ACT Government Health

MEDIA RELEASE

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Canberra Hospital and Health Services to get new branding

ACT Government Health Directorate Director-General Dr Peggy Brown, today invited the community to provide input on options that have been developed for a new logo for Canberra Hospital and Health Services.

"The Health Directorate has developed some options for a fresh new logo and branding for Canberra Hospital and Health Services to reflect the many changes we are making to the health system in the ACT," Dr Brown said.

These include the new women and children's hospital, new cancer centre and the new adult mental health unit," she said.

"A decision on the new branding will be of great significance in helping to shape the identity and vision for our health services" Dr Brown said.

"The Government is investing over $1 billion in developing the ACT health system and we are seeing many new projects starting to come on line, others nearing completion, and still others being planned. It is important that we provide a consistent image that ties these projects together," she said.

"We felt that this was the perfect opportunity to look at our branding and what could be done to give Canberra Hospital and Health Services a unified image, Dr Brown said.

"It will assist in providing clear and consistent signage as the new developments come on line," she said.

"They will also be integral in the development of recruitment, research bids and public awareness campaigns and we hope it will provide a strong brand that the community can identify with and support," Dr Brown said.

"I am now inviting comments from the public for the next two weeks on the design options."
Dr Brown said.

The three logo design options can be viewed in the foyers of Canberra Hospital and the Community Health Centres and on the website www.communityengagement.act.gov.au

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