

14 July 2022

s9(2)(a)

Ko na mauri s9(2)(a)

## RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST

On 15 June 2022, you contacted the Ministry for Pacific Peoples (the Ministry) requesting, under the Official Information Act 1982 (OIA), information regarding the use of te Reo Māori and Pacific languages. I have outlined your specific requests and my responses to each below.

- *Any documents containing the ministry's policy/templates on the use of te reo Māori or Pacific languages in external and internal communications, briefings, and documents*

The Ministry values its special relationship with tangata whenua and is committed to doing everything it can to help revitalise Aotearoa's indigenous language. To that end, the Ministry has developed a te Reo Māori plan - *Tauhi Vaha me te Tiriti o Waitangi me te Reo Māori* which was approved by Te Taura Whiri i te Reo Māori in April 2021. Tauhi Vaha is a Tongan term which refers to nurturing the unique kinship relationship that Māori have with Pacific peoples. I have enclosed a copy of the plan with this letter (refer Appendix A).

The Ministry recognises the importance of Pacific languages and culture, and Ministry staff incorporate elements of Pacific language into their work as part of business as usual. Accordingly, the Ministry does not have a formal policy focused solely on the use of Pacific languages in external and internal communications, briefings, and documents.

However, the Ministry's Brand Guidelines do refer to using Pacific languages in Ministry communications. I have enclosed a copy of these guidelines with this response (refer Appendix B). I have also enclosed two excerpts which refer to the use of Pacific languages and incorporating Pacific values into Ministry work from the Ministry's *Ministerial Guidelines for working with the Minister's Office* (refer Appendix C).

- *Any correspondence or directives from the Minister or their office about the use of te reo Māori or Pacific languages in external and internal communications, briefings, and documents*

In response to this part of your request, I have enclosed two excerpts from minutes for officials meetings with the Minister for Pacific Peoples, Hon Aupito William Sio, wherein the Minister has directed the Ministry to use Pacific language in certain contexts (refer Appendix D). Some information has not been provided as it is out of scope of the request.

In line with standard OIA practice, the Ministry proactively publishes its responses to OIA requests. As such, this letter will be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your company.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: [oia\\_requests@mpp.govt.nz](mailto:oia_requests@mpp.govt.nz).

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Ko rabwa

A handwritten signature in black ink, reading "Seti Talamaivao". The signature is written in a cursive, flowing style.

Fonoti Seti Talamaivao  
**Acting Deputy Secretary,**  
**Office of the Secretary for Pacific Peoples**

TAUHI VAHĀ (Lea faka-Tonga)  
NURTURING RELATIONSHIPS –  
TE TIRITI O WAITANGI, TE REO ME ŌNA  
TIKANGA PROJECT PLAN

PROJECT OWNERS

Aiono Matthew Aileone & Tuiloma Lina Samu

PURPOSE

Te Manatū o ngā Iwi o Te Moana-nui-ā-Kiwa, the Ministry for Pacific Peoples (the Ministry/ MPP) is determined to uphold and honour Te Tiriti o Waitangi, Te Reo Māori me ōna tikanga. We are compelled to do so as a government ministry. We also acknowledge Pacific peoples share an ancient genealogical template with Māori as our Moana-nui-ō-Kiva whanaunga/ relatives. Māori refer to Pacific as ‘tuakana’ or the elder siblings and to themselves as ‘teina’ the younger siblings. MPP must do our part to raise awareness, knowledge and practical engagement with Māori state sector agencies; iwi me hapū. We want to consolidate our tuakana-teina (Te Reo me Te Reo Kūki ‘Āirani Māori) | ta’okete-tehina (Lea Faka-Tonga) | taokete-tesina (Vagahau Niue) relationship/ partnership with relevant and appropriate tangata whenua and mana whenua organisations and groups in Aotearoa.

SCOPE

The scope of this project covers the entire staff of the Ministry with a comprehensive Te Tiriti, Te Reo me ōna tikanga programme to be delivered at future MPP staff inductions, workshops and opportunities.

SUCCESS CRITERIA

1. Every person in MPP will be able to participate in #MyMihi. Ko \_\_\_\_\_ tōku ingoa | Nō \_\_\_\_\_ ōku tupuna | E noho ana ahau ki \_\_\_\_\_; Know the mana whenua in their area; Use Te Reo in emails e.g Kia ora | Tēnā koutou | Noho ora mai
2. The usage of Te Reo in MPP grows through using, speaking and speaking Te Reo by mihi, karakia, singing waiata. emailing
3. Knowledge of Te Tiriti o Waitangi and the depth of understanding increases and improves amongst MPP staff.
4. MPP staff confidently participate in Māori cultural processes: karakia, waiata, pōwhiri and mihi whakatau.
5. MPP staff who whakapapa Māori and those with connections to Māori are invited to be involved in this mahi and to share their lived experiences of being Māori in safe, caring, affirming, mana-enhancing ways.

6. MPP annually participates in Te Konehete – the public service kapa haka performance event singing waiata Māori and Pacific lologo/ pehe/ imene/ hiva/ maka/ pese from 2022 onwards

KEY MILESTONES

APERIRA 2021:

Wiki tuatahi – Design Cultural Practice Baseline (CPB) Survey. **Achieved and talanoa to be finalised with TE ROOPU URUNGA 30/4/2021**

Wiki tuarua – Invite members across MPP to form the Steering Group. **Completed. 1st TE ROOPU URUNGA – FONO FOEULI fono held on 22/4**

Wiki tuatoru – Hui with Te Taura Whiri re: Te Reo Implementation Plan. **Received approval from Rangiora Trotman-Peita 21/4/2021**

Wiki tuawhā - Briefings to Tautua & Te Ivinui. 2nd TE ROOPU URUNGA – FONO FOEULI meeting to finalise CPB Survey 29/04/2021. Get advice from Dr Halahingano Rohorua; Dr Sidney Kingstone; Dr Salainaoloa Wilson-Uili and Aiono Matthew Aileone. Test the CPBS with this group

MEI 2021:

Wiki tuatahi – Open MPP CPBS by Friday 7 May via Tumu Whakarae Secretary for Pacific Peoples and MPP CE Lulu Mac Leauanae.

