

Our Tohu Journey



Te Poari Kaimātai Hinengaro o Aotearoa

NEW ZEALAND PSYCHOLOGISTS BOARD

A tohu, or logo, represents an organization, its values and whakapapa. We recently redesigned our logo to better reflect the values we share that help us to improve the profession and the wellbeing of our communities.

THE MEANING WITHIN THE TOHU

Pūhoro

Represents the Board and their responsibilities as a crown entity to deliver their obligation as a treaty partner, and to ensure what they're doing is both pono (true) and tika (correct).

Te Tiriti

The three points of the triangle represent the three principles of Te Tiriti. Partnership, Protection and Participation. The four points in the circle symbolise the four articles of the te tiriti.

Whānau whānui

The circle represents whānau whānui including the public. They are at the centre of everything that NZPB do for all of Aotearoa.

Mārama

The mārama silhouette represents the transition from dark to light, te rā. This opens the door for others to take their first step to healing and out of the darkness – ki te ao mārama.

Manawa line

The manawa (heart) line travels through the tohu using the negative space. In our concept the manawa line represents the shared journey, you will notice that it stays connected throughout the tohu which speaks to the aspect of kotahitanga (unity).

From dark to light

The repetition of the lines represent the various partnerships involved with the kaupapa of NZPB. From thick to thin creates the sense of coming from the dark into the light – as if affected by the sunrise. A new day, a new beginning “Aoake Te rā”. The negative space (or the light) also represents collaboration, inclusivity and transparency.

Pūhoro

Represents iwi and Māori communities and their commitment to ensure their needs are met through the principles of Te Tiriti.