



**Interplast<sup>®</sup>**

# **'HOW TO USE GUIDE' FOR CORPORATE PARTNERS**



**2022**

# THANK YOU FOR PARTNERING WITH INTERPLAST AUSTRALIA & NEW ZEALAND (INTERPLAST)

Thank you so much for your support of Interplast. We look forward to a successful partnership.

By supporting Interplast, you're not only helping to provide life-changing surgeries to those in need, but you're also changing the futures of hundreds of communities across the Asia Pacific through your support of our training and mentoring programs. We simply couldn't do it without you.



To make your job easier and to help you showcase your support of Interplast, we've developed a 'How to Use Guide' for corporate partners. This guide outlines how you can talk about Interplast and the way in which your support plays a critical role in helping us to achieve our mission of 'repairing bodies and rebuilding lives' in the Asia Pacific region.



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

# OVERVIEW OF THE 'HOW TO USE GUIDE'

---

## HOW TO TALK ABOUT THE WORK AND MISSION OF INTERPLAST

- General introduction to the work and mission of Interplast
- 'Do's and Don'ts' when talking about Interplast (language & terminology requirements)

## HOW TO USE THE 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGOS

- What not to do with the logos
- Interplast 'Proud Supporter' and 'Partner' logo requirements:
  - Components of the logos
  - Minimum sizing of the logos
  - Usage of the logos on backgrounds
  - Black and white logo versions

## HOW TO REFERENCE INTERPLAST ON YOUR SOCIAL MEDIA PLATFORMS

- Interplast social media handles
- Use of hashtags
- Draft social media post



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

# HOW TO TALK ABOUT THE WORK & MISSION OF INTERPLAST

## GENERAL INTRODUCTION TO THE WORK AND MISSION OF INTERPLAST

Interplast is one of Australia and New Zealand's best kept secrets. For 30 years, we've been repairing, rebuilding and transforming lives across the Asia Pacific.

The dual purpose of our not-for-profit organisation is to 'repair bodies and rebuild lives' by providing life-changing surgery today and establishing sustainable health systems tomorrow.

Our work involves sending teams of fully qualified staff – including plastic and reconstructive surgeons, anaesthetists, nurses and allied health professionals – to [17 countries](#) across the Asia Pacific region (including Nepal, Bangladesh and Papua New Guinea). In these countries, we repair, rebuild and transform the lives of those in need by providing free reconstructive surgeries that restore function – and hope – to people affected by cleft lip and palate, burn scar contractures, trauma injuries, tumours, growths, hand and foot injuries, congenital anomalies and more.

Whilst it is important to highlight that a core focus of Interplast's mission involves providing life-changing surgeries to those in need, it is also important to emphasise our long-term purpose, which is to build the capacity and sustainability of health systems across the Asia Pacific.

We achieve this through our training and mentoring programs, which empower local medical personnel by providing them with the skills and knowledge needed to administer safe and appropriate treatment independently. Ultimately, by strengthening local medical capabilities, our work changes the futures of hundreds of local communities in the Asia Pacific region.

When talking about Interplast, our work and our mission, it is important to emphasise our dual purpose of providing life-changing surgery today and sustainable health systems tomorrow.

If you would like to use specific examples of patient and training stories, please refer to our [2020-2021 Annual Report](#), which showcases our recent training programs in Fiji (pg. 11) and our surgical programs in Nepal (pg. 12).



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

## 'DO'S AND DON'TS' WHEN TALKING ABOUT INTERPLAST

When introducing the organisation, it is important to always use our full name – Interplast Australia & New Zealand (please note the ampersand ('&'), not the word 'and') – followed by our shortened name – Interplast – in a bracket. Thereafter, simply use Interplast when referencing the organisation.

