



# BRAND GUIDELINES

SEPTEMBER 2025



# WELCOME TO THE BRAND GUIDELINES FOR TOI FOUNDATION

## He Kupu Nā Te Tumuaki A Message from the Chief Executive

Since its establishment, Toi Foundation is proud to have invested over \$250 million into Taranaki communities, supporting people, projects, and organisations that create meaningful impact.

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.

We thank you in advance, not only for the work that you do, but in helping us to share the Toi Foundation brand across your channels. It helps to keep our brand and our purpose in the minds of our community.

The brand guidelines you'll find on the following pages are a shared framework for how we express our brand with clarity, consistency and integrity. They help ensure that when we show up in the community, in grants, on signage, in reports or presentations, our message feels familiar and trusted.

We want to make it easy for you, whilst honouring our brand's meaning. We are taking care so every touchpoint reinforces who we are.

Let's walk this path together, protecting the strength of our identity, and using it well, every time.

**Maria Ramsay**  
Toi Foundation Chief Executive





BRAND MESSAGE .....	6
BRAND PERSONALITY AND MEANING .....	7
BRAND EXPRESSIONS .....	8
LOGO USAGE .....	10
COLOUR PALETTE .....	12
TYPOGRAPHY .....	13
BRAND IMAGERY .....	14
STATIONERY AND COLLATERAL .....	18



# Brand Message

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.

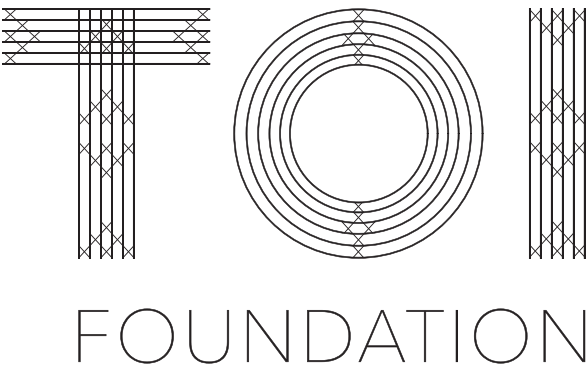
Our name, brand identity and supporting brand expressions are meaningful and provide a platform to deliver on our purpose, grow our reach and be increasingly inclusive.

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.*

*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*



# 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.

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

# Brand Expressions

Alongside our logo, we have four contemporary designs that represent our organisation’s values – collaborative, focused, integrity and innovative. 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



