



Te Kahurangi o Te Amorangi
TE MATATINI
National Kapa Haka Festival

22-26 February 2017

Hawke's Bay Sports Park, Hastings

2017 FESTIVAL Brand Guidelines

as at 6 July 2016

This document has been developed to assist with management of the 2017 Festival branding across communications and promotional collateral.

For more information, please contact the Te Matatini National Office:
office@tematatini.co.nz or phone +64 4 385 2306,
or contact Rina Kerekere at rina@kedesign.co.nz



OVERVIEW OF BRANDING

Te Matatini National Kapa Haka Festival 2017

The '*Te Kahu o te Amorangi - Te Matatini National Kapa Haka Festival 2017*' brand is a unique blending of the Te Matatini Kapa Haka Aotearoa brand and the host imagery, colour palette and theme, *Te Kahu o te Amorangi*.

While the primary brand is Te Matatini Kapa Haka Aotearoa, the concept of this template of 'blended branding and imagery' involves recommendations, guidance and investment of the design, look and feel from the host committee, into the development of this unique branding.

The Corporate Brand

The values of 'Te Matatini' are represented in the stylised and symbolic Huia icon, where the Huia bird represents:

- Beauty
- Leadership
- Excellence
- Prestige

With the redesign of the Te Matatini brand, the reconnection of iconic tohu, the Huia, reinforces the values of 'Te Matatini', fostering development, progression, the flight of 'Te Matatini' towards excellence and leadership in all aspects of Kapa Haka and Māori Performing Arts.

The Host Branding and Festival Theme - *Te Kahu o te Amorangi*

'*Te Kahu o te Amorangi*' represents a platform of excellence and leadership, not only within kapa haka, but throughout Te Ao Māori. *Te Kahu o te Amorangi* is the heavenly cloak that adorns and supports those striving towards excellence and leadership. Each strand represents the various organisations, groups, businesses and communities that have been woven together in unity and under the spiritual guidance of Te Amorangi to engage, empower, ignite and host national and international visitors to Ngāti Kahungunu – Hawke's Bay region.

The overall design

The festival title uses the Te Matatini manu icon and Te Matatini brand typeface (the name Te Matatini).

The primary image within the poster and event branding is a photographic image of kaihaka of the current reigning champions from the 2015 Festival, Te Kapa Haka o te Whānau a Apanui.

The background designs are a blending of the host style, look and feel. Fusing a combination of the paua imagery and Māori motif (kōwhaiwhai and tāniko) highlighted throughout the host website and branding.

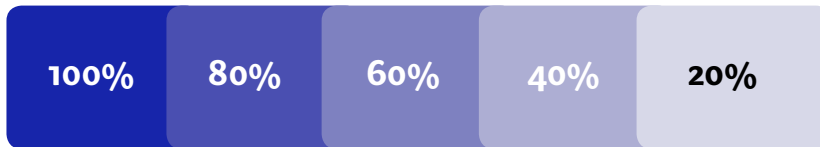
The colour palette within the branding is unique to the 2017 festival. There are 2 primary colours, dark blue and light blue. There is also a secondary colour palette available. These colours are highlighted on the following page.



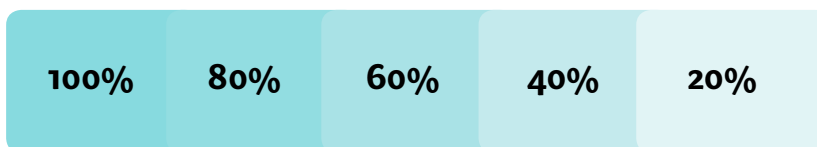
COLOUR PALETTE

Primary colours

The following illustrates the primary colours for *Te Kahu o te Amorangi - Te Matatini National Kapa Haka Festival 2017*.



