



# BRAND GUIDELINES

> LAST UPDATED OCTOBER 2024

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# Introduction

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## Who is Comcare?

Comcare is a Commonwealth statutory authority established under:

- the Safety, Rehabilitation and Compensation Act 1988 (SRC Act) and
- covered by the Commonwealth Authorities and Companies Act 1997 (CAC Act).

Comcare administers:

- the Commonwealth's workers' compensation scheme under the SRC Act; and
- the Work Health and Safety Act 2011 (WHS Act).

## What does this actually mean?

We are the national workers' compensation scheme that covers employees and employers in both the public and private sector. The Comcare scheme covers more than 400,000 workers and 200 employers. The Scheme provides employers with standardised workers' compensation coverage and rehabilitation arrangements. Our work also supports safe workplaces that encourage workforce participation and productivity.

At Comcare we work with employers and employees to prevent workplace injuries and to achieve an early, safe and durable return to work. We also apply sanctions if an employer fails in their duty of care and provide employees with economic and non-economic benefits for work-related injuries or illnesses.

## The Comcare scheme

Our role is to support participation and productivity through healthy and safe workplaces. We also aim to minimise the impact of harm in workplaces covered by Comcare.

## Purpose

**Comcare's purpose is to promote and enable safe and healthy work.**

## Values

- act with integrity and respect
- collaborate and innovate
- strive to have a positive impact.

## Priorities

- excellence in service provision
- engagement with our stakeholders
- prevention and early intervention, across our scheme
- insight driven and risk and evidence-based practice
- being adaptive and sustainable in the face of change

## What do this document contain?

This document provides resources, guidance and information on using the Comcare brand. From the brand architecture, through to detailed design assets and principles, logo marks, colours and typography - it is the essential reference point, ensuring we always represent the best our Commonwealth has to offer, in a cohesive and compelling manner – whether here at home, around Australia or around the world.

## Guidelines

These brand guidelines provide the basic elements and styles for designers, printers, and others commissioned to apply the Comcare brand. The aim is to attain a high visual standard, and a professional and consistent brand presence.

# Comcare logo

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Our logo is comprised of the Australian coat of arms symbol and name. These must always appear together. Our logo comes in two formats: Standard and stacked. The company logo is the primary identifier of Comcare. The logo should appear on all communications. The thoughtful and consistent reproduction and usage of the logo is critical to maintain high standards of visual representation.

## Standard logo

The standard logo is preferred where space allows for reproduction with the required clearspace at a size no smaller than the minimum required (see 'Logo clearspace, minimum sizes and positioning' on page 6).

## Stacked logo

In instances where space restrictions or design requirements make use of the standard logo impractical, the stacked logo may be used instead.

## Standard logo



**Australian Government**

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**Comcare**

## Stacked logo



**Australian Government**

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**Comcare**

# Logo versions

The logo can only be placed on a white background or a background colour from our primary colour palette: green, blue, dark blue, grey or red (see 'Colour palette' on page 9).

## Full colour application

The full-colour representation of the Comcare logo appears in **Pantone 541 C**. This is the preferred option for both print and online, where practical.

## Reversed application

Where the background is a solid, dark colour, the logo may be reversed out.

## Solid black application

When colour printing is not available, a solid black logo should be used on a white background. This variation of the logo can only be used when approval is given from the Design Studio. If you would like to seek approval please email: [s22@comcare.gov.au](mailto:s22@comcare.gov.au)

## Full-colour application



## Reversed application



## Solid black application



# Logo clear space and minimum size

## Usage specifications

Please ensure that the logo has appropriate clear space and is never reproduced smaller than the recommended sizes.

