



**Hauora  
Taiwhenua**  
Rural Health  
Network

## Rural Health Research and Education Brand Guidelines



### **The nine chapters of Hauora Taiwhenua**

The following pages introduce the Rural Health Research and Education Brand Guidelines.

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



**Rural Health Research  
and Education / Te Whare  
Taumata o te Mātauranga  
Taiwhenua**



**Rural Health Research  
and Education / Te Whare  
Taumata o te Mātauranga  
Taiwhenua**



**Logo and colours for  
Rural Health Research and Education /  
Te Whare Taumata o te Mātauranga Taiwhenua**



347C  
C93 / M0 / Y100 / K0  
R0 / G154 / B68  
#009A44



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



**Hauora  
Taiwhenua**  
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**Rural Health Research  
and Education / Te Whare  
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**Example of brand in use  
Rural Health Research and Education / Te Whare Taumata o te Mātauranga Taiwhenua**

## 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.



**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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