

Corporate Identity - NSW Health

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Functional Sub group Corporate Administration - Communications

Summary Policy on implementation requirements and use of the new NSW Health logo.

Author Branch Media and Communications

Branch contact Amanda Holt 9391 9455

Applies to Area Health Services/Chief Executive Governed Statutory Health Corporation, Board Governed Statutory Health Corporations, Affiliated Health Organisations - Non Declared, Community Health Centres, NSW Ambulance Service, NSW Dept of Health, Public Health Units

Audience All NSW Department of Health and Area Health Service Staff

Distributed to Public Health System, Community Health Centres, Dental Schools and Clinics, NSW Ambulance Service, NSW Department of Health, Public Health Units

Review date 27-Jun-2010

Policy Manual Not applicable

File No. 05/107

Previous reference N/A

Status Active

Director-General

This Policy Directive may be varied, withdrawn or replaced at any time. Compliance with this directive is **mandatory** for NSW Health and is a condition of subsidy for public health organisations.

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Compliance with this policy directive is mandatory.



NSW HEALTH Corporate Identity Policy Directive

Background

In May 2005, NSW Health adopted a whole-of-Health corporate identity to standardise the branding (logos and visual identity) of all Area Health Services, and the NSW Department of Health.

For the purpose of this policy document the whole-of-Health corporate identity refers to the following:

1. Logos
 - a. The NSW Health Logo
 - b. The 8 NSW Health Area Health Service individualised logos
2. A corporate design and style for all NSW Health
The aim of implementing a whole-of-Health corporate identity is to ensure that there is a consistent corporate 'look and visual identity' across all NSW Health entities and organisations.

A comprehensive corporate visual style guide will be available explaining the application of the whole-of-Health corporate identity and the rules for use of the logo in all locations. It will also cover stationery templates and colour palette, grid system and design style for web and print publications. The NSW Health Corporate Visual Style Guide will be located at <http://internal.health.nsw.gov.au/identity/>

It is intended that the change to the whole-of-Health corporate brand will be implemented over an 18 month period. New publications, electronic and multimedia presentations can be changed immediately, whereas stationery and other supplies should be changed over as existing stocks are depleted. A program of updating signage, uniforms and other display materials must be implemented over the 18 month period.

Policy

The NSW Health logo must be shown on all departmental stationery, publications, electronic and multimedia presentations, publicity display material and signage.

The NSW Health/Area Health Service logo must be shown on all Area Health Service stationery, publications, electronic and multimedia presentations, publicity display material, signage and uniforms.

Existing logos such as those used by health research organisations can be used in conjunction with the approved whole-of-Health logo.

Other departmental or divisional logos are not to be developed for branding purposes.

Statutory authorities in the health portfolio such as the Mental Health Review Tribunal and the Cancer Institute etc, should use the approved whole-of-Health logo in conjunction with their existing logo on official stationery and promotional materials.

Hospitals are not exempt from this policy and must progressively develop signage incorporating the whole-of-Health logo.

Organisations wholly funded by NSW Health, including through Area Health Services must carry written acknowledgement of NSW Health on all stationery products; and use either the NSW Health logo or NSW Health/Area Health Service logo with an appropriate acknowledgement on any publications or promotional materials produced with this funding.

Organisations that receive part funding from NSW Health, including through Area Health Services, must carry a written acknowledgment of NSW Health in all relevant publications (including the organisation letterhead). This includes for specific projects/services, where all publications related to that project/service (including letterhead if applicable) should carry one of the acknowledgments according to the level of funding received.

For detail refer to the NSW Health NGO Grant Operational Guidelines: <http://internal.health.nsw.gov.au/fcsd/ngo.htm>

Guidelines – general

The NSW Health Corporate Visual Guide promotes the accurate and consistent use of the NSW Health and NSW Health/Area Health Service logos. Specifications for plaques, signage, stationery and other corporate products can be found in this guide. The guide will be released later in 2005.

