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# Tohu Guidelines

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TE WIKI O TE REO MĀORI  
**AKE AKE AKE**  
**MŌ AKE TONU TE REO**



TE TAURA WHIRI  
I TE REO MĀORI  
MĀORI LANGUAGE COMMISSION

# Our Tohu

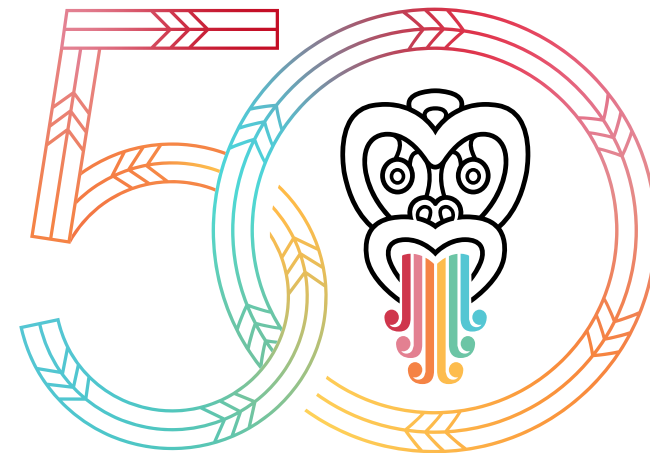
2025 marks the 50th anniversary of Te Wiki o te Reo Māori | Māori Language Week.

Ake ake ake means 'forever and ever' or 'everlasting'. It represents the endurance of our language, the ability of our language and its speakers to adapt to their conditions, and the commitment of communities around Aotearoa for te reo Māori.

Our tohu features a contemporary interpretation of the heitiki – an icon that depicts and evokes messages and themes of strength, leadership, nurture, and pride within our nation (Aotearoa tangā).

The colours represent the rākau used in teaching the Ataarangi method, familiar now to decades of school children and adults. The tongues represent the elements of revitalisation (status, critical awareness, acquisition, use and corpus) and revitalisation of te reo Māori.

The 50 echoes the colours and features the niho taniwha design used in tukutuku, tāniko and whakairo; a symbol of strength, resilience and leadership.



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# Tohu formats

## Te Reo Māori

Our tohu comes in two orientations: portrait and landscape. The heitiki, 50 and text are all part of the tohu and these elements shouldn't be separated.

These are for use on black or white backgrounds. For use on various colour backgrounds, see the *stamp* version.

The tohu also comes in a Te Reo Māori version and an English version – see the next page for the English version.

