



**PHYSIOTHERAPY
NEW ZEALAND**
Kōmiri Aotearoa

Brand Guidelines

About Us

Physiotherapy New Zealand is a unifying brand that represents and advocates for its members, as well as creating greater understanding, acceptance and use of physiotherapy by health professionals and the general public.

The profession of physiotherapy is focused on empowering and enabling people to have a healthy and active lifestyle, for their whole life.

MOVE
MENT
FOR
LIFE



Our Logo

Our logo represents our brand and should be used across all communications at all times.

Time and consideration has been taken crafting our logo for legibility, brand recognition and consistency across all aspects of communication.

The PNZ blue logo is to be used when a full colour logo is required.

Black or white is used when the full colour logo cannot.

Our logo must not be altered or changed in any way.



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Stacked Logo
Full Colour
Preferred option for all communication



Landscape Logo
Full Colour



Our logo can be placed on a colour background as long as there's plenty of contrast and the logo stands out.



Our logo can be white on a solid background.



Our logo can be black.

Our Logo

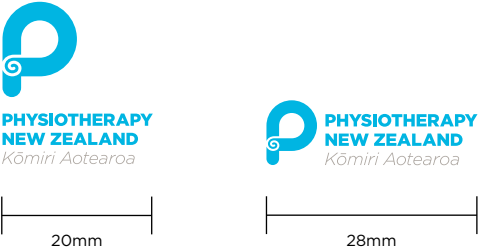
Scale & Clearspace

The size of the logo is typically determined by the size of the page that it sits on. Use the guidelines shown here to get an understanding of how it scales up and down.

Ensure no other graphic elements come within the clearspace requirements of the logo, unless this is the name of a PNZ group identified in our Brand Architecture.



Minimum Clear Space
Use the 'LAN' in New Zealand as the unit of measure



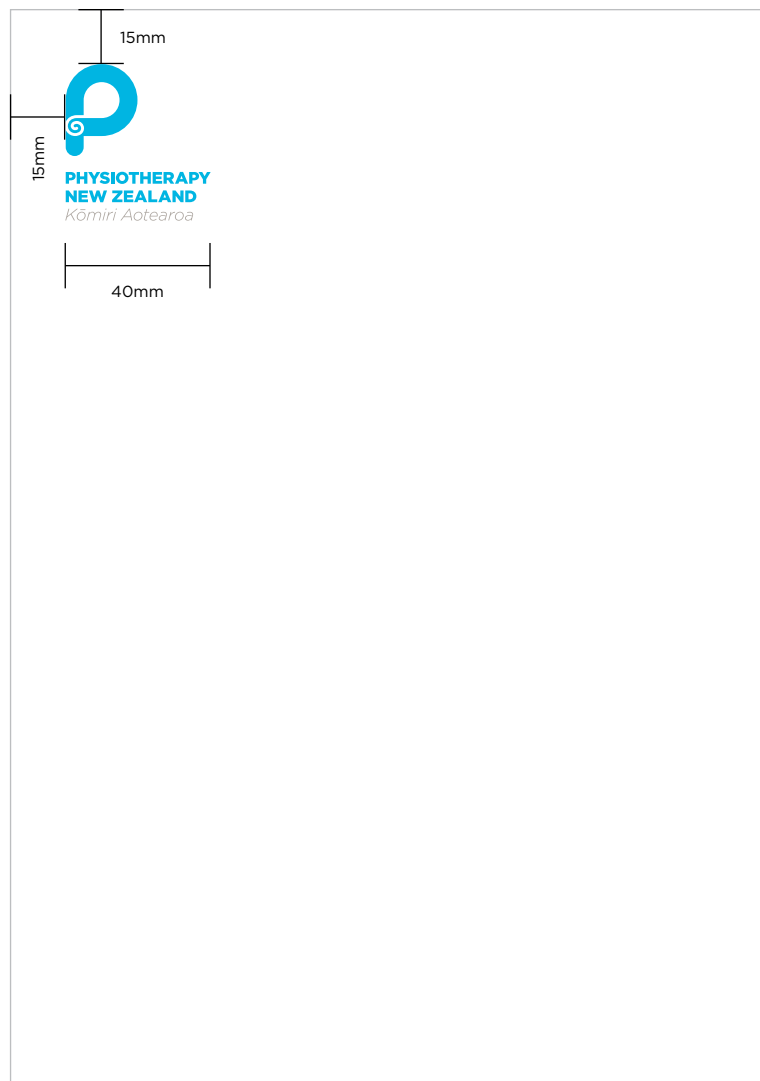
Minimum Size
Our logos must not be reproduced any smaller than specified above

