

Southern Cross Affiliated Provider logo guidelines

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Affiliated Provider logo guidelines

The purpose of the Affiliated Provider logo is to identify your facility/practice as one that is affiliated to Southern Cross Health Insurance for selected services. The logo can be used in the advertising and promotion of those services in a range of media - including newspaper advertising, websites, signage and brochures - in accordance with these guidelines.

Please remember, when using the logo in your advertising and marketing it should not compete with, be larger than, or sit right next to your facility's or practice's logo. Your brand should remain prominent.

In these guidelines, "logo" means the Southern Cross Health Insurance Affiliated Provider graphic device set out in this document.

Accessing the logo

Download the logo at aplogo.southerncross.co.nz - you will need to register and agree to the terms of the End User Licence Agreement, including to use the logo in accordance with these guidelines. You can then provide the logo to your suppliers (e.g. graphic designers, sign-makers) to incorporate in work done on your behalf, but you remain responsible for complying with the terms.



Approval for use of the logo

Please ensure that you seek Southern Cross approval for use of the Affiliated Provider logo before your material is published or produced (details on the back page).

Further advice about using the logo

After reading these guidelines, if you require further assistance or clarification about how to use the logo, please contact us (Details on back page).

Not to be used with Southern Cross Health Insurance logo

Please note that the Affiliated Provider logo is to be used by itself. It is not to be combined with the Southern Cross Health Insurance logo in any way.



As per the terms of use, please contact your Southern Cross Partnership Manager for approval before you publish any item with the Affiliated Provider logo, including (but not limited to) brochures, signage, advertisements, videos, social media and webpages.

Affiliated Provider master logos

Horizontal and vertical versions

A horizontal and vertical version of the logo is available. Logo reproduction in the Southern Cross blue is our preferred usage where possible. The black logo can be used in exceptional situations where colour reproduction is unavailable.

The logo files are available in a variety of formats to ensure the best resolution and colour reproduction across all media.

Blue logos



Affiliated Provider logo blue - horizontal



Affiliated Provider logo blue - vertical

Black logos



Affiliated Provider logo black - horizontal



Affiliated Provider logo black - vertical



Visit aplogo.southerncross.co.nz to access logo files.

Affiliated Provider simplified logos

For small-scale usage, the simplified logos are available for application at sizes smaller than 60mm / 227px wide (horizontal) or 40mm / 151px tall (vertical).

Simplified blue logos



Affiliated Provider logo blue - horizontal

Simplified black logos



Affiliated Provider logo black - horizontal



Affiliated Provider logo blue - vertical



Affiliated Provider logo black - vertical



Visit aplogo.southerncross.co.nz
to access logo files.

Logo sizes

Minimum size

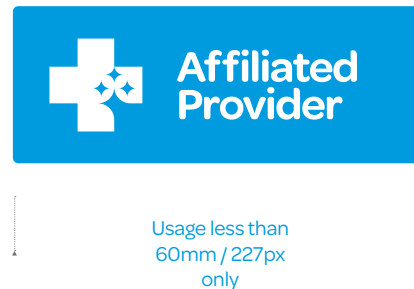
Establishing a minimum size ensures that the impact and legibility of our logos are never compromised in application. The minimum size of the vertical and horizontal logos are defined by the width for both print and online usage as shown here.

The minimum size of the simplified logo is defined by height of the Southern Cross marque, as shown far right. The simplified logo should not be reproduced any larger than 60mm / 227px wide (horizontal) and 45mm / 170px tall (vertical).

Maximum size

Logo reproduction is limited to a maximum of 210mm wide (horizontal logo) or 148mm wide (vertical). The logo must never exceed the maximum size and should never compete with your facility's logo or word mark, your brand should always remain prominent.

Minimum sizes



Affiliated Provider application

third party directories exception

As an exception for third party directories, where the Affiliated Provider logo is too large to be reproduced, there are two application options.

1 Brand marque used adjacent to the Affiliated Provider descriptor

The brand marque must be reproduced at 5mm/19px. The words "Southern Cross Health Insurance Affiliated Provider" must always appear in blue and adjacent to the brand marque as shown. The brand marque must never be used on its own without this supporting text.

2 Affiliated Provider descriptor only

If the brand marque cannot be reproduced at 5mm/19px, the words "Southern Cross Health Insurance Affiliated Provider" can be used and must always appear in blue where possible.

This application should only be reproduced on third party directories as an exception. All Affiliated Providers must continue to use only the full Affiliated Provider logos in accordance with these guidelines for all other communications.

