

National SunSmart Brand Requirements

Developed by Cancer Society of New Zealand for use by
any entity using SunSmart branding.

Published by
Cancer Society of New Zealand

October 2022

Contents

Foreword	3
The SunSmart logo.....	4
History and values.....	4
Trade Mark.....	4
Ensuring logo integrity.....	4
Logo Rules.....	5
Commercial agreements.....	5
Logo.....	6
Primary:.....	6
Secondary:.....	6
Logo size of primary and secondary logo	7
Logo clear space around logos.....	8
Logo variations	9
Colours.....	10
Accessible colour arrangements.....	10
Examples of logo in situ	11
Logo in situ	12
Logo in situ	13
.....	13
Logo usage.....	14
Do not:.....	14
Font.....	15
Alternative font.....	15
Trademarks	16
SunSmart Behaviour Icons.....	17

Foreword

These brand requirements detail the use of the SunSmart brand including the registered Trade Mark and approved variations. The Cancer Society of New Zealand has a license agreement for the use of the SunSmart trademark.

The SunSmart brand is an important and highly visible means of communicating values of leadership in skin cancer prevention knowledge, commitment to best practice and improving people's well-being.

The brand requirements are a practical tool to ensure the strength and consistency of all material promoting the SunSmart brand. Consistency across all communicative mediums provides a valuable marketing tool.

These requirements are not intended to restrict or constrain design. If there are particular applications not covered by these requirements, please contact the SunSmart National Advisor at sunsmart@cancer.org.nz.

The SunSmart logo

History and values

SunSmart has taken a leadership role in skin cancer prevention across Aotearoa New Zealand. The planning, implementation and evaluation of the SunSmart programme is managed by the Cancer Society of New Zealand.

Everything published or distributed with SunSmart branding should embody the core values of integrity and compassion in preventing and minimising the human cost of UV radiation exposure.

Trade Mark

The SunSmart Trademark is registered to Te Hiringa Hauora (Health Promotion Agency), which is now part of Te Whatu Ora. The Cancer Society of New Zealand has a license agreement with Te Hiringa Hauora for the use of the SunSmart trademark.

Ensuring logo integrity

Queries about an application of the SunSmart logo that cannot be answered by reference to these requirements should be referred to the SunSmart Advisor at sunsmart@cancer.org.nz.

Logo Rules

The SunSmart logo is intended for use within New Zealand by individuals and organisations seeking to increase sun-related protection, and reduce sun-related harm,

It is permitted for use on information, content, and resources that are used appropriately i.e., for SunSmart activities, promotion etc that intend to reduce sun-related harm and are in line with information within this document. This includes information and resources co-branded with non-commercial organisations. If in doubt, please contact sunsmart@cancer.org.nz.

It should never be used for any purposes other than those outlined.

The SunSmart brand/logo must be used in accordance with these National SunSmart Brand Requirements.

Commercial agreements

Where co-branding is part of a commercial agreement, a written application must be put to the Cancer Society of New Zealand for assessment and approval as outlined in the SunSmart Trademark Licensing Agreement. The SunSmart logo should not be used to endorse a specified product or practice without the prior written approval of the Cancer Society of New Zealand. All queries about an application of the logo, which cannot be answered by reference to the National SunSmart Brand Requirements, should be referred to the SunSmart Advisor at sunsmart@cancer.org.nz.

Logo

There are two shapes/configurations of the SunSmart logo. One is square, the other is horizontal. Both have a number of executions.

Primary:



Secondary:

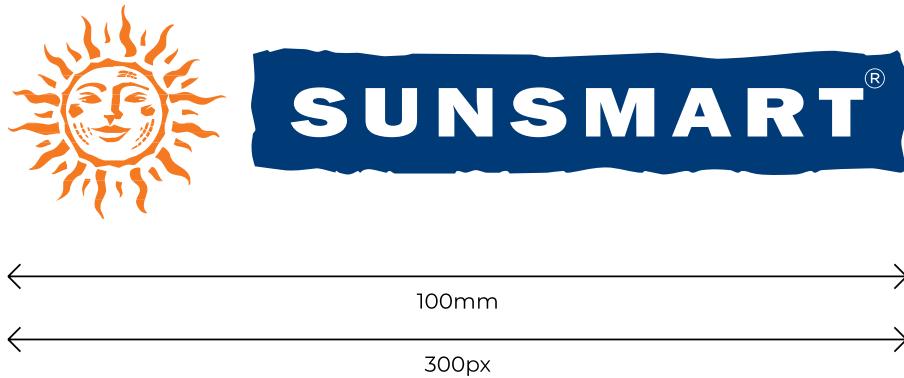


Logo size of primary and secondary logo

To ensure the logo is legible and easy to recognise, the minimum size must be 20mm x 25mm.



