

# MOANA FRESH



## Resources for Moana Makers

### Moana Fresh Branding Package

This is a brand guidelines journey developed for Moana Fresh to illustrate the process and outcomes of branding and marketing considerations for a creative Pacific lead enterprise.

Designers Sean Naufahu from Alt Group and Shahade Meredith have taken our original brand elements and created a more expansive branding overhaul.



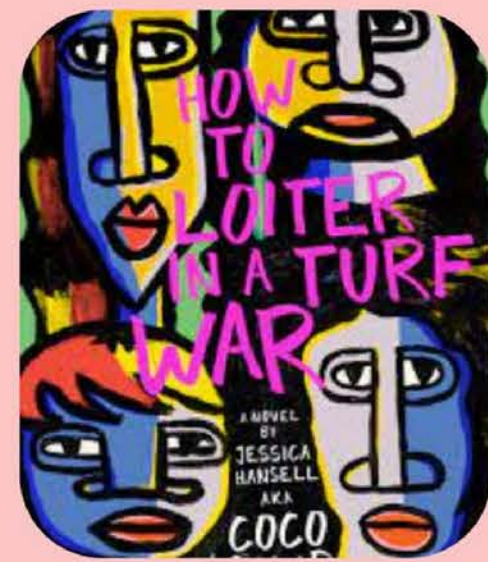
Brand/Identity

The initial step involved auditing the existing brand/identity/content

ALL KIDS SALE PRINTS BOOKS NEW RELEASES ART UNDER \$100 TAMARIKI CLOTHING ACCESSORIES



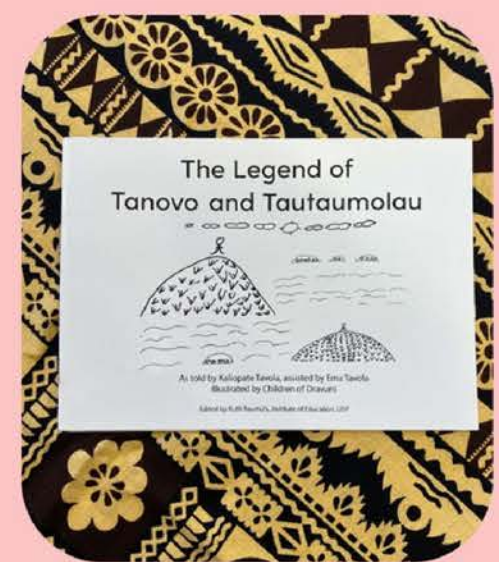
BOOK: Toi Tū Toi Ora: Contemporary Maori Art - Edited by Nigel Borell (books signed by the author) \$65.00



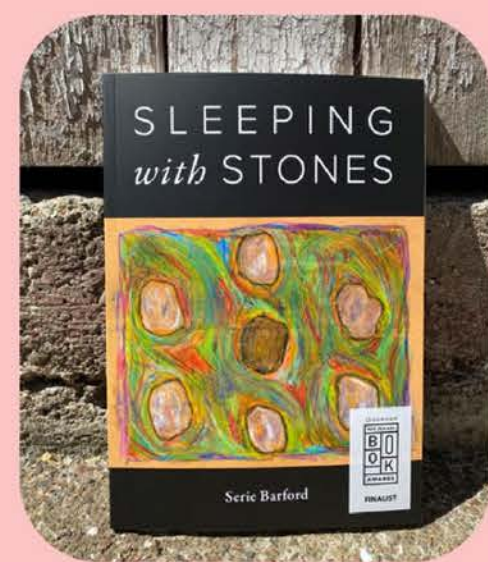
Book: How to Loiter in a Turf War by Jessica Hansell A.K.A COCO SOLID \$28.00



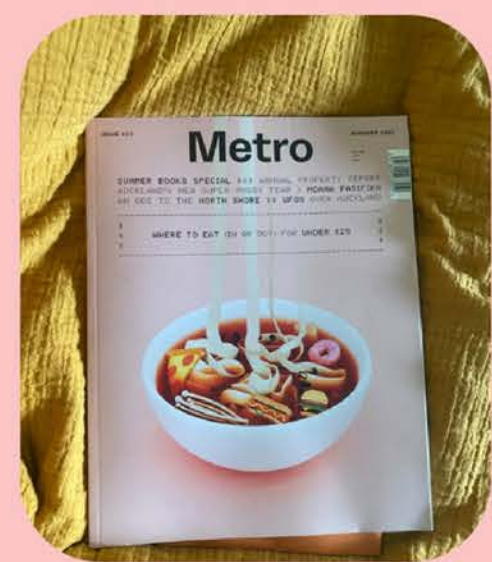
Book: Marinade: Aotearoa Journal of Moana Art \$35.00



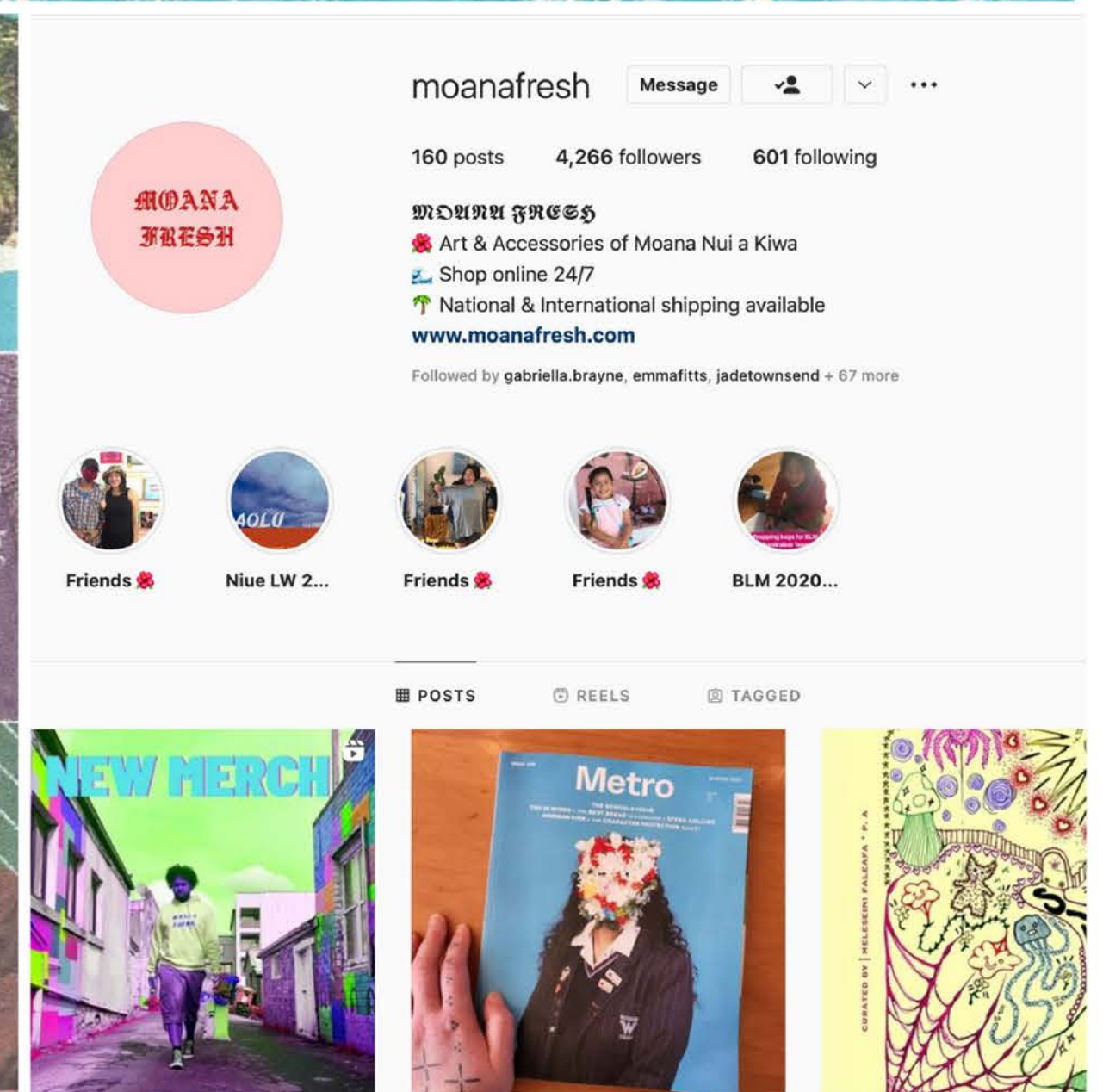
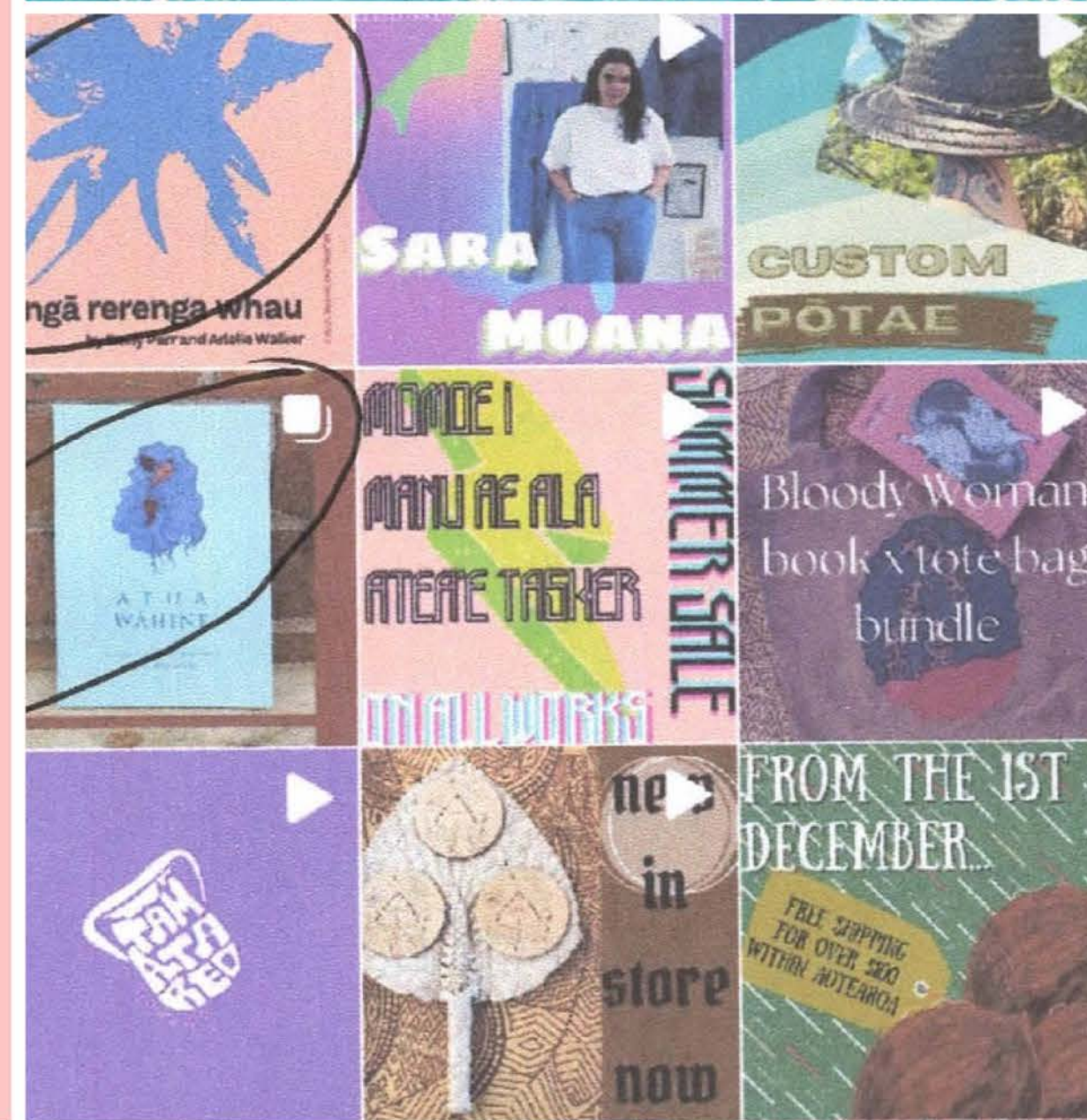
Book: The Legend of Tanovo and Tautaumolau \$13.00 \$10.00 ON SALE



Book: Sleeping with Stones by Serie Barford (books signed by the artist) \$25.00



METRO Magazine - Summer 2022: Issue 433 \$12.95



Colours create comfort and a welcoming feeling.

Use of imagery such as photography is relaxed with no particular structure.

