

TIAKINA KAURI | KAURI PROTECTION PROGRAMME

KAURI FOREST SIGNAGE GUIDELINES

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TECHNICAL GUIDELINES FOR CUSTOMISING

These technical signage guidelines have been developed by the Tiakina Kauri | Kauri Protection programme to help achieve our mission of preserving Kauri for future generations. If you are creating signage for Kauri forests, please use these guidelines and the accompanying templates and iconography.

Note: these signage guidelines complement and build on the designs and kōrero of the [Tiakina Kauri Brand Guidelines](#).

The purpose of these guidelines is to support the updating of Kauri forest signage with optimistic and future-focused signage designs that reflect the Tiakina Kauri | Kauri Protection programme's shift in focus to Kauri 'ora' (health). The new designs honour the programme's partnership with mana whenua by reflecting Te Ao Māori in the design and incorporate the rules of the [National Pest Management Plan](#) for the protection of Kauri, as appropriate.

The new signage designs have been developed in consultation with members of the Tiakina Kauri | Kauri Protection programme to ensure that land managers and kaitiaki are able to create up-to-date, engaging, clear, and consistent Kauri forest signage that is relevant for their site/s.

Through language use and visual design, the new signage aims to build feelings of reverence towards Kauri, instil hope, and encourage people to follow the signage instructions to protect our precious taonga.

Optimism and reverence - remind people that they are entering a special space

Our goal is to instil a sense of optimism about the future of Kauri, and to inspire and empower people to help protect them. We aim to encourage people to follow correct hygiene protocols in Kauri forests, while also increasing understanding, goodwill and respect towards Kauri. As such, the tone of these signage designs:

- Honours a commitment to tangata whenua to stop using the word 'dieback'. This reflects a shift in the Tiakina Kauri | Kauri Protection programme's focus from Kauri sickness to Kauri 'ora' (health), and reflects a more holistic approach to Kauri health and wellbeing.
- Strikes a balance between empathetic and authoritative. We are reminding forest users that they are manuhiri (visitors) in these spaces, and that they are entering the whāre (house) of ancient giants.
- Balances instructional content with wording that builds reverence towards Kauri.
- Is clear and concise.

As the Kauri tree is inextricably interwoven with the Māori creation story, we are striving to achieve a sense of life and vitality in all Kauri forest signage.

KETE ARONUI¹ – TE AO MĀORI PHILOSOPHY

According to Māori philosophy and understanding of the spiritual world, cosmos, nature and the natural world, all trees come from the spiritual world and over time are gifted by spiritual ancestors to the natural, material worlds and humanity. The Kauri tree is among the most ancient in our part of the Universe. Its antecedents appeared during the Jurassic period, between 190 and 135 million years ago. It is thus a taonga tuku iho of the ancestral spiritual world of the Supreme Being, Io Matua Kore, followed through aeons to Ranginui and Papatūānuku, Father Sky and Mother Earth, and their child Tāne. All Kauri and other trees attest to the wonder of evolution, the ability of life to adapt to unexpected challenges, and to perpetuate itself over vast periods of time. Rooted securely in the earth, Kauri, like other trees, reaches for the heavens.

Kauri, as do other trees, consists of the following attributes. A Kauri has a tinana, rendered as its body; it is imbued at its birth with its own tapu, meaning its potentiality to be a remarkable tree, and it is the tapu of Tāne that gives to the Kauri its primary mana, its authority and status as a rangātira of the forest. The Kauri is a child of Tāne, Rangī and Papa, and ultimately of Io Matua Kore. From its conception it receives its own mauri, or life-force, from Io Matua Kore who inspired its name, Kauri. In Māori metaphysics, the name is closely connected with the very being of things of creation. The action of Io Matua Kore by giving the name established its mana and tapu, and in so doing its identity. It is from this action the Kauri takes its unique āhua or form.

It is the mauri that defines the nature of the Kauri, thus determining its specific characteristics. The mauri also binds the tinana to its wairua which is the spiritual kaitiaki or guardian that guides and protects it throughout its long life. Each Kauri has its own hau, another life force of Io Matua Kore which guides its capability to be productive as a Kauri tree. It is this productivity that gives sustenance and life to associated flora and fauna. Furthermore, the production of its unique male and female cones is the resilience expected of such a tree. The death of the Kauri occurs when its mauri separates itself from the tinana, for various reasons, thus releasing the wairua of the tree to return to its spiritual source. In this ethical view of life and of the natural world, all trees such as Kauri come from the spiritual world and are gifted to the cosmos, the natural material world and humanity.

This combination of unique spiritual, genetic and biological attributes enables each Kauri to grow according to its nature to be a rākau rangātira, a canopy tree of significance. Over its full life of 500 –2,000 years it becomes a kāinga, a habitat and home to a succession of creatures and other plant species. It thus protects and sustains specific birdlife such as Kākā, Kereru and other birds; its own family of insect life; and associated shrubs such as tree ferns, Nīkau palms, orchids, vines, and flowers. Finally, it creates continuously its own pā-kāinga around itself nurturing Rimu, Tōtara, Miro, Pūriri, Taraire and Kohekohe. It is in its nature to live a very, very long life, and grow to immense proportions, both width and height. According to tradition throughout its life cycles each Kauri is protected by its own wairua, its spiritual guardian from Io Matua Kore, and kaitiaki tāngata, the human guardians.

Nā te kī a Mānuka Henare. Excerpt from the writings of the late Dr Mānuka Henare (Te Rarawa, Te Aupōuri, Ngāti Kahu), who passed away 23 January 2021.

1 Kete aronui is one of the three baskets of knowledge that Tāne received when he climbed the heavens. This basket relates to knowledge acquired through careful observation of the environment. Also the basket of ritual, of literature, philosophy and is sometimes regarded as the basket of humanities. Moorfield, J. (2022, April 7). *Kete aronui*. Te Aka Māori Dictionary.

WHARE TAPA WHĀ MODEL - ORANGA WHENUA, ORANGA TANGATA

The Whare Tapa Whā model and the Kauri tree serve as poignant symbols of interconnectedness and equilibrium, allowing individuals to grasp the profound connection between personal well-being and the environment. Much like Kauri trees thrive in nutrient-rich soil, people, too, require nurturing care. The state of oranga, mirroring the serene ambiance of Kauri forests, underscores this vital correlation. The concepts of Taha whānau (family) and taha wairua (spiritual well-being) harmonise with the communal and spiritual facets of the Kauri tree, instilling a sense of duty, fostering connections, and ensuring sustainability for future generations through the acknowledgment of the intricate ties between well-being and the natural world.

The symbolism encapsulated in the kōwhaiwhai, representing hauora, aspiration, journey, and direction, is intricately intertwined with the very structure and pillars of Te Whare Tapa Whā. Each wall of the tapa whā functions as a canvas presenting a facet of this holistic hauora, further emphasising the interconnectedness of these elements.

The Kauri tree's interconnectedness is eloquently represented through its sprawling roots, embodying unity and a reliance on its surrounding environment. The unaunahi pattern, resembling fish scales, symbolises the Kauri's journey from the depths of the earth to the heights of the sky, forging a profound connection between its spirit and the vigor of growth. The Haehae design signifies the intertwined existence of life and memory, encapsulating the notion of legacy and nurturing a sense of belonging that transcends generations for the Kauri. The Tātai Mokowā, embodied by the intricate, unbroken roots of this noble rākau rangātira, underscores the profound interconnectedness between the Kauri tree and the whakapapa it shares with its environment.