The NSW Health logo



Area Health Service logo styles

One of two wording styles has been selected by each Area Health Service:

1. the compact logo without the words 'Area Health Service'



SYDNEY WEST
NSW HEALTH

2. the extended logo with the words 'Area Health Service' included



GREATER SOUTHERN
AREA HEALTH SERVICE
NSW HEALTH

The compact style has been selected by: Northern/Central Coast AHS, South Eastern Sydney/Illawarra AHS, Sydney West AHS and Hunter/New England AHS.

The extended logo style has been selected by: Greater Southern AHS, Greater Western AHS, North Coast AHS and Sydney South West AHS.

The style selected by each Area Health Service is fixed.

There are two approved versions of each NSW Area Health Service logo – linear and stacked. Both are available in colour and black and white as tif, eps and gif files. See **How to obtain logo** below for details. A third option in which the NSW Health logo and Area Health Service name are split (diagonally opposite on the card) can only be used on approved small format stationary eg business cards, appointment cards.

Linear version



SYDNEY SOUTH WEST | NSW HEALTH
AREA HEALTH SERVICE

Stacked version



GREATER WESTERN
AREA HEALTH SERVICE
NSW HEALTH



SOUTH EASTERN SYDNEY
ILLAWARRA
NSW HEALTH

Reversed version

When used on a background that is darker than the logo colour, a reversed version of the logo must be used. This is not a 'negative' or straight reverse of the black and white logo, but a different design configuration. For reversed logo files contact your Area Media Officer or NSW Health Media & Communications Branch on 9391 9574 or refer to the NSW Health Corporate Visual Style Guide.

NSW Health logo in reverse



Area Health Service logos in reverse



Colour logos and supporting colours

The colours for the logo are grey PMS 424 and red PMS 032. In full colour productions, the logo should be printed in its full colour format.

Usage

The logo must appear prominently in all NSW Health/Area Health Service publications and products to provide clear, visible ownership and association with NSW Health.

Other symbols or graphics must not be placed adjacent to the logo.

The logo must be reproduced from original artwork and cannot be reworked or added to in any way. When resizing, care should be taken not to distort the proportions of the logo.

In print productions, the logo must not be reproduced on a patch.

When sizing the NSW Health logo the minimum size allowed for the logo length is 50 mm.

When sizing the NSW Health/Area Health Service logo the minimum size allowed for the NSW Health component is 41 mm in length. The accompanying words are then directly proportional in size.

Technical guidelines for maintaining corporate identity

Across all corporate products

The font to be used for contact details on all corporate stationery is Frutiger (Bold, Roman and Light)

The NSW Health and Area Health Service font style for corporate publications will be available in the NSW Health Corporate Visual Style Guide. No other fonts are to be used for print publications, intranet or web publishing, internal documents or written communications to the general public.

When setting type for all correspondence and publications, the style will be upper and lower case, flush left text justified. Also see the NSW Health Corporate Visual Style Guide, pdf file available from NSW Health Media & Communications Branch or your Area Media Officer.

Approval of NSW Health and Area Health Service logo usage

An online logo request form will be available on the NSW Health and Area Health Service intranet sites.

If the logo usage is approved, a logo approval form will be emailed in response to the request.

NSW Health and Area Health Service logos must not be used without logo approval from the relevant body ie NSW Health Media & Communications Branch or Area Media Officer.

How to obtain the logo

Consider how and where the logo is required when requesting logos. The NSW Health logo is available from NSW Health Media & Communications Branch (9391 9574) and Area Health Service logos are available through your Area Media Officer.

General rules

- Print media will require tif or eps files and set to cmyk (cyan/magenta/yellow/black which are the standard offset printing machine ink colours) if used in full colour.
- Resolution should be at least print or output size in millimetres and set to a minimum of 300 dpi (dots per inch)
- The files available for downloading here are 100 millimetres in width at 300 dpi.
- Logos for larger output, such as displays or large format posters may need an increased file size. These are obtainable from NSW Health Media & Communications Branch (9391 9574) or through your Area Media Officer.
- Word and PowerPoint work well with gif, jpg and bmp files, but will generally only accept jpg files that have been set to rgb (red/green/blue which is the colour representation of all monitors).
- Web/internet prefers gif files, at the required pixel measurement width/height and set at 72 dpi.

