BRAND AND DESIGN IN THE WHĀNAU ORA SPACE

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Zaeem (Ngāti Āwherika ki te Tonga (South Africa)) is the lead of Wai Atamai’s Brand and Design team - together with designer Ben Thomason (Ngāti Raukawa ki te Tonga), this team is tasked with bringing to life theory and
Brand and Design Within Wai-Atamai

Wai-Atamai is one of many teams that makes up Waipareira Tuararo, as the backbone of support services to Waipareira. Within this context Wai-Atamai is responsible for undertaking research, designing, developing and implementing leading edge best practice for supporting Te Whānau o Waipareira to achieve transformational outcomes for whānau. Excellent communication and people skills, combined with the ability to have a finger on the pulse of current trends moving towards promotion and recognition is crucial to have Brand and Design providing active support. Being
adaptable to consistent change is also vital for Brand and Design, while possessing the ability to thrive in a fast paced, ever changing environment.

**Brand and Designs Role**

Brand and Design's role is to establish the Visual Identity of Te Whānau O Waipareira, and be responsible for its creative output. As the Creative Hub for creative ideas and innovation it’s direct responsibilities include:

- Fostering creativity and innovation;
- Performing regular market research studies to gather important brand data;
- Creative leadership on all campaigns output;
- Creatively seeking out new products and maintain cutting-edge industry knowledge;
- Management of all creative campaigns and events;
- Responsible for developing integrated campaigns;
- Strategic & operational responsibility for the organisation's brands;
- Activation: development of a digital activation;
- Submit creative deliverables within the agreed upon deadline and budget;
- Manage production of all print pieces from conception to completion;
- All Imagery appearance and management;
- Management of all online creative;
• Management of all creative design software;
• Creative development of all Te Whānau O Waipareira Brands; and
• Proactively recommending creative communications for marketing proposals.

Brand and Design requires excellent communication and people skills, combined with the ability to pre-empt current trends moving is crucial to support the innovation agenda at Wai-Atamai.

Brand and Design solutions need to play a role in positioning Waipareira at the leading edge - nationally and internationally - as a significant thought leader in whānau transformation.

Appropriate, efficient and accountable delivery of text / content for different media and marketing formats including high performance, work satisfaction and building internal capacity.

Examples of publications created by the Brand and Design team.
When you think of graphic design, do you think of artistic advertisements? Eye-grabbing graphics on websites? Stunningly arranged spreads in magazines? While these are all examples of graphic design, the term encompasses a lot; posters, infographics, book covers, product labels, logos, business cards, signs, website layouts, mobile apps, software interfaces—the list goes on.

**Graphic Design Made Easy**

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form it takes can be physical or virtual and can include images, words, or graphics. The experience can take place in an instant or over a long period of time. The work can happen at any scale, from the design of a single postage stamp to a national postal signage system. It can be intended for a small number of people, such as a one-off or limited-edition book or exhibition design, or can be seen by millions, as with the interlinked digital and physical content of an international news organisation. It can also be for any purpose, whether commercial, educational, cultural or political.

Design that's to be experienced in an instant is the easiest to recognise. Brand and Design arrange type, form, and image on posters, advertisements, packages, and other printed matter, as well as information visualisations and graphics for magazines and publications.

This kind of design is often confused with illustration, but while an illustrator creates or draws an image in response to an idea, a designer combines illustrations, photographs and type in order to communicate an idea. One way to understand this is to consider the difference between a furniture maker and an interior designer. One makes a specific object for a specific purpose, while the other thinks about how all of the objects and surfaces of a room create an environment for the person moving through it. Good illustrators are often capable designers and vice versa, making it harder to distinguish between the two practices.

Whether physical or digital, books and magazines are meant to be enjoyed over time, during which the reader has control over the pace and sequence of the experience. In books, the content usually comes before the design, while in magazines, the design is a structure that anticipates written and visual content that hasn't yet been created. Some commercial websites or exhibition catalogues also fit in this category, as do digital or physical museum displays that show information that doesn't change. All have content in a suggested order that has been thought about ahead of time, but the user or reader finds his or her own path through the material.

The Wai-Atamai Brand and Design team also produce systems that are meant to be experienced over time but aren't confined to the making of objects. Wayfinding, a form of environmental graphics, refers to branding and signage applied throughout and on buildings or outdoor areas like parks or highways. While each sign or symbol in wayfinding is a work of design, together they form a larger system that
helps people navigate while maintaining a sense of the character of where they are. The design of the system—the relationships among all of those parts—is where the designer brings greatest value. Examples of this can be seen throughout Waipareira's base, Whānau House, and across many of the organisation's partners that we do work for.