Alternative application

-  Southern Cross Health Insurance Affiliated Provider  5mm /19px
- Southern Cross Health Insurance Affiliated Provider



Visit aplogo.southerncross.co.nz
to access logo files.

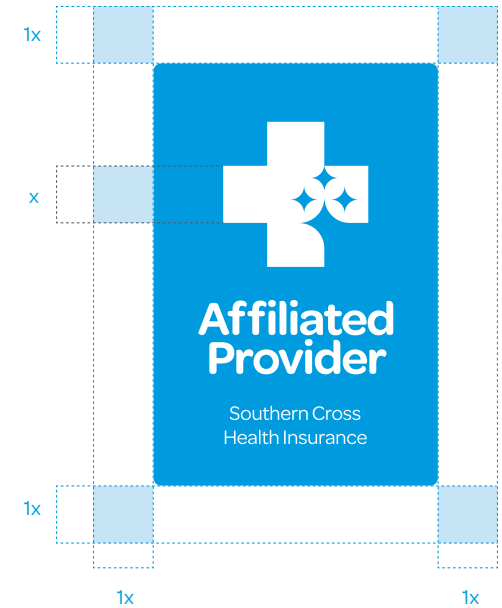
Exclusion zone to preserve our logos

Our logos should always be surrounded by a minimum area of space to ensure headlines, text or other visual elements do not encroach on the logos.

The area is defined by 'x' as shown. A margin of clear space equivalent to 1x is drawn around the logo to create the invisible boundary, an area of isolation.

The same exclusion zone is applied to all the Affiliated Provider logo variations.

This exclusion zone is applied to all the Affiliated Provider logo variations



Visit aplogo.southerncross.co.nz
to access logo files.

Colour palette for our badge

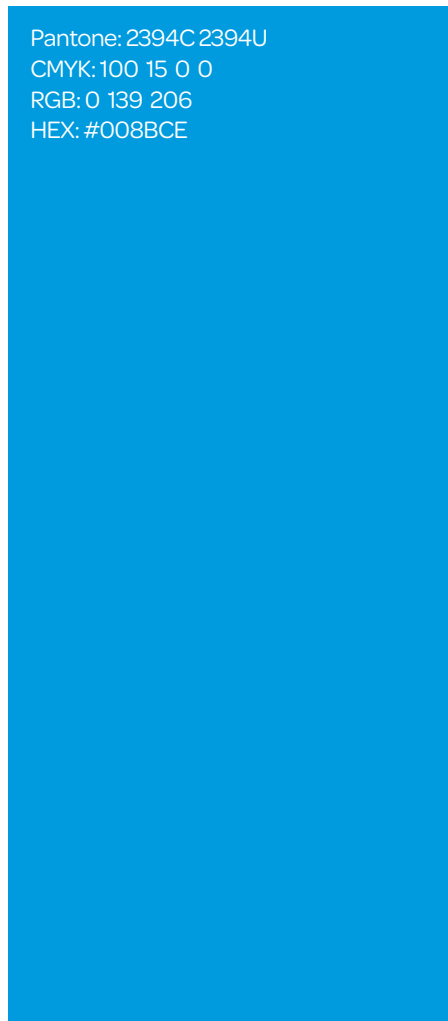
1 Blue

Blue is primary for our brand

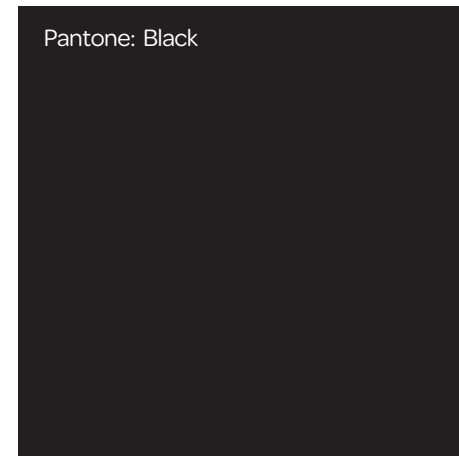
2 Black

Black is only to be used when colour reproduction is unavailable

1



2



Using our logo the wrong way

We love innovation and creativity, except when it's associated with our logo system.

The Affiliated Provider logo should always be reproduced as supplied with no alterations or amendments made.



Do not use the logo elements separately



Do not change the words in the logo



Do not change the fonts



Do not stretch, skew or distort the logo



Do not change the colours



Do not use the logo at an angle



Do not put a box or keyline around the logo



Do not use any other Southern Cross logo
e.g. Southern Cross Health Insurance



Do not attach or combine the logo
with any other logo or graphic device



As per the terms of use, please contact your Southern Cross Partnership Manger for approval before you publish any item with the Affiliated Provider logo, including (but not limited to) brochures, signage, advertisements, videos, social media and webpages.

