

29 August 2022

Tommi Joyce  
fyi-request-20055-1b657ac7@requests.fyi.org.nz

Tēnā koe Tommi,

**Your Official Information Act request, reference [H2022008874]:**

Thank you for your request, which was transferred from Manatū Hauora (Ministry of Health) to Te Whatu Ora Health New Zealand (Te Whatu Ora) on 5 August 2022, for information relating to branding guidelines. You requested the following:

*"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.*

Te Whatu Ora has identified 11 documents within scope of your request. All documents are itemised in Appendix 1 and copies of the documents are enclosed.

I trust the information provided is of assistance. You are advised of your right to also raise any concerns with the Office of 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, Te Whatu Ora may decide to 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



pp Helen Mexted

**Interim Lead**

**Communications and Engagement**

**Appendix 1: List of documents for release**

#	Date	Document details	Decision on release
1	3 August 2022	Logosheet	Released in full.
2	N/A	Using the Te Whatu Ora logo with other logos	
3		Photography	
4		Tohu pattern	
5		Typography	
6		Business card guide	
7		District website updates guide	
8		Email signature visual guidelines and guidance for use	
9		Letterhead guidelines	
10		PowerPoint guide	
11		Social media guide	



# Te Whatu Ora

## Health New Zealand

### Logo Stylesheet

#### The significance of our name

**Te Whatu Ora** is 'the weaving of wellness'.

*Whatu* is the combining together of people, resources, organisations, thoughts and actions for the betterment and wellbeing of all.

*Whatu* is also a direct reference to the pupil of the eye, and the vision required of the new entity and system.

Our official name is said/written as: 'Te Whatu Ora – Health New Zealand', but please feel free to shorten this to 'Te Whatu Ora' (nothing else).

#### Core logo



The core identity will be used in most instances, with a few exceptions where district or other specific descriptors are required. Talk to the Te Whatu Ora [Comms Team](#) about these instances:

**Te Whatu Ora**  
[Health New Zealand](#)  
 Te Tairāwhiti

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

#### Colours

 <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 ^ For logos on light backgrounds	 <b>VIBRANT-AQUA</b> PANTONE 319 C C65, M0, Y25, K0 R48, G161, B172 #30A1AC ^ For logos on dark backgrounds	 <b>MUKA</b> PANTONE 9225 C C5, M2, Y5, K0 R246, G244, B236 #F6F4EC ^ For backgrounds only
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- As well as tints from the core colours, the neutral colours below may be used:
- #233863
- #334A74
- #15284C
- #5D7296
- #768AAF
- #93A3C2

#### Fonts

Preferred font is Poppins (Free Google font)  
 Default font is Arial (use Arial for emails, Microsoft etc)

# Using with other logos



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.

Example with general partners



Example with Te Aka Whai Ora



Stacked



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# Photography



Photography should be used sparingly.

This phase is all about communicating our new name in a clean and simple way, so initially we do not want anything to distract from this. However, there will be instances (at secondary levels) where images can be used -as they can make an item far more warm, engaging and real.

**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.



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# Tohu (pattern)



Our tohu is inspired by our name *Te Whatu Ora* 'the weaving of wellness'

## The meaning

In the weaving tradition, the 'whatu' is the weaving process that brings together the aho (horizontal) and whenu (vertical) threads.