### Portrait



Positive / white backgrounds  
Te-Wiki-50-Tau-logo-portrait-pos.ai

Negative / black backgrounds  
Te-Wiki-50-Tau-logo-portrait-neg.ai

### Landscape



Positive / white backgrounds  
Te-Wiki-50-Tau-logo-landscape-pos.ai

Negative / black backgrounds  
Te-Wiki-50-Tau-logo-landscape-neg.ai

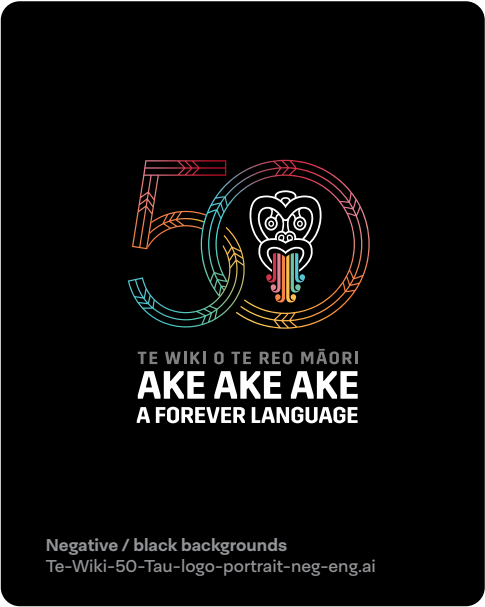
# Tohu formats

## English

### Portrait



Positive / white backgrounds  
Te-Wiki-50-Tau-logo-portrait-pos-eng.ai



Negative / black backgrounds  
Te-Wiki-50-Tau-logo-portrait-neg-eng.ai

### Landscape



Positive / white backgrounds  
Te-Wiki-50-Tau-logo-landscape-pos-eng.ai



Negative / black backgrounds  
Te-Wiki-50-Tau-logo-landscape-neg-eng.ai

# Tohu formats

## Stamp version

The stamp versions are for when a colour in the 50 or heitiki arero clash or blend with the background colour. The tohu is contained in a curved white box that can be placed on any colour or photo.

### Portrait



Stamp-Te-Wiki-50-Tau-logo-portrait-pos.ai

### Landscape



Stamp-Te-Wiki-50-Tau-logo-landscape-pos.ai

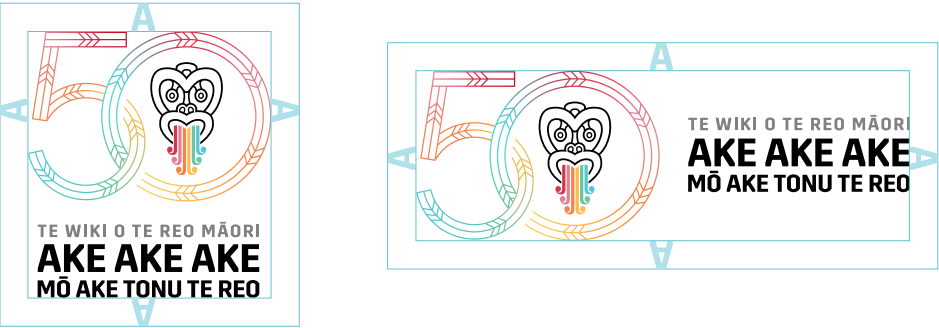


# Clearspace & minimum size

The clearspace can be measured by the height of the letter 'A' from the word 'AKE' in the tohu.

Note that the minimum clearspace is not necessarily the *preferred* clearspace – the more space our tohu has around it, the better.

## Clearspace



## Minimum size



# Tohu don'ts

The usual tohu rules apply to our tohu, and here are some basics to avoid.



Don't angle the tohu.



Don't change the opacity of the tohu or use it as a watermark behind text.



Don't separate the 50 from the text, or adjust the spacing between the elements.



Don't distort the tohu.



Don't change the colour of the tohu or make it a single colour.



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# Tohu don'ts

## Special considerations

Along with the technical aspects of using our tohu, there are also some cultural and practical considerations to be mindful of.



Avoid food. We don't want our tohu to be sliced, bitten, or digested.



Avoid scratch-offs, dart boards, and other surfaces that are sure to be damaged. We love our tohu too much to let it come to harm.



Avoid doormats, rugs, or anywhere else people walk. Please protect our tohu from getting dirty.



It's a heitiki but it's still a face, so treat it like your own face and avoid putting in undesirable places.



Non-print use will require Te Toko approval e.g. badges, signs, apparel

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# Tohu colours

The colours used in the arero are bright and vibrant and should be used sparingly. If there is enough contrast with the background colour, they can be used as large text headers or graphic devices. These colours should only be grouped in the order that they appear below, i.e. don't place colour 1 next to colour 5, etc.

1	2	3	4	5	6
R 207 G 54 B 76	R 227 G 128 B 145	R 240 G 127 B 60	R 251 G 190 B 67	R 118 G 194 B 163	R 98 G 195 B 212
—	—	—	—	—	—
C 0	C 0	C 0	C 0	C 57	C 60
M 90	M 58	M 60	M 29	M 0	M 0
Y 58	Y 21	Y 80	Y 80	Y 45	Y 18
K 15	K 7	K 0	K 0	K 0	K 0
—	—	—	—	—	—
Pantone 198C	Pantone 701C	Pantone 1575C	Pantone 135C	Pantone 3248C	Pantone 3115C
Pair 1		Pair 2		Pair 3	



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