



FROM MAYOR CRAIG LITTLE

Rebranding project

Wairoa District Council is embarking on an exciting rebranding project that reflects who we are and where we are heading.

The rebranding and refreshed logo will give the Council a new fit-for-purpose, modernised look while saving money in the long term.

Council's traditional shield-shaped logo is 40 years old and no longer aligns with modern digital use. The new logo blends the old with the new, focusing on improving clarity, consistency, and usability while retaining key elements of Wairoa's identity.

The refresh of Council's visual identity and logo has been completed at a minimal cost, using in-house Council staff and will be rolled out on an as-needed basis.

The new branding has been well received by elected members. We have seen some Councils spend tens of thousands of dollars on rebranding, so it is pleasing to have completed this in-house. We are fortunate to have the calibre of staff who have been able to pick up this project and give us a future-proofed identity which reflects our direction and meets our modern communication needs while remaining recognisable to the community. Our previous logo has served us well, but it no longer fully reflects our direction or meets modern communication needs. This is about evolving the Council's identity and keeping up with changes.



Our approach has been a low-cost solution, which, over time, will save money with only two colours needing to be printed instead of five. The rebrand is a thoughtful investment in Wairoa's future, strengthening our identity, enhancing connection with our community, and positioning us with confidence for the opportunities ahead.

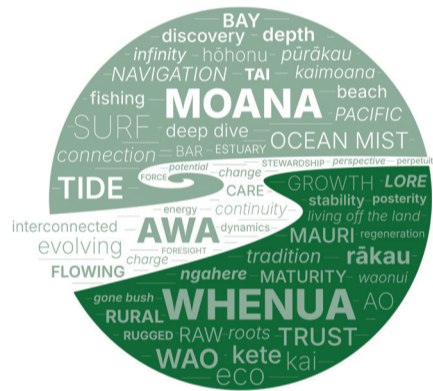
Implementation will be a phased approach with the only immediate cost being for two key entrance signs, which were already due for refurbishment.

A symbol anchored in place

This rebrand reflects who we are today, supports where we are going, and aligns with changes being made by other Councils across New Zealand. It provides a clear, accessible, and consistent identity for the Council and the community. This approach aligns with broader trends in New Zealand local government toward clearer, more accessible, and digitally adaptable identity systems. It provides an opportunity to establish a strong place-based identity through integrated visual and conceptual frameworks embedded in the logo and wider brand system.

The refreshed identity introduces a simplified and modern logo derived from the existing design. It retains the river and koru elements, combining them into a single, clear symbol. The design reflects key concepts of place and community.

The story behind the rebranding



Wairoa is inseparable from its awa. This central element has been retained and reinterpreted, reflecting the significance of the Wairoa River to the identity and history of the district.

Integrated within this form is a koru motif, representing growth, renewal, and the unfolding future. In a local context, it can also be understood as referencing the river bar at the mouth of the Wairoa River, a defining natural feature that represents transition and the meeting of river and sea.

Extending beyond the circle's boundaries, the river links the land to the coast, mountains to sea, past to future, and upstream to downstream communities, expressing permeability and the enduring life force of the community.

The porowhita (circle) represents unity and interconnectedness between whenua (land) and moana (sea), acknowledging Wairoa's coastal setting within Hawke's Bay and its strong environmental and cultural relationships. As the whenua domain returns to its legacy dark green tone, the addition of the moana domain strengthens the symbol's relevance to our coastal communities.

Core concepts embedded in the logo

The three domains of the logo, Moana, Awa, and Whenua, express a layered narrative of identity, connection, and purpose. Together, they symbolise the interconnected realms of ocean, river, and land, reflecting the natural environment and the values that shape the organisation's direction. When accompanied by the "Vibe Print," each domain is infused with broadly relevant words that convey shared associations and aspirations, anchoring meaning in a visual language of depth, flow, and foundation. This interplay creates a rich and cohesive story, one that honours place, embodies collective values, and communicates a unified vision for the future.

Moana - Mana

Depth. Strength. Integrity.

Like the moana, leadership must carry depth and quiet strength. Mana is not claimed, it is upheld through service, consistency, and trust. We lead with presence, responsibility, and enduring commitment.

Awa - Atawhai

Flow. Connection. Care.

The awa sustains the land and connects communities. Atawhai flows through our work, nurturing relationships and strengthening connections. We serve with compassion and steady care.

Whenua - Whakamōwaitanga

Humility. Balance. Foresight.

The whenua reminds us we belong to something greater than ourselves. Whakamōwaitanga anchors our leadership in humility and balance, guiding us to listen, to work with the natural rhythms of our environment, and to act with foresight. We nurture and protect the wellbeing of our land and community for past, present, and future generations.

United in the Porowhita

Balanced. Connected.

Interdependent.

Together, these elements form a holistic system of governance and people, inseparable and evolving together, balancing action, care, identity, and reflection. A Porowhita of our people.

Catch up with Mayor Craig Kānohi ki te Kānohi Face to Face

If you have anything you would like to discuss with the Mayor, please call the council offices on 06 838 7309 to arrange a meeting time. The Mayor is available to meet on Wednesdays or by appointment.

Council Meetings

Council Forum

Tuesday, May 5, 10am

Ordinary Meeting of Council

Tuesday, May 5, 1pm

Matangirau Reserves Board

Tuesday, May 12, 1pm

Assurance, Risk & Infrastructure Committee

Wednesday, May 27, 1pm



The Devil Wears Prada 2 PREMIERE

TBC | 1hr 53m

Thursday 30th April 5.30pm

Wednesday 6th May 5.30pm

The Super Mario Galaxy Movie

PG | 1hr 38m

Saturday 2nd May 2pm

SGT. Haane PREMIERE

MPG | 1hr 28m

Saturday 2nd May 5.30pm

Hoppers

PG | 1hr 45m

Sunday 3rd May 11.30am

Michael

TBC | 2hr 10m

Sunday 3rd May 2pm

Mortal Kombat PREMIERE

TBC | 1hr 56m

Thursday 7th May 5.30pm



RURAL TRAVEL FUND

The Sport NZ Rural Travel Fund helps support rangatahi living in rural communities participate in sport.



Call us on 06 838 7309,
email latoya@wairoac.govt.nz
or go to
wairoadc.govt.nz/our-district/grants-funding/sport-nz-rural-travel-fund

