



**Opōtiki District Council**  
STRONG COMMUNITY STRONG FUTURE

## Community Sign Competition – Design Brief

### Purpose of the Welcome Signs

The new signs aim to:

- Represent the rich cultural heritage, landscapes, and people of Ōpōtiki.
- Create a sense of arrival, belonging, and pride.
- Support positive district branding for residents, visitors, and potential investors.
- Ensure signage is durable, safe, and compliant with relevant standards.

### Competition Objectives

Participants are encouraged to create a design concept that:

- Reflects the history and identity of Ōpōtiki.
- Celebrates local culture, including te ao Māori and mana i te whenua narratives.
- Offers a visually compelling and memorable first impression of the town.
- Fits the required sign dimensions and prints well to ACM (Aluminium Composite Material).

### Eligibility

The competition is open to:

- All residents of the Ōpōtiki District – from design professionals, artists, to children, students and collaborative teams or community groups.

### Design Requirements

Entrants must submit:

1. **A visual concept** (digital illustration or hand-drawn artwork/mock up).
2. **Optional** – design statement (explaining your design and concepts).

Designs **must not** include offensive or copyrighted content.

## Judging Criteria

All submissions will be evaluated using the following criteria:

### 1. Relevance to Ōpōtiki (identity, story, place)

- How well your design reflects Ōpōtiki - the people, history, whenua, and spirit. It's your perception of our place.

### 2. Reo Rua and Bilingual expression

- Valuable use of te reo Māori, tikanga or local narratives.
- Evidence of consultation (where required) with mana i te whenua or knowledge holders.

### 3. Creativity and originality

- Innovation, uniqueness, and visual impact. More weight will be given to user generated as opposed to generative artificial intelligence (AI) designs.
- Avoidance of generic motifs or overused design elements.

### 4. Visibility and readability

- Ability to be clearly seen and understood by passing motorists.
- Must meet NZTA requirements around safety, non-driver distractions and not contributing to visual clutter.
- Effective use of colour, contrast, scale, and typography.
- Fits the dimensions provided (sign will be fit into the existing and original signposts from the 1960's).

## Technical notes and Submission format

Entrants should provide

- PDF or JPEG design files or physical design/poster.
- Signed submission form with an **optional** written design statement.

## Intellectual Property

- Winning entrants grant Ōpōtiki District Council permission to develop, adapt, reproduce, or modify the design for the final signage.