

The background features a series of white, three-dimensional geometric shapes on a black background. These shapes include straight lines, triangles, and curved bands that overlap and create a sense of depth and movement, primarily concentrated on the left side of the frame.

MŌKAI PĀTEA

SERVICES

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SERVICES



KORERO BEHIND OUR TOHU

There are four main components that make up the logo.

They are;

The tail of Pohokura (the guardian of the Mokai Patea land).

The four stylised designs that adorn Pohokura's tail, which have been taken from wharenui of the four marae within the rohe.

The third component is made up of the curvaceous stems that protrude from the tail of Pohokura. These are a direct reference to flax strips that are used to weave. This is my way of integrating parts of the old four plat logo of the organisation and transforming that into a new contemporary design.

And finally the last component is the coloured shapes that sit within the stylised weave, which resembles the shape of the Patiki (the flounder that is the guardian of the Mokai Patea waters).

Overall it is very contemporary, energetic and uplifting design, which still has a strong reference back to the people and the area.

OUR LOGO

VERSION 1

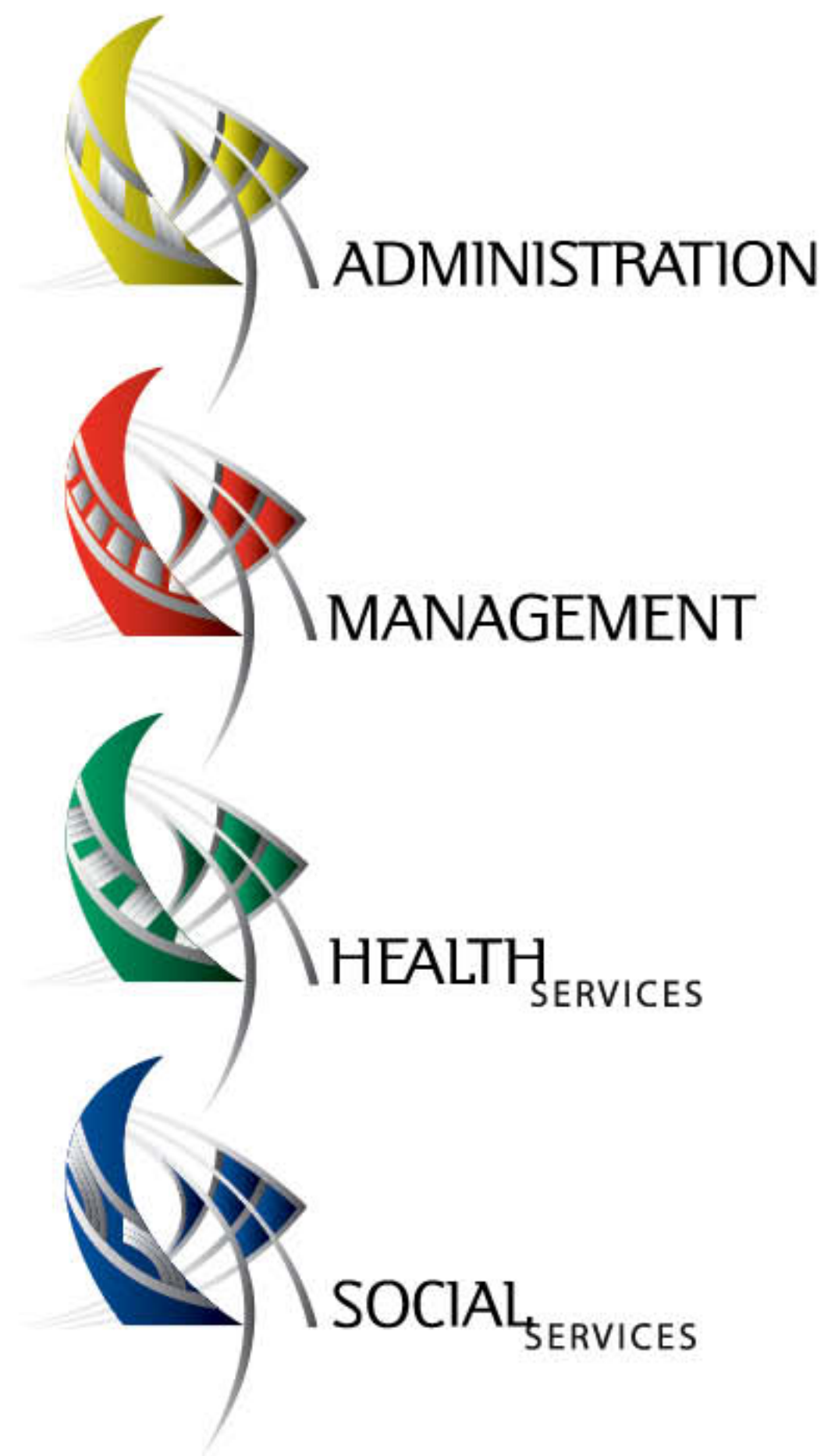


VERSION 2



VISUAL IDENTITY/LOGO

Developed in two versions to accommodate for the different scenarios and situations the logo will be used in. Created in both horizontal and vertical layout.



FACULTY VISUAL IDENTITIES

These are the four visual identities used to represent each of the four faculties within the organisation.

They will be applied to clothing so that the workers can be identified to which faculty they belong, whether it be Health Services, Social Services, Administration or Management.

These faculty logo's will also be key in the organisation for specific documents.

VERSION 1



BLACK & WHITE VERSION
For other forms of printing methods
when required



MONO TINTED VERSION
For print reproduction where grey
weights can be produced accurately



FULL COLOUR VERSION
Used in most scenario's. This is the
main form of colour usage.

VERSION 2



BLACK & WHITE VERSION
For other forms of printing methods