Any inquiries, please telephone NSW Health Media & Communications Branch (9391 9574) or your Area Media Officer.

How to use graphics

Graphics may be used to create a visual theme or style for a series of publications or a range of promotional materials. Some logos, which existed before the introduction of this whole-of-Health corporate identity, may be adapted and used as graphics. However, all words or slogans must be removed first. For examples please refer to the NSW Health Corporate Visual Style Guide.

The use of visual themes must never take the place of or overpower the NSW Health logo. If there are several products or services within the program, the style will require flexibility to differentiate the products (maybe through a variation of colour within the range).

If in doubt Area Health Service staff should contact their Area Media Officer and Departmental Staff should contact NSW Health Media & Communications Branch on 9391 9574 or refer to the NSW Health Corporate Visual Style Guide.

When using graphics

Branches and Area Health Services are expected to maintain the integrity of the NSW Health corporate identity at all times.

The NSW Health logo must be clearly identifiable and used prominently in typical logo positions.

Graphics cannot be used in a logo position with the corporate logo (ie a de facto logo) but rather with discretion throughout the design.

Graphics must not be used to identify an administrative unit or Area Health Service as this would constitute a de facto logo.

Graphics should be designed to complement NSW Health's corporate identity system and used in varying ways throughout publications – eg consider the following:

- use different sections of the graphic in an enlarged form over a series of pages
- try a watermarked version behind text
- use it as a device to introduce a new chapter or heading
- Graphics/symbols should not be used as a header or footer on every page.

Building plaques

New or refurbished buildings require a metal plaque that conforms with the NSW Health Plaque Protocol 2005 (Doc No. GL2005_054). Contact your Area Media Officer or NSW Health Media & Communications Branch for copies of this Policy.

Building signage

Area Health Services and facilities should contact their Area Media Officers for advice before amending existing and developing new corporate signs.

Font, colour and style

For the approved font for signage please refer to the NSW Health Corporate Visual Style Guide.

Area Health Services and facilities that do not have access to the required fonts should contact their Area Media Officers. Within reason, signage can be developed by corporate graphic designers in the approved format and supplied directly to sign manufacturers in a format that does not infringe the copyright on the fonts.

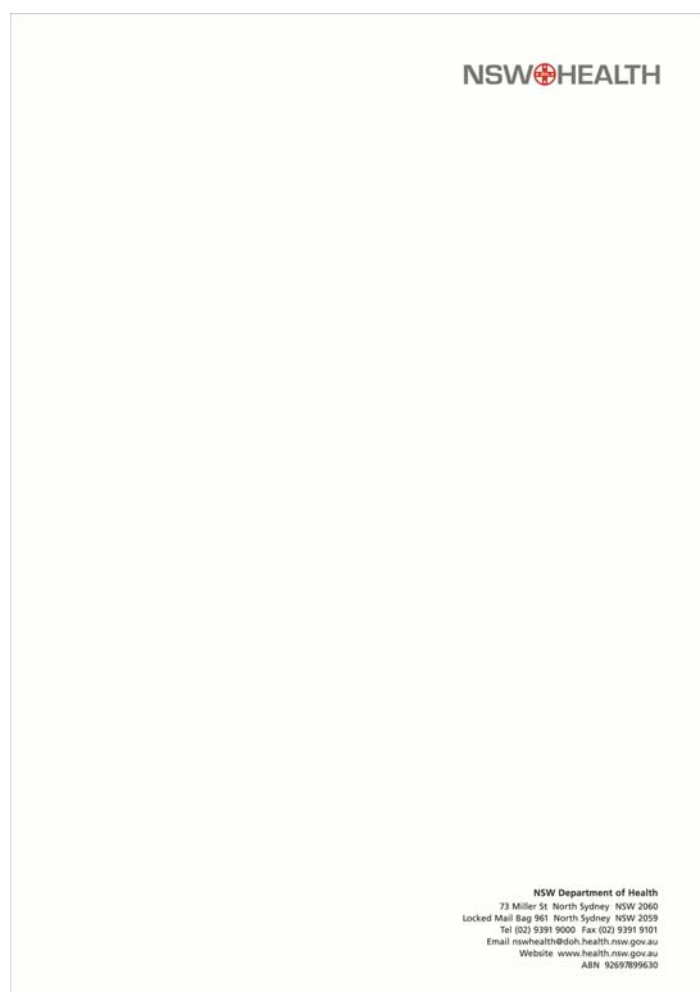
Corporate style uses upper and lower case lettering on signs. Capital letters are used sparingly and are reserved to produce an extra point of emphasis in complicated signs. The aim should always be to provide plain-English, non-complicated, unambiguous signage.