In essence, "Oranga Whenua, Oranga Tangata" beckons us to appreciate the deep interdependence between the well-being of the land and the well-being of its inhabitants. It is an invitation to respect and nurture the harmonious relationship between human life and the environment, promoting a sustainable coexistence that respects the intricate bonds between all living entities and their surroundings. This philosophy champions the idea of stewardship of the land and encourages us to care for it as it cares for us, fostering a brighter future for generations to come.

Nā te kī a Mason Durie.

For further information about the kōwhaiwhai, unaunahi, haehae and tātai mokowā designs, please refer to the [Tiakina Kauri Brand Guidelines](#).

TE WHAKAMAHI I TE KAURI – THE USE OF KAURI

Before European settlers arrived in New Zealand, Kauri forests covered more than a million hectares of northern New Zealand. Less than 1% of this original Kauri forest now remains.¹ Māori used the timber of Kauri to build waka – canoes, and Kauri gum for a variety of purposes, including as an insecticide and to make torches.²

Early Europeans recognised the value of Kauri due to its high-quality timber. A Kauri timber industry developed in the 1820s and grew significantly through the mid-1800s, with large quantities of Kauri timber and gum used domestically and exported. By the 1930s most Kauri forest had been logged and only a few patches of mature Kauri remained.

In 1985 recognition of the intrinsic value of native forest finally led to the end of logging of live Kauri trees in state forests.³

HE MATE URUTĀ O TE KAURI – KAURI DISEASE

Kauri are threatened by a fungus-like pathogen called *Phytophthora agathidicida* (PA for short), which causes a disease (previously referred to as ‘dieback’ disease) that kills most – if not all – of Kauri it infects.

The pathogen infects Kauri trees through their roots and gradually restricts their ability to transport water and nutrients between their roots and their leaves, which eventually starves the Kauri.

There is no cure for this disease yet, and limited treatment options.

Symptoms of the disease include yellowing leaves, thinning canopy, dead branches and large amounts of bleeding resin/gum. The disease can affect single trees or entire stands of Kauri, and trees of any age. In older trees the symptoms may take years to become outwardly visible.

The PA pathogen is spread through the movement of soil – e.g. by boots and equipment, animal movement, and as a result of rainwater run-off.

- 1 Bradshaw, R. E., Bellgard, S. E., Black, A., Burns, B. R., Gerth, M. L., McDougal, R.L., Scott, P.M., Waipara, N.W., Weir, B.S., Williams, N.M., Winkworth, R.C., Ashcroft, T., Bradley, E. L., Dijkwel, P. P., Guo, Y., Lacey, R. F., Mesarich, C. H., Panda, P., Horner, I. J. (2020). *Phytophthora agathidicida*: research progress, cultural perspectives and knowledge gaps in the control and management of Kauri dieback in New Zealand. *Plant Pathology*, 69(1), 3 –16. <https://doi.org/10.1111/ppa.13104>
- 2 Department of Conservation (n.d). *The Science of Kauri Protection*. [Brochure]
- 3 Orwin, J. (2022, April 22). *Kauri Forest*. Te Ara Encyclopedia of New Zealand. <https://teara.govt.nz/en/Kauri-forest>



Design Elements

1.1 COLOURS

1.2 KŌWHAIWHAI BORDER

1.3 TYPEFACE

MAURI | GOLD

C=1
M=29
Y=100
K=0

R=250
G=185
B=21

PMS=130C

TE KORE | BLACK

C=0
M=0
Y=0
K=100

R=0
G=0
B=0

MĀRAMA | WHITE

C=0
M=0
Y=0
K=0

R=255
G=255
B=255

MAURI | GOLD

Mauri, a sacred concept deeply woven into the fabric of Māori culture, finds resonance in the captivating hue of gold. This symbiotic relationship extends its tendrils to the illustrious Kauri tree, creating a tapestry of meaning that encapsulates the essence of life and spirituality within the Māori worldview. The alchemy of gold and Mauri is not confined to symbolism alone but extends to the practical sphere. Through the wisdom inherited from their ancestors, the Māori recognised the potential held within the golden gum. By mixing the soot of burnt gum with oil or fat, they transformed it into a medium that not only adorned but also celebrated the human form. This process, rooted in tradition, rekindled the connection between the individual, their ancestral lineage, and the greater cosmos.

TE KORE | BLACK

Te Kore, with its profound black essence, stands as a symbolic gateway to a dimension that transcends our immediate reality, deeply resonating within the Te Ao Māori worldview. Rooted in the intricate tapestry of Māori artistic tradition, this distinctive hue holds the position of embodying the primordial darkness from which all life emerges—a concept intricately woven into the cultural fabric of Te Ao Māori. In the Te Ao Māori perspective, Te Kore is not just a mere colour; it is a profound narrative interwoven with the essence of Kauri, the revered giant of the forest. This deep black symbolises the sacred space where the potentiality of life and the very essence of being converge, mirroring the interconnectedness and symbiotic relationship within the natural world.

Beyond its visual impact, Te Kore becomes a conduit to a spiritual realm steeped in the teachings and wisdom of the ancestors, drawing from the Mātauranga Māori embedded in the mighty Kauri trees. It symbolises a profound connection to the cosmic forces that shape existence, reflecting the inherent understanding of the interconnectedness between humanity and the natural environment.

The resonance of strength within Te Kore aligns with the enduring nature of the Kauri trees, standing tall amidst the challenges of time. These towering giants embody the fortitude mirrored in the deep black shade, symbolising the strength and resilience embedded in Te Ao Māori worldview. Simultaneously, the elegance associated with Te Kore draws parallels with the graceful and intricate designs found in Māori art, reflecting a harmonious blend of power and beauty inspired by the Kauri's majestic presence.

In essence, Te Kore becomes a vessel for cultural ethos within Te Ao Māori—a hue that tells a story of creation, strength, and elegance intimately connected to the enduring spirit mirrored in the towering presence of the Kauri trees. It serves as a spiritual bridge, inviting contemplation of the profound depths from which life emerges and fostering a deep respect for the interconnectedness of all living beings in the rich tapestry of Te Ao Māori.

MĀRAMA | WHITE

Marama - White, in its purest form, encapsulates the essence of Te Ao Mārama – the realm of life and light where wisdom and understanding intertwine. Just as the Kauri stand as sentinels of time, they also stand as guardians of Te Ao their towering presence echoing the connection between the ethereal and the earthly. Their majestic forms become conduits that bridge the realms, channelling the brilliance of Te Ao Mārama to the very heart of the forest.

Kōwhaiwhai is a Māori artform that uses patterns to give meaning to stories. These kōwhaiwhai featured within our brand visualise our mission as Tiakina Kauri – the Kauri protection agency:

Just as Kauri entwine with others to protect the health of the forest, we work together to protect and preserve our Kauri Lands for future generations.

Our kōwhaiwhai recognise these connections and, through their twists and turns, acknowledge the challenges of working together, with the mahi continuing regardless.

The border design around the Kauri forest signs is Kōwhaiwhai 2 from the [Tiakina Kauri Brand Guidelines](#). This kōwhaiwhai represents health, abundance, journey and direction.

- On signage, the Kōwhaiwhai pattern should always be gold with a white border around it.