Use of round frames for images

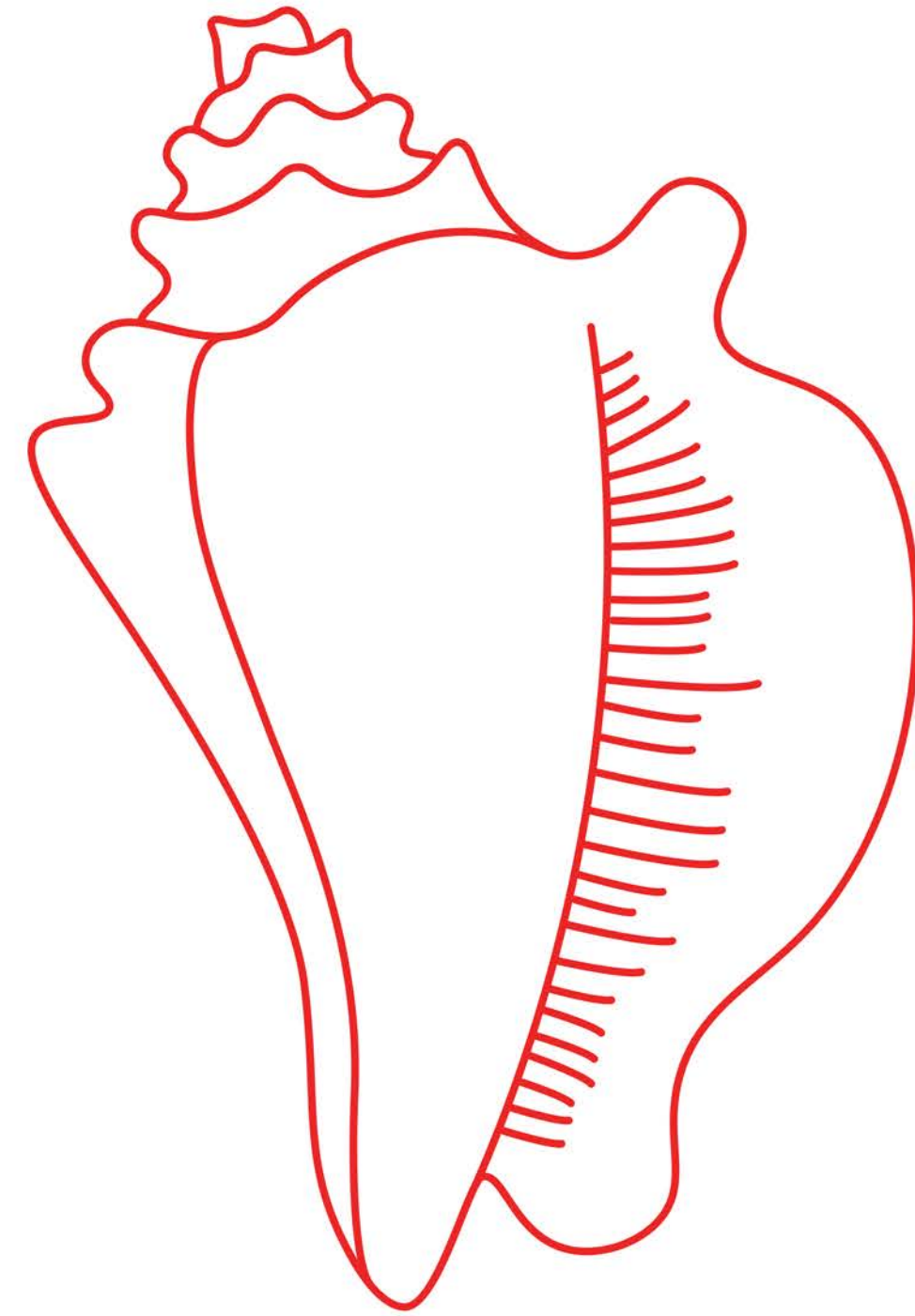
People in images shows engagement with the community and the importance of it

Heavy on texture and layering

Variety of display fonts used on posts

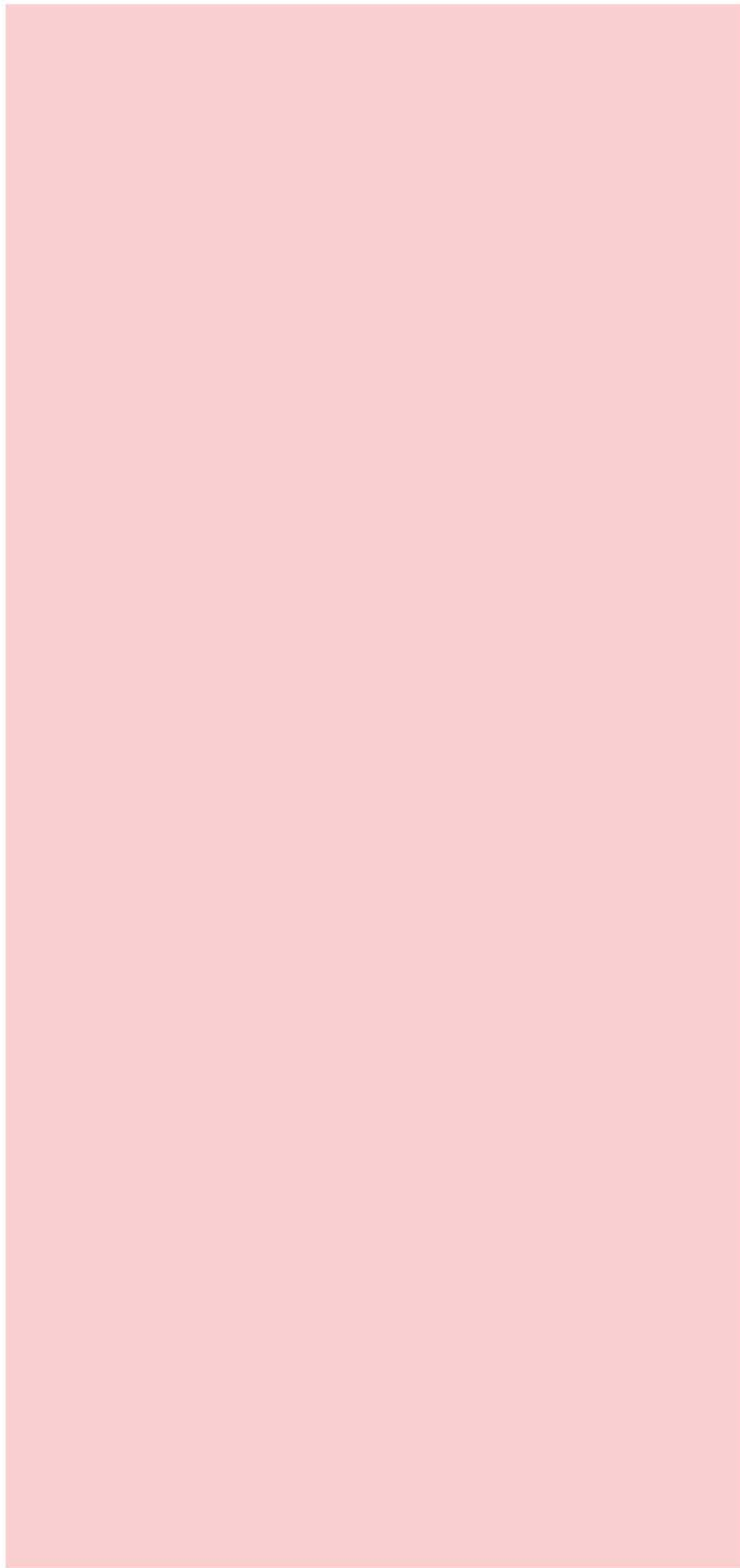
Logo

**MOANA FRESH**





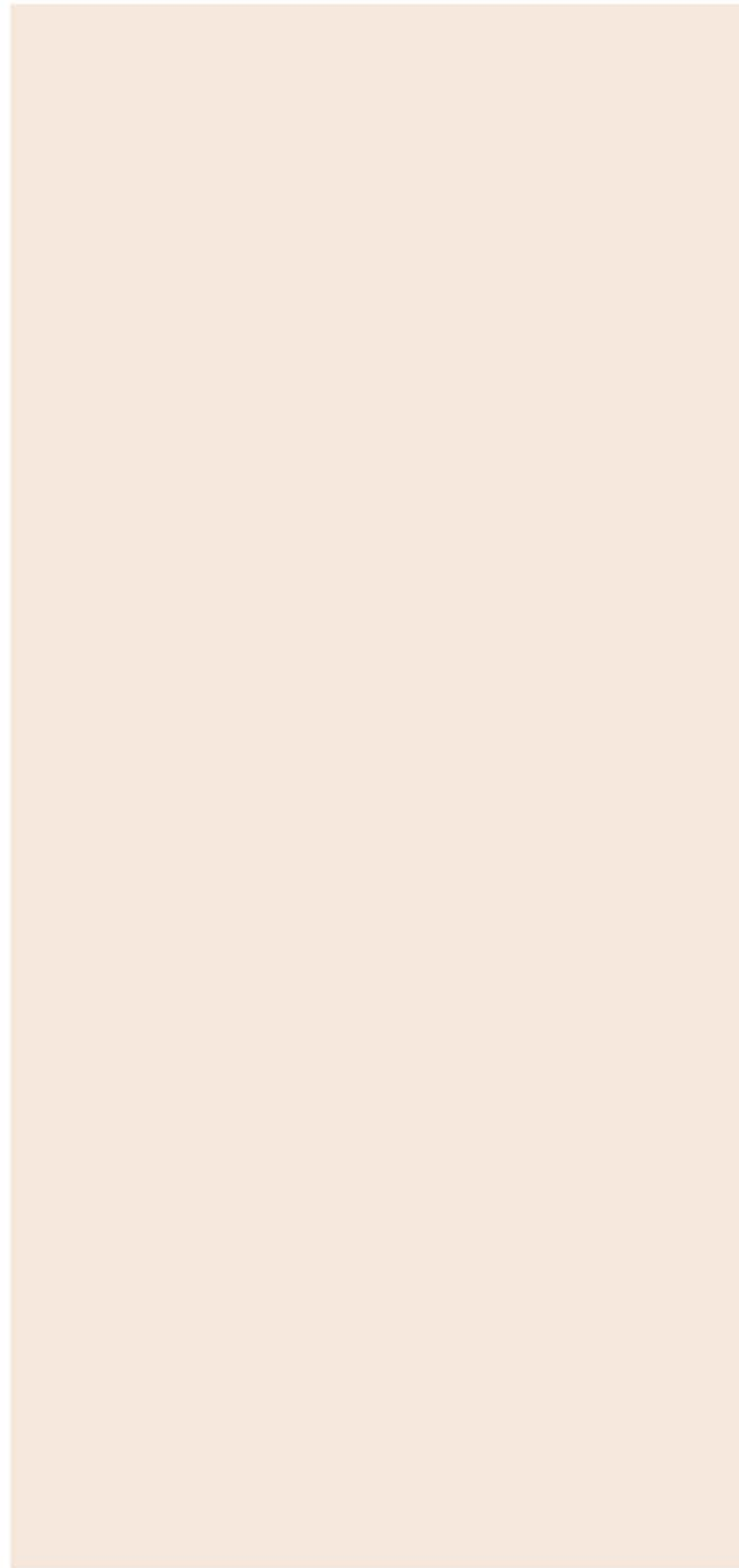
Colour



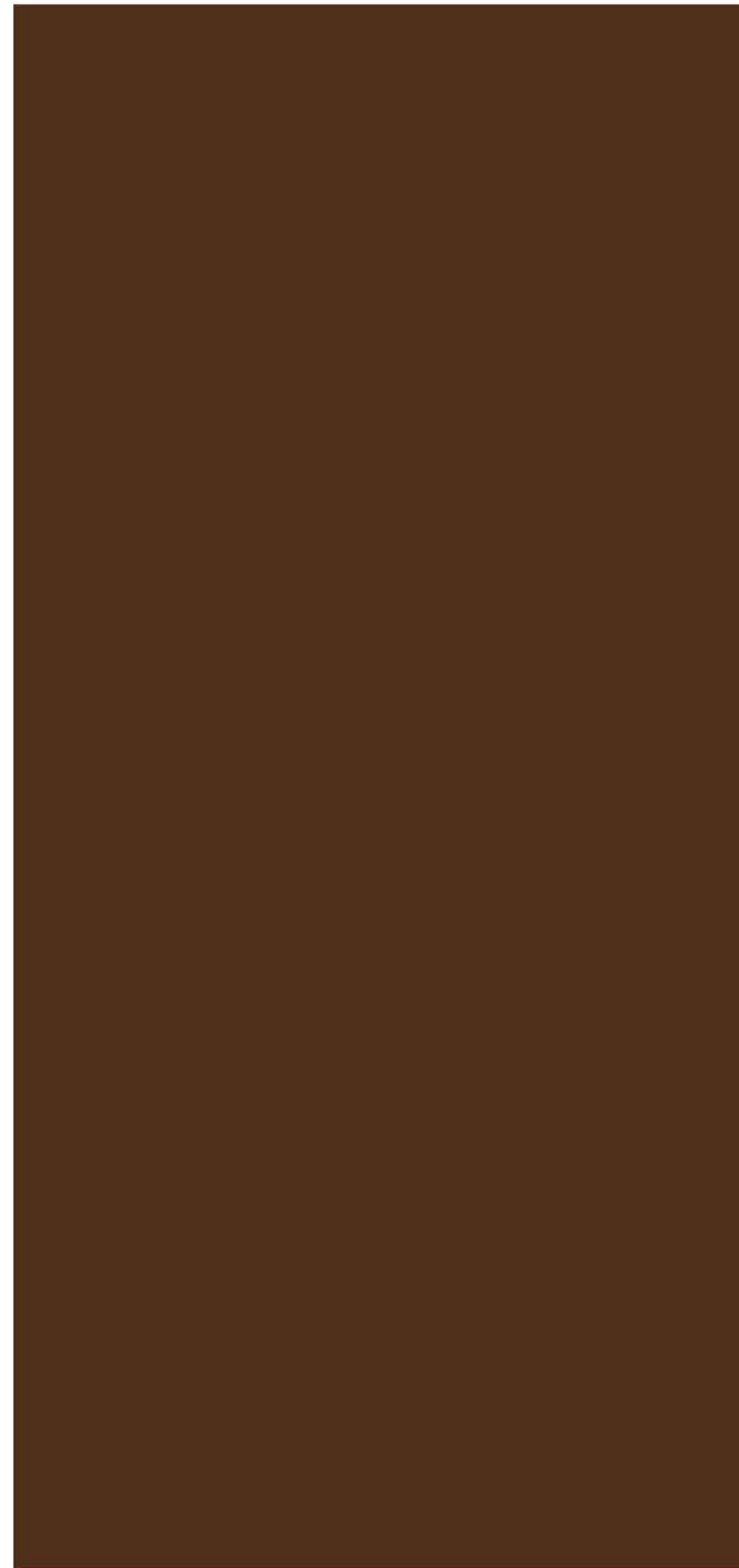
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R251 G206 B208