Our Logo

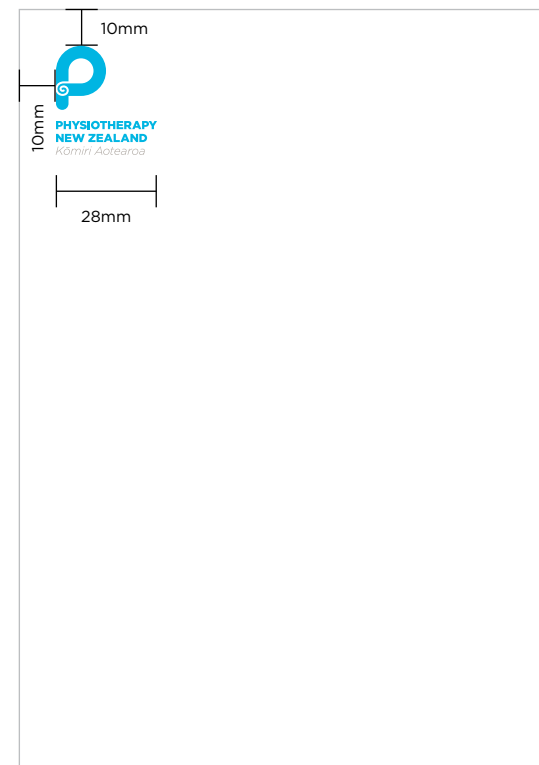
Placement & Usage

Stacked Logo

The general rule for applying the PNZ logo is that it should be in line with other graphic elements, and usually positioned top or bottom left.



