



Media Release

Tuesday 9 March 2010

Design a Logo for the new Southern DHB

Southland and Otago DHBs want their communities to get involved in creating a fresh new logo for the Southern DHB when it comes into being on 1 May.

"It's really important to us that the Southland and Otago communities feel a sense of ownership, recognition and pride in the new Southern DHB," says Regional CEO Brian Rousseau.

Therefore we have decided to hold a competition for our communities and staff to design a new logo and be involved in projecting our core identity and values.

The Southern DHB logo competition is open until Thursday 1 April, which gives people three weeks to design and submit their concept.

DHB management will consult with local Runanga before the new logo is unveiled on 1 May – the day the Southern DHB comes into being.

While the design brief will be quite open, Mr Rousseau said it needs to reflect both the Southland and Otago regions and the new DHB's ongoing commitment to putting the patient first and providing ongoing quality and sustainable health care to its population.

"An organisation's logo should reflect its people, what it provides, its vision and values and how it goes about achieving it," said Mr Rousseau.

"This important symbol will be used in all branding, including signage, uniforms and all documentation.

"A key principle for the existing Southland and Otago DHBs, which will transfer to the Southern DHB, is that the public has a say in the provision of health care services in its community. Therefore it seems only right that the community has a say in how we project that."

The logo design competition is open to people of all ages, provided they are a resident of Southland or Otago.

Submissions need to be in jpeg format, no larger than two megabytes and emailed to logocomp@osdhbs.govt.nz before 9am Thursday 1 April 2010. To see our Terms and Conditions of entry please visit www.southerndhb.govt.nz

The winner of the logo design will receive an Apple iPhone, kindly donated by Gen-i and will be notified by email.

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