



Connected Health Branding Guidelines for Certified Products

**Rules for the use of the Connected
Health Product Certification logo,
and accompanying HISO logo**

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Scope of these branding guidelines

Congratulations! You have been awarded Connected Health accreditation. These branding guidelines are for use when you have a Connected Health certified product to promote.

These guidelines set the rules for the use of the Connected Health and Health Information Standards Organisation (HISO) logos on any promotional materials or packaging for your certified product.

Please read these branding guidelines carefully. Misuse of any of these logos could result in revocation of your product certification. The Ministry of Health reserves the right to update and modify these guidelines at any time at its sole discretion. As an accredited supplier of a certified product, you will be informed of these changes.

Note: The Marketing Pack, which includes these Guidelines, also includes the following useful marketing materials:

- Key Message Guide - to promote the benefits of Connected Health Certified Products
- Frequently Asked Questions.

While the use of these other two items in the Marketing Pack is not mandatory, our aim in providing them to you is to ensure that all accredited suppliers give consistent messages to health sector customers on the benefits of Connected Health certified products.

Contact email for queries about these Guidelines: admin@connected.health.nz



Using the Connected Health brand

The Connected Health logo and HISO logo are the intellectual property of the Crown.

Use of these logos by suppliers is strictly prohibited unless provided for in these guidelines, or under separate agreement with the respective organisation.

The Connected Health logo should only be used on a product (or service) that has been certified against a Connected Health standard(s).

In the rare instance that a product is certified with conditions, the product can still be promoted as certified, and use the Connected Health branding, on the understanding that the conditions are met within agreed timeframes. If you are in any doubt whether your product(s) certification carries any conditions, check your Certification Product Compliance Report which will list any conditions of certification. If the conditions are not met, the certification status of the product could be revoked.

The Connected Health logo should **not** be used in any way:

- to indicate that you are an accredited supplier, as promoting your accreditation is not allowed under the *Connected Health Principles*
- in relation to any other product other than the product(s) that have been certified. The product's name must be clearly stated when a supplier is claiming product certification.

If a product has its certification revoked, or ceases to be certified for any other reason, the Connected Health logo, and the accompanying HISO logo, if used, must be removed from all packaging and marketing material within three months of the end of the certification period. Suppliers must make all reasonable efforts to recall any unsold products with out of date packaging, and inform customers of the product's new non-certified status.

Note: Any misuse of the logos could result in revocation of your product certification status.



Background: Connected Health and its interrelationships with organisations

- **Connected Health** is establishing the environment for the safe sharing of health information. The initiative is being delivered by the National Health Board Business Unit, within the Ministry of Health. The Programme fits into Workstream 8, Safe Sharing Information, in Phase 1 of the National Health IT Plan: 'Consolidate, Cooperate & Foundation'. Further information about Connected Health is available at: www.ithealthboard.health.nz/connectedhealth.
- The **National Health IT Board's** role is to provide leadership on the implementation and use of information systems across the Health and Disability Sector. The National Health IT Board is a subcommittee of the National Health Board (see below) and is charged with ensuring that health sector policy is supported by appropriate health information and IT solutions. On 30 July 2010, the Board released a National Health IT Plan, which includes the Connected Health Programme under Workstream 8, Safe Sharing Information, under Phase 1, Consolidate, Cooperate & Foundation. Further information about the National Health IT Board is available at: www.ithealthboard.health.nz.
- The **Health Information Standards Organisation (HISO) (2010)** is an advisory group to the National Health IT Board. The purpose of HISO (2010) is to support and promote the development, understanding and use of fit-for-purpose health information standards to improve the New Zealand health system. When HISO (2010) approves Connected Health specifications, they can be described as HISO-approved standards. Further information about HISO (2010), its purpose and approval processes is available at: www.hiso.govt.nz
- The **National Health Board (NHB)** was established in November 2009 to address issues such as rising health care costs and workforce shortages, and to improve the quality, safety and sustainability of health care, for New Zealanders. The NHB is made up of a Ministerial appointed Board and a branded business unit within the Ministry of Health. The National Health IT Board is a subcommittee of the National Health Board. The Information Strategy Group within the National Health Board Business Unit supports the IT Board. The National Health Board also includes the Information Delivery and Operations Group which is responsible for delivery of Ministry-led projects, including Connected Health. Further information about the National Health Board is available at: www.nationalhealthboard.govt.nz



