

Rural Midwifery and Maternity 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 Midwifery and Maternity / Te Whare Taumata o Ngā Kaiwhakawhānau me te Whare Kōhanga Taiwhenua

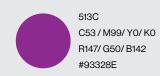


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Logo and colours for Rural Midwifery and Maternity / Te Whare Taumata o Ngā Kaiwhakawhānau me te Whare Kōhanga Taiwhenua







Example of brand in use Rural Midwifery and Maternity / Te Whare Taumata o Ngā Kaiwhakawhānau me te Whare Kōhanga 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

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