Wiki tuarua – **9-15 Fāeag Rotuqm**

Wiki tuatoru – Close CPBS by Friday 21 May

Wiki tuawhā – **30-31 May- Vaiaso o le Gagana Samoa**

Briefings to Tautua me Te Ivinui. Complete CPBS analysis. Hold 3rd TE ROOPU URUNGA-FONO FOEULI HUI to discuss results

HUNE 2021:

Wiki tuatahi – **1-5 June Vaiaso o le Gagana Samoa**

Wiki tuarua – Hold a Lunchtime Fono to share CPBS results.

Wiki tuatoru – Draft paper to Tautua.

Wiki tuawhā – **Te Reo Implementation Plan Achieved 21/4/2021**  
Briefings to Tautua me Te Ivinui. Hold 4th TE ROOPU URUNGA – FONO FOEULI hui to get feedback on Draft paper.

HŪRAE 2021 :

Wiki tuatahi – 1st Draft Whāinga Amorangi Plan complete

Wiki tuarua- **11-17 Te Taetae ni Kiribati**

Wiki tuatoru – Feedback from TE ROOPU URUNGA on Draft

Wiki tuawhā – 5<sup>th</sup> TE ROOPU URUNGA – FONO FOEULI hui. Sign out of Whāinga Amorangi Draft by this group. Briefings to Tautua & Te Ivinui

ĀKUHATA 2021:

Wiki tuatahi - **1-7 ‘Epetoma o Te Reo Kūki ‘Āirani Māori**. Whāinga Amorangi sign out by Project Mentors

Wiki tuarua - DCE Aiono signs out Whāinga Amorangi Plan

Wiki tuatoru - CE Lulu signs out Whāinga Amorangi Plan

Wiki tuawhā – **31 Whāinga Amorangi Plan deadline to Te Arawhiti**  
Briefing to Tautua me Te Ivinui. 6th TE ROOPU URUNGA – FONO FOEULI hui

HEPETEMA 2021:

Wiki tuatahi - **5-11 ‘Uike Lea faka-Tonga**

Wiki tuarua - **13-19 Te Wiki o Te Reo Māori**

Wiki tuatoru – Begin Draft Recommendations paper to Tautua

Wiki tuawhā – **26-30 Te Vaiaho o Te Gana Tuvalu** 7th TE ROOPU URUNGA – FONO FOEULI

OKETOPA 2021:

Wiki tutahi - **1-2 Te Vaiaho o Te Gana Tuvalu**

Wiki tuarua - **3-9 Vosa vaka-Viti**

Wiki tuatoru –

Wiki tuawhā – **24-30 Te Vaiaho o Te Gagana Tokelau**. Briefing to Tautua & Te Ivinui

**NOEMA 2021:** MPP Whakawhanaungatanga mo Te Iwi Māori. Paper to Tautua. Briefing to Te Ivinui.

**TIHEMA 2021:** Paper to Tautua. Briefing to Te Ivinui. Policy embedded in People & Culture

KEY ACTIONS

- Invite MPP whānau who whakapapa Māori, those with strong connections to Māori and supportive colleagues with approval from line Managers to form a steering group by week of 19/4/2021 **Achieved and completed!**
- Build robust Strategic Management Relationships with mana whenua, iwi, hapū, Māori agencies and organisations in ongoing respectful, reciprocal, meaningful, authentic ways. **Achieved**

**whakawhanaungatanga with Te Atiawa me Te Taura Whiri i Te Reo Māori February 2021**

- Whakatinana whakawhanaungatanga event by 30/11/2021
- 'Whāinga Amorangi' deadline to Te Arawhiti by 31/ 08/2021.
- Work closely with People & Culture colleagues to get this mahi delivered in future carefully planned staff inductions and/ or via workshops by 31/12/2021

## TEAM

Project sponsor	Aiono Matthew Aileone – Deputy CE, Policy, Evaluation & Research, Housing and Languages (PERHL)
Project owners	Aiono Matthew Aileone & Tuiloma Lina Samu (Principal Advisor – Cultural Practice Lead)
Project manager	Tuiloma Lina Samu (TLS)
Business lead mentors	Kimberley Polata-Ahotolu – Director, People & Culture; Ta'i Richard – Director, Languages & Terina Cowan – Chief Advisor to the Secretary for Pacific Peoples
TE ROOPU URUNGA (Te Reo Māori) FONO FOEULI (Gagana Samoa, Lea faka-Tonga, Gagana Tokelau, Gana Tūvalu) Steering Group members	Annique Davis – Director, Communications, Media & Marketing; Caroline Heath - Senior Policy Advisor Cross Agency; Rhia Taonui – Manager, Tupu Aotearoa Manawatū/ Whanganui/ Hawkes Bay; Rosalina Sitagata – Business Intelligence Analyst; Christine Barraud – Senior Advisor Design, Communications; Lealofi Kupa – Senior Analyst, Monitoring, Evaluation & Learning; Leo'o Jenny Taotua – Senior Advisor, Regional Partnerships Central; 'Alani Vailahi – Senior Policy Advisor, Cross Agency ; Suzanne Leasuasū – Advisor, People & Culture; Gaseilevao Faletolu-Toaiva – Advisor, Regional Partnerships Southern; Lisa Tou-McNaughton – Manager, Tupu Aotearoa Southland/ Otago region; Romaine Solomona – Senior Advisor Ministerial Services and Nicole Peilua – Advisor Ministerial Services.

