

TUIA TE TĀIAO
TOHU GUIDELINES



AOTEAROA HAS AN AMBITIOUS GOAL TO BE A
PREDATOR FREE NATION BY THE YEAR 2050.

WE WILL REBALANCE OUR NATURAL ENVIRONMENT AND
SEE OUR NATIVE SPECIES THRIVING ALONGSIDE US.

IN ORDER TO SUCCEED, WE ALL NEED TO COME
TOGETHER AND SUPPORT THE CAUSE HOWEVER WE CAN.

THE TUIA TE TAI AO SYMBOL SHOWS SUPPORT
FOR OUR JOURNEY THROUGH TO 2050.

IT CONNECTS US ALL TO THIS IMPORTANT KAUPAPA.

IT IS FOR ALL OF AOTEAROA.

THE TUIA TE TAI AO TOHU
REMINDS US *WHY* WE ARE
WORKING TOWARDS A
PREDATOR FREE 2050

OUR NATIVE SPECIES ARE A PART
OF OUR NATURAL WHAKAPAPA.

THEY ARE OUR FAMILY,
OUR EQUALS, OUR ANCESTORS.

WE HAVE A BINDING RESPONSIBILITY TO THEM
THE SAME WAY WE DO OUR OWN WHĀNAU.

WHEN THEY ARE FLOURISHING ALONGSIDE US,
OUR BONDS WILL BE STRENGTHENED.

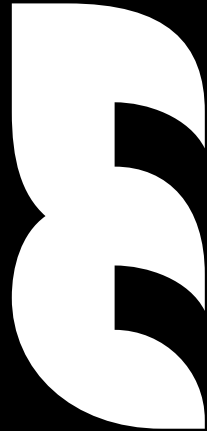
PEOPLE YOUNG AND OLD WILL FEEL
A SENSE OF WONDER AND CONNECTION.

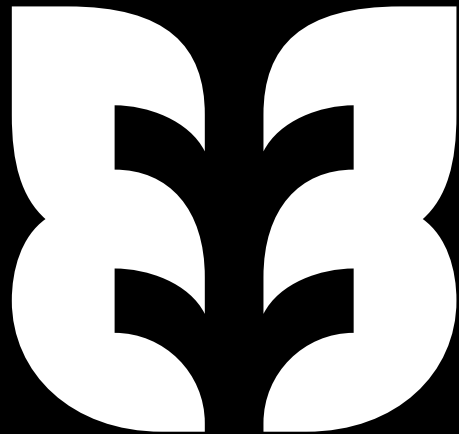
TO SUCCEED, WE NEED TO UNITE.

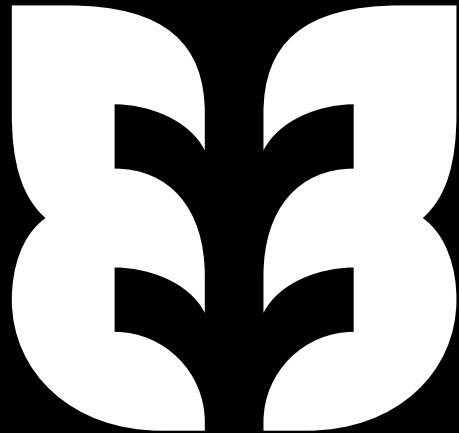
WE ALL HAVE A ROLE TO PLAY.

PEOPLE. NATURE. TOGETHER WE FLOURISH.

