



Building Waipā. Tomorrow. Together.

A connected
design system for
Waipā's strategic
documents.

Our understanding

The opportunity is to create more than a series of Council documents.

It is to create a clear, engaging and recognisable communication system that creates an ongoing conversation with the community and:

- Makes people want to read Council documents
- Simplifies complicated information
- Increases community engagement
- Appeals to younger people, families, Māori community, and businesses
- Builds trust through clarity and consistency
- Works effectively across print and digital platforms
- Connects individual documents across a three-year programme

Every strategic document should feel like another chapter in one continuing story with the people of Waipā.



Our idea

Building Waipā.

Tomorrow.

Together.

Strengthening the foundations, services and infrastructure that support the district.

Planning confidently for growth, change and future generations.

Working alongside communities, iwi, families, businesses, farmers and young people.

The theme allows every document to become part of the same ongoing story, rather than feeling like a separate publication.



A continuing conversation

We have designed a conversation.

The visual identity supports a simple and transparent engagement process.

This cycle can be repeated throughout the programme, helping the community see how their input contributes to Council decisions.



Ask

We ask for your ideas and feedback.



Listen

We listen to understand what matters most.



Action

We use your feedback to shape our plans.



Close the loop

We report back and keep the conversation going.

Visual identity

The visual system is inspired by the natural flow of the Waikato River, the rolling landscapes of Waipā and the connections between people, places and decisions.

Flowing pathways, layered landscapes and continuous circles create a recognisable identity across strategic documents, digital channels and community engagement touchpoints.

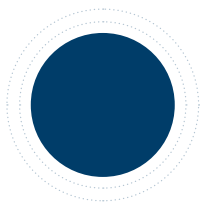
Rather than creating another series of reports, the design tells one connected story that evolves over time.



Colour

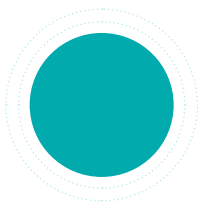
A palette inspired by Waipā

The colour palette reflects a district defined by its rivers, fertile landscapes, gardens, native environment and connected communities.



Waipā Navy

Waipā's strength, leadership and stability.



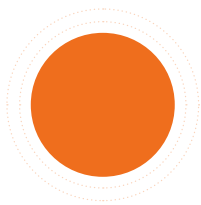
River

The Waikato River, movement and connection.



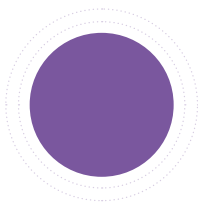
Forest

Native environments, forests and sustainability.



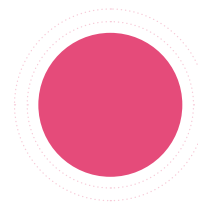
Orchard

Productivity and energy.



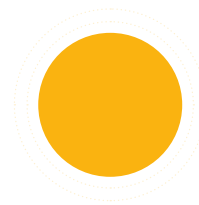
Wildflower

Wildflowers, creativity and diversity.



Bloom

Blooming communities, growth and possibility.



Golden Fields

Optimism and opportunity.

The brighter supporting colours create impact, appeal to younger audiences and families, and make Council information feel more welcoming and engaging.

Colour can also help distinguish key themes such as: Community • Infrastructure • Growth • Environment • Financials

Typography

Filson Pro balances contemporary design with warmth, reflecting Waipā's commitment to strong leadership, connected communities and a positive future.

Filson Pro Light

Filson Pro Book

Filson Pro Regular

Filson Pro Medium

Filson Pro Bold

Filson Pro Heavy

Filson Pro Black

Archer Light

Used in speech bubbles, Archer Light gives community voices a distinctive, friendly tone that reinforces conversation and connection.

Approachable

Rounded letterforms make Council communications feel more human and welcoming.
"We are here for our communities."

Confident

Strong font weights provide presence without feeling corporate or intimidating.
"We are capable and trusted."

Connected

Soft curves and generous spacing create a sense of openness and inclusiveness.
"People and places matter."

Building Waipā.

Strong, balanced letterforms communicate stability.

Tomorrow.