## STAKEHOLDERS

MPP GROUP	Involvement
Tautua – CE/ Secretary for Pacific Peoples and DCEs	<ul style="list-style-type: none"> <li>• Briefing paper by Ta'i Richard approved 23/03/2021</li> <li>• Monthly briefings to inform</li> <li>• Final recommendations paper 30/12/2021</li> </ul>
Te Ivinui – Directors Tier 3 MPP leadership	<ul style="list-style-type: none"> <li>• Briefing paper to be shared.</li> <li>• Monthly papers to inform</li> </ul>
People & Culture	Director Kimberley Polata-Ahotolu is a Project Mentor and Advisor, Suzanne Leasuasū is on TE ROOPU URUNGA FONO FOEULI Steering Group
Planning	Planning help offered unconditionally by Director Nic Young and Business Intelligence Analyst Rosalina Sitagata is on the TE ROOPU URUNGA FONO FOEULI Steering Group
Communications, Finance	Tepaeru Annique Davis - Director, Communications and Christine Barraud – Senior Advisor are on TE ROOPU URUNGA FONO FOEULI Steering Group
Other teams (TBC)	TBC

## RESOURCES REQUIRED

- Investigate Te Tiriti o Waitangi workshops to bring to MPP in Ōtautahi, Whanganui-ā-Tara me Tāmaki Makaurau
- Kōrero opportunities with Māori knowledge holders to bring Kawa, Te Reo me ōna tikanga to MPP

- Talanoa opportunities with Pacific staff; Pacific elders and experts to bring Pacific languages and cultures to be embedded with MPP
- Align this Tauhi Vahā Project Plan with Pacific Language Weeks and Te Wiki o Te Reo Māori for resources and activities recommendations

## CONSTRAINTS

- Capacity of Māori knowledge in MPP is with a handful of people, therefore MPP needs to establish a strong Strategic Relationship Management foundation/ papa with Māori knowledge holders willing to tautoko MPP in our efforts to hāpaingia/ uplift Te Tiriti, Te Reo me ōna tikanga.

## RISKS

- COVID-19 reinfection and lockdown level increases
- Could be reliant on technology to deliver programmes and we often have technical issues with our equipment and internet wifi
- It is imperative to have good, airy working space to deliver important Kaupapa such as Te Tiriti o Waitangi to MPP staff
- Some staff might be resistant to our efforts in supporting Kaupapa Māori aspirations.
- Content might be triggering to some people.
- Not meeting deadlines

## GLOSSARY:

Te Roopu Urunga – The group who does the steering of the waka

Fono Foeuli – The meeting of those who drive the steering rudder





## Brand Guidelines

# Our vision...

## Thriving Pacific Peoples

We want to make sure the journey of a Pacific child born today in New Zealand is a happy and successful one.

We're working with partner agencies across the public sector to make sure every child thrives.

**The Ministry for Pacific Peoples is the Crown's principal advisor on policies and interventions that improve outcomes for Pacific Peoples.**

We are here to ensure the success of our Pacific young people flowing through the pipeline from early childhood education (ECE), to schooling, tertiary education and finally the workforce, entrepreneurship and their own families.

This book shows you how to use our brand and bring it to life.

# Welcome



## Warm Pacific Greetings

**Noa'ia**

**Tālofa lava**

**Mauri**

**Kia orana**

**Mālō e lelei**

**Talofa**

**Ni sa bula**

**Fakaalofa lahi atu**

**Mālo ni**

# The MPP journey

Our logo tells a wonderful story. It was originally designed by two emerging Pacific design students from Manukau Institute of Technology (MIT). The three manu shapes within the logo represents 3 key messages.

1. The migration story of Pacific people
2. The feeling of advancement, progress and movement
3. The concept of flight carrying Pacific people in a forward direction, to find freedom and success.

The logo has been updated in 2021 to ensure that the name gifted by Tangata Whenua is legible across all applications (print, web, digital) while also being inclusive of the vision impaired.

All MPP documents require the placement of our logo.

# Our brand







## Main logo

### Minimum size



Primary logo  
should not be  
smaller than  
**18mm** in printed  
collateral



### Below minimum size



Omit Māori text  
when primary logo  
drops below **18mm**  
in printed media  
as it will be illegible.



Examples where this logo may be required:

- Branding on a ballpoint pen
- Small video screen graphic
- Award pin design
- MPP sponsorship listed in fine print



## Wide logo

MPP uses our **MAIN** logo whenever possible. The **WIDE** logo is available when a composition doesn't suit the **MAIN** logo. Only use the **WIDE** logo if there are no other layout options or if brand presence will be compromised.



Horizontal logo  
should not be  
smaller than  
**12mm** in printed  
collateral





Make sure there is space around the logo

Leave space around the MPP logo to ensure that it stands out and establishes a focal point wherever it is being used. Use the height of the capital letter P from within our logo to determine the amount of clear space needed around our logo.



## Clear space





## Logo usage



Use **WHITE** logo over solid colours and over **BLACK**



Use **WHITE** logo over **BLACK**



**WHITE** Logo can be placed over an image but the logo must be fully legible. Please select images with care.




Use **BLACK** logo on black/white documents and when logo appears within a partnership logo lockup





## Celebration and diversity

## Colour usage

A photograph of four people, two men and two women, dressed in traditional Hawaiian attire. They are all smiling and wearing elaborate flower leis and headbands. The background is a vibrant, colorful mural featuring large, stylized flowers in red, yellow, and blue. The man on the far left is wearing a blue and white patterned shirt. The woman next to him is wearing a light blue off-the-shoulder top. The woman next to her is wearing a black and white patterned top. The woman on the far right is wearing a dark purple off-the-shoulder top and glasses. They are all wearing multiple layers of flower leis and headbands. The overall mood is festive and celebratory.

Our bold, dynamic colour palette reflects this sentiment by adding vibrancy. Colour reflects the diverse nature of our Ministry. Adding a splash of colour to our brings our brand to life but the key is to ensure that we use colour in a careful and considered way.



