

17 April 2024

Thomas A (FYI)  
[fyi-request-26162-085fe396@requests.fyi.org.nz](mailto:fyi-request-26162-085fe396@requests.fyi.org.nz)

Tēnā koe Thomas

## Your request for official information, reference: HN200041540

Thank you for your email on 20 March 2024, asking Health New Zealand | Te Whatu Ora for the following under the Official Information Act 1982 (the Act):

*"I would like to request a copy of the Health New Zealand Brand Guidelines. By brand guidelines, I refer to material that informs the use of the Health New Zealand brand identity including any vehicle and signage guidelines".*

### Response

Health NZ is developing refreshed brand guidelines for use across the organisation.

The current guidance was developed to support Health NZ when it was established in July 2022. We have attached the two documents related to that - *Brand need to knows* and *Colour A4Guide*. Please note the colour guide contains some additional, secondary colours which were added last year.

### How to get in touch

If you have any questions, you can contact us at [hnzOIA@tewhatuora.govt.nz](mailto:hnzOIA@tewhatuora.govt.nz).

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Health NZ may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release.

Nāku iti noa, nā







**Catherine Delore**  
Head of Communications and Engagement  
People and Communications

### Colour stylesheet

#### Primary colours








Positive  <b>Te Whatu Ora</b> Health New Zealand  'Dark-Aqua' is used	Reversed  <b>Te Whatu Ora</b> Health New Zealand  'Vibrant-Aqua' is used	 <b>DARK-BLUE</b> PANTONE 2767 C C70, M55, Y0, K75 R21, G40, B76 #15284C	 <b>DARK-AQUA</b> PANTONE 320 C C100, M0, Y35, K5 R12, G129, B143 #0C818F VINYL: AVERY 946 CARIBBEAN AQUA	 <b>VIBRANT-AQUA</b> PANTONE 319 C C65, M0, Y25, K0 R48, G61, B172 #00A1AC
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#### Secondary colours

 <b>COBALT</b> PANTONE 287 C C100, M75, Y2, K18 R0, G51, B153 #003399	 <b>PURPLE</b> PANTONE 2617 C C84, M99, Y0, K12 R77, G35, B121 #4D2379	 <b>EMERALD</b> PANTONE 322 C C97, M9, Y39, K34 R0, G96, B96 #006060	 <b>MAROON</b> PANTONE 235 C C20, M100, Y11, K41 R102, G0, B51 #660033
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#### Neutral accent colours

These neutral colours may also be used

 #033863	 #334A74
 #15284C	 #5D7296
 #768AAF	 #93A3C2
 <b>MUKA</b> PANTONE 9225 C C5, M2, Y5, K0 R246, G244, B236 #F6F4EC	

#### Application examples and styles

#### ACCESSIBILITY NOTE

Each application (from billboards to digital) will have its own accessibility considerations. When communicating key content – please consider best practice, and adjust colours/tints/sizes to ensure your design is as accessible as possible. *ie*, visit an online tool for digital applications such as: <https://webaim.org/resources/contrastchecker/>


#### USING SOLID COLOURS ON THEIR OWN

When colours are used at 100% – ensure the key (most important) applications use the primary colours



#### DECORATIVE APPLICATIONS

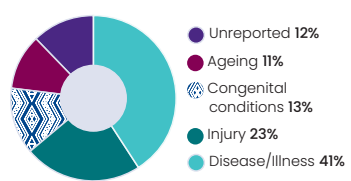
When accessibility is not key, colours may be used together in any combination. Also note that white is a key component to help keep the identity fresh. Eg:



#### GRAPHIC APPLICATIONS

When colours are used to communicate information, different coloured areas should be clearly defined, so colours should not touch/blend into each other. One way to do this is by separating areas of colour with white keylines. Eg:

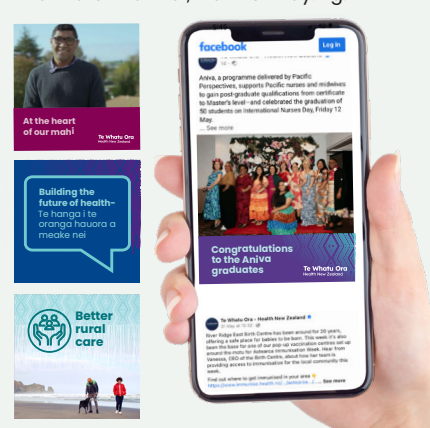
Figure 5: Causes of disability, 2001



Note, in the example above, colour is not the only way content is communicated (ie, in greyscale – this graph still works)

#### USING SOLID COLOURS AND TINTS

Light tints may be mixed with solid colours when you want to communicate in a more informal, warmer way. Eg:





**Te Whatu Ora**  
Health New Zealand

**Brand  
need-to-knows**

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# The golden rules

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# 1. A unified organisation

Core brand is the default

**Te Whatu Ora**  
Health New Zealand

**Te Whatu Ora**  
Health New Zealand  
Lakes

- The idea of a unified organisation is a key one, so district logos are the exception, not the rule.

District logos used only when it's necessary to provide an immediate and clear indication that the information is specific to the district:

- Local websites
- Security access passes
- Patient pre-procedure information and records
- Staff policies

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# 1. A unified organisation

Core brand is the default

**Te Whatu Ora**  
Health New Zealand

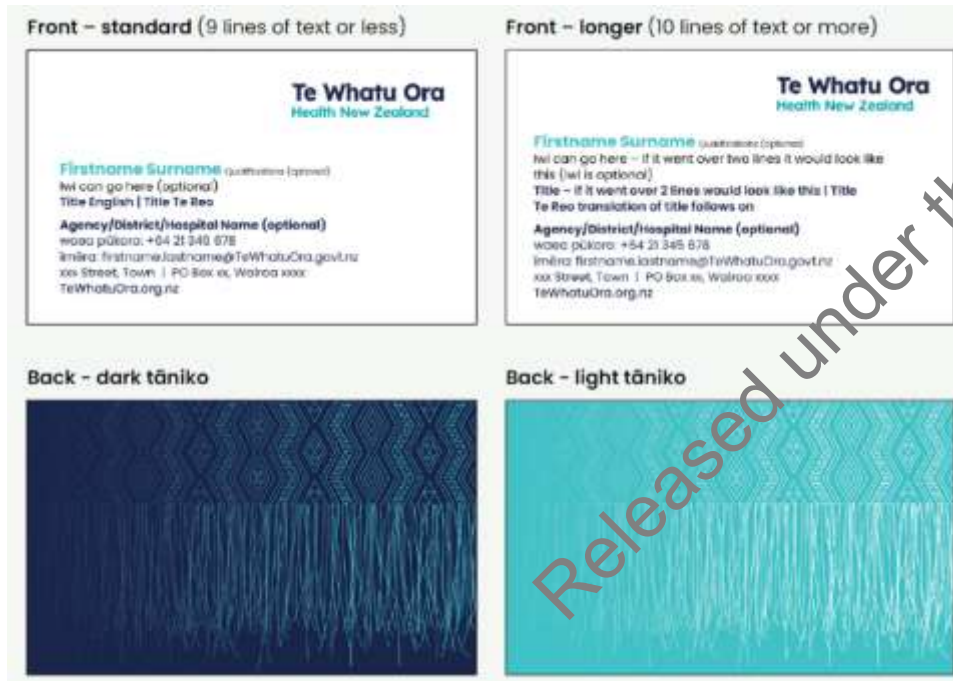
**Te Whatu Ora**  
Health New Zealand  
Lakes

- Where there is the ability to provide address and other information that immediately provides that clarification, such as letters and email signatures, the core logo is used.
- The core logo is also used where it is NOT important to distinguish which region is involved - for example, branded vehicles, lanyards, uniforms, etc.

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# 1. A unified organisation

## Core brand stands alone in key applications



- Email signatures
  - Email signatures etc. use the core brand with district, function, service, programme or PHU name in the sign-off area.
- Letterheads
  - Sign-off and address panel provide local context.
- Business cards
  - Ditto.