To ensure the logo is legible and easy to recognise, the minimum size must be 20mm x 25mm (print) and 250px wide (digital).



Logo clear space around logos

Clear space is defined by the “S” in the SunSmart logo.



Logo variations

The SunSmart logo consists of four different colour variations.

Primary Logo



Secondary logo



Black logo



Reversed logo



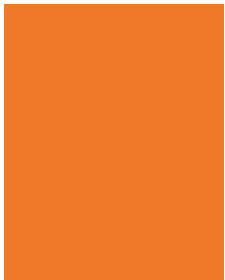
No other versions of the SunSmart logo are to be developed or used.

Colours

The SunSmart logo consists of two main colours.



Blue
CMYK 100/69/0/38
RGB 0/59/120
HEX #003b77
PMS 654




Orange
CMYK 0/65/100/0
RGB 244/121/32
HEX #f47920
PMS 166

Accessible colour arrangements

To make the colours accessible only use white text on top of the blue background or blue text on top of a white background. Orange may be used as design elements but not as text. You can find out more information about accessible colours here: <https://webaim.org>.

Examples of logo in situ






Checking for melanoma



Check your skin regularly
Regular skin checks increase the chance of finding melanoma and other skin cancers at an early stage when they are easier to treat.

Where to look
Make sure you check your entire body, including skin not normally exposed to the sun. Use a hand-held mirror or ask for help from someone else to check difficult areas (eg. scalp, back and neck).



What to look for
Look for a new spot or an existing spot, freckle or mole that is different to others or that has changed in colour, shape or size. Sometimes melanomas may be itchy or may bleed but usually there are no symptoms. Some may become raised quickly and catch on clothing. If you are concerned about any skin changes, you should contact your GP or a skin specialist.

For more information, visit sunsmart.org.nz



16885 | MARCH 2022

Be SunSmart

Being SunSmart is about protecting skin and eyes from damaging UV radiation – especially when outdoors from September to April.



Slip on a shirt
Slip on a shirt with long sleeves. Fabrics with a tighter weave and darker colours will give you better protection from the sun.



Slip into the shade
Slip into the shade of an umbrella or a leafy tree. Plan your outdoor activities for early or later in the day when the sun's UV levels are lower.



Slop on sunscreen
Slop on plenty of broad spectrum sunscreen of at least SPF 30. Apply 20 minutes before going outside and reapply every two hours and especially after being in water or sweating.



Slap on a hat
With a wide brim or a cap with flaps. More people are sunburnt on the face and neck than any other part of the body.