Use **Söhne Dreiviertelfett** for

- Headlines
- Iwi names
- Kauriprotection.co.nz
- Instructions (i.e. Scrub, Check, Spray, Stay)

Use Söhne Buch for all other information.

Söhne

WEIGHTS

Dreiviertelfett

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Buch

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2

Iconography

2.1 INTRODUCTION

2.2 ICON OVERVIEW

2.3 HYGIENE ICONS

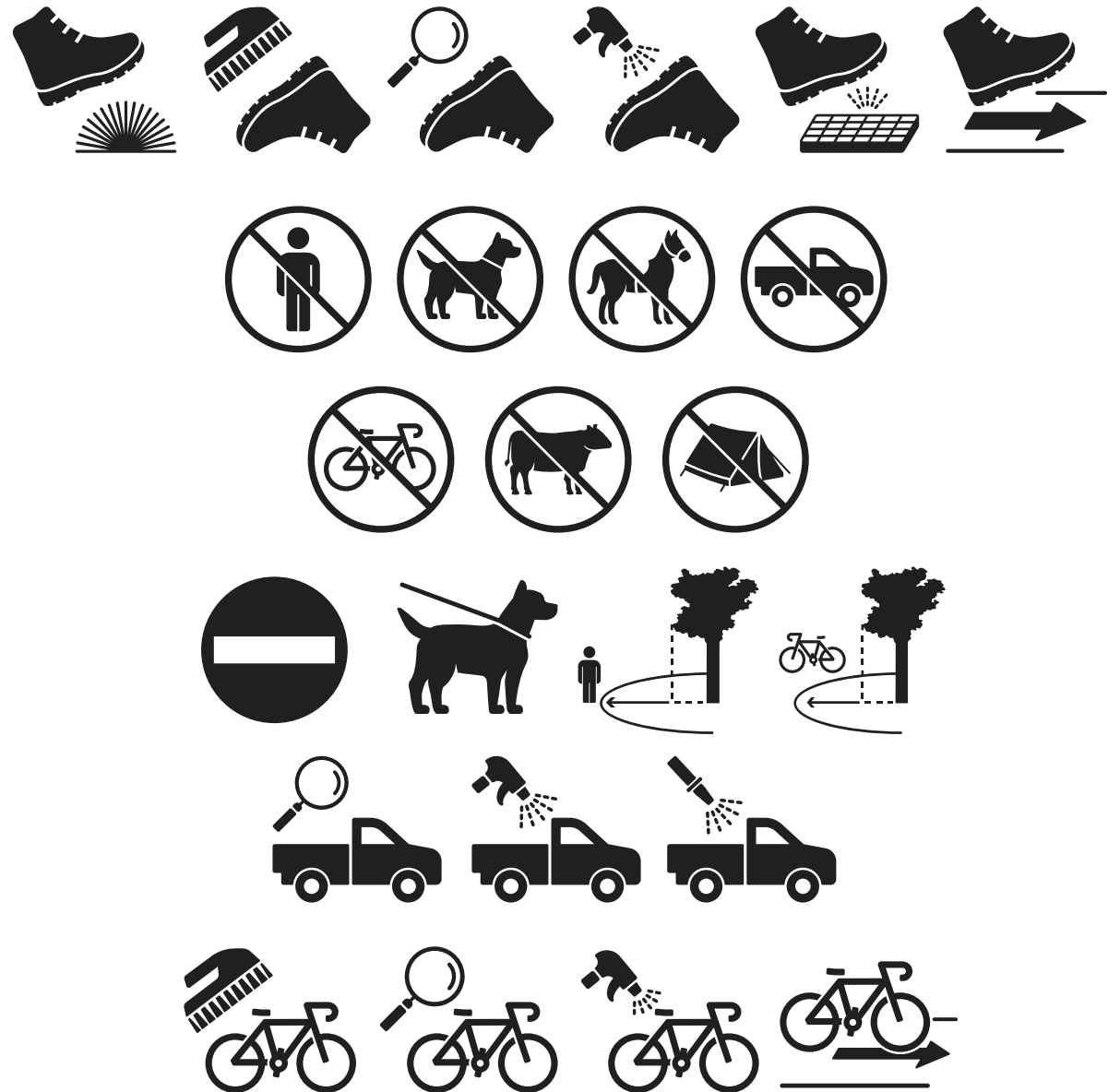
2.4 ADDITIONAL ICONS

We have developed a small range of key icons to support the new Kauri forest signage designs.

If you are creating a fully customised sign:

- Icons should always be black, to ensure a look and feel that is consistent with the standard signs.
- Icons should be scaled optically so they appear equal in size and importance.
- If you would usually use international industry standard icons instead of the additional icons available, you are welcome to use those instead.
- If the icon you need is not provided in these guidelines, please feel free to use or design your own.

This is our icon suite. These should be scaled optically so they appear equal in size and importance.



STANDARD HYGIENE ICONS

- Scrub
- Check
- Spray
- Stay

BICYCLE HYGIENE ICONS

- Scrub
- Check
- Spray
- Stay

VEHICLE HYGIENE ICONS

- Wash
- Check
- Spray

SCRUB



CHECK



SPRAY



STAY



SCRUB



CHECK



SPRAY



STAY



WASH



CHECK



SPRAY



ALTERNATIVE HYGIENE ICONS

- Scrub (with hand brush)
- Spray (with treadle)
- Stay (away from Kauri)
- Stay (away from Kauri, bicycle)

PEOPLE AND ACTIVITY ICONS

- People excluded
- No bicycles
- No vehicles
- No camping

ANIMAL ICONS

- Dogs on leash
- No dogs
- No horses
- Stock excluded

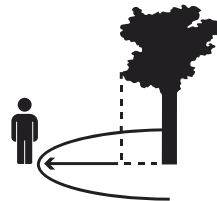
SCRUB (with hand brush)



SPRAY (with treadle)



STAY (away from Kauri)



STAY (away from Kauri, bicycle)



PEOPLE EXCLUDED



NO BICYCLES



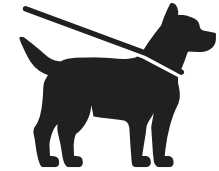
NO VEHICLES



NO CAMPING



DOGS ON LEASH



NO DOGS



NO HORSES



STOCK EXCLUDED



3

Signage Principles, Sizes, and Logo Guidance

3.1 SIGNAGE PRINCIPLES

3.2 SIZES

3.3 LOGO GUIDANCE

HEADLINE

ANCIENT KAURI GROW HERE

- If the land manager determines that using the term “Ancient” will cause confusion with the public, the word “Ancient” can be omitted so that the heading reads “Kauri Grow Here”.

LOGO USAGE

- Logos of groups supporting the messaging of any given sign may be included as relevant for the site. However, permission must first be obtained by those groups for their logos to be included.
- Logos may not be included on a sign without permission.
- The Tiakina Kauri logo can be included to reflect the Kauri Protection programme as a whole. If there are circumstances in which it is not appropriate to use the Tiakina Kauri logo, it can be removed.
- See Logo Guidance on page 23 for more information about using logos.