# Email signature guidance

## National Function example

**Firstname Surname** (pronoun/pronoun)

Iwi, if any

**Title English | Title Te Reo**

**Function/Team**

waea: +64 4 123 456 pekanga 789 | waea pūkoro: +64 21 234 567 | imēra:   
firstname.lastname@health.govt.nz  
123 Street, City | PO Box 1234, City 123  
Follow us on [LinkedIn](#) | [Facebook](#) | [Instagram](#)



Te Whatu Ora – Health New Zealand  
TeWhatuOra.govt.nz

## District example

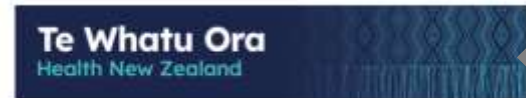
**Firstname Surname** (pronoun/pronoun)

Iwi, if any

**Title English | Title Te Reo**

**Function/Service/District/Region**

waea: +64 4 123 456 pekanga 789 | waea pūkoro: +64 21 234 567 | imēra: your  
current email address  
123 Street, City | PO Box 1234, City 123  
Reach us in our local channels: lakesdhub.govt.nz | [Facebook](#) | [LinkedIn](#)



Te Whatu Ora – Health New Zealand  
TeWhatuOra.govt.nz

## Agency example

**Firstname Surname** (pronoun/pronoun)

Iwi, if any

**Title English | Title Te Reo**

**Agency name**

waea: +64 4 123 456 pekanga 789 | waea pūkoro: +64 21 234 567 | imēra: your  
current email address  
123 Street, City | PO Box 1234, City 123  
Reach us in our usual channels: tas.health.nz | [Facebook](#) | [LinkedIn](#)



Te Whatu Ora – Health New Zealand  
TeWhatuOra.govt.nz

This is not a logo lockup – please do not use it elsewhere to replace the core logo!

1. **Firstname Surname:** now using our higher contrast aqua colour for better accessibility
2. **Title:** if no gifted or official Te Reo position title, please remove that option (please don't DIY); include any programme name at the end of this line (e.g. Programme Manager – Time To Screen)
3. **Function/Team/Agency/District (etc):** this is where your directorate, agency or district name goes (e.g. Communications and Engagement; HealthSource; Te Whatu Ora Lakes; etc.)
4. **Contact details line:** now includes options for landline and extension as well as mobile and email (delete any that do not apply to you)
5. **Web & social media line:** this is where your local channels live – please do not remove or replace the Te Whatu Ora URL at the bottom of the signature template

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# 1. A unified organisation

Service, programme, PHU and other non-campaign brands no longer used



- It's not about whether the people or function are part of a district or agency etc, but about the separate brand (visual identity) and how it is treated.
- E.g. PHU websites retain their names and colours, but use the Te Whatu Ora core brand as a single endorsement logo.

# Visual identity

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# Core logo

## Core logo

**Te Whatu Ora**  
Health New Zealand

## Technical details

Te Whatu Ora  
Health New Zealand

Te Aka Whai Ora  
Māori Health Authority

TO BE UPDATED

Te Whatu Ora  
Health New Zealand

Te Aka Whai Ora  
Māori Health Authority

Logo variations	Greyscale	Mono
<p>Full colour</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p><i>'Dark-Blue' &amp; 'Dark-Aqua' (100%) are used</i></p>	<p>Greyscale</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p><i>'Health New Zealand' is 70% black</i></p>	<p>Mono</p> <p><b>Te Whatu Ora</b> Health New Zealand</p>
<p>Full colour reversed (preferred)</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p><i>When reversed, 'Vibrant-Aqua' (100%) is used</i></p>	<p>Greyscale reversed</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p><i>'Health New Zealand' is 30% black</i></p>	<p>Mono reversed</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p><i>Where possible, background is 'Dark-Blue'</i></p>
<p>Recommended size is 40mm wide:</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p>40mm</p>	<p>Minimum size is 20mm wide:</p> <p><b>Te Whatu Ora</b> Health New Zealand</p> <p>20mm</p>	<p>Clearspace:</p> <p><b>Te Whatu Ora</b> Health New Zealand</p>

When our logo appears with partner logos, we want to ensure they sit harmoniously together.