Contemporary geometry feels progressive and forward-looking.

Together.

Rounded forms create warmth, accessibility and connection.

Archer Light adds warmth and personality to Filson Pro, making community voices feel friendly, authentic and approachable.

Elements

Wave

The wave is inspired by the Waikato River, Waipā's rolling landscapes and the idea of progress over time.

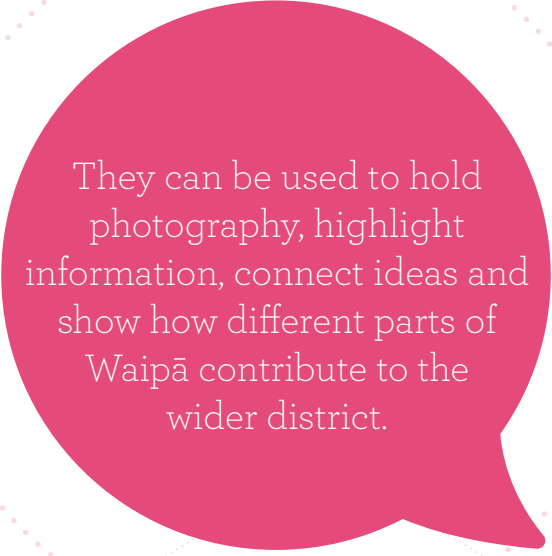
It represents:

- Movement
- Growing pathways
- Conversation
- Progress
- A continuing journey

Used consistently, it becomes a recognisable visual thread across the three-year programme.

The wave can flow through documents, link sections and guide readers through information either in full colour or white as a gradient over images.





They can be used to hold photography, highlight information, connect ideas and show how different parts of Waipā contribute to the wider district.

Elements

Circles

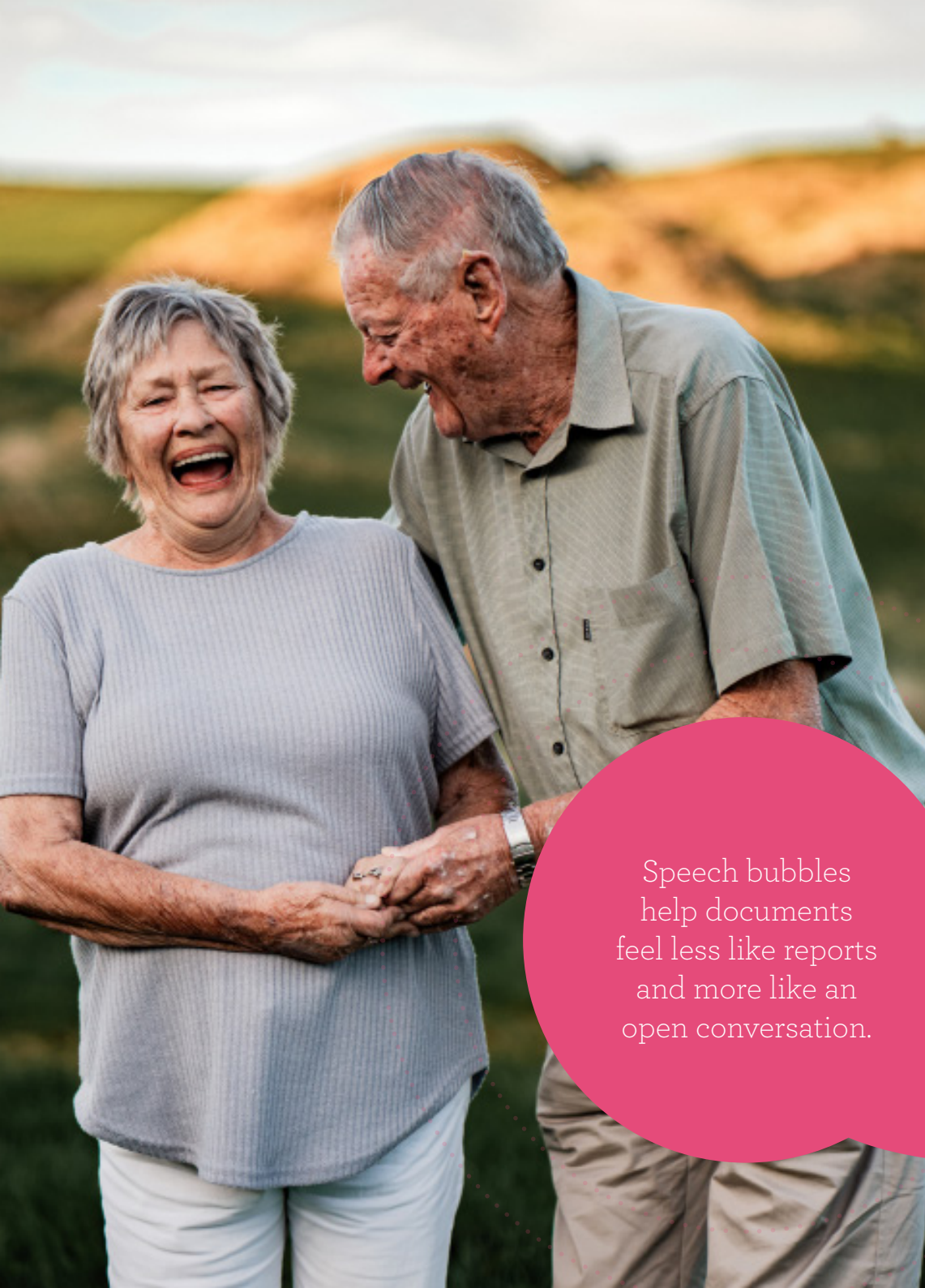
Circles represent connection, inclusion and the ongoing engagement cycle.