IWI/KAITIAKI NAME

- The inclusion of the name of the Iwi/kaitiaki is a reflection of this programme's partnership with mana whenua and we encourage it wherever possible. In the event it is not relevant/appropriate to name the Iwi/kaitiaki on a particular sign, it may be omitted. Examples below:
- On large cleaning stations, if the line naming the Iwi who are kaitiaki is removed the “Nau mai, haere mai.” line should be centred over the “Welcome” wording.
- On small cleaning stations, if the line naming the Iwi who are kaitiaki is removed, it should be replaced with “Nau mai, haere mai.”

LANGUAGE

- Land managers should install signage in the language that is most appropriate for the site.
- We encourage the use of bilingual signs whenever appropriate.
- English and bilingual sign templates are provided for all of the standard (not fully customisable) sign designs.
- In the event a fully Te Reo sign is desired, we recommend that it is developed in the dialect local to the site. Fully customisable templates of the standard signs are available for this purpose.

CLEANING STATIONS

If cleaning station signs are double-sided, wording on the reverse side can be adapted as appropriate, e.g.:

- Farewell from the home of ancient Kauri
- Thank you for staying on the track

See pages 35 and 37 for examples.

SIGN MATERIALS AND INSTALLATION

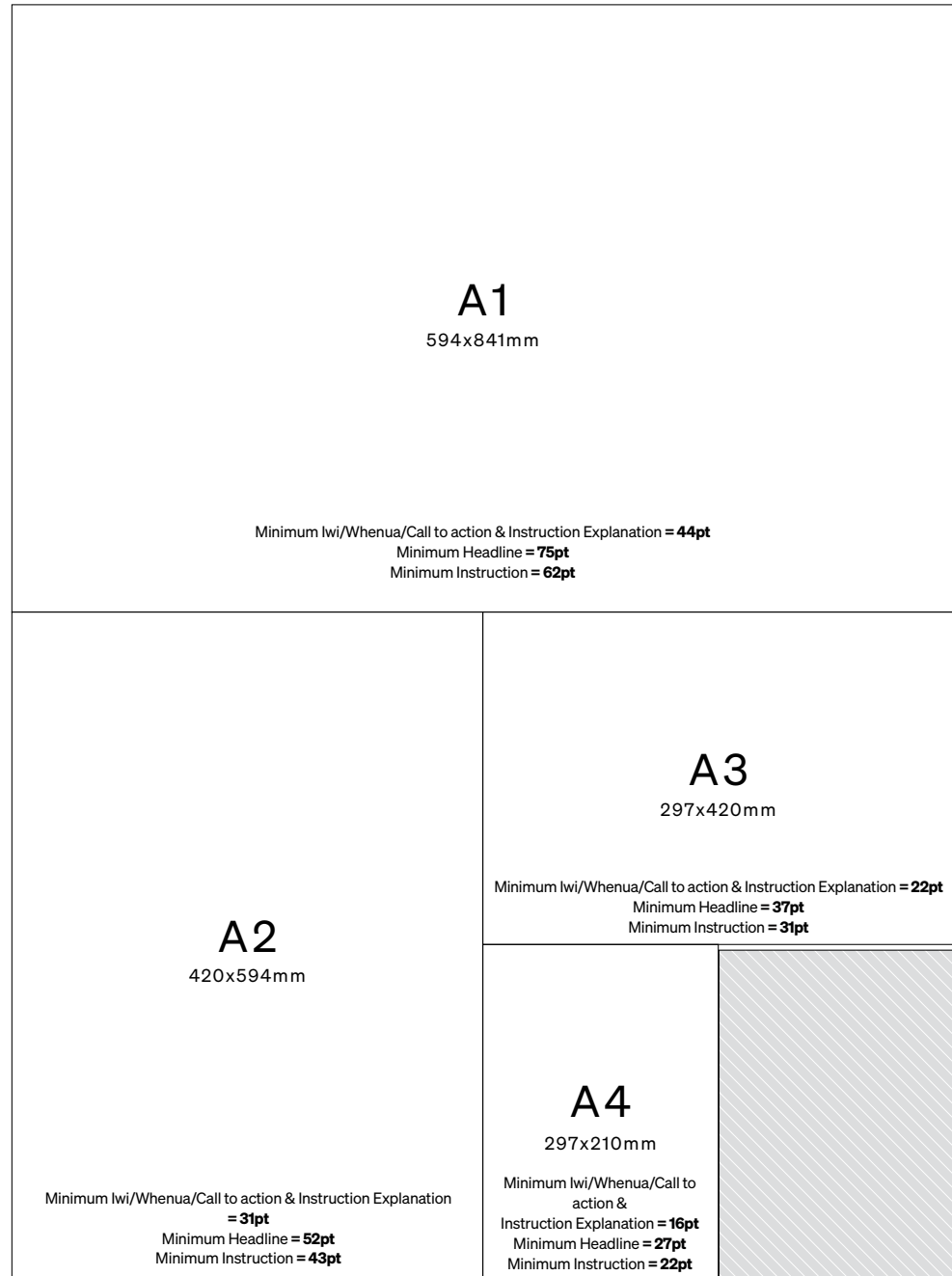
- The scope of these guidelines is limited to signage designs and templates, and excludes technical specifications relating to signage materials and installation.
- Land managers and kaitiaki are responsible for the production and installation of signage.
- When producing and installing these signs we recommend the use of whatever materials are normally used for signage, including mounting posts etc.
- We support carved posts and similar customisations being created to complement the signs, if appropriate for the site.

Standalone signs should always be produced in A series format with A4 being the minimum approved size.

Signage is usually in portrait format. Single language signs (either English or Te Reo) can be designed in landscape format, **but bilingual (Te Reo & English) signs with any instructional information cannot.**

Although creative can be scaled up and down to fit the output, please ensure A3 & A4 signage meets the minimum type sizes.

Note: The same minimum type sizes are used for both portrait and landscape layouts.



EXAMPLES OF LOGO POSITIONS

Permission for logo use

- Logos may not be included on a sign without permission.

Logo quality

- Logos must be high-resolution.

Logo colour

- On white backgrounds (i.e. at the bottom of standalone signs), full colour logos should always be used, if available.
- On gold backgrounds (i.e. on the roof sign of the large cleaning station), black logos must be used.

Logo position

- If there is one logo: centre the logo.
- If there are two logos: either (a) place one logo in each corner, equidistant from the border OR (b) centre both logos.
- If there are three or more logos: centre the logos.
- See right and page 24 for examples

Tiakina Kauri logo

- Either the primary or horizontal Tiakina Kauri logo can be used.
- The primary logo works well when it's the only logo, or if other logos are similar in shape.
- The horizontal logo works well alongside longer logos.
- See the [Tiakina Kauri Brand Guidelines](#) for more information about the Tiakina Kauri logo.

Department of Conservation (DOC) logo

- The DOC logo may not be used without DOC approval.
- If you would like the DOC logo included on your signage, please contact DOC's Creative Services team at creativeservices@doc.govt.nz.



1 — One logo example
This is the primary Tiakina Kauri logo.



2 — Two logo example
This uses the horizontal Tiakina Kauri logo.



EXAMPLES OF LOGO POSITIONS

3 — Three logo example



3 — Three logo example



4 — Three logo example of a cleaning station roof sign



4

Standard Templates

4.1 INTRODUCTION & WELCOMING

4.2 ON-TRACK

4.3 OFF-TRACK

4.4 SMALL CLEANING STATION

4.5 LARGE CLEANING STATION

ENGLISH

Standard size: A4

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Intro & Welcoming_English_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

Reverential wording lives in the gold space.

