Southern
Health
He hauora, he kuru pounamu

Brand Style Guide

11.06.19

Background

Developing a Southern health logo was captured in Southern DHB and WellSouth's Primary and Community Care strategy, to:

- Develop visual resources to reflect the shared purpose of participants across the sector, for use across all providers' communications materials.

As well as providing the banner for the Southern Health website, the logo is intended to provide a unifying emblem, to better connect health providers across its large geographic area, and present all health care providers being part of the same team of qualified professionals aiming to provide the best care to our patients.

The brief for the Southern health system brand logo drew upon the values prioritised by our community during the Southern Future Listening Sessions in 2016. From all of this input, the logo was developed in consultation with the Community Health Council, Alliance Leadership Team (representing health care providers from across the whole health system), Executive Leadership Team and Iwi Governance Committee.

Principles for use of the Southern health system brand

- The purpose of the logo is to help create a stronger sense of unity and connectedness across the providers of the health system, so that:
  - The system makes more sense to users, and
  - Health care providers can better present themselves as a community with a shared purpose.

- The logo aims to complement the existing brands of the health providers in the district. It is not intended to replace any existing brands.

- Those applying the logo uphold the values, professional expectations and quality standards of recognised health care professionals

- Patients and customers should be able to identify clearly that those using the logo are members of the Southern health system.

Southern DHB and WellSouth have shared responsibility as the 'owners' of the Southern Health brand. In agreement with one another, they have the ability to amend the logo and guidelines for use and restrict its use as they see fit

Who can use the Southern Health logo?

The Southern health logo can be applied on the materials of:

- All those health care providers holding a health services contract with Southern DHB or WellSouth

AND

- Others who are members of the Southern health system but do not hold a contract with Southern DHB or WellSouth, with approval of Southern DHB and WellSouth. Approval would be recommended by the Alliance Leadership Team, which will consider applications based on whether:
  - The applicant is providing health services to contribute to the health and well-being of people in the Southern district in alignment with the DHB's statutory purpose
  - The applicant holds a contract with another public funder of health services, such as ACC
  - The applicant is a registered under the Health Practitioners Competence Assurance Act
  - The health services provided by the applicant are held to be effective, supported by high-impact, evidence-based, peer reviewed research literature
  - The applicant is primarily providing front-line health services, (not primarily engaged in the sale of goods or equipment, or in a supporting industry).

The logo would not replace any organisation's existing logo, but could sit alongside it, to show they are a member of a wider Southern Health team of quality health care providers.

How should the logo be used?

- The aim of the logo is to complement the existing brands of the health providers in the district. It is not intended to replace any existing brands.
- It is expected that it will be placed in a way that enables the organisation to be clearly associated with the Southern Health brand, to demonstrate its membership of the Southern health system.
- This may include the banner on the homepage of the website, on the footer of a poster, or the cover page of a brochure. If on the health care provider's website, the logo should link through to the Southern health system website.
- This style guide provides a guide for how the logo should be applied.
- Any questions regarding the placement of the logo can be directed to the Southern DHB Communications team: communications@southerndhb.govt.nz

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Southern health logo and kiwaha

The Southern health system provides care to our diverse communities across the amazing environment of Otago and Southland.

In our logo, the colours of the koru represent the golden landscapes of Otago and the green hills of Southland, while the forms symbolise growth, nurturing and well-being.

Between the two koru, the blue line stands for the mighty Clutha Mata-Au river. This carves a path through the northern and southern regions of the district, representing the journey from the mountains to the coast, and the reach of our health services. The river is a vital, life-giving force, and speaks to our aspirations for a health system that flows smoothly and where all elements work in harmony.

These symbols are underlined by an important kiwaha:

He hauora, he kuru pounamu.

Gifted through our kaumatua, we are called to remember that 'good health is a great treasure'. We honour this through our care for one another.

The design is contemporary, inclusive, professional and positive – the health system we all want to experience and be part of.

Primary logo

The horizontal, 3 colour logo with kiwaha is our primary version. This is our preferred mark to be used where ever possible to represent Southern Health.

Secondary logo

The stacked version may be used where lack of space dictates a narrower profile.

Logo clear space and minimum size

The logo files supplied artbords have been cropped exactly to clearspace rules implement the marks correctly within design applications.

Print 30mm
Screen 180px

Minimum size

If the mark needs to be presented at a small size the the above diagram illustrates the size thresholds of application for both screen and print.

Supporting logo versions

When it is not feasible to use the primary mark or an alternative is preferable, you can use one of these supporting versions.

