

WHÄRIKI

BRAND GUIDELINES

Whāriki is a place to connect and weave bonds of whanaungatanga, a foundation for the development of Māori economic success and a platform for Māori entrepreneurial excellence.

We are not a business network.
We are a whānau.

You are not a member.
You are us, you are Whāriki.

CONNECTION FOR OPPORTUNITY

A community that advances business capability and success, through meaningful connections, creating commercial and employment opportunities .

PATHWAYS TO SUCCESS

An inspired community of experts and industry leaders providing insights, relationships and pathways to the most rewarding and impactful opportunities.

VISIBILITY FOR IMPACT

A visible community through the best digital connectivity and meaningful events, ensuring a vibrant, competitive, activated Māori business community.

THOUGHT LEADERSHIP

We are a marketplace for ideas and experimentation, defining insights that guide our community and invite deeper investment by the wider business community.

A PLATFORM TO INSPIRE

A platform for celebrating and advancing Māori success, promoting the mana of indigenous perspectives and the innovation and aspirations of our community.

ADVOCATES FOR CHANGE

We are advocates for change, for unique indigenous solutions, achieved through unity and deep engagement with all sectors of the New Zealand economy.



Whanaungatanga

We are connected through whakapapa, relationships and friendships. We are there for each other in times of challenge and celebration.

Manaakitanga

We uplift the mana of one another to maintain our own mana.

Taki Tini, Taki Tahi

Our collective strength, strengthens the individual. At times we must act as one but we do so with the support of the many.

**Whai Mātauranga,
Hei Painga mou**

Seek knowledge, experience, and understanding for the betterment of your business for your whānau.

Mana Motuhake

We are proud, we celebrate who we are and what we do. We stand on our tikanga and will not compromise this.

Connection.

A woven whānau.

Transformation.

A foundation for success.

Empowerment.

A powerful advocacy platform.

Connected through
whakapapa we celebrate
Māori business excellence.

ATAPŌ					
RGB	25	00	44		
CMYK	85	87	49	68	HEX 19002C
MURAMURA					
RGB	251	50	64		
CMYK	00	92	75	00	HEX FB3240
ATATŪ					
RGB	250	253	248		
CMYK	02	04	00	00	HEX FAF3F8
AO MĀRAMA					
RGB	255	255	255		
CMYK	00	00	00	00	HEX FFFFFFFF

DARK: ATAPŌ

Just before sunrise - time of receiving inspiration and direction from the spiritual realm.

RED: MURAMURA

The glow of the sun, an emergence of new ideas and innovation.

LIGHT: ATATŪ

Just after sunrise, light is dawning, birds are singing, energy and creativity abounds.

HIGHLIGHT: AO MĀRAMA

Full day light, time to pursue our goals and achieve great things.

Primary font, for use in
all main Brand Collateral

HEADINGS
0 Kerning, 0 Leading

**Fellix
Semibold**

BODY COPY
0 Kerning, 0 Leading

Fellix
Regular

Secondary font, for use
in Word and Powerpoint.

HEADINGS
0 Kerning, 0 Leading

**Poppins
Semibold**

BODY COPY
0 Kerning, 0 Leading

Poppins
Regular

WHĀRIKI

- This version of the two colour logo must only appear on the ATAPŌ.
- Use this version when the brand logo is to be a main point of attention.
- Use this version when the logo is the key focus.



MURAMURA



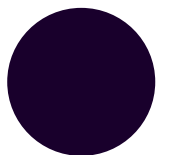
ATATŪ



- This version of the two colour logo must only appear on the AO MĀRAMA.
- Use this version when the brand logo is to be a main point of attention.



MURAMURA



ATAPŌ

WHĀRIKI

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- Use where logo is restricted in colour or style.
- Use when intended to sit alongside other logos.
- These logos only to be used as a last resort.