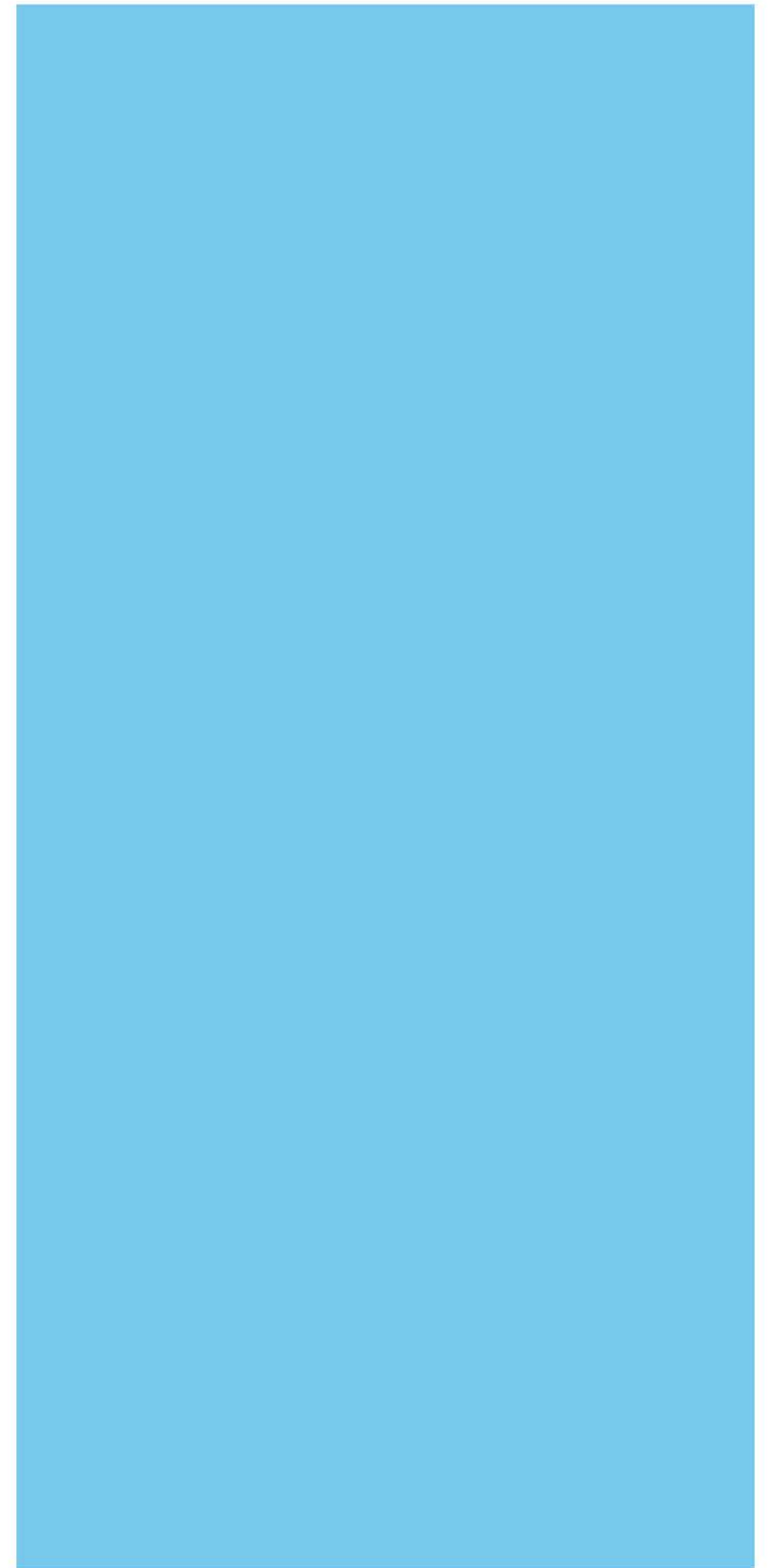
Digital:  
Hex EC2828  
R236 G40 B40



Digital:  
Hex F6E7DC  
R246 G231 B220



Digital:  
Hex 51301C  
R81 G48 B28



Digital:  
Hex 77C9ED  
R119 G201 B237

# Logo/Brandmark in colour & Working colour combinations

MOANA FRESH

MOANA FRESH

MOANA FRESH

MOANA FRESH

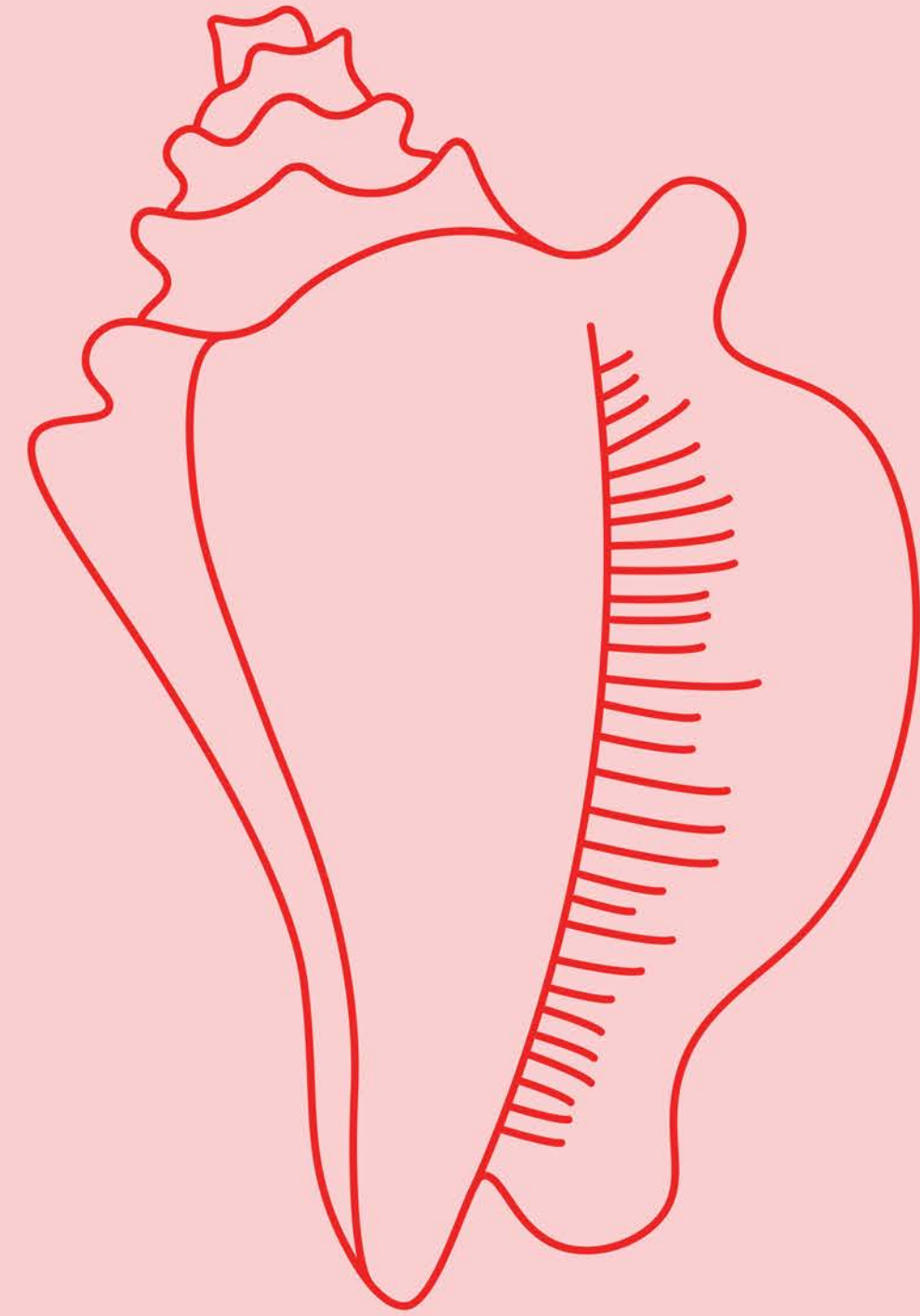
MOANA FRESH



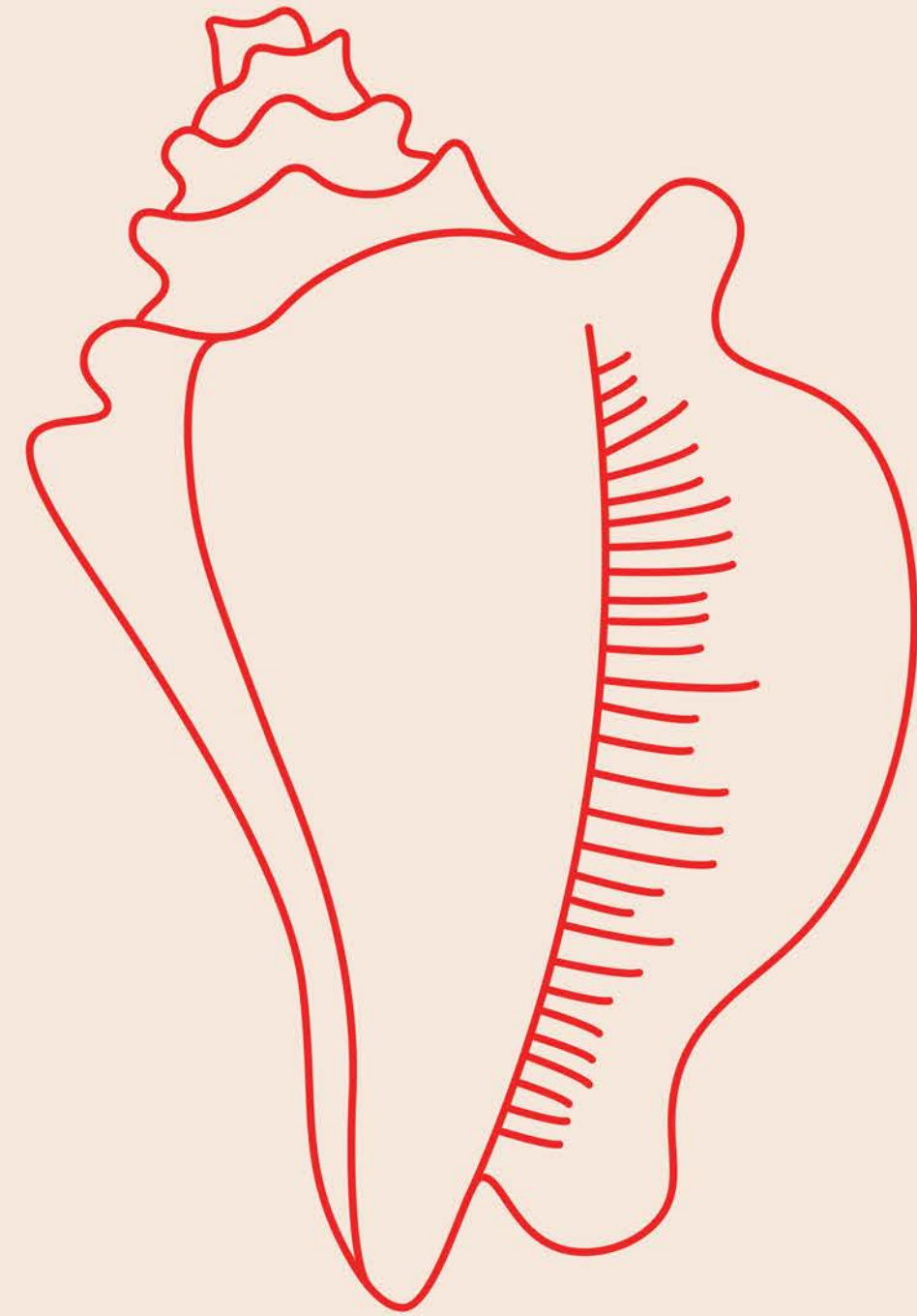