## Clear space

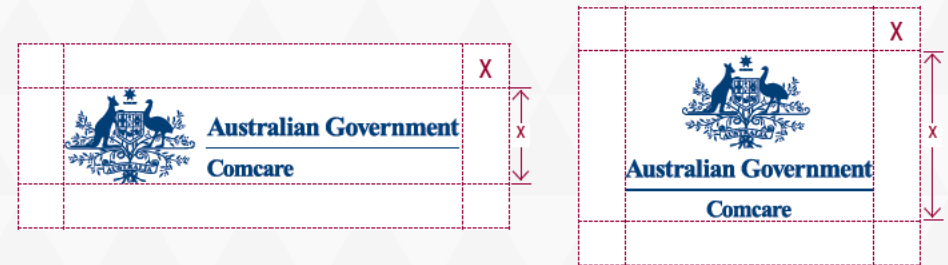
To maintain the clarity and integrity of the logo, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the logo that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

## Minimum size

Minimum size specifications are provided to ensure the logos are reproduced effectively at a small size. Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

## Clear space

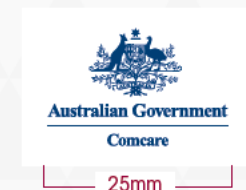
minimum clear space = 'x'



## Minimum size



Print applications



Screen applications



# Logo rules - positioning

## Positioning

On its own, our logo may either be used in the top right or bottom left corner of a page (or along the top for websites and social media channels).

When appearing in a multi-page publication, then our logo should be placed on the first page of the document. **Don't overuse the logo.** It only needs to appear on the front and back page of a publication.

## Co-branding

We may use our logo alongside other organisational logos or campaign branding, provided this has been identified in a communication strategy and approved by the Director of Marketing and Communication, Strategic Partnerships and Engagement Unit.

The full-colour version of the logo is preferred for use on most applications in co-branded material. The Comcare logo should always be separated by a **solid line (Pantone 446 C)**. Thickness of line depends on the size of the logos.

Our logo is considered to be the primary logo and all others as secondary logos, meaning they must:

- always appear to the **left of our logo** when positioned at the **top right** of a page
- always appear to the **right of our logo** when positioned at the **bottom left** of a page
- not appear larger than the Comcare logo.

Please see 'Clears space and minimum size' on page 6 for clear space requirements when co-branding.

## Positioning

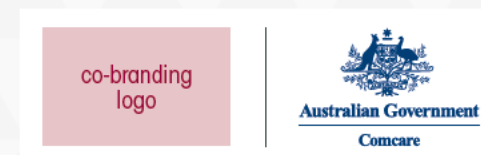
left of our logo



right of our logo

Examples of Comcare logo top right and co-branding bottom left

## Co-branding



Examples of Comcare logo co-branding

# Logo integrity

To maintain the integrity of our logo, consistent reproduction is crucial. Our logo is the cornerstone of our brand and identity amongst stakeholders. It is the basis for our corporate visual style and we all have a responsibility to ensure that it is used correctly.

**It is important that the logo is applied consistently across all communications. It should not be redrawn, digitally manipulated or altered in any way.**

**The logo should never be obscured, distorted, rotated or cropped.**

Awareness of improper usage of the logo, as illustrated here, assists with maintaining the integrity of the brand.

Our logo should always be reproduced from original artwork. Please contact the Marketing and Communications, Strategic Partnerships and Engagement Unit should you require original artwork files.

## Comcare logo usage DON'TS



**X**

**DON'T** put the full colour Comcare logo on a background that makes the Insignia illegible.



**X**

**DON'T** change word positioning.



**X**

**DON'T** box the Comcare logo.



**X**

**DON'T** put the full colour Comcare logo on a background that makes the Comcare name illegible.



**X**

**DON'T** stretch the Comcare logo.



**X**

**DON'T** put a box behind the Comcare logo.



**X**

**DON'T** condense the Comcare logo.



**X**

**DON'T** rotate. Please keep horizontal.



**X**

**DON'T** apply effects. Never alter the appearance of the logo.



**X**

**DON'T** change colours.



**X**

**DON'T** use greyscale version of logo at any time.



**X**

**DON'T** reproduce smaller than minimum size.



# Colour palette

The Comcare colour palette are the only colours that are allowed to be used with the Comcare Brand. The array of colours allows the user the flexibility to combine colours and create other palettes for sub brands. The palette can be used on the design elements and is predominantly used when developing:

- High-Profile brand development (Government)
- Campaign brand development
- Destination and brand development
- Government Initiative and brand development.