## Colour usage

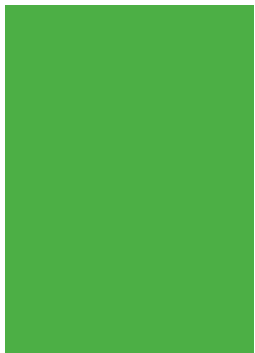
# Primary

PMS 361



CMYK 70 / 0 / 100 / 5

RGB 76 / 175 / 69

MPP **DARK** green

PMS 368



CMYK 60 / 0 / 100 / 3

RGB 109 / 185 / 66

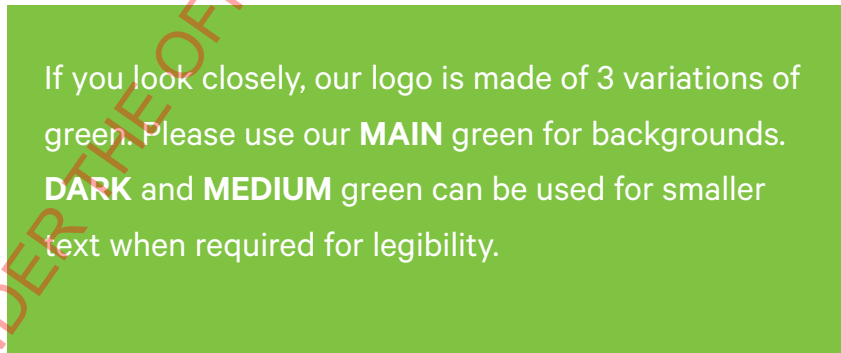
MPP **MEDIUM** green

PMS 375



CMYK 55 / 0 / 100 / 0

RGB 128 / 195 / 66

MPP **MAIN** green

HEX #66cc33



WEB green

## Did you know?

The colour GREEN carries the vibration of growth, new beginnings, health, renewal, harmony, hope, and peace.





## MPP Green family

Main green

**PMS 368**  
**CMYK 60 / 0 / 100 / 3**  
**RGB 109 / 185 / 66**

**HEX #66cc33**

**PMS 375**  
**CMYK 55 / 0 / 100 / 0**  
**RGB 128 / 195 / 66**

**PMS 361**  
**CMYK 70 / 0 / 100 / 5**  
**RGB 76 / 175 / 69**

## MPP black

For text

**PMS Cool grey 10 C**  
**CMYK 62 / 53 / 53 / 24**  
**RGB 95 / 95 / 95**

# Colour usage Secondary

## Secondary colours

This palette represent the **4 goals of Lalanga Fou**. MPP also uses this palette to represent **Pacific Wellbeing**.



**PMS Warm red C**  
**CMYK 0 / 83 / 77 / 3**  
**RGB 240 / 83 / 77**

**HEX #E6AF24**

**PMS 513 C**  
**CMYK 49 / 98 / 3 / 0**  
**RGB 148 / 44 / 140**

**HEX #009999**

**PMS 7408 C**  
**CMYK 11 / 31 / 39 / 0**  
**RGB 109 / 185 / 66**

**HEX #990099**

**PMS 3272 C**  
**CMYK 78 / 11 / 39 / 0**  
**RGB 0 / 168 / 166**

**HEX #ff3300**

In addition to our green brand colours, MPP has established a secondary colour palette that represents our Lalanga Fou's 4 key goals that embody our Ministry wide vision:

*We are confident in our endeavours, we are a thriving, resilient and prosperous Pacific Aotearoa.*

## Website colours

MPP website uses the **secondary colour** palate but it has been adapted for user accessibility.

Please do not copy these colours for print, video or social channels.

These colours are for web-based products and tools.



#120101



#FFCC66



#70B9B9



#EC7A5D



#C48DC4

Check out the colour usage on our [website](#)

## Did you know?

**Lalanga** means (to weave)

Pacific values are our anchor, with each generation weaving the foundations for the next to stand on. Pacific communities are leading innovations within Aotearoa, the Pacific region and the world.

## Extended colours

**PMS 2975 C**  
**CMYK** 43 / 1 / 9 / 0  
**RGB** 138 / 209 / 227

**PMS 381 C**  
**CMYK** 60 / 15 / 100 / 15  
**RGB** 103 / 149 / 57

**PMS Cool grey C**  
**CMYK** 19 / 15 / 16 / 0  
**RGB** 205 / 204 / 203

**PMS 298 C**  
**CMYK** 69 / 16 / 0 / 0  
**RGB** 49 / 169 / 224

**PMS 381 C**  
**CMYK** 25 / 0 / 100 / 0  
**RGB** 203 / 219 / 42

**PMS 213 C**  
**CMYK** 0 / 97 / 22 / 0  
**RGB** 237 / 32 / 120

**PMS 300 C**  
**CMYK** 100 / 88 / 19 / 5  
**RGB** 3 / 78 / 162

## Language week colours

**PMS 2746 C**  
**CMYK** 99 / 77 / 4 / 35  
**RGB** 0 / 54 / 114

**PMS 361**  
**CMYK** 70 / 0 / 100 / 5  
**RGB** 76 / 175 / 69

**PMS 513 C**  
**CMYK** 49 / 98 / 3 / 0  
**RGB** 148 / 44 / 140

**PMS 3272 C**  
**CMYK** 78 / 11 / 39 / 0  
**RGB** 0 / 168 / 166

**PMS 7548 C**  
**CMYK** 0 / 20 / 100 / 0  
**RGB** 255 / 203 / 5

**PMS 185 C**  
**CMYK** 0 / 100 / 100 / 0  
**RGB** 237 / 28 / 36

**PMS 636 C**  
**CMYK** 61 / 0 / 26 / 0  
**RGB** 85 / 196 / 197

**PMS 3272 C**  
**CMYK** 78 / 11 / 39 / 0  
**RGB** 249 / 157 / 28

**PMS 7548 C**  
**CMYK** 0 / 70 / 100 / 0  
**RGB** 243 / 112 / 33

## Colour usage

### Extended palettes

Our dynamic colour palette reflects the vibrancy of Pacific culture.

The extended palette can be used to embellish and extend our brand to keep designs fresh across all outputs.

The key is to ensure that we use colour in a careful and considered way and avoid a rainbow effect.