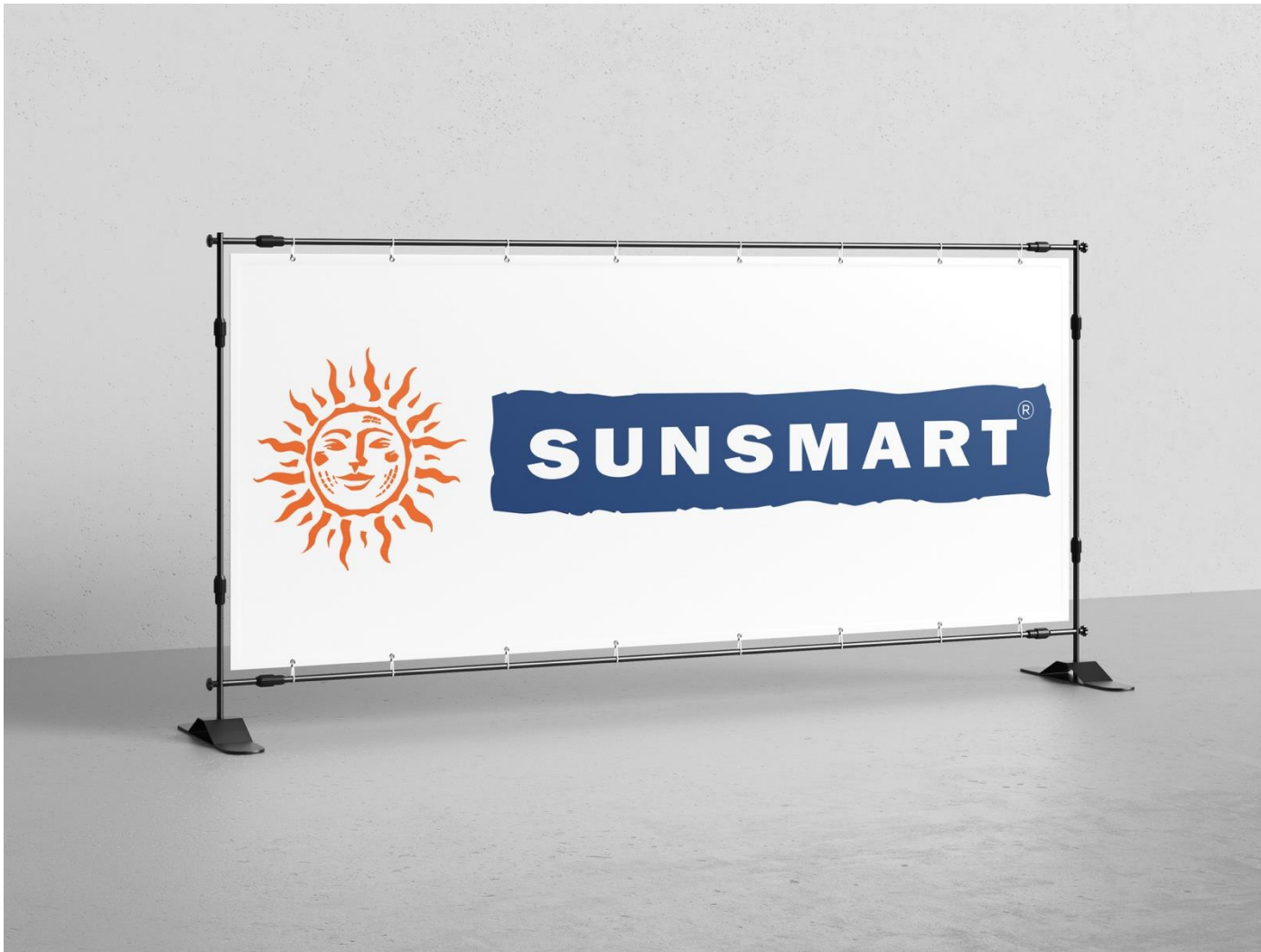
Wrap on sunglasses
Choose close fitting, wrap around style sunglasses. Not all sunglasses protect against UV radiation, so always check the label for sun protection rating.



sunsmart.org.nz



Logo in situ



Logo usage



Always use the logo as supplied by SunSmart

Do not:

Do not create a hybrid logo using CSNZ daffodil

Do not add the words 'Cancer Society' to the SunSmart logo

Do not redesign or redraw the SunSmart logo

Do not remove elements from the SunSmart logo

Do not recolour the SunSmart logo

Font

The SunSmart font is Montserrat. The recommended use of this font is stated below.

Headings – Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Subheadings – Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body – Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body – Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Alternative font

If you are unable to access the Montserrat font, Arial font can be used as a replacement. The recommended use of this font is stated below.

Headings – Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sub Headings – Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body – Arial Regular


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trademarks

Registered trademarks - logo

Trade Mark	TM No.	Classes	Registration Date	Renewal Date
	228551	3, 18, 22, 25	26-OCT-1993	26-OCT-2024
SUNSMART	783288	3, 16, 18, 22, 25, 35, 41	28-JAN-2008	28-JAN-2028

Unregistered trademarks – behaviour icons



SunSmart Behaviour Icons

The SunSmart icons should always be ordered as *Slip, Slip, Slop, Slap and Wrap*, and can be shown with, or without corresponding text. In its icon version or as a written phrase, *Slip, Slip, Slop*, should not be used in isolation and should always be followed by *and Wrap*.



Slip



Slip



Slop



Slap



Wrap