



TongaHealth

Branding and Communication Guidelines

Promoting an Active and Healthy Tonga

Branding and Communication Guidelines

For all Stakeholders, Grant Recipients, NGOs, and other partners

Branding is a key mechanism for enhancing the visibility of TongaHealth, and it's Key Stakeholders roles. Correct branding maximises recognition of the secretariat and facilitation role played by TongaHealth, and the development role played by it's key stakeholders. This also increases the accountability and transparency of each of their respective roles.

Co-Branding and Communications

1. Visual and Audio-Visual

The logo of Tonga Health Promotion Foundation (TongaHealth) and it's donor/s is to be incorporated as a "co-brand" in all visual/ audio visual media and communication activities that are facilitated, coordinated, integrated, monitored or evaluated either by TongaHealth or by any TongaHealth donor/s. These include but are not limited to all print (some eg. newspapers, press releases, articles, billboards, posters, flyers, stickers, coreflutes), online (some egs. websites, microsites, service / help lines (recorded), social media (such as Facebook, twitter), videos (some egs. television, presentation films, promotional films, ads/spots), and research reports.

Please refer to the following guidelines for all visual and audio-visual co-branding:

- i. Logos of TongaHealth and it's donor/s to be obtained from the Corporate Communications Department via email to info@tongahealth.org.to attention: CCD, specifying the medium that it will be used on.
- ii. All final creatives with placement of TongaHealth and TongaHealth donor/s logos to be either emailed (info@tongahealth.org.to attention CCD) or delivered to the Corporate Communications Department at the Tonga Health Promotion Foundation office for preview by the C.E.O. of TongaHealth before finalisation of the said communication / media activity. Please note a minimum of 21 business days is required.
- iii. Please note once the final creatives have been approved by TongaHealth any changes, additions or modifications will require the process stated in points 1.i and 1.ii to be repeated.
- iv. Copies of all released creatives to be submitted within 21 working days of their release. Each released creative must be clearly labeled with: Name of Recipient and all sub-contractors, activity title, date of release.
- v. *An exemption for not applying branding may be granted by the CEO of TongaHealth if there is a compelling case.*

2. Audio

Mention of Tonga Health Promotion Foundation and its donor/s as a “co-brand” on all audio media and communication activities that are facilitated, coordinated, integrated, monitored or evaluated either by TongaHealth or by any of its donor/s. These include but are not restricted to media releases, radio, service/ help lines, announcements, speeches or any other audio activity.

Please refer to the following guidelines for all audio co-branding:

- i. Exact name/s for announcements to be obtained from the Corporate Communications Department via email to info@tongahealth.org.to attention: CCD.
- ii. All final creatives with inclusion of Tonga Health and its donor/s names to be either emailed (info@tongahealth.org.to attention CCD) or delivered to the Corporate Communications Department at the Tonga Health Promotion Foundation office for review by the C.E.O. of TongaHealth before finalisation of the said communication / media activity. Please note a minimum of 21 business days is required.
- iii. Please note once the final creatives have been approved by the CEO of TongaHealth any changes, additions or modifications will require the process stated in points 2.i and 2.ii to be repeated.
- iv. Copies of all released creatives to be submitted within 21 working days of their release.
- v. *An exemption for not applying branding may be granted by the CEO of TongaHealth if there is a compelling case.*

3. Activity Events

- i. Activity Event details to be emailed (info@tongahealth.org.to attention CCD) or delivered to the Corporate Communications Department at the Tonga Health Promotion Foundation office for review by the C.E.O. of TongaHealth before finalisation of the said Activity Event. Please note a minimum of 21 business days is required.
- ii. Representatives of TongaHealth and its donor/s to be invited to all Activity Events.
- iii. If required by TongaHealth and its donor/s, an opportunity to speak at the Activity Event to be provided to the said representative/s.

Media / Event Plan

A copy of your yearly Media / Event plan is to be submitted to TongaHealth, 3 months prior to the start of the financial year. This is to facilitate and identify how TongaHealth can facilitate some of these in accordance to the National NCD Strategy.

Stationery

- i. Stakeholders, Grant Recipients, NGOs, other partners and their respective staff must not use either Tonga Health Promotion Foundation or it's donor/s logos or names on any stationery, including business cards, as this can incorrectly imply that the organisation acts with the authority of TongaHealth or it's donor/s, or that staff are TongaHealth or donor/s employees.
- ii. It is permissible for someone working for a partner organisation to obtain a statement of acknowledgement if required through the CEO of TongaHealth by contacting the Corporate Communications Department either by email on info@tongahealth.org.to attention CCD or at the Tonga Health Promotion Foundation office.

Generic

All TongaHealth and TongaHealth donor logos, taglines, content, trademarks, service marks, trade names, slogans, graphic images, photography, information (eg. Researches, confidential, etc.) to be used only with prior permission. This can be obtained by contacting the Corporate Communications Department either by email on info@tongahealth.org.to attention: CCD or at the Corporate Communications Department of Tonga Health Promotion Foundation.