- eg: *We are proud to announce our new partnership with Interplast Australia & New Zealand (Interplast). Interplast's work in the Asia Pacific region has...*

The language used to describe Interplast and our work is also very important. Developmental and positive language should be used to reflect the developmental focus of Interplast, as this is one of the areas that sets us apart. As such, we have provided some quick reference points on the correct of terminology and language:

DO	DON'T	WHY
Include terms that reference the purpose of our training programs. eg: "capacity-building", "skills development", "long-term sustainability".	Don't talk solely about individual patients/surgeries without referencing training and mentoring programs.	Reflects Interplast's dual purpose of providing life-changing surgeries today and sustainable health systems tomorrow.
Refer to Interplast as a "not-for-profit organisation".	Don't refer to Interplast as a "charity".	Language in line with our strategic values.
Use terms such as "developing country", "least developed country" and "low-income country".  *Note: Before describing specific countries in this way, you must first check where that country is regarded in the international community > OECD.	Don't use the term "Third World Country".	Correct terminology.
Use 'developmental' language. eg: "empower", "facilitate", "strengthen", "encourage", "support", etc.	Don't use 'helping' words such as "give" or "grant".	Corresponds with our mission to rebuild lives, which is achieved in part by empowering patients.
Use "procedures".	Don't use "operations".	Correct terminology.
<b>Disabilities</b> – use positive language when talking about people with disabilities:  Use 'people-first language' when describing patients with a disability. eg: "the patient with a cleft lip".  When describing people without a disability, use terms such as "not-disabled" or "non-disabled".	<b>Disabilities</b> – don't use terms like "invalid", "the disabled", "the handicapped", etc.  Don't define patients by their disability. eg: don't label a patient as "the cleft lip patient".  Don't describe people without a disability as "normal" or "able-bodied".	Correct terminology and inclusive language.



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

# HOW TO USE THE 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGOS

To assist you in showcasing your support of Interplast, we have developed some 'Proud Supporter' and 'Proud Partner' logos for use across all of your printed and electronic promotional material. You can find all the logos that you will need [here](#)

The following guidelines for the use of these logos must be strictly adhered to:

## WHAT NOT TO DO WITH THE 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGOS

Correct and consistent usage of the logos is essential to maintain Interplast's identity. As such, please ensure that you:

- Don't alter the colours of the logos.
- Don't crop the logos.
- Don't stretch, compress or change the proportion of the logos when scaling them.
- Don't add effects to the logos.
- Don't place the logos over busy photographic imagery.
- Don't remove the trademark symbol from the logos.
- Don't place your corporate logo alongside the DFAT logo (if the program is jointly funded by DFAT and your organisation).



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

## INTERPLAST 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGO REQUIREMENTS

### COMPONENTS OF THE LOGOS:

The 'Proud Supporter' and 'Proud Partner' logos both consist of four elements:

- The 'Proud Supporter' or 'Proud Partner' wording
- The globe with the map of the Asia Pacific region
- The organisation's name – Interplast™
- The tagline – 'Repairing bodies & rebuilding lives in the Asia Pacific region'.

When using these logos for any application, you must use either the horizontal logo, as seen below:





## CONT.

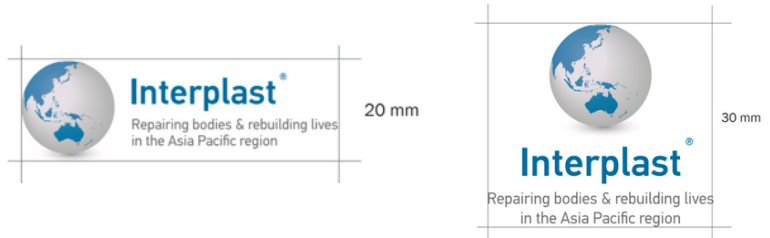
### INTERPLAST 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGO REQUIREMENTS (CONT.)

#### MINIMUM SIZING OF THE LOGOS:

Minimum sizes have been developed to maintain legibility, and thus must be used correctly for both the 'Proud Supporter' and 'Proud Partner' logos.

