The logo

Logo meaning
HealthOne NSW has a strong logo that is easily identifiable. It has a positive and symbolic visual appeal, representing a positive outlook on life. The 3 figure graphic reflects hope, health and happiness.

Logo components
The HealthOne NSW Logo is made up of four components – the words ‘Health’, ‘One’, ‘NSW’ and the 3 figure graphic within the ‘O’. The components of the logo are fixed in relation to each other and must not be re-positioned, re-drawn, stretched or modified in any way. The Health One NSW logo must always be supported with the NSW Health logo or LHD logo. When there are two Local Health District logos required the NSW Health logo will take precedence.

Copies of the logo may be requested by emailing: healthonensw@moh.health.nsw.gov.au

The NSW Health logo was changed 19 April 2010 as a result of changes implemented by the Department of Premier and Cabinet. The logo is to be adopted broadly across the public sector, in accordance with the NSW Government Style Guide which can be found at the following link: http://www.advertising.nsw.gov.au/strategic-communications/branding
Co-branding HealthOne with NSW Health and Local Health Districts

The Health One NSW logo must always be supported with the NSW Health logo or a LHD logo.
Incorrect Use

The HealthOne NSW Logo must never be stretched or distorted and must always be supported by the NSW Health logo or a LHD logo.

Incorrect

Correct
Logo variations

**Logo in white (reverse)**
The logo may only be reversed out of the orange or grey colours which appear in the colour palette. The 3 figure graphic maintains colour, while all text is in white.

**Logo in monotone**
In applications where only shades of black are available, the logo can appear as black on white or white on black. It is recommended that the monotone logo be used in all instances for black and white reproduction. If the colour logo is printed black and white, the red figure will not reproduce clearly within the grey ‘O’.

**File formats**
Logos are available on request as EPS, JPEG, TIF and GIF. The full suite of logos is available from NSW Health.

The logo is provided in file formats for various use: a) Illustrator eps for print and design.
b) tif and jpg for word and powerpoint.
c) jpg and gif for web
Logo size relationship

The height of the HealthOne NSW logo must equal the height of the ‘waratah’ in the NSW Health logo. The logos should also be centred vertically. The NSW Health branding allows no stacked logo version of logos. Each logo should be placed separated on the page as per the example offered on page 11.

Minimum size
The smallest size for reproduction of the logo is 50mm in width. This width was calculated to retain the NSW Health logo at its minimum width of 50mm. The HealthOne NSW must always be scaled proportionally with the NSW Health logo.

Clear space
To preserve the integrity of the logo, it is important to allow an appropriate amount of clear space around it. The minimum clear space should be equal to the height of the ‘O’ in the logo and be applied wherever the logo is used.
Site logos

Copies of these logos may be requested by emailing: healthonensw@moh.health.nsw.gov.au
The graphic

3 figure graphic

The 3 figure graphic has been used in the logo as a symbol of hope, health and happiness. This graphic must always appear within the logo in the letter ‘O’. The 3 figure graphic may also be used on its own as a watermark in 15% tint single colour (colours listed in colour palette) or a 15% tint of the 3 colours used in the reverse logo. The graphic should never be separated into individual figures and the 3 figures must always remain the same size. The graphic must never be re-positioned, re-drawn, stretched or modified in any way.

Examples of acceptable watermark use
Colour palette

Primary colour palette
The primary colour palette consists of two colours: red and grey. The red is allocated to the word ‘Health’ and grey to the words ‘One NSW’. The logo text should always be reproduced using these colours.

Secondary colour palette
The secondary colour palette consists of an additional two colours: ochre and orange. The orange is predominantly used as a background colour where the logo needs to be reversed and the ochre is used in the 3 figure graphic.
HealthOne logos are available on request for stationery and signage including:

- email signature
- letterhead
- business card
- envelope
- with compliments slip
- fax
- media alert/statement
- media release
- media fact sheet
- report cover
- temporary signage
- service signage
- ID

Copies of the logo may be requested by emailing: healthonensw@moh.health.nsw.gov.au
PowerPoint presentation

Templates
There are two templates designed for PowerPoint presentations: title page and follower. The title page background colour must always be orange with white text and a white footer with the logo. The presentation title text must be centred within the orange area. A subheading may be placed beneath the main title text if necessary. The presenter name, date and additional information should be in the bottom right corner of the orange area. The follower page is the reverse of the title page. The background colour must be white with grey text and an orange footer with a reversed logo. The corporate font is Frutiger. This font must be used in presentations where available. If this typeface is not available, substitute with Arial only.
Plaque template

Cast plaques should be set out in the following way. NSW Health Local Health District and HealthOne branding should be incorporated where possible.

Plaque dignitaries may include:

- Local Member
- Federal Member
- LHD Chief Executive

HealthOne <LOCATION> was officially opened by

The Hon. Melinda Pavey MLC
NSW Parliamentary Secretary for Regional Health

on behalf of

The Hon. Jillian Skinner MP
Minister for Health & Medical Research

on Wednesday, 31 August 2011
Wayfinding & signage

Service, directional and temporary/construction signage should include the HealthOne SITE logo and NSW Health or a LHD logo as well as any other information or logos required (as shown on page 4 ‘Information’ sign or the wayfinding and funding examples shown).