

# TONGA PINEAPPLE BRANDING LABEL DESIGN COMPETITION

Competition Criteria & Guidelines | 2026

***"Show the world the sweetness of Tonga!"***

Create a label that makes shoppers stop and look, tells our story authentically, competes with the best in the market, and makes Tonga proud.

**Submit your design and help Tonga Pineapple become New Zealand's favorite tropical treat!**

## 1. PRODUCT SPECIFICATIONS

Category	Details
Product Name	Tongan Pineapple
Origin	Kingdom of Tonga, South Pacific
Key Attributes ( Provided are just for example)	<ul style="list-style-type: none"> <li>Naturally sun-ripened under the Pacific sun</li> <li>Fresh Pacific produce</li> <li>Golden flesh with naturally sweet flavour (14–18° Brix)</li> <li>Pure, Sweet, Tongan</li> </ul>
Primary Market	MG New Zealand (retail & wholesale)
Consumer Profile	Health-conscious consumers, families, Pacific communities, premium food buyers, fruit lovers, Tongan Diaspora
Market Position	Premium, natural, authentic Pacific product

## 2. MANDATORY LABEL REQUIREMENTS

Requirement Type	Mandatory Elements
Primary Elements	<ul style="list-style-type: none"> <li>Product name: "TONGAN QUEEN FAINA" (must be prominent)</li> <li>Country of origin: "KINGDOM OF TONGA"</li> <li>Tagline highlighting authenticity (e.g., "Sun-Ripened Sweetness from Tonga")</li> <li>Must include the term "FAINA" and "QUEEN" (variety) in the design</li> <li>General labelling: registered trade name, manufacturer/importer address, ingredients and net weight</li> </ul>

Requirement Type	Mandatory Elements
<b>Key Marketing Messages (Provided are for example only, Provide your own original idea)</b>	<ul style="list-style-type: none"> <li>Naturally Sun-Ripened</li> <li>Fresh Pacific Produce</li> <li>Average Sweetness: 14–18° Brix</li> <li>Grown under the Pacific Sun</li> <li>Organically Cultivated</li> <li>Tropical Fresh Pineapple</li> <li>Taste the tropical sunshine</li> </ul>
<b>Compliance Requirements</b>	<ul style="list-style-type: none"> <li>Space for variable information (batch codes, weight, date)</li> <li>Compliant with MPI (Phyto certificate)</li> <li>Barcode placement area (EAN-13 format)</li> <li>Country of origin clearly visible</li> <li>Importer/distributor name &amp; NZ address</li> <li>Storage instructions (e.g., "Keep refrigerated after opening")</li> <li>Allergen declaration space (if applicable)</li> </ul>

### 3. DESIGN CRITERIA

Design Element	Requirements	Guidelines
<b>Brand Values</b>	Must convey:	<ul style="list-style-type: none"> <li>Authenticity (Genuine Tongan origin)</li> <li>Quality (Premium, naturally sweet)</li> <li>Freshness (Farm to table)</li> <li>Trust (All grown organically)</li> <li>Cultural Pride (Tongan heritage)</li> </ul>
<b>Core Color Requirement (Mandatory)</b>	Required colors:	<p>Designs must prominently feature:</p> <ul style="list-style-type: none"> <li>Golden/Yellow tones inspired by pineapple flesh</li> <li>Bright, fresh, and radiant shades</li> <li>Warm, appetizing yellows that reflect sweetness and freshness</li> <li>Avoid dull or overly dark schemes</li> </ul>
	<p>The color choices should:</p> <p>The palette must work cohesively across:</p>	<ul style="list-style-type: none"> <li>Stand out on retail shelves</li> <li>Be visually appealing in both print and digital formats</li> <li>Support brand recognition</li> <li>Be suitable for food packaging</li> <li>Label design</li> <li>Logo</li> <li>Packaging mockups</li> </ul>

Design Element	Requirements	Guidelines
	Originality & Creativity	<ul style="list-style-type: none"> <li>• Unique and innovative color combinations are encouraged.</li> <li>• Contestants should demonstrate creativity while maintaining brand relevance.</li> <li>• The palette must feel modern and commercially viable.</li> </ul>
<b>Typography</b>	Font requirements:	<ul style="list-style-type: none"> <li>• Clear, legible fonts for all information</li> <li>• Product name most prominent</li> <li>• Supporting info readable at arm's length</li> <li>• Modern or traditional styles reflecting quality</li> <li>• Minimum font size of 8pt for compliance text</li> <li>• No more than 3 typefaces in the entire design</li> </ul>
<b>Imagery / Graphics</b>	Acceptable elements:	<ul style="list-style-type: none"> <li>• Pineapple imagery</li> <li>• Tropical elements</li> <li>• Pacific motifs and symbols</li> <li>• Tongan cultural patterns (encouraged)</li> <li>• Must be original or properly licensed</li> <li>• No AI-generated imagery from copyrighted prompts</li> </ul>
<b>Cultural Sensitivity</b>	Requirements	<ul style="list-style-type: none"> <li>• Tongan cultural symbols used respectfully and accurately</li> <li>• Any traditional motifs (tapa, Ngatu) must be authentic</li> <li>• Avoid stereotyping or commercializing sacred symbols</li> <li>• Designers are encouraged to consult Tongan community members</li> </ul>