**MOANA FRESH**

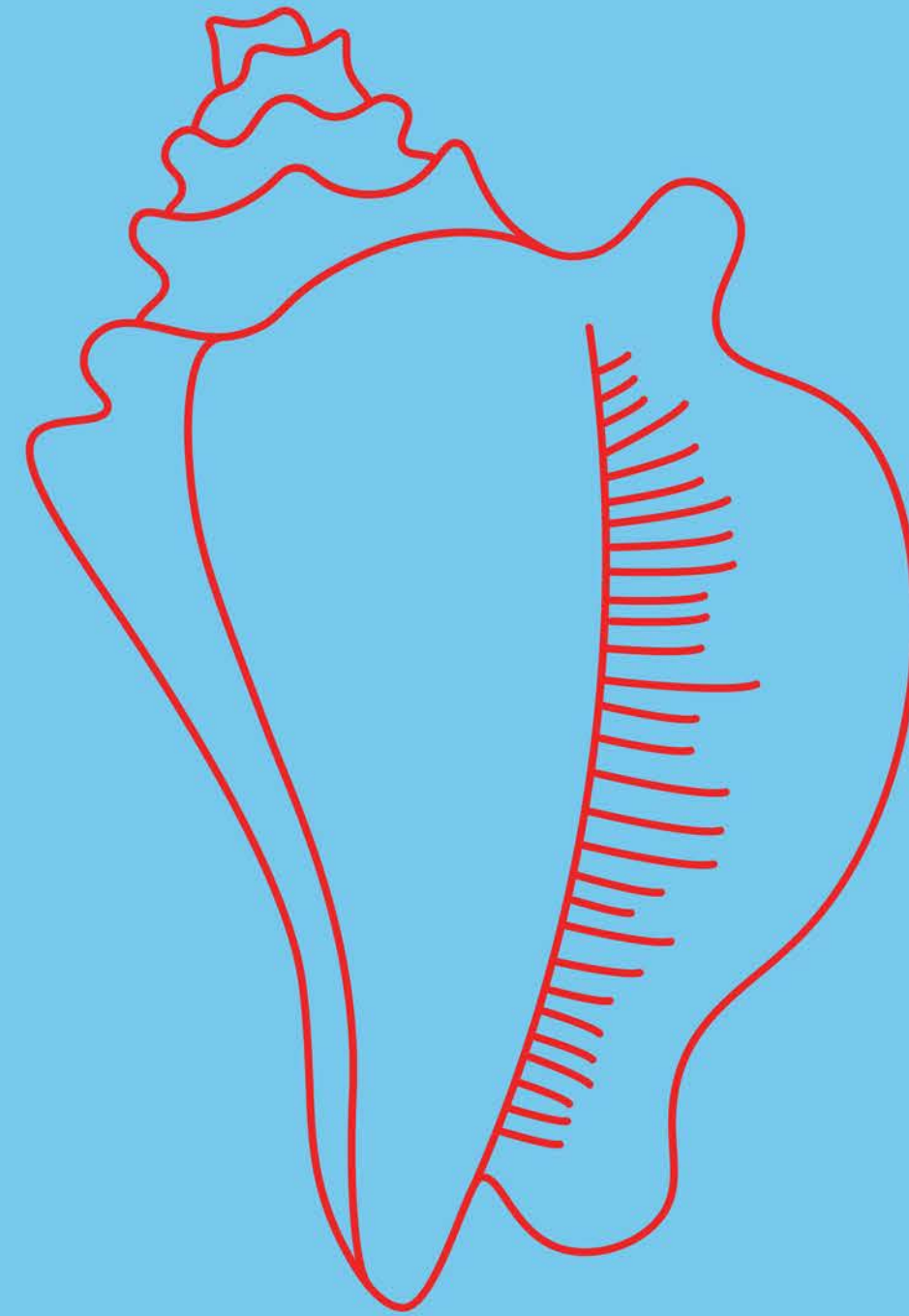
MOANA FRESH

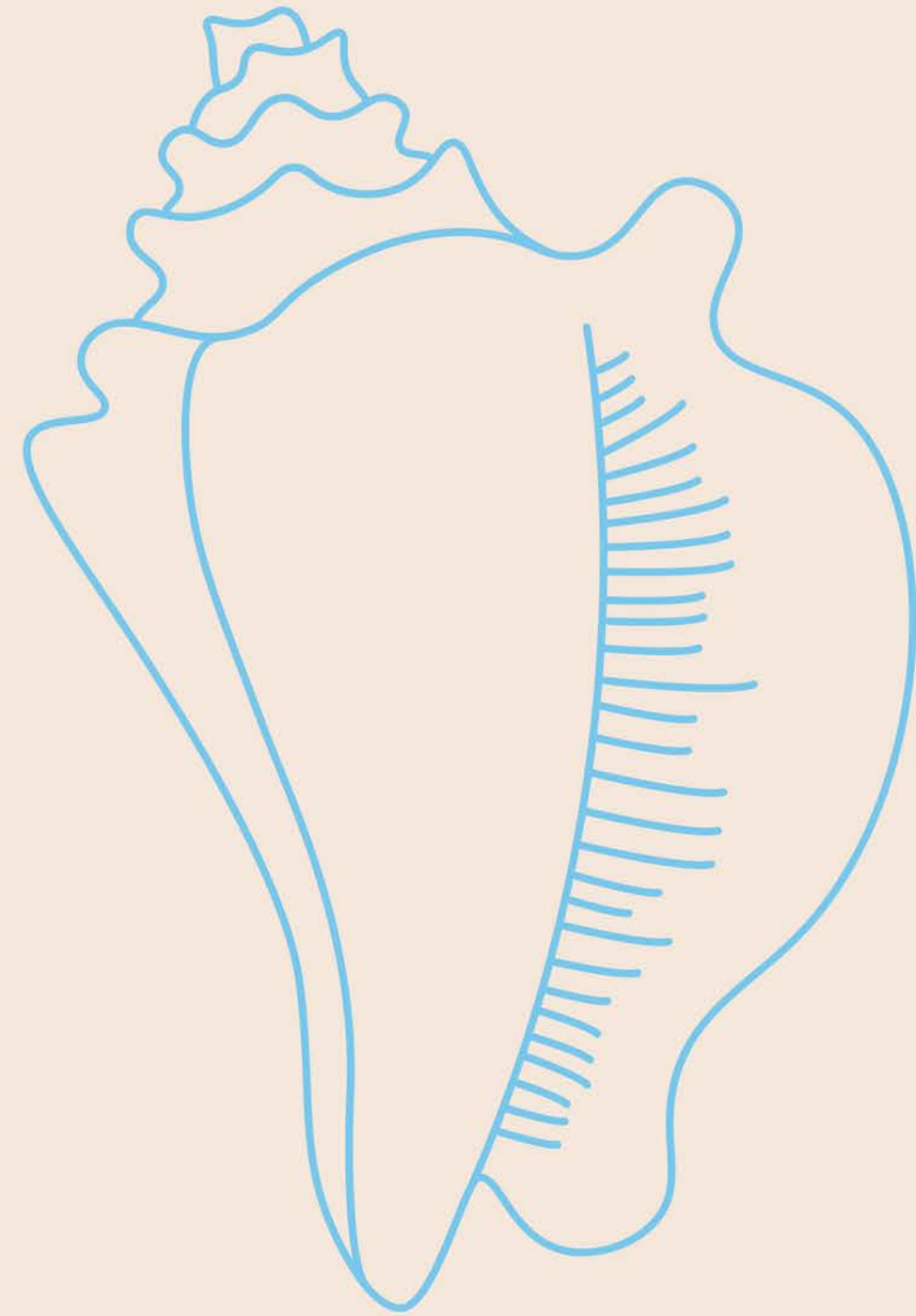
MOANA FRESH



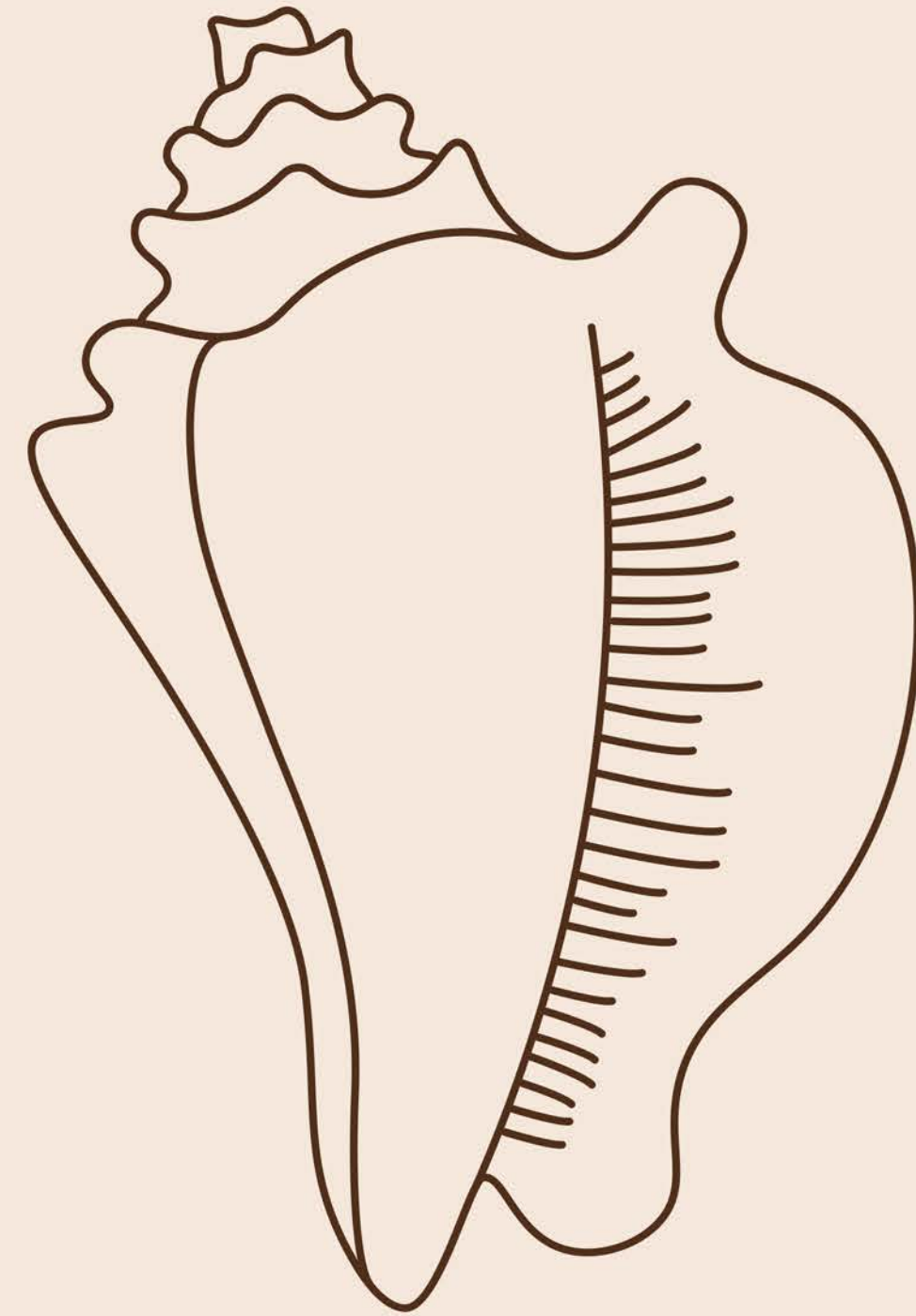
















The use of colour and it's references,  
and the authentic nature of the brand reflect the bigger  
idea of Moana Fresh; creating an inviting space for Pacific  
and Māori artists and creatives.

