

Brand Identity Guidelines

SEPTEMBER 2026



MANAWA
TRUST

The heartbeat behind a thriving Western Bay of Plenty

The heartbeat behind a thriving Western Bay of Plenty.

Manawa is more than a name. It is a reflection of the energy, connection and lifeforce that exists throughout the Western Bay of Plenty.

Inspired by the movement of water, the rhythm of a heartbeat and the people who bring our communities to life, the identity is designed to feel both grounded in place and optimistic about the future.

From the Heartbeat graphic device to the colours, imagery and motion system, every element works together to tell a story of connection, growth and impact.

A visual identity that celebrates the people, places and possibilities that make our region thrive.

 **MANAWA**
TRUST

NAME:

Manawa — heart, breath, lifeforce

POSITIONING LINE:

The heartbeat behind a thriving Western Bay of Plenty



Primary Logo

The wordmark carries the Heartbeat inside the letterforms: the opening M and the W are drawn as a continuous wave, so the graphic device and the name are one mark. Always reproduce it from the supplied artwork.



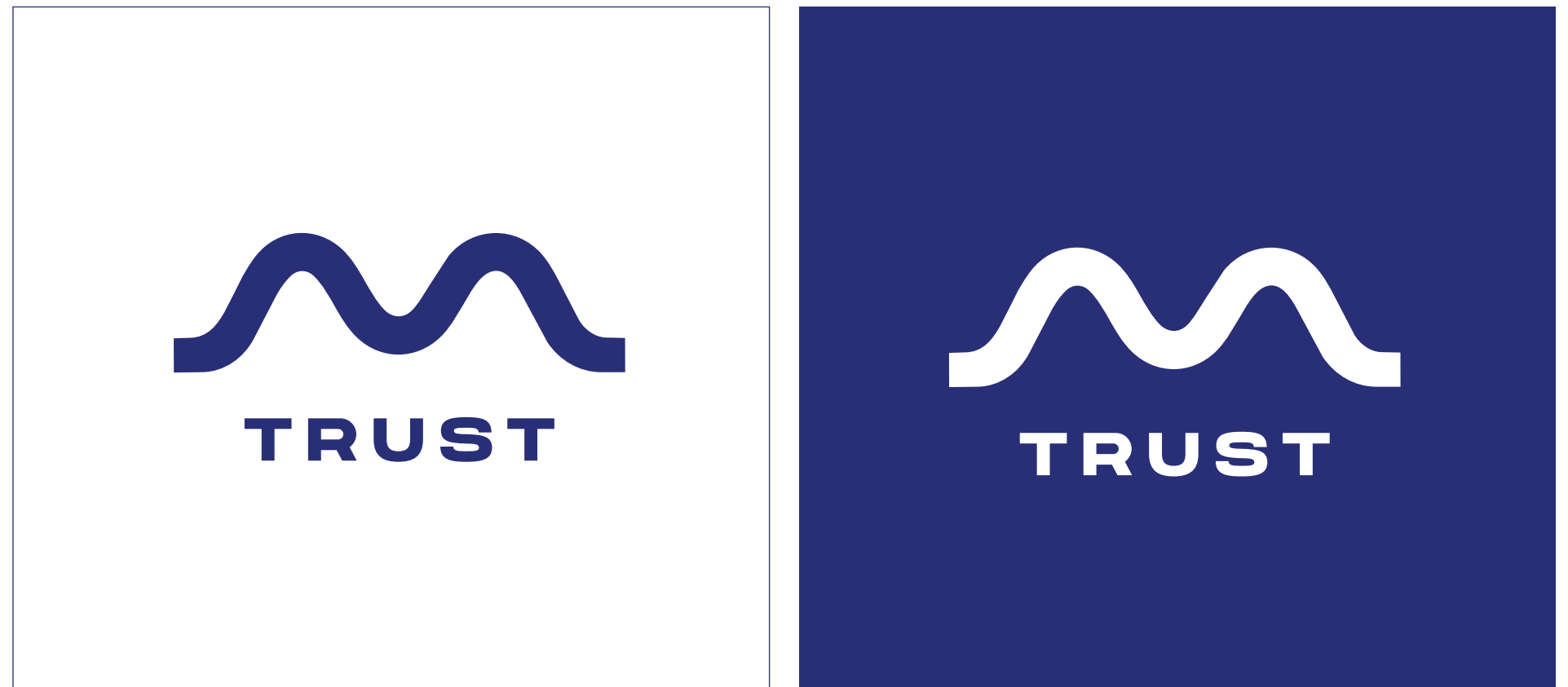
Reversed Logo

White on Manawa Blue, or white over darker areas of photography.



Icon Device

The Manawa icon is a simplified expression of the brand, combining the distinctive 'M' with the Trust descriptor. It provides a compact and recognisable alternative to the full logo for applications where space is limited or a more minimal brand presence is required.



Colours of a Thriving Region

The Manawa colour palette draws inspiration from the natural and human elements that shape the Western Bay of Plenty.

Primary Colour

Manawa Blue

The foundation of the brand.

Representing trust, stability and the enduring flow of the region's waterways.

PMS: 2738

CMYK: 96 / 92 / 15 / 8

RGB: 42 / 48 / 114

#2A3072

Secondary Colours

Kōura Red

Inspired by energy, creativity and community spirit.

A colour of action, passion and positive change.

PMS: 1788

CMYK: 0 / 82 / 76 / 0

RGB: 238 / 69 / 60

#EE453C

Golden Light

Reflecting optimism, opportunity and the warmth of the Bay of Plenty.

A symbol of growth and future potential.

PMS: 1225

CMYK: 0 / 20 / 80 / 0

RGB: 254 / 201 / 66

#FEC942

Coastal Aqua