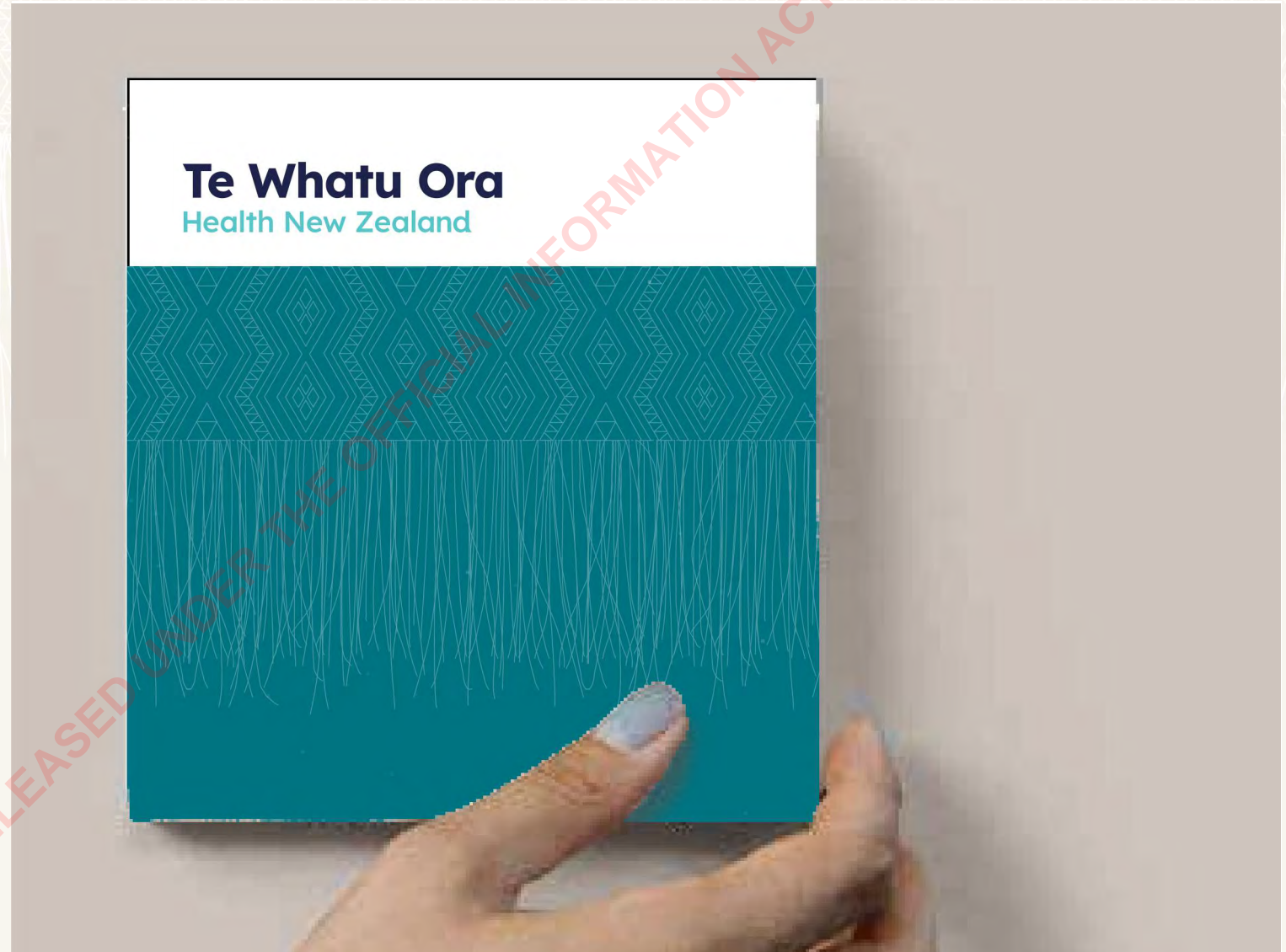
This tohu consists of a Tāniko at the top. This Tāniko contains multiple symbols such as

- Pātiki /Pātikitiki (symbolises providing for all, abundance)
- Waharua Kōpito (represents 'a point where people/events cross').

This design also represents three eyes, and the three baskets of knowledge.

Below the Tāniko are hanging strands, representing wellness reaching us all.

*Guidelines on using our tohu are on the next page.*



# Tohu (Pattern) continued



## Tohu application guidelines

### 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.

### Examples

Application examples are on p26–33.

B. As a texture –with textural image



C. As a background



# Typography



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.

## Preferred font Poppins

(free Google font)

### Headings – Poppins bold

Introduction semi-bold optionslr licul ut quiusuliem parionclus nonve, nem. Oliy 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

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## When Poppins is not available Arial

(default universal font)

### Headings – Poppins bold

Introduction semi-bold optionslr licul ut quiusuliem parionclus nonve, nem. Oliy convo, auc temoent.

#### SUBHEADING SEMI-BOLD, CAPS

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#### Sub-subheading

Morum intem ade rentil huituam ingulare prit, culto termantis, ni sil veribus nihicultod me acem con tu quem idius cribus, nostell erficis. 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



### Business Card – guidelines

#### Overview

- **Optional content:** Qualifications, Iwi and Agency/District/Hospital Names are optional.
- **Logo:** The Te Whatu Ora New Zealand logo (without the district name underneath) is the preferred logo.
- **Address format:** The order of the address details are flexible.
- **Backs:** A combination of both coloured tohu are available (so people have variety in their cards). You may choose to print both (preferred), only one option, or leave the back blank.