## Primary

The Comcare colour palette consists of **six** primary colours. For consistency, only use the exact colour specifications outlined here. For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications (e.g. web and PowerPoint), use the RGB or HEX breakdown.

## Primary



PMS 541 C  
C 100 M 61 Y 0 K 43  
R 0 G 60 B 113  
HEX # 003C71



PMS 7463 C  
C 100 M 53 Y 0 K 72  
R 0 G 43 B 73  
HEX # 002B49



PMS 362 C  
C 66 M 0 Y 100 K 9  
R 80 G 158 B 47  
HEX # 509E2F



PMS 446 C  
C 71 M 53 Y 55 K 53  
R 63 G 68 B 67  
HEX # 3F4443



PMS 306 C  
C 76 M 0 Y 0 K 0  
R 0 G 181 B 226  
HEX # 00B5E2



PMS 1955 C  
C 0 M 100 Y 43 K 43  
R 138 G 21 B 56  
HEX # 8A1538

# Colour palette (cont.)

## Secondary













Incorporating the primary colour palette, the Comcare secondary colour palette is designed to accommodate the great range of applications across all sectors of the brand.

The palette has been categorised into 21 colour, from navy to pink, but the colours do not have to be used in these sets. Any colour can appear next to another, as long as its use follows guidelines and the colours are a harmonious colour combination.




























## Tints

Tints of the primary and secondary colour palettes can be used, but only a percentage of the exact colour breakdown can be used.

## Secondary

 PMS 690 C C 26 M 98 Y 13 K 59 R 89 G 17 B 57 HEX # 591139	 PMS 524 C C 11 M 21 Y 0 K 0 R 213 G 194 B 216 HEX # D5C2D8	 PMS 320 C C 96 M 0 Y 31 K 2 R 0 G 156 B 166 HEX # 009ca9
 PMS 526 C C 66 M 100 Y 0 K 0 R 112 G 47 B 138 HEX # 702F8A	 PMS 7436 C C 2 M 12 Y 0 K 0 R 238 G 218 B 234 HEX # EEDA EA	 PMS 5483 C C 68 M 23 Y 28 K 14 R 79 G 134 B 142 HEX # 4F868E
 PMS 513 C C 48 M 96 Y 0 K 0 R 147 G 50 B 142 HEX # 93328E	 PMS 367 C C 48 M 0 Y 100 K 1 R 132 G 189 B 0 HEX # 848D00	 PMS 2461 C C 76 M 9 Y 37 K 1 R 37 G 149 B 145 HEX # 259591
 PMS 252 C C 26 M 67 Y 0 K 0 R 201 G 100 B 207 HEX # C964CF	 PMS 580 C C 17 M 0 Y 35 K 0 R 205 G 223 B 157 HEX # CDDF9D	 PMS 3252 C C 59 M 0 Y 26 K 0 R 42 G 210 B 201 HEX # 2AD2C9
 PMS 2572 C C 23 M 49 Y 0 K 0 R 201 G 139 B 219 HEX # C98BDB	 PMS 7485 C C 12 M 0 Y 25 K 0 R 216 G 230 B 183 HEX # D8E6B7	 PMS 628 C C 25 M 0 Y 4 K 0 R 183 G 221 B 225 HEX # 87DDE1
 PMS 250 C C 7 M 29 Y 0 K 0 R 231 G 188 B 228 HEX # E7BAE4	 PMS 339 C C 79 M 0 Y 60 K 0 R 0 G 179 B 136 HEX # 00B388	 PMS 2193 C C 92 M 24 Y 0 K 0 R 0 G 144 B 218 HEX # 00a9e0

