

HealthOne NSW

Brand Style Guide – September 2019

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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.

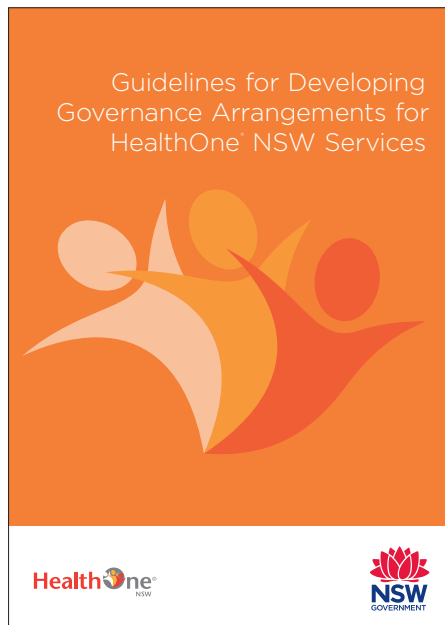
Logo components

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 Government logo or LHD logo. When there are two Local Health District logos required the NSW Government logo will take precedence.



Co-branding HealthOne with NSW Government and Local Health Districts

The Health One NSW logo must always be supported with the NSW Government logo or an LHD logo.



Signage

Information

Incorrect Use

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

Incorrect



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.

CMYK



CMYK Reversed



Mono



Mono Reversed



Logo size relationship

The height of the HealthOne NSW logo must equal the height of the 'waratah' in the NSW Government logo. The logos should also be centred vertically. For correct sizing please refer to page 26 of the NSW Government Brand Guidelines.

Minimum size

The HealthOne NSW must always be scaled proportionally with the NSW Government 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



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 produced 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.



Red
Pantone Red 032 C
C0 M90 Y86 K0



Grey
Pantone 424 C
C0 M0 Y0 K61
or 61% PMS black



Ochre
Pantone 143 C
C0 M35 Y86 K0



Orange
Pantone 158 C
C0 M61 Y97 K0

Stationery

HealthOne logos are available on request for stationery and signage including:

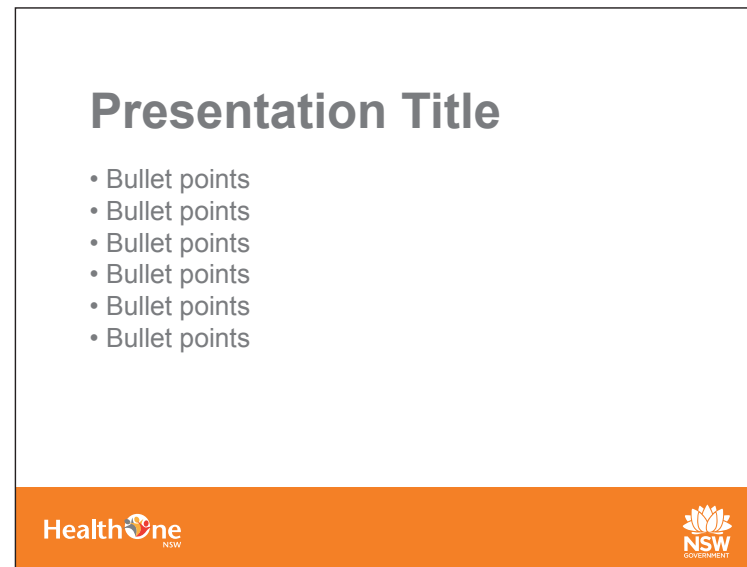
- email signature
- letterhead
- business card
- envelope
- with compliments slip
- fax
- media alert/statement
- media release
- media fact sheet
- report cover
- temporary signage
- service signage
- ID



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 Gotham. 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



Positional only

Wayfinding & signage

Service, directional and temporary/ construction signage should include the HealthOne SITE logo and NSW Government or an 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).