Instructional wording lives in the white space.

 **Customisable Text**



TE REO — ENGLISH

Standard size: A4**Design notes:**

- The same font size is used for both the English and Te Reo text.
- The text in Te Reo appears above or before the English text.

The following text on this sign is customisable:**Iwi name/s**

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Te Reo text

- The text in Te Reo can be replaced with the equivalent text in a local dialect of Te Reo if desired.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Intro & Welcoming_Bilingual_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

 **Customisable Text**

Reverential wording lives in the gold space.

Nau mai, haere mai.
Ko Te Roroa
 ngā kaitiaki o tēnei ngahere.

KEI KONEI TE KAURI
 TAKETAKE E TUPU ANA

**ANCIENT KAURI
 GROW HERE**

Instructional wording lives in the white space.

Mā te mahi tahi ka haumaruru
 te Kauri mō ngā uri whakatupu

**Together we can protect Kauri
 for future generations**

Follow the rules to protect our taonga:
kauriprotection.co.nz



ENGLISH

Standard size: A4

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_On-track_English_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

 **Customisable Text**

Reverential wording lives in the gold space.

Instructional wording lives in the white space.



Ko Te Roroa
ngā kaitiaki o tēnei ngahere.

ANCIENT KAURI GROW HERE

To protect Kauri, please

- 1**  **Scrub**
all dirt off footwear and gear.
- 2**  **Check**
they are dirt-free.
- 3**  **Stay**
on the track and give Kauri space.

Follow the rules to protect our taonga:
kauriprotection.co.nz



TE REO — ENGLISH

Standard size: A4

Design notes:

- The same font size is used for both the English and Te Reo text.
- The text in Te Reo appears above or before the English text.

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Te Reo text

- The text in Te Reo can be replaced with the equivalent text in a local dialect of Te Reo if desired.
- The Te Reo hygiene instructions (“Horoia”, “Tirohia” etc.) can be made bold if preferred.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_On-track_Bilingual_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

Reverential wording lives in the gold space.

Instructional wording lives in the white space.

Customisable Text

Ko Te Roroa
ngā kaitiaki o tēnei ngahere.

**KEI KONEI TE KAURI
TAKETAKE E TUPU ANA
ANCIENT KAURI GROW HERE**

**Kia haumarū tonu te Kauri, tēnā
To protect Kauri, please**

1  **Horoia | Scrub**
all dirt off footwear and gear.

2  **Tirohia | Check**
they are dirt-free.

3  **Kaua e uru atu | Stay**
on the track and give Kauri space.

Follow the rules to protect our taonga:
kauriprotection.co.nz

**TIAKINA
KAURI
KAURI PROTECTION**

ENGLISH

Standard size: A4

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Off-track_English_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

Reverential wording lives in the gold space.

Instructional wording lives in the white space.

Customisable Text

Ko Te Roroa
ngā kaitiaki o tēnei ngahere.

ANCIENT KAURI GROW HERE

Clean dirt off all your items to protect Kauri

- 1**  **Scrub**
dirt off items that may touch the forest floor.
- 2**  **Check**
they are dirt-free.
- 3**  **Spray**
with disinfectant, when available.
- 4**  **Stay**
away from Kauri trees and roots.

Follow the rules to protect our taonga and avoid a fine:
[kauriprotection.co.nz](https://www.kauriprotection.co.nz)

TIAKINA KAURI
KAURI PROTECTION

TE REO — ENGLISH

Standard size: A4

Design notes:

- The same font size is used for both the English and Te Reo text.
- The text in Te Reo appears above or before the English text.

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Te Reo text

- The text in Te Reo can be replaced with the equivalent text in a local dialect of Te Reo if desired.
- The Te Reo hygiene instructions (“Horoia”, “Tirohia” etc.) can be made bold if preferred.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Off-track_Bilingual_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

Reverential wording lives in the gold space.

Instructional wording lives in the white space.

Customisable Text

Ko Te Roroa
ngā kaitiaki o tēnei ngahere.

**KEI KONEI TE KAURI
TAKETAKE E TUPU ANA
ANCIENT KAURI GROW HERE**

Whakapaipai i ō rawa katoa kia tiakina ngā Kauri
Clean dirt off all your items to protect Kauri

- 1  **Horoia | Scrub**
all dirt off items that may touch the forest floor.
- 2  **Tirohia | Check**
they are dirt-free.
- 3  **Wairehutia | Spray**
with disinfectant, when available.
- 4  **Kaua e uru atu | Stay**
away from Kauri trees and roots.

Follow the rules to protect our taonga and avoid a fine:
kauriprotection.co.nz



ENGLISH

Standard size: A4

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Small Cleaning Station_English_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

Reverential wording lives in the gold space.

Instructional wording lives in the white space.

 Customisable Text



TE REO — ENGLISH

Standard size: A4

Design notes:

- The same font size is used for both the English and Te Reo text.
- The text in Te Reo appears above or before the English text.

The following text on this sign is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Te Reo text

- The text in Te Reo can be replaced with the equivalent text in a local dialect of Te Reo if desired.
- The Te Reo hygiene instructions (“Horoia”, “Tirohia” etc.) can be made bold if preferred.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Small Cleaning Station_Bilingual_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

Reverential wording lives in the gold space.





Instructional wording lives in the white space.

Customisable Text

Ko Te Roroa
ngā kaitiaki o tēnei ngahere.

**KEI KONEI TE KAURI
TAKETAKE E TUPU ANA
ANCIENT KAURI GROW HERE**

Cleaning Station
Kia haumarū tonu te Kauri, tēnā
To protect Kauri, please

- 1**  **Horoia | Scrub**
all dirt off footwear and gear.
- 2**  **Tirohia | Check**
they are dirt-free.
- 3**  **Wairehutia | Spray**
with disinfectant, when available.
- 4**  **Kāua e uru atu | Stay**
on the track and away from Kauri.

Follow the rules to protect our taonga and avoid a fine:
kauriprotection.co.nz

**TIAKINA
KAURI**
KAURI PROTECTION

ENGLISH: FRONT SIDE

The following text on the large cleaning station signage is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Directional wording

- If needed, instructional wording relating to directions (exit, entry etc.) can be incorporated to accommodate the needs of the site.

Please read the Signage Principles on page 19 before customising your sign.

Design template name:

Tiakina Kauri_Large Cleaning Station_English

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

■ Customisable Text



Reverential wording lives in the gold space.

Instructional wording lives in the white space.



ENGLISH: REVERSE SIDE

Wording on the reverse of cleaning stations can be customised as appropriate for the site. Example templates are provided (see right), but you are welcome to use your own wording.

- If you customise the wording, please retain the same overall layout and spacing as these templates, to ensure clarity and legibility.

Te Reo message at the top of the reverse roof sign

- Wording options for the message in Te Reo at the top of the reverse roof sign templates are below. You are welcome to use your own wording.

Te Reo wording options <i>(message at the top of the reverse roof sign)</i>	English meanings <i>(not included on the sign)</i>
Mā te mahi ngātahi ka taea e tātou te rauhi i te anamata o te Kauri	Together we can protect the future of Kauri.
Tiaki tō tātou ngahere.	Look after / care for our ngahere.
Toitū te whenua, Toitū te Kauri.	The land and the Kauri remain steadfast.
He waka eke noa.	We are all in this together.