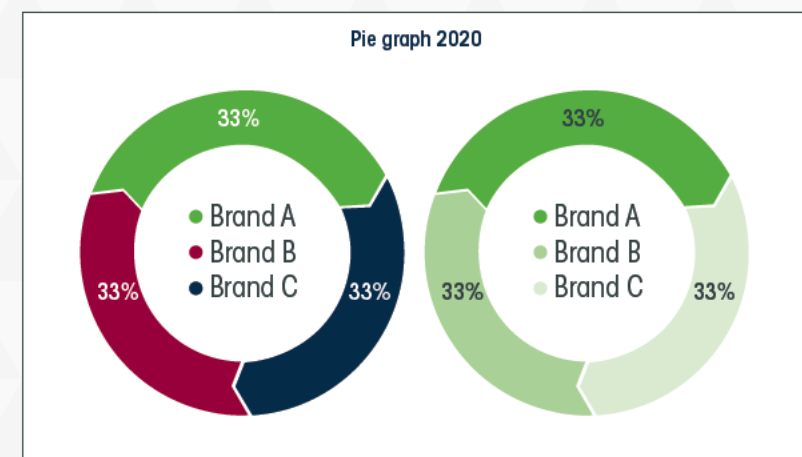
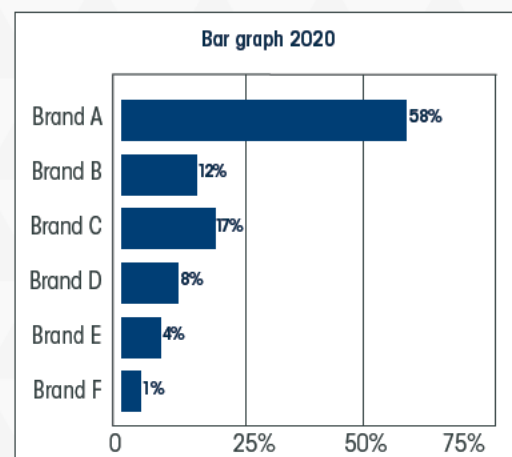
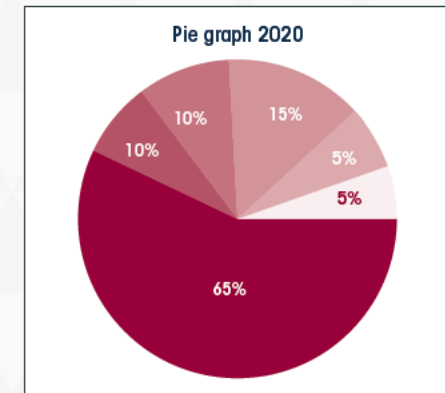
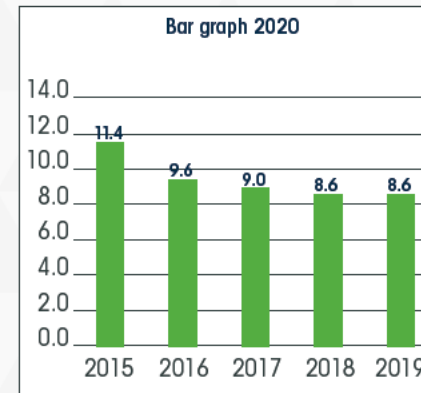
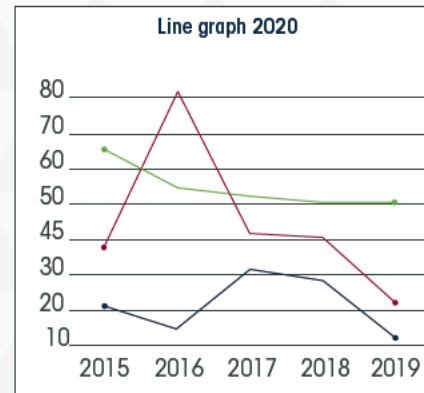
## Secondary

