



BRAND GUIDELINES

OUR NAME

The whakataukī that defines us:

Hei te tau Tītoki.

When the tītoki blooms, it does so in its own time.

The beautiful native tītoki tree doesn't always flower every year, but when it feels ready. Like the tītoki, our tamariki, rangatahi and adults with FASD bloom in their own time. Every kernel holds great potential, and given time and patience, that potential reveals itself.



Titoki painted by Sarah Featon, circa 1885
Source: Te Papa Collection

OUR STORY

How the Kiwi Came to Be

In the traditional story, Tāne Mahuta, the god of the forest, saw the trees of the forest thick with insects. He asked the birds of the sky to come down to the forest floor to help. All the birds refused — except the kiwi, who gave up the light and sky to dwell in the dark, damp forest floor. Because of this sacrifice, kiwi lost its wings, but was honoured forever.

“Walking beside one another, in the shadows of the forest”

We Are the Kiwi

We are those who step forward when others hesitate. Like the kiwi, we go where it is difficult — into the complexity and invisibility of FASD. When together we do not turn away from what is hard.

We Choose the Forest Floor

We choose to stand where the need is greatest — in the quiet, unseen spaces where people affected by FASD live and grow. We walk together, grounded and humble, even when the world above is brighter and louder.

We Honour Sacrifice with Action

Just as the kiwi made a sacrifice for the good of the forest, we acknowledge the strength and resilience of those affected by FASD — individuals, caregivers, whānau. We transform our courage into collective action, advocacy, and care.

We Are Guided by Tāne Mahuta's Call

We respond to the call — for healing, for understanding, for systemic change. We are grounded in the principles of manaakitanga (care), whanaungatanga (relationship), and kotahitanga (unity).

Though We Cannot Fly, We Thrive

We may not follow conventional paths, but we forge our own — with, resilience, new opportunities and a deep connection to Titoki. Like the kiwi, we thrive in our purpose, not despite of our differences, but because of them.

We Are the Voice in the Undergrowth

FASD is often unseen, unheard, misunderstood. We choose to speak, to educate, to advocate. Our voices rise from the forest floor — persistent, grounded, and true.

01 BRAND LOGO



If you have received our prior written permission to use the Titoki logo, the following rules apply. If you have not received our permission, you may not use the Titoki logo. Our logo has been carefully constructed to maintain ownable characteristics - making it instantly recognisable at all sizes and in all contexts.

LOGO

1.1 TĪTOKI LOGO

The Tītoki logo is a bold and welcoming symbol that reflects the brand's promise.

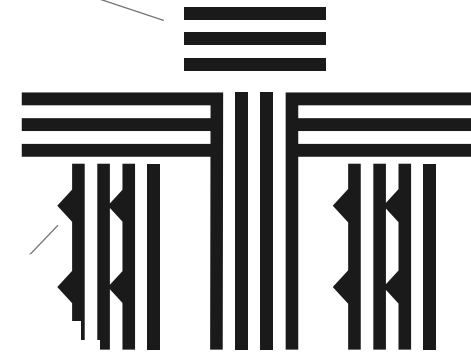
Designed with clarity and confidence, it embodies Tītoki's commitment to creating safe, supportive, and vibrant spaces for rangatahi to thrive. The Tītoki logo is more than just a brand mark—it's a beacon for those rangatahi affected by FASD seeking independence, connection, and opportunity. Every element of the design aligns with the brand's core Vision, Mission and WHY?

Vision: A world where equal opportunity exists, where everyone is heard and understood and can all grow and thrive together.

Mission: To create opportunities for those with FASD to plant their feet firmly with pride, confidence and certainty in an ever changing and challenging world.

Why: Because our voices can bring about change.