WHĀRIKI

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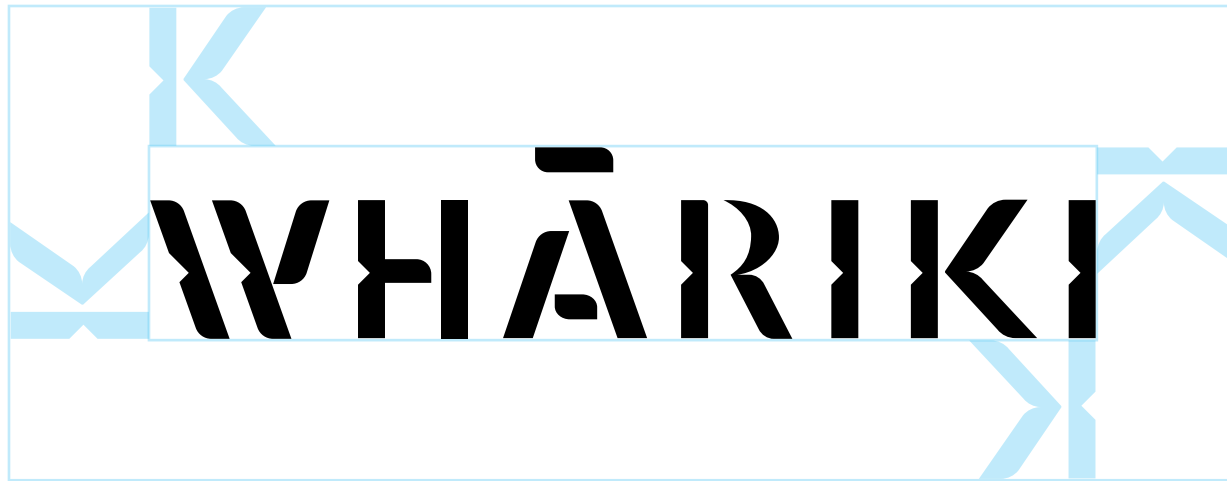
50 PIXELS
(Minimum size)

WHĀRIKI

100 PIXELS
(Ideal for web, or where logo
is to sit alongside other logos)

WHĀRIKI

200 PIXELS OR LARGER
(Ideal for Social Media posts)



Where the logo is intended to be used with other elements such as text or imagery, please follow the minimum spacing guide as shown.



Where logo is to be used on dark photography, we recommend using the White logo version. Ensure photography is simple and clutter free. Logo must placed in space where it will be clearly visible and contrast well with background.

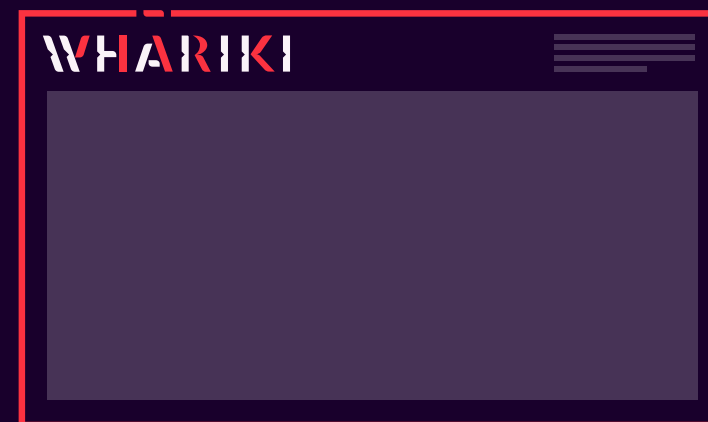


Where logo is to be used on light photography, we recommend using the Black logo version. Ensure photography is simple and clutter free. Logo must placed in space where it will be clearly visible and contrast well with background.





These are examples of how to use the Box Platform & Logo with additional content e.g. for social posts, or posters etc. See following pages for implementation examples.