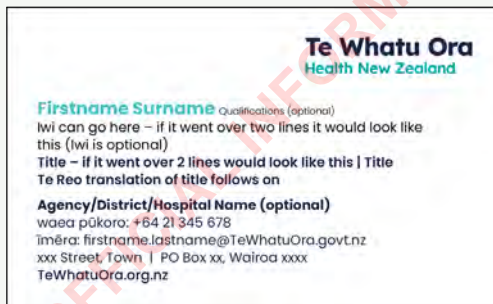
#### Artwork details

- The business card artwork below has been provided in InDesign & IDML.
- Different examples are set up on the master layers
- Typeface is Poppins (free Google font)
- Colours are set up for digital printing (CMYK)
- Preferred stock is 300gsm BJ Ball Sumo Laser, or similar.

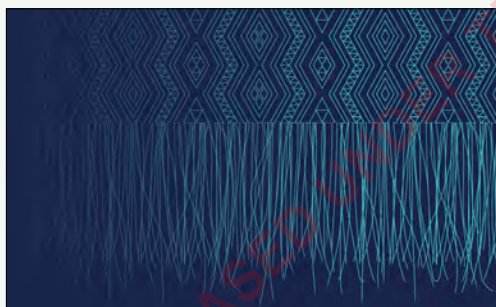
#### Front – standard (9 lines of text or less)



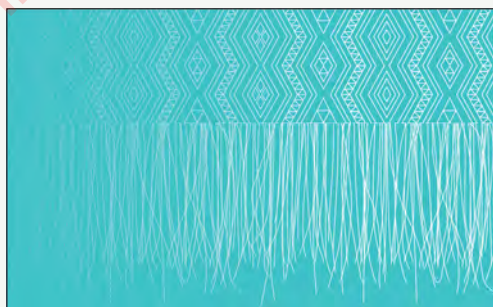
#### Front – longer (10 lines of text or more)



#### Back – dark tāniko



#### Back – light tāniko



#### Printing Business cards

- When printing, please ask your printer to match *as close as possible* to the pantone colours listed below.



**LOGO**  
**DARK-BLUE**  
PANTONE 2767 C  
70, 55, 0, 75  
#15284C



**LOGO**  
**DARK-AQUA**  
PANTONE 320 C  
100, 0, 35, 5  
#0C818F



**PERSONS NAME**  
**VIBRANT-AQUA**  
PANTONE 319 C  
65, 0, 25, 0  
#30A1AC

Our official name is said/written as: 'Te Whatu Ora – Health New Zealand', but please feel free to shorten this to Te Whatu Ora (nothing else).

### District Website Updates – Guide

#### The significance of our name

*Te Whatu Ora* is ‘the weaving of wellness’.

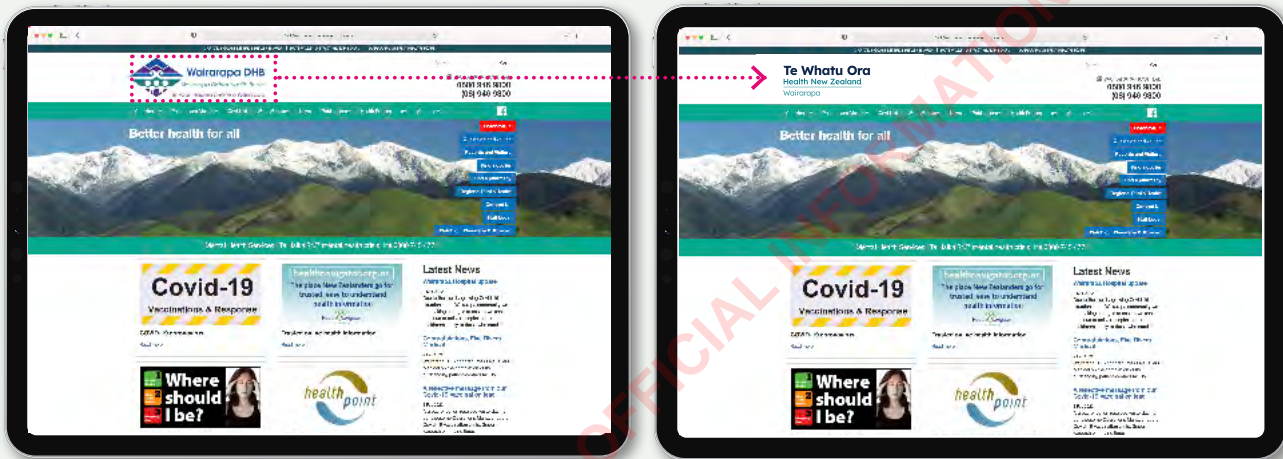
*Whatu* is the combining together of people, resources, organisations, thoughts and actions for the betterment and wellbeing of all.

