

Rangatahi on Stage needs a designer.

We built a brand fast so we could get the platform in front of rangatahi. We sort of like it but now we want to work with a designer to love it!

400+

gigs delivered since 2018

2,480

young people paid for their craft

\$1.67M

paid to young creatives to date

70+

vettled performers and crew, 16 to 29

WHAT RANGATAHI ON STAGE IS

A booking platform and a pathway, run by Youth Arts New Zealand. It's the bridge between a young person's first time on a stage and their first paid, professional gig. Two tracks run side by side: **performers** (musicians, poets, comedians, dancers, MCs, DJs, theatre-makers) and **crew** (sound, lighting, stage management, AV, photo and video). A talent-brokering arm places paid young talent into real events, and those commercial bookings fund the open-door end of the programme.

WHO IT'S FOR

Rangatahi across the motu, roughly 14 to 25, many of whom have never been paid for creative work before and are nervous about asking. Alongside them: event producers, councils, venues and businesses who book that talent. The brand has to feel safe and encouraging to a sixteen-year-old, and credible to someone signing a contract.

WHERE IT SHOWS UP

The website and artist sign-up flow. Text messages and emails. The operator console our team runs gigs from. Auto-generated share cards for every event and artist. Social posts. Posters, lanyards and crew shirts at live events. Documents that go to funders and clients.

THE JOB

Keep what's good, rebuild what's rough, and leave us a system we can actually run.

This isn't a blank page and it isn't a polish job. It's a proper look at a young brand by someone who knows what they're doing.



a first paid gig · vocalist



Sound of Our Streets · winter music festival



WHERE THE BRAND IS NOW

Everything you see was put together in-house, quickly, while we were building the product. It's held up better than we expected, but it was never designed as a system. Here's our honest read.

KEEP, WE LIKE THIS

- **The wedge motif.** The angled beam reads as a stage light, a foot in the door, and the nose of a rocket. We're into the double meaning. Sharpen it, don't replace it.
- **The colour direction.** Indigo as the anchor, cream instead of white, a warm semantic accent family over the top. It ties us to the parent YANZ brand.
- **The typographic instinct.** A tight geometric display face for hero moments over a plain workhorse for everything else.
- **The warmth.** Nothing corporate, nothing cold. Te reo Māori woven through naturally.

LOOK AGAIN, WE'RE NOT CONFIDENT

- **The wordmark.** Lettering and beam were never properly drawn or spaced. It falls apart small, and there's no working single-colour or reversed version.
- **The app icon.** Currently a crop of the wordmark. It needs to be its own mark.
- **The type system.** Two families chosen by eye, no real scale, no rules about when the display face is allowed.
- **The accents.** The semantic logic is sound, the hues are unbalanced, and several fail contrast on cream.
- **Illustration.** A flat figure style inherited from YANZ. Charming but thin: three drawings and no way to make more.

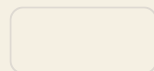
CURRENT PALETTE, FOR REFERENCE. THE HUES AREN'T FIXED.



#3D3DC7



#14143F



#F5F0E3



#1A1A2E



#F0691E



#3F9E54



#43A8D4



#F2C84C



Christmas on Queen Street



Apollo night · vocalist and band



own crew, own PA, no site power

Scope of work

Eight areas. If you think one of them is the wrong problem to solve, say so in your application. We'd like to hear it.

01 Wordmark and logo system

Properly drawn lettering, the wedge resolved as a real mark, and a full lockup family: horizontal, stacked, one-colour, reversed, and a minimum size that holds. Plus how it sits with the YANZ mark, since ROS is a sub-brand.

02 App icon

A standalone mark that survives at 24px on a home screen, in a browser tab and as a tiny circle in a text thread. Draw it as its own thing.

03 Typography system

Confirm or replace the current families, then give us a real scale and rules for when display type is earned. It has to work on a phone, in a dense desktop console, and on an A2 poster. Open or budget-friendly licences strongly preferred.