Inspired by the region's rivers, harbour and coastline.

Representing renewal, wellbeing and connection.

PMS: 564

CMYK: 41 / 4 / 24 / 0

RGB: 145 / 203 / 197

#91CBC5

Typography

TT Chocolates is Manawa's primary typeface, chosen for its warm, approachable character and contemporary feel. Its soft, rounded forms complement the flowing shapes of the Manawa identity while remaining clear and highly legible across print and digital applications. A considered range of weights creates a strong visual hierarchy, with Medium used for body copy, Demi Bold for headings and key information, and Bold used sparingly for emphasis. Italics can be used to add expression and highlight key words or phrases.

SYSTEM FONT

Where TT Chocolates is unavailable, **Calibri** should be used as the default system font to maintain clarity and consistency across everyday communications.

TT Chocolates
Aa Bb Cc Dd Ee Ff

Medium / *Medium Italic*

Body copy, long-form paragraphs, captions, tables

Demi Bold / *Demi Bold Italic*

Headlines, subheadings, statistics

Bold / *Bold Italic*

Sparingly – buttons and emphasis only



Graphic Devices

The Heartbeat is Manawa's primary graphic device.

Representing life force, connection and flow, it symbolises the people, places and possibilities that shape the Western Bay of Plenty. Inspired by both the rhythm of a heartbeat and the movement of water, it creates a visual thread that connects every part of the brand.

The device can be used as a standalone element or repeated to form patterns, pathways and supporting graphics.



Graphic Devices

The Elements

The heartbeat can be filled with imagery inspired by the Western Bay of Plenty's natural and community landscape.

Representing land, water, sky and people, these abstract textures create a visual connection between the region and the communities Manawa supports.

Together, they reflect the interconnected relationship between place, people and possibility, the life force of a thriving region.



From the sky



Across the land



Through the water



Into our communities



Graphic Devices

The 'M' Line

The 'M' Line is a distinctive graphic device derived from the Manawa identity, combining the shape of the 'M' with the rhythm of a heartbeat. Its continuous form represents connection, energy and momentum across our region.