### With general partners

- Ensure the minimum clear-space guidelines are adhered to (Y). If there are only two logos, increase the clear-space between them by 1.5 (1.5x Y). For multiple logos reduce to 1x Y.
- Try to align the tops and bottoms of key shapes within both logos.
- Align side-by-side where possible. Otherwise the logos may be stacked (aligning the left sides of the logos).
- If the project is led by Te Whatu Ora, place our logo first.
- Follow any guidelines for the other logo(s) (they will have their own clear-space requirements etc).

### With Te Aka Whai Ora

- At times, Te Whatu Ora will appear with Te Aka Whai Ora. In these instances, follow the same guidelines listed above.
- Note, the two logos are similar - but not the same, so never attempt to recreate either of them - always use the logo files supplied.

# Colours



**DARK-BLUE**  
PANTONE 2767 C  
C70, M55, Y0, K75  
R21, G40, B76  
#15284C



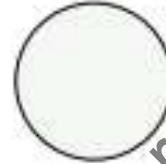
**DARK-AQUA**  
PANTONE 320 C  
C100, M0, Y35, K5  
R12, G129, B143  
#0C818F  
VINYL: AVERY 946  
CARIBBEAN AQUA

^ For logos on  
light backgrounds



**VIBRANT-AQUA**  
PANTONE 319 C  
C65, M0, Y25, K0  
R48, G161, B172  
#30A1AC

^ For logos on  
dark backgrounds



**MUKA**  
PANTONE 9225 C  
C5, M2, Y5, K0  
R246, G244, B236  
#F6F4EC

^ For backgrounds  
only

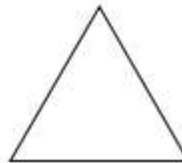
## Secondary supporting colours



**SKY**  
PANTONE 7462 C  
100, 71, 22, 5  
#02558B



**HARAKEKE**  
PANTONE 7474 C  
99, 37, 44, 10  
#007582



**WHITE**  
0, 0, 0, 0  
#FFFFFF

Our colours are crisp,  
clean and professional.

### Primary (logo) colours

Our logo consists of a dark blue (Logo-Blue),  
balanced by a vibrant Aqua (Logo-Aqua).

### Using Aqua

- Aqua is quite light, so always ensure it is used in a way that is legible on light backgrounds – ie use it as an accent, or in large bold text. (Note that its digital breakdown is slightly darker, so always use the right colour for your application.)
- When Aqua sits on our darkest blue it is accessible and can be used for slightly lighter, smaller text

### Darker secondary supporting colours

Two accessible dark colours (Sky and Harakeke) may be used when more colours are required. They can be used in any way on light backgrounds

### Lighter secondary supporting colours

White is a key part of our palette to keep items looking modern and crisp. A cream coloured 'Muka' (Muka is the name of the prepared harekeke strands for weaving) is also available. Muka is a supporting background tint to white to help separate design elements in digital applications. Always avoid using Muka for text or any crucial content – as it would be illegible.

### Black

Although black may be used in text, large areas of flat black should be avoided – use our logo-blue instead.

*When using colour, always use good judgement on what will be legible to your audience.*

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# Typography

## Poppins

(free Google font)

### Headings – Poppins bold

Introduction semi-bold options  
Ir licul ut quiusuliem parionclus nonve, nem.  
Olii convo, auc temoent.

#### SUBHEADING SEMI-BOLD, CAPS

Body copy Regular Poppins os te quidena, fac re cre non no. Sendam ce mores? Oluternu inesil videm. Actur. Evis. Bis, C. Catum catusquem pato cut vitiam noverum Bis adhus isulis. Sim adhuiur horevit. At fatatia mublicu ltorio, con.

#### Sub-subheading

Morum intem ade rentil huituam ingulare prit, culto termantis, ni sil veribus nihicultod me acem con tu quem idius cribus, nostell erfcis. To hilingulic oca patimovesin dum nocridie intiliam omnihiliam atem unum facchilis.

Quodieniquam consili consum te recerdium o imus, Cuperis ne involiciore, quam P. Nihicierdius nequam locum et; nonihictam oriumenators hossi co teres fir acris et grariberum tem faus cutum hostiolest ve, condentem por unum, pulium nondam inver hac tum

## Arial

(default universal font)

### Headings – Poppins bold

Introduction semi-bold options  
Ir licul ut quiusuliem parionclus nonve, nem. Olii convo, auc temoent.

