
Chapter 3 – Providing a Health Promotion Service

The NCSP Visual Identity

Elements of the visual identity

The visual identity is defined by the consistent use of a range of elements across all programme materials. The identity has five main elements:

- people
 - colour palette
 - shapes and textures
 - logo
 - typefaces.
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Benefits

The benefits of a co-ordinated visual identity for the NCSP include:

- a signal that this is a national public health programme
 - a recognisable link between all NCSP providers
 - a means of conveying the messages and values of the NCSP
 - an opportunity for “brand recognition” by women
 - a vehicle to link national health promotion activities with regional activities.
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Meanings and associations of the visual identity

The identity of the NCSP has been designed to communicate the messages and values of the screening programme. Women are the central focus of the design just as they are central to the NCSP.

The photographs have been chosen to portray New Zealand women of all ethnicities, ages, cultures and lifestyles. They are happy and healthy and positive about life.

The colours are the blue-purple, teal-green and gold of nature and represent our land and our health.

The textures of the hills and the harakeke-weaving pattern also link the design to Aotearoa.

The logo is the rounded shape of a stone, which is smooth but solid. The koru symbolizes the preciousness of life and new beginnings.

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The NCSP Visual Identity, Continued

Visual identity guide There is a guide to the correct use of the NCSP visual identity. All material prepared for the programme must follow the provisions laid out in the guide. Each provider group with a Ministry of Health health promotion contract has been issued with a guide.

Logo use All communications issued by providers as a result of activities of the NCSP (including educational materials, advertising and media communications) will include the NCSP logo.

No programme identification is to appear on envelopes that are sent to women.

Approval The NCSP logo will be used only in association with documents and resources associated with the NCSP. Any resources or information sheets developed by providers and using the logo must be approved by the Ministry of Health NCSP Team.

The Ministry of Health will make best effort to provide such approval within 10 working days.

Letters on approved NCSP letterhead do not require prior approval.

Signage Appropriate signage incorporating the NCSP logo will be displayed at all NCSP Regional Services.

A range of designs appropriate to different settings is provided in the NCSP Visual Identity Guide in order to accommodate organisational requirements.