The rendering for the predominant colour block is grey (PMS 424) and red (PMS 032).

Use of logos on signs

The NSW Health logo must appear on all major identification signs. Note: Signage logo is different from the standard logo as it has the name of the Area Health Service/Hospital above the line and the NSW Health logo below the line. This format is an entity dominant format. Further advice on signage logos can be obtained from NSW Health Media & Communications Branch (9391 9574) or through your Area Media Officer or the NSW Health Corporate Visual Style Guide.

Corporate letterhead



All corporate letterhead is printed in two colours according to the whole-of-Health format.

Address blocks and details are to be entered according to electronic correspondence templates. These templates must not be altered in any way. For example identification can only occur in the blocks at the bottom of the letter and must not be added as an additional line of text at the top of correspondence.

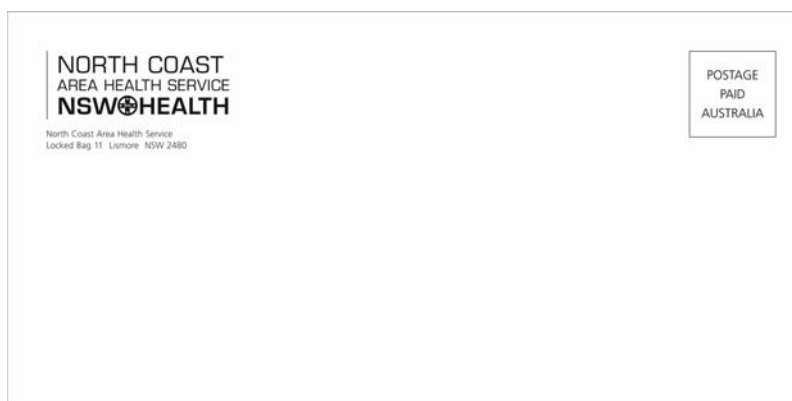
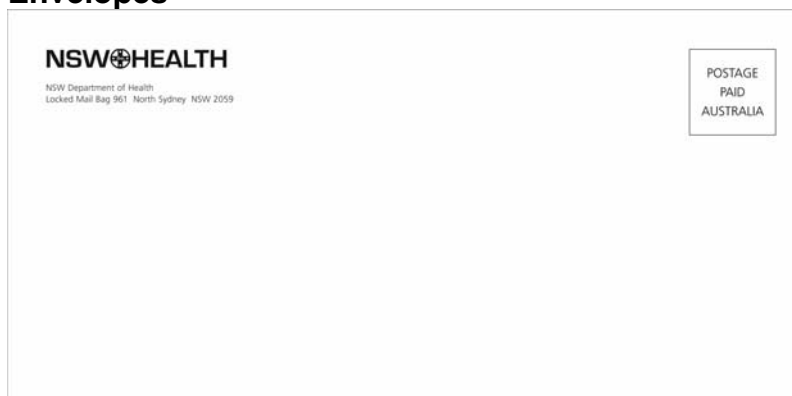
Area Health Service letterhead



All Area Health Services will use the same letterhead incorporating the specific NSW Health/Area Health Service logo.