# Communication

## Our voice

<b>Rotuman / Fäeag Rotuām</b>	Noa'ia	Faiākse'ea
<b>Samoa / Gagana Samoa</b>	Tālofa lava	Fa'afetai
<b>Kiribati / Te taetae ni Kiribati</b>	Mauri	Ko rabwa (singular) Kam rabwa (plural)
<b>Cook Islands / Te Reo Māori Kūki 'Āirani</b>	Kia orana	Meitaki ma'ata
<b>Tonga / Lea Faka-Tonga</b>	Mālō e lelei	Malo 'aupito
<b>Tuvalu / Te Gana Tuvalu</b>	Talofa	Fakafetai
<b>Fijian / Vosa Vakaviti</b>	Ni sa bula	Vinaka
<b>Niue / Vagahau Niue</b>	Fakaalofa lahi atu	Fakaaue lahi oue tulou
<b>Tokelau / Te Gagana Tokelau</b>	Mālo ni	Fakafetai

At MPP we delivery an ambitious communications programme raising the awareness of policies and programmes to influence attitudes and behaviours.

Our knowledge and understanding of Pacific people, cultures, values, and language initiatives, influence public policy, programme and service decisions affecting Pacific Aotearoa.

Along with communicating to mainstream audiences in English, we create materials that include 9 Pacific languages as well as Te Reo Māori.

# Calibre family

## Heading.

Headings can be set in **Calibre Semi-Bold** or *Calibre Semi-Bold Italics*

### Sub-headings 1.

Sub-headings can be set in Calibre Medium or *Calibre Medium Italic*

### Bodycopy.

Bodycopy can be set in Calibre Regular or *Calibre Regular Italic*

This is sample copy set as 12pt text and gives you an idea of how bodycopy may look when set in Calibre Regular.

This is sample copy set as 10pt text and gives you an idea of how bodycopy may look when set in Calibre Regular.

This is sample copy set as 9pt text and gives you an idea of how bodycopy may look when set in Calibre Regular.

Quotes, special messages, high level titles can be set in Calibre light

A message from our Minister

or Calibre thin

Language Week

or **Calibre bold** (for infographics or single words)

**83% Pacific**

Typography  
**MPP font**

Did you know?

**Calibre** was designed in Wellington, comes in a variety of weights and has a distinct personality.

A flexible, geometric sans serif font it is extremely legible and presents information simply and consistently.

# Arial family Heading.

Headings can be set in **Arial-Bold** or *Arial-Bold Italics*.

## Bodycopy.

Bodycopy can be set in Arial Regular or Arial Regular Italic

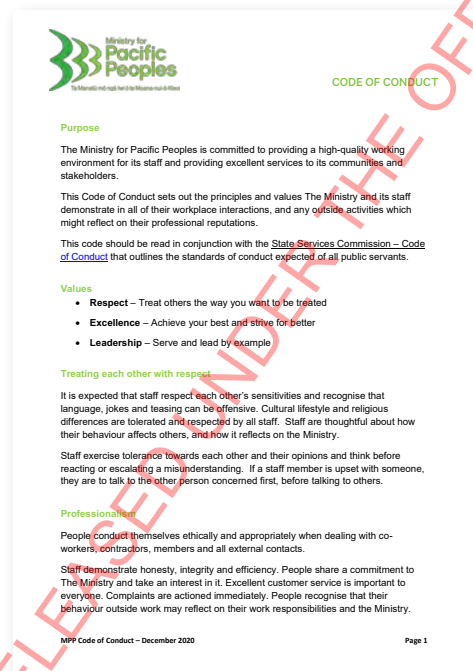
This is sample copy set as 12pt text and gives you an idea of how bodycopy may look when set in Arial Regular.

This is sample copy set as 10pt text and gives you an idea of how bodycopy may look when set in Arial Regular.

This is sample copy set as 9pt text and gives you an idea of how bodycopy may look when set in Arial Regular.



Example of in-house documents using Arial



## Typography In-house font

### When do I use Arial?

1. In-house WORD documents
2. Email font
3. When Calibre is unavailable

## Did you know?

In 1992, Microsoft chose **Arial** to be one of the four core TrueType fonts in Windows 3.1, announcing the font as an “alternative to Helvetica”. It was developed by 3 individuals: Robin Nicholas, Patricia Saunders and Steve Matteson



## Inspiration from **Pacific design**

We keep our communications fresh with in-house '**geometric**' and '**organic**' motifs. These add Pacific flare to concepts that are difficult to express through text or photography alone. The use of Pacific motifs help add dimension to our brand.







## Geometric Motifs

Graphic motifs support our internal and external collateral and appear in print materials and throughout our digital channels. These clean vector graphics can be built into infographics, repeated to create background patterns or lined up to form custom borders.

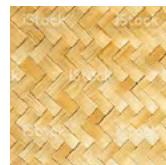
The use of these motifs should be carefully crafted. MPP collateral design should not look busy. Our materials should feel vibrant, professional and PACIFIC PROUD.

These **geometric motifs** have been inspired/influenced by the indigenous designs of the pacific nations that we represent and add colour and dynamism to the Ministry's visual language. They can be used individually or combined to create overlapping visual assemblages.

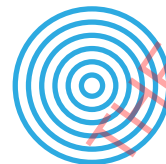
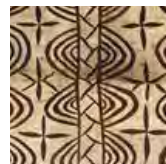
## Geometric motif Cultural guide



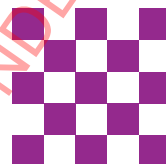
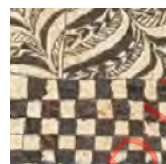
Inspired by: Weaving



Inspired by: Niuean Hiapo & Tiputa



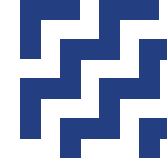
Inspired by: Niuean Hiapo



Inspired by: Tuvalu Weaving



Inspired by: Fijian Masi



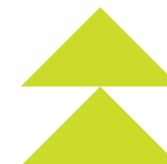
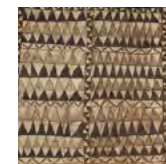
Inspired by: Fijian Masi & Samoan Siapo



Inspired by: Samoan Siapo



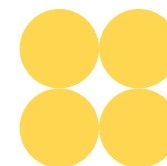
Inspired by: Cook Island Ruatangaao



Inspired by: Tokelau Fans ('ili)



Inspired by: Tokelau Necklace



## Organic Motifs

Our organic motifs add another dimension to MPP branding design. These can be mixed and matched with the geometric motifs or used independently.