## 4. TECHNICAL SPECIFICATIONS

Specification	Requirement	Details
<b>Label Format</b>	Any Shape	Landscape or portrait orientation/ Pineapple shape
<b>Primary Dimensions</b>	90mm × 60mm	Preferred size
<b>Alternative Dimensions</b>	70mm x 70mm	Also accepted
<b>Resolution</b>	Minimum 300 DPI	High resolution required for print
<b>File Formats</b>	PDF (preferred), AI, EPS	Vector formats required; Canva export at 300 DPI accepted

Specification	Requirement	Details
Colour Mode	CMYK	RGB versions also accepted alongside CMYK
Fonts	Outlined or embedded	Ensure full compatibility — no missing fonts
Scalability	Must scale without loss	Design should work at 50% and 200% of original size
Bleed & Safe Zone	3 mm bleed on all sides	Keep all critical text/logos 5mm from label edge
Mock-up File	Separate JPG preview (72 DPI)	Label placed on a pineapple image or plain background

## 5. JUDGING CRITERIA

Criterion	Weight	Evaluation Focus
Visual Impact	25%	<ul style="list-style-type: none"> <li>Eye-catching and shelf appeal</li> <li>Professional appearance</li> <li>Memorable design</li> <li>Works in both colour and greyscale</li> </ul>
Brand Messaging	25%	<ul style="list-style-type: none"> <li>Effectively communicates product values</li> <li>Clear representation of Tongan origin</li> <li>Appeals to NZ market preferences</li> <li>Tagline is compelling and market-ready</li> </ul>
Originality & Creativity	20%	<ul style="list-style-type: none"> <li>Unique approach</li> <li>Innovative use of cultural elements</li> <li>Fresh perspective</li> <li>New Ideas</li> </ul>
Technical Execution	15%	<ul style="list-style-type: none"> <li>Quality of design work</li> <li>Attention to detail</li> <li>Print-readiness</li> <li>Bleed, safe zones, and color mode correct</li> </ul>
Market Suitability	15%	<ul style="list-style-type: none"> <li>Appeals to target demographic</li> <li>Competitive advantage in NZ market</li> <li>Versatility for product range expansion</li> </ul>
<b>TOTAL</b>	<b>100%</b>	

## 6. SUBMISSION REQUIREMENTS

Item	Requirement	Status
<b>1. Primary Label Design</b>	Full-colour final design with all required information	<b>MANDATORY</b>
<b>2. Design Mock-up</b>	Label shown on pineapple or packaging	Optional but encouraged
<b>3. Design Rationale</b>	200–300 words explaining concept and market fit	<b>MANDATORY</b>
<b>4. Colour Variations</b>	Alternative colour ways if applicable	Optional
<b>5. Greyscale Version</b>	Design shown in black & white — confirms readability	<b>MANDATORY</b>
<b>6. Designer Declaration</b>	Signed statement confirming original work and licensing of any used assets	<b>MANDATORY</b>
<b>7. Submission Format</b>	All files in a single ZIP folder	<b>MANDATORY</b>
<b>8. File Naming</b>	"TongaPineapple_[YourName]_2026"	<b>MANDATORY</b>
<b>9. Include</b>	High-res print files + low-res JPG preview (72 DPI)	<b>MANDATORY</b>
<b>10. Design Copies</b>	Submit 2 copies of your design: (1) with required dimensions provided, and (2) without any dimensions — normal presentation	<b>MANDATORY</b>

## 7. COMPETITION TERMS

Category	Terms
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>• Open to all designers</li> <li>• Tongan residents and diaspora strongly encouraged</li> <li>• Individual or team submissions (max 3 per team)</li> <li>• Entrants must be 16 years or older; under-18s require parental consent</li> <li>• MTED staff and judges are ineligible to enter</li> </ul>
<b>Intellectual Property</b>	<ul style="list-style-type: none"> <li>• Winner grants exclusive commercial rights for Tonga Pineapple branding</li> <li>• Designer retains portfolio rights with attribution</li> <li>• No other commercial use permitted without written consent</li> <li>• All submitted designs become property of MTED for archival purposes; non-winning entries will not be used commercially without permission</li> </ul>
<b>Prize</b>	<ul style="list-style-type: none"> <li>• First Place: TOP\$2,000</li> </ul>

