NationalSunSmart Brand Requirements

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

Published by
Cancer Society of New Zealand

July 2025

Contents

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 ultraviolet (UV) radiation exposure.

Trade Mark

The SunSmart Trademark is registered to Health New Zealand. The Cancer Society of New Zealand has a license agreement 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 Aotearoa 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.
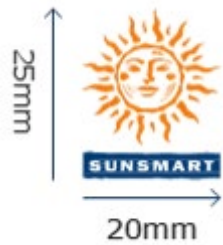
To ensure the logo is legible and easy to recognise, the minimum size must be 20mm x 25mm (print) and 250px wide (digital).

100mm

300px
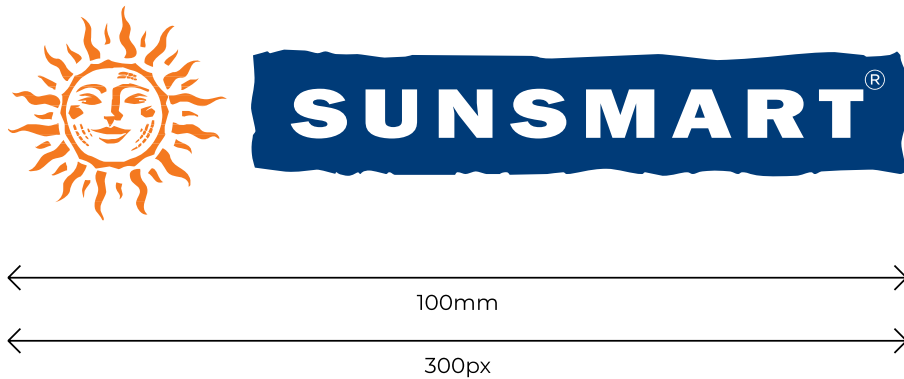
Logo clear space around logos

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

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

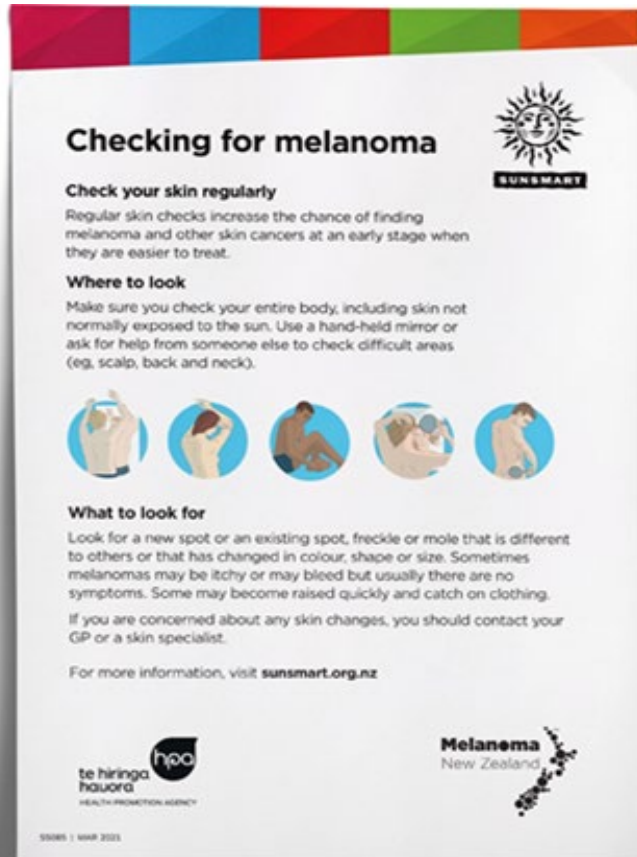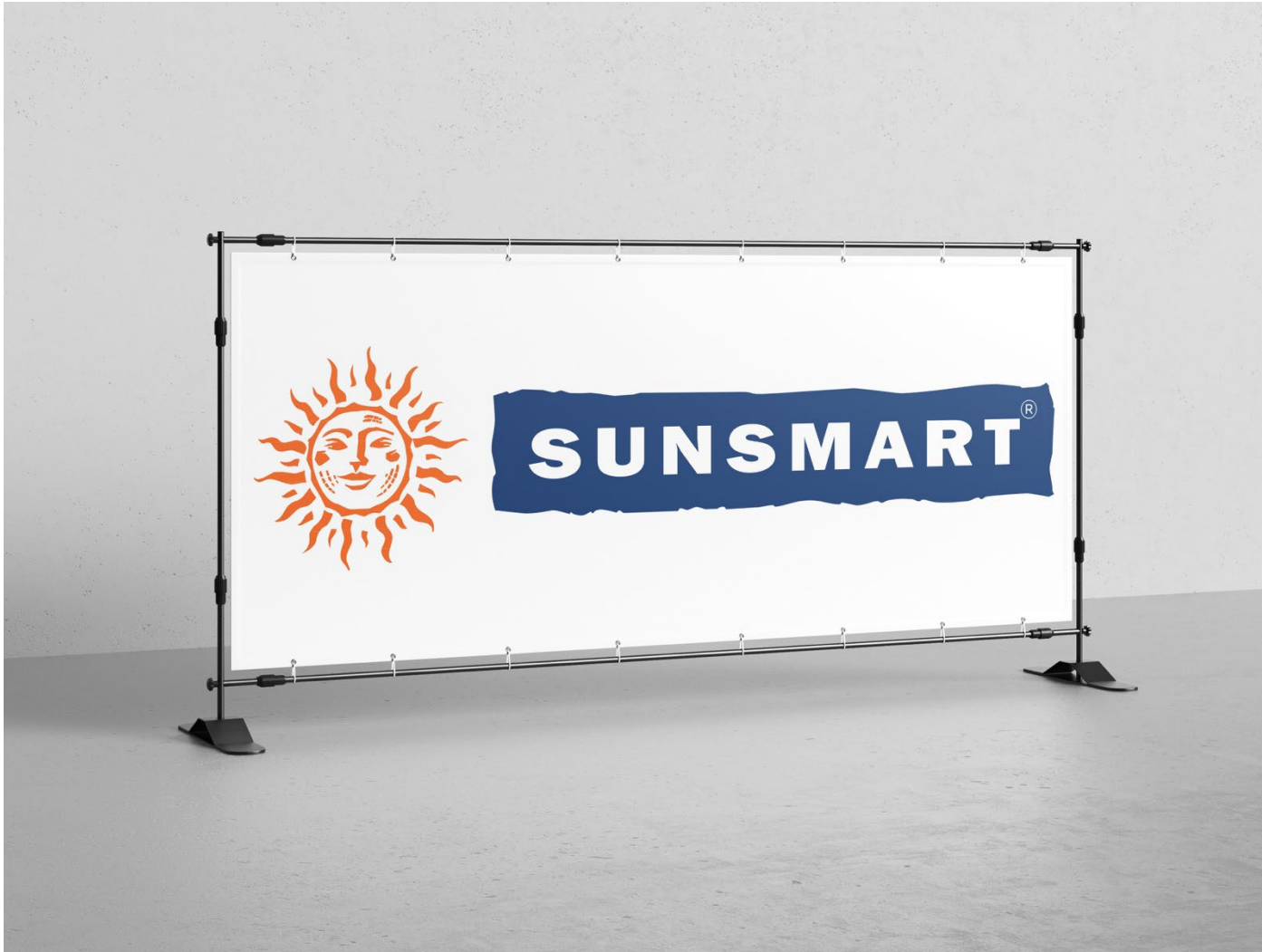Checking for melanoma

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**

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 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, Slop, Slap,* should not be used in isolation and should always be followed by *and Wrap.*

Slip   **Slip**   **Slop**   **Slap**   **Wrap**