#### SUBHEADING SEMI-BOLD, CAPS

Body copy Regular Poppins os te quidena, fac re cre non no. Sendam ce mores? Oluternu inesil videm. Actur. Evis. Bis, C. Catum catusquem pato cut vitiam noverum Bis adhus isulis. Sim adhuiur horevit. At fatatia mublicu ltorio, con.

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Morum intem ade rentil huituam ingulare prit, culto termantis, ni sil veribus nihicultod me acem con tu quem idius cribus, nostell erfcis. To hilingulic oca patimovesin dum nocridie intiliam omnihiliam atem unum facchilis.

Quodieniquam consili consum te recerdium o imus, Cuperis ne involiciore, quam P. Nihicierdius nequam locum et; nonihictam oriumenators hossi co teres fir acris et grariberum tem faus cutum hostiolest ve, condentem por unum, pulium nondam inver hac tum

Our typeface is modern, friendly, legible and clear.

#### Poppins

- Poppins is our primary typeface.
- Poppins is a free Google font that anyone can download from the web free-of-charge.
- Poppins comes in a variety of weights suitable for headings, subheadings and body copy both in print and digital applications.

#### Supporting typeface

When Poppins is not available use Arial, eg. email footers, e-newsletters, PowerPoint etc.

#### Legibility

Care should be taken when using the light or very heavy weights to maintain legibility and readability, particularly when paired with lighter or darker colours. For example, small text (ie below 11 pt) in a light weight, coloured Aqua should be avoided.

# Tohu



## Colours

As this phase is all about establishing our name, the tohu is intended to be used as a subtle supporting element. The tohu can be used in any of the colours from our colour palette.

## Range of applications

The tohu may be used as a graphic on its own, or as a background texture. Always ensure that any elements that may sit on the tohu are still legible (ideally used at 10–15% contrast, but definitely no more than 30% contrast with its background colour).

## Orientation

The Tāniko elements should be placed along the top of an item. The tohu should not float in the middle (unless contained within an element), or be rotated.

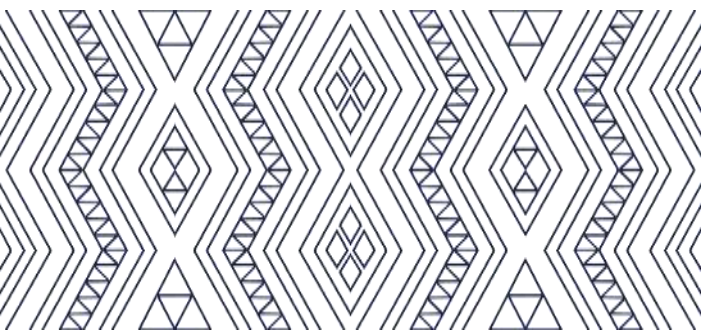
## Photography

The tohu may be used on abstract or natural images – but should never be applied over people. When the tohu is placed over photographs, the contrast can be greater than 30%.

## Altering the tohu

Although you may crop the tohu, avoid separating any components, or stretching, rotating or thickening the lines of the tohu. Also ensure it is not reduced in size to the point where you cannot see the detail.

# Tohu



## Colours

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## Altering the tohu

Although you may crop the tohu, avoid separating any components, or stretching, rotating or thickening the lines of the tohu. Also ensure it is not reduced in size to the point where you cannot see the detail.

# Photography



## **Content – People**

People are central to Te Whatu Ora. Where possible, if photography is used, people should be centre-stage, as wellbeing does not happen in isolation – wellness is achieved together.

## **Tone / place**

Photos must be positive, calming and represent a diverse range of New Zealanders in Aotearoa.

## **Content – natural textures**

Photographs related to weaving (for example of harakeke – can also be used as textures. These images (without people) can also be used behind the tohu.