The device can be used flexibly throughout the brand system to create structure, movement and recognition. It can act as a heading divider, section header, content separator or framing device, helping connect information while adding a distinctive Manawa expression to communications.

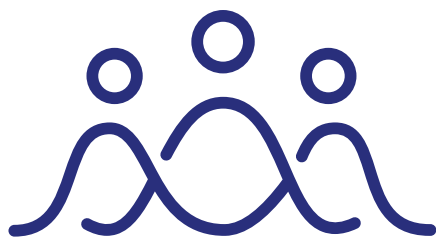
It can be used in any of the Manawa brand colours, with scale and positioning adapted to suit the application.



Icons

Continuous Flow Icons

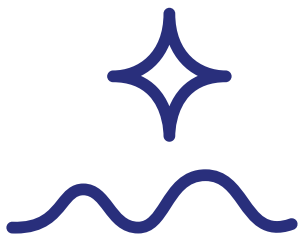
Icons are created from a single continuous line, connecting people, places and possibilities.



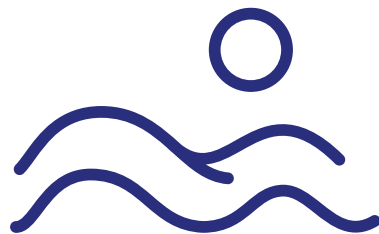
Community
Development



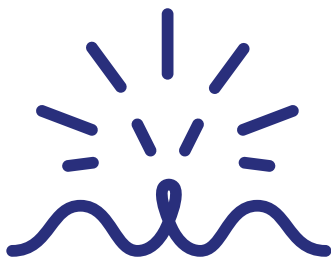
Community
Facilities



Catalyst
for Change



Facilities of
Regional Significance



Community
Events

Photography

Manawa photography captures the people, places and natural character of the Western Bay of Plenty. Imagery should feel authentic, optimistic and connected to the region, bringing to life the communities and places Manawa supports.

Natural Textures

Abstract imagery of land, water and sky, reflecting the natural lifeforce of the region.



Drone Photography

Captures the scale and beauty of our region, showing the connection between communities, projects and the places they call home.



Impact Photography

Authentic moments that showcase community initiatives, projects and regional outcomes in action.



Brand Look and Feel

Bringing the Manawa brand to life through a consistent and distinctive visual language that connects across every touchpoint.