Secondary/Supporting  
Typeface

Ginto Nord

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

**MmMm**

Regular**Bold**

# Heading

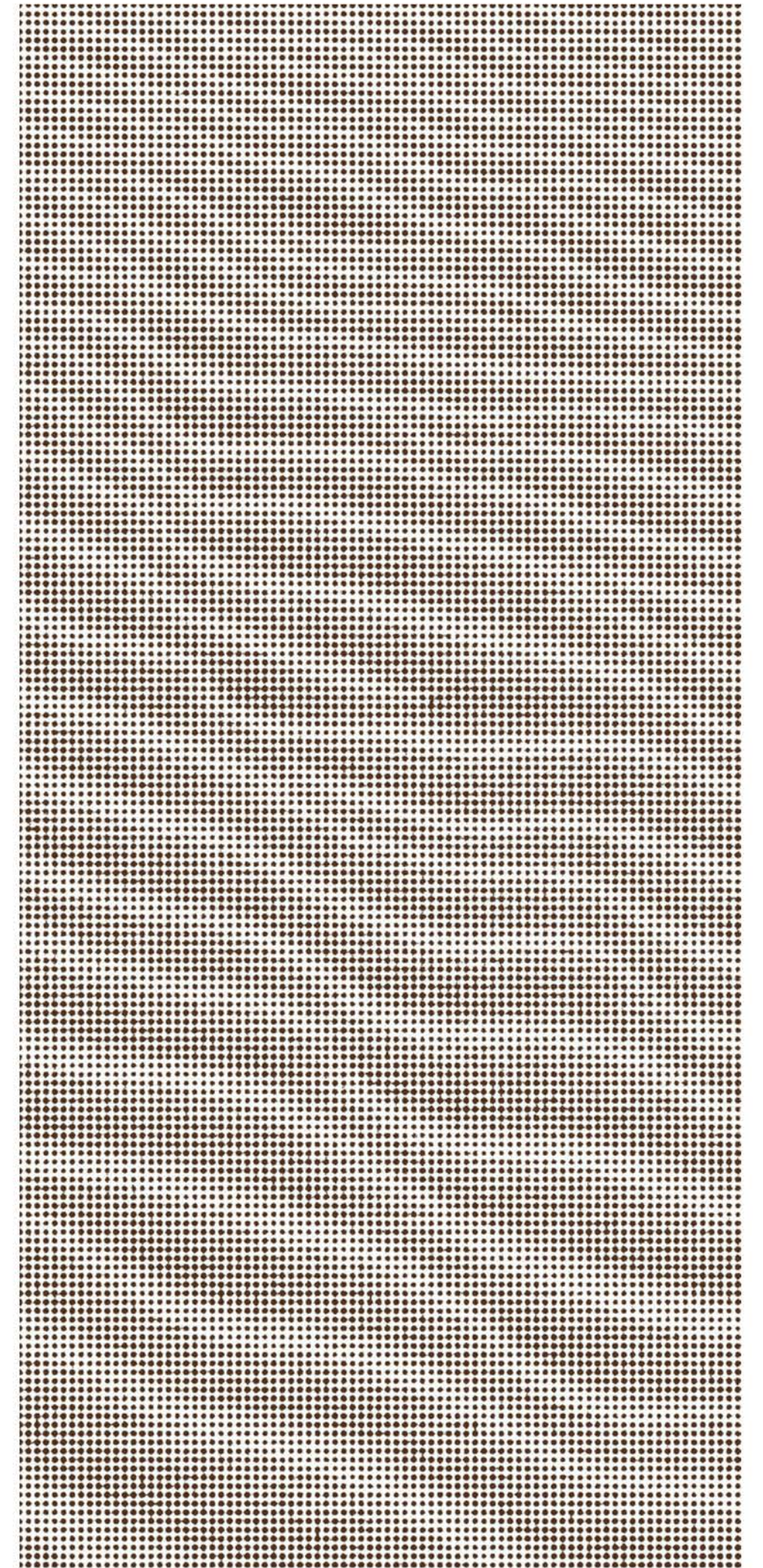
## **Subheading**

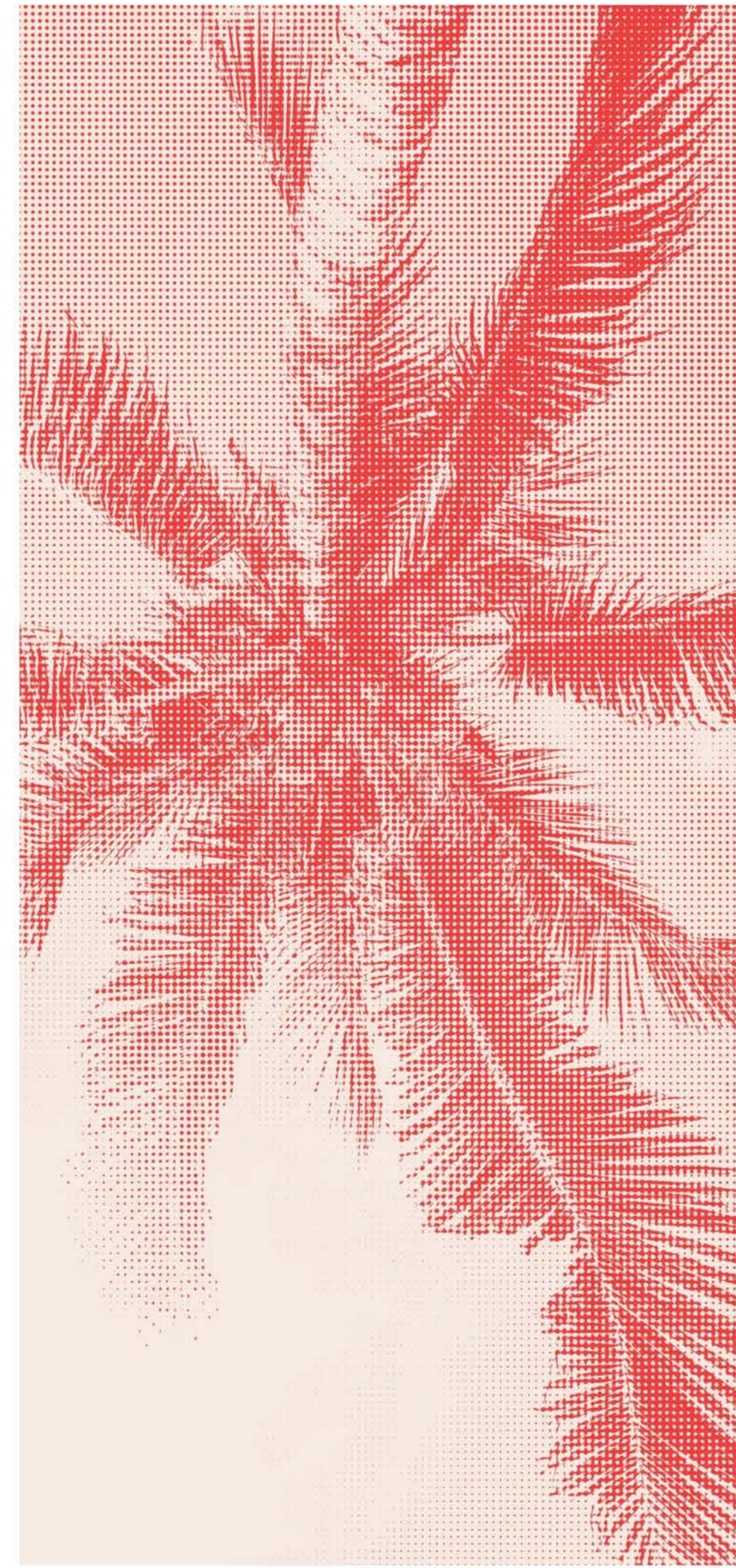
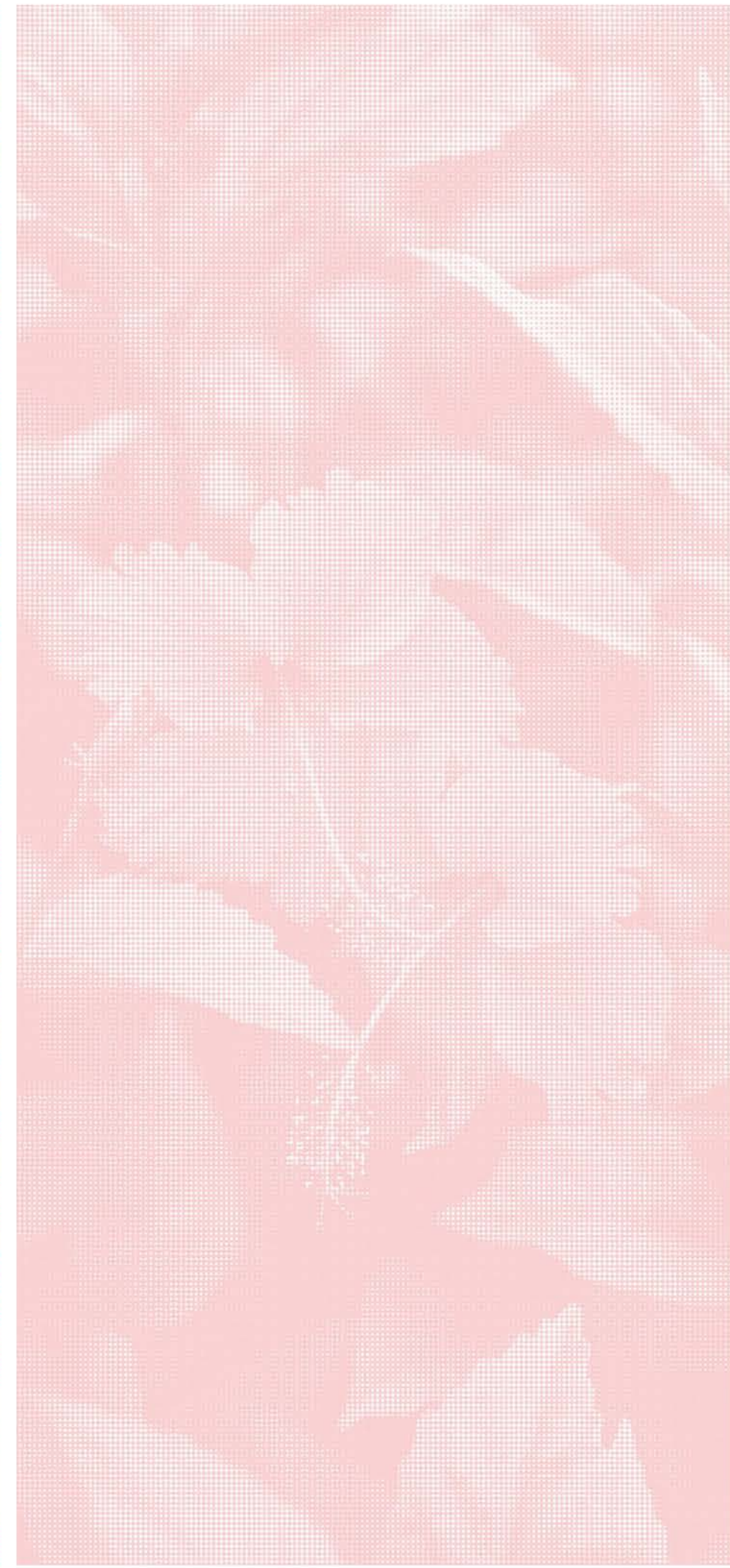
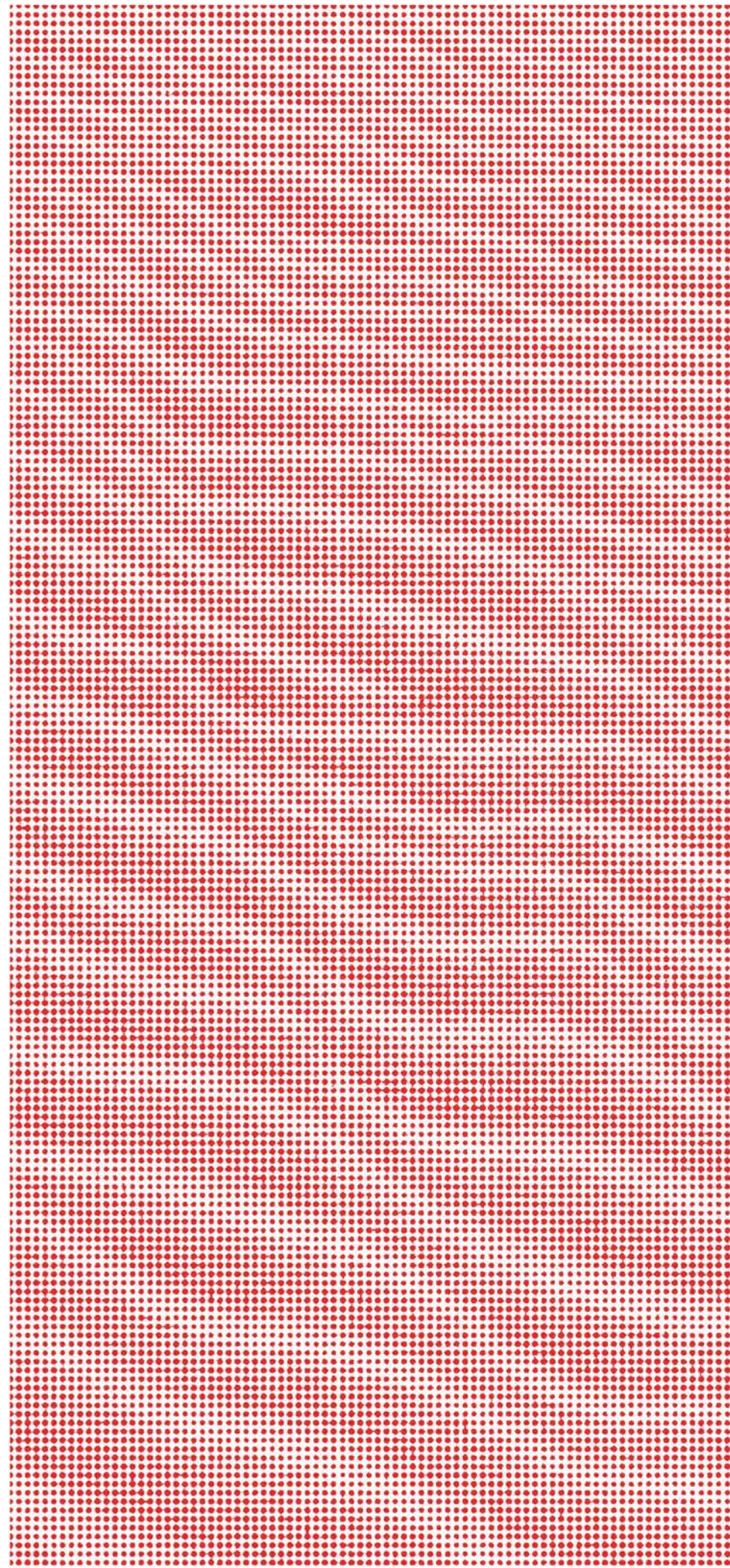
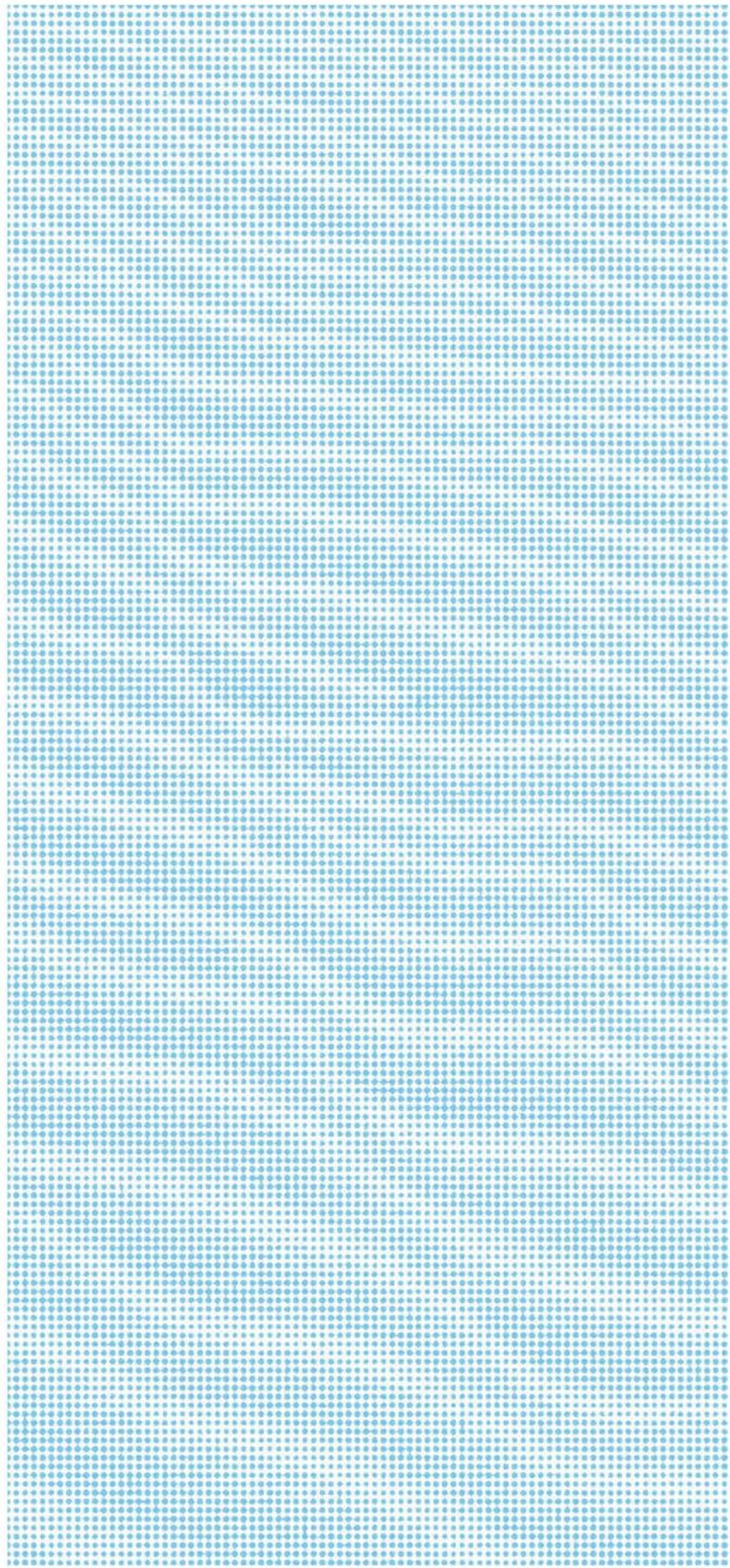
Moana Fresh began in 2019 as the smallest shop in Avondale if not Aotearoa, occupying a small windowfront and monthly pop up stall on busy Rosebank Rd. We have recently expanded next door at number 64, alongside Papa Clothing, allowing us to expand our online and physical spaces. We currently represent and stock over 20 Pacific and Maori artists making a range of hot art and accessories. There is something for everyone here and we aim to make collecting and supporting local art and artists affordable and accessible. Our line up includes sculpture, prints, books, painting, handmade ceramics, jewellery, coconut soap and hair accessories.