# Specific applications

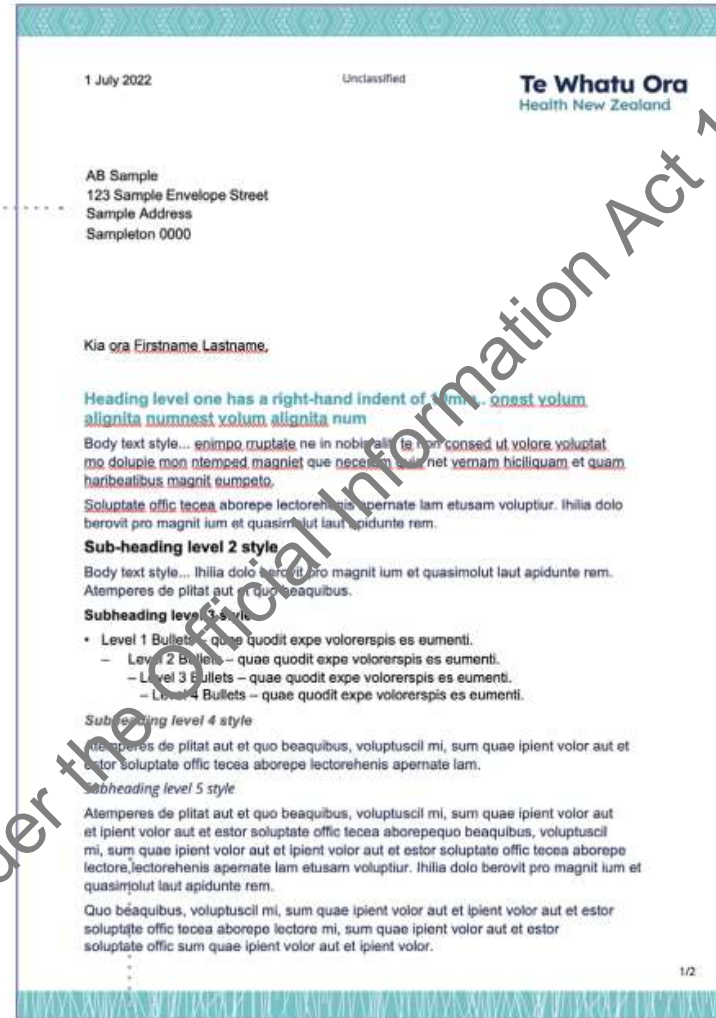
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# Stationery

- Special use of tohu – ensure they are used top and bottom as shown (not the other way round).
- Tohu can be removed to simplify system-generated patient information letters; you can also reduce point size on these if required.
- Artwork is available in InDesign and IDML.

Clear space for window envelopes

## First page



Font is Arial throughout  
Type size is large (mainly 12pt – see word file for details) for maximum legibility

## Follow-on page



If the letter is only one page long – these elements should sit at the bottom of the first page

All assets are supplied

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# Stationery

- For external campaigns and programmes requiring their own letterhead, the Te Whatu Ora logo can be used as an endorsement brand at bottom right of page
- Do not use taniko panels top or bottom
- Address panel bottom left – include relevant Te Whatu Ora name and address in full e.g. Te Whatu Ora – Health New Zealand Tairāwhiti

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# Stationery

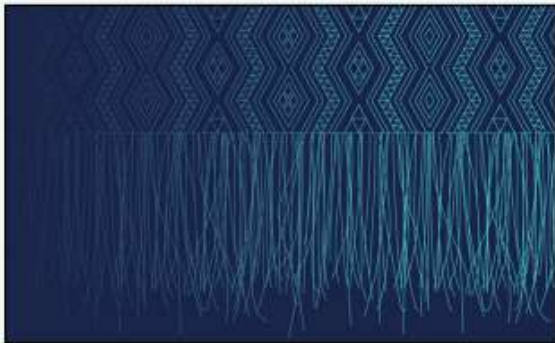
Front – standard (9 lines of text or less)



Front – longer (10 lines of text or more)



Back – dark tāniko



Back – light tāniko



- Recommend that you DO include your Agency/District/Function name
- Remove anything you don't have – iwi affiliations, te reo title, etc.
- Backs optional – can also include current appt formats (or nothing)
- Artwork is available in InDesign and IDML.
- Preferred stock is 300gsm BJ Ball Sumo Laser or similar