*Whatu* is also a direct reference to the pupil of the eye, and the vision required of the new entity and system.

Our official name is said/written as: ‘Te Whatu Ora – Health New Zealand’, but please feel free to shorten this to ‘Te Whatu Ora’ (nothing else).

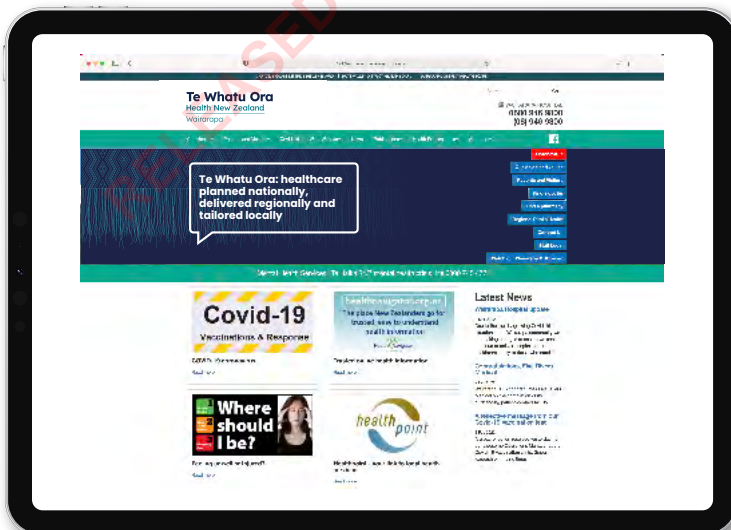
#### Updating your DHB logo

Please replace your DHB logo with the Te Whatu Ora district descriptor logo provided (placing it in the same position).



#### Website banners

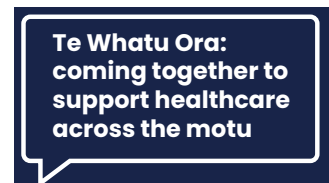
As well as your logo, please add a new Te Whatu Ora themed banner to your website home page carousel or feature banner. A taniko texture is provided (for you to crop down to a relevant size), as well as a range of different sized speech bubbles, so you can select one to sit on top of the taniko texture. Here’s an example:



1. Background taniko image



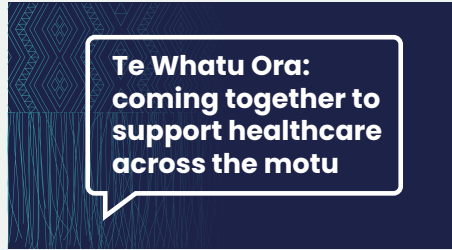
2. Speech bubble with text



Details are on the next page.

### Text options

Here are the text options:



The taniko image can be flipped horizontally (but not vertically), and you may place the speech bubble where it sits best within your website layout.

Please do not distort, recreate or change any components of our logo.

If you have a question, please get in touch with our Te Whatu Ora – Health New Zealand Comms Team, [xxxxxxxxxxxx@xxxxxxxx.xx](mailto:xxxxxxxxxxxx@xxxxxxxx.xx)

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## Digital Email Signature – guidelines

### Email Signature visual

- The Email Signature visual shown below has been supplied in Word.
- The Word file indicates where all the elements sit, and what the font/size/placement specifications should be.
- Please note, the Word file has not been set up as a styled template, it's purely a design visual for template building purposes.

### Footer details



Font is Arial throughout

See Word file for details

The email logo box is supplied

Our official name is said/written as: 'Te Whatu Ora - Health New Zealand', but please feel free to shorten this to Te Whatu Ora (nothing else).

Please do not distort, recreate or change any components of our logo.