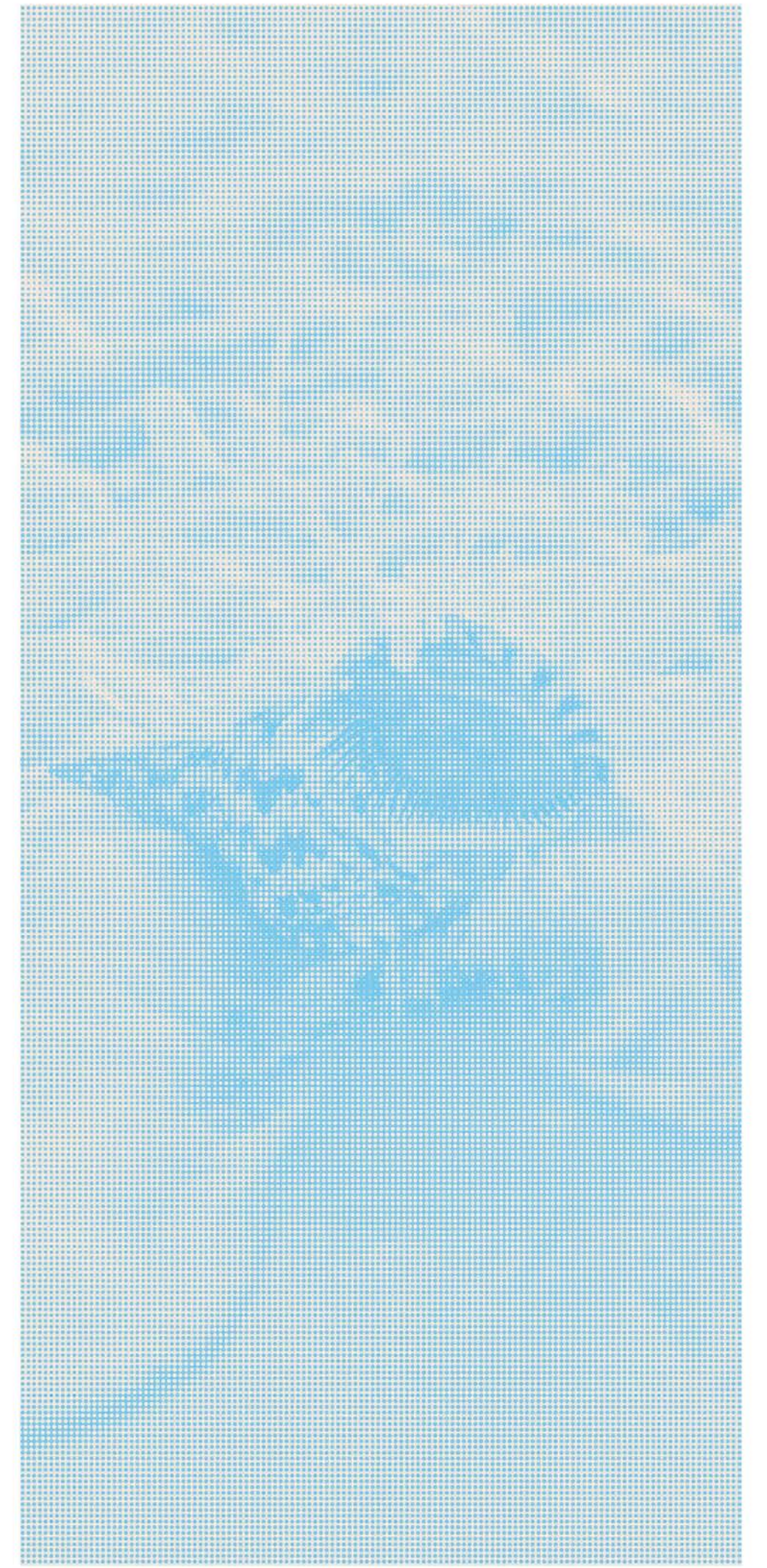
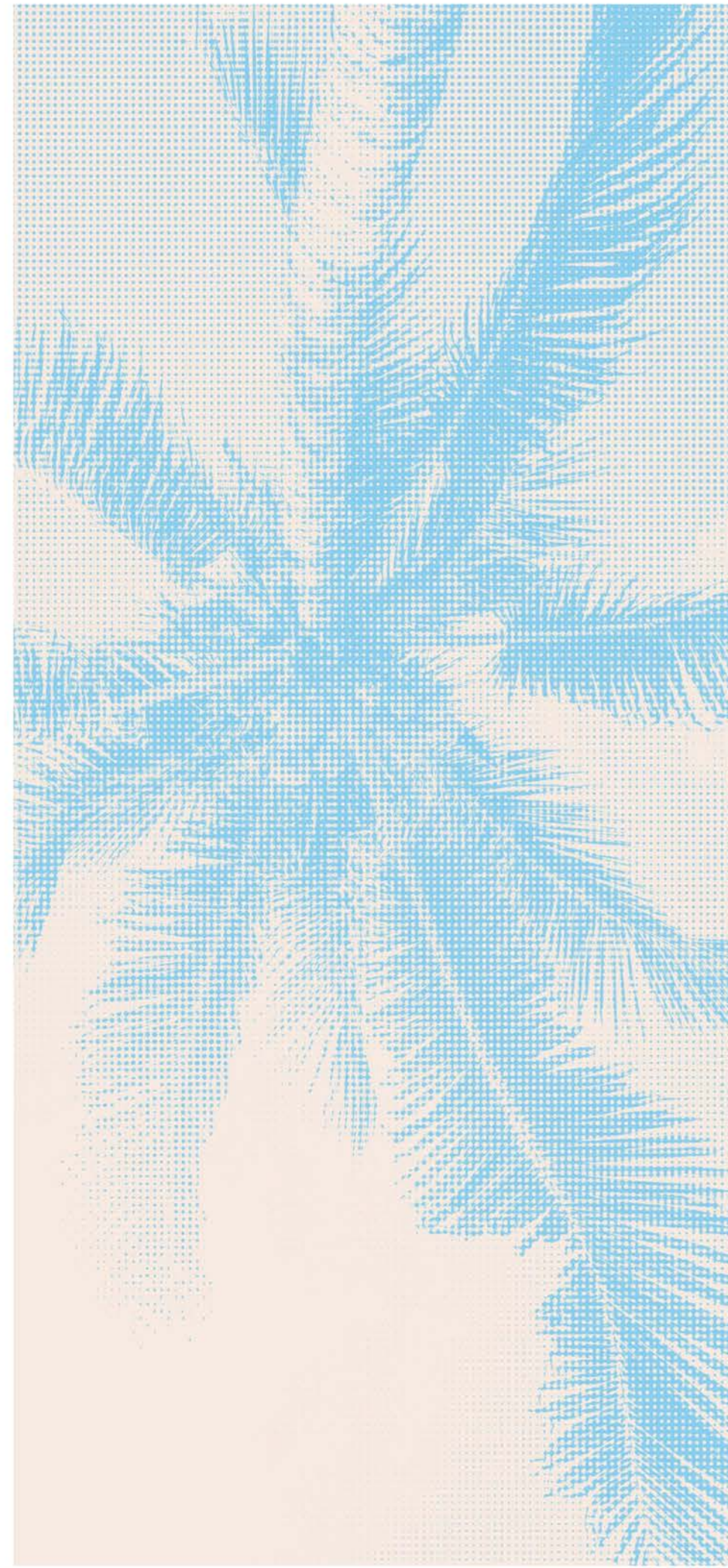
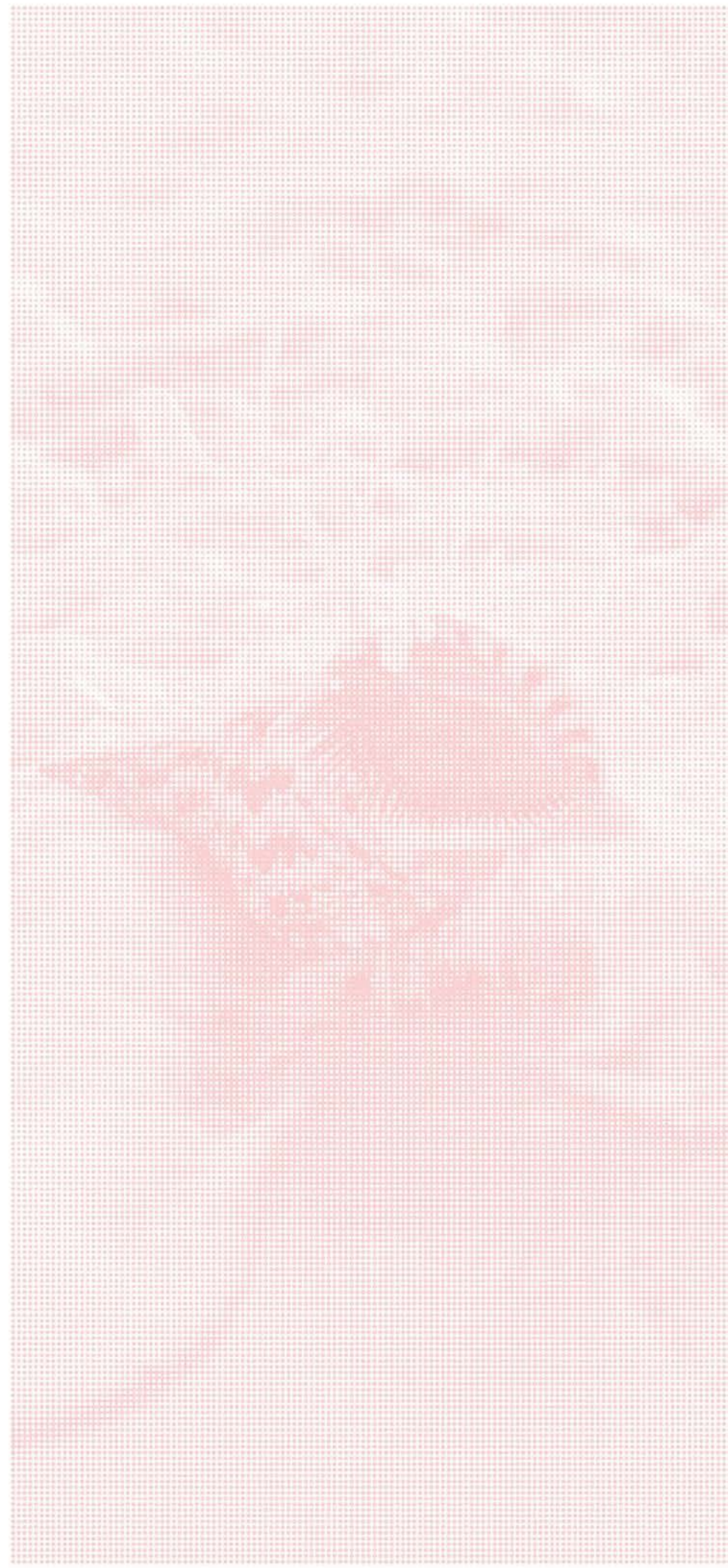
Ginto's roundness aligns with the welcoming  
feeling of Moana Fresh

