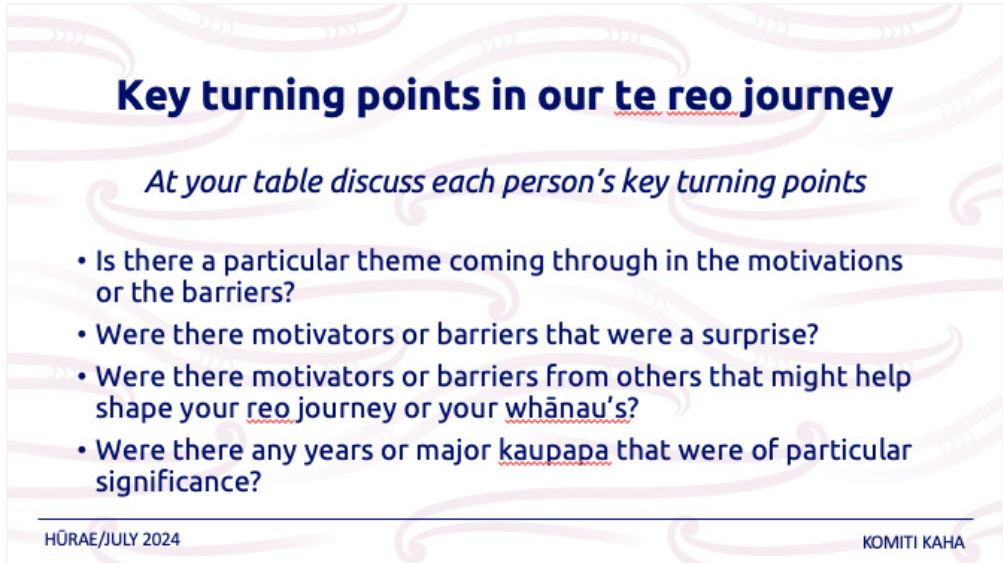
Notes:
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Presentations

Always use the Powerpoint templates available. These include various page types and different templates for each team.

For any presentations that are needed for big public hui please get sign off from communications team at least 4 days prior to presenting.

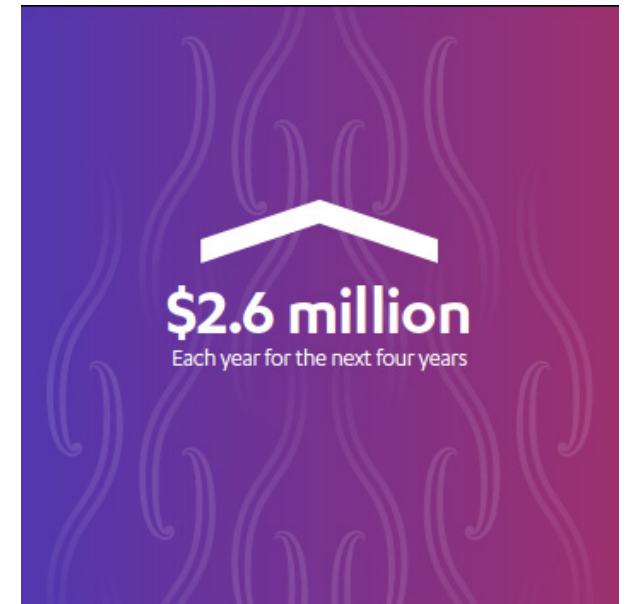
Please find templates within Te Puna (Communications - Brand & Logos - Templates - Presentations (Powerpoints)).



Socials

A variety of tile templates have been set up in Canva. This page shows some examples.

These are purely a base to start from for creating social media posts.



\$2.6 million
Each year for the next four years

\$2.6 million
Each year for the next four years to support te reo Māori revitalisation efforts delivered by Te Mātāwai

 
Bilingual signs released for public consultation
Consultation closes at 5pm
Friday 30 June

WHĀINGA RONGOMAIORO
2040
Tae rawa ki te 2040, ka kotahi miriona (neke atu rānei) te hunga whakamahi i te reo Māori i ngā whaitua rumaki o te hapori

\$2.6 million
Each year for the next four years

WHĀINGA RONGOMAIORO
2040
Tae rawa ki te 2040, ka kotahi miriona (neke atu rānei) te hunga whakamahi i te reo Māori i ngā whaitua rumaki o te hapori



K I A Ū K A I P Ō
A N Ō
T E R E O