When to use the Affiliated Provider logo

The Affiliated Provider logo can be used when promoting those services that are provided to Southern Cross members through an Affiliated Provider agreement.

Examples might include:

- the home page or “about us” page of a hospital website, where that hospital is a party to an AP agreement covering a range of services
- an advertisement promoting a range of services offered at a facility/practice, the majority of which are provided through an Affiliated Provider agreement
- signage, window decals or counter-top signs at your facility/practice.

Remember, even in these instances the logo should be appropriately sized so that it is not larger or more prominent than your own facility/practice logo.

Where practical, accompanying wording on a web page, communication or advertisement should state:

[Practice/facility name] is an Affiliated Provider to Southern Cross Health Insurance for <service1>, <service2> and <service 3>.

Or

[Practice/facility name] is an Affiliated Provider to Southern Cross Health Insurance for selected services.

Under no circumstances should the logo be used in any context that states or implies that specific services are available to Southern Cross members under an Affiliated Provider agreement when that is not the case. Advertising should not mislead Southern Cross members in any way.

No other logo than the Affiliated Provider logo should be used for the purposes outlined in the guidelines.

Please ensure you contact us for approval BEFORE you produce any brochure or signage, or publish any advertisement or webpage, on which the logo is to appear.

See the following pages for visual examples.



As per the terms of use, please contact your Southern Cross Partnership Manger for approval before you publish any item with the Affiliated Provider logo, including (but not limited to) brochures, signage, advertisements, videos, social media and webpages.


Logo usage examples

Our Clinic

More info



As per the terms of use, please contact your Southern Cross Partnership Manger for approval before you publish any item with the Affiliated Provider logo, including (but not limited to) brochures, signage, advertisements, videos, social media and webpages.

 **James Medical Centre
Skin Cancer Clinic**

Caring for North Canterbury

Dr Adam James


Full Mole Checks
using Dermoscopy

Surgical Management
and Aftercare

Comprehensive, Affordable, Convenient

Ph 03 9204060

52 Main Street Road, Location
www.jamesscc.co.nz

 Southern Cross
Affiliated Provider
For selected services

Hokitika has recorded a
50mm.
comparison Christchurch's
rainfall was 600mm, while
Oxford was 1200mm.

Hamilton and Auckland tomorrow
morning it would only bring
showers, Oosterwijk said.
There were isolated showers
forecast for those two cities today.


**THE VEINS?
Treatment!**

treatment options:

sockings needed!