Design template name:

Tiakina Kauri_Large Cleaning Station_English_Reverse

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.



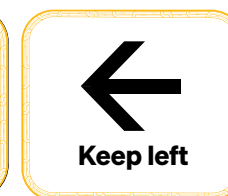
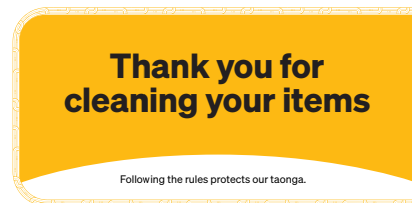
EXAMPLE TEMPLATES FOR SIGNAGE ON THE REVERSE OF CLEANING STATIONS (ENGLISH)

Customisable Text

Roof sign options



Wing sign option



Wing sign option



TE REO — ENGLISH: FRONT SIDE

Design notes:

- The same font size is used for both the English and Te Reo text.
- The text in Te Reo appears above or before the English text.

The following text on the large cleaning station signage is customisable:

Iwi name/s

- The name/s of one or more Iwi may be included.

Whenua

- The name of the whenua may be customised.

Logos

- Logos should be contained within 18% of the Y axis and be centered vertically and horizontally within this space.
- Logos may only be used with permission.

Directional wording

- If needed, instructional wording relating to directions (exit, entry etc.) can be incorporated to accommodate the needs of the site.

Te Reo text

- The text in Te Reo can be replaced with the equivalent text in a local dialect of Te Reo if desired.
- The Te Reo hygiene instructions (“Horoia”, “Tirohia” etc.) can be made bold if preferred.

Please read the Signage Principles on page 19 before customising your signage.

Design template name:

Tiakina Kauri_Large Cleaning Station_Bilingual

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.



Customisable Text



Reverential wording lives in the gold space.

Instructional wording lives in the white space.



TE REO — ENGLISH: REVERSE SIDE

Wording on the reverse of cleaning stations can be customised as appropriate for the site. Example templates are provided (see right), but you are welcome to use your own wording.

- If you customise the wording, please retain the same overall layout and spacing as these templates, to ensure clarity and legibility.

Te Reo message at the top of the reverse roof sign

- Wording options for the message in Te Reo at the top of the reverse roof sign templates are below. You are welcome to use your own wording.

Te Reo wording options <i>(message at the top of the reverse roof sign)</i>	English meanings <i>(not included on the sign)</i>
Mā te mahi ngātahi ka taea e tātou te rauhi i te anamata o te Kauri	Together we can protect the future of Kauri.
Tiaki tō tātou ngahere.	Look after / care for our ngahere.
Toitū te whenua, Toitū te Kauri.	The land and the Kauri remain steadfast.
He waka eke noa.	We are all in this together.

Design template name:

Tiakina Kauri_Large Cleaning Station_Bilingual_Reverse

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.



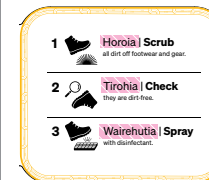
EXAMPLE TEMPLATES FOR SIGNAGE ON THE REVERSE OF CLEANING STATIONS (BILINGUAL)

Customisable Text

Roof sign options



Wing sign option



Wing sign option



5

Fully Customisable Templates

5.1 SINGLE ICON

5.2 PA POSITIVE SITES / NO ACCESS

5.3 PRIVATE PROPERTY

5.4 HORIZONTAL LAYOUT

5.5 ROADSIDE CONCEPT

Single icon signs are used to convey one key message.

The text and icon on this sign are fully customisable. It is important to maintain a look and feel that is consistent with the standard programme signage.

Before customising your sign, please read:

- Signage Principles on page 19
- Section 6: Technical guidelines for customising signs

Design template names:

Tiakina Kauri_Single Icon-On-track_A4
 Tiakina Kauri_Single Icon-Track Closed_A4

Please email us at: Kauriprotection@mpi.govt.nz
 to request access to the design templates.

EXAMPLES OF SINGLE ICON SIGNS

 Customisable Text

Reverential wording
 lives in the
 gold space.

Instructional wording
 lives in the
 white space.



The messages required for a PA positive site may vary, so the text and icon on this sign are fully customisable.

It is important to maintain a look and feel that is consistent with the standard programme signage.

Logos of groups supporting the messaging may be included if permission is obtained.

Suggestions for other phrases that can be used include:

- Pathogen present – do not move soil
- Private Property
- Please keep out

Before customising your sign, please read:

- Signage Principles on page 19
- Section 6: Technical guidelines for customising signs

Design template name:

Tiakina Kauri_PA Positive_A4

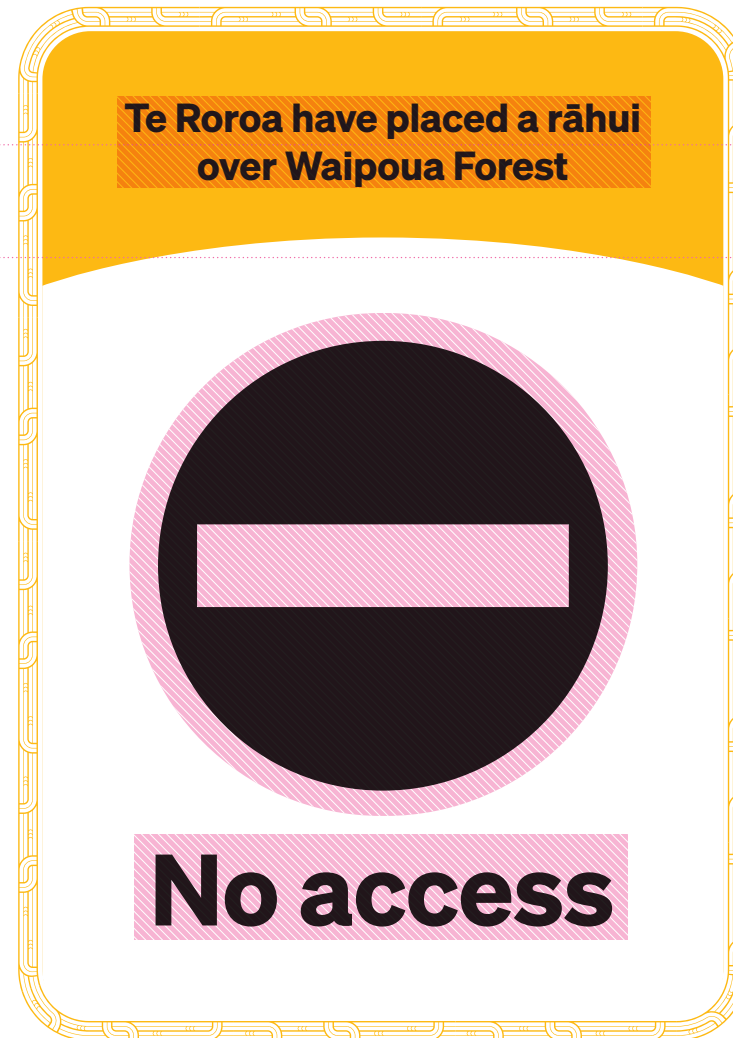
Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

EXAMPLE OF A PA POSITIVE SITE SIGN

■ Customisable Text

Reverential wording lives in the gold space.

Instructional wording lives in the white space.



The messages required for private properties vary, so the text and icon on this sign are fully customisable.