Hospitals with approved heraldic crests of significance may overprint their crests as part of the electronic logo template. The positioning of the overprinted crests is to the left of the letterhead and its size should be proportional to the height of the NSW Health/Area Health Service logo. Overprinting will be in black only as it will be executed as part of the letter drafting and printing stage. The NSW Health Corporate Visual Style Guide must be followed exactly.

Envelopes



All NSW Health envelopes must be white, printed in one colour only.

The NSW Health Department/Area Health Service logo must be in the left hand corner, postage paid symbol on the right, and return address details below logo on left.

All Area Health Service envelopes, including hospitals and community health centres, must be printed in one colour only.

Hospitals may use their approved heraldic crest on the left hand corner of envelopes. The NSW Health logo should appear with the return address details on the back flap (if applicable).

With Compliments slips





With Compliments slips should provide for the NSW Health/Area Health Service logo on the top right hand side. The words With Compliments should appear on the right hand side towards the bottom of the slip.

Business Cards



Business cards will include the logo on the top left hand side, the name (in black bold) and title and address block in grey below on the left. Area Health Services logos may either be in the stacked version on business cards or in the split version with the Area Health Service name located at the top left and the NSW Health logo at the bottom right.

Staff who justify the need for a business card should seek approval for their business cards through the accountable officer at Department, Area Health Service or facility.

Fax/Memo/Brief Cover Sheets etc

Guidelines and templates for briefs, memorandums, car stickers, staff ID/security cards etc will be in the NSW Health Corporate Visual Style Guide.

Hospital signage

The NSW Health/Area Health Service logo must be used on all hospital identification signage. Hospital signage refers to any signage displayed on hospital grounds. This includes any signage in conjunction with hospital heraldic crests ie The Children's Hospital at Westmead, Prince of Wales and Royal Prince Alfred Hospitals. The hospital crest and name must be used with the NSW Health/Area Health Service logo. When using both, the hospital crest must never be more prominent than the NSW Health/Area Health Service logo.

For examples of hospital signage please refer to the NSW Health Corporate Visual Style Guide.

Other approved logos

The Director-General has approved the use of program logos for projects jointly funded by the Australian Government and/or other NSW Government Agencies. Examples include BreastScreen NSW and the Magistrates Early Referral Into Treatment (MERIT) program. The NSW Health or the NSW Health/Area Health Service logo must always appear in conjunction with the national program logo.

The Director General has also approved the use of the NSW Health corporate brand in conjunction with:

- Joint facilities operated by a health facility and a university.
- Corporate business services logos such as South Eastern Area Laboratory Service (SEALS) in conjunction with the relevant Area Health Service logo. Corporate Business Units are identified as commercial units with business extending beyond Health and Area Health Services.
- Some trademarks and visual themes on publicity documents including, eg QUIT.

If in doubt about logos which qualify under these conditions, contact your Area Media Officer or NSW Health Media & Communication Branch on 9391 9574.

For examples of approved logos and their use please refer to the NSW Health Corporate Visual Style Guide.

Pre-existing logos

Logos for programs and projects, which existed before the introduction of the whole-of-Health corporate identity, must not be used as logos. However, they can possibly be used as graphics in publications.

Logos used for facilities such as hospitals and community health centres, must now be used in conjunction with the NSW Health/Area Health Service logo.

For examples of the use of logos as graphics refer to the NSW Health Corporate Visual Style Guide.

PowerPoint presentations

Corporate PowerPoint templates are the preferred format for Departmental/ Area Health Service/facility presentations. The first slide should carry the NSW Health logo, with subsequent slides having the facility/Area Health Service logo with the NSW Health logo as a watermark background. All text on the first slide should align with the text on the logo.

Information on downloadable formats and templates will be available from the NSW Health Corporate Visual Style Guide

To download your preferred format, go to the table on the logo/logo_download page in the Communication Internet site. Navigate through the links to find your preferred template. If in doubt, please contact your Area Media Officer or NSW Health Media & Communications Branch on 9391 9574 to discuss.

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