



Media Release

Thursday 29 April 2010

Introducing the New Southern DHB Logo



When the new Southern DHB comes into being on 1 May it will proudly be represented by a logo created by Dunedin graphic design artist Tim Kemmett.

The new Southern DHB logo was unveiled today by Otago and Southland DHBs' Regional CEO Brian Rousseau at a presentation attended by DHB staff, management and Mr Kemmett in the Otago DHB Board at Dunedin Hospital and by video-conference link at Southland Hospital.

Mr Kemmett's winning design was chosen as the new logo from seventy-eight entries, submitted by forty DHB staff and members of the Southland and Otago communities, in the Southern DHB's logo competition.

The logo will be used in all branding, signage and documentation for the new Southern DHB, which is to be created from the merger of the Southland and Otago DHBs, from Saturday, 1 May 2010.

Mr Rousseau said the judging panel, which included Mr Rousseau, Otago Polytechnic Applied Design Research General Manager Mark Millar, Runanga representatives Marcia Te Au, Tracey Wright -Tawha and Ria Brodie and three other Otago and Southland DHB staff members, were unanimous in their choice of winning logo.

"It was a simple yet effective and modern design which captured the essence of both the Otago and Southland regions," said Mr Rousseau.

"Panel members felt the waves closely resembled the rolling hills and rugged coasts of our regions. We are confident this logo will stand the test of time and is one our new organisation can be proud of."

Mr Kemmett, who works as a senior graphic designer at Williams Signs + Graphix in Dunedin, said he was proud his design had been selected as the winning logo to represent the Southern DHB. "I had aimed for a modern, sleek fresh look, with the flowing lines representing wind, water and movement," he said.

"I'm looking forward to seeing the design used throughout a range of different media at the Southern DHB."

Mr Rousseau said he was very pleased the community had shown great support for the competition. "We appreciate the creativity, time and hard work people put in to their designs.

"Each of the judges looked at every single design and were impressed with the level of creative talent in our community.

We would like to sincerely thank everyone who took part."

Mr Kemmett was awarded with an Apple iPhone, generously sponsored by the DHBs' telecommunications partners Gen-I Dunedin, as a prize for winning the competition.

About the designer:

Tim Kemmett, (28) of Dunedin is a married father of one who works as a Senior Graphic Designer at Williams Signs + Graphix in Dunedin. Tim has been working in the graphic design industry for over seven years. He says he loves the challenge and freedom to create original designs and artworks that are used and seen out in the community.

Media Queries

Contact Jo Harvey, Regional Communications Officer, Southland and Otago DHBs on 027 674 1758.

Note: A printable version of the new logo is available on request:

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