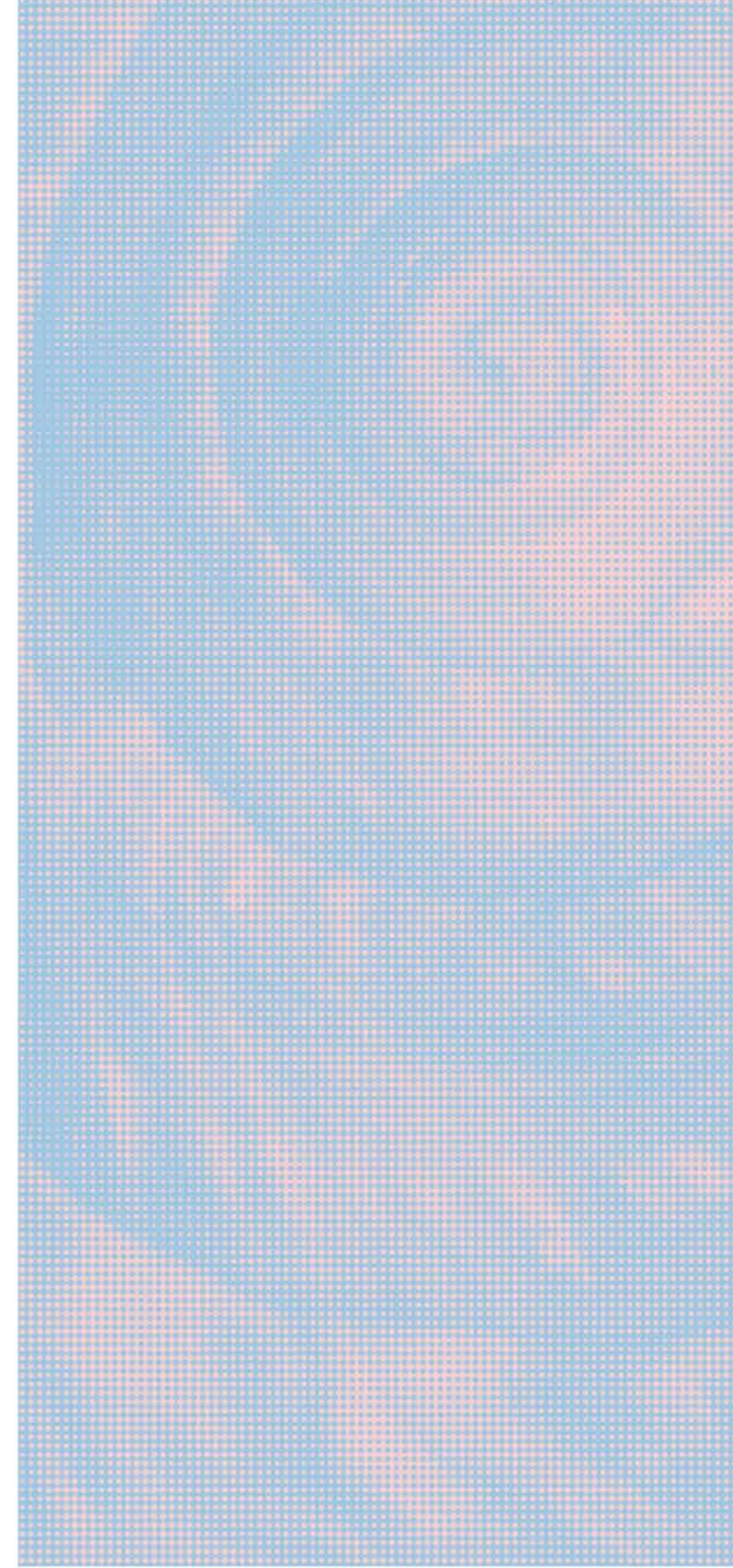
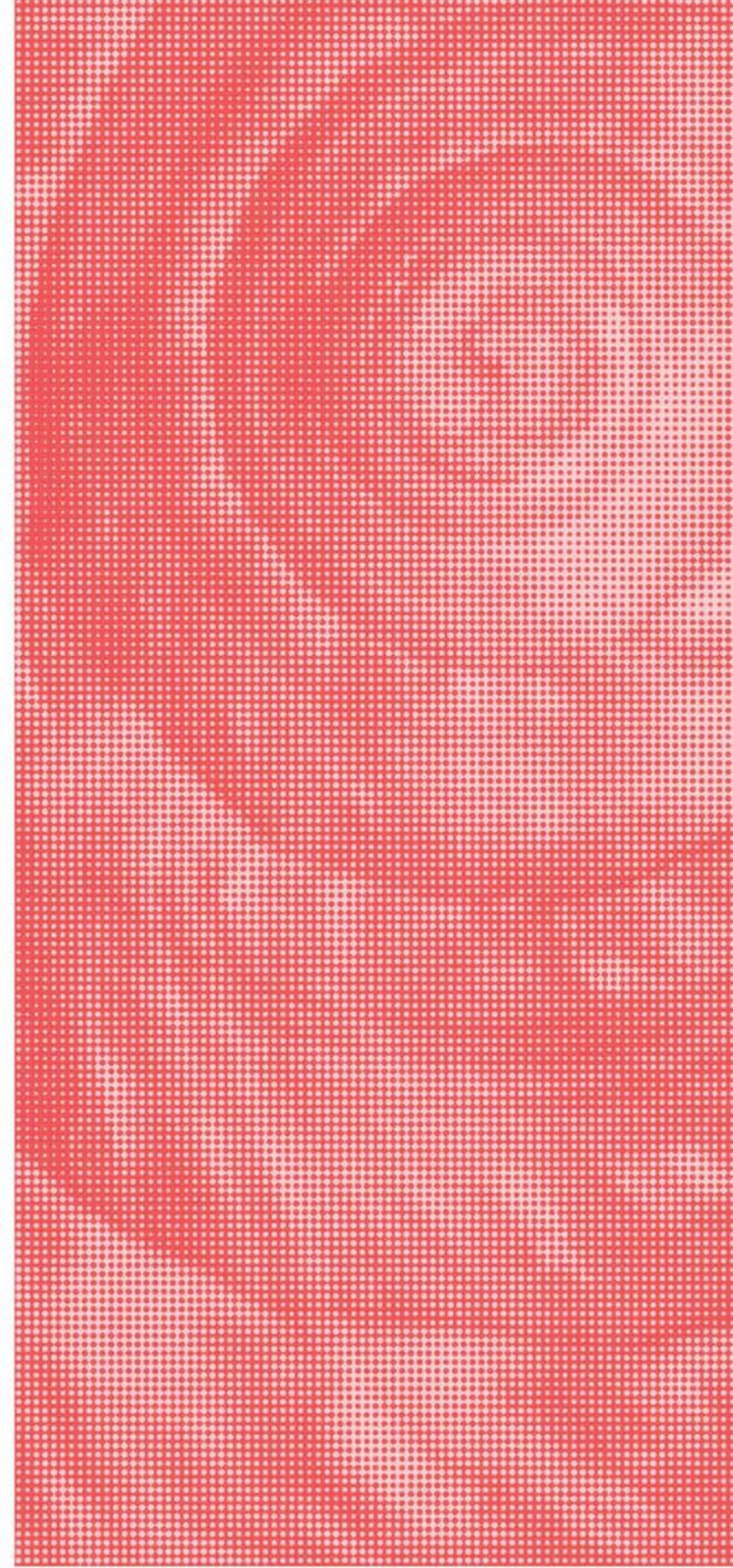


Texture









Using the textures consistently creates  
a grounding feeling

Templates

# TAX INVOICE



MOANA FRESH LIMITED  
64 Rosebank Road  
Avondale  
Auckland  
New Zealand  
1026

GST #	132 961 832	to:	Contracter
NZBN #	9429048765473		123 Address
invoice #	000 001		St Suburb
Date :	01/01/2022		7890
Due :	20/02/2022		City

QT	Descriptio	Pric	Tota
Y 1	n Typeface	e \$	l \$
		99	99

Subtota	\$ 99
I GST	\$ 15
15%	\$ 99
Total	

Terms & conditions  
Payment is due ...  
Please make payment to ..



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MOANA FRESH LIMITED  
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GST # 132 961 832  
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Y 1	n Typeface	e	I \$99
		\$99	\$99
		Total	

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**MOANA FRESH**

Moanafresh.com  
aloha@moanafresh.com  
@moanafresh

64 Rosebank Road  
Avondale 1026  
Auckland

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aloha@moanafresh.com  
@moanafresh

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Avondale 1026  
Auckland

# Instagram Templates

introducing


**Sara Moana**



Moana Maker

introducing

**Darcell Apelu**



Moana Maker

introducing

**Andy Leleisi'uao**




Moana Maker

**New in store**



**Moana Fresh Hair Ribbon**

**New in store**



**Thea Ceramics**

**New in store**



**Fualaau Piniki Cushion by Moana Oa**

**Moana Fresh**

**Summer Art Drop**

**Moana Fresh**

**Summer Art Drop**

**Moana Fresh**

**Summer Art Drop**

Introducing

**Darcell  
Apelu**



Moana Maker

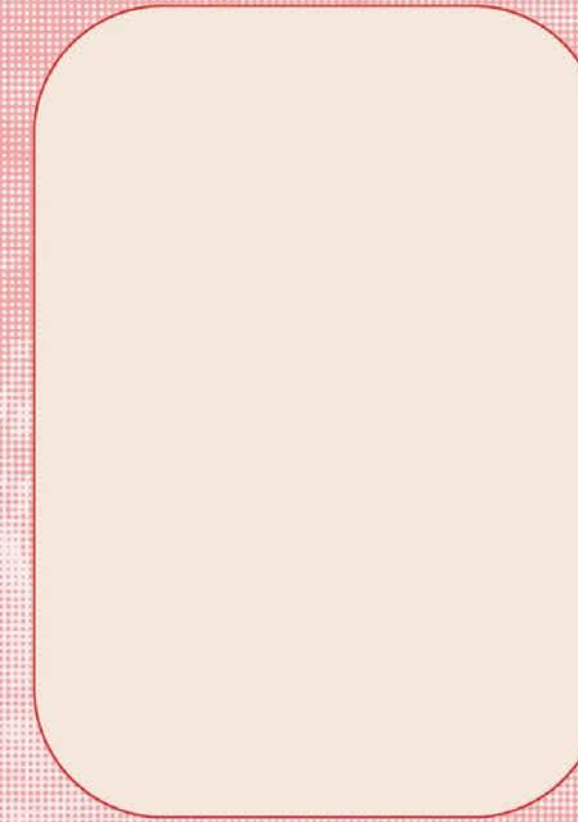
Introducing

**Darcell  
Apelu**

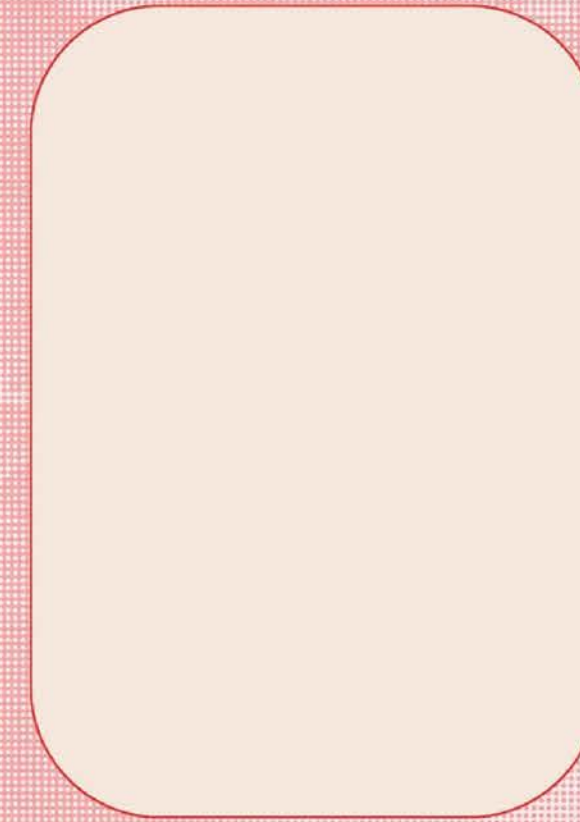
Moana Maker

"Umbilical cords tie us  
to our mothers; from  
generation to generation  
they reach into ancestry.  
Like cord, blood ties and  
binds us."

