

# One Heart Many Lives

*Brand guidelines*





*He aha te mea nui o te ao?  
He tāngata! He tāngata!  
He tāngata!*

## One Heart Many Lives – Brand guidelines

### **Kia ora and welcome to the One Heart Many Lives brand**

These guidelines are to help ensure the consistent, legal and acceptable use of the One Heart Many Lives brand identity. Whether you're an employee, contractor, supplier or business partner, it is your responsibility to review and apply these guidelines when using or contemplating the use of the One Heart Many Lives brand.

The One Heart Many Lives kaupapa sets out to inspire Māori and Pacific Island men to get their heart checked, understand heart disease and pass the message on to their brothers, cousins, sons, friends and whānau. 'Get a heart check bro.'



## Brand vision

*Māori and Pacific island men  
living into their 80s and 90s,  
free of heart disease.*



# One Heart Many Lives – Introduction to the brand elements

The One Heart Many Lives brand elements have been created with and for tāne Māori and their whānau. Elements of the brand have been altered to reflect a more Pacific Island look and feel to ensure it resonates with a polynesian audience.

## **Brand essence:**

*(Brand essence is the central nature of what the brand represents to all those who come into contact with it.)*

## **Strong vital men**

## **Brand personality:**

*(The feeling that people have about a brand, as distinct from what the product can actually do.)*

One Heart Many Lives is about connecting people, showing the stories of past and present and how people are supporting each other and their whānau. Giving and sharing and making change, especially for tāne Māori.



## **Brand promise:**

*(The brand promise is what audiences are assured of receiving as a result of their relationship with the brand. What is unique, compelling and believable about the brand.)*

The tautoko, manaaki and aroha that people share through connecting with One Heart Many Lives.

For tāne:

- Increased mana
- Increased confidence
- You're not alone
- You can get help
- You can help others
- Pass it on!

One Heart Many Lives brings healthcare services to you, where you live, through local health services and other channels to make the experience for tāne and their whānau a positive one.

# Communicating the values of the One Heart Many Lives brand

## Word of mouth:

- Get a heart check
- Understand heart disease
- Pass the message on.

## Target audience:

1. Māori men 30+ at risk of heart disease and their partners and whānau
2. Pacific Island men 30+ and their partners and fanau.

## Tone of voice:

- Man friendly words, tone, visuals and approach
- One to one conversation
- Short, punchy sentences
- High use of te reo and Māori concepts (manaakitanga, mana tāne ora)
- Pacific Island look and feel for these audiences
- Real life words, concepts
- High use of stories, heart heroes, whakapapa connections, stories of change
- Set in the context of the daily lives of Māori and Pacific Island men
- Low use of medical terms
- Mana enhancing engagement.



## Colour palette

		
OHML red	white	black
Pantone 186c		
C0 M100 Y81 K4		
R220 G0 B46		
HEX# DC002E		

Colour provides a strong visual link to our brand identity across a wide range of applications. OHML red, white and black serve as our brand's corporate colours for print, electronic and environmental applications.

To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

The preferred colour configuration of the OHML signature is in full colour and should be used whenever possible.

For restricted or one-colour application the OHML signature appears in black and white.

The OHML signature must always appear clearly and legibly on its backgrounds. Always observe clear space specifications and use high-quality vendors and reproduction methods.

The preferred colour configuration of the OHML signature in full colour should appear on a white or black background whenever possible. When placing the signature on a background other than the ones specified in these standards, use your best judgement to determine whether black or white renders the highest contrast.

Always ensure legibility by placing the signature in an area that is simple and uncluttered.

If you choose to use a different colour for your branding to suit your community, that's OK. We have created T-shirts in purple, royal blue and lime green for past events.

## Brand logos

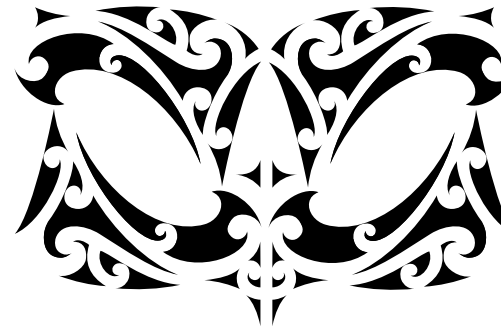
The One Heart Many Lives programme draws on powerful cultural iconography to connect with the target audience.

The *tohu* (symbol) expresses the intent of the programme. The overall shape of the *tohu* is a symbolic comparison to the circulation of the blood through the veins and arteries around the *tinana* (body). In this instance it is used as a metaphor for a healthy heart.

The *koru*, or red heart shaped as a *koru*, represents the *ngākau* emphasising sentiment, vitality and centeredness, however, it is at the *pūtahi o te Manawa* (the aorta) that the *tohu* gets its bearing and prominence. Against a black backdrop representing the uncertain nature of life, the focus on cardiovascular disease describes this as a silent killer, particularly amongst *tāne Māori*.

At the centre is an expression of warmth and empathy depicting knowledge, nurturing, learning and expresses the *mauri* (life force) found in all aspects of life.

The inclusive nature of the red *koru* represents the direction of any journey. It curves upwards, reaching for the stars and navigating the path. The bottom points of the curves refer to the beginning and a possible starting point.



*Tohu*



*Koru*



## OHML signature



OHML symbol	OHML logotype
OHML signature	



Pacific Island version
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This new OHML signature is the graphic representation of our brand and the values for which it stands. It identifies us to the world, displaying an image that is both strong and discrete.

The OHML signature combines the two most important visual elements of our brand, the OHML logotype and the OHML symbol. The diagram to the left illustrates the recognisable graphic features that make the OHML signature unique.

Clear space refers to a distance of "X", as a unit of measurement, surrounding each side of the OHML signature. "X" equals the height of the combined black and white boxes of the OHML logotype. A minimum clear space requirement has been established to ensure the prominence and clarity of the OHML signature. It is essential that the OHML signature remains free of all graphics, taglines, identities, photography, and typography.

OHML symbol, this may only be used without the logotype when it is mentioned prominently elsewhere on the same communication.



# Brand implementation

## When to use the brand

- You have express written permission to use the brand for your local community event and to provide heart checks
- Your funding is from government and not for profit sources only
- Your target audience is Māori and Pacific Island men
- You aim to improve the health outcomes for these men.

## When not to use the brand

- When sponsorship has been provided to your event or campaign by a commercial group or company that manufactures or promotes products or services that conflict with the OHML kaupapa, eg alcohol, tobacco, fast food
- When a pharmaceutical company has agreed to co-fund your event.

Please consider the One Heart Many Lives kaupapa when wearing branded clothing.



Examples of how to use the One Heart Many Lives branding

Members of the Māori Battalion performing a haka for the King of Greece at Helwan, Egypt. The party was drawn from members of the Battalion who fought in Greece.



# *A call to action*

*Today a new enemy is among us.*

It has no face, it speaks no language, and it is silent.

Heart disease is quietly and surely killing our men. We must fight this new enemy.

We must repeat what the 28 Māori Battalion men did, and say - yes we can, yes we will fight this enemy, and yes we will act now.



Our survival  
is being  
challenged  
by heart disease.

Get your  
heart checked,  
and pass the  
message on...



Our survival  
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Get your  
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**ONE HEART  
MANY LIVES**

[www.pharmac.govt.nz/ohml](http://www.pharmac.govt.nz/ohml)



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**PHARMAC**  
Pharmaceutical Management Agency

Te Kāwanatanga o Aotearoa