Category	Terms
<b>Timeline</b>	<ul style="list-style-type: none"> <li>• Competition Launch: 4 March 2026</li> <li>• Submission Deadline: 3 April 2026   4:30pm</li> <li>• Winner Announcement: 22 April 2026</li> <li>• Label Production and Implementation: TBC</li> <li>• Late submissions will not be accepted under any circumstances</li> </ul>
<b>Disqualification</b>	<ul style="list-style-type: none"> <li>• Submissions may be disqualified for: plagiarism or copied work, missing mandatory elements, non-original imagery without licence, offensive or disrespectful cultural content, failure to submit required designer declaration</li> <li>• Judges' decisions are final and binding</li> </ul>

## 8. JUDGING PANEL

Role	Expertise	Organization
<b>Panel Member 1</b>	CEO	MTED
<b>Panel Member 2</b>	Business Support HOD	MTED
<b>Panel Member 3</b>	Leadership, Policy & Planning HOD	MTED

## 9. DESIGN SUCCESS FACTORS

Success Factor	Key Elements
<b>Strong Shelf Presence</b>	<ul style="list-style-type: none"> <li>• Bold, clear product name</li> <li>• Distinctive colour scheme</li> <li>• Recognizable from 3 metres away</li> </ul>
<b>Authentic Storytelling</b>	<ul style="list-style-type: none"> <li>• Reflects Tongan culture and pride</li> <li>• Communicates natural growing process</li> <li>• Creates emotional connection with the consumer</li> </ul>
<b>Market-Appropriate</b>	<ul style="list-style-type: none"> <li>• Professional quality for NZ supermarket environment</li> <li>• Balances traditional Pacific identity with modern design sensibility</li> <li>• Appeals to a diverse consumer base</li> </ul>
<b>Versatility</b>	<ul style="list-style-type: none"> <li>• Works across multiple SKU sizes (whole, sliced, pieces)</li> <li>• Scalable for both retail and wholesale packaging</li> <li>• Adaptable for future Tongan export products</li> </ul>

## 10. COMMON PITFALLS TO AVOID

Pitfall	What to Avoid
<b>Overcrowding</b>	Too much information cramped on label — use white space strategically
<b>Poor Contrast</b>	Text hard to read against background — test in greyscale
<b>Generic Imagery</b>	Tropical imagery without clear Tongan identity — make the origin obvious
<b>Amateur Execution</b>	Unprofessional or low-quality design — ensure print-ready files
<b>Non-Compliance</b>	Missing mandatory food labelling elements — review Section 2 carefully
<b>Copyright Infringement</b>	Using unlicensed stock imagery, fonts, or copied design elements — all assets must be original or properly licensed
<b>Cultural Misrepresentation</b>	Inaccurate or disrespectful use of Tongan cultural symbols — consult community resources if unsure

## 11. USEFUL RESOURCES

Resource Type	Details
<b>Food Standards</b>	<ul style="list-style-type: none"> <li>New Zealand Food Safety: <a href="http://www.mpi.govt.nz">www.mpi.govt.nz</a></li> <li>Food Standards Australia NZ: <a href="http://www.foodstandards.gov.au">www.foodstandards.gov.au</a></li> </ul>
<b>Cultural Resources</b>	<ul style="list-style-type: none"> <li>Tongan Culture &amp; Arts (Ministry of Internal Affairs, Tonga)</li> <li>National Cultural Centre of Tonga</li> <li>Speak to your local Tongan community or church group for design feedback</li> </ul>
<b>Design Tools</b>	<ul style="list-style-type: none"> <li>Adobe Illustrator, Photoshop, InDesign (industry standard)</li> <li>Affinity Designer (affordable alternative)</li> <li>CorelDraw</li> <li>Canva Pro (ensure 300 DPI export)</li> </ul>

## 12. FREQUENTLY ASKED QUESTIONS

Question	Answer
Can I submit multiple designs?	Yes, but submit each as a separate entry
Do I need to be a professional designer?	No, the competition is open to all skill levels.
Can I use stock imagery?	Only if properly licensed; original artwork is preferred and scored higher.
What if my design doesn't include all suggested elements?	Mandatory elements are required. Optional elements are at your discretion.
Will I receive feedback?	Finalists will receive feedback from the judging panel.
Is there a fee to enter?	No. Entry is completely free and open to all eligible participants.

## 13. CONTACT INFORMATION

Purpose	Contact Details
Questions & Inquiries	<ul style="list-style-type: none"> <li>Email: <a href="mailto:lesieli@mted.gov.to">lesieli@mted.gov.to</a> and <a href="mailto:fonongav@mted.gov.to">fonongav@mted.gov.to</a></li> <li>Phone: 7401105</li> <li>Website: <a href="http://www.mted.gov.to">www.mted.gov.to</a></li> </ul>
Submission Portal	Deadline submissions via email: <a href="mailto:fonongav@mted.gov.to">fonongav@mted.gov.to</a> or <a href="mailto:lesieli@mted.gov.to">lesieli@mted.gov.to</a>
Social Media	Follow competition updates: Use hashtag #TongaPineappleDesign2026 on Facebook and Instagram for announcements and inspiration.

**Mālō 'aupito — Thank you for your creativity and dedication to Tonga!**

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