Hauora Taiwhenua
Rural Health Network

Rural Communities Aotearoa Brand Guidelines

The nine chapters of Hauora Taiwhenua

The following pages introduce the Rural Communities Aotearoa brand guidelines.

Each chapter has its own logo and primary colour formula. Branding samples for each chapter are also shown as a guide.

Hauora
Taiwhenua
Rural Health
Network

Rural Communities Aotearoa /
Te Whare Taumata o Ngā
Hapori Taiwhenua o Aotearoa

Hauora
Taiwhenua
Rural Health
Network

Rural Communities Aotearoa /
Te Whare Taumata o Ngā
Hapori Taiwhenua o Aotearoa

Logo and colours for
Rural Communities Aotearoa /
Te Whare Taumata o Ngā Hapori Taiwhenua o Aotearoa

299C
C86 / M8 / Y0 / K0
R0 / G163 / B224
#00A3E0

2746C
C100 / M98 / Y0 / K0
R23 / G28 / B143
#171C8F

Hauora
Taiwhenua
Rural Health
Network

Rural Communities Aotearoa /
Te Whare Taumata o Ngā
Hapori Taiwhenua o Aotearoa

Example of brand in use
Rural Communities Aotearoa / Te Whare Taumata o Ngā Hapori Taiwhenua o Aotearoa

Primary Display Fonts

PRINT DISPLAY FONT

Neue Haas Grotesk Display Family
The Neue Haas Grotesk family of fonts is the primary display typeface for Hauora Taiwhenua and it's chapters. Where possible use for all headings, subheading and body text. As an alternative Roboto can also be used for body text.

Neue Haas Grotesk Display

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Neue Haas Grotesk is the primary type family for Hauora Taiwhenua. Designers can access these fonts via adobe fonts with their creative cloud subscription.

DIGITAL DISPLAY FONT

Montserrat Family
Where the Neue Haas Grotesk family can't be used, the alternative or web version is Montserrat . This can be used for online/digital headings and sub headings.
Use Roboto for body text.

Montserrat

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat is the primary alternative display type for digital use, It's free and can be found at Adobe fonts or download at https://www.fontsquirrel.com/fonts/montserrat

Secondary Fonts

PRINT & DIGITAL

Roboto Family
The Roboto family of fonts is to be used for all print and digital mediums as a secondary typeface to work alongside the primary display typefaces.
Ideal for sub headings and body text.

Roboto

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto is the secondary type family for Hauora Taiwhenua. It's free and can be found at https://www.fontsquirrel.com/fonts/roboto

The Hauora Taiwhenua Typography Guide

Our brand typefaces are an important aspect in ensuring consistency throughout all our brand documents.

Recommended typefaces for both print and digital use are outlined above.

Hauora Taiwhenua
Rural Health Network

For any help, guidance or further information on any aspect regarding the implementation of the Hauora Taiwhenua brand, please contact the relevant member as detailed.

Brand Enquiries

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