Brand and Design are also responsible for interactive designs where the content changes as it gets updated, as well as screen interfaces that help people navigate through a lot of information. Interaction design differentiates itself from other kinds of design by adding another consideration: responding to the actions of the viewer or user. Editorial design for web and mobile is the most tangible example, including websites and mobile apps for publication. Some digital design involves the presentation of rapidly changing streaming information, also known as data visualisation, creating both interactive and non-interactive interfaces. Product design refers to the design of digital products, which are digital services, tools, or platforms that can be brought to market. The term is confusing because for several decades “product design” has referred only to industrially produced physical items like radios, benches, and bicycles and has been used interchangeably with “industrial design.” Related to software design, product design requires knowledge both about how computers process, sort, and display information as well as how humans interface with computers. Many companies and the designers who work for them aim for their products to be used by large numbers of people around the world, so they often rely on widely accepted design patterns and metaphors and prioritize usability and functionality over aesthetic expression. For large or complex projects, different designers may work on the user interface (UI), which refers to the affect and layout of what the user sees in the moment, and the user experience (UX), or the total experience of users over time as they move through websites or mobile apps.

Design strategy, as a field of theory and practice, refers to the integrated, holistic planning process examining the interplay between design and business strategy. However, for most graphic designers, design strategy simply refers to the conceptual underpinning for their creative work.
Brand and Design Highlights

Waitangi @ Waititi

Celebrated yearly on 6 February, Waitangi Day, on the grounds of Hoani Waititi Marae and surrounding Council lands, located off Parrs Cross Road, Glen Eden, Auckland Auckland region’s premiere Waitangi Day Celebration since 2014 Waitangi@Waititi commemorates the history and celebrates the diversity of modern New Zealand by holding this event on Marae and Council lands in West Auckland, embracing all ethnicities and people in this setting.

A free, all-day event for the whole community to enjoy Live, top NZ, indigenous and international entertainment, cultural knowledge, activities and food. A day where the signing of the Treaty of Waitangi is honoured and remembered in a family fun and safe environment (smoking, alcohol and violence free) Key messages and promotion that directly affect our community on this day are shared with all attendees.

Brand and Design provides all the creative support for this event, this including:

- All Branded Event merchandise
- The Design, production and implementation of all printed collateral; Flyers, Posters, Outdoor collateral including, Billboards and Busbacks.
- All online creative material including; Social Media and Website graphics.
Branding made easy

In today’s competitive world of marketing and advertising, a key to success is building a strong brand. Branding involves developing a compelling, positive and lasting image of your business that creates an emotional connection with your customers. The strength of your company’s brand could mean the difference between struggling for recognition and sales or thriving as a dynamic, best-in-class business. In this article, we discuss several key aspects of branding.

**Define Your Brand**

Your brand is the image customers have of your business, so take the time to define it thoughtfully and early, before the market does it for you. That way, your company’s image will be what you intend it to be. It should be strategic and intentional. Discover how to get your business to stand out from its competitors in a positive way.

**Define Your Unique Value Proposition**

Clearly describe what it is you offer your customers. Explain why they should deal with you and what sets your business apart from competitors. Is it caring customer service? Product quality? Reliability? Speed and convenience? Don’t try to be all things to all people. Focus on what you do best and the value you bring to your customers. Let that drive your core brand message.

**Identify Your Target Markets**

Thoroughly define your customer needs and how your business will satisfy them. Conduct market research if you need to. Get to know your target markets and your customers’ needs and aspirations. Understand and convey clearly to customers how you can help meet their needs.

**Define Your Employer Brand**

What sets you apart as an employer and community member? As a company, what is your mission? What are your core values? And how does that translate into a unique value proposition? How does it make you more attractive as an employer? For example, if you have a reputation as a great place for employees with families because of wide-ranging employee benefits and flexible work arrangements, that could help you attract and retain the best people. And that, in turn, can strengthen your overall brand.

**Create a Brand Strategy**

A brand strategy is a formalised document that identifies what your company is and believes in. It defines your target market, shows how you’re differentiated from your competition, and defines your company’s personality. By creating a clear and concise brand strategy, you help your employees understand, support and participate in the efforts to achieve your branding — and business — goals. This can lead to greater consistency and a stronger connection with your customers. Once you have defined your brand strategy, execute it effectively and thoroughly. Clear, consistent, strategic branding will help you build strong brand equity, which could lead to long-term success.
Brand and Design Creative Process:

1. Carefully read the design brief. Comprehend the outcomes that the client wants.
2. Identify the core values/wants/needs of the client from the design brief.
3. Introduce Waipareira values and Māori symbols that could be considered to align with the design brief.
4. Create the links between the values of the design brief with the Waipareira / Māori symbols and values.
5. Provide final concepts that represent the values of the design brief and that are aligned visually with all the values of client / Waipareira / Māoridom.
The key to being a great designer is not always in the design work itself, but also in how you interact with your work, clients, and peers. A good dose of passion can make life fuller and art stronger, so stay reminded to seek passion in all aspects of life. It’s an easy and common mistake to assume that creativity is inherent and born out of thin air. In reality, creativity is a little more planned and thought-out than that, it’s a careful process. Creativity is the process of having original ideas that have value.

Inspiration is the best form of motivation in many cases, but often the only time it’ll strike is when you’re already underway. Inspiration exists but it has to find you working.