

The Symbol – Te Tohu

The Auckland University of Technology symbol shape is reminiscent of a Māori taiaha, which is symbolic of forging new ways.

The upper part represents European heritage. It contains a stylised 'A' which stands for 'Auckland and educational excellence'. The 'A' is made up of two stylised hands which represents the hands-on vocational history of the University.

The interlocking of the upper and lower shapes is representative of electronics and the future.

The lower part represents Māori heritage with stylised designs representing the three baskets of knowledge.

