

BRAND GUIDELINES

MAY 2021



TOI FOUNDATION BRAND GUIDELINES

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WELCOME TO THE BRAND GUIDELINES FOR TOI FOUNDATION

INTRODUCTION

Established as a Charitable Trust in 1988, Toi Foundation (formerly TSB Community Trust) has played a critical role in the ongoing growth and development of the region.

Since its establishment, the foundation has contributed more than \$153 million in Taranaki towards charitable, cultural, philanthropic, recreational and other purposes - all of which are designed to benefit local organisations, community and people. Today, we have an ongoing and increasingly important role in supporting our communities to build a thriving, inclusive and equitable Taranaki.

Rebranding to Toi Foundation follows the release of our new and more impactful strategic framework in 2020, which sees us continuing to support Taranaki in our traditional, philanthropic way, while also looking to the future with a focus on strategic and innovative granting and impact investing to achieve even greater long-term and transformational benefits.

The rebrand provides a platform from which we can meet the current and future needs of our community.

Our region is full of individuals who are innovative, purpose-driven, genuine and eager to collaborate for the benefit of our community. Being in a position to encourage and facilitate those collaborations is an exciting one to be in, and we look forward to being a part of Taranaki's progressive future.

Maria Ramsay
CHIEF EXECUTIVE

BRAND MESSAGE

Our strategic framework lays out the changes we are making to better support Taranaki moving forward. Rebranding to align, was the next step on this journey.

Wider and deeper impact starts with taking steps to connect with our audience, and to develop a story that is relevant both today and tomorrow. Considering who we are today, what we do, moments that have defined our organisation, as well as who we will be tomorrow and in 5 years from now, we've developed a brand that resonates with our community and authentically represents the region we support.

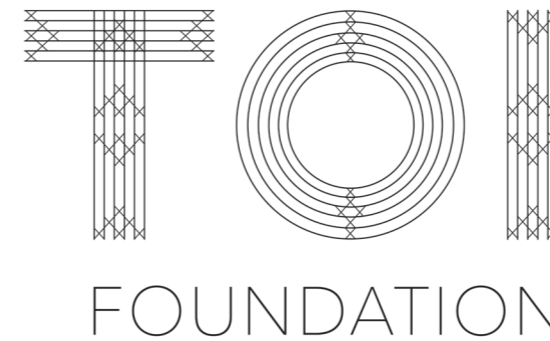
Our name, brand identity and supporting brand expressions are meaningful and provide a platform to deliver on our purpose, grow our reach and be increasingly inclusive.

*Taranaki Tū kau, ākina a hau, ākina a tai,
te matua manawa whenua, te matua manawa tangata,
te takapou horanui o taiwīwī, o taiwāwā, o taiheke tangata*

Our brand is underpinned by this statement:

Toi Foundation funds and leads for positive change within our communities in a collaborative and inclusive environment. Meaningful connection and adroit facilitation empower our community to extend on ideas and bring visions to fruition, that will have intergenerational impact, provide resilience and enrich our region.

BRAND PERSONALITY AND MEANING



Our brand name and design development was a collaboration between brand agency, Hall of Design, and Taranaki Māori Art and Design specialist Hemi Sundgren, well known and respected for his language and creative expertise.

The brand is best described as:

INCLUSIVE - careful consideration has been given in selecting a name and design solution that speaks to the inclusive and collaborative nature of our organisation and reflects the shared commitment we, together with our subsidiaries and strategic partners have to contributing to the success and wellbeing of Taranaki and its people.

VISUAL - a rich collection of graphic assets, imagery and video that speak to our organisation's values and the stories of people and places.

POSITIVE AND VISIONARY - like our strategic framework, our brand is part of a bold new vision to guide our organisation into the future, as we actively work with others to invest in, facilitate and co-create opportunities for beneficial change.

Toi has two meanings - 'origin and source', and 'tip or summit'.

Both the name Toi Foundation and the logo design reflect our organisation's aspirational vision for Taranaki - our people (coming together), our land and prominent landmarks, our history, culture and the importance of partnership - with our subsidiaries, other stakeholders and ultimately, our community. Our brand reflects our short-term outcomes, which are to: enhance child and youth wellbeing, empower Māori aspiration, improve the environment and increase access to opportunities.

