



Request for Tohu  
Tohu Design and Style Guide Development

*RFP release date 15 November 2017*

***Proposals due 31 December 2017***

***PROPRIETARY AND CONFIDENTIAL***

## **NGĀTI MUTUNGA O WHAREKAURI IWI TRUST**

Ngāti Mutunga o Wharekauri share common lineage with their whanaunga based at Urenui. All Ngāti Mutunga whakapapa from Mutunga and Te Rerehua.

Ngāti Mutunga played a pivotal role in the migration of Northern Taranaki Iwi and Ngāti Toarangatira in the late 1820s eventually settling at Pito One (Petone) in Wellington. In 1835, Ngāti Mutunga, along with Ngāti Tama, Kekerwai and Ngāti Haumia, migrated to the Chatham Islands and established a permanent tribal base.

The Ngāti Mutunga o Wharekauri Iwi Trust (“the Trust”) represents the collective interests of Ngāti Mutunga o Wharekauri (NMOW), and is a mandated iwi authority for the purposes of the Resource Management Act 1991 and the Māori Fisheries Act 2004.

In the time since it was began, no formal tohu has been used by the Trust. The Iwi Trust wishes to now have specific tohu and visual representations that represents it as an organisation charged with serving the interests of its Iwi base.

The Trustees believe the Iwi is the best place in which to source those tohu / whakaahua. Accordingly this process will be targeted to Ngāti Mutunga o Wharekauri people. That does not exclude other Iwi or people submitting. Rather, the Iwi Trust believes the RFP is best distributed by the Iwi to people the Iwi believes can service this request.

## **KEY DATES**

November 2017 – Tohu submission opens

December 31 2017 – Tohu submissions close

January 2018 – Tohu will published for Iwi to comment on

February 2018 – Tohu will be considered by Trustees and the Kaunihera Kaumātua

March 2018 – Final tohu selection.

### **Proposal Submission Closing Date**

Proposals are due to the Iwi Trust email inbox specified by **December 31**.

### **Address**

Delivery must be made to the attention of:

The General Manager  
Ngāti Mutunga o Wharekauri Iwi Trust  
PO Box 50  
Chatham Islands  
[generalmanager@nmow.iwi.nz](mailto:generalmanager@nmow.iwi.nz)

## **GENERAL CONDITIONS**

### **Criteria**

The Iwi Trust is accepting proposals to design our logo and develop the brand/style guide. The Iwi Trust is seeking the creation of a new logo / visual identity that captures the values and mission of our organization and that our Iwi base can relate to as expressly Ngāti Mutunga o Wharekauri.

The tohu needs to be distinctive and memorable. This tohu will be incorporated into a revamped website, Facebook page, Twitter account and other possible future web presence the Iwi Trust may have. It will also be used on letterhead, business cards, brochures, banners, and other print materials as needed. It is expected that the development of the new logo will evolve as part of a conversation with Trustees and Management of the Iwi Trust in partnership with the Kaunihera Kaumatua.

The tohu and visual identity submissions should include an explanation that covers:

- Link to the Iwi
- Link to Wharekauri
- Korero that applies to the submission

### **Submission Made Public**

All submitters agree their tohu will be displayed on whichever medium chosen by the Iwi Trust for the beneficiaries of the Iwi Trust to consider and comment on. The names of the submitters will be included unless specific anonymity is requested.

### **Supplier Costs**

Any costs incurred by the Supplier in responding to this RFP or in support of activities associated with the Proposal to this RFP, are to be borne by the Supplier and are not reimbursable by the Iwi Trust.

### **Submissions Not Used**

All submissions not used by the Iwi Trust will be returned to the submitter in the form in which they were received. Those submissions will be returned by April 30<sup>th</sup>. The Iwi Trust acknowledges submissions not used nor paid for remain the exclusive property of the submitters.

### **Successful Submissions**

The Iwi Trust will remunerate the submissions as follows:

- Logo / Tohu - \$1,500
- Individual visual identity submissions - \$500 per piece chosen

Once paid for the selected tohu(s) and visual identity submissions will become the exclusive property of the Iwi Trust. The successful supplier(s) will be notified and asked to submit a bill for the submissions. Should a successful visual identity submission, within 12 months, be used as the Iwi Trust logo, the submitter is entitled to an additional payment of \$1,000.

Proposals are due via email by **December 31**.

Proposals must be addressed to Gail Amaru, General Manager [generalmanager@nmow.iwi.nz](mailto:generalmanager@nmow.iwi.nz).