It is important to maintain a look and feel that is consistent with the standard programme signage.

Logos of groups supporting the messaging may be included if permission is obtained.

Before customising your sign, please read:

- Signage Principles on page 19
- Section 6: Technical guidelines for customising signs

Design template name:

Tiakina Kauri_Private Property Signs_A4

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

EXAMPLES OF PRIVATE PROPERTY SIGNS

 Customisable Text

Reverential wording lives in the gold space.

Instructional wording lives in the white space.



If required, single language signs (either English or Te Reo) can be created in a horizontal layout format, as per this example.

The text and icons on this sign are fully customisable. It is important to maintain a look and feel that is consistent with the standard programme signage.

Before customising your sign, please read:

- Signage Principles on page 19
- Section 6: Technical guidelines for customising signs

Design template name:

Tiakina Kauri_Horizontal Concept

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.

EXAMPLE OF A HORIZONTAL SIGN LAYOUT

 Customisable Text

Reverential wording lives in the gold space.

Instructional wording lives in the white space.



This is an example of a road sign concept that aligns with the new Kauri forest signage designs.

A final road sign design would need to be developed by land managers and/or kaitiaki in accordance with the requirements of the authorities relevant to the site – e.g. councils and/or NZTA.

The text and icons on this sign are fully customisable.

Please read the following information when customising your road sign to ensure you maintain a look and feel that is as consistent as possible with the standard programme signage:

- Signage Principles on page 19
- Section 6: Technical guidelines for customising signs

Design template name:

Tiakina Kauri_Road Sign Concept

Please email us at: Kauriprotection@mpi.govt.nz to request access to the design templates.



ROAD SIGN CONCEPT

 **Customisable Text**

Reverential wording
lives in the gold space.

Instructional wording
lives in the white space.



6

Technical Guidelines for Customising

6.1 INTRODUCTION

6.2 COLOUR HIERARCHY

6.3 BASE DOCUMENT CONSTRUCTION

6.4 LAYOUT PRINCIPLES

6.5 MESSAGE HIERARCHY

6.6 TYPESETTING

This section contains technical guidelines to help you create customised signs that are consistent with the look and feel of the standard signs.

Please ensure you have also read the Signage Principles on page 19.

When creating customised signs please ensure you:

- Use wording that is concise and clear
- Do not use fatalistic wording such as “dieback”, “danger” or “caution”
- Use the heading “Ancient Kauri Grow Here” whenever possible
- Place reverential wording in the gold part of the sign
- Place instructional wording in the white part of the sign
- Follow the technical guidelines in this section.

REVERENTIAL WORDING

Headline, welcome and Iwi name/s live within the gold space to draw attention.

Copy is always Black.

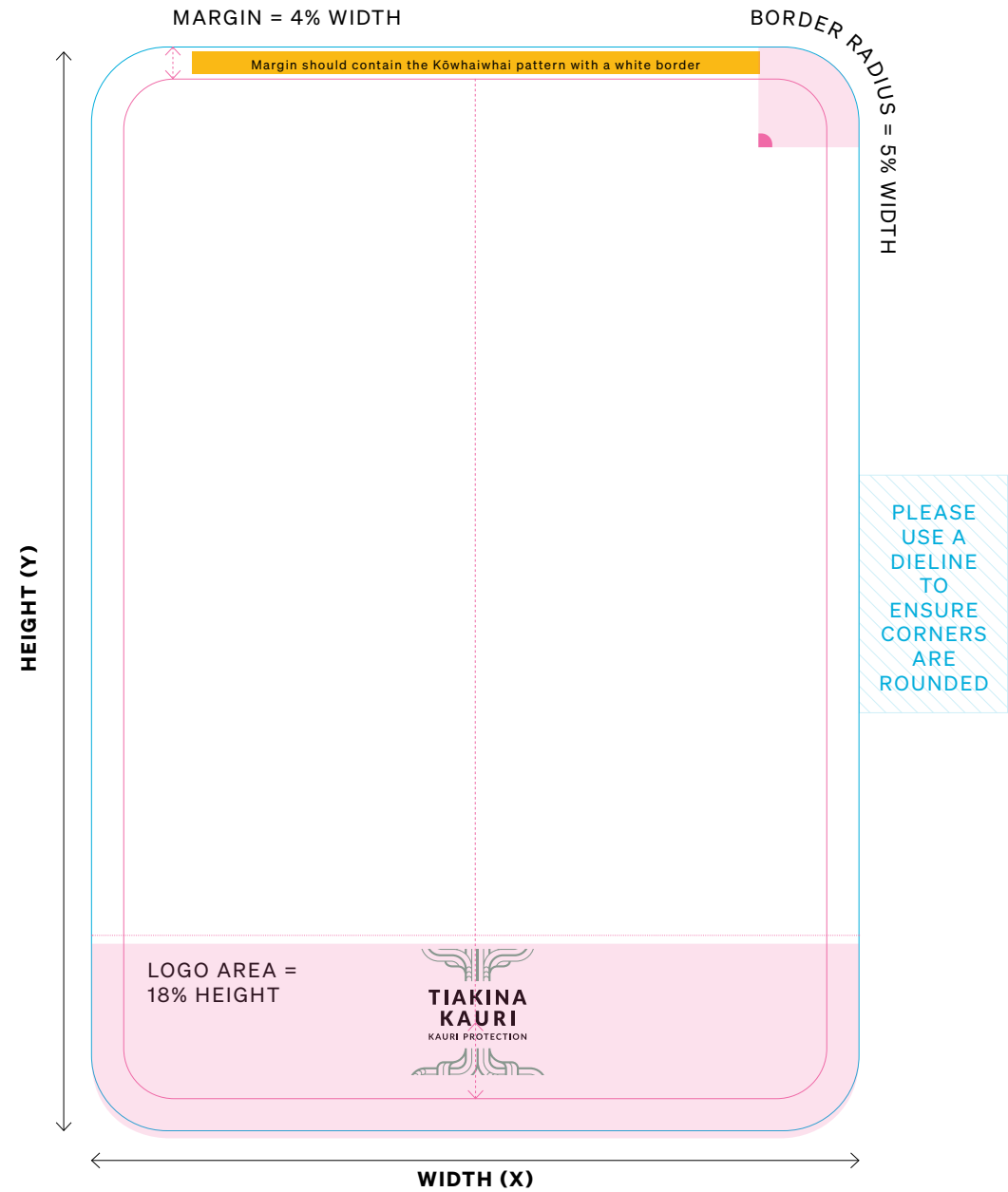
INSTRUCTIONAL WORDING

Informative and instructional text lives within the white space.

Copy is always Black.

Templates are available for all signage included in these guidelines, however if you need to create a sign from scratch please follow these construction guidelines.