The following applications show a range of acceptable uses.

The supporting versions are also available in the 'stacked' logo version.

PRIMARY LOGO
Where possible use the primary mark

PRIMARY LOGO - REVERSE
For use on dark backgrounds or dark images

LOGO - MONO - BLUE
For use with mono applications or where full colour isn't appropriate

LOGO - MONO - REVERSE
For use on darker colours or images. See below for use on images.

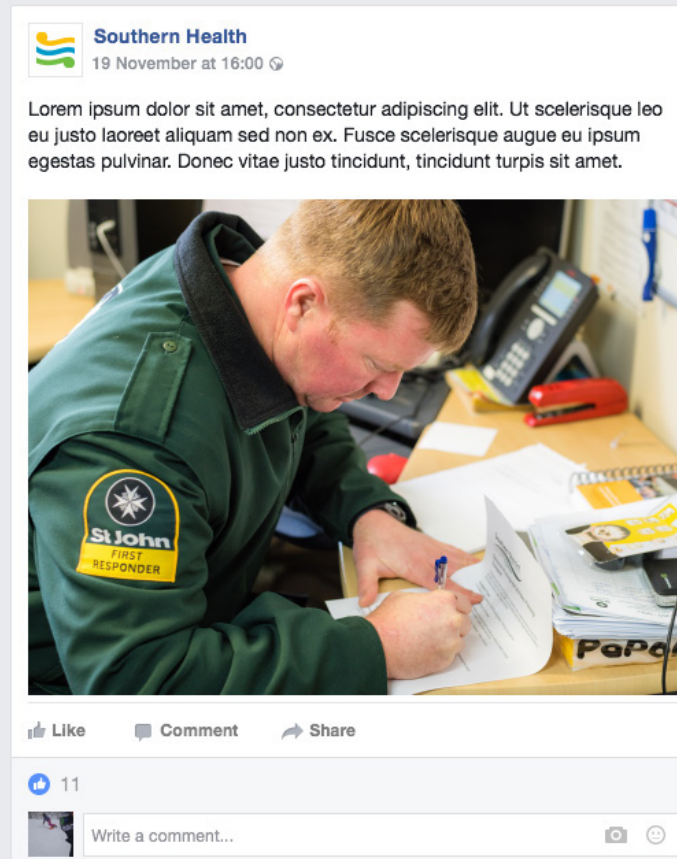**LOGO - MONO - BLACK**
For use with greyscale applications

LOGO - MONO - REVERSE
For use on darker colours or dark images where mono colour is preferred.
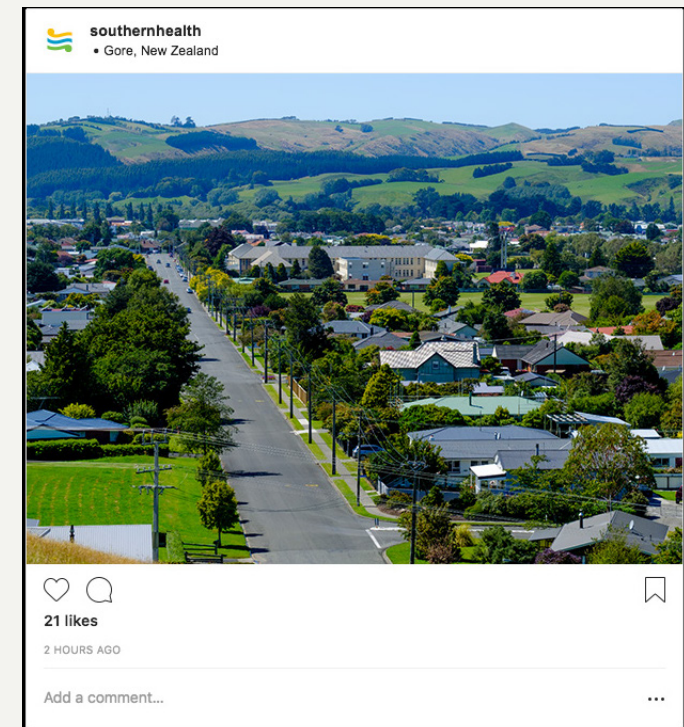Icon uses transparency to all background to show through.

Social media

Use the brandmark on its own for social media thumbnails

FACEBOOK

Southern Health
19 November at 16:00 🌐

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut scelerisque leo eu justo laoreet aliquam sed non ex. Fusce scelerisque augue eu ipsum egestas pulvinar. Donec vitae justo tincidunt, tincidunt turpis sit amet.

