

Appendix 1- Theme and Colour Explanation

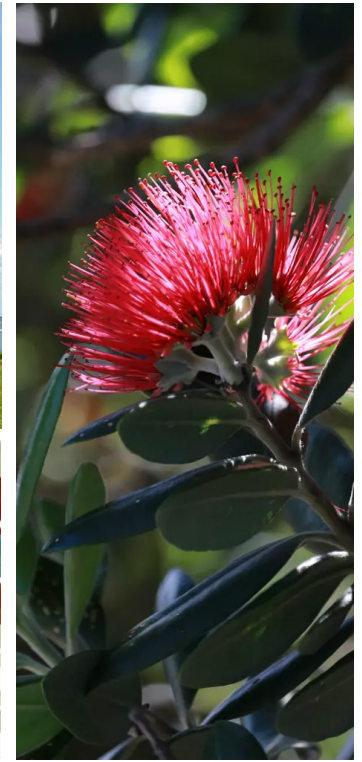
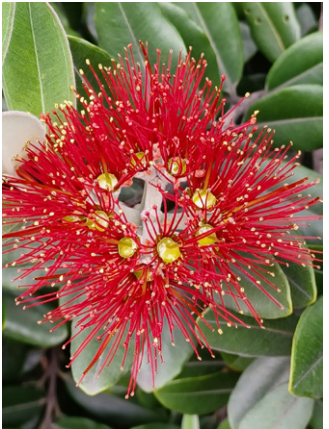


URUTAUNGA ĀHUARANGI
CLIMATE ADAPTATION

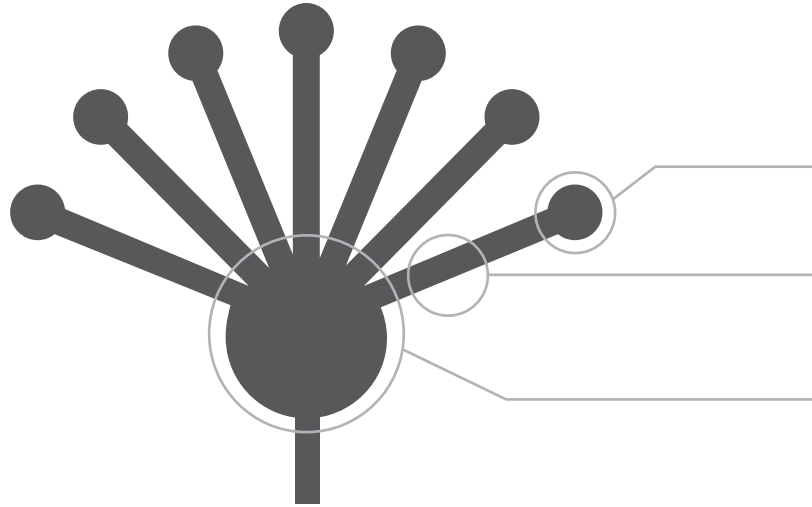
Main theme

Food gathering is an essential part of what helps to sustain a community. In a natural system, everything is linked. A change to one element may result in a cascade of changes for other elements. Mātauranga Māori relies on bio-indicators within our environment to notify when a food source might be at

its best or ready for harvest. Traditionally, blooming pohutakawa flowers coincide with kina being at their fattest or best. Recent observations point to a shift in this biomarker, affecting the quality and quantity of this kai/food harvest.



***Mātauranga Māori:** Māori knowledge - the body of knowledge originating from Māori ancestors, including the Māori world view and perspectives, Māori creativity and cultural practices. (Te Aka Dictionary)



Pohutakawa

Many streams of challenge feed through the main stem of Council. Each of these three elements describe past/present/future tenses

