



**Hauora
Taiwhenua**
Rural Health
Network

Te Whare Taumata o Whānau Whānui Brand Guidelines



The nine chapters of Hauora Taiwhenua

The following pages introduce Te Whare Taumata o Whānau Whānui brand guidelines.

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

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>



**Te Whare Taumata o
Whānau Whānui**



**Te Whare Taumata o
Whānau Whānui**



**Logo and colours for
Te Whare Taumata o Whānau Whānui**



7670C
C80 / M74 / Y0 / K0
R86 / G82 / B148
#565294



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



**Hauora
Taiwhenua**
Rural Health
Network

**Te Whare Taumata o
Whānau Whānui**

**Example of brand in use
Te Whare Taumata o Whānau Whānui**



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 as examples only. They do not necessarily represent imagery owned or licensed by Hauora Taiwhenua.*