04 Colour refinement

A refinement of what's already there. Keep the indigo-and-cream identity, rebalance the accent family, fix contrast so everything passes WCAG AA on cream, and give us a dark set for the run console.

05 Illustration style

Evolve the inherited flat-figure style or propose a new one. Either way, define it well enough that someone else can draw the next twenty. Rangatahi from across Aotearoa need to see themselves in it.

06 Event and artist share cards

The most-seen piece of the brand. The platform generates a card for every event and artist, so it's a template problem: long names and short ones, great photos and bad ones, one artform tag or five. Design the overlay system, the type rules, the photo treatment, and the no-photo fallback.

07 Social templates

A small, honest set our team can run every week without a designer: gig announcement, open call, artist spotlight, story frame, and a quote or stat post. Editable in Canva or Figma, and tell us which and why.

08 Brand guidelines document

The thing that makes the rest of it last. Written for our team and the next designer, short enough that people read it: logo use and misuse, colour with hex and accessible pairings, the type scale, illustration and photography direction, share-card and social rules, and a page on voice.

WHAT YOU'LL HAND OVER

- Editable source files, Figma preferred, Illustrator or Affinity fine, organised so someone else can open them and understand what's going on.
- Logo and mark exports: SVG, PNG at 1/2/3× on transparent, and a print-ready PDF or EPS. Full, one-colour and reversed versions of each.
- App icon at all the sizes iOS, Android and the web need, plus a favicon.
- Colour specified as hex, with the accessible text pairings noted.
- Font files or licence details, and a clear note on what we're allowed to do with them.
- Illustration set as SVG, plus a short note on how to draw more in the style.
- Share-card and social templates as working, editable files our team can open and change.
- Guidelines document as a PDF, plus the source file.
- **Ownership:** full rights transfer to Youth Arts New Zealand on final payment. You keep the right to show the work in your portfolio, and we'll credit you wherever the brand is documented.

BUDGET AND PAYMENT

Fee: **[TBC]** NZD, inclusive of GST if you're registered. It's a real, paid engagement.

Paid in full on delivery and sign-off, against your invoice, within 7 days. If cash flow is a barrier to you applying, tell us. We can talk about it.

TIMELINE

You propose it. An honest schedule is more use to us than an optimistic one, so tell us roughly how long you need and what else is on your plate.

We'll agree milestones together: direction, logo, system, applications, guidelines. Two rounds of feedback at each is a reasonable expectation.



Harrison and Chloe will art-direct throughout.

Regular calls and real feedback from people who want to make decisions alongside you. A paid piece of work with mentorship built in.

WHO WE'RE LOOKING FOR

An emerging designer, based in Aotearoa. We want this to be a first or second real identity project for someone with the eye and the appetite for it. **Rangatahi under 25 preferred.** Māori and Pasifika designers especially encouraged to apply; part of this brand's job is to hold te reo and te ao Māori properly, and we'd like that to come from inside.

No portfolio requirement. If you haven't got a website, send us photos of your sketchbook, a Google Drive folder, an Instagram grid, uni work, a poster you made for your mate's gig. We're reading for taste and thinking, so presentation doesn't matter. You don't need to have done a full brand identity before.

How to apply

Send us two things. That's it. No spec work, no pitch deck, no unpaid concepts. We will never ask you to design something for free as part of applying.

1. **Work we can look at.** Portfolio, samples, sketchbook photos, a folder link, whatever you've got.
2. **Your availability and your rate.** Roughly when you could start, how long you'd want, and what you'd normally charge. We can help work out a fair rate if you need!

