

Mana whenua interpretive signage



This section is relevant for project managers and others who want to install Māori interpretive signage when engaging with mana whenua.

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5.1

Auckland Transport in collaboration with the mana whenua has developed a template for Māori interpretive signs.

These signs can be used to promote Māori history, culture and traditions.

For further information

Contact the Māori Engagement Team at Auckland Transport.

Purpose of the mana whenua signs

Features of the signs

The sign is:

- Freestanding
- On a concrete base (with anti-skate pins)
- 1.8m high and 1.0m wide
- Red Ochre in colour
- Single or double sided
- Content is in English or te reo Māori (or both)
- AT and/or Council/CCO logo
- Designed via a template.

One of the main features of the template is the Tohu design (logo or emblem), called the 'Unaunahi'.

The unaunahi (or fish scales) refers to an old pūrākau (local story) that belongs to the people of Tāmaki Makaurau (Auckland region).

When Māui and his brothers Māui-mau, Māui-roto and Māui-taha fished up Te Ika-a-Māui (the North Island), Māui told his brothers not to touch the fish until he returned with the tohunga Tama nui ki te Rangi so the appropriate incantations could be made over the fish as it was tapu (holy). His brothers couldn't wait, so they started cutting up the fish. As they were hacking at the lower section the scales fell off in chunks and floated on the surface of the ocean.

These scales became the islands of the Hauraki Gulf and a few islands off the west coast of Auckland known as Ngā Unaunahi o Te-Ika-a-Māui.

The unaunahi can also have multiple meanings depending on each tribal affiliation.

- The three crescents can represent the three aspects of a united tribe: whānau, hapū and iwi
- The design can represent the great canoe Ngā Toki Matawhaorua, which was commanded by Ngāpuhi ancestor Kupe. With this reference, the three crescents can represent the three taniwha that protected his canoe
- The design can also represent the three great waves that accompanied the waka (canoe) of Kupe on its migrational voyage to New Zealand.

5.2

The AT logo will be used on the iwi sign as a lock-up, often in conjunction with the Council/CCO logos.

The logos are used in conjunction with their relevant web address positioned underneath.

CCO logos are separated by a vertical line and are always positioned on the right hand side of the sign.

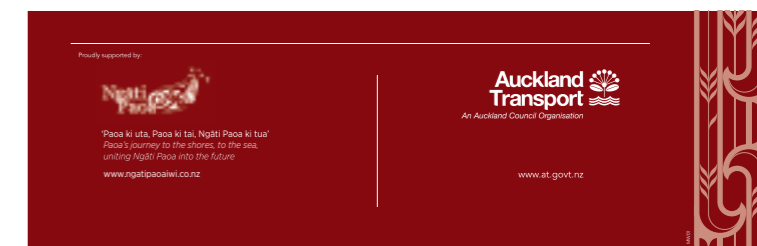
Where possible the relevant iwi logo/s and web address/es will be positioned on the left of the sign.

The logos should always appear in the same scale.

Graphic elements

AT/Council/CCO logos

Auckland Transport logo used on its own:



Auckland Transport and Auckland Council logos used together:



The relevant iwi logo/s always sit to the left under the 'Proudly sponsored by' heading as above.

Avenir

All lettering within the interpretive sign system is carried out using Avenir.

Text should always appear in sentence case. Text all in upper case should be avoided, with the exception of the abbreviation AT, for Auckland Transport, in headlines, body copy and some cartography.

Avenir Black is used for the main headings.

Avenir Black Oblique is used for the sub headings.

Avenir Roman is used for all of the body copy.

Interpretive signage typeface

Avenir Black

**Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 1234567890\$&.,:;'()/-**

Avenir Black Oblique

***Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 1234567890\$&.,:;'()/-***

Avenir Roman

**Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz
 1234567890\$&.,:;'()/-**

Avenir Light is used for the introduction paragraph and also the CCO and iwi web addresses within the logo lock-up.

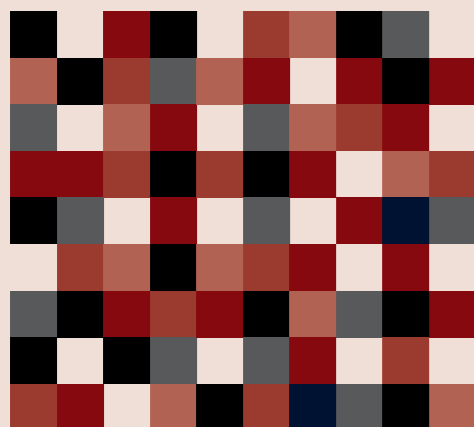
Avenir Light Oblique is used for captions required under images or photographs.