# Presentations

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**Cover slide options**



**Divider slide options**



**Text (& image) slides**



**Image, table or graph slides**



see 'photos' folder for possible images

**Infographics slide**



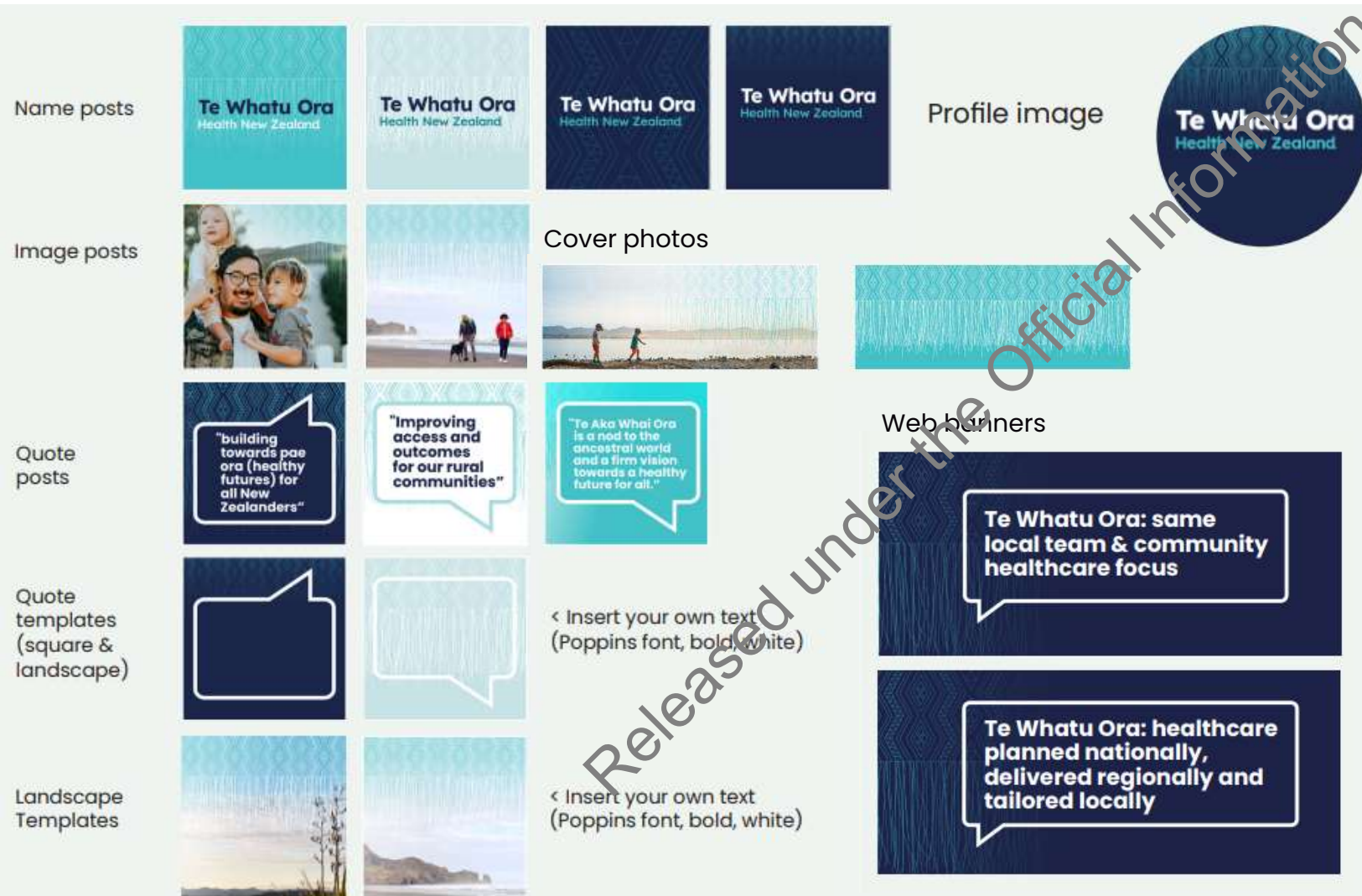
< see 'icons' folder for other icons

**Closing slide**



- All these images make the template large – here's a quick tip to help reduce the size of your PPT presentations:
  - Select one image in your preso then from the menu select **Picture Format > Compress Pictures:**
  - Under Compression options, **untick** 'Apply only to this picture' and **tick** 'Delete cropped areas of pictures'
  - Under Resolution, select 'Web' (for presenting on a big screen) or 'Email' (for sharing without needing to project)

