



Identity Guidelines

The Tindall Foundation 2026

About The Foundation

A Founding Vision

The Tindall Foundation is a private family foundation working to build a stronger, more equitable Aotearoa New Zealand, since 1994.

We believe future generations deserve to inherit a world that enables them to thrive.

An Approach

We support innovative initiatives that create long-term, positive impact for people and the planet.

A Mission

Intergenerational Wellbeing
for Aotearoa

Logo Specifications

The Tindall Foundation logo consists of two elements: Aotearoa's native Kauri Tree symbol and The Tindall Foundation wordmark.

The Logo exists in only two colour formats, full colour and full white. The logo should not be redrawn, digitally altered or manipulated.

Primary Logo



33mm minimum size

Reversed Logo



Logo Usage

ALLOWED



Primary Full Colour Logo
Preferred Version



Reversed Logo
Secondary Version for use
on alternative coloured
backgrounds

NOT ALLOWED



Full Colour Logo must only
be used on white or light
beige backgrounds



Logo must only be
aligned straight



Logo should never be
stretched or distorted



If the Kauri tree symbol
on its own



Must be no less than
33mm wide for both
coloured logos



Minimum clear space =
the width of the tree
trunk. Additional items
must not sit closer

Acknowledging The Tindall Foundation

Please refer to the organisation as The Tindall Foundation on first mention and the Foundation only subsequently.

If you would like to include a description of the Foundation in your communications we suggest using the following statement:

The Tindall Foundation is a private family foundation working to build a stronger, more equitable Aotearoa New Zealand. Established in 1994 following the public float of The Warehouse, the Foundation has spent the past 30 years supporting innovative, forward-thinking social and environmental initiatives that create lasting, intergenerational impact for both people and planet.

Each year, the Foundation donates between \$12–15 million to community-led efforts across the motu, with over \$244 million distributed since its establishment. Its work focuses on strengthening the essential conditions for collective wellbeing in partnership with communities.