The letter 'T' and the tohutō (macron) create a guiding figure



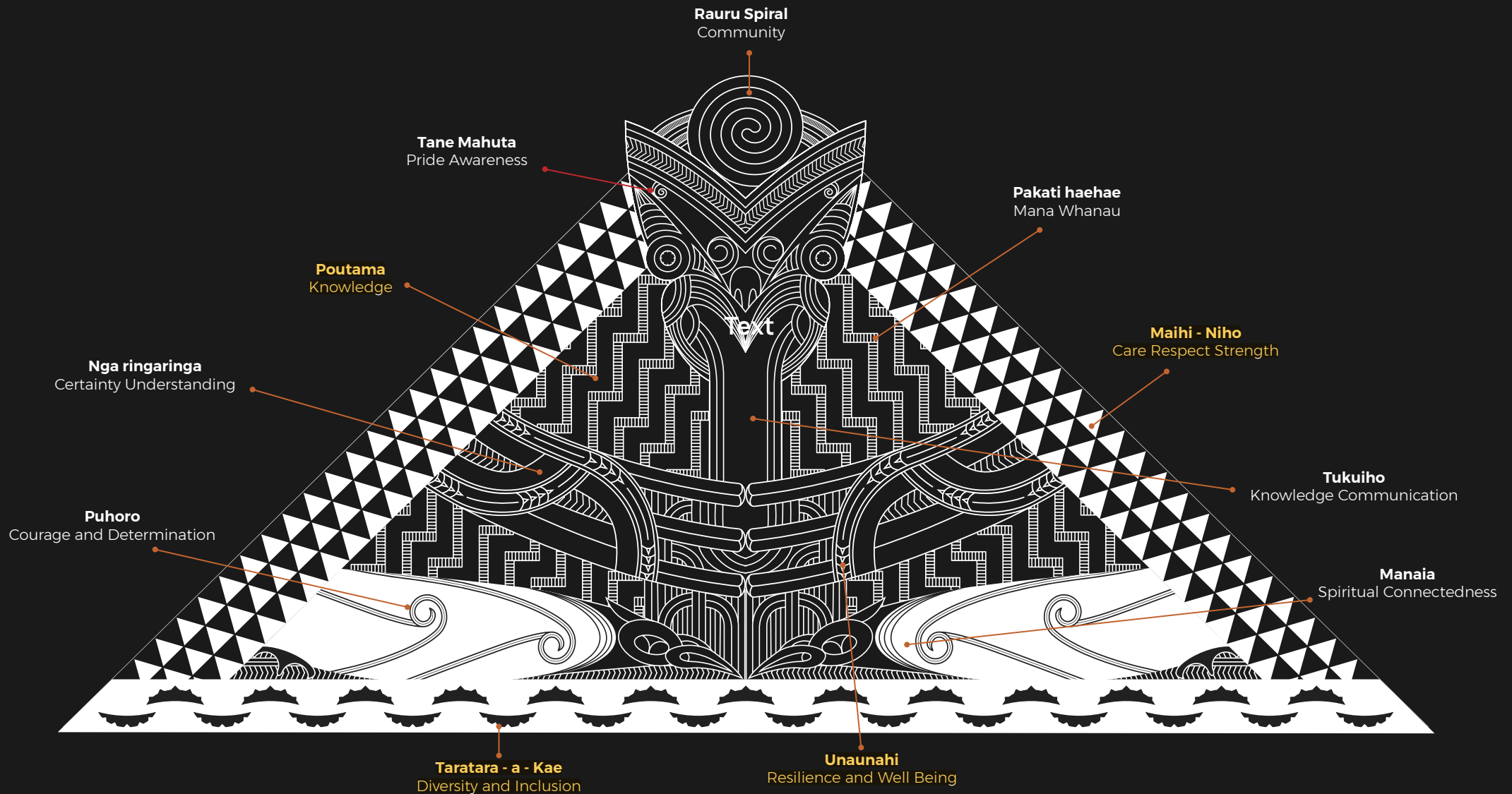
Outstretched arms of Tane



04 TEXTURES

Az 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
01234567890

OUR STORY



TEXTURES

4.1 TEXTURE BUILD

We have developed four texture designs that reflect and speak to our brand story. These have been designed to be used in either black, white or brand colour palette formats. They can be used as light opacity across images or colour blocks to form a water mark or colour overlay effect. These patterns are created to help enhance the brands perception and presence as well as support the the organisations why and statements of purpose.

