

design

virtualeyes



Tāmaki Herenga  
Waka Trust

## Logo Guidelines

Tāmaki Herenga Waka Trust

# INTRODUCTION

## Meaning

Our logo is based on a twin hulled, ocean going waka. Sailing through the Waitemata Harbour, with Rangitoto in the background. The navigational stars Tautoru (Orions Belt) in the sky.

We have used blue watercolour textures to enhance the connection to the sea and the decoration of pāua.

# THE LOGO DESIGN



The inner white area indicates Clear Space. This area must be kept free of other elements.

Grey padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.

Alternative logo version

The logo in single colour solid  
\* for clarity in small versions



The logo in white (reversed)  
\* for dark or busy background versions



Font used in the logo

Feijoa Display

1234567890!@#\$%&\*()-=+  
 ABCDEFGHIJKLMNOPQRSTU-  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz

Created by a New Zealander based in Wellington (supporting NZ)

<https://klim.co.nz/retail-fonts/feijoa/>

COLOR PALETTE

Primary color



Standard Process CMYK

Single spot color



Pantone 306  
 C80 M0 Y0 K0  
 R0 G178 B226  
 #00b2e2