Name of work



Name of work



Square (what is shows on the  
instagram profile grid)



What it will look like on the feed

Stories/Reels

Built on Canva

Can be used for Instagram square  
and portrait posts and stories

Room to be playful with texture  
and colour

Option to include motion



# How to/Case Study



## Blog heading

### Sub head here

Intro copy here nimoluptae numquis idestiat harcipi endaest accus. Ame nos maximinvera velit occabo. Is vollatis atus atemperuptam quissintibea consed ut arciet untibus, autetur simolup tatque dolorem ipsam reri aboremoditi doluptios nesciendi reriore provitam dolupta sitaest ipsum lab ilitium nemporem voluptam.

**Moana Makers**  
tools for you

## Visual branding

A brand is an intangible marketing or business concept that helps people identify a company, product or individual.

Core to a brand is what it looks and feels like – or in design speak we call this the visual identity. The key parts of a visual identity generally include name and logo, colours, type and images.

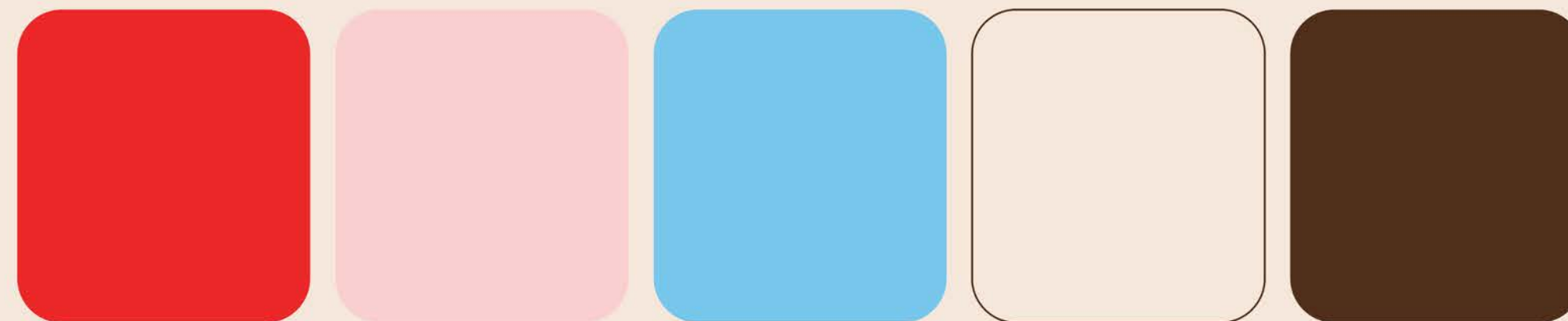
Together, these parts visually represent the brand in a way that is unique to others.

## Our name & Logo

A core underpinning of our aesthetic is referencing the Pacific. The gothic font used in our logo is a loving reference to the Hawaiian Kingdom, as well as the slight slant of the letters symbolising the movement of the moana.

**MOANA FRESH**

## Colours



**Our colours create comfort and a welcoming feeling.**

## Type

We use Ginto Nord as our secondary typeface. We love the roundedness of the typeface and how it can feel quite welcoming.

### Ginto Nord

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!?  
@#\$%^&\*()

MmMm

BoldRegular

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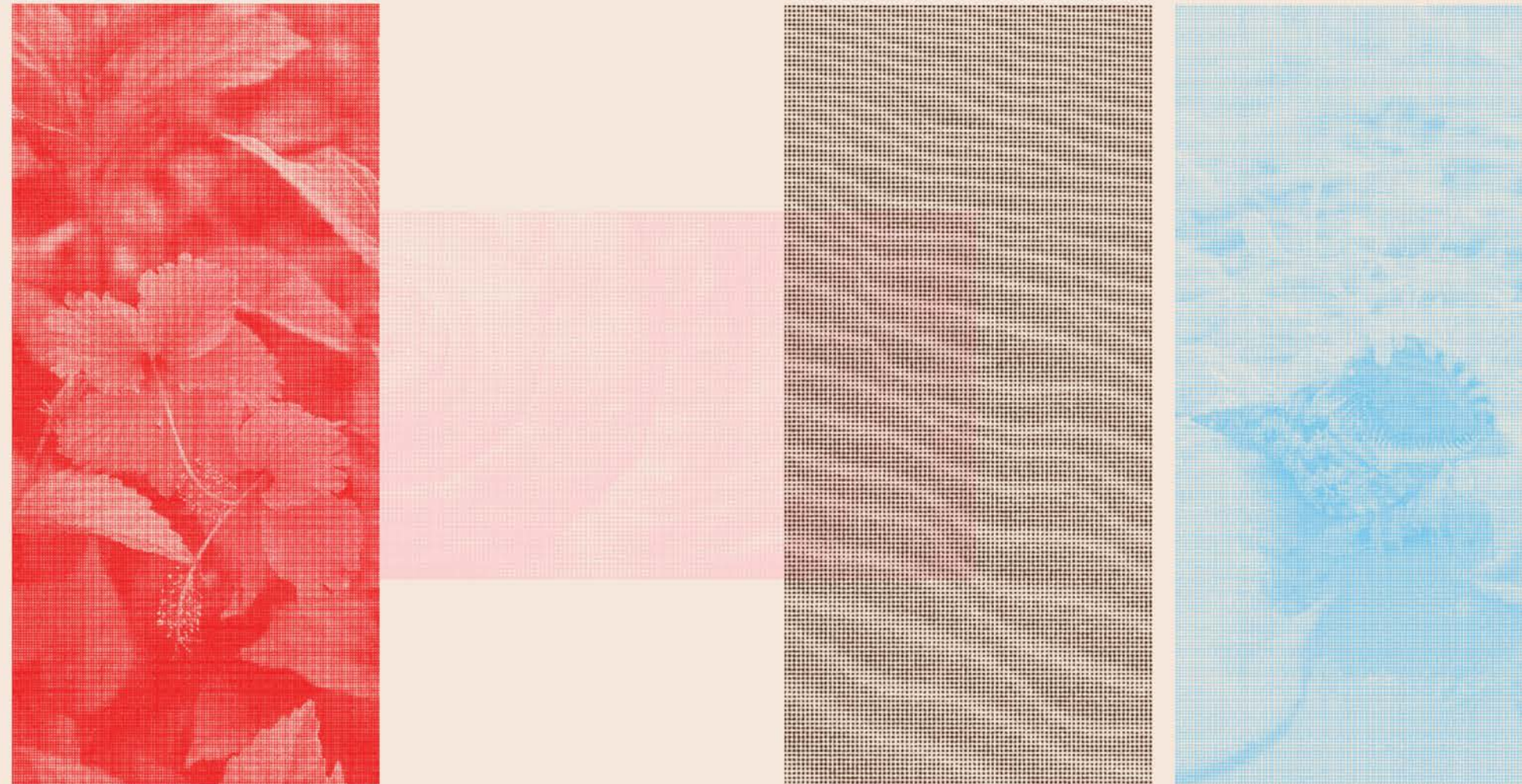
Heading  
Subheading

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## Imagery

Through our instagram, we realised we loved layering and using texture. Having an asset library of textures, gives our brand a grounding consistent feeling.

Our photography on our website and instagram is very relaxed and often includes people.



# Funding Map

# MOANA FRESH



## Headline to go here

Sub head here (summary of blog post)

Intro copy here nimoluptae numquis idestiat harcipi endaest accus. Ame nos maximinvera velit occabo. Is vollatis atus atemperuptam quissintibea consed ut arciet untibus, autetur simolup tatque dolorem ipsam reri aboremoditi doluptios nesciendi reriore provitam dolupta sitaest ipsum lab illitium nemporem voluptam.



## Organisations funding artists in Aotearoa

WHO	PURPOSE	WHAT	WHEN	MAX \$\$
<p><b>Creative NZ</b></p> <p>Encourages, promotes and supports the arts NZ for the benefit of all New Zealanders through funding, capability building, our international programme and advocacy.</p>	Depends on fund	<u>Various</u>	July 2022 - June 2023	Various

## Organisations funding artists in Aotearoa

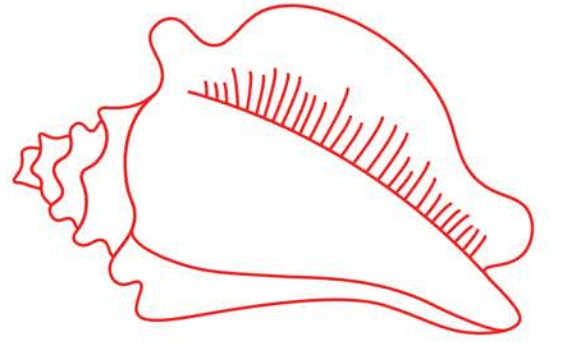
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<b>NZ on Air</b> An independent government funding agency delivering quality and diverse NZ public media	<u>General Guidelines</u>	<u>Apply for Scripted and Factual funding</u>	January 2022 - January 2023	\$50k-\$500k+
	<u>General Guidelines</u>	<u>Public Interest Journalism funding</u>	March 2022 - September 2022	Up to \$1m
	<u>Guide</u>	<u>Music</u>	January 2022 - November 2022	Various
<b>Ministry of Culture &amp; Heritage   Manatu Taonga</b>  "We provide advice on arts, culture, heritage and broadcasting issues in consultation with government ministers."	Improve sustainability and resilience of the arts, culture and heritage sectors Increase employment and skill development opportunities Improve safeguarding of Mātauranga Māori and support of Toi Māori Improve access and participation in arts, culture and heritage sectors Increase the use of arts, culture and heritage as a tool to improve wellbeing.	<u>Regeneration Fund</u>	August 2022 - February 2023	Various
<b>Auckland Council</b>	Depends on fund	<u>Various</u>	July 2022 - June 2023	Various
<b>NZ Film Commission</b>  Growing the New Zealand film industry  "We support a diverse range of New Zealand and international stories to be told here and seen everywhere."	The New Zealand Film Commission provides grants, loans, and equity investment to New Zealand filmmakers and businesses to assist in the development and production of feature films and short films.	<u>Various</u>	All year around	Various
<b>Wellington City Council</b>  "Our vision for Wellington 2040 is an inclusive, sustainable and creative capital for people to live, work and play."	Artists contributing to the thinking and design of public places and spaces Art concepts and/or art works and/or design features integrated into urban design developments (including	<u>Public art</u>	Annual	Up to \$10k



# One Page Brand Guideline

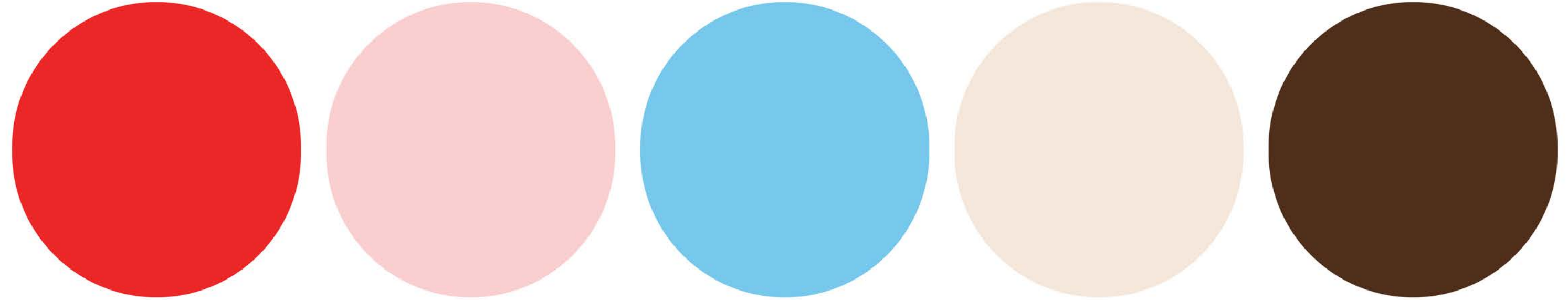
Logos

MOANA FRESH



+

Colours



+

Typeface

MmMm

BoldRegular

Ginto Nord

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

+

Halftone  
Textures

