

## Oromahoe 18R2B2B2 Trust

### Logo Design Competition

The Oromahoe Trust is in search of a logo that visually represents who we are and strengthens our identity.

The competition is open to all whanau/hapu of Oromahoe and will be used as the official logo for the Oromahoe Trust. Multiple entries are welcome.

The winning entry will receive a Meat Pack and a \$50 supermarket voucher.

#### How to Enter

The contest will run until the 30<sup>th</sup> October 2022. Winners will be announced on social media, our website and by direct contact to the winners' email account.

*Ideally your entry will be:*

- Submitted directly to our office electronically at [administrator@oromahoetrust.co.nz](mailto:administrator@oromahoetrust.co.nz) or by hard copy to our post office box at Oromahoe Trust Logo Competition, PO Box 221, Kerikeri 0245.
- Please state your name, address and contact details at the bottom of the page.
- All designs to be accompanied with a brief story behind your design.

#### Logo Requirements

**Professional:** This logo may be featured on our website, our social media platforms and other mediums (stationary, pamphlets, website, social media, t-shirts etc). As a result, while we would like the logo to be eye-catching, it must still be simple and legible. We will organise the technical stuff, you give us the idea.

**Theme:** Logo must promote who we are and what we do. We would love a story, incorporated into it somehow and of course a nod to the fact we are a Maori organisation.

**Colour:** There are no limitations and any colours may be used. However, logo must look good in colour (if any) AND black and white.

**Integrity:** Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Original designs only please.

#### Contest Details

Contestants agree that the Oromahoe Trust may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future.

Contestants assign all ownership rights, including all intellectual property rights to the logo, to the Oromahoe Trust. Additionally, the Oromahoe Trust may alter, modify or revise the logo as it sees necessary.

Oromahoe Trust reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

## **Ideas for your design**

You may have your own stories about what Oromahoe means to you which we would love to hear and incorporate into our logo. Or alternatively you may wish to feature something from ours:

The Oromahoe 18R2B2B2 Trust, otherwise known as the Oromahoe Trust is an Ahu Whenua Trust under Te Ture Whenua Māori Act 1993. The Trust was established in 1990 and is located 15 minutes from Kerikeri, Kaikohe, Paihia and Waitangi. The Trust has approximately 1142 shareholders. The core business of the Trust is in sheep and beef farming and forestry.

*"Oromahoe would probably not mean much to most New Zealanders. Three dirt roads intersecting State Highway 10 are barely obvious markers of a former vibrant hub of the north. On closer inspection, however, a 120-year-old church, marae and small community may be seen nestled on the horizon... Or it might be the Oromahoe School that others know about or attended, that gives meaning to this place. From its humble classrooms, great leaders such as Hone Heke MP have emerged and again put Oromahoe on the map. And then there is another signature of the north; the stone walls that are the result of days and weeks that were spent carefully making patchwork out of the landscape. The collecting of rocks, one by one from surrounds and building dozens of stone walls has cemented memories of Oromahoe in the minds of many. The aged walls are testimony to collective effort and the building blocks of community essence, past and present....*

*... it is beyond the walls where Oromahoe's history and depths of northern spirit lie, in the lands and in its people."*

*Freda V. Rankin-Kawharu*

## **Oromahoe – The meaning**

*Oro has two meanings in the Māori language and can be translated to grove/orchard or echo. The Māhoe – Melicytus ramiflorus or Whitey wood is a small tree that grew abundantly over the rohe attracting the Tui and Kererū which dined on their berries. Our Whānau hapu considered the Fern root or tap to be a delicacy. They used to carefully crush the root in the early hours of the morning before the mist cleared from the whenua . There is a stone mound on the corner of Porotu Rd and School Rd where they used to place the fern root and pound it with their patu. In the early hours of the morning the "echo" or "oro" could be heard around the rohe where all the māhoe trees grew. Hence Te oro o te māhoe..... or Orōmahoe.*