At MPP we publish and produced all kinds of collateral for festivals, award shows, and publications either online, or in print, and on television. A hand drawn look may be the right approach to add authenticity.



These **organic motifs** have also been inspired/influenced by the indigenous designs of the pacific nations that we represent (as shown). These organic shapes are appropriate to use when infusing Pacific culture to our design materials and outputs. They can be intergrated with the graphic motifs when suitable.

## Organic motif Cultural guide

Inspired by: Tongan Ngatu



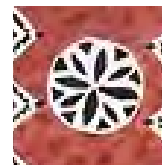
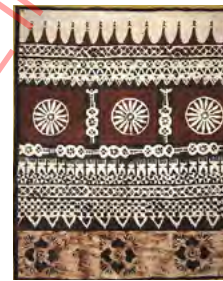
Inspired by: Samoan Siapo



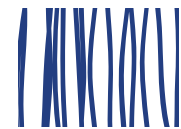
Inspired by: Samoan Upeti



Inspired by: Fijian Masi



Inspired by: Tokelau Skirt & Neck wreath



## Creating Patterns and Borders

Our motifs and colours should be used to create vivid designs. The key is not get too busy with it. Use pattern and colour to support the content.

Below is an example of a certificate designed using MPP motifs and patterns for our annual Toloa Awards.



## Creating Patterns/borders







Rotuma



Tonga



Tuvulau



Samoa



Tokelau



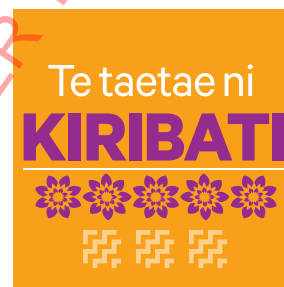
Cook Islands



Niue



Fiji



Kiribati

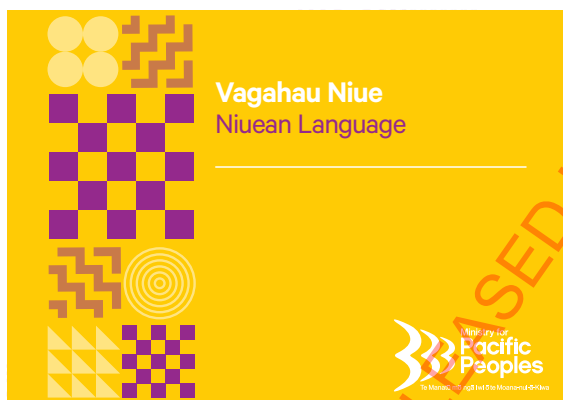
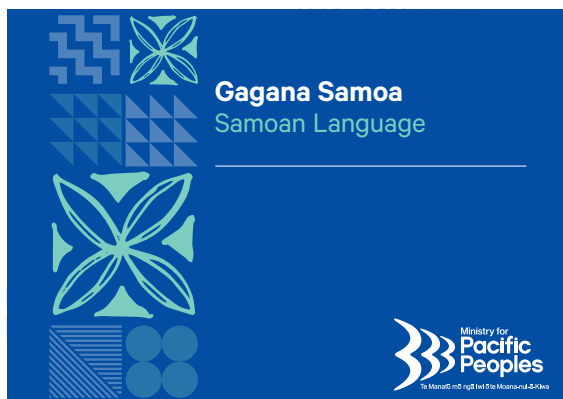
## Colour + Pattern Language Weeks

At MPP we currently advocate for 9 Pacific communities. We have a colour system that helps differentiate the languages in our communications both, internally and externally. Please use this page as a colour and pattern guide regarding languages and our Pacific communities.

**Pacific Language Week** is one of many key MPP initiatives helping Pacific communities thrive within New Zealand.

Click on each of the tiles to see the language week rollout on our FB social channels.

Pacific Language booklets

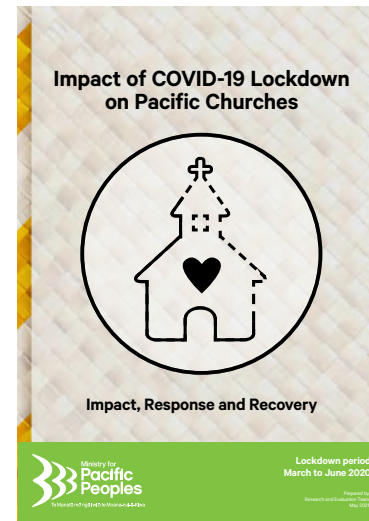


### Corporate applications

Here are some example of pattern, colour, and typography combined to create MPP corporate materials. Use this as inspiration when working the our MPP toolkit. Pattern and Pacific motifs have many possibilities.



## Creating Graphic design



The Ministry for Pacific Peoples invites you to the first of a series of

### Pacific Wellbeing Talanoa

Talanoa 1 is on Wednesday 05 May, 2021.

The talanoa will inform the work the Ministry is leading in the development of an All of Government Pacific Wellbeing Strategy.



**Journey of Pacific peoples in New Zealand**

Pre-1950s	1950s	1960s	1970s	1980s	1990s	2000s	2010s
<ul style="list-style-type: none"> <li>First Pacific peoples arrived in New Zealand in the 1830s.</li> <li>Many Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>	<ul style="list-style-type: none"> <li>Many Pacific peoples arrived in New Zealand as labourers.</li> <li>Some Pacific peoples arrived in New Zealand as students.</li> <li>Some Pacific peoples arrived in New Zealand as missionaries.</li> <li>Some Pacific peoples arrived in New Zealand as sailors and crew members on ships.</li> </ul>

## Corporate applications

Here are more examples of pattern, colour, and typography to create infographic and policy tools.