They show the relationships between:

- Council
- Iwi and Māori
- Families
- Businesses
- Farmers
- Young people
- Community organisations
- Future generations

Circles also reinforce the engagement process:

Ask. Listen. Action. Close the loop.



Elements

Speech bubbles

Speech bubbles bring the community voice directly into the design.

They can be used to:

- Highlight community feedback
- Emphasise important statements
- Share personal stories
- Explain decisions in plain language
- Show how feedback has influenced Council plans

Speech bubbles help documents feel less like reports and more like an open conversation.

Elements

Photography

Photography should focus on authentic moments and everyday life across the district.

Imagery may include:

- Families
- Farmers
- Māori and iwi
- Young people
- Cyclists and walkers
- Local businesses
- Markets and community events
- Cambridge
- Te Awamutu
- Rural communities
- Rivers and walking tracks
- Gardens and native environments



Elements

Icons and infographics

Icons and infographics make complicated information easier to understand.

They can be used to:

- Break information into clear sections
- Explain processes and timelines
- Highlight priorities
- Compare options
- Show progress
- Present financial information clearly
- Make statistics easier to absorb
- Help readers quickly find relevant content

Icons should be simple, modern and consistent with the rounded typography and circular design language.

Infographics should show more and tell less, allowing readers to understand key information at a glance.