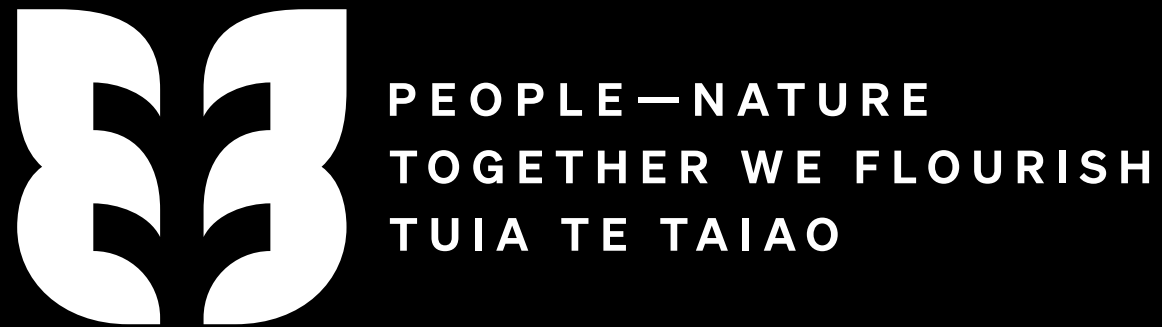
TUIA TE TAI AO.







PEOPLE—NATURE
TOGETHER WE FLOURISH
TUIA TE TAI AO





IN-USE EXAMPLES





PEOPLE—NATURE
TOGETHER WE FLOURISH
TUIA TE TAIAO

IN-USE EXAMPLES



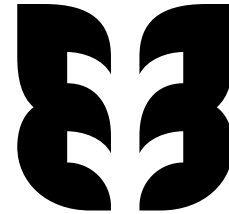
TOHU & LOCK UP VARIANTS

THERE ARE THREE TOHU VARIANTS.

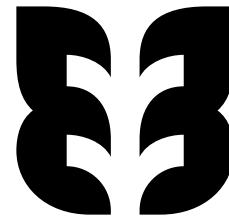
THE TOHU ON ITS OWN FUNCTIONS AS A GRAPHIC SYMBOL. USE IN SITUATIONS WHERE PREDATOR FREE 2050 IS CLEARLY IMPLIED.

THE VERTICAL AND HORIZONTAL LOCK UPS CAN BE USED INTERCHANGEABLY TO BEST SUIT THE DESIGN APPLICATION. USE IN SITUATIONS WHERE THE TOHU MAY REQUIRE EXPLANATION.

TOHU

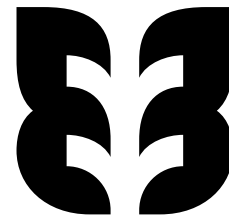


VERTICAL
LOCK UP



PEOPLE—NATURE
TOGETHER WE FLOURISH
TUIA TE TAI AO

HORIZONTAL
LOCK UP



PEOPLE—NATURE
TOGETHER WE FLOURISH
TUIA TE TAI AO

HOW TO USE THE TOHU & LOCK UPS



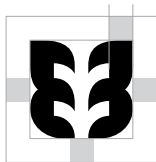
TOHU MINIMUM SIZE
10MM / 50PX HIGH



VERTICAL LOCK UP MINIMUM SIZE
25MM / 120PX HIGH



HORIZONTAL LOCK UP MINIMUM SIZE
10MM / 50PX HIGH



TOHU CLEAR SPACE
USE THE ABOVE SIDE WIDTH AS
A SQUARE MEASURE FOR CLEAR SPACING



VERTICAL LOCK UP CLEAR SPACE
USE THE ABOVE SIDE WIDTH AS
A SQUARE MEASURE FOR CLEAR SPACING



HORIZONTAL LOCK UP CLEAR SPACE
USE THE ABOVE SIDE WIDTH AS
A SQUARE MEASURE FOR CLEAR SPACING



PROPORTIONS
MAINTAIN THE TOHU AND LOCK UP PROPORTIONS
WHEN RESIZING, DO NOT DISTORT OR ROTATE



PHOTOGRAPHS
PLACE THE TOHU AND LOCK UPS DIRECTLY (NOT BOXED)
OVER PHOTOGRAPHS IN A LEGIBLE LOCATION



COLOUR
THE TOHU AND LOCK UPS CAN BE COLOURED IN ANY FLAT
COLOUR TO WORK HARMONIOUSLY WITH OTHER IDENTITIES