 PMS 7455 C C 86 M 66 Y 0 K 0 R 58 G 93 B 174 HEX # 3A5DAE	 PMS 649 C C 11 M 3 Y 0 K 0 R 219 G 226 B 233 HEX # DBE2E9	 PMS 169 C C 0 M 34 Y 21 K 0 R 255 G 179 B 171 HEX # FFB3AB
 PMS 284 C C 54 M 19 Y 0 K 0 R 130 G 172 B 214 HEX # 82ACD6	 PMS 1925 C C 0 M 100 Y 52 K 0 R 221 G 0 B 74 HEX # DD004A	 PMS 134 C C 0 M 11 Y 62 K 0 R 253 G 210 B 110 HEX # FDD26E
 PMS 2117 C C 31 M 13 Y 0 K 0 R 165 G 196 B 226 HEX # A5C4E2	 PMS 213 C C 0 M 95 Y 9 K 0 R 227 G 28 B 121 HEX # E31C79	 PMS 136 C C 0 M 22 Y 83 K 0 R 32 G 21 B 71 HEX # EEB736
 PMS 2707 C C 18 M 5 Y 0 K 0 R 197 G 219 B 233 HEX # C5DBE9	 PMS 212 C C 0 M 78 Y 2 K 0 R 240 G 78 B 152 HEX # F04E98	 PMS 7548 C C 0 M 11 Y 100 K 0 R 255 G 198 B 0 HEX # FFC600
 PMS P 115-1 C C 4 M 0 Y 0 K 0 R 237 G 242 B 245 HEX # EDF2F5	 PMS 210 C C 1 M 44 Y 0 K 0 R 249 G 159 B 201 HEX # F99FC9	 PMS 151 C C 0 M 54 Y 100 K 0 R 255 G 130 B 0 HEX # FF8200
 PMS 425 C C 63 M 51 Y 45 K 33 R 84 G 88 B 89 HEX # 545859	 PMS 203 C C 0 M 34 Y 0 K 0 R 236 G 179 B 203 HEX # ECB3CB	 PMS 166 C C 0 M 76 Y 100 K 0 R 277 G 82 B 5 HEX # e35205
 PMS 423 C C 44 M 33 Y 29 K 0 R 137 G 141 B 141 HEX # 898D8D	 PMS 711 C C 0 M 100 Y 100 K 7 R 206 G 35 B 42 HEX # CE232A	 PMS 185 C C 0 M 92 Y 76 K 0 R 228 G 0 B 43 HEX # e4002b
 PMS 442 C C 36 M 20 Y 23 K 2 R 162 G 172 B 171 HEX # A2ACAB	 PMS 2035 C C 0 M 100 Y 100 K 0 R 214 G 0 B 278 HEX # D5C2D8	
 PMS 441 C C 24 M 12 Y 14 K 0 R 190 G 198 B 196 HEX # BEC6C4	 PMS 1788 C C 0 M 93 Y 82 K 0 R 238 G 39 B 55 HEX # EE2E37	
 PMS 427 C C 14 M 8 Y 4 K 0 R 208 G 211 B 212 HEX # D0D3D4	 PMS 2345 C C 0 M 67 Y 52 K 0 R 255 G 109 B 106 HEX # FF6D6A	

# Graphs

Pie and Bar graphs are the preferred graph styles. If another type of graph is required, follow the look and feel of the graphs below as closely as possible.

## Graph examples



# Over arching icons

To be used on material including web EDMs, fact sheets, flyers, business cards, letterheads, publications and any other collateral requiring contact details. Only select a colour from the primary colour pallet, see page 9. The inside icon needs to be etched out of the background. If used on a solid background white can be used.

## Standard set icons



## Alternative icons



# Icons

Icons support simple messages. Icons can be used instead of photographs for digital communication, to help portray complex or sensitive concepts, providing an idea of the topic. Icons should be vector based, simple and use **no more than two Comcare colours** at a time (see 'Colour palette' on page 9).

They are to be used on material including fact sheets, flyers, business cards, letterheads, publications and any other collateral to enhance the content. Used sparingly, they can enhance your communication. Do not use drop shadows, reflections, jpegs or clip art.

## Icon examples



# Icons (cont.)

More examples of icons



# Icons (cont.)

## More examples of icons



# Icons (cont.)

More examples of icons







# Icons (cont.)

More examples of icons



# Icons (cont.)

## More examples of icons



# Icons (cont.)

## More examples of icons



# Icons (cont.)

More examples of icons







# Design elements

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Design elements are to be used as a subtle texture to enhance the layout. They are the building blocks that enhance the Comcare design. They are not to be used to distract from the copy or other design features. The geometric, angular triangles or organic forms create a negative shape that can be faded into the background. They create a sense of movement and progression and should be able to interconnect with each other.