### Fast Facts

From 2010 - 2018



**2246**

Pacific young people have participated in the programme



**231**

Have achieved continuous employment over 12 months



**1072**

successfully placed into employment

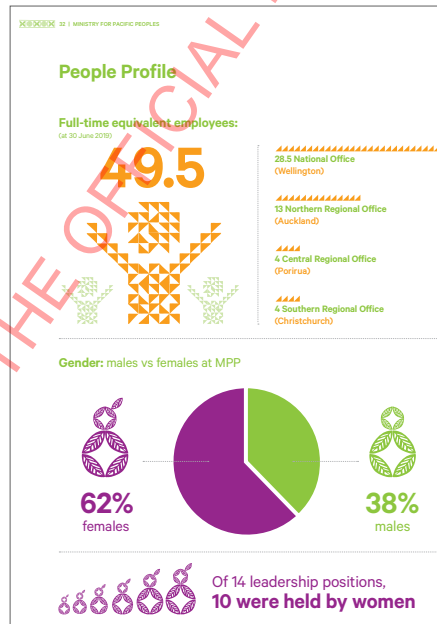
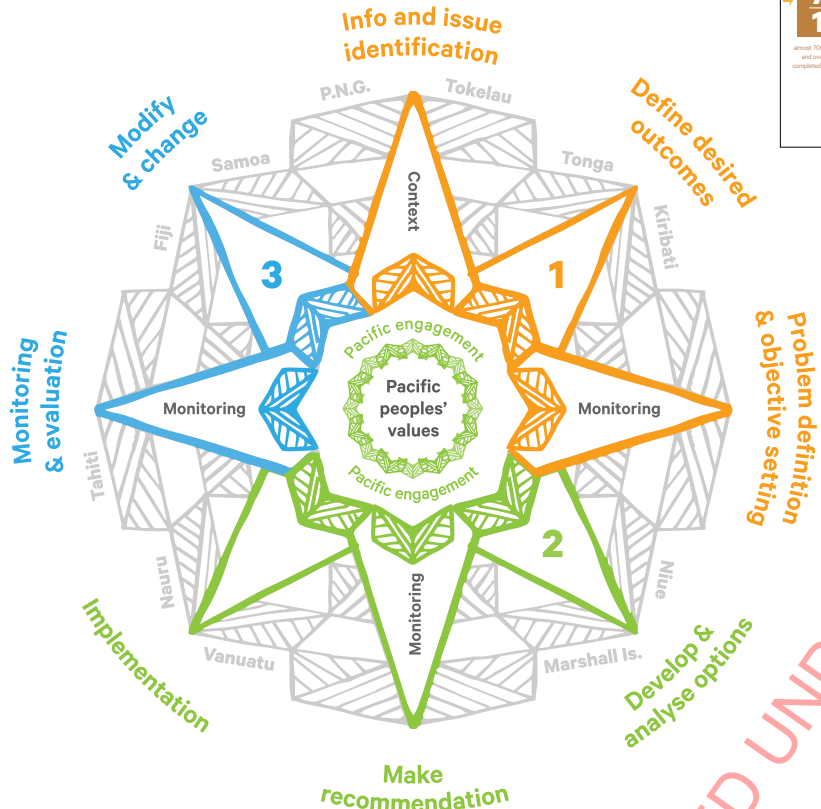
**700**

about 700 training placements and over 140 people have completed training qualifications

The programme is being offered in:  
Auckland, Waikato, Bay of Plenty,  
Manawatu-Whanganui, Hawkes Bay,  
Otago and Southland.

To find out more please get in touch with the  
Ministry for Pacific Peoples  
- [contact@mpp.govt.nz](mailto:contact@mpp.govt.nz)  
- (06) 473 4433  
- [www.mpp.govt.nz](http://www.mpp.govt.nz)

MARCH 2019



# Creating Graphic design

Cultural Practices & Protocols				
Pan-Pacific	Fiji	Niue	Cook Islands	
<p><b>Traditional customs and protocols</b></p> <p><b>Welcoming visitors</b></p> <p>Pacific people have a long history of welcoming visitors. This is a key part of their culture and is often expressed through traditional customs and protocols. These customs and protocols are often passed down from generation to generation and are an important part of their identity.</p> <p><b>Appropriate dress attire</b></p> <p>When visiting a Pacific community, it is important to dress appropriately. This often means wearing traditional clothing or clothing that is respectful of the community's culture. It is also important to avoid wearing revealing clothing or clothing that is considered inappropriate.</p> <p><b>Gift giving</b></p> <p>Gift giving is an important part of Pacific culture. It is often used to show respect and appreciation for someone. Gifts are often given to elders or to people who have helped you. It is important to give gifts with both hands and to say a few words about the gift.</p> <p><b>Other cultural practices and protocols</b></p> <p>There are many other cultural practices and protocols that are important to Pacific people. These include traditional dance, music, and art. It is important to learn about these practices and protocols and to respect them when you are in a Pacific community.</p>	<p><b>Traditional customs and protocols</b></p> <p><b>Welcoming visitors</b></p> <p>Pacific people have a long history of welcoming visitors. This is a key part of their culture and is often expressed through traditional customs and protocols. These customs and protocols are often passed down from generation to generation and are an important part of their identity.</p> <p><b>Appropriate dress attire</b></p> <p>When visiting a Pacific community, it is important to dress appropriately. 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Using the correct name (sensitivity)	Spirituality and beliefs	Using the correct name (sensitivity)	Spirituality and beliefs	
<p><b>Using the correct name (sensitivity)</b></p> <p>It is important to use the correct name for Pacific people. This is a key part of their identity and is often expressed through traditional customs and protocols. It is important to learn about the correct name for each Pacific community and to use it correctly.</p> <p><b>Sensitivity</b></p> <p>It is important to be sensitive to the needs and wishes of Pacific people. This often means listening to their views and concerns and taking them into account when making decisions. It is also important to be respectful of their culture and traditions.</p>	<p><b>Spirituality and beliefs</b></p> <p>Pacific people have a strong spiritual and cultural identity. This is often expressed through traditional customs and protocols. It is important to learn about these practices and protocols and to respect them when you are in a Pacific community.</p> <p><b>Using the correct name (sensitivity)</b></p> <p>It is important to use the correct name for Pacific people. This is a key part of their identity and is often expressed through traditional customs and protocols. It is important to learn about the correct name for each Pacific community and to use it correctly.</p>	<p><b>Using the correct name (sensitivity)</b></p> <p>It is important to use the correct name for Pacific people. This is a key part of their identity and is often expressed through traditional customs and protocols. It is important to learn about the correct name for each Pacific community and to use it correctly.</p> <p><b>Sensitivity</b></p> <p>It is important to be sensitive to the needs and wishes of Pacific people. This often means listening to their views and concerns and taking them into account when making decisions. It is also important to be respectful of their culture and traditions.</p>	<p><b>Spirituality and beliefs</b></p> <p>Pacific people have a strong spiritual and cultural identity. This is often expressed through traditional customs and protocols. It is important to learn about these practices and protocols and to respect them when you are in a Pacific community.</p> <p><b>Using the correct name (sensitivity)</b></p> <p>It is important to use the correct name for Pacific people. This is a key part of their identity and is often expressed through traditional customs and protocols. It is important to learn about the correct name for each Pacific community and to use it correctly.</p>	