Avenir Light

**Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 1234567890\$&.,:;'()/-**

Avenir Light Oblique

***Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz
 1234567890\$&.,:;'()/-***



Core colours

Background sign colour is always in Iwi Red (C: 0 M: 97 Y: 87 K: 53).

Tohu is always in Pale Iwi Red (C: 0 M: 39 Y: 35 K: 21).

All text and logos appear in White (C: 0 M: 0 Y: 0 K: 0).

Colour palette

Iwi Red 0 97 87 53

Pale Iwi Red 0 39 35 21

White 0 0 0 0

White text

He Take Tō Ngāti Paoa ki te Whenua Kura Nei

The Ngāti Paoa connection to this landscape.

Background Iwi Red Pale iwi red



The tohu always appears on the right hand side of the sign and must not change in size or scale.

See graphic application section for measurements.

Tohu - Unaunahi

He Take Tō Ngāti Paoa ki te Whenua Kura Nei

The Ngāti Paoa connection to this landscape.

Tohu



5.3

Graphic application

Heading

A 228pt Avenir Black
273pt leading

Sub heading:

B 72pt Avenir Black Oblique
104pt leading

Tohu:

C 107mm wide

Intro paragraph:

D 72pt Gotham Narrow Medium
84pt leading

Main body copy:

E 36pt Avenir Roman
48pt leading

Captions:

F 18pt Avenir Light Oblique
30pt leading

Photo credit:

G 14pt Avenir Light Oblique
30pt leading

Images:

H Images should span 1 text column or across the full width of both columns

Dividing lines:

I 3pt rule

Proudly supported by:

J 24pt Avenir Book

Website addresses:

K 36pt Avenir Book

Logo lock-up:

L 45mm high (see measurements)

Code:

M 18pt Avenir Light

Interpretive sign

A **Te Rerenga-ora-iti**

B *The leaping place of few survivors*

D Ko Maungakiekie te maunga
Ko Waitemata te moana
Ko Māhuhu-ki-te-rangi te waka
Ko Ngāti Whātua te iwi
Ko Orākei te marae
Ko Tūperiri te tangata

H

F o Maungawhau, hāngai tonu atu ki Opoitūkeha ki te uru, ā, ki Taurarau i te rāwhiri. Ko te pokapu o te tāone hou nei kei roto tonu i taua poraka whenua.

H

F He mea whāingaonga tēnei matakōrae o Ngāti Whātua i muri i tētahi pakanga ki a Ngāti Rauiti o Te Waiohū, maruatata ki te tau 1680. Karapōtiti ana a Ngāti Rauiti e ona hoariri, kātahi rātou ka rere i te pari. Ngōtūuru ana ngā mea i mōrehu ai, nā whāi anō te ingoa mō tēnei wahi ko te Rerenga-ora-iti. Nō muri mai i te tau 1822 i te wā o ngā pakanga pū, i hinga ai i konei tētahi ope taua o Ngāpuhi i a Ngāti Whātua. I ērā wā, i takoto te matakōrae nei i te huarahi o Princes puta tonu atu ki te huarahi o Quay heoi ka keria ake ona papa hei wahi hou mō ngā kokoru tata.

E I te tau 1840 i rāhiri ai te ipoko ariki o Ngāti Whātua a Apihai Te Kāwau i a Kāwana Hopihana, me kore noa e tū mai tō Hopihana kāwanatanga hou ki te Waitemata. He mana nui i heke iho ki a Apihai Te Kāwau i ona mātua i a Tarahawaki (Ngāti Whātua) rāua ko Mokorus (Te Waiohū), me te aha, ka tapaina ia 'he tangata rau.' Nā wai rā, i hau ai tana rongopu ki ngā tōpito katoa o te rohe whānui nei.

