

Ake Ake Ake & Te Reo Towns

Logo Guidelines

2026



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



TE WIKI O TE REO MĀORI



TE WIKI O TE REO MĀORI



TE TAURA WHIRI
I TE REO MĀORI
MĀORI LANGUAGE COMMISSION

Ake Ake Ake logo

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 logo features a contemporary interpretation of the Hei Tiki – an icon that depicts and evokes messages and themes of strength, leadership, nurture, and pride within our nation (Aotearoatanga).

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 circle around the Hei Tiki echoes the colours and features the niho taniwha design used in tukutuku, tāniko and whakairo; a symbol of strength, resilience and leadership.



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI

Logo formats

Our logo comes in two orientations: portrait and landscape. The Hei Tiki, circle and text are all part of the logo and these elements shouldn't be separated.

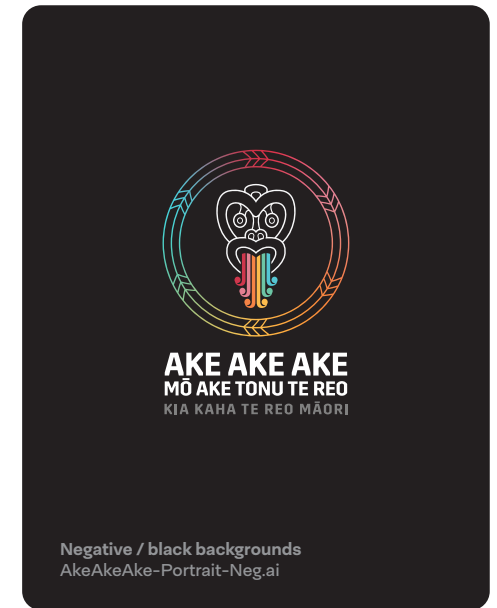
These are for use on black or white backgrounds.

For use on various colour backgrounds, see the *stamp* version on the next page.

Portrait



Positive / white backgrounds
AkeAkeAke-Portrait-Pos.ai



Negative / black backgrounds
AkeAkeAke-Portrait-Neg.ai

Landscape



Positive / white backgrounds
AkeAkeAke-Landscape-Pos.ai



Negative / black backgrounds
AkeAkeAke-Landscape-Neg.ai

Logo formats

Stamp version

The stamp versions are for when a colour in the circle or hei tiki arero clash or blend with the background colour.

AkeAkeAke-Portrait-Stamp-black.ai

White



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI

AkeAkeAke-Portrait-Stamp-white.ai

Black



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI

AkeAkeAke-Portrait-Stamp-black.ai

Clearspace & minimum size

The clearspace can be measured by the height of the letter 'A' from the logo.

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

Clearspace



Minimum size



Logo don'ts

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



Don't angle the logo.



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



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



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



Don't separate the Hei Tiki and Circle from the text, or adjust the spacing between the elements.



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



Don't distort the logo.



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



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



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI

Logo don'ts

Special considerations

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



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



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



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



It's a Hei Tiki 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

Logo 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 M 90 Y 58 K 15	C 0 M 58 Y 21 K 7	C 0 M 60 Y 80 K 0	C 0 M 29 Y 80 K 0	C 57 M 0 Y 45 K 0	C 60 M 0 Y 18 K 0
— Pantone 198C	— Pantone 701C	— Pantone 1575C	— Pantone 135C	— Pantone 3248C	— Pantone 3115C
Pair 1		Pair 2		Pair 3	

Te Reo Towns / Tāone Reo Māori logo

This year's focus *Te Reo Towns* is a celebration of the communities who have kept te reo Māori alive, and an invitation for all of Aotearoa to help it flourish into the future.

Te Taura Whiri i te Reo Māori (the Māori Language Commission) and Te Mātāwai are inviting towns and cities across the motu to boost te reo Māori so it is heard, seen and lived during Te Wiki and beyond.

The logo evokes road signs and incorporates the same Niho Taniwha design as the Ake Ake Ake logo.

Our logo comes in two versions: Te Reo Towns (English), and Tāone Reo Māori (te reo Māori). They are differentiated by their colour combination.

English



Positive / white backgrounds
TE-REO-TOWNS-LOGO-ENG-POS.ai

Te reo Māori



Positive / white backgrounds
TAONE-REO-MAORI-POS.ai



Negative / black backgrounds
TE-REO-TOWNS-LOGO-ENG-NEG.ai

Negative / black backgrounds
TAONE-REO-MAORI-NEG.ai

Combining the logos

Where space allows, both the Ake Ake Ake logo and Te Reo Towns / Tāone Reo Māori logo should be shown together in the proportions shown here.

Align the top and bottom corners of the Te Reo Towns logo with the top of the Hei Tiki and the baseline of the Ake Ake Ake text.



Use the width of the Hei Tiki as the minimum space between the logos.

Combining the logos

Where space allows, both the Ake Ake Ake logo and Te Reo Towns / Tāone Reo Māori logo should be shown together in the proportions shown here.

Align the top and bottom corners of the Te Reo Towns logo with the top of the Hei Tiki and the baseline of the Ake Ake Ake text.



Use the width of the Hei Tiki as the minimum space between the logos.

Clearspace & minimum size

The clearspace can be measured by the width of the letters 'RE' from each logo.

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

Clearspace



Minimum size



Logo don'ts

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



Don't angle or 'straighten' the logo.



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



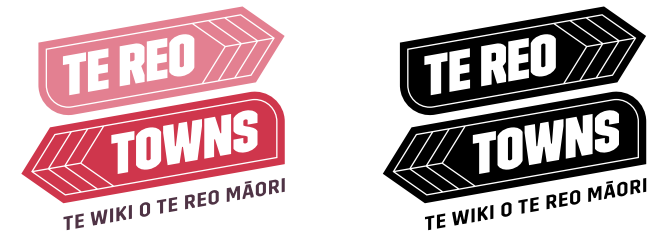
Don't rearrange the logo or adjust the spacing between the elements.



Don't distort the logo.



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



Signpost

The signpost combines the Hei Tiki and Te Reo Towns / Tāone Reo Māori logos into one graphic that can be used in social media posts, or printed as a physical 3D sign to use as a prop in photos.

The base of the signpost should always be at the base of any frame it appears in.





AKE AKE AKE
MŌ AKE TONU TE REO
KIA KAHA TE REO MĀORI



TE WIKI O TE REO MĀORI



TE WIKI O TE REO MĀORI

+64 4 471 0244 | comms@tetaurawhiri.govt.nz



**TE TAURA WHIRI
I TE REO MĀORI**
MĀORI LANGUAGE COMMISSION