

2025

Cultural Ownership and Design



Research

Hei-tiki

- A Cultural symbol
- Connected with legend of the first man
- Pattern to include, perhaps as a crest



By Lindauer, Bohumír Gottfried, 1839-1926

- Alexander Turnbull Library. Reference:

G-516, Public Domain, [https://commons.](https://commons.wikimedia.org/w/index.php?curid=1788331)

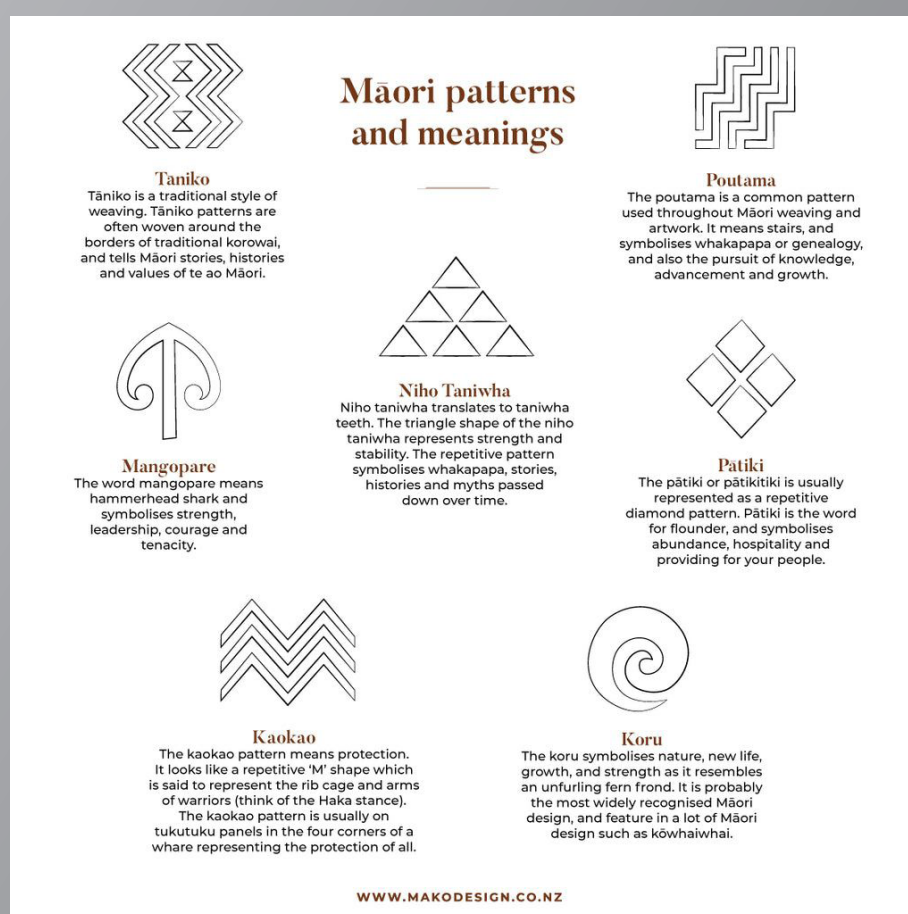
[wikimedia.org/w/index.php?curid=1788331](https://commons.wikimedia.org/w/index.php?curid=1788331)

Pounqmu

- Green stone jewel for carving
- Possible colour choice

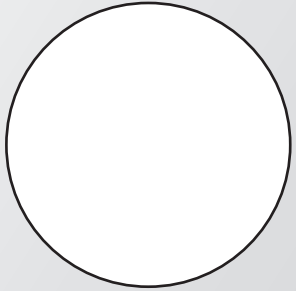


By Vassil - Own work, CC0, <https://commons.wikimedia.org/w/index.php?curid=18031702>



<https://makodesign.co.nz/pages/resources>

COLOURS



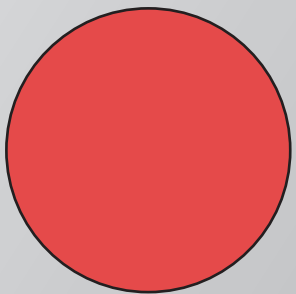
White - #FFFFFF

The colour white is important to Māori culture as it symbolizes purity, peace, and the afterlife. It is frequently associated with rituals and ceremonies.



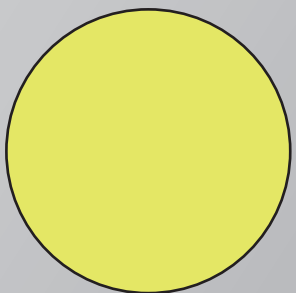
Black - #000000

Black is representative of strength, power, and the spiritual world. It is often used in traditional Māori art and clothing.



Red (whero) - #e54a4a

The whero shade of red is significant in life, vitality, and the blood of ancestors. It is a prominent colour in Māori flags, art and buildings.



Yellow (kōwhai) - #e54a4a

The kōwhai yellow is a reflection of the kōwhai tree and is symbolic of warmth.

SYMBOLISM



Kakao

The Kakao pattern which appears as a M is said to represent the ribcage and arms of a warrior doing a war dance or “haka”



Patiki

The Patiki pattern appears as repeating diamonds and is said to symbolise abundance of hospitality and providing for your people.



Niho taniwha

Niho taniwha which translates to taniwha teeth is a triangular pattern who represents strength and stability. The repeating pattern recognizes the stories and myths passed down.

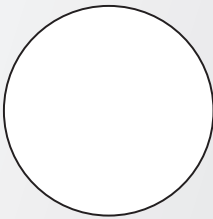


Rahotu (Mitre Peak)

The faint mountain background is Rahotu also known as Mitre Peak. It is an important feature of the world heritage site Te Wahipounamu.

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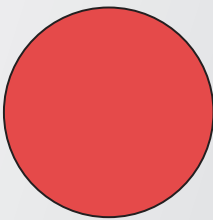
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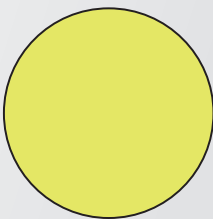
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