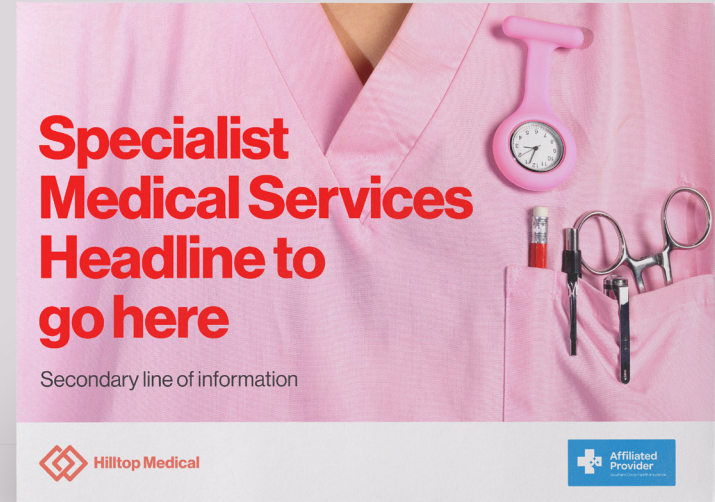
TRE

North Shore
(arral necessary)
tre.co.nz
p.nz

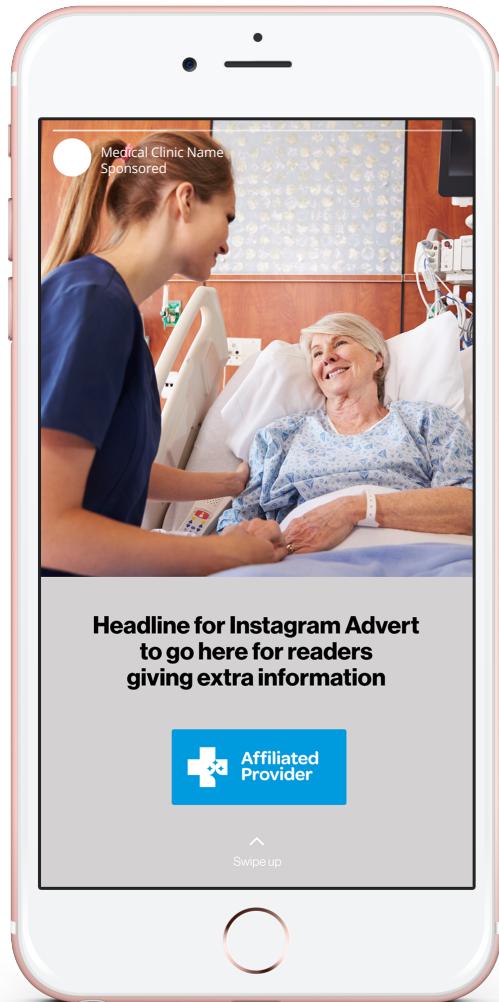
 Affiliated
Provider


nib first
choice

+ A
+ A



Logo usage examples





Radiology Service


- 📁 Radiology - Diagnostic 📁 Radiology - Interventional 📁 Oncology 📁
- 📁 Ultrasound 📁 Musculoskeletal Radiology

📍 Auckland

[Southern Cross Health Insurance Affiliated Provider](#)

Radiology information, this is now positional copy only and is not meant to be read as true from this point onwards and serves as a guide to copy length...

[READ MORE →](#)



Name here

- 📁 Plastic & Reconstructive Surgery 📁 Cosmetic Surgery 📁 Hand & Wrist Surgery
- 📁 Skin Cancer 📁 Body Contour / Liposuction 📁 Eyelid Surgery / Blepharoplasty
- 📁 Prominent Ear Surgery / Otoplasty 📁 Carpal Tunnel Syndrome - CTS

📍 Auckland

[Southern Cross Health Insurance Affiliated Provider](#)

Surgeon information, this is now positional copy only and is not meant to be read as true from this point onwards and serves as a guide to copy length...

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The screenshot shows a web interface for 'Health Portal'. At the top, there is a blue header with the 'Health Portal' logo and text, and a grey navigation bar with 'Directory | A-Z | Search'. Below this is a larger 'Health Portal' logo and the heading 'Specialist in Health Referrals'. A search bar contains the text 'cardio' and a magnifying glass icon. Below the search bar, it says '87 matches found' and 'Sort by: | A-Z | closest match'. There are two search results, each featuring a profile picture, a name placeholder, a specialist category, a description, and a Southern Cross Health Insurance Affiliated Provider logo. A sidebar on the right contains 'Referral capability' and 'Search Tips' sections.



Health Portal

Directory | A-Z | Search



Specialist in Health Referrals

Search

cardio



87 matches found

Sort by: | A-Z | closest match



Name here | Specialist category

Description here, this is now positional copy only and is not meant to be read as true from this point onwards - it serves as a guide to length of copy only and is not meant to be read as true. This is now positional copy only and is not meant to be read as true from this point onwards - it serves as a guide to length of copy only and is not meant to be read as true.



Southern Cross Health Insurance Affiliated Provider

Contact | Compose Referral | Other information



Name here | Specialist category

Description here, this is now positional copy only and is not meant to be read as true from this point onwards - it serves as a guide to length of copy only and is not meant to be read as true. This is now positional copy only and is not meant to be read as true from this point onwards - it serves as a guide to length of copy only and is not meant to be read as true.



Southern Cross Health Insurance Affiliated Provider

Contact | Compose Referral | Other information

Referral capability:

- Receive referrals with multiple attachment types (see eReferral form)
- Receive referrals with .txt and .rtf attachment
- Receive referrals by print and fax only

Search Tips:

- Partial Words:** by default, CareSelect will find variations of search terms, e.g. car will give you results for Cartwell, Cardiac and Cardiology
- Multiple Words:** when you enter more than 1 word, CareSelect will search on the words separately, e.g. Smith abdominal will give you results for Smith OR abdominal

Additional guidelines for radio advertising

Guiding principles of radio advertising

Radio advertising which refers to your affiliation with Southern Cross Health Insurance should relate to the services provided under your Affiliated Provider agreement. For example, “[Practice / facility name] is an Affiliated Provider to Southern Cross Health Insurance for [contracted services]”.

Approval of radio scripts

Please ensure you send your radio advertisement scripts for approval by Southern Cross prior to recording.

Contact

For help, information or approval regarding the use of the Southern Cross Affiliated Provider logo, please contact your Partnership Manager in the first instance.

To download the logo go to:
aplogo.southerncross.co.nz

You will need to register and agree to the terms of the End User Licence Agreement