The rules of use are simple.

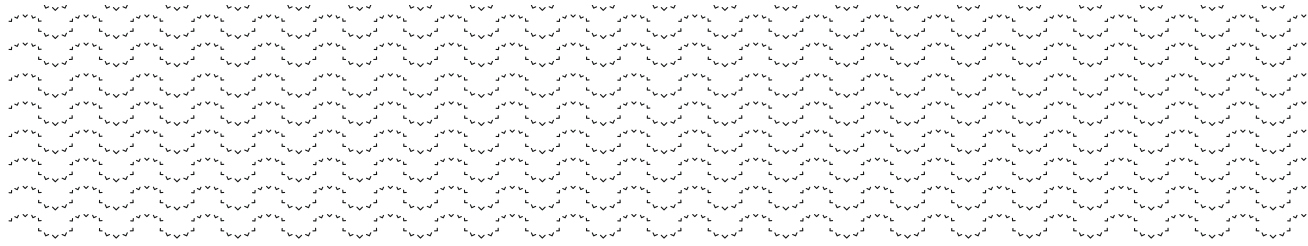
DO NOT mix or place multiple textures over each other

DO NOT manipulate, distort or change the proportions or values of any og these textures.

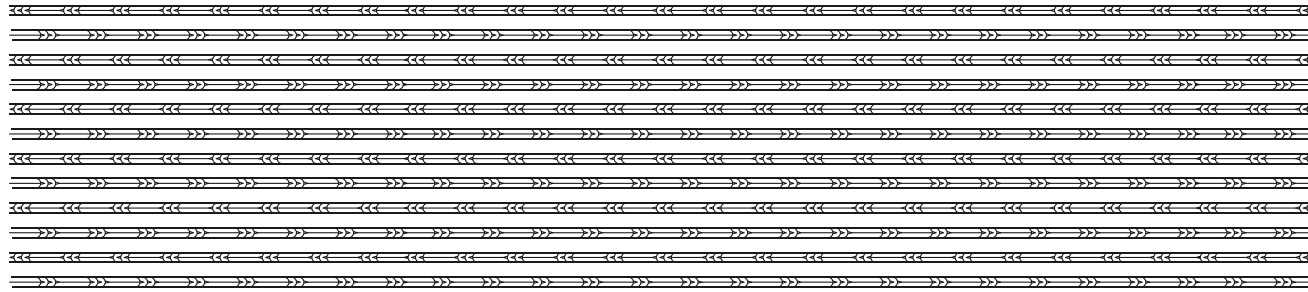
DO NOT deconstruct or pull apart separate elements of any of these textures

DO NOT colourize or add vignettes to these textures.