Email Signature

Standard



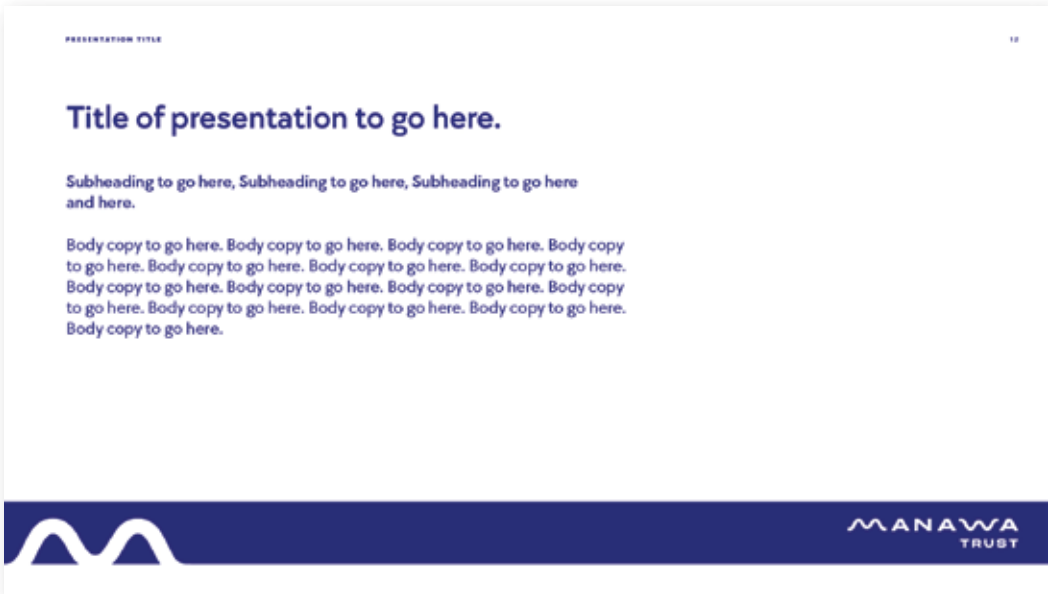
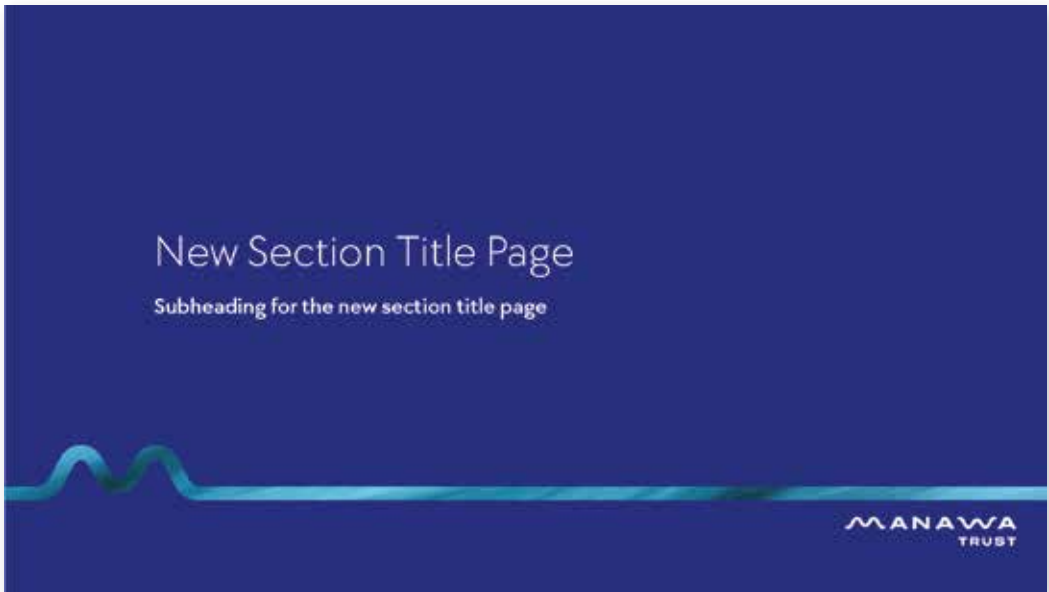
Notices / Special Occasions