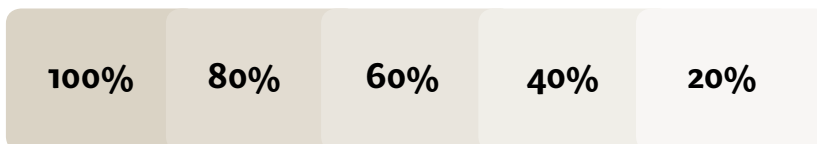
Pantone 2736
C99, M85, Y0, K1
R37, G58, B142



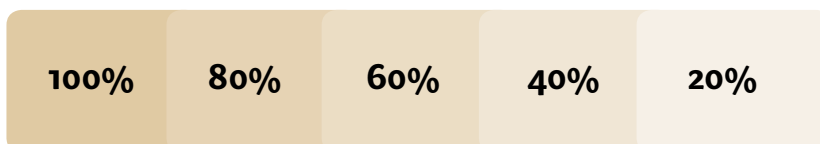
Pantone 318
C47, M0, Y17, K0
R144, G208, B217

Secondary colours

The following illustrates the secondary colours of *Te Kahu o te Amorangi - Te Matatini National Kapa Haka Festival 2017* brand. These colours can be used with the primary colours to compliment the festival brand in various promotional collateral and communications tools.



Pantone 7527
C14, M13, Y21, K0
R209, G201, B184



Pantone 468
C12, M18, Y38, K0
R216, G191, B145

TYPEFACES

Primary typefaces

There are three primary typefaces that can be used within the *Te Kahu o te Amorangi - Te Matatini National Kapa Haka Festival 2017* brand. These must be used for all marketing, design, promotional material requiring high res print production

Main headings

GOUDY OLD STYLE (Bold) (use for MAIN headings only)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : “ < > ? , . / ; ‘ [] \

Sub headings and highlighted quotations

GOUDY OLD STYLE (Italics) (use for sub headings and to highlight quotations)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : “ < > ? , . / ; ‘ [] \

Body copy and sub headings

Sharik Sans - Bold (use for sub headings)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [- \

Sharik Sans - Medium (use for sub headings or highlighting text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

Sharik Sans - Medium Italic (use for highlighting text or quotations)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

Sharik Sans - Light (use for body text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

Sharik Sans - Light Italic (use for body text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

Substitute typefaces for electronic documents

The below typeface can be used for electronic documents only where the primary typefaces are not available. These are not to be used for design and layout work requiring print production.

Calibri - Bold (use for headings)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

Calibri - Regular (use for body text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

Sharik Sans - Italic (use for highlighting text or quotations)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } | : " < > ? , . / ; ' [] \

BRAND APPLICATION

The following graphics are various Festival Title lock ups and graphics that are available for use.

All options below are available in ai, eps, PDF, png and jpeg formats.

The purpose for these files, is to create basic and general communication documents specifically for the ***Te Kahu o te Amorangi -Te Matatini National Kapa Haka Festival 2017***. Specific artwork for various high res print production will be created as and if required.

Any use or design outside these, you must contact the Te Matatini. All designs and application of the below designs must be approved by the Te Matatini National Office.

Festival title lock up

Full colour on white background



Full colour on black/dark coloured background



Black on white background



White on black/dark coloured background



Festival title/date/venue lock up (Full logo)

Full colour on white background



Full colour on black/dark coloured background



Black on white background



White on black/dark coloured background



Festival title

Full colour on white background

Te Kahu o Te Amorangi

Black on white background

Te Kahu o Te Amorangi

Full colour on black/dark coloured background

Te Kahu o Te Amorangi

White on black/dark coloured background

Te Kahu o Te Amorangi

Festival date/venue lock up

Full colour on white background

22-26 February 2017
Hawke's Bay Sports Park, Hastings

Black on white background

22-26 February 2017
Hawke's Bay Sports Park, Hastings

Full colour on black/dark coloured background

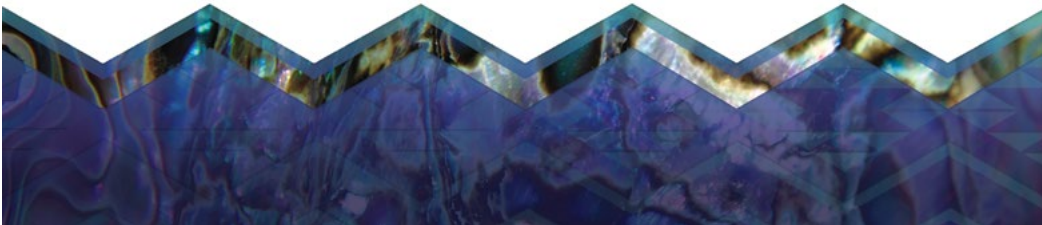
22-26 February 2017
Hawke's Bay Sports Park, Hastings

