

Rural Hospitals Brand Guidelines



















### **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



Rural Hospitals / Te Whare Taumata o Ngā Hōhipere Taiwhenua

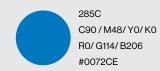


Rural Hospitals / Te Whare Taumata o Ngā Hōhipere Taiwhenua





Logo and colours for Rural Hospitals / Te Whare Taumata o Ngā Hōhipere Taiwhenua







Example of brand in use Rural Hospitals / Te Whare Taumata o Ngā Hōhipere Taiwhenua



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**

Ingrid Busby

GM Membership Services

Phone: +64 22 547 5933

ingrid.busby@htrhn.org.nz

**Disclaimer:** Unless otherwise stated all images in this document are indicative and used and examples only. They do not necessarily represent imagery owned or licensed by Hauora Taiwhenua.