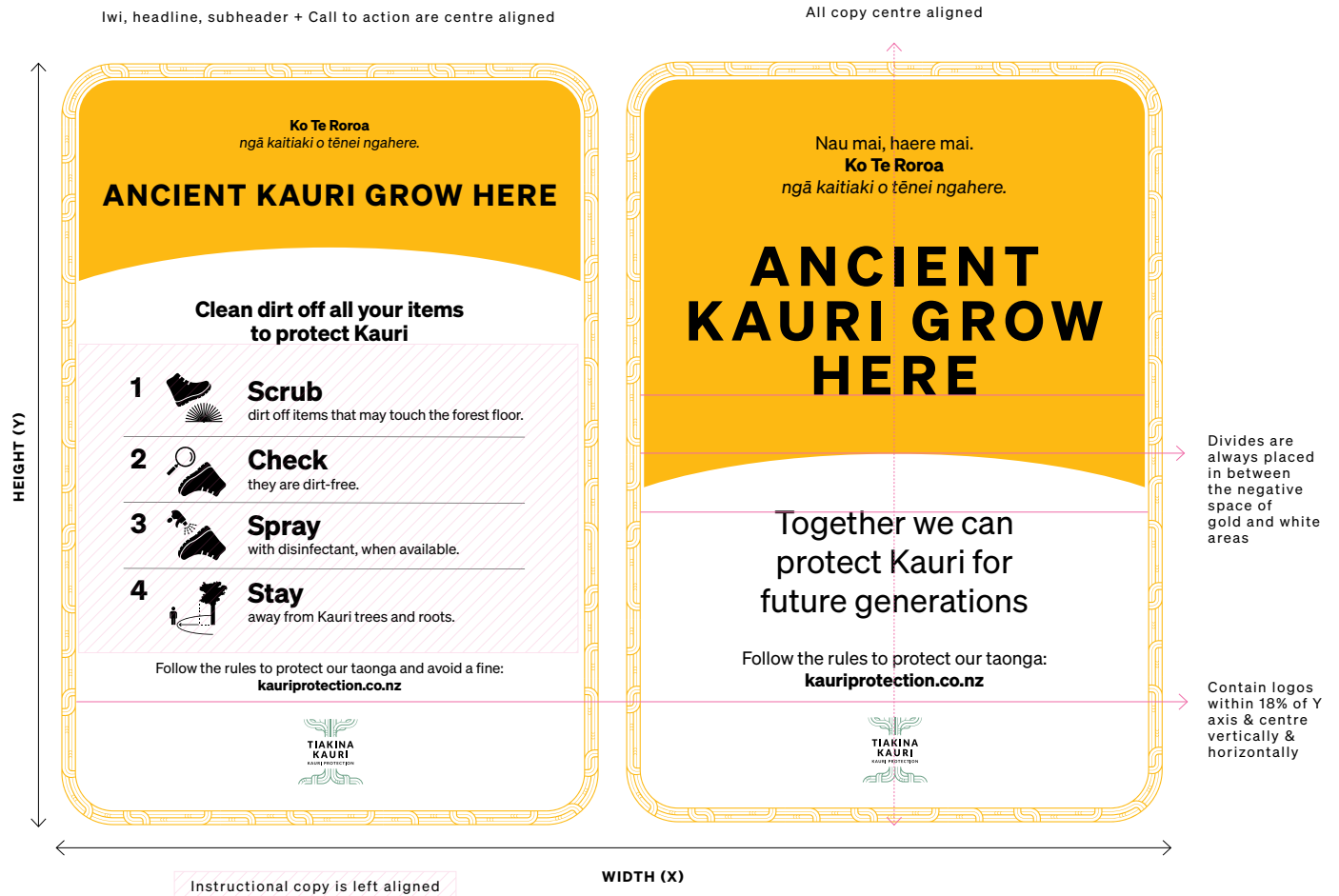
- Allow for a 5mm bleed on print ready files
- The signs should be die cut so they have round edges



BORDER + MARGINS ARE CALCULATED USING THE WIDTH

Generally, the sign needs to feel as if it is spacious to give the sense of breathability and respect to Kauri.

Allow for an even sense of space between sections.



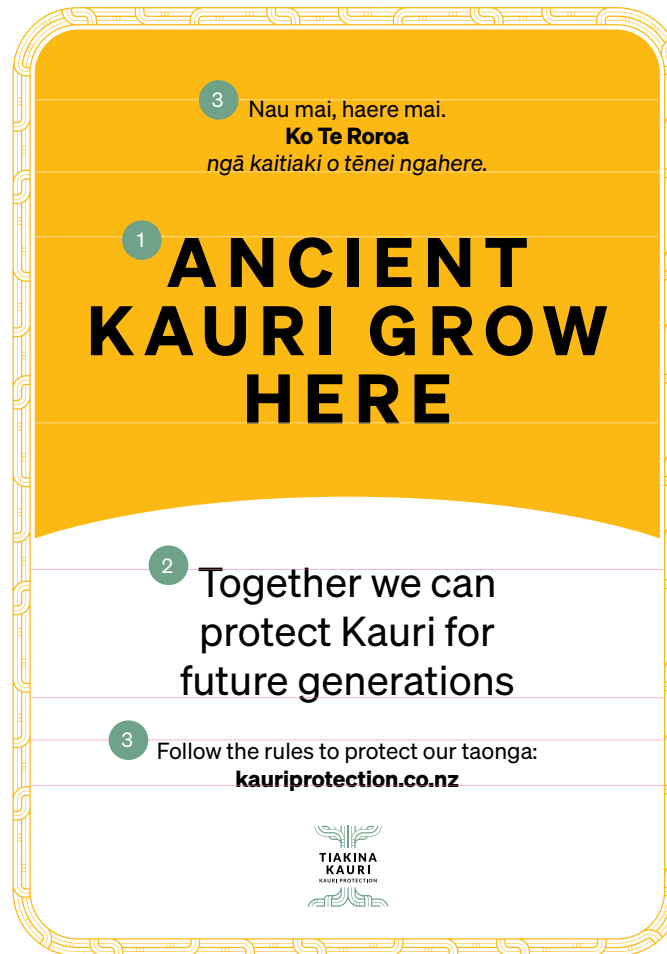
Message hierarchy varies between signs, depending on what the key message is.

On the Introduction & Welcoming sign, the message hierarchy is:

- 1 Large - Headline
- 2 Medium - Informative text
- 3 Small - Iwi name/s and Call to action

On an instructional sign, the message hierarchy is:

- 1 Large - Instructions (e.g. Spray)
- 2 Medium - Headline and subheading
- 3 Small - Iwi name/s and Call to action



The hero headline should always:

- Be vertically centered
- Set in all caps
- Have no punctuation

Executions with the hero headline on one line house more information, so the tracking is tightened up.

- 75+ Tracking

Executions with the hero headline across multiple lines aren't as information heavy, so we give the headlines more space to breathe.

- 150+ tracking
- 100% Leading

ANCIENT KAURI GROW HERE

Tracking: 75

ANCIENT
KAURI GROW
HERE

Leading: 100%

Tracking: 150

ANCIENT KAURI
GROW HERE

Leading: 100%

Tracking: 150

- lwi & call to action should be set at the same point size.
- **lwi bolded** and on its own line. If there are multiple, follow:
 - **“Ko Te Roroa me Ngāti Whatua”**
 - **“Ko Te Roroa, Ngāti Whatua me Ngāti Kuri”**
- **URL bolded** and on its own line.
- 0 Tracking
- 120% Leading
- Vertically centered
- Sentence Case

Nau mai, haere mai.

Leading: 120%

Ko Te Roroa

ngā kaitiaki o tēnei ngahere.

Tracking: 0

Follow the rules to protect our taonga:

Leading: 120%

kauriprotection.co.nz

Tracking: 0

If you have any questions about using or customising these sign designs,
or to request the sign design templates, please contact Tiakina Kauri:
kauriprotection@mpi.govt.nz