when required



MONO TINTED VERSION
For print reproduction where grey
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FULL COLOUR VERSION
Used in most scenario's. This is the
main form of colour usage.

VERSION 1



VERSION 2



EXCLUSION ZONE

At all sizes there should ideally be an exclusion zone determined by the height of the 'M' from the name tag MOKAI.

VERSION 1



MINIMUM SIZE FOR PRINT

The logo should not be reproduced below 30mm in width

VERSION 2



MINIMUM SIZE FOR PRINT

The logo should not be reproduced below 60mm in width

COLOURS

MOKAI PĀTEA SERVICES	CMYK= C-0 M- Y-0 K-100 RGB= R-0 G-0 B-0
MANAGEMENT	CMYK= C-0 M-94 Y-100 K-0 RGB= R-180 G-60 B-49
SOCIAL SERVICES	CMYK= C-100 M-73 Y-0 K-2 RGB= R-54 G-81 B-138
HEALTH SERVICES	CMYK= C-100 M-0 Y-79 K-0 RGB= R-25 G-186 B-112
ADMINISTRATION	CMYK= C-5 M-0 Y-100 K-0 RGB= R-232 G-232 B-40

GRADIENT



COLOURS & BRANDING

The colouring is a very important part of the brand and how the branding works.

The four colours; blue, red, green and yellow represent the four faculties within the organisation and spill out into all the channels that are represent i.e documents, business cards etc.

The colour black is the representative of the overall MOKAI PATEA SERVICES brand

VERSION 1

MOKAI PĀTEA SERVICES

MOKAI PĀTEA SERVICES

MOKAI PĀTEA SERVICES

VERSION 2

MOKAI PĀTEA SERVICES

MOKAI PĀTEA SERVICES

MOKAI PĀTEA SERVICES

VERSION 3

SOCIAL SERVICES

SOCIAL SERVICES

SOCIAL SERVICES

SOCIAL SERVICES

MAIN NAME TAGS

The name of the organisation can be produced in black, white and grey.

This accomodates for both versions.

When the tag is used in white it can be placed over both black and grey backdrops.

FACULTY NAME TAGS

The faculty name tags can be printed in four different fills. In black, grey, white and the colour that associates with the faculty. When in white the logo can only be placed over a black backdrop.

LETTERHEAD



I.D BADGES



BUSINESS CARDS



LETTERHEAD



I.D BADGES



BUSINESS CARDS





T-SHIRT

For physical use outside of the work office for exents such as hikoī, sporting days, whanau days. Also can be given away to clients of the organisation.

The t-shirts will be available as both MPS and faculty branding.



POLO SHIRT

For use in and around the office and every day working situations. The polo shirt will be in white to help emphasis the MPS brand



LONGSLEEVE SHIRT

Again like the polo another option of branded clothing to be used around the working office.

Also for external meetings and work related events where formal dress is not required or appropriate.



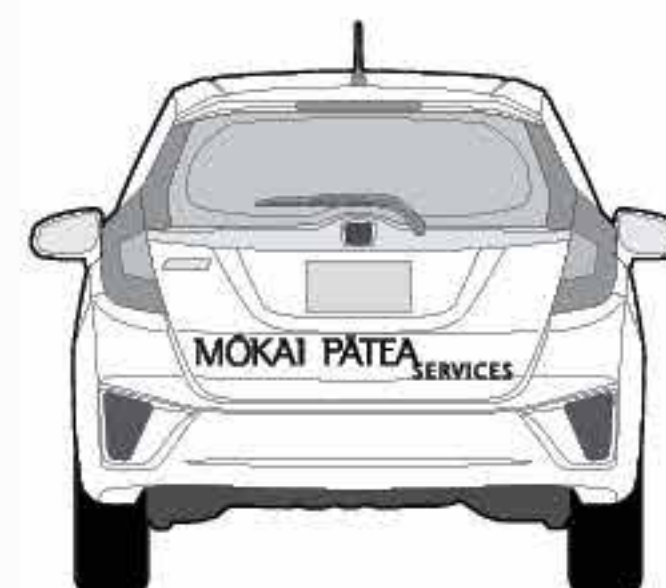
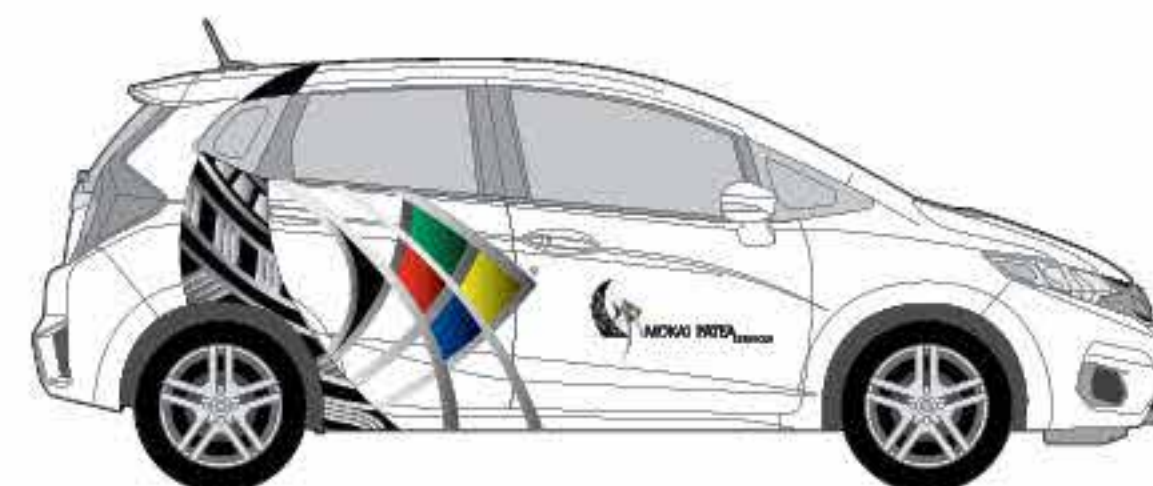
LONGSLEEVE DRESS SHIRT

This long sleeve dress shirt is suited for formal occasions, corporate dinners and important hui. Also for occasions such as tangi etc. Available with both MPS and faculty branding.

SIGNAGE INFONT OF BUILDING

There are two signage opportunities in front of the main building. One sign to replace the current sign next to the steps and another free standing sign that could be a vertical (for car traffic) or horizontal (for walking traffic) out on the front lawn.

We have chosen to go with a plain white sign to let the brand stand alone in a clear, legible manner.



VEHICLE BRAND EXPOSURE

It is important for the brand to be exposed and in contact with the public. The Brand is what represents the organisation. So the more exposure it receives the more brand value you receive within the community.

MŌKAI PĀTEA
SERVICES
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