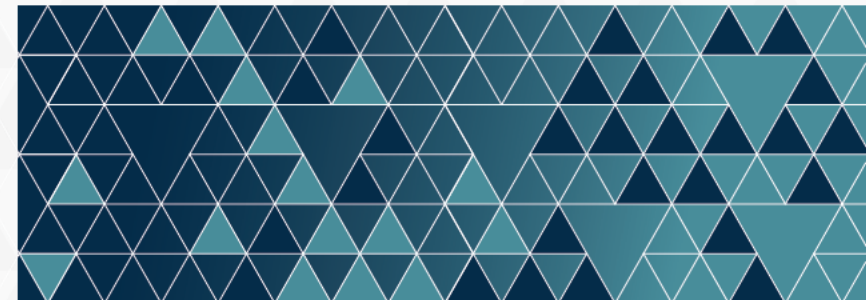
Photographs and vector images can be placed inside however it is important to be aware of the following;

## Shape, Line, Direction, Value, Size

They should all follow the same;

- line weighting (in white only)
- be positioned on the same angle plane
- repetition of the shape
- value/ percentage of colour should be the same strength, and
- the size needs to be consistent with direction however it can occasionally be altered to give a sense of movement.

## Design element examples





# Intersection device

## Intersection device angle

An intersection device has been created to enable contrast between image and text and allows Comcare to tell the story in a few words.

The intersection device can be positioned to the right or left of the primary logo or text. It has been designed to enhance the triangle design elements (see 'design elements' on page 16), working in conjunction with each other to give a subtle design feature, unique to Comcare.

It can be placed in a header and footer and can also be another element to place images into.

When using the coloured intersection devices you can:

- use solid colours, tints and opacities
- use gradients of colour but not together or over images
- use a multiply effect when colours overlap

## Shear angle

It is important that the intersection device is applied consistently across all communications and should always be at the below degree.

To create the intersection device in InDesign and Illustrator, use the path below.

Object - Transform - Shear ( $\pm 25^\circ$ )

## Gap between shears

A white gap must be displayed between the shears. Make sure it doesn't exceed more than 3-5mm depending on the ratio of the design or use a blend of colours in the shear angle.

## Design device examples

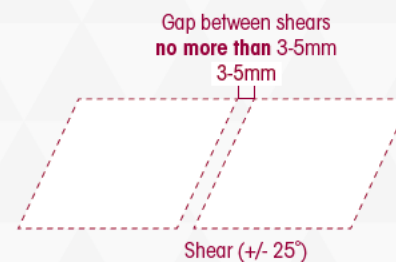
**Benefits of recovering at work**  
Research shows work can be an important part of your recovery.\*

"Good work is work that supports your health and wellbeing." Benefits can include:

- Stay connected with your colleagues and friends
- Recovering at work means you're likely to get better sooner
- Helps avoid longer-term injury or illness
- Reducing the chance of long-term effects
- Improving your physical and mental health
- Boost your self-esteem and well-being
- Getting back to your usual activities
- Have greater independence and get back to doing the things you enjoy

"I was nervous coming back to work. Getting back to work as soon as possible mentally helped me get back on my feet. Being at work helped me to focus on how far I'd come, not how far I had left to go in my recovery."

Benefits of recovering at work | comcare.gov.au | LinkedIn | Instagram | YouTube



**national safe work month** 2024

safety is everyone's business

Find out more >

**Emerging evidence alert**

Australian Government  
Comcare

**Managing WHS risks COVID-19 eGUIDANCE**  
available on Comcare LMS

Create an account or login >

**Climate change turns up the heat on outdoor workers** – Workplace Research Monthly

Read more >

**Benefits of preventive exercises for a common workplace injury**  
– Workplace Research Monthly

Read more >

# Typography

## ITC Avant Garde Gothic Std - Brand font

ITC Avant Garde Gothic Std is the brand font to be used across all communications. ITC Avant Garde Gothic Std is used in sentence case only, when not being used for display purposes.