Connected Health Branding Guidelines for Certified Products

- The **Ministry of Health** is the Government's principal advisor on health and disability policy. Its job is to protect the health of New Zealanders and, through leadership of the health and disability system, help New Zealanders to live longer, healthier and more independent lives. The Ministry works with health and disability providers and manages a programme of work that supports the Government's priorities. Further information about the Ministry of Health is available at: www.moh.govt.nz.



The Connected Health logo



Colour

Description of colours used
PMS
CMYK



Greyscale

**Not currently available.
Please request.**

Reversed-out single colour

Use where the background colour is dark and a single colour version is required

Maximum size

To ensure quality is not compromised, the maximum size is 250mm in diameter

Minimum size

To ensure legibility, the minimum logo size is 20mm in diameter.

Incorrect logo use

The Connected Health logo must never be:

- squashed
- skewed
- used with incorrect colours
- illegible
- placed over a complicated background
- in black or white or single colour when producing it in colour is achievable
- used in any other way which is not approved.



Connected Health Branding Guidelines for Certified Products

The HISO logo

Only use the HISO logo with the Connected Health logo if the product has been certified against Connected Health specifications that have also been approved by HISO. If in doubt, check your Certificate.

The HISO logo can be used on any colour background and does not require an outline of any sort.



Colour

Description of colours used

PMS
CMYK



Greyscale

**Not currently available.
Please request.**

Reversed-out single colour

Use where the background colour is dark and a single colour version is required

Maximum size

To ensure HISO logo does not dominate the Connected Health logo, it must not be more than 50 percent of the height of the Connected Health logo.

Minimum size

To ensure legibility, the minimum logo size is 25mm wide.



Certified against
HISO XXXXX <date>

Accompanying text

Include text as shown: Arial font, centred, on a split line, with the date format Aug 2010.

Incorrect logo use

The HISO logo must never be:

- squashed
- skewed
- used with incorrect colours
- illegible
- placed over a complicated background
- in black or white or single colour when producing it in colour is achievable
- used in any other way which is not approved.



Connected Health Branding Guidelines for Certified Products

Using the Connected Health and HISO logos together

Position the HISO logo either below or to the right of the Connected Health logo. The HISO logo should not be more than 50 percent of the height of the Connected Health logo

There is no maximum distance for how far apart the logos can be but they should not be so close that they appear to be the same logo. See two acceptable examples of the use of the logos below.

Below are acceptable options for layout.

Example 1:



Certified against
HISO XXXXX <date>

Example 2:



Certified against
HISO XXXXX <date>



Downloading the Connected Health and HISO logos

The logos must **not** be re-created or modified in any way. Under no circumstances should any graphic effects be used in relation to the logos without express permission from the Ministry of Health.

The **Connected Health and HISO logos** can be downloaded from the National Health IT Board website at www.ithhealthboard.health.nz/connectedhealth/supplier-information.

By downloading the logos, you are agreeing to the rules of use set out in these branding guidelines.

The logos are available in the following formats:

- High resolution EPS (for print)
- Colour, 400 pixel, JPG
- Colour, 400 pixel, GIF
- Colour, 200 pixel, JPG
- Colour, 200 pixel, GIF
- Greyscale, 400 pixel, JPG
- Greyscale, 400 pixel, GIF
- Greyscale, 200 pixel, JPG
- Greyscale, 200 pixel, GIF



Strict rules on the use of the Ministry of Health, National Health Board and National Health IT Board logos

The Ministry of Health, National Health Board, and National Health IT Board logos can only be used by external agencies with permission. Permission will be assessed on a case-by-case basis. Email admin@connected.health.nz to request permission and obtain the logo.

As a guide only, under no circumstances will permission be given to use these logos on any product packaging or promotional materials for Connected Health certified products.

The Ministry may grant permission to use these logos for educational purposes, for example, to show a lay audience the relationships between Connected Health and these organisations.