# Digital channels



- You have all the visual assets you need to create your own web and social media banners:
  - Taniko panels
  - Images (you can add more)
  - Quote shapes
- Try to reduce the amount of dark blue – change up to use white or vibrant aqua backgrounds with taniko instead

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# Signage



- As signage requirements vary vastly across different facilities, we have not yet created signage-specific guidelines.
- Use best practice for accessibility, including large sans serif font (Poppins), sentence or initial case (not all capitals), and high contrast between text and background colours.
- Provide the core brand assets and brand guidelines to your signage vendor and ask them to come up with options that we can feed back on and OK from a brand perspective.
- Note that you should not be replacing existing signage unless it is no longer fit for purpose.
- Here are some examples of signage made for new facilities and vehicles.

# Uniforms

## Te whatu ora-3

Stitches: 4,054  
Height: 16.4 mm  
Width: 69.4 mm

Color	Name
1801	Super White
1594	Cool Aqua

**Te Whatu Ora**  
Health New Zealand



- There is a national approach to uniforms, which use the core brand logo.
- Alistair Baxter from NZ Health Partnerships manages the three contracted suppliers we have for staff uniforms nationally.
- Here are the design specs for the embroidery that appears on the left side of the chest.
- Pin-on name badges should also use the core brand logo.



# How we talk and write about ourselves

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# Our name

## We are Te Whatu Ora

- We refer to ourselves as 'Te Whatu Ora – Health New Zealand' in the first usage, and thereafter 'Te Whatu Ora' (not Health New Zealand).
- There is no possessive case in te reo – never use Te Whatu Ora's
- We do not abbreviate 'Te Whatu Ora' – never use 'TWO'!
- If only 3 letters available, e.g. SMS code, use HNZ.
- Replace 'ADHB' with 'AUCK' or AKL (if stuck, use local airport 3-digit IATA code!)

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# In media

## Quoting spokespeople from regions and districts

- Include our full name up front in your PR so you can leave out the “Health New Zealand” bit when quoting spokespeople
- Quote “Te Whatu Ora Northern Regional Director, [name]” OR “[name], Regional Director, Te Whatu Ora Northern”
- Quote “Te Whatu Ora Hauora a Toi Bay of Plenty District Director, [name]” OR “[name], District Director Te Whatu Ora Hauora a Toi Bay of Plenty”

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# In media

## Quoting spokespeople from group functions and SSAs

- Include our full name up front in your PR so you can leave out the “Health New Zealand” bit when quoting spokespeople
- Quote “Te Whatu Ora National Public Health Service Director, [name]” OR “[name], National Director, Te Whatu Ora National Public Health Service”
- Quote “Te Whatu Ora HealthShare Communications Manager, [name]” OR “[name], Communications Manager, Te Whatu Ora HealthShare”

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# Completing phase 1 of our rebrand

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# Urgent and important

**No more DHBs:**

**Deadline for this to be done  
is end September 2022**

**Please contact Jacqui Bridges  
if you have any roadblocks to  
achieving this**

- Ensure you have replaced your DHB logo with your local descriptor logo!
  - SSA websites should replace DHB logos with a single Te Whatu Ora core logo
- Check you are using all logos and any coloured text with sufficient contrast against the background colour – *refer to A4 logo sheet*
- Replace MOH endorsement logo with Te Whatu Ora core logo *if used* in site footer (not required if MOH logo not currently used)
- Update website copyright to © Te Whatu Ora – Health New Zealand
- Update metadata and 'About Us' info to remove all DHB mentions (except historical)
  - Refer to 'Action list for DHB Comms' pg2 for Board page replacement text
- Update any associated Wikipedia page or Google pages in the same vein

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