👍 Like   💬 Comment   ➡ Share

👍 11

Write a comment...

INSTAGRAM

southernhealth
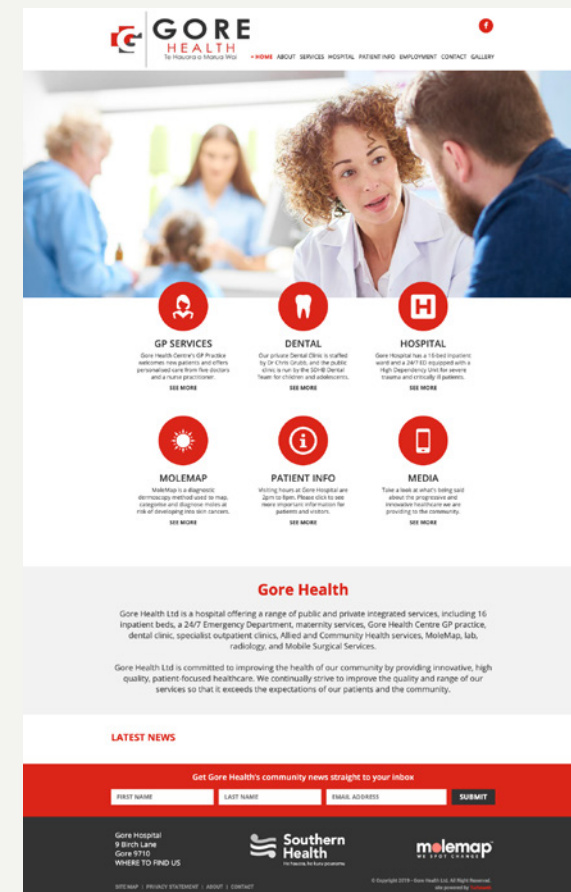• Gore, New Zealand

21 likes

2 HOURS AGO

Add a comment...

Working together

The Southern Health logo is designed to sit harmoniously alongside other logos including Southern DHB and Wellsouth

PRINTED MATERIAL

WEBSITES

Colour

Colour is an important part of the Southern Health brand.

Our colours are always: vibrant, bright, dynamic and impactful.

They are never: flat, dull, pastel, soft or washed out.

For organisational use such as business cards and stationery, blue is our lead brand colour. However, using the full spectrum of the colour pallet is encouraged.

The secondary colours should be used were greater contrast is recommended, eg. for text to improve readability.

Primary

BLUE

CMYK	78-23-9-0
RGB	0-155-201
HEX	009BC9

GREEN

CMYK	60-0-100-0
RGB	114-191-68
HEX	72BF44

YELLOW

CMYK	0-26-100-0
RGB	253-12-11
HEX	FDC00B

Secondary

BLUE 2

CMYK	88-46-17-0
RGB	0-119-166
HEX	0077a6

GREEN 2

CMYK	77-17-100-0
RGB	63-150-7
HEX	3f9607

YELLOW 2

CMYK	27-45-100-5
RGB	186-134-0
HEX	ba8600

Black/greys
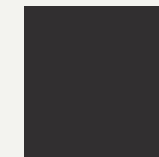
BLACK

CMYK	0-0-0-97
RGB	37-37-37
HEX	252525
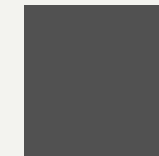
GREY 1

CMYK	0-0-0-75
RGB	81-81-81
HEX	515151
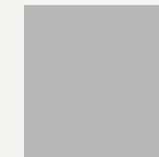
GREY 2

CMYK	0-0-0-50
RGB	136-136-136
HEX	888888

GREY 3

CMYK	0-0-0-8
RGB	235-235-235
HEX	EBEBEB

GREY 4

CMYK	0-0-0-4
RGB	246-246-246
HEX	F6F6F6

Typography

Our brand typeface is Avenir but we use Nunito Sans from Google Fonts for online applications.

For our headline and display type, we write in black weight (bold for Nunito sans). For longer copy, we use the regular and book weights in sentence case.

Header text can be in any of our brand colours but black or white is favourable for readability.

Body copy should always be in black or white. Legibility is paramount.