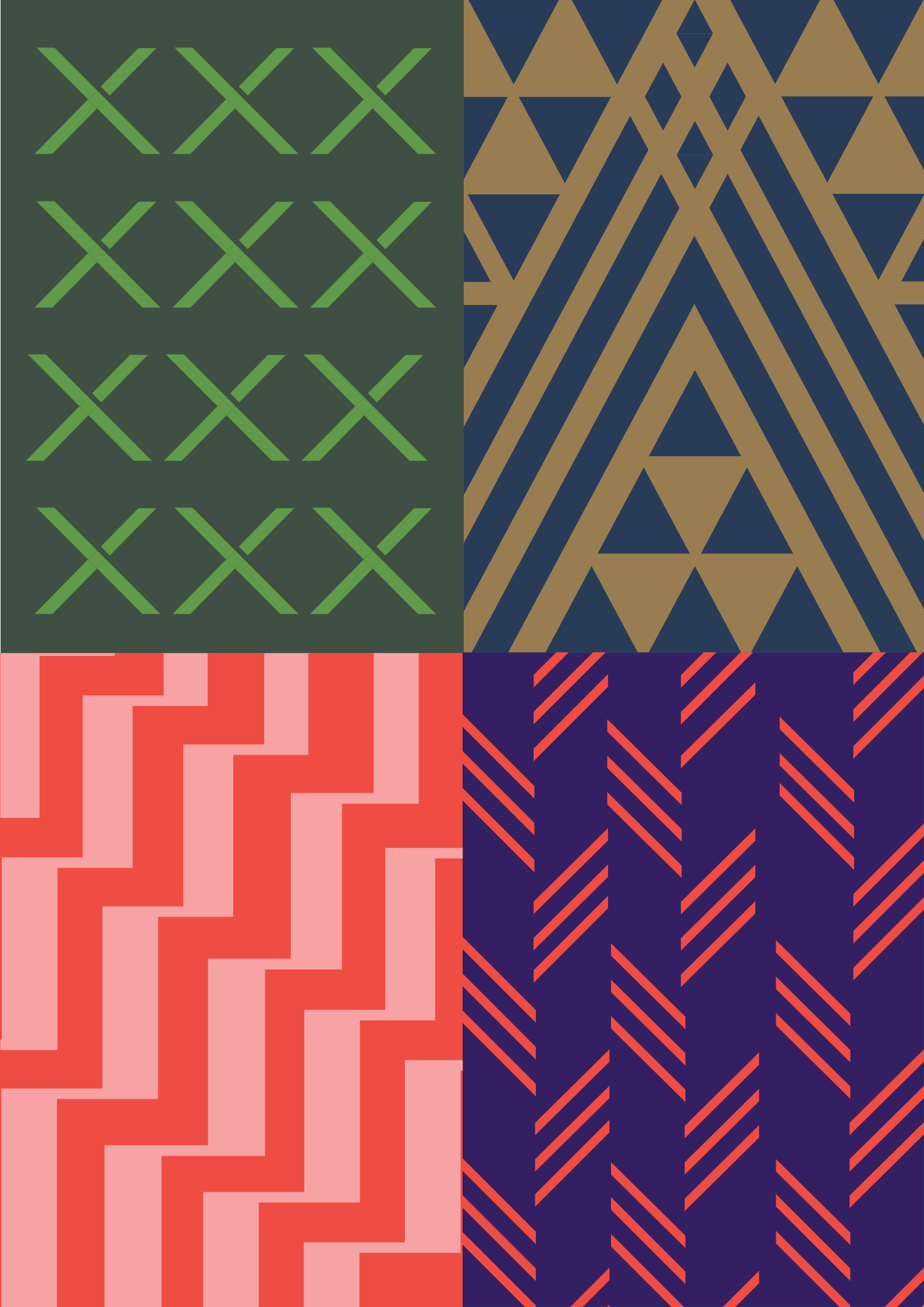
INNOVATIVE

**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.

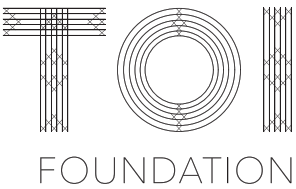
**INNOVATIVE** – The stepped pattern of poutama symbolises genealogies and various levels of learning and intellectual achievement. In meeting houses, poutama panels are traditionally used in mirror image, so that the steps climb upwards from both sides to reach the summit at the centre. As we pursue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





# Logo Use

## LOGO



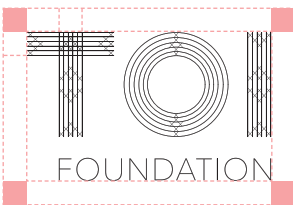
## LOGO WITH STRAPLINE



## MINIMUM SIZE

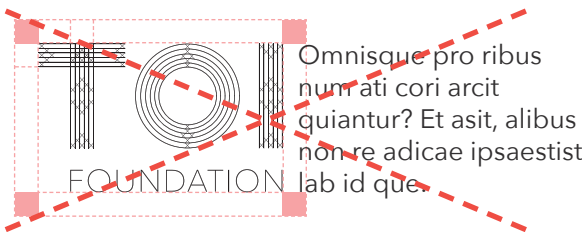
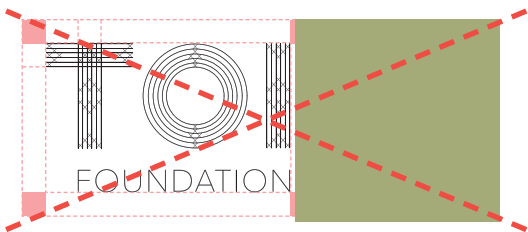


## CLEAR SPACE REQUIREMENTS

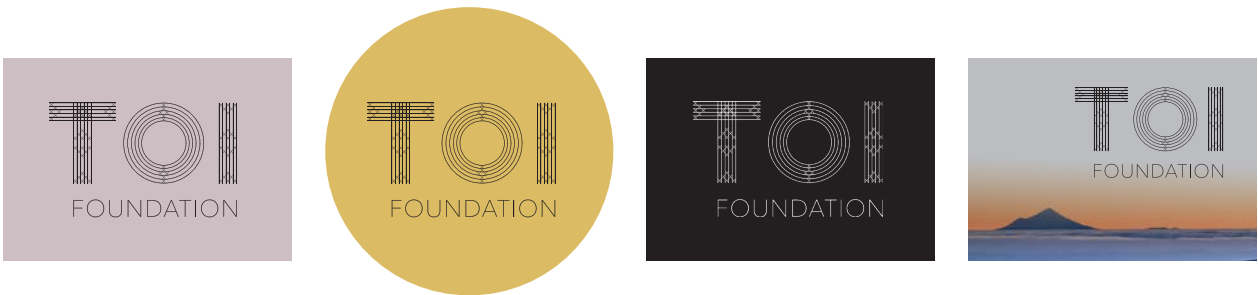


An area around the logo must remain as clear space to protect the integrity and legibility of the logo. Type and other graphic elements must remain outside of the clear space.

