



Logo guidelines

January 2017

Introduction

This logo has been developed as part of the Child Oral Health Promotion Initiative delivered by the Health Promotion Agency in partnership with the Ministry of Health.

The initiative is focused on improving oral health outcomes for children who are under five. It promotes brushing of baby teeth twice a day with fluoride toothpaste.

The logo encapsulates the importance of first teeth (baby teeth) and provides a clear call to action. As such, the logo summarises the essence of the campaign.

For enquires regarding the use of these guidelines please email oralhealthteam@hpa.org.nz.

Logos

Primary logo with tagline

This is the primary or preferred logo for use in most applications.



BTM_Horizontal tagline



BTM_Horizontal tagline reverse



BTM_Vertical tagline



BTM_Vertical tagline reverse

Secondary logo, no tagline

Only for use in situations when 'Brush them twice a day' is already in the headline and its inclusion is redundant, or in very small executions where the primary logo would be below minimum size.



BTM_Horizontal



BTM_Horizontal reverse



BTM_Vertical



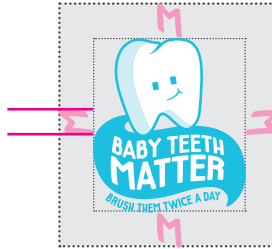
BTM_Vertical reverse

Limitations of usage

Clear space



Clear space defined by the height of 'm' in the word 'matter'.



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 change the arrangement of the logo.



Do not recreate the logo or change the typeface in any way.

Minimum size

Primary logo



35mm



25mm

For optimum readability, please ensure the width of the horizontal primary and secondary logos are a minimum of 35mm or 166 pixels online.

For optimum readability, please ensure the width of the vertical primary and secondary logos are a minimum of 25mm or 125 pixels online.

Secondary logo



35mm



25mm

Colour



PMS 637
CMYK 70/0/10/0
RGB 0/191/223

Greyscale logos

Primary logo with tagline

This is the primary or preferred logo for use. If a black and white reproduction of the logo is required, use the greyscale logo.



BTM_Horizontal tagline_GS



BTM_Horizontal tagline reverse_GS

Secondary logo, no tagline

Only for use in situations when 'Brush them twice a day' is already in the headline and its inclusion is redundant, or in very small executions where the primary logo would be below minimum size.



BTM_Horizontal_GS



BTM_Horizontal reverse_GS



BTM_Vertical tagline_GS



BTM_Vertical tagline reverse_GS



BTM_Vertical_GS



BTM_Vertical reverse_GS

Te Reo logo version

Primary logo with tagline

The logos below are the primary logos to be used in most settings and applications which require resources in Te Reo. Primary vertical, secondary and greyscale logos are also available. To request the logos email oralhealthteam@hpa.org.nz.



Samoan and Tongan logo versions

Primary logo with tagline

The logos below are the primary logos to be used in most settings and applications which require resources in Samoan or Tongan. Primary vertical, secondary and greyscale logos are also available. To request the logos email oralhealthteam@hpa.org.nz.

Samoan



Tongan



Examples of usage

Below are examples of usage for campaign materials.