AVENIR BLACK

Heading 1

AVENIR BLACK

Heading 2

AVENIR BLACK

Heading 2

AVENIR BOOK

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ultricies sagittis dolor, eget lobortis metus. Cras sollicitudin, tortor ac pellentesque laoreet, ipsum augue convallis eros, sit amet consectetur augue velit at magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis tristique magna

NUNITO SANS BOLD

Heading 1

NUNITO SANS BOLD

Heading 2

NUNITO SANS BOLD

Heading 2

NUNITO SANS REGULAR

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ultricies sagittis dolor, eget lobortis metus. Cras sollicitudin, tortor ac pellentesque laoreet, ipsum augue convallis eros, sit amet consectetur augue velit at magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis tristique magna

Iconography

Icons are styled to compliment the Southern Health brand.

Icons are useful when designing around statistical data or infographics or combined with headings (where appropriate).

Icons should be simple (not overly detailed or descriptive) and use mostly geometric shapes. Main part of icon is an outline form (2px for web) with a secondary solid background element using the primary colour palette.

Background element can be slightly offset from line element for a more interesting/ organic composition (see apple icon).

HEALTH SERVICES

SERVICES NEAR YOU

HEALTHY LIVING

SOUTHERN HEALTH A-Z

Wave device

The central wave in the logo can be used in a number of ways to extend the design system.

Usage 1: use as an accent for titles.

Usage 2: use as a colour background fill. Wave can be manipulated to use as a backround eg. use top or bottom of wave edge only or expand height for a taller panel. Or use just a section of the wave for a shorter curved background (can be rotated 90°).

Usage 3: use an image mask. See above for options to manipulate the wave to create different shapes.
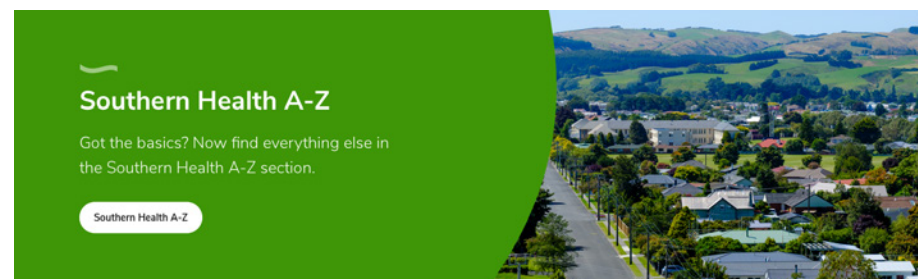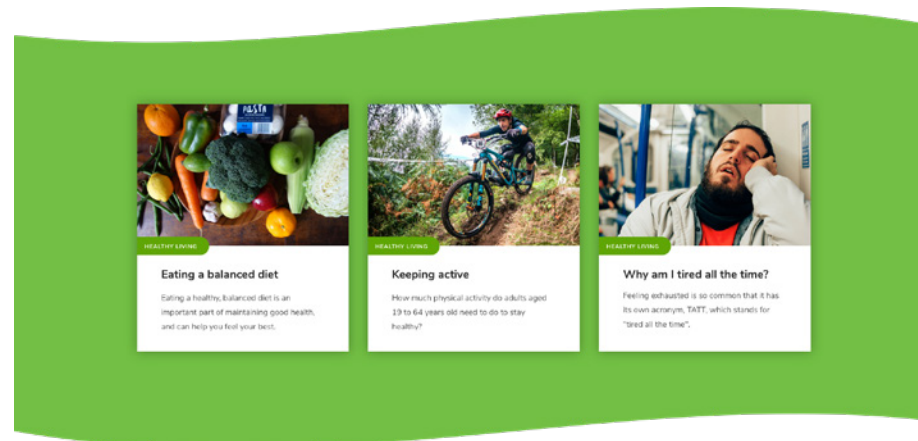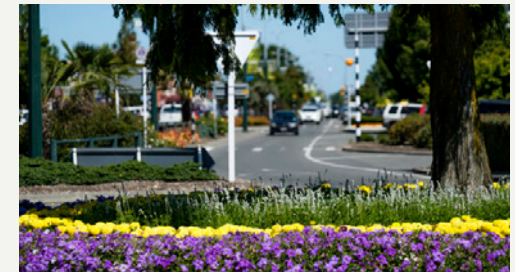
Imagery

Our images are not treated with washes or grades. We keep them real.

Where possible they are genuinely Kiwi and they speak to the impacts on the communities we support.

They are warm, positive and engaging.

Creative execution

The website UI demonstrates correct usage of logo, typeface, colour, graphic devices and imagery.

Wave device (from logo) can be used as a content break or for display headings. It can also be adapted for use as a bold content background.

The brand blue is used heavily throughout the site in typography and colour blocks. The secondary colours are used less frequently as colour ascents for icons, buttons and special content.

Copy and logo must be legible against the background and sized correctly to be readable.