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



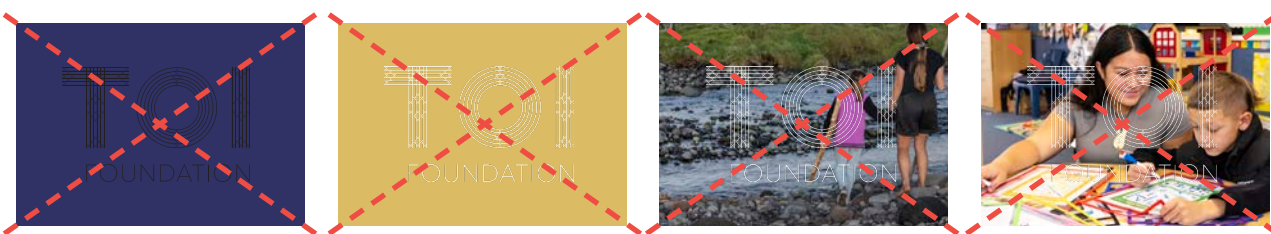
## CORRECT USE



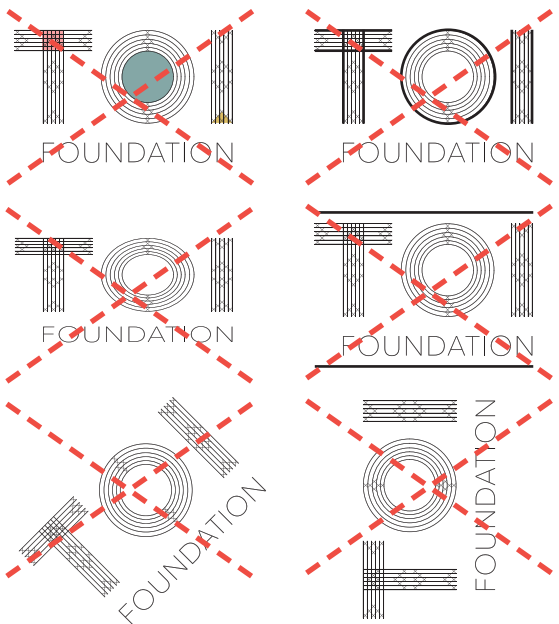
When placing the logo over a coloured background or image, always ensure there is strong contrast to protect its integrity and legibility. If necessary, place the logo inside a box or circle to maintain clarity and presence, as shown above.

Select a background colour and choose either the white or black version of the logo so it remains visible. This is especially important for digital use (presentations, screens, video, etc.), where screen refresh rates can affect the fine white lines of the logo. Using a solid colour behind the logo helps ensure it is always clear and easy to read.

## 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.

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.

# 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

	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 (&!/,;:_*")

For digital use and internally created documents (website, email, PowerPoint presentations and Word documents), where Avenir Next may not be available, replace with Lato.

Lato is an open source typeface (free and available across platforms). Lato is available in Regular and Bold versions and is a close match to Avenir Next.

LATO REGULAR	AaBbCcDdEeFf 01234 (&!/,;:_*")
LATO BOLD	AaBbCcDdEeFf 01234 (&!/,;:_*")

## TIMES NEW ROMAN

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

## TYPOGRAPHY STYLES AND HIERARCHY

### Main Heading

#### SUBHEADING

#### Lead in text

#### Body text

#### LABEL / Caption text

#### *Pull out text / quotes*

TIMES NEW ROMAN / REGULAR Title Case 24pt/24pt
AVENIR NEXT DEMI BOLD / LATO BOLD UPPERCASE 10pt/12pt
AVENIR NEXT REGULAR / LATO REGULAR Sentence Case 14pt/16pt or 12pt/15pt
AVENIR NEXT REGULAR / LATO REGULAR Sentence Case 10pt/12pt or 9pt/11pt
AVENIR NEXT REGULAR / LATO REGULAR UPPERCASE /Sentence Case 8pt/10pt
TIMES NEW ROMAN / ITALICS Sentence Case 16pt/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.





# Brand Imagery



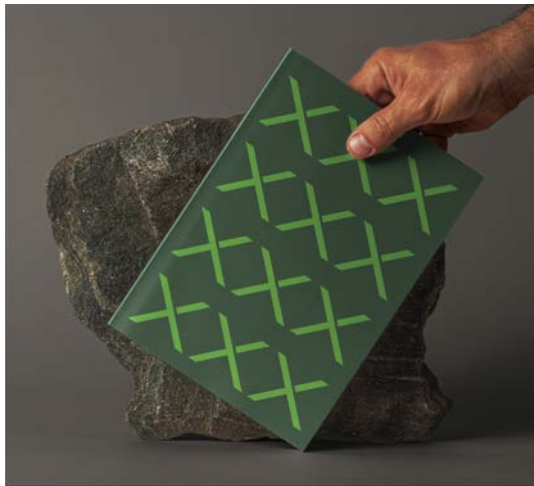
Use only images held within our brand image library. Do not use stock photography or video, as these do not provide an authentic or accurate representation of Taranaki and our communities. Each image we use should be true to who we are and where we work.

Always show respect in how images are presented – do not crop or frame in a way that removes heads or diminishes the mana of the people featured. Images should be used to celebrate, uplift, and share the real story of Toi Foundation and the communities we serve.





Stationery and Collateral







[TOIFFOUNDATION.ORG.NZ](http://TOIFFOUNDATION.ORG.NZ)