

Open search panel



Search

Search the Insight Hub...

Cancel

- [Insights](#)
[Rangahau](#)
- [Events](#)
[Hui](#)
- [Partnerships](#)
[Rangapū](#)
- [Impact](#)
[Whakaaweawe](#)
- About
Mō Mātou
 - [Overview](#)
 - [History](#)
 - [Support](#)
-  [0](#)
[Saved](#)

 [0](#) [Saved](#)

 EN

- [Sign in](#)
- [Submit](#) 

Toggle navigation


[Submit](#) 

Developing A Brand For Young Women's Initiatives: HERA Goddess

Theme:
Youth

[Briana irving](#)

Co-authored by Aktive


 Aktive - Auckland Sport & Recreation


 [Message Briana](#)


The case study focuses on the development of brand identity. Through co-creation, brainstorming, and giving all girls a voice through a participant led approach.

Downloads & Resource Files

- [_designinglogo \(1\).pdf 350KB PDF](#)


Save this Insight


Print this Insight


Download Insight assets
For use in your own documents

Was this Insight helpful?



Share this Insight

-  [Facebook](#)
-  [Twitter](#)
-  [Email](#)
-  Copy this page's URL

Related Insights from Briana

- [Co-Designing Effective Programmes for Young Girls: Insights and Principles](#)
- [Hera principles](#)


Save this Insight


Print this Insight


Download Insight assets

 [Email this Insight](#)

 Close 'Download Insight Assets' modal

 **Download Insight assets**

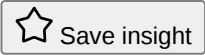
- [Developing A Brand For Young Women's Initiatives: HERA Goddess.pdf](#)
- [designinglogo \(1\).pdf 350KB PDF](#)

Was this Insight useful?



Similar Insights (38)

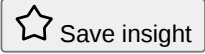
[Netball Smart - Injury Prevention Resources](#)



Youth

Netball Smart - Injury Prevention Resources

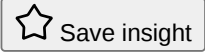
[Her Moves - Sport Ireland resources to inspire girls to be active](#)



Youth

Her Moves - Sport Ireland resources to inspire girls to be active

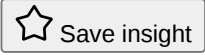
[Tatiana Raumati leads Māngere’s charge in Z Manu World Champs qualifier](#)



Youth

Tatiana Raumati leads Māngere’s charge in Z Manu World Champs qualifier

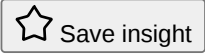
[Basketball: Getting girls court time comes with unique spin](#)



Youth

Basketball: Getting girls court time comes with unique spin

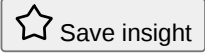
[Research: Obstacles faced by primary and intermediate school girls' when playing sport](#)



Youth

Research: Obstacles faced by primary and intermediate school girls' when playing sport

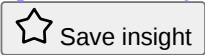
[Supporting Balanced Female Health](#)



Youth

Supporting Balanced Female Health

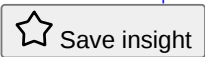
By Emma Evans - Sport New Zealand
[Sport NZ It's My Move: Tools and Resources](#)



Youth

Sport NZ It's My Move: Tools and Resources

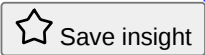
By Emma Evans - Sport New Zealand
[Six Years On | Yeah! Girls NZC](#)



Youth

Six Years On | Yeah! Girls NZC

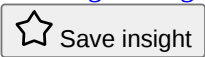
By Jess Davidson - New Zealand Cricket
[Whanake o te Kōpara case study - Dantaye Simpson](#)



Youth

Whanake o te Kōpara case study - Dantaye Simpson

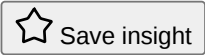
By Merran Brockie-David - Women in Sport Aotearoa
[Thriving Through Sport](#)



Youth

Thriving Through Sport

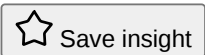
[It's My Move Progress Report](#)



Youth

It's My Move Progress Report

By Emma Evans - Sport New Zealand
[PNGHS “Let’s Move it” programme video](#)



Youth

PNGHS “Let’s Move it” programme video

By Cheycoda Cocks - Sport Manawatu

[Letters from Rangatahi: Olympic Muses and Musings](#)

☆ Save insight

 Kura Netball Team

Youth

Letters from Rangatahi: Olympic Muses and Musings

By Ciccone Hakaraia-Turner - Netball New Zealand

[Move YO - Move, Stretch, Relax programme for young women and girls](#)

☆ Save insight

Youth

Move YO - Move, Stretch, Relax programme for young women and girls

[Flow on Effect: Anna Peterson talking menstruation and being active](#)

☆ Save insight

Youth

Flow on Effect: Anna Peterson talking menstruation and being active

[Flow on effect: Sophie Watson \(EONZ\) on how to be a menstrual ally](#)

☆ Save insight

Youth

Flow on effect: Sophie Watson (EONZ) on how to be a menstrual ally

[Flow on Effect: Fern Taiapa on breaking down the stigma around menstruation](#)

☆ Save insight

Youth

Flow on Effect: Fern Taiapa on breaking down the stigma around menstruation

[Flow on Effect: Clare Morgan on Sustainability: understanding what is good for body and planet](#)