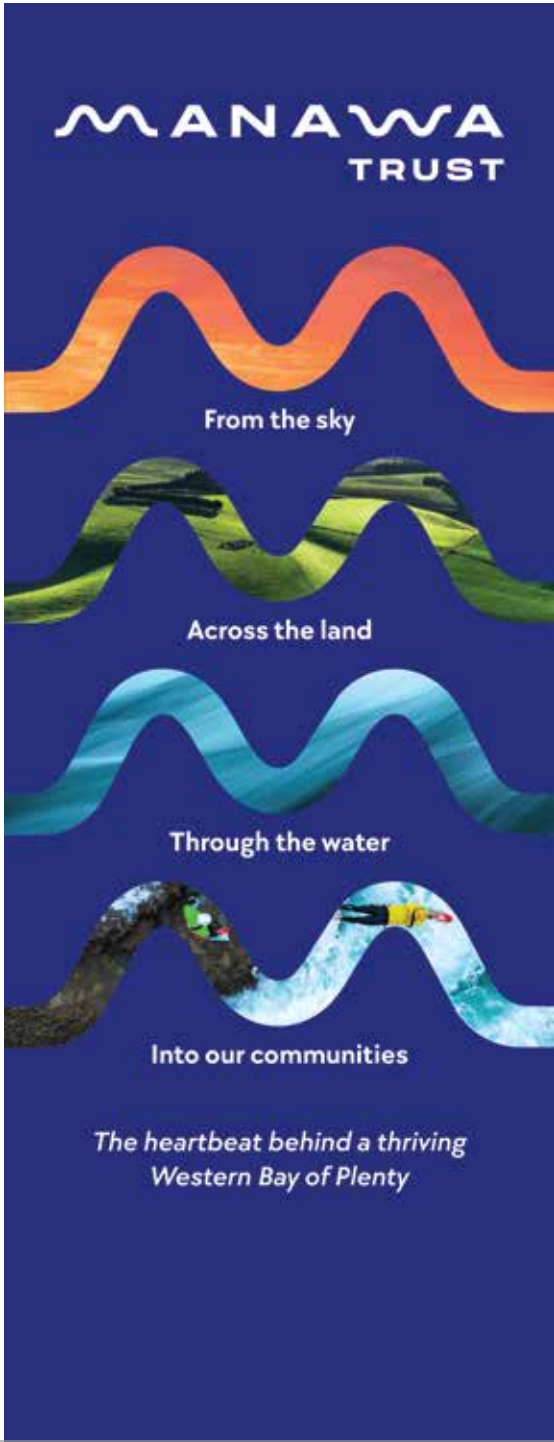
Letterhead



PowerPoint



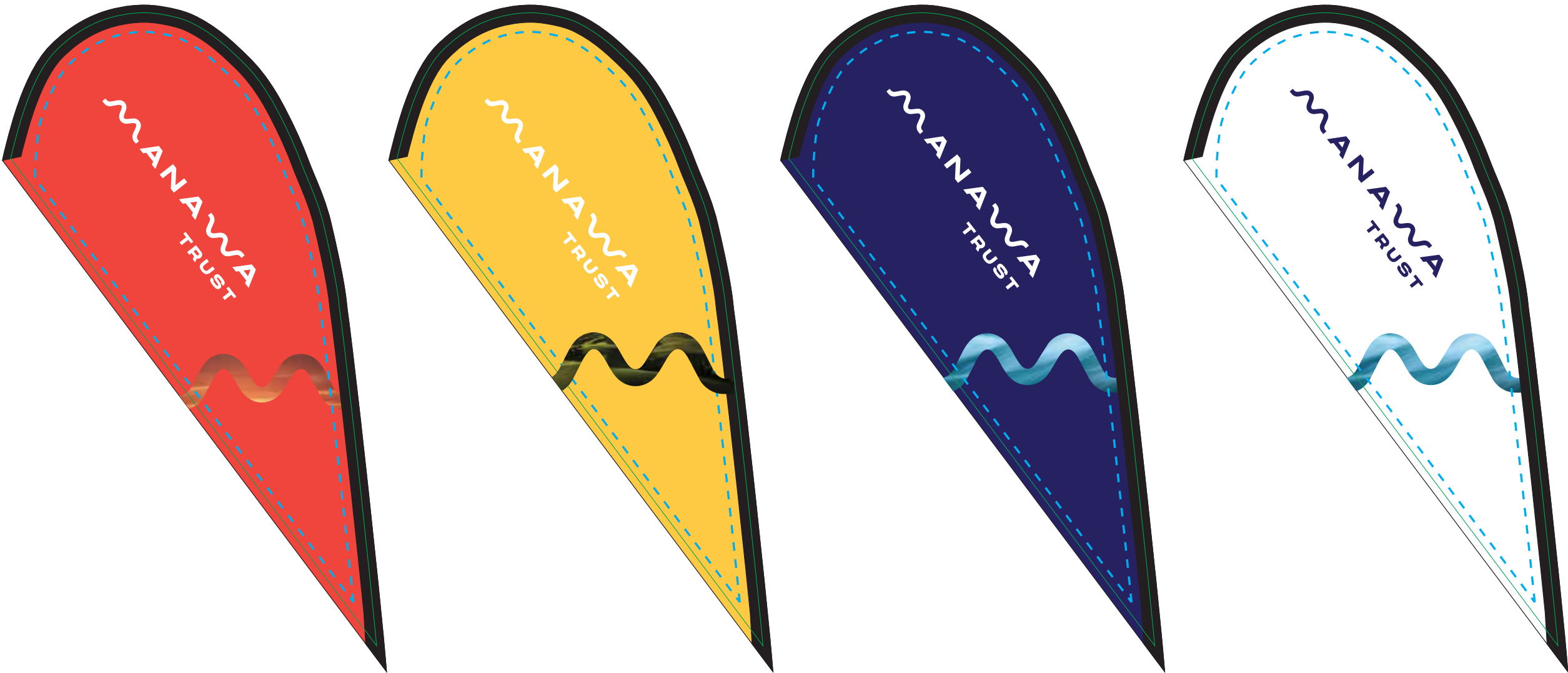
Pull-up Banners



Tote Bag



Flags



Mesh Wrap



Community Signage



Community Signage - With Logo

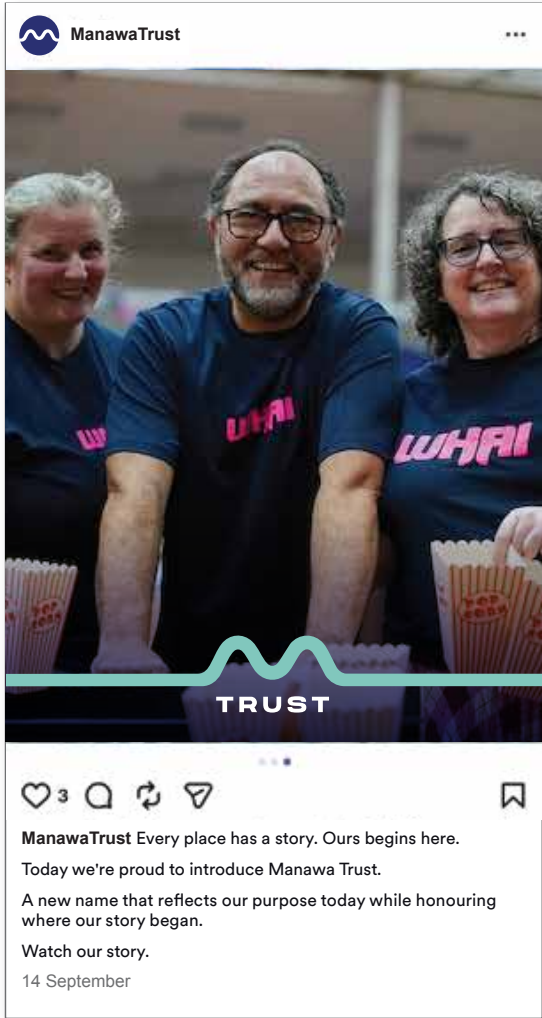
Graphic elements and colours can be adapted to complement different partner logos.



Hero option



Social Media Examples



EDM Template

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Issue 01

September 2026

THE PULSE

Kia ora koutou katoa
Welcome to the September
edition of The Pulse.

As we move through the colder winter months and into the second half of the year, I've been thinking about the many ways people across Tauranga and the Western Bay of Plenty continue to look after one another, create connection, and strengthen the places we call home.



Mark Arundel
Chairperson,
MANAWA Trust

MANAWA TRUSTEE ELECTION

Can you help guide MANAWA's Future?

As we move through the colder winter months and into the second half of the year, I've been thinking about the many ways people across Tauranga and the Western Bay of Plenty continue to look after one another, create connection, and strengthen the places we call home.

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LATEST FUNDING DECISIONS

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SECTOR SPOTLIGHT



Tauranga arts projects get community boost
Learn more.



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CONNECT WITH US

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