Tongan

20.4%



Cook Island / Māori

20.9%



Samoa

48.7%



Tuvalu

1.2%



Tokelau

2.4%



Fiji

4.9%



Niue

8.1%



## Capturing hearts **Photography**





## Capturing culture **Photography**

Our photos captures real people in real situations. We showcase bright, authentic and optimistic images of people embracing our values in everyday situations. Whether it be festivals, sporting, cultural, school or workplace events, we aim to reflect a true and vibrant story of Pacific People in New Zealand.

In order to have the most flexibility, we shoot portrait and landscape images that are full-frame and high resolution.

Our in-house library also continues to grow. For questions about photography please contact our marketing and communications team.





# Black & white Photography

The use of black and white images creates a unified Pacific perspective – representing past and present. It adds dimension when speaking collectively from our Ministry.



**This guideline was updated 16 June 2021.**

Contact [Communications@mpp.govt.nz](mailto:Communications@mpp.govt.nz) for any assistance.



Version 2021



## Appendix C: Excerpts from Ministerial Guidelines for the Ministry for Pacific Peoples and working with the Minister's Office

### The Minister and Ministry Officials

5. Minister Aupito has expressed his preference for a working relationship that is reflective of Pacific cultural values. The guiding shared principles that underpin the working relationship between the Ministry and Minister (and his office) are outlined in the table below:<sup>1</sup>

Principle	Meaning
<b>Ava fatafata</b>	Meaning the maintenance of respectful and trusting relationships. The recognition of individual mana and collective mana of each of the Pacific groups. Being open and honest and true in our dealings with people. Doing what we say we will do.
<b>Aoao manogi (collecting fragrance)</b>	The need to collect all opinions from the garden of people. Valuing other views, knowledge, and experiences. Not being quick to discard community views. Eliminating the colonial view that one knows best and has all the answers and solutions.
<b>Soalaupule</b>	The literal sharing of authority. Where the opinions of others are genuinely heard and manifested by inclusion and reflected in the final decisions, thus the need for regular and ongoing engagements.
<b>So'otaga fa'aletagata</b>	We are all connected as peoples of the Moana Pasefika. Perhaps like the term whanaungatanga.
<b>Tofa mamao, tofa saili</b>	To search for wisdom, to search for inspiration for solutions that will endure, therefore we must always think long-term, and not just for today.
<b>E iloa le laau i ona fua</b>	A tree is known by their fruits, constantly nurturing what we grow to ensure the fruits are beneficial to all.
<b>O le aso ma le filiga, o le aso ma le mata'igatila</b>	Constantly checking what we must innovate, being prepared to change, reset, and ensure we are fit for purpose.
<b>O le fuata ma lona lou</b>	Each breadfruit season will require its own harvesting stick. The need to check what we are doing every season. The need to keep up with changing climates and seasons.
<b>E le tu faamauga seisi</b>	No person stands alone like a mountain, we must do things collectively. That is how we stand strong as a mountain when we stand together and take people with us.

<sup>1</sup>Note that these Pacific principles are currently being worked on and will be updated in due course

### Greetings and farewells

197. Use Pacific languages for greetings and farewells in the table below.

Pacific language	Greeting	Sign off
Rotuman	Noa'ia	Faiākse'ea
Samoa	Talofa lava	Fa'afetai tele lava or la manuia
Kiribati	Mauri	Ko rabwa
Cook Islands	Kia orana	Meitaki ma'ata
Tonga	Mālō e lelei	Malo 'aupito or Faka'apa'apa atu
Tuvalu	Tālofa	Fakafetai
Fiji	Ni sa bula vinaka	Vinaka vakalevu
Niue	Fakaalofa lahi latu	Fakaaue lahi
Tokelau	Mālō nī	Fakafetai
Māori	Kia ora Tēnā koe, Tēnā kōrua (two), Tēnā koutou (more than two)	Ngā mihi Ngā mihi nui Nākū iti noa, nā



**Appendix D: Excerpts from officials meeting minutes**

**Excerpt from officials meeting of 25 May 2022**

[Agenda item 1 is out of scope]

**Agenda item 2: Samoa Language Week**

[Discussion points are out of scope]

**Actions**

- With the changes in the COVID-19 Protection Framework, the Ministry to reconsider official launches and closures of Pacific Language Weeks for the remainder of the year.
- The Ministry to start providing bilingual scripts, speeches and press releases to assist the Minister in promoting Pacific Language Weeks, starting with Samoa Language Week.
- The Minister requires a Ministry presence at Samoa Language Week community events.

[Remainder of minutes is out of scope]

**Excerpt from officials meeting of 31 May 2022**

**Agenda item 1: Post Budget Breakfasts – Reflections and upcoming breakfast events**

[Discussion points 1-6 are out of scope]

- The Minister affirmed his expectations around wanting the machinery of the Ministry to move and lead the All of Government language strategy.
- The Minister emphasised that the Ministry need to ensure that Lalanga Fou, and specifically, language and culture underpins all our work.

**Actions**

[Action points 1-3 are out of scope]

- The Minister requested help when using Samoan language and culture. For Samoan events, he needs someone who is well versed in the Samoan language and has cultural intelligence Likewise for other Pacific languages/cultures.
- The Ministry to ensure all press statements and speeches for language events are bilingual. Likewise for speeches for language events.

[Remainder of minutes is out of scope]