White on black/dark coloured background

22-26 February 2017
Hawke's Bay Sports Park, Hastings

Footer graphic

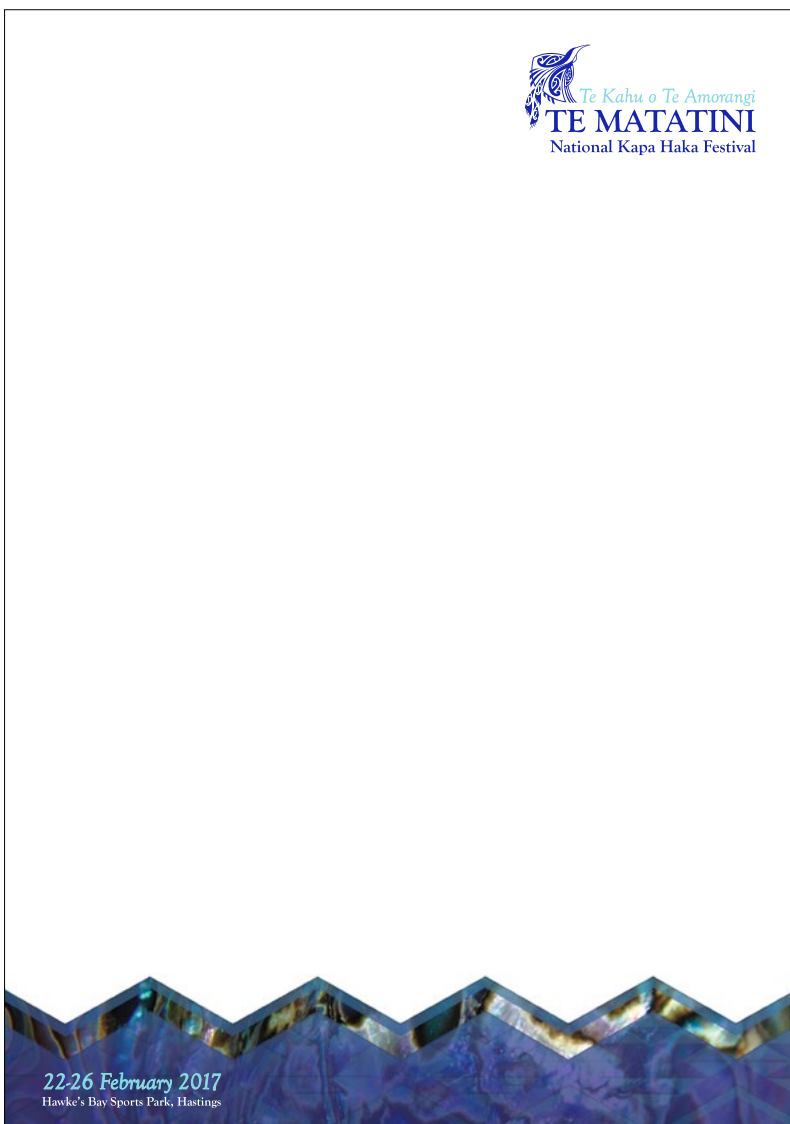
A footer graphic has been created to assist with promotions, to keep branding consistent. This can be placed at the bottom of letter heads, A4 documents etc. The dimensions of the artwork supplied fits an A4 document (portrait) with 5mm bleed.



The clear space here allows for hosts, sponsors, partner logos to be applied.

A4 Letter Head

An A4 portrait letter head is supplied to assist with internal documents and communications.



This is available as a print ready PDF for commercial printing and as a word document.

A3 Poster artwork

Basic A3 poster artwork is available as a high res print ready PDF and a jpeg file.

To maintain the integrity of the artwork, individual elements are not provided. Specific artwork for various high res print production will be created as and if required. Please contact the Te Matatini National Office for further information: office@tematatini.co.nz or phone +64 4 385 2306.



The clear space here allows for hosts, sponsors, partner logos to be applied.

The clear space here allows for hosts, sponsors, partner logos to be applied.

Please note there are various logos yet to be applied, including the hosts, partners, major sponsors and also ticketing details. These can be applied once approved and received.