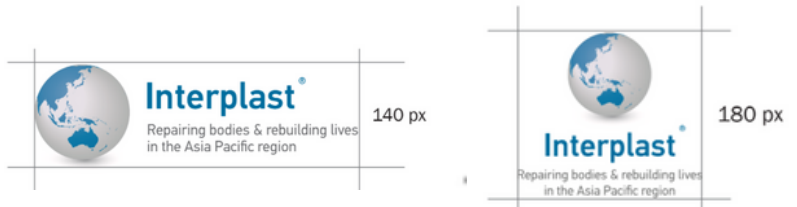
##### Minimum size for *print* applications:

- *Horizontal* version of the logos: 20mm(h)
- *Vertical* version of the logos: 30mm(h)



##### Minimum size for *online* applications:

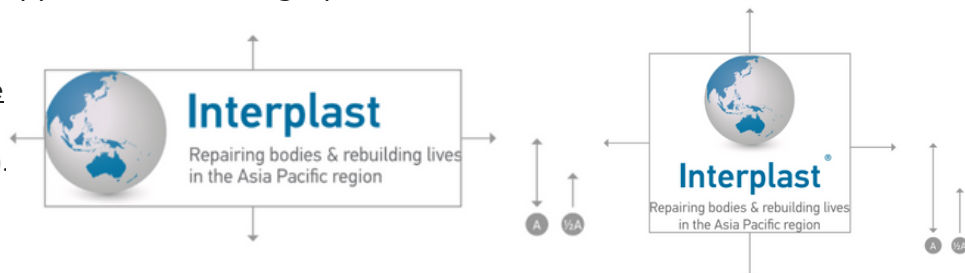
- *Horizontal* version of the logos: 140 pixels
- *Vertical* version of the logos: 180 pixels



#### Exclusion zone:

To ensure the logos are clear of any visual distractions, it is important to adhere to our exclusion zone requirements (\*Applies to print & online applications of all logos).

- The exclusion zone must be half the height of the logo and tagline, as illustrated in the layout provided (A).



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region



# CONT.

## INTERPLAST 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGO REQUIREMENTS (CONT.)

### BLACK AND WHITE LOGO VERSIONS:

Should you require, the 'Proud Supporter' and 'Proud Partner' logos are also available in black for use on a variety of background colours (so long as there is enough contrast for the logo to stand out):



There are also all-white logo versions for use on dark coloured backgrounds (as seen below). If you wish to use these, head to the [logos folder](#) to find transparent versions.



**Interplast**

Repairing bodies & rebuilding lives  
in the Asia Pacific region

# CONT.

## INTERPLAST 'PROUD SUPPORTER' & 'PROUD PARTNER' LOGO REQUIREMENTS (CONT.)

### USAGE OF THE LOGOS ON BACKGROUNDS:

#### Usage of the 'Proud Supporter' or 'Proud Partner' logos on a photographic background image:

Using the logos over a busy, cluttered area of a photographic background image is not appropriate or recommended. As such, the **all-white version** of the logos (with the tagline and no shadow beneath the graphic) should be used when either appear on a photographic image. The placement of an all-white version of the logo on a photographic image is very important and is entirely dependent on the image itself.

Considering this, we have provided a template below to help you identify an appropriate, clean and clear section of any background image to include the 'Proud Supporter' and 'Proud Partner' logos.



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

# HOW TO REFERENCE INTERPLAST ON YOUR SOCIAL MEDIA PLATFORMS

## INTERPLAST SOCIAL MEDIA HANDLES

When tagging Interplast in social media posts, please use our correct handles:

Facebook | Instagram | Twitter - [@interplastanz](#)

LinkedIn - [Interplast Australia & New Zealand](#)

## USE OF HASHTAGS

When promoting your support of Interplast on social media, please include the appropriate hashtags:

<b>All posts:</b>	<a href="#">#interplast</a> <a href="#">#interplastanz</a> <a href="#">#changingfutures</a> <a href="#">#repairingbodies</a> <a href="#">#rebuildinglives</a>
<b>Allied health:</b>	<a href="#">#alliedhealth</a> <a href="#">#occupationaltherapy</a> <a href="#">#physiotherapy</a> <a href="#">#speechtherapy</a>
<b>Surgical/Vol posts:</b>	<a href="#">#globalsurgery</a> <a href="#">#safesurgery</a> <a href="#">#globalhealth</a> <a href="#">#capacitybuilding</a> <a href="#">#healthforall</a> <a href="#">#lifechanging</a> <a href="#">#changingfutures</a> <a href="#">#training</a>
<b>Active/Challenge events:</b>	<a href="#">#activeinterplast</a> <a href="#">#teaminterplast</a> <a href="#">#fundraiser</a> <a href="#">#changingfutures</a> <a href="#">#getactive</a>



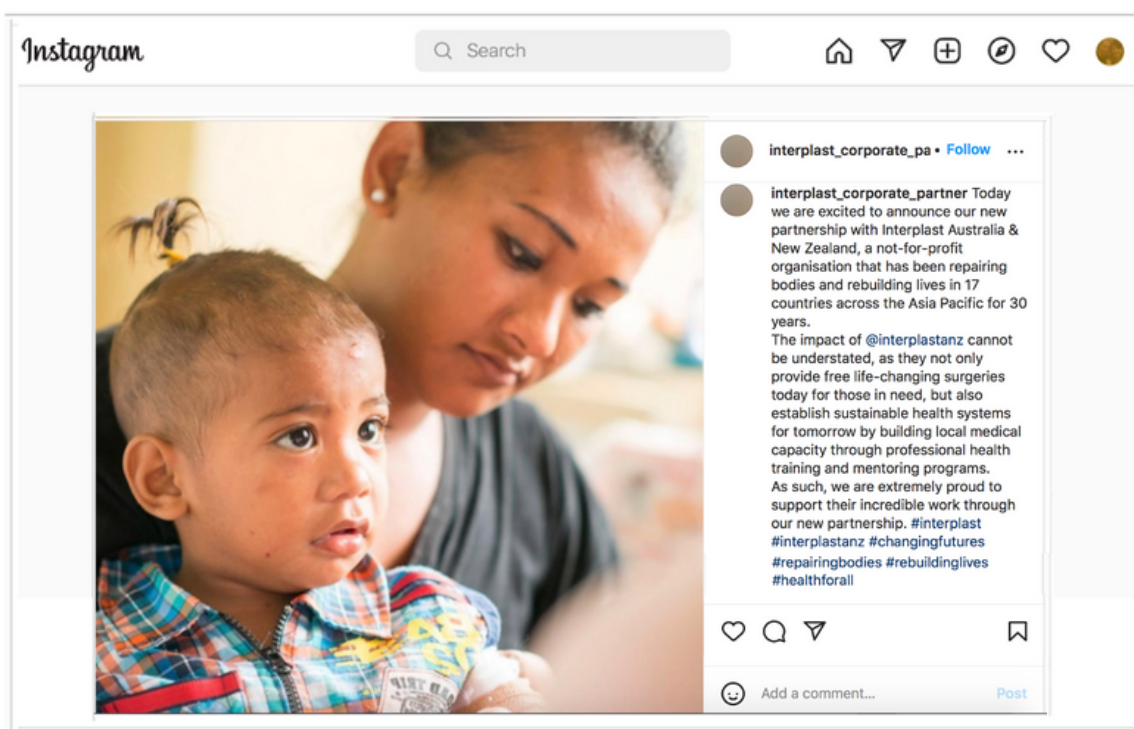
**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region

# CONT.

## DRAFT SOCIAL MEDIA POST

To help you draft your social media posts to promote the launch of our exciting new partnership, we have provided an example below. (Please note: all final content should be approved by Amanda Whitty before publication).



Thanks again for your generous support of Interplast Australia & New Zealand.

If you have any questions, please contact Amanda Whitty at [amanda.whitty@interplast.org.au](mailto:amanda.whitty@interplast.org.au)



**Interplast**<sup>®</sup>

Repairing bodies & rebuilding lives  
in the Asia Pacific region