



Taoroa SCHOOL LOGO STORY

TAOROA KURA PEPEHA

Ko Aorangi te maunga
Ko te ngutuawa o Moawhango
ki Rangitikei te Taoroa
Ko Taoroa te kura
Tihei Mauri Ora!

Inspiring life-long learners to be
Connected • Engaged • Empowered

Taoroa School is a proud, rural country school with a strong sense of connection to the whenua. The area around the school was settled very early by Māori and has a rich history. 'Taoroa' translated to English means 'long spear' and is used to describe the intersection where the Rangitikei and Moawhango rivers meet. "Ko te ngutuawa o Moawhango ki Rangitikei te Taoroa" refers to the mouth of the Moawhango river flowing into the Rangitikei River, forming the name Taoroa.

There are three values that underpin every decision made at Taoroa School: Kia Kaha – Be Resilient | Kia Manawanui – Be Kind | Kia Manaaki – Be Respectful. Taoroa's vision is to: Inspire life-long learners to be connected - engaged - empowered'. The tagline 'Connected, Engaged, Empowered' is a shortened version of this. The kupu 'Kotahitanga – Whanaungatanga – Mātauranga' embody our tagline as if we unite together as one with our whānau, iwi and community, together we can empower our tamariki with knowledge and experiences that inspires life-long learners.

The logo shape in the middle is based on the shape of an acorn given that an oak tree was the first tree planted at the school when it opened in 1904 and is still standing strong today. The acorn in the logo represents many things, one being potential. The acorn is a metaphor for the dreams and aspirations of our tamariki and their potential to grow into a mighty oak tree.

In the acorn symbol are three koru. The two outer koru start by meeting at the top of the acorn representing guardianship. They then move down the shape of the acorn meeting together at the bottom forming the shape of a spear, paying homage to the two rivers that form the name Taoroa. They also represent the connection and

guardianship between the school, staff, whānau, iwi and community. Together they symbolise a community proud of their school and the area.

From this meeting there is growth and life represented by the central koru that is still unwinding and in its potential state. It also represents our focal point, which is our tamariki, our hope for the future. The three koru also represent 'te rito o te harakeke/flax bush with the centre shoot or growing point, likened to a child. The two shoots immediately either side of the rito (centre shoot of the flax) are its 'parents' or 'awhi rito', who protect and guide the child to reach its full potential, which leads to our purpose here at Taoroa, to ensure that every child at our school thrives!

The shapes in the top part of our logo allude to the rolling hills that are prominent in our area. Finally, sitting at the top of our logo is our sacred maunga Aorangi, the lair of Pohokura who is the kaitiaki o ngā tangata whenua o tēnei rohe (the guardian of the people from this land). E kī ana te kōrero, "e kore te kaitiaki e moe" – 'the guardian never sleeps', which represents the role that we play as a school, whānau, iwi and community - to provide guardianship over our tamariki and ensure that every learner thrives, reaches their full potential, and grows into the mighty oak tree that they were born to be.

The typeface in lowercase is friendly and modern. The typeface shape ties in nicely with the shape of the logo symbol. The logo design has a rural country school feel through the use of curves and colours of the land. The logo on the uniform is like a badge of honour worn with pride.



Kia Manawanui | Be Kind



Kia Manaaki | Be Respectful



Kia Kaha | Be Resilient

Our Whakatauki - 'e kore te kaitiaki e moe' – 'the guardian never sleeps'