

1 Organisation name - TaiaoLink

2 1. Brand Essence

3 1.1 Purpose (Ngā Take)

- To weave people, place, and policy together so native biodiversity flourishes and every community enjoys healthy, climate-resilient green spaces.

4 1.2 Vision 2035 (Te Whāinga Roa)

- Aotearoa where threatened ecosystems are recovering, mana whenua exercise rangatiratanga as kaitiaki, and towns and cities are cooled and connected by thriving urban ngahere.

5 1.3 Mission (Kaupapa Mahi)

- Activate communities, empower iwi, and mobilise multi-year investment to restore nature and build climate-smart places, from mountain to moana.

6 1.4 Core Values (Ngā Uaratanga)

Value	Description	Visible behaviours
Kaitiakitanga	Guardianship of land, water, and taonga species.	Co-design projects with iwi; prioritise ecosystem health over short-term wins.
Manaakitanga	Care, hospitality, and respect for people.	Create welcoming volunteer events; elevate community voice in decisions.
Integrity	Evidence-based, transparent, fiscally disciplined.	Publish audited impact data; clear procurement processes.
Collaboration	Collective impact mindset across sectors.	MOUs with iwi, councils, corporates; shared knowledge hubs.
Action-orientation	Straight-talking, solution-focused.	decisive, Prioritise shovel-ready projects; time-bound commitments.

Equity	Fair distribution of environmental benefits.	of Direct investment to underserved communities; monitor equity outcomes.
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7 2. Value Proposition & Differentiation

- We are Aotearoa's only charitable trust that unites **biodiversity restoration** and **urban regeneration** under a single, iwi-centred kaupapa. Combining deep ecological science, policy fluency, and community mobilisation, we convert government funding into measurable environmental returns and social wellbeing gains.
- **Tagline** (external short form)
Restoring Nature, Empowering Communities
- **Bilingual strapline** (paired with logo)
Whakahaumanu Taiao, Whakamanahia Hapori

8 3. Audience Framework

Audience	Role	Primary needs	Key message hook
Central-government funders (DOC, MfE, MPI, Kānoa, DIA)	Multi-year investors	ROI, alignment, discipline	policy “Your strategy delivered on-the-ground.”
Iwi & hapū partners	Co-governance & kaitiaki leadership	& Rangatiratanga, cultural integrity	“Led by tangata whenua—strengthened by us.”
Urban & regional councils	Co-funders, planning allies	Climate adaptation, community health	“Greening cities, cooling streets.”
Volunteers & schools	Hands-on restoration force	Meaningful action, learning, camaraderie	“Get dirt under your nails for nature.”

Corporate & philanthropic Supplementary funding, support in-kind ESG storytelling impact, “Turn CSR into living landscapes.”

9 4. Brand Personality & Tone of Voice

- **Adjectives:** Grounded | Hopeful | Straight-talking
- **Tone slider:** 70 % Trusted Expert Advisor ↔ 30 % Passionate Activist

10 4.1 Voice Principles

1. **Plain-spoken & evidence-led** – No jargon; data in context.
 2. **Mana-enhancing** – Use te reo Māori terms respectfully with macrons and brief English glossaries.
 3. **Invitation over instruction** – Empower audiences to act, not guilt-trip them.
 4. **Purposeful positivity** – Acknowledge challenges but focus on achievable solutions.
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11 5. Key Messages

12 5.1 Elevator Pitch (≤ 75 words)

- We’re a nationwide charitable trust weaving people, place, and policy so New Zealand’s native ecosystems thrive—from coastal dunes to central-city gullies. Guided by iwi partners and backed by rigorous science and fiscal discipline, we secure multi-year government investment, mobilise communities, and deliver climate-smart projects that leave both nature and neighbourhoods better off.

13 5.2 Support Pillars

1. **Nature in Balance** – Projects connect biodiversity gains with climate resilience.
2. **Powered by Partnership** – Genuine co-governance with mana whenua, councils, and communities.
3. **Measured Impact** – Transparent metrics, audited accounts, ROI storytelling.
4. **People First** – Volunteer experiences and education that uplift wellbeing and rangatahi futures.

14 5.3 Audience-specific Sound-bites

- **Government official:** “Your policy goals, our shovel-ready projects—impact you can track on a dashboard.”
- **Volunteer:** “Spend a Saturday planting seedlings; spend a lifetime enjoying cooler, cleaner streets.”
- **Corporate sponsor:** “Offset carbon, boost staff pride, and tell a story shareholders love.”

15 6. Storytelling Framework

1. **Whakapapa (Context)** – Set the scene: whenua history, community need.
2. **Challenge** – The environmental or social issue at stake.
3. **Partnership** – Who’s coming together (iwi, community, funders).
4. **Action** – The mahi: what’s happening on-the-ground.
5. **Impact** – Data + human anecdotes.
6. **Next Step** – Clear invitation or funding ask.

16 7. Visual Identity Guidelines

17 7.1 Logo

- *Concept placeholder:* Circular harakeke weave encircling stylised urban skyline + mountain/river silhouette.
- Clear-space rule:** x = width of the harakeke frond tip.

18 7.2 Colour Palette

Swatch Name	HEX	Usage
Kākāriki Forest	#0B5735	Primary; headers, logo fill
Awa Blue	#006983	Secondary; hyperlinks, highlights
Raupō Ochre	#A35E2D	Accent; calls-to-action

Pumice White #F5F3EF Backgrounds

Charcoal #2E2E2E Body text

19 7.3 Typography

- **Primary:** *Public Sans* (Google Fonts) – Headers bold; body regular.
- **Secondary:** *Wairoa* (custom display serif with Māori diacritics) – Pull quotes, hero statements.
- System fallback: Arial / Helvetica.

20 7.4 Graphic Motifs

- **Harakeke weave pattern** – subtle background texture (10 % opacity).
- **Mangōpare (chevron)** – Section dividers or bullet glyphs representing resilience.

21 7.5 Photography & Imagery

- Real people in action (volunteers planting, iwi leaders onsite).
- 70 % candid, 30 % landscape hero shots.
- Warm, natural light; avoid oversaturation.

22 7.6 Iconography

- Line icons with 2 px stroke; rounded ends.
- Match primary colour or charcoal.

23 8. Copy & Language Style Guide

- British English spelling.
 - Te reo Māori terms italicised on first mention, followed by English gloss in parentheses if audience is mainstream (e.g., *kaitiakitanga* (guardianship)).
 - Use macrons for long vowels (ā, ē, ī, ō, ū).
 - Active voice, concise sentences, no more than 25 words where possible.
 - Avoid academic jargon; explain scientific terms plainly.
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24 9. Applications & Templates

1. **Funding Proposal (A4 PDF / Word)** – Cover page, executive summary, logic model, budget, impact KPIs.
 2. **Website (WordPress / Neve theme)** – Home, Projects map, Get Involved, Impact dashboard, Media hub.
 3. **Volunteer Kit** – T-shirts (forest green), hi-vis vests, planting day signage.
 4. **Social Toolkit** – LinkedIn & Instagram launch graphics, 3-tile campaign starter pack.
 5. **Slide Deck** – PPT template with branded masters, infographics.
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25 10. Governance & Implementation

- **Brand Kaitiaki (Steward):** Communications Manager (reports to CEO).
- **Approval workflow:** Draft → Brand Kaitiaki review → Executive sign-off for tier-1 assets.
- **Asset library:** SharePoint folder with version control, colour swatches, logos (RGB, CMYK, monochrome).
- **Training:** Quarterly brand induction for staff & volunteers; MoU clauses for partner usage.

26 10.1 Measurement KPIs (Year 1)

- NZ\$2 m multi-year funding secured.
 - 3 iwi MOUs, 2 council MOUs signed.
 - +500 active volunteers.
 - 5 mainstream media pieces.
 - 30 % awareness among central-govt officials (post-survey).
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27 11. Appendix

28 11.1 Glossary of Key Te Reo Māori Terms

Term	English gloss
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Kaitiakitanga Guardianship, stewardship


Manaakitanga Hospitality, care

Rangatiratanga Self-determination, leadership

Ngahere Forest

Mauri Life essence

29 11.2 Sample Copy Blocks

- **Social** **post** **(LinkedIn)**
 *Kaitiakitanga in action!* This weekend 120 volunteers planted 1,500 natives along the Wai-iti awa, creating new habitat for tuna (eels) and cooling our city. Big mihi to Ngāti Tāwhiri, DOC, and everyone who dug deep. #RestoringNature
- **Funding** **pitch** **intro** **paragraph**
Our trust combines iwi leadership, community muscle, and policy know-how to deliver nature-positive, climate-resilient projects that achieve measurable returns on public investment.