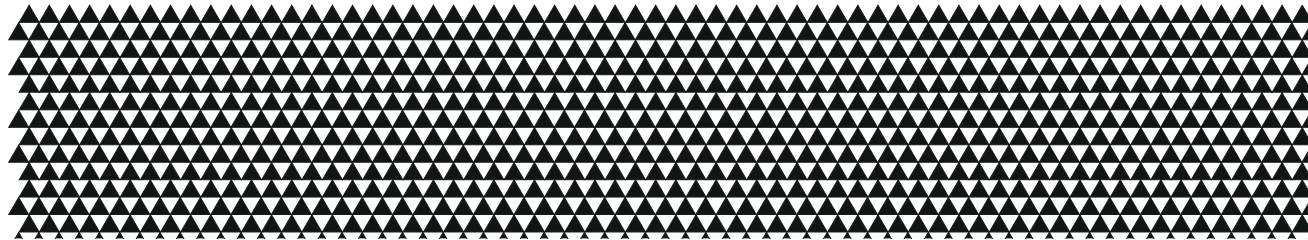
Taratara



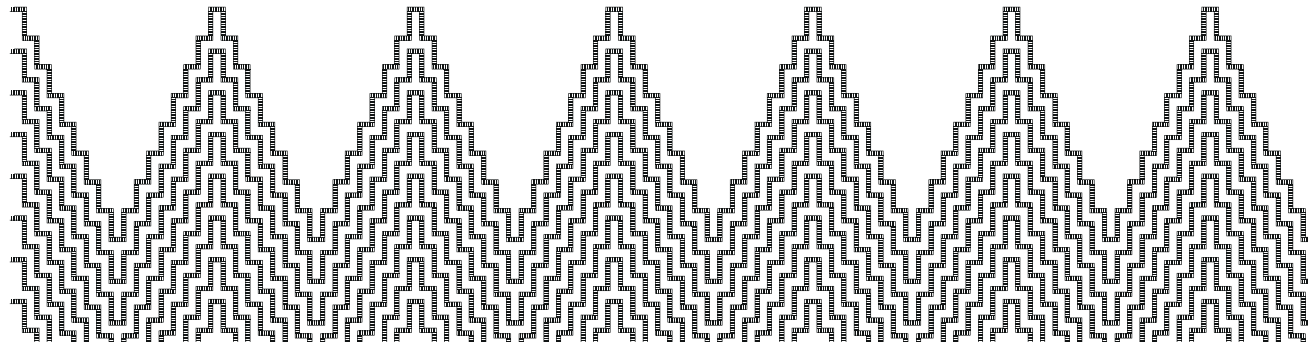
Unaunahi



Niho Taniwha



Poutama



A nighttime photograph of a large, illuminated bridge spanning a body of water. The bridge is lit with vibrant blue, green, and yellow lights. The city skyline in the background is also lit up, with various lights reflecting on the water's surface. The overall scene is a vibrant, colorful urban nightscape.

02 BRAND COLOURS

BRAND COLOURS

2.1 PRIMARY COLOUR PALETTE

The Titoki visual identity is built around a strong primary colour palette, supported by a versatile secondary palette that brings energy and flexibility to campaign creative.

We've adopted native birds as our colour identifiers.

Black

Kiwi Black

0 c

0 m

0 y

100 k

Red

Kakariki Red

15 c

100 m

90 y

0 k

Green

Kakapo Green

55 c

15 m

100 y

45 k

Orange

Kaka Orange

15 c

71 m

100 y

0 k

Blue

Kokako Blue

100 c

17 m

25 y

0 k

White

Tui White

0 c

0 m

0 y

0 k

TEXTURES

4.2 TEXTURE USAGE

Colour overlay



Opacity Water Mark



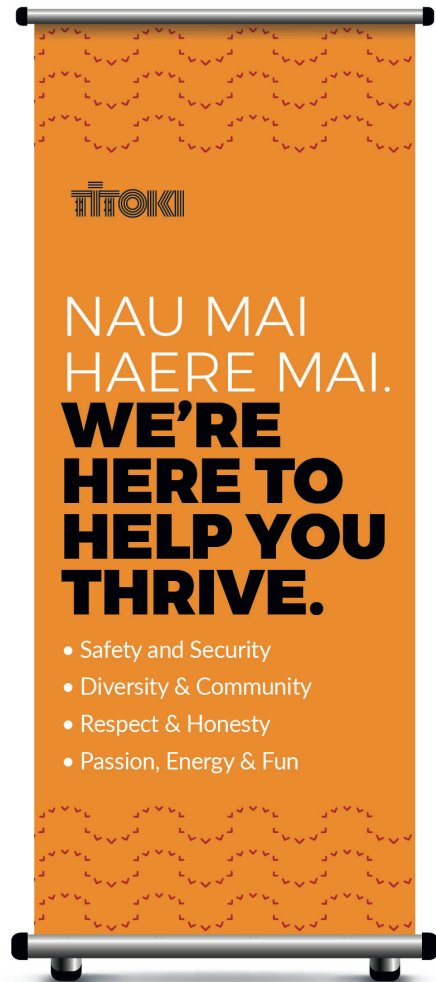
Soft Light overlay



Colour Overlay



TEXTURES





Ngā Miihi