Stamen anther

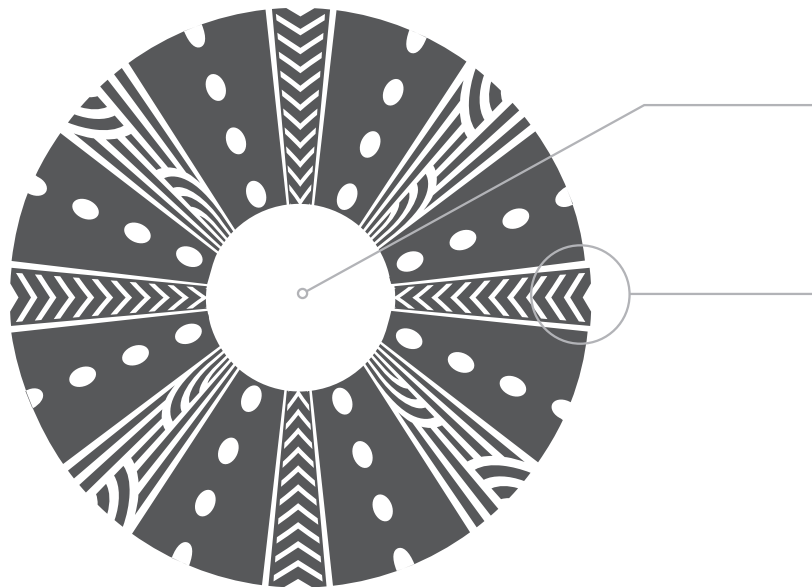
Beyond the filament, pollen is formed. These are ideas and solutions that broadcast into our communities, pollinating our rohe/district with solutions.

Stamen filaments

These radiate into new beginnings. Science and engagement with our communities help to inform our streams of work which branch out into our communities.

Ovary

This represents current tense — a concentration point where streams of work come together.



Kīna

This form is made up of radially symmetric sections, all working and coming together at a central axis. This arrangement forms a strong, spherical structure. The kīna form is the scaffold that supports workstreams and stakeholders. It also signifies a state-of-past, knowledge and foundation. It signifies what we have done and what we have learned, while informing what we are yet to do.

Whakairo/carving marks follow this form and converge at a central point. These also pay homage to the lineages and the role of kaitiaki (custodians of land/water/sky/spirit) while feeding Ranginui, Papatunuku and Tangiroa.

As this kaupapa develops, these whakairo could have targeted meaning and be pulled from the logo to be used as individual elements to identify sub-branding themes or workstreams.

An earthy but vibrant palette will give collateral an engaging and positive feel. These carry a slightly 'earthy' tint to help soften delivery. The red tint has been dialed back towards magenta and yellow parts of the gamut to mitigate any risk including emotional (alarmist) and cultural (blood).



PURE RED



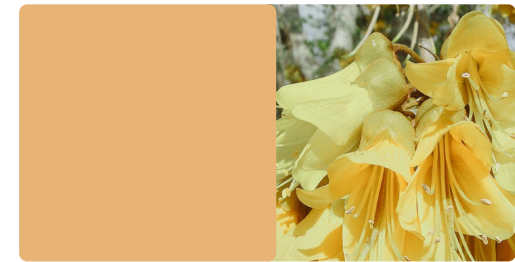
BLOOD RED (CRIMSON)



Pohutakawa muted red



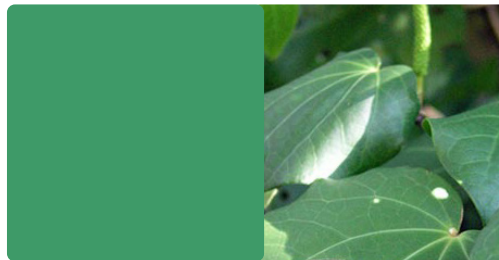
Ngutukākā pink



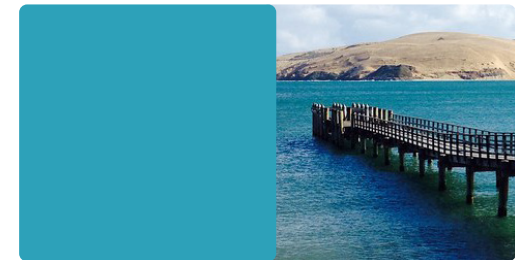
Kōwhai yellow



Harakeke green



Kawakawa green



Ākiha blue