EMAIL

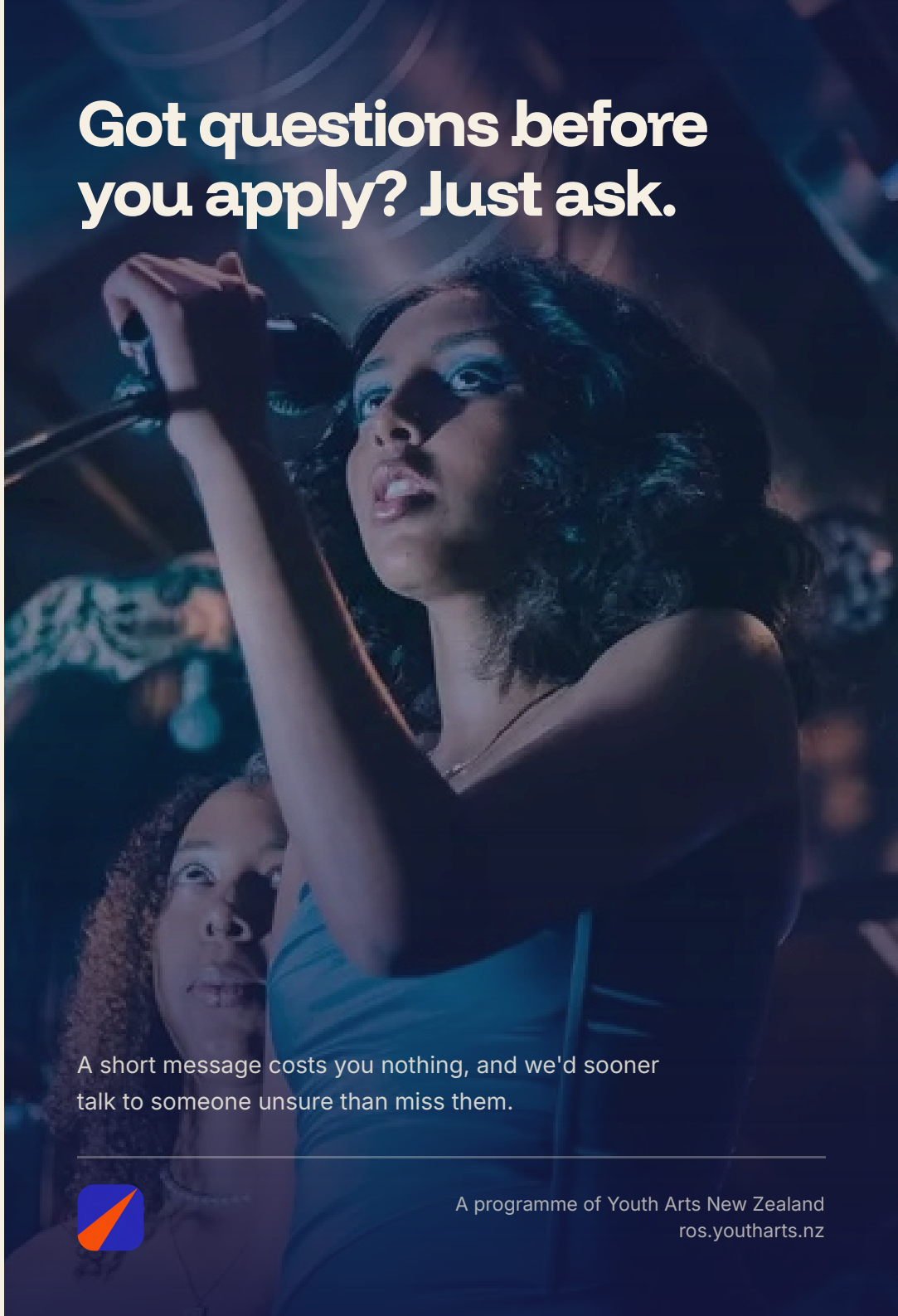
hello@youtharts.nz

OR MESSAGE US

[@youtharts.nz](#) on Instagram

CLOSING DATE

[TBC]



Got questions before you apply? Just ask.

A short message costs you nothing, and we'd sooner talk to someone unsure than miss them.



A programme of Youth Arts New Zealand
ros.youtharts.nz