### ITC Avant Garde Gothic Std - Bold Condensed

Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

### ITC Avant Garde Gothic Std - Demi Condensed

Suitable for uses such as:

- Print and advertising headlines
- Brochure titles
- Major headings
- Sub-headings to body copy

### ITC Avant Garde Gothic Std - Medium Condensed

Suitable for uses such as:

- Sub-headings to body copy
- Body copy where *ITC Avant Garde Std - Gothic Book* would be too fine to be legible
- Where emphasis is required without using bold type.

### ITC Avant Garde Gothic Std - Medium Condensed Oblique

Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

### ITC Avant Garde Gothic Std - Book Condensed

Suitable for uses such as:

- Large amounts of body copy.

### ITC Avant Garde Gothic Std - Extra Light Condensed

Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

## Heading, sub-heading and callouts

### ITC Avant Garde Gothic Std - Bold Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Demi Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Medium Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Bold Condensed Oblique

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Demi Condensed Oblique

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Medium Condensed Oblique

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

## Body Copy

### ITC Avant Garde Gothic Std - Book Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Extra Light Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Book Condensed Oblique

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

### ITC Avant Garde Gothic Std - Extra Light Condensed Oblique

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
 abcdefghijklmnopqrstuvwxy  
 1234567890

# Typography - display fonts

## Display font options

There is only one fonts available as display heading fonts: **ITC Avant Garde Gothic Std - Bold, Demi Condensed and Medium Condensed.** This font should be used for copy such as print and advertising headlines and brochure titles.

When used as headlines, this fonts can be set in sentence case or in upper case. See examples provided for instructions on which font weight to use. The display font should only be used in major headings or breakout text and never used as body copy. It can be displayed in Oblique form when appropriate to do so.

- ITC Avant Garde Gothic Std - Bold Condensed
- ITC Avant Garde Gothic Std - Demi Condensed
- ITC Avant Garde Gothic Std - Medium Condensed

## Display font options

ITC Avant Garde Gothic Std - Bold Condensed

**DISPLAY HEADING**      Display Heading

ITC Avant Garde Gothic Std - Demi Condensed

**DISPLAY HEADING**      Display Heading

ITC Avant Garde Gothic Std - Medium Condensed

**DISPLAY HEADING**      Display Heading

### Only use Oblique when appropriate

ITC Avant Garde Gothic Std - Bold Condensed Oblique

**DISPLAY HEADING**      Display Heading

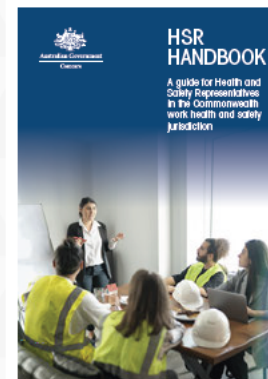
ITC Avant Garde Gothic Std - Demi Condensed Oblique

**DISPLAY HEADING**      Display Heading

ITC Avant Garde Gothic Std - Medium Condensed Oblique

**DISPLAY HEADING**      Display Heading

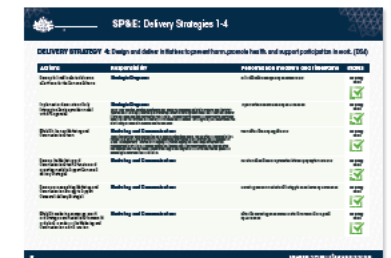
## Design element examples



ITC Avant Garde Gothic Std - Demi Condensed in Uppercase (caps) along with Medium Condensed is appropriate for report style documents.



ITC Avant Garde Gothic Std - Bold Condensed in Uppercase (caps) along with Demi Condensed is appropriate for headlines.



ITC Avant Garde Gothic Std - Bold Condensed in Uppercase (caps) along with medium Condensed sentence case is appropriate for powerpoint and web content pages.

# Typography - alternative fonts

## Alternative font options

When ITC Avant Garde Gothic Std isn't available, for example on-screen presentations or internal Microsoft Office templates and Comcare web site, then Helvetica and Arial are the preferred typefaces to be used to replace the ITC Avant Garde Gothic Std fonts.

Helvetica and Arial are the preferred typeface for both headings and body copy when producing materials for formatting of documents, