

12 April 2023

Ref Number: 15540

██████████
fyi-request-22363-cdc13f18@requests.fyi.org.nz

Tēnā koe ██████████

Official information request for Te Aka Whai Ora brand guidelines and style guide

I refer to your official information request dated 3 April 2023 for the following information:

“I would like to request a copy of the Māori Health Authority Brand Guidelines. By Brand Guidelines, I refer to material that informs the use of the Māori Health Authority brand identity. I would also like to request a copy of the Style Guide.”

Your request has been considered under the Official Information Act 1982 (OIA). Below and attached is a response to your request.

I can advise Te Aka Whai Ora is currently developing a full manual to guide kaimahi on the use of its brand and to ensure style consistency. To date, we have developed style guides for our most requested material (attached in **Appendix 1**). In addition, our *Ngā Ratonga Tikanga Māori: Service Standards of Tikanga Māori* provides style / guidance on the Māori alphabet and dialectal clarification. It also guides kaimahi in the use of tohutō / double vowels in recognition of the mana of te reo Māori, its intricacies, and its importance to Aotearoa.

Te Aka Whai Ora intends to make the information contained in this letter and any attached documents available to the wider public. We will do this by publishing this letter and attachments on our website. Your personal details will be deleted, and Te Aka Whai Ora will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this decision with us, please contact Te Aka Whai Ora Ministerial Services (mhagovernmentservices@health.govt.nz).

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā



Craig Owen
Deputy Chief Executive, Governance and Advisory
Te Aka Whai Ora

Appendix 1: Document Schedule

No.	Document Type	Document Title/Date	Status
1.	Style guide	Ngā Aratohu Powerpoint Stylesheet	Released in full
2.	Style guide	Ngā Aratohu Digital Email Signature Guidelines	Released in full
3.	Style guide	Ngā Aratohu Digital Letterhead Guidelines	Released in full
4.	Style guide	Ngā Aratohu Logo Stylesheet	Released in full
5.	Style guide	Ngā Aratohu Social Media Elements	Released in full
6.	Style guide <i>[Extract]</i>	Ngā Ratonga Tikanga Māori: Services Standards of Tikanga Māori - Appendix One	Provided as an extract in accordance with section 16(1)(e) of the OIA

Ngā Aratohu | Powerpoint Stylesheet

Tō mātou ingoa | The significance of our name

I ahu mai te ingoa o *Te Aka Whai Ora* i te ao kōhatu hei tirohanga whānui mō te oranga tonutanga mō tātou katoa te tangata.

Ko *Te Aka* nō ngā kōrero mō Tāwhaki i tōna whai i te mātauranga mai i ngā rangi.

Ko te *Whai Ora* he kupu whakarite mō te mahi o Tāwhaki, koia nei te mahi a Te Aka Whai Ora kia whai oranga (mō ngā hapori, whānau, me ngā ratonga hauora).

Te Aka Whai Ora is a nod to the ancestral world and a firm vision towards a healthy future for all.

Te Aka is founded in the pūrākau (ancient legend) of Tāwhaki who endeavoured to seek ancestral knowledge.

Whai Ora is to pursue health, and likens the Māori Health Authority (and all its communities, whānau, and health providers) to Tāwhaki in seeking out *ora* or health and wellbeing.

Content suggestions

- 'Less is more' – don't try and cram too much information into a slide
- Text – keep it light – maximum of 3-4 bullet points per slide
- Slides are good for diagrams and tables
- Short videos can be good (eg 1-2 minutes max)
- Summarise the main take home messages in a final slide or two

Powerpoint slides

Cover slide options



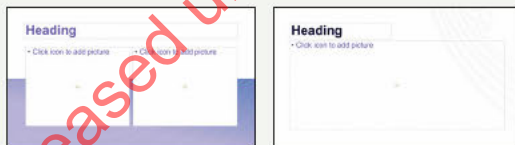
Divider slide options



Text (& image) slides



Image, table or graph slides



< see 'photos' folder for possible images

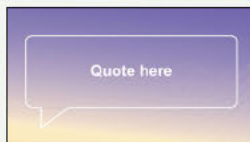
Infographics slide



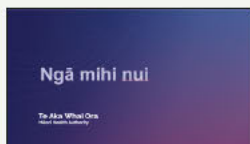
< see 'icons' folder for other icons



Quote slide



Closing slide



Our official name is said/written as: 'Te Aka Whai Ora - Māori Health Authority', but please feel free to shorten this to 'Te Aka Whai Ora' (nothing else).

Powerpoint font is Arial

Please do not distort, recreate or change any components of our logo.

If you have a question, please get in touch with our Te Aka Whai Ora - Māori Health Authority Comms team, comms@TeAkaWhaiOra.nz

Email Signature visual

- The Email Signature visual shown below has been supplied in Word.
- The Word file indicates where all the elements sit, and what the font/size/placement specifications should be.
- Please note, the Word file has not been set up as a styled template, it's purely a design visual for template building purposes.

Footer details



Font is Arial throughout

See Word
file for details

The email logo
box is supplied

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Te Aka Whai Ora (nothing else).

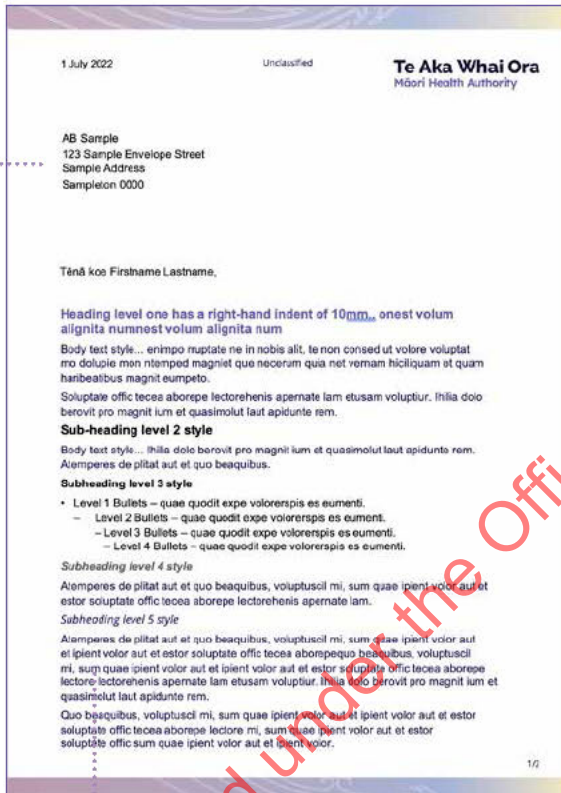
Please do not distort, recreate or change any components of our logo.

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Letterhead visual

- The letterhead visual shown below has been supplied in Word.
- The Word file indicates where all the elements sit, and what the font/size/placement specifications should be.
- Please note, the Word file has not been set up as a styled template, it's purely a design visual for template building purposes.

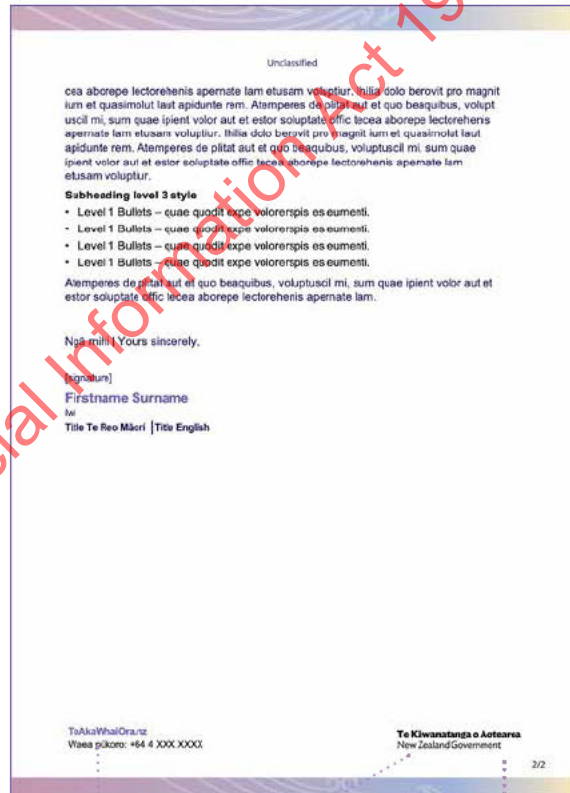
First page



Clear space for window envelopes

Font is Arial throughout
Type size is large (mainly 12pt - see word file for details) for maximum legibility

Follow-on page



If the letter is only one page long - these elements should sit at the bottom of the first page

All assets are supplied

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Ngā Aratohu | Logo Stylesheet

Tō mātou ingoa | The significance of our name

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Ko *Te Aka* nō ngā kōrero mō Tāwhaki i tōna whai i te mātauranga mai i ngā rangi.

Ko te *Whai Ora* he kupu whakarite mō te mahi o Tāwhaki, koia nei te mahi a Te Aka Whai Ora kia whai oranga (mō ngā hapori, whānau, me ngā ratonga hauora).

Te Aka Whai Ora is a nod to the ancestral world and a firm vision towards a healthy future for all.

Te Aka is founded in the pūrākau (ancient legend) of Tāwhaki who endeavoured to seek ancestral knowledge.

Whai Ora is to pursue health, and likens the Māori Health Authority (and all its communities, whānau, and health providers) to Tāwhaki in seeking out *ora* or health and wellbeing.

Te Tohu Matua | Core logo

Te Aka Whai Ora
Māori Health Authority

Occasionally, the logo may become localised. Talk to the Te Aka Whai Ora [Comms Team](#) about these instances.

Te Aka Whai Ora
Māori Health Authority
Tairāwhiti

Ngā Momo Tohu | Logo variations

Full colour

Te Aka Whai Ora
Māori Health Authority

Greyscale

Te Aka Whai Ora
Māori Health Authority

'Health New Zealand' is 70% black

Solid

Te Aka Whai Ora
Māori Health Authority

Full colour reversed (preferred)

Te Aka Whai Ora
Māori Health Authority

When reversed, 'Vibrant-violet' (100%) is used

Greyscale reversed

Te Aka Whai Ora
Māori Health Authority

'Māori Health Authority' is 30% black

Solid reversed

Te Aka Whai Ora
Māori Health Authority

Where possible, background is 'Dark-Purple'

Recommended size is 40mm wide:

Te Aka Whai Ora
Māori Health Authority

40mm

Minimum size is 20mm wide:

Te Aka Whai Ora
Māori Health Authority

20mm

Clearspace:

Te Aka Whai Ora
Māori Health Authority

Ngā Tae | Colours



DARK-PURPLE
PANTONE 2695 C
95, 100, 20, 50
#0D0D31



DARK-VIOLET
PANTONE 2665 C
65, 70, 0, 0
#6E62AB

^ For logos on light backgrounds



VIBRANT-VIOLET
PANTONE 2577 C
40, 50, 6, 0
#A88AB8

^ For logos on dark backgrounds



MUKA
PANTONE 9225 C
5, 2, 5, 0
#F6F4EC

^ For backgrounds only

- As well as tints from the core colours (and gradients inspired from the dawn sky), the neutral colours below may be used:
- #233863
- #27436D
- #3A749D
- #628FB4
- #87A8C2
- #BCCDE1

Ngā Momotuhi | Fonts

Preferred font is Poppins (free Google font)
Default font is Arial (for emails, Microsoft etc)

Please do not distort, recreate or change any components of our logo. If you have a question, please get in touch with our Te Aka Whai Ora - Māori Health Authority Comms team, comms@TeAkaWhaiOra.nz

Our official name is said/written as: 'Te Aka Whai Ora - Māori Health Authority', but please feel free to shorten this to 'Te Aka Whai Ora' (nothing else).

Te Aka Whai Ora

Māori Health Authority

Ngā Aratohu | Social Media Elements

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Graphic types available in LinkedIn, Facebook & Instagram

Profile image



Cover photos



First post



Name posts

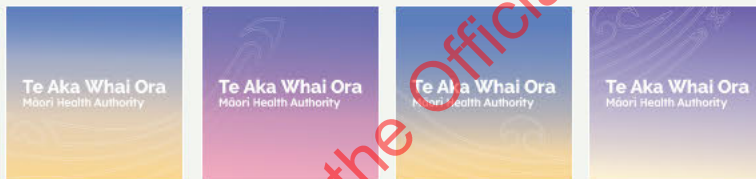
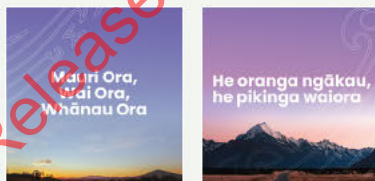


Image posts



Sky text



Quotes



Quote templates (square & landscape)



< Insert your own text (Poppins font, bold, white)

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If you have a question, please get in touch with our Te Aka Whai Ora – Māori Health Authority Comms team, comms@TeAkaWhaiOra.nz

Appendix One: Maori Alphabet and Dialectal Clarification³

Did you know?

1. The Maori alphabet is only made up of 15 letters.
2. The vowels of the Maori alphabet are A, E, I, O, U.
3. There is no 's' in the Maori alphabet; therefore, te reo words never end with an 's'.

Aa	Ee	Hh	Ii	Kk
Mm	Nn	Ng	Oo	Pp
Rr	Tt	Uu	Ww	Wh

There is no 's' in the Māori language, so please avoid using terms such as whānau's, maraes, kaupapas. Plurals in Māori do not use an English 's'.

Diphthongs

A diphthong is two vowel sounds together such as ai, au, ao and ua.

Diphthongs are two vowel sounds in length, for example 'ea' is just as long as 'ai' and 'au' because they all contain two vowels.

Dialects

Te Reo Māori has various dialects amongst iwi nationally, for example:

- Ngāi Tahu pronounce Ng as 'K'.
- Ngāti Kahu pronounce whakapapa as hakapapa.
- Tainui say Whakarongo, Taranaki say Wakarongo, Ngāpuhi say Hakarongo, Tuhoe say Whakarono and Waipounāmu say Whakaroko.

Transliterations

These are English words that have been translated into Māori sounding words, for example:

- Tepu - Table
- Mōrena - Morning
- Kōti - Coat

There are many of these words and they are ok to use.

Tohutō – Macrons

The use of the tohutō is essential for the pronunciation, meaning, and status of te reo Māori. However, within some Iwi like Waikato Tainui for example, they will replace the macron use with double vowels for example whānau becomes whaanau, Tēnā koe becomes Teenaa koe. Using either double vowels or macrons is also recognition of the mana of te reo Māori, its intricacies, and its importance to Aotearoa.

³ <https://www.teroopoutaurima.org.nz/wp-content/uploads/2022/01/TRT-RESOURCE-BOOK-GLOSSARY-September-2022.pdf>

Crown entities recommend that its documentation adopts and applies the use of tohutō / macrons in written communication.

A macron above the vowel accentuates a long sound. Short sounding vowels have none. This can alter the meaning of the word for example:

- Pāpā - father
- Papa - floor
- Kēkē - armpit
- keke - cake

Macrons are also used to designate plural, for example matua/mātua (parent/s), tangata/tāngata (person/s), tupuna/tūpuna (ancestor/s) and wahine/wāhine (woman/ women).

Important Key point:

Acronyms are not to be used to shorten any Māori words, for example TWO for Te Whatu Ora or TAWO for Te Aka Whai Ora is not allowed. Māori words must be written in full and with the full.

Released under the Official Information Act 1982