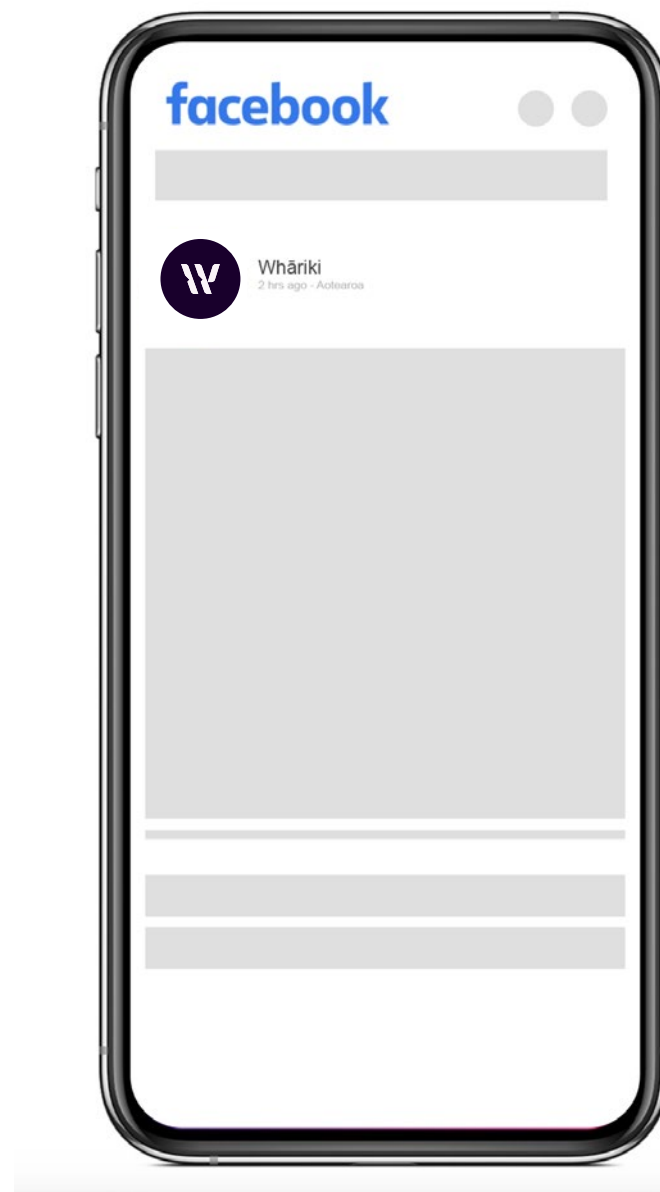
Linked In



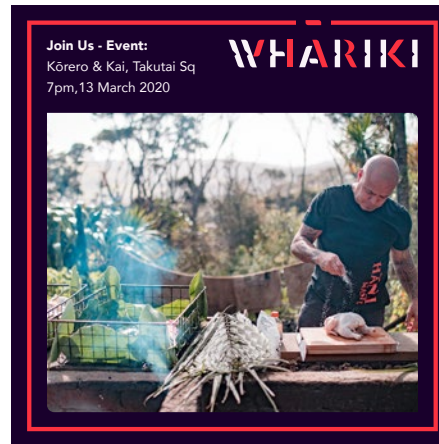
Facebook & Instagram



- ATAPŌ background with shortened 'W' logo, ATATŪ colour.
- Must only be used in this colour combo.



SOCIAL: BOX PLATFORM USE - 1:1 RATIO

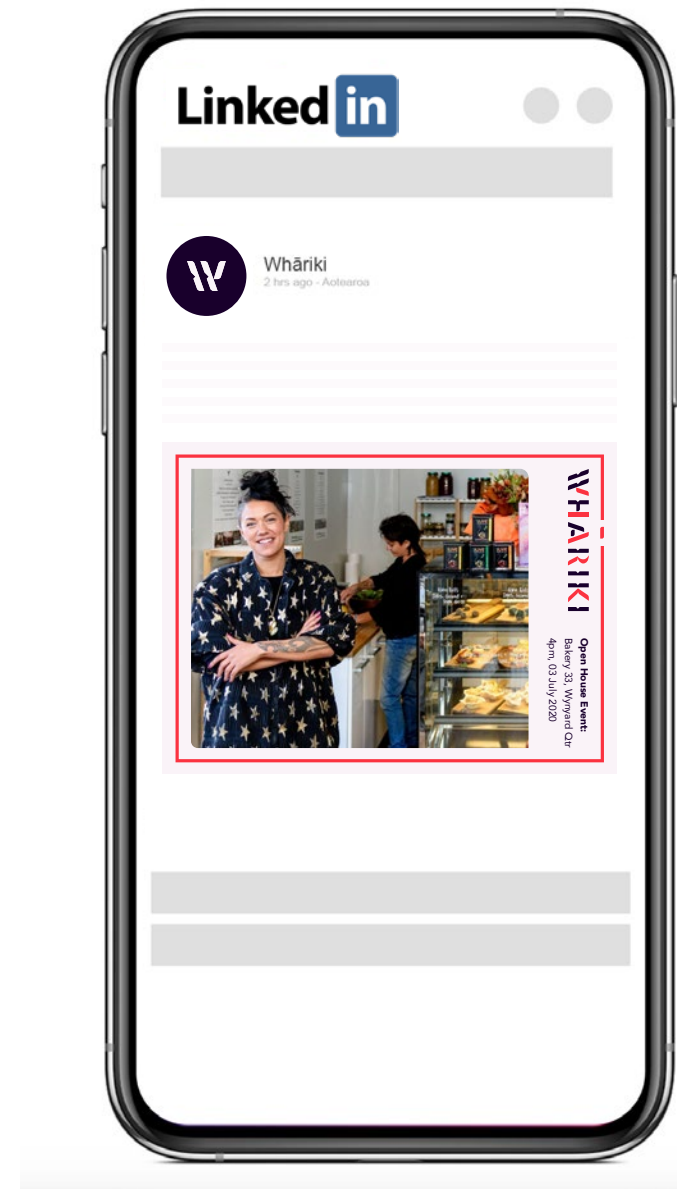


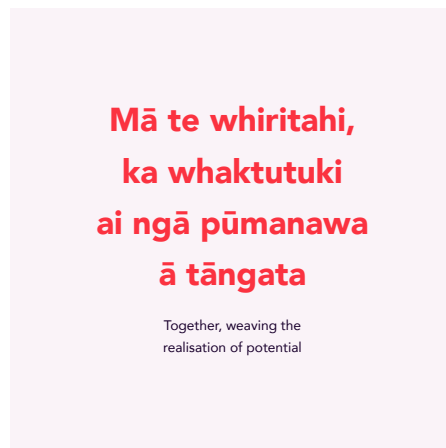
- Posts only to be in the following colour combos
- The macron and box platform must be the same colour
- Negative space around logo is always fixed, shown above
- Macron must always be centered, above the 'A'





- Where space allows the title “Māori Business Network” should be prominent on the design.







Latest from the Motu - Kia hiwa ra, kia hiwa Ra!

A further \$40 million nationally is being invested in the Regional Business Partner (RBP) programme to enable businesses to access expert advice and support. Business owners can access up to \$5000 excl. GST per Business from the COVID-19 Advisory Fund. Follow the link [here](#) to find out if your business is eligible for funding and apply today.

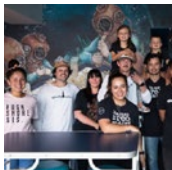
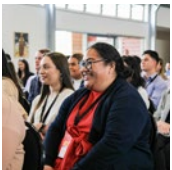
[Learn More >](#)

Upcoming Events:



This week we have Māori Womens Development Inc in the whare discussing the variety of programmes, support services and opportunities they have on offer to grow Māori businesses. Entrepreneur Billie Jo Hohepa-Ropiha to be joined by Natalie Lee.

[Learn More >](#)

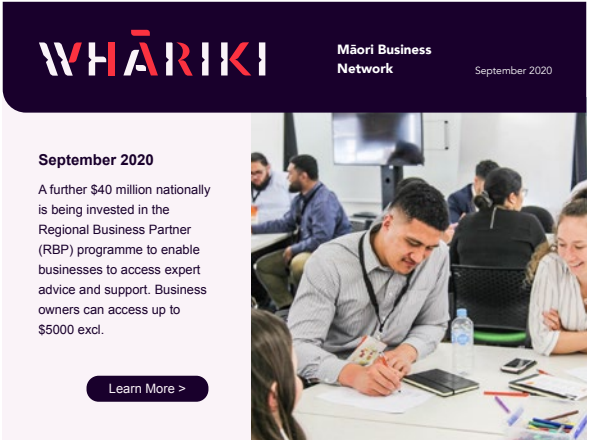


WHĀRIKI

Māori Business Network
Levels 6 & 7
167b Victoria Street West
Auckland 1010
New Zealand

Join the Kōrero on social
[in](#) [f](#) [o](#)

Supported by:
[New Zealand Government](#) [Auckland Council](#) [A](#)



September 2020

A further \$40 million nationally is being invested in the Regional Business Partner (RBP) programme to enable businesses to access expert advice and support. Business owners can access up to \$5000 excl.

[Learn More >](#)



New Event!

A further \$40 million nationally is being invested in the Regional Business Partner (RBP) programme to enable businesses to access expert advice and support. Business owners can access up to \$5000 excl.

[Learn More >](#)



Across the Motu!

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Mā te whiritahi,
ka whakutuki
ai ngā pūmanawa
ā tāngata

Together, weaving the
realisation of potential

Kia hiwa ra, kia hiwa Ra!

A further \$40 million nationally is being invested in the Regional Business Partner (RBP) programme to enable businesses to access expert advice and support. Business owners can access up to \$5000 excl.

[Learn More >](#)



This week we have Māori Womens Development Inc in the whare discussing the variety of programmes, support services and opportunities they have on offer to grow Māori businesses. Entrepreneur Billie Jo Hohepa-Ropiha to be joined by Natalie Lee. and friends! Dont miss out!

[Learn More >](#)



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