If you have a question, please get in touch with our Te Whatu Ora – Health New Zealand Comms Team, [communications@TeWhatuOra.govt.nz](mailto:communications@TeWhatuOra.govt.nz)

# Email signature guidance

## National Function example

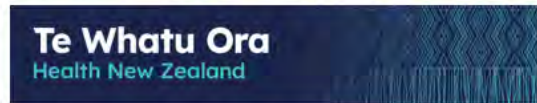
**Firstname Surname** (pronoun/pronoun)

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](mailto: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](http://TeWhatuOra.govt.nz)

## District example

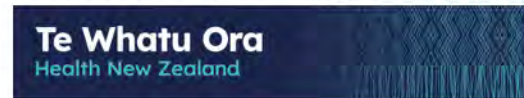
**Firstname Surname** (pronoun/pronoun)

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](http://lakesdhub.govt.nz) | [Facebook](#) | [LinkedIn](#)



Te Whatu Ora – Health New Zealand  
[TeWhatuOra.govt.nz](http://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](http://tas.health.nz) | [Facebook](#) | [LinkedIn](#)



Te Whatu Ora – Health New Zealand  
[TeWhatuOra.govt.nz](http://TeWhatuOra.govt.nz)

- 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

# Te Whatu Ora Health New Zealand

## Digital letterhead – guidelines

### Letterhead visual

- The letterhead visual shown below has been supplied in Word.
- The Word file indicates where all the elements sit, and what the font/size/placement specifications should be.
- Please note, the Word file has not been set up as a styled template, it's purely a design visual for template building purposes.

#### First page



Clear space for window envelopes

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

Our official name is said/written as: 'Te Whatu Ora - Health New Zealand', but please feel free to shorten this to Te Whatu Ora (nothing else).

Please do not distort, recreate or change any components of our logo.

If you have a question, please get in touch with our Te Whatu Ora – Health New Zealand Comms Team, XXXX@TeWhatuOra.govt.nz

### Powerpoint Guide

#### The significance of our name

**Te Whatu Ora** is 'the weaving of wellness'.

*Whatu* is the combining together of people, resources, organisations, thoughts and actions for the betterment and wellbeing of all.

*Whatu* is also a direct reference to the pupil of the eye, and the vision required of the new entity and system.

Our official name is said/written as: 'Te Whatu Ora – Health New Zealand', but please feel free to shorten this to 'Te Whatu Ora' (nothing else).

#### Content suggestions

- 'Less is more' – don't try and cram too much information into a slide
- Text – keep it light – maximum of 3-4 bullet points per slide
- Slides are good for diagrams and tables
- Short videos can be good (eg 1-2 minutes max)
- Summarise the main take home messages in a final slide or two

#### Powerpoint slides

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		
Quote slide				
Closing slide				

Powerpoint font is Arial

Please do not distort, recreate or change any components of our logo.

If you have a question, please get in touch with our Te Whatu Ora – Health New Zealand Comms Team, [xxxxxxxxxxxx@xxxxxxxxxx.xxxx.xx](mailto:xxxxxxxxxxxx@xxxxxxxxxx.xxxx.xx)

# Te Whatu Ora

## Health New Zealand

### Social Media Elements

#### The significance of our name

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*Whatu* is also a direct reference to the pupil of the eye, and the vision required of the new entity and system.

Our official name is said/written as: 'Te Whatu Ora - Health New Zealand', but please feel free to shorten this to 'Te Whatu Ora' (nothing else).

#### Content types available in LinkedIn, Facebook & Instagram

Profile image



Cover photos



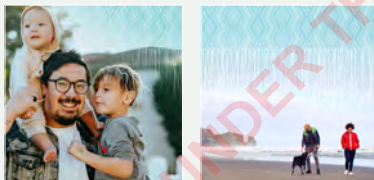
First post



Name posts



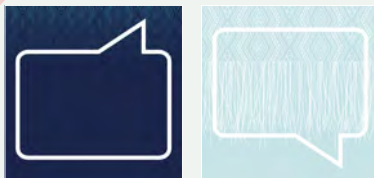
Image posts



Quote posts



Quote templates (square & landscape)



< Insert your own text (Poppins font, bold, white)

Landscape Templates



< Insert your own text (Poppins font, bold, white)

Please do not distort, recreate or change any components of our logo.

If you have a question, please get in touch with our Te Whatu Ora – Health New Zealand Comms Team, [xxxxxxxxxxxx@xxxxxxxxxx.xxxx.xx](mailto:xxxxxxxxxxxx@xxxxxxxxxx.xxxx.xx)