NSW Multicultural Health Communication Service

Logo Usage Guidelines

NSW GOVERNMENT | Health

multi cultural health communication

Content

Introduction

This guide has been produced to assist in the proper and consistent use of the NSW Multicultural Health Communication Service (NSW MHCS) logo and branding. It sets out how to use the logo and provides advice for maintaining the corporate look and feel.

The logo is inspired by the sun, signifying NSW MHCS as a source of multicultural communications in NSW. The beams eminating from the sun represent all the various methods of communications to reach CALD communities in New South Wales.

This NSW MHCS logo is a branding device used to establish the corporate identity of the NSW Multicultural Health Communication Service.

The NSW MHCS logo is the primary branding for all NSW MHCS partners, collaborators and entities. The logo is to be co-branded on all communications materials.

For more information and access to the MHCS logo in EPS and high resolution JPG, please email **rajan.manickarajah@sesiahs.health.nsw.gov.au**

Conditions of Usage

The NSW MHCS logo must be shown on all stationery, publications, electronic and multimedia presentations, publicity display material and signage.

The logo can only be reproduced according to these guidelines to ensure brand identity remains consistent.

The logo must be reproduced without alteration or modification.

The logo is supplied for reproduction and no modification to the specified colours are acceptable.

The logo can only be used in relation to the event or project for which they have been issued.

To obtain the files, you can request a permission form via email to Rajan.Manickarajah@sesiahs.health.nsw.gov.au

REQUEST TO USE LOGO
Use this form to request permission to use the NSW Multicultural Health Communication Service logo.

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The NSW Multicultural Health Communication Service logo cannot be reproduced without the approval of NSW Multicultural Health Communication Service. Approval is conditional upon the intended use of the logo complying with the NSW Multicultural Health Communication Service Brand Style Guide. Where the NSW Multicultural Health Communication Service logo is used in a publication or resource, the NSW Multicultural Health Communication Service must be provided with a PDF of the final artwork, prior to publication. This should be sent as an email attachment along with this completed form via email to Rajan.Manickarajah@sesiahs.health.nsw.gov.au

You will be notified by email if your logo request has been approved. The email will also include your specified logo file type(s).

1. Contact person:

2. Organisation:

3. Address:

4. Title of publication/resource:

5. Telephone number:

6. Email:

7. Describe briefly the intended use for the NSW Multicultural Health Communication Service logo/brand. If available, please attach a sample, draft or mock up of the intended use:

8. Check the logo file formats you require:
Colour: ☐ CMYK ☐ RGB ☐ B&W ☐ Reversed
File type: ☐ EPS ☐ JPEG ☐ TIF ☐ PNG
End use: ☐ WEB ☐ Printed Publication

Conditions for the reproduction of the NSW Multicultural Health Communication Service logo

1. The NSW Multicultural Health Communication Service logo must not be customised, modified or distorted in any way. Text or artefacts should not be placed near the logo in such a way that they give the appearance of being part of the official logo.

2. When reproducing the NSW Multicultural Health Communication Service logo in one solid colour, that colour must be black. Prior approval must be obtained from NSW Multicultural Health Communication Service to reproduce the logo in another solid colour.

3. The NSW Multicultural Health Communication Service logo cannot be used to provide or imply endorsement or promotion by NSW Multicultural Health Communication Service of any product or service, or class of products or services, or be associated with commercial interests.

4. The NSW Multicultural Health Communication Service logo cannot be used to directly or indirectly imply that cigarettes, drugs or alcohol are related to health promotion. NOTE: "Drugs" refers to illicit substances and inappropriate use of those substances.

5. No responsibility or liability lies with the NSW Multicultural Health Communication Service, NSW Ministry of Health, the Health Administration Corporation, or any Health Service, or any employee, agent or servant, for any errors or omissions in respect of the use of the NSW Multicultural Health Communication Service logo by the recipient.

6. The NSW Multicultural Health Communication Service logo are only to be used for the purposes specified in this request form.

I accept the conditions for the use of the brand/logo applied for in this application.

Name:

Signature:

Date:

Formats & Clear Space

The logo is provided in formats for various uses.
- EPS for professional print and design (created in Adobe Illustrator)
- PNG, JPG for Word or PowerPoint (created in Adobe Photoshop or other photo software)
- JPG for web (created in Adobe Photoshop or other photo software).

Note: Send logos to designers and printers as separate files. Do not paste into Word documents unless otherwise requested.

Clear Space

When placing the logo close to graphic elements, clear space must be maintained on all sides.

The same clear space rule applies to versions of the Logo. The required border of space around the logo must be x wide, where x equals the height of the text.

X

X

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NSW MHCS Logo

Two-colour logo
This logo should be used where the size of the logo is less than (50 mm, 140 pixels), for example for online applications. It may also be used for printing where limited colours are required eg Newsprint.

Colour Logo with white text
The two colour logo is available for use on dark backgrounds.

Single colour (mono) logo
The single colour (mono) version of the logo may be used where colour reproduction is not available or appropriate.

Reverse (white) logo
The reverse white version of the logo is available for use on dark backgrounds, when it is not possible to accommodate the colour logo.

Two-colour logo

Single colour (mono) logo

Two-colour logo with white text

Single colour (reverse) logo

Scaling & Proportion

The logo should not be distorted in any way, either by stretching vertically or horizontally.

The logo must always reproduce to the correct proportions and be uniformly scaled.

Correct scale and usage

Incorrect scale and usage

Colour Breakdown

The logo appears in two colours depending on the version.

The two colour version contains Blue PMS 281c and Yellow PMS 123c.

Mono versions are provided in Black PMS 100.

Blue (text only)	PMS 281c	RGB R = 0 G = 38 B = 100	CMYK C = 100 M = 85 Y = 5 K = 20

Yellow	PMS 123c	RGB R = 253 G = 188 B = 39	CMYK C = 0 M = 30 Y = 94 K = 0

Black	PMS Process Black	RGB R = 0 G = 0 B = 0	CMYK C = 0 M = 0 Y = 0 K = 100

Typeface

The NSW MHCS font is Frutiger with Frutiger light used predominantly.

In publications design, Frutiger light is used for titles, headings and text. Heavier weights of Frutiger can be used as smaller headings.

No other fonts are to be used in corporate publications.

Arial font is the supporting font and should be used if the Frutiger font is unavailable.

Frutiger Font Family

Frutiger 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Frutiger 45 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&()*

Frutiger 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Frutiger 56 Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&()*

Frutiger 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Frutiger 67 Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Frutiger 77 Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Frutiger 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Frutiger 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

NSW MHCS Contribution

NSW MHCS collaborating agencies are required to use the NSW MHCS logo to ensure the contribution of NSW MHCS is recognised.

Where it is a requirement to co-brand with the NSW MHCS logo, always place logos separately on the page ie. in opposing or adjacent corners.

WHOLLY FUNDED
Organisations/projects wholly funded by the NSW Multicultural Health Communications Service, must carry written acknowledgement of the Service and use either the NSW Health logo or NSW Multicultural Health Communication logo with an appropriate acknowledgement on any publications or promotional materials produced with this funding.

PART FUNDING
Organisations/projects that receive part funding from the NSW Multicultural Health Communication Service must carry a written acknowledgment of the Service in all relevant publications.

IN PARTNERSHIP WITH
Projects that receive substantial non-monetary or in-kind support from the NSW Multicultural Health Communication must carry a written acknowledgement of the Service in all relevant project publications.

FUNDED BY

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SUPPORTED BY

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AN INITIATIVE WITH

multi cultural health communication