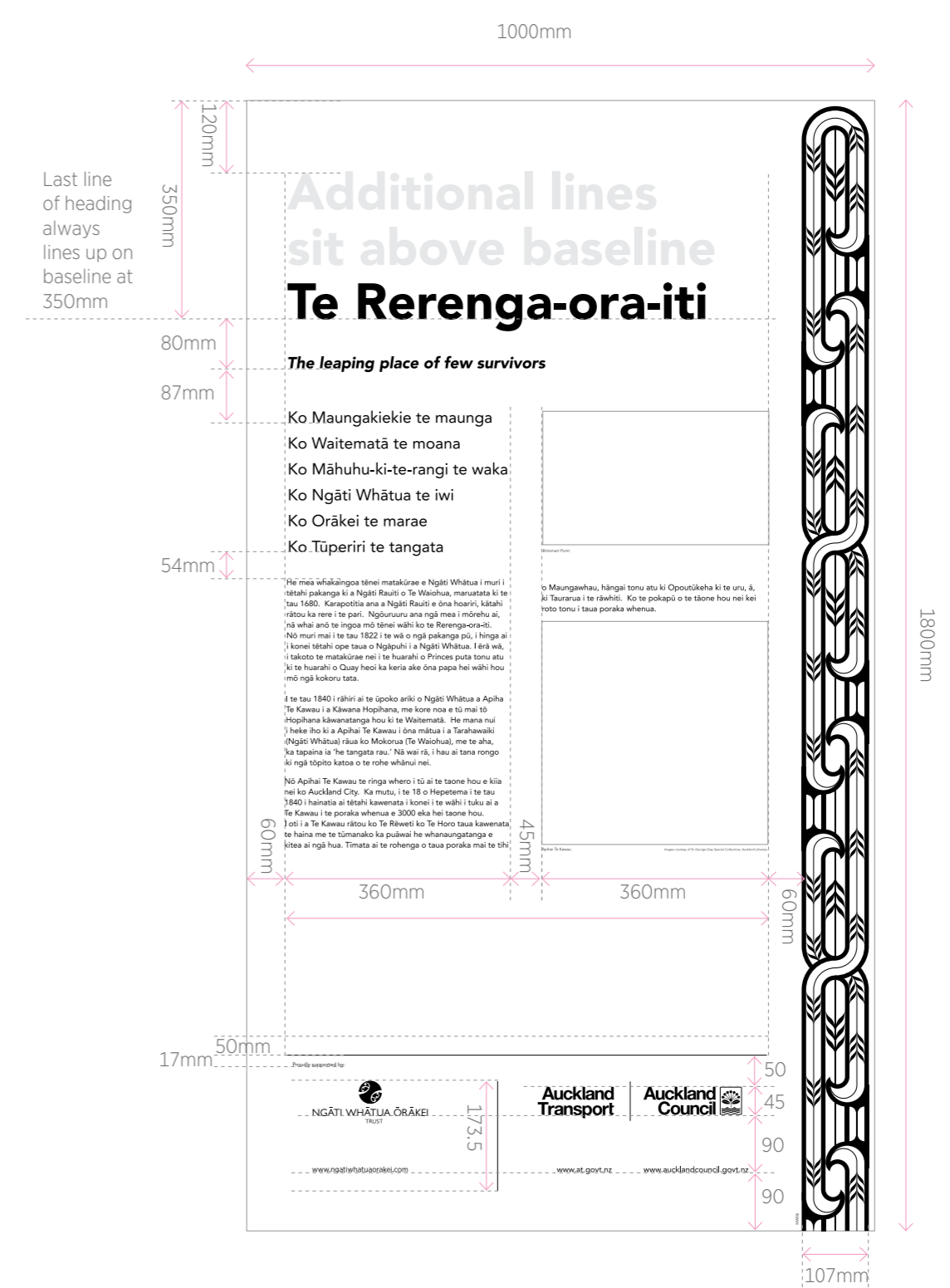
E Nō Apihai Te Kāwau te ringa whero i tū ai te taone hou e kīia nei ko Auckland City. Ka mutu, i te 18 o Hepetema i te tau 1840 i hainatia ai tētahi kawenata i konei i te wahi i tuku ai a Te Kāwau i te poraka whenua e 3000 eka hei taone hou. I tū ai a Te Kāwau rātou ko Te Rēweti ko Te Hono taua kawenata te haina me te tūmanako ka puawai he whanaungatanga e kitea ai ngā hua. Timata ai te roheinga o taua poraka mai te tūhi

J Proudly supported by

L

K www.ngatiwhatauraaki.com www.at.govt.nz www.aucklandcouncil.govt.nz

M



5.4 Mana whenua design examples

