These brand identity guidelines have been updated to now include the new brand strapline ‘Stop sore throats hurting hearts’. These guidelines will assist you in using the Rheumatic Fever brand in your community. They contain everything you need to know about how to use the brand in a consistent way so that the messages and look are retained. They are designed to help provide guidance to all applications of the brand. Please follow them in every instance.

If you have any questions regarding the application or use of the brand identity, please contact Corporate Communications at the Health Promotion Agency, telephone 04 917 0060.
OVERVIEW

The Rheumatic Fever brand identity has two roles:

1. To deliver key messaging on the prevention of rheumatic fever as per the Rheumatic Fever Prevention Programme.

2. To underpin and provide consistency to the messaging and resources developed by health sector groups nationwide, for the prevention of rheumatic fever within our communities.

The approach to the identity is to help make rheumatic fever feel more relevant and connected to our audiences by giving emphasis to its most common cause – and one that is very familiar to all of our communities – the sore throat.

The new strapline ‘Stop sore throats hurting hearts’ has been developed as a stand-alone message that when used in isolation of any other communications, will still deliver the core message that links sore throats to rheumatic fever.

The heart symbol carries strong symbolic relevance for our audiences and provides quick visual reference to the key messaging.

The underpinning statement ‘Preventing Rheumatic Fever’ provides the link back to rheumatic fever and ties the overall message back to the core programme objectives.

An important aspect of the identity is to be able to work with other communications material and design developed in the prevention of rheumatic fever. As such, a neutral approach to typography has been used so that it sits comfortably with as many other partner identities as possible.

A diverse primary colour palette adds depth and vibrancy to the identity. To enhance the brand, new secondary colours and graphic elements have been developed providing contrast and warmth. An overall design theme has been created that is appealing and connects strongly to the target audience.
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The logo consists of the heart graphic with the words ‘Stop sore throats hurting hearts’ stacked to the right side. The statement ‘Preventing Rheumatic Fever’ is contained underneath as a direct linkage to the Rheumatic Fever Prevention Programme. This version on a white or light background is the preferred logo to use in all instances.
COLOURS

Primary brand colours

The primary brand colours are PMS 3165 (teal) and PMS 254 (purple) for the logo and PMS 375 (green) for statement ‘Preventing Rheumatic Fever’ and the background. The preferred background colour is either white, a light tint of PMS 375, or PMS 375 graduated to white.

Secondary brand colours

The secondary colour palette consists of PMS 109 (yellow) and PMS 144 (orange). These colours are to be used as accent colours to support the core palette and to draw attention to particular items.

When the background is darker than a 20% tint of PMS 375, or the equivalent colour tone, the statement ‘Preventing Rheumatic Fever’ needs to be shown in white.
If single colour reproduction is required, use the logo in PMS 3165 (teal), PMS 254 (purple) or Black.

PMS 3165
CMYK: C100, M16, Y33, K66
RGB: R0, G79, B89
HTML: 004F59

PMS 254
CMYK: C48, M96, Y0, K0
RGB: R152, G29, B151
HTML: 981D97

Black
CMYK: C0, M0, Y0, K100
RGB: R0, G0, B0
HTML: 000000
LIMITATIONS OF USAGE

Minimum size

For optimum readability, please do not make the width of the horizontal logo any smaller than 23mm.

Things to avoid

- Do not change the colour in any way
- Do not place over a similar background colour
- Do not stretch or distort the logo
- Do not place the logo on an angle
- Do not recreate the logo or change the typeface in any way

Out of all the primary brand colours, only PMS 375 or white are appropriate background colours.

Clearspace

Clear space defined by the height of ‘T’ in the word STOP.

Please do not place any conflicting colour or imagery inside the clearspace.
The primary typeface for the Rheumatic Fever brand is Gotham. Gotham Black is the typeface to be used for headlines. The remaining Gotham family of fonts is to be used for subheadings etc.

Gotham Black is the primary typeface for headlines.

Gotham Black
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Light is used for content and body copy. Use Frutiger Bold or Frutiger Light Italic for key information and emphasis within the body copy.

For body copy, Frutiger Light should be used most often with Frutiger Bold or Frutiger Italic providing emphasis where required.

Frutiger Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Roman
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Light
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Light Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Substitute Gotham and Frutiger fonts with Arial for web and internal applications where the primary typefaces cannot be used or are not available.

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Arial Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Arial Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
IMAGERY

A mixture of illustration and photographic imagery has been developed for the brand to create both an accessible and realistic visual style.

Images – whether clear cut or squared off – should have a white border around their edges as shown here.

Logos can be used to provide a backdrop to imagery as shown here. This should be very subtle and not overpower the image or text in the foreground.

All images have a white border and soft drop shadow to enable the border to stand out. Thickness of the border should be relative to the size of the image and in the proportions shown below.

Example of use of imagery on a brochure page.

Illustrations are used to clearly depict the communications. Colours are used from the brand palette.

How does rheumatic fever affect the heart?

If your child has more attacks of rheumatic fever then they may develop rheumatic heart disease. This can cause serious heart problems damaging your child’s heart forever and they may need to have an operation on their heart. They will also need to have regular antibiotic injections to prevent them from getting rheumatic fever again.

Rheumatic heart disease is an autoimmune disease caus- ing a problem with the immune system. The immune system is the cells and organs that protect the body against illnesses and infections.

Rheumatic heart disease happens when your child’s immune system makes a mistake and attacks your child’s heart instead of the germs from an illness.

Sometimes the doctor or nurse will take a swab of your child’s throat.
The heart symbol is a prominent feature across the Rheumatic Fever design material. The symbol can be extracted from the logo and used as a graphic device to accent or emphasise parts of the communication. It can also be duplicated and used as a background texture on PMS 375 (green) or PMS 375 graduated to white.

A range of graphic devices have been developed for usage and the following examples show how they should be utilised.

- Rough edged call out boxes to house highlighted blocks of text.
- Torn paper graphic to be used at base of collateral items and to house logo and contact details.
- Graduated background for use on collateral, showing ideal balance of background tint, tinted logo device and bottom tear panel.
- Key message highlight graphic – to reinforce key messages and call to action.
When applying the identity to resources that are being developed for the Rheumatic Fever programme, please follow these guides for placement.

There are two key positions for the placement of the brand identity – on the front of a document, leading the communication and on the back, or end of the document in relation to partner organisation identities if applicable.

On the front of a document, place the identity in the top left hand corner.

At the end or on back pages, place the identity just above the torn green element which can also house the partner organisation identities, as shown in the following examples.
IDENTITY USAGE CO-BRANDING

For co-branding resources where the Rheumatic Fever brand is being used to support the messages of other organisations, two approaches have been developed.

The key to each approach is to allow the lead organisations and their partners to stand alone and for the Rheumatic Fever brand to work as an endorsement style brand.

The approach is to provide a consistent underlying platform on which other messaging and identities can sit.

Option 1
Create a panel whose colour is derived from key colour in the design that sits above it. Logo to be white and centred within space.

Option 2
Create white panel which holds the full colour logo, centred within space.

In each instance please observe logo minimum size and clear space as outlined in these guides.