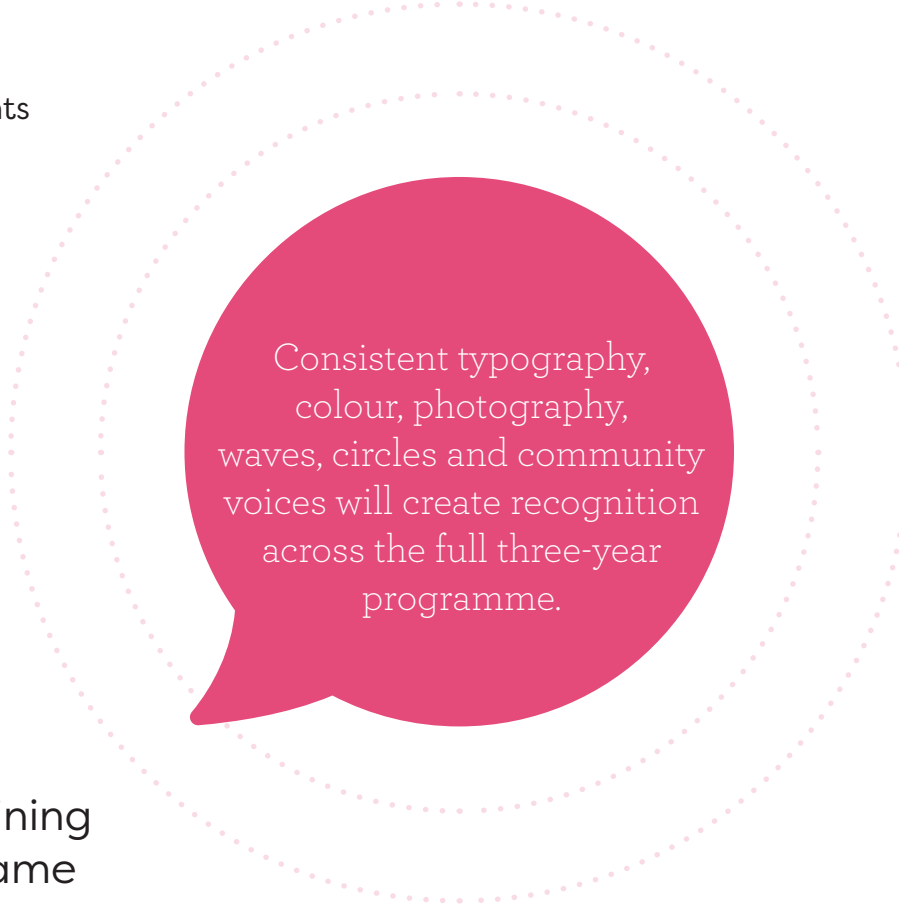
Design

The design system brings all of the visual elements together into one flexible framework.

It can be adapted across:

- Long Term Plan documents
- Annual Plans
- Consultation material
- Summary documents
- Social media
- Website content
- Presentations
- Community updates
- Infographics
- Digital engagement

Each document can have its own purpose while remaining clearly part of the same Waipā story.



Consistent typography,
colour, photography,
waves, circles and community
voices will create recognition
across the full three-year
programme.

Why Kaz?

We understand how to balance strong design with clear communication.

Our approach combines:

- Strategic thinking
- Information design
- Brand consistency
- Print and digital expertise
- Plain-language communication
- Accessible layouts
- Local knowledge and understanding

We do not see this as simply designing documents.

We see it as creating a communication system that helps Council information feel clearer, more relevant and more connected to the people of Waipā.

It creates a system that is flexible enough to evolve, but consistent enough to become recognisable.

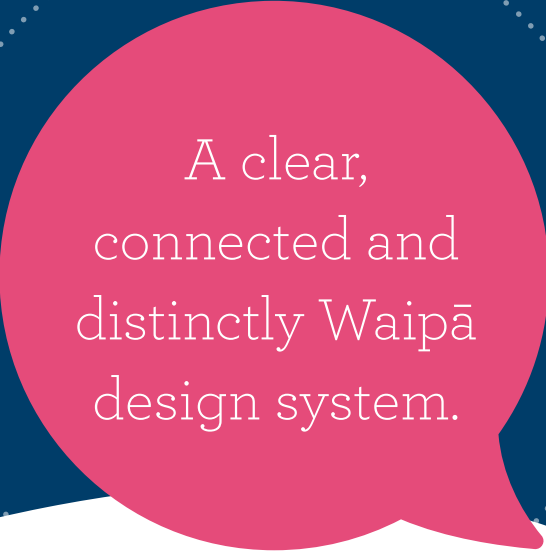
The proposed designs will help Waipā District Council:

- Build greater trust through clear and consistent communication
- Make complex information easier to understand
- Encourage more people to engage
- Reach younger and more diverse audiences
- Create stronger recognition across different documents
- Work efficiently across print and digital channels
- Show how community feedback influences decisions
- Maintain one connected story over the three-year programme



Karen May and
Kylie Morrison,
the Kaz team





A clear,
connected and
distinctly Waipā
design system.

Creating Council
documents people
will want to read,
understand and keep.

**Built around
people.**

**Designed for
tomorrow.**

**Created
together.**

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kaz 
DESIGN
BRAND
WEB