

New Zealand Road Safety, Emergency Response & Healthcare Awards























### New Zealand Road Safety, Emergency Response & Healthcare Awards



New Zealand Road Safety, Emergency Response & Healthcare Awards ROAD TRAFFIC ACCIDENT TRAUMA CHARITABLE TRUST TRADING AS

# NATIONAL ROAD TRAUMA CENTRE

ROAD TRAFFIC ACCIDENT TRAUMA

NATIONAL ROAD TRAUMA CENTRE

## Imagery

There are three principles which guide our capturing and selection of imagery:

- 1. Whai Hua Whakahihiko positive and engaging
- 2. Kākau Marae genuine, warm, and human
- 3. Tūturu authentic and confident

#### In practice:

- We use imagery that focuses on real people our people doing things that make sense to them.
- Whether in a medical surgery, or in our office, we show people safely or accurately operating like they should.

### Logo

#### Tuakiritaka | Our identity

2020 was a very remarkable year for the Trust. In alignment with our ten year anniversary we proudly launched our new name, structure and branding. As with our newly revised structure, we wanted a fresh new look that would represent, our history, the present and our future.

In 2018 the Trust took the time to develop a clear understanding of core strategic objectives, this includes:

- · what are the unmet needs of our community;
- · what we would like to achieve; and
- · then disseminating that vision into our brand.

#### New Logo

We wanted a logo that marked respect to our foundation. Being aligned in the healthcare sector, medicine often uses words in Latin and Ancient Greek.

The Greeks were best known, architecturally, for their stately pillars. In Ancient Greek architecture, structural supports were originally seen as representatives of individual human beings.

The top of the pillar is called the capital, derived from the Latin word for head, caput. The bottom of the pillar is called the base, which is from the Greek word for foot, basis. The pillar represents our strong foundation of determination and belief that in times of human vulnerability we will form a part of the healthcare structure that will bring strength. Our Strategic Plan articulates how we will achieve this. We also refer to this as our 'pillars of strength' that will help us serve the New Zealand community.

Five strategic objectives of the Trust

- · Injury Prevention/Road Safety;
- · Research:
- · Education and Training;
- · Healthcare: and
- Psychological Services.

This is the first significant change to the Trust's visual identity.

We can use it on publications, merchandise, stationery, in digital and print formats, in full and also cropped.

#### Sub-Brands

The New Zealand Road Safety, Emergency Response and Healthcare Awards is a subbrand. Its logo will most commonly be seen on official documentation associated with the New Zealand Road Safety, Emergency Response and Healthcare Awards, while our primary brand will be used more often in marketing and communications.

#### Co-Branding or Sponsorship

When displaying our brand next to another sponsor or stakeholders logo, clear space guidance of our logo and the partner or co-brand logo must be followed.

We follow best practice and request final approval from the sponsor or stakeholder for approval of use of logo prior to publication.

# Typeface

Aa Garamond

 ${
m Aa}$  Arial

Georgia is our primary brand typeface. Headings are Georgia 18. It is most commonly used across headlines and larger settings, supported by Arial in size 10 body copy.

You are welcome to use these typefaces.

### Colours



#d19804

Gold RGB: 244, 177, 66 HEX: #f4b142 CMYK: 0, 29, 93, 0 PMS: 7406 U / 7408 C



#010007

Blue – Ōrangitea RGB: 6, 13, 135 HEX: #060d87 CMYK: 96, 91, 0, 6 PMS: 2738 U / 2746 C #ffffff

White – Mā RGB: 255, 255, 255 HEX: #fFFFFF CMYK: 0, 0, 0, 0 PMS: –



#000000

Black - Pango RGB: 0, 0, 0 HEX: #000000 CMYK: 0, 0, 0, 100 PMS: Process Black C

#### **Further Information**

We warmly encourage the use of the New Zealand Road Safety, Emergency Response, and Healthcare Awards Logos and Images to promote the Awards.

For further information or to access for .jpg and .png logos and imagery please contact:

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