☆ Save insight

Youth

Flow on Effect: Clare Morgan on Sustainability: understanding what is good for body and planet

[Governance: Ariana Reweti completes Basketball New Zealand Board Internship](#)

☆ Save insight

Youth

Governance: Ariana Reweti completes Basketball New Zealand Board Internship
[Venus Williams is stunned 45 per cent of girls are dropping out of sports over body confidence issues](#)

 Save insight

Youth

Venus Williams is stunned 45 per cent of girls are dropping out of sports over body confidence issues


[IWG: Jess Davidson - Yeah! Girls Activators – building a new workforce for youth female cricket](#)

 Save insight

Youth

IWG: Jess Davidson - Yeah! Girls Activators – building a new workforce for youth female cricket


[ReSport partners with Sport Northland for the Positive Puberty Participation Initiative](#)

 Save insight

Youth

ReSport partners with Sport Northland for the Positive Puberty Participation Initiative


[Harbour Sport Girls Motion Programme](#)

 Save insight

Youth

Harbour Sport Girls Motion Programme


[Celebrating Champions of Change: Kylie Heihei](#)

 Save insight

Youth

Celebrating Champions of Change: Kylie Heihei


[Team sports help vast majority of young girls feel more confident, says report](#)

 Save insight

Youth

Team sports help vast majority of young girls feel more confident, says report

[Balanced female health handbook for adults supporting young people in community sport.](#)

 Save insight

Youth

Balanced female health handbook for adults supporting young people in community sport.

[Webinar replay: Supporting Sporty Girls for coaches or administrators](#)

☆ Save insight

Youth

Webinar replay: Supporting Sporty Girls for coaches or administrators

[What's Your Little One Made Of? Creating a new generation of male allies for girls in sport](#)

☆ Save insight

Youth

What's Your Little One Made Of? Creating a new generation of male allies for girls in sport

[How Erika Fairweather went from kayaking with dolphins to swimming for gold](#)


☆ Save insight

Youth

How Erika Fairweather went from kayaking with dolphins to swimming for gold

[Rangatahi just want to have fun!](#)

☆ Save insight

 Young women from the Women's Organisation of the Waikato Muslim Association with First Step Outdoors staff, after a river trip.

Youth

Rangatahi just want to have fun!

By Robyn Cockburn - LUMIN
[Managing the Physical Load of Female Athletes](#)

☆ Save insight

Youth

Managing the Physical Load of Female Athletes

[Creating an Environment for Youth to Flourish](#)

☆ Save insight

Youth

Creating an Environment for Youth to Flourish

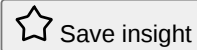
By Charissa Barnham - Sport New Zealand
[IWG: Lavenia Yalovi & Maria Rarawa - Football for Development Programme Insights on Gender Equality](#)

☆ Save insight

Youth

IWG: Lavenia Yalovi & Maria Rarawa - Football for Development Programme Insights on Gender Equality

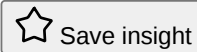
[Make Space for Us](#)



Youth

Make Space for Us

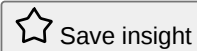
[We're losing kids from sport; but you can change that](#)



Youth

We're losing kids from sport; but you can change that

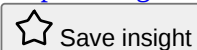
[IWG: Florence Gitau - Using the platform of football to promote Employment and Entrepreneurship opportunities for slum girls and young women in male dominated Sports industry- Critical lessons from 'Breaking the Barriers' \(BTB\) project in Kenya](#)



Youth

IWG: Florence Gitau - Using the platform of football to promote Employment and Entrepreneurship opportunities for slum girls and young women in male dominated Sports industry- Critical lessons from 'Breaking the Barriers' (BTB) project in Kenya

[Empowering Young Female Leaders - Whanake o te Kōpara & the Emotional Culture Deck](#)



Youth

Empowering Young Female Leaders - Whanake o te Kōpara & the Emotional Culture Deck

By Sarah Leberman MNZM - Women in Sport Aotearoa

[WOTK Alumnae Kylie Heihei - My Leadership Journey](#)



Youth

WOTK Alumnae Kylie Heihei - My Leadership Journey

Our Partners

- Sport NZ
- NZ Foreign affairs and trade
- US Embassy NZ

[Women in Sport Aotearoa Insight Hub](#) | [Ngā Wāhine Hākinakina o Aotearoa](#)

- [Facebook](#)
- [Instagram](#)

-  [LinkedIn](#)
-  [TikTok](#)
-  [YouTube](#)

- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

© 2025 Women in Sport Aotearoa

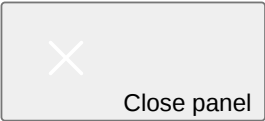
Subscribe to our newsletter

Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe](#) >



 Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa

Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:*

Email:*

Preferences

Select those that apply to you to help us customise your Insight Hub experience.

Insight Themes

- ☒ All
- ☒ Leadership
- ☒ Social Change
- ☒ Active Lives
- ☒ High Performance
- ☒ Visibility and Voice

Insight Content Types

- ☒ All
- ☒ Research
- ☒ Case studies
- ☒ News stories
- ☒ Toolkits