The brand has a contemporary design with references to the woven stitches of Māori tukutuku panels - a traditional wall hang art form of grass strands woven over vertical and horizontal support structures. Working in pairs, tukutuku weavers create patterns on panels that become storyboards for sharing across generations, the stories of a region, people and land.

Triangles within the design and a three-letter name, reflects Taranaki's geographic landmarks (Taranaki Maunga, Pouakai and Kaitake) as well as Toi Foundation's three strategic pou - Funding, Effective Organisation and Asset Management.

The 'O' in the centre of TOI is a ring that represents the area around Taranaki Maunga, that speaks of inclusion and collaboration.



BRAND EXPRESSIONS

Alongside our logo, we have four contemporary designs that represent our organisation's values - collaborative, focused, integrity and innovative. These are our brand expressions. Each of these graphic assets has been designed with reference to traditional tukutuku patterns, that meaningfully connect with our work and our approach.



COLLABORATIVE



FOCUSED



INTEGRITY



INNOVATIVE

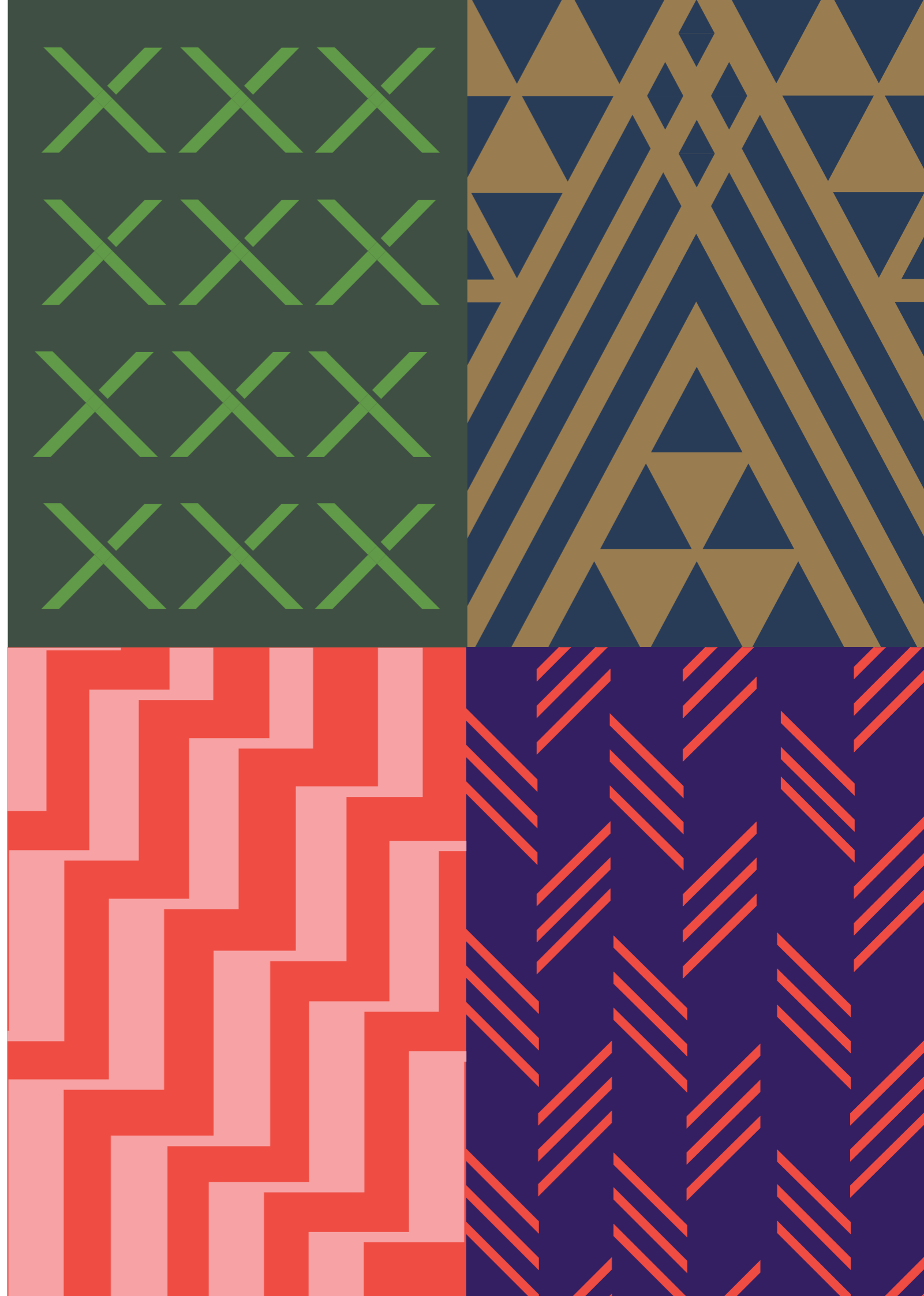
COLLABORATIVE - The origins of this design can be found in a pattern known as purupuru whetū, representing the stars and the people or population of a region. The traditional meaning of this simple cross-stitch pattern tells us that to survive as an iwi, a hāpu, a whānau, we must have numbers, we must come together (just as the stars of the Milky Way), otherwise we may be wiped out. For Toi Foundation this design talks about enduring relationships - together we are stronger.

FOCUSED - Toi Foundation's targeting of philanthropic efforts on areas of greatest need is represented by the niho taniwha design - a saw-edged motif of tukutuku panels and tāniko weaving on the hems of cloaks. The teeth-like triangular shapes of niho taniwha are arranged in vertical rows with the apex at the top, symbolising strength, resilience and for some, the family houses within a tribe. We grow resilient communities by being deliberate in our actions.

INTEGRITY - Takitoru, a tukutuku pattern used on cross-beams and panels in meeting houses, comprises single stitches placed in groups of three, at alternate angles. It represents communication, identification and special personal relationships. The sentiment sits with our efforts to be inclusive, open and trustworthy, and a commitment to value difference and knowledge within our community as we work together.

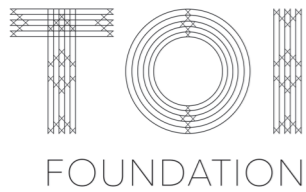
INNOVATIVE - The stepped pattern of poutama symbolises genealogies and various levels of learning and intellectual achievement. In meeting houses, poutama panels are traditionally used in mirror image, so that the steps climb upwards from both sides to reach the summit at the centre. As we pursue the new as an organisation, we grow from success and learn from failure.

Taranaki people; proud and resilient, people of the land and all corners of the earth, woven together, supporting each other, united in community.



LOGO USE

LOGO



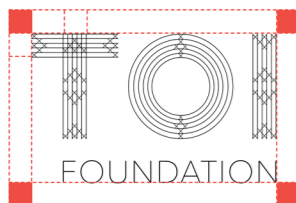
LOGO WITH STRAPLINE



MINIMUM SIZE

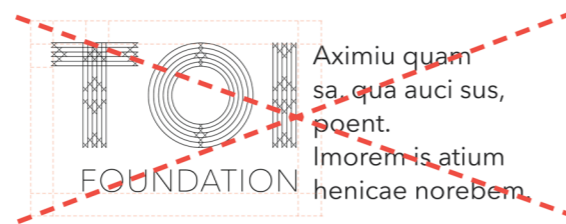
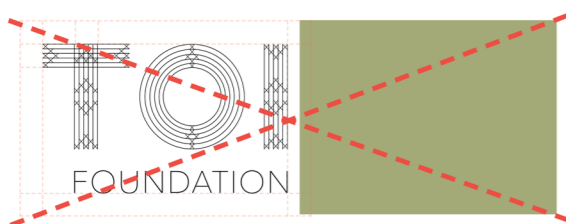


CLEAR SPACE REQUIREMENTS



An area around the logo must remain as clear space to protect the integrity and legibility of the logo. Type and other graphic elements must remain outside of the clear space.

Clear space is defined by a square with proportions equal to the cross over in the T of TOI, as shown here.



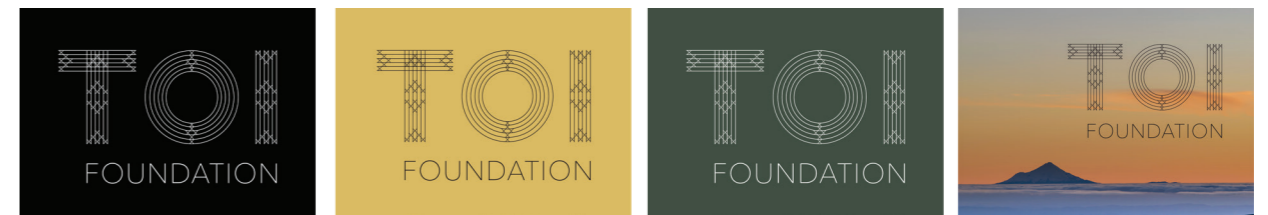
Logo files are to be supplied by Toi Foundation. Use the PDF Vector file for print output. Use JPEG and PNG files for onscreen output.

Toi Foundation requires you to forward back to us for approval and proof any promotional material you create using our logo. Once this has been received by Toi Foundation, we will confirm whether it is acceptable or advise you of any changes needed.

If you would just like to acknowledge the foundation, please acknowledge by putting "Supported by Toi Foundation".

Toi Foundation can supply a plaque acknowledging the foundations support for capital grants. Please contact the office if you wish to receive the plaque.

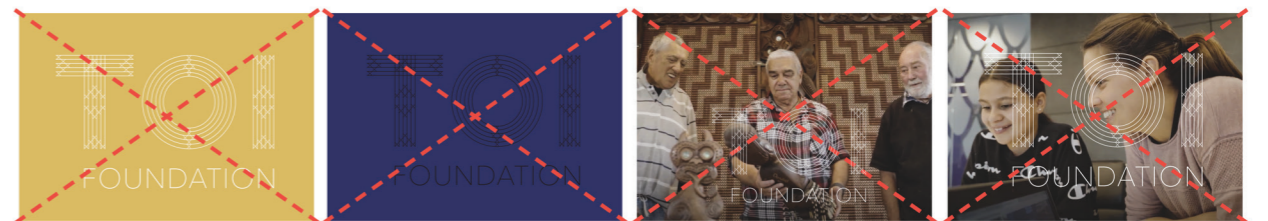
CORRECT USE



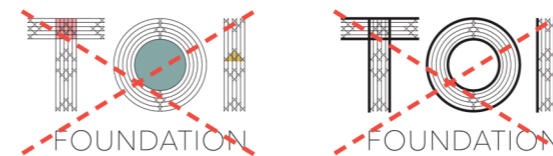
When placing the logo over a coloured background or image, use the logo in black or white.

Make sure there is strong contrast to protect the integrity and legibility of the logo. If needed, you can use the white logo held within a black box to ensure clear legibility and strong presence of the logo. As shown above.

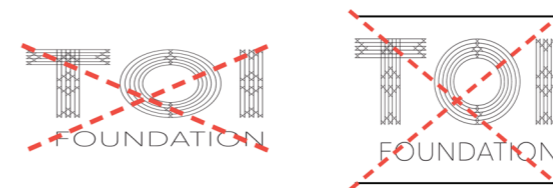
INCORRECT USE



Never place the logo over a face, or cluttered, highly textured area of an image. This will compromise the visibility of the fine lines and lettering of the logo. Avoid low contrast coloured backgrounds, eg, white logo on yellow background, or black logo on blue background. As shown above.



Do not add colour or additional graphic elements to the logo, or adjust the line weights within the lettering.



When enlarging or reducing the logo size, make sure the proportions are maintained and without distortion. Do not squash, stretch, or squeeze the logo.

Do not add lines above or below the logo.



The logo should always be used with horizontal orientation. Do not place on a diagonal or vertically.

COLOUR PALETTE

We have a broad colour palette, with a range of hues that represent our region's whenua and people, the energy and spirit of our region and the aspiration vision Toi Foundation has for Taranaki.



SHADES OF KORU



MOANA IS DEEP



WAKA'S HORIZON



KERERU'S JOURNEY



LIFE OF PĪNGAO

SHADES OF KORU

	CMYK 71 / 50 / 68 / 40 HTML #405144	RGB 64 / 81 / 68
	CMYK 67 / 20 / 95 / 4 HTML #639946	RGB 99 / 153 / 70
	CMYK 38 / 24 / 62 / 1 HTML #A4AA79	RGB 164 / 170 / 121

MOANA IS DEEP

	CMYK 89 / 75 / 42 / 32 HTML #293D59	RGB 41 / 61 / 89
	CMYK 89 / 47 / 18 / 1 HTML #0076A4	RGB 0 / 118 / 164
	CMYK 51 / 24 / 33 / 1 HTML #83A5A6	RGB 131 / 165 / 166

WAKA'S HORIZON

	CMYK 0 / 85 / 76 / 0 HTML #F04E44	RGB 240 / 78 / 68
	CMYK 0 / 44 / 23 / 0 HTML #F7A3A5	RGB 247 / 163 / 165
	CMYK 0 / 23 / 19 / 0 HTML #FCCDC0	RGB 252 / 205 / 192

KERERU'S JOURNEY

	CMYK 92 / 100 / 21 / 26 HTML #352063	RGB 53 / 32 / 99
	CMYK 57 / 52 / 36 / 8 HTML #767384	RGB 118 / 115 / 132
	CMYK 19 / 23 / 16 / 0 HTML #CCBEC3	RGB 204 / 190 / 195

LIFE OF PĪNGAO

	CMYK 22 / 58 / 87 / 6 HTML #BF773B	RGB 191 / 119 / 59
	CMYK 37 / 45 / 75 / 12 HTML #997D52	RGB 153 / 125 / 82
	CMYK 15 / 22 / 71 / 0 HTML #DBBD67	RGB 219 / 189 / 103

TYPOGRAPHY

AVENIR NEXT

REGULAR AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-*"")

DEMI BOLD AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-*"")

MERRIWEATHER

ITALICS AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-*"")

For digital use and internally created documents (website, email, PowerPoint presentations and Word documents), Avenir Next is replaced with Lato.

Lato is an open source typeface (free and available across platforms). Lato is available in Regular and Bold versions.

LATO REGULAR

AaBbCcDdEeFf
01234 (&!/,;:-"")

LATO BOLD

AaBbCcDdEeFf
01234 (&!/,;:-"")

TYPOGRAPHY STYLES AND HIERARCHY

MAIN HEADING

AVENIR NEXT DEMI BOLD / LATO BOLD
UPPERCASE 24pt/30pt

SUBHEADING

AVENIR NEXT DEMI BOLD / LATO BOLD
UPPERCASE 10pt/12pt

Lead in text

AVENIR NEXT REGULAR / LATO REGULAR
Sentence Case 14pt/18pt

Body text

AVENIR NEXT REGULAR / LATO REGULAR
Sentence Case 10pt/12pt

LABEL / Caption text

AVENIR NEXT REGULAR / LATO REGULAR
UPPERCASE /Sentence Case 8pt/12pt

Pull out text / quotes

MERRIWEATHER ITALICS
Sentence Case 14pt/18pt

BRAND IMAGERY

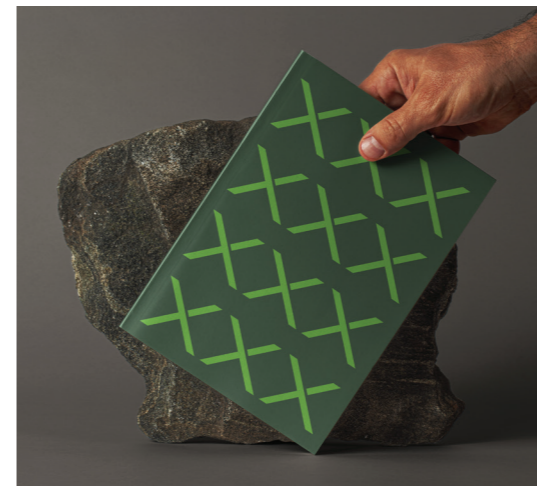
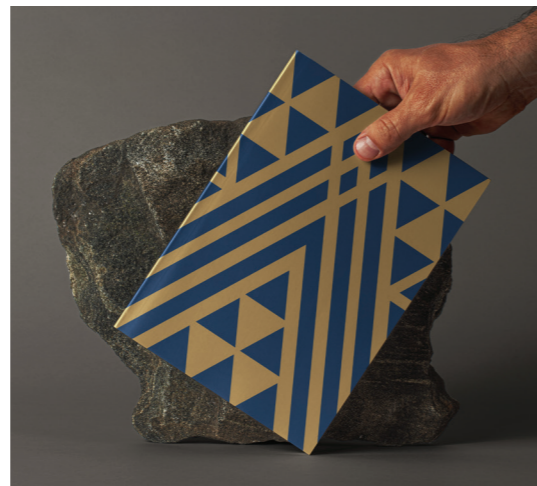


Toi Foundation have commissioned photographs and video to support our brand.

These visuals represent our organisation's values and talk to the work we do and the impact the foundation has in our communities.



STATIONERY AND COLLATERAL





toifoundation.org.nz