A4

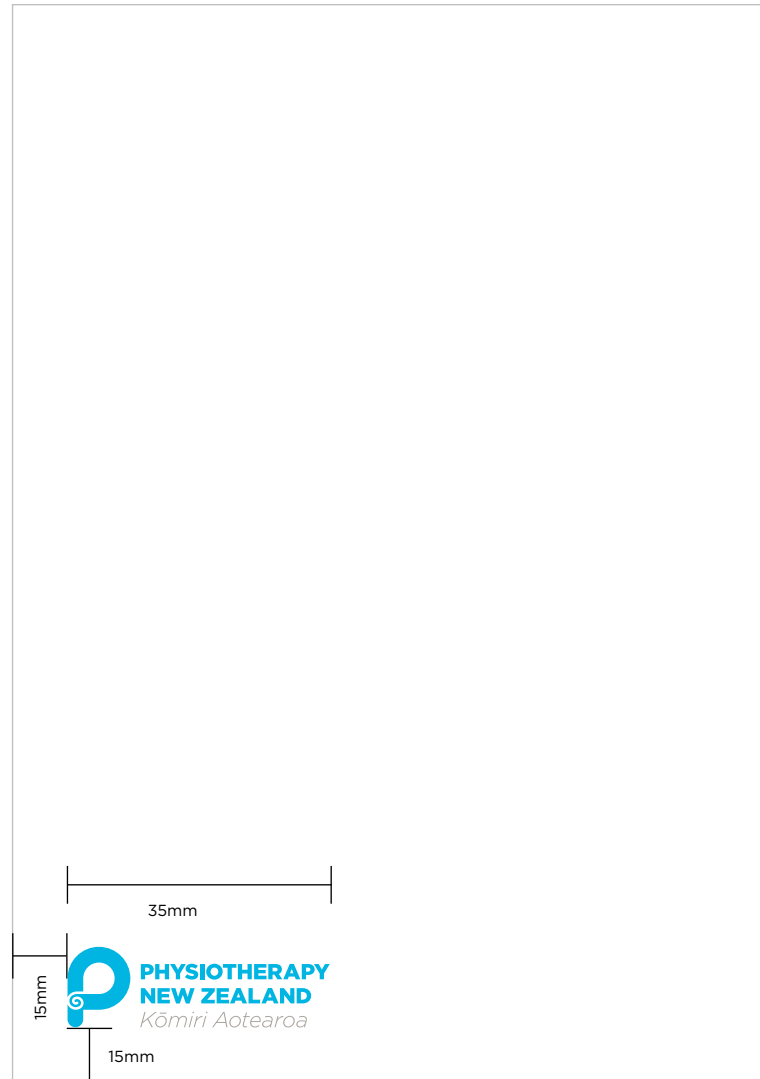


A5

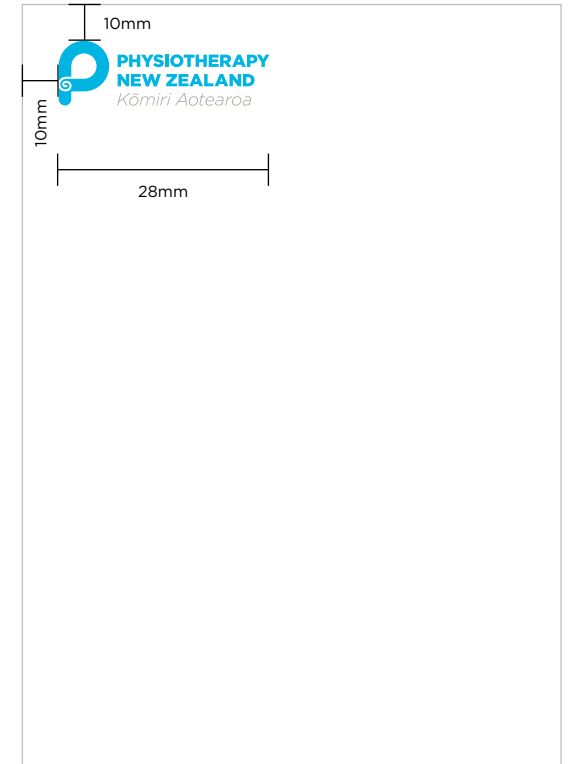
Our Logo

Placement & Usage

Horizontal Logo



A4



A5

Our Positioning Statement

Movement and vitality are key to what we offer, for members of Physiotherapy New Zealand, other health professionals and the public.

The Movement For Life strapline can be used in a horizontal or vertical lockup. It's placement and useage is open to creative interpretation, as it's often used to complement an image and will be placed with consideration to that.

MOVE
MENT
FOR
LIFE



MOVEMENT
FOR LIFE

Our Brand Colours

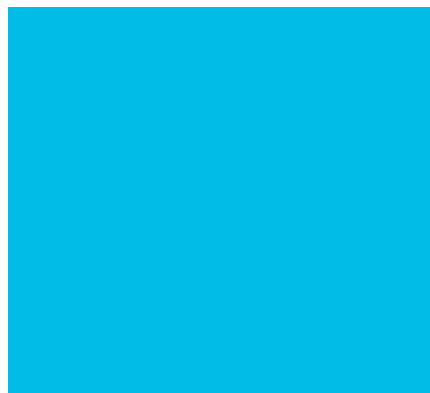
The colours we use suggest a confident, professional and contemporary organisation which is able to pass on those same values to its partners, its members and the profession.

Our primary identifying colour is PNZ Blue. It reflects a trusted and sophisticated design style for all PNZ communications.

This is supported by a secondary colour palette designed to complement the brand and its communications.

The tertiary colour palette is used to add vibrancy and interest.

PRIMARY COLOUR



PNZ Blue
PMS 306
C75 M4 Y5 K0
R0 G188 B231
#00b2e2

SECONDARY COLOURS



PNZ Gray
PMS Warm Gray 7
C15 M15 Y20 K25
R170 G165 B158
#958a82



PNZ Dark Blue
PMS 548
C100 M64 Y50 K43
R0 G60 B76
#003c4c

TERTIARY COLOURS



PNZ Red
PMS 187
C0 M100 Y70 K25
R186 G13 B54
#ef8b22



PNZ Green
PMS 390
C25 M0 Y100 K0
R203 G219 B42
#b3be35



PNZ Orange
PMS 144
C0 M48 Y100 K0
R248 G151 B29
#ef8b22

Our Brand Typeface

Gotham is the primary typeface used for material produced by PNZ. It has a range of weights for headlines and identifiers as well as finer weights for body copy.

Arial is our 'system font' (the typeface used for business documents and letters). It is also the typeface used for on-screen applications (e.g., PowerPoint presentations, Web, e-newsletters, etc.).

PRIMARY FONT

Gotham

Gotham has a large family of different weights and italics making it versatile for all variations of communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Thin Extra Light Light Book
Medium Bold Black

*Light Italic Book Italic **Black Italic***

SECONDARY FONT

Arial

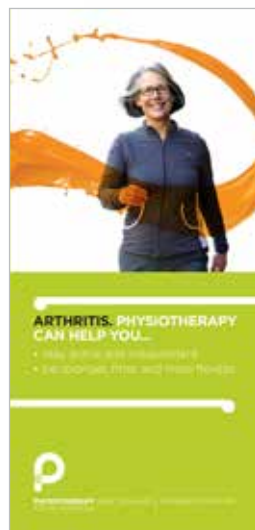
Arial is proven to be a practical and legible typeface in an on-screen environment.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Splash Device

Splashes represent 'movement' and 'vitality', and help create a visual style that communicates the benefits of physiotherapy.

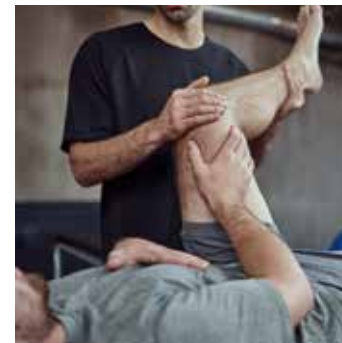
These are to be used sparingly as an accent, determined by creative interpretation.



Our Brand Photography

It is important to show the great outcomes of 'real people' benefiting from physiotherapy and getting on with their lives.

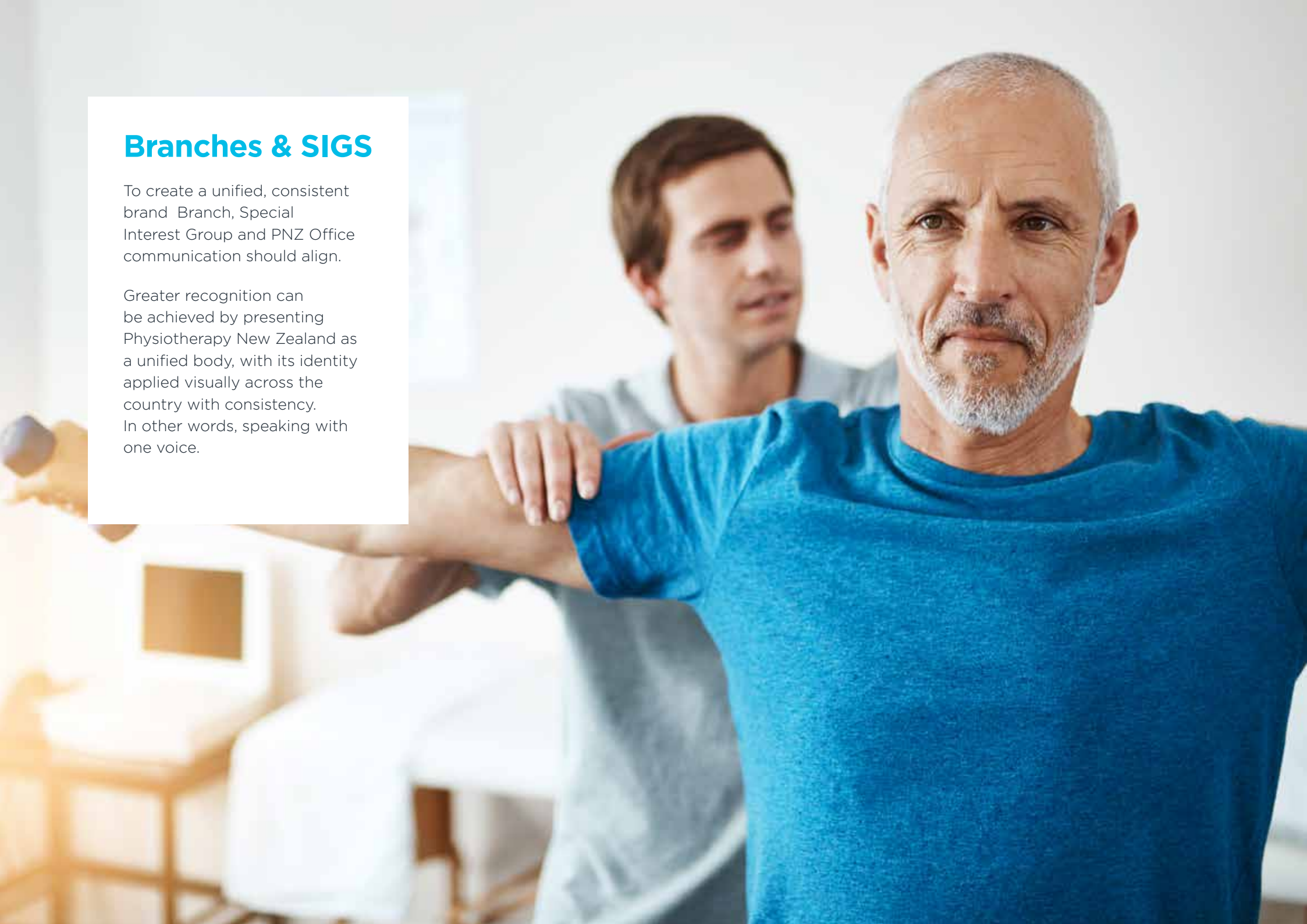
A diverse range representing different ages, genders, races and abilities is encouraged. Images can be used individually or combined with the 'splash device' to create dynamic, colourful promotional images.



Branches & SIGS

To create a unified, consistent brand Branch, Special Interest Group and PNZ Office communication should align.

Greater recognition can be achieved by presenting Physiotherapy New Zealand as a unified body, with its identity applied visually across the country with consistency. In other words, speaking with one voice.



Brand Architecture

As with any national organisation, the whole is greater than the sum of the parts. It is simply easier to build 'top-of-mind' awareness and increased use of physiotherapy by creating a national brand.



**PHYSIOTHERAPY
NEW ZEALAND**

Kōmiri Aotearoa



**PHYSIOTHERAPY
NEW ZEALAND**

Kōmiri Aotearoa

—
Branch Name



**PHYSIOTHERAPY
NEW ZEALAND**

Kōmiri Aotearoa

—
**Special Interest
Group**



**PHYSIOTHERAPY
NEW ZEALAND**

Kōmiri Aotearoa

—
Member

The Authentication Mark

The Physiotherapy New Zealand 'Members' logo is a mark of quality to signify membership to the professional society – a commitment to quality.

It has been developed for Members to apply to their own marketing material, stationery, signage, publications, etc.



Branch & SIGS logos

This version of the logo has been created specifically to enable easy attachment of a Branch or SIG name.

It features the Physiotherapy New Zealand logo with a system to attach the Branch or SIG name on one line or two.

As with the main PNZ logo, the blue logo should be primarily used, with options for black or white as needed.



**PHYSIOTHERAPY
NEW ZEALAND**

Kōmiri Aotearoa

**Waikato
Bay of Plenty**

Stacked Logo

Full Colour

Preferred option for all communication



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Brand Guidelines updated January 2019