

Considerations for designing an Ara Tahi Logo

1. What is the purpose of the logo?

The first consideration is deciding what the purpose of the logo will be. Is it necessary to identify you (the Group) as being a separate and distinct entity? Does it signify kotahitanga? How will it tie you back to the Council (e.g. corporate colours)?

2. Who is your audience?

Who will be the audience for the logo? There are internal and external audiences that will see this logo. Internally these include:

- other committees,
- staff,
- publications such as Elements.

3. What will the logo represent?

The generally accepted interpretation of the name 'Ara Tahi' is one given by the Groups first Chairperson, the late Te Pehi Parata, which he suggested as "the group proceeding down one road" referring to the council and iwi partnership and the journey they are undertaking together.

Are there any other interpretations that we need to consider in the design process? Are there any other themes that reflect the tenure or ahua of Ara Tahi or that encapsulate our region? Some ideas include:

- kotahitanga,
- the seven iwi authorities,
- the natural landscape or Te Upoko o Te Ika.

4. Development and Sign off

If the development of the logo progresses then our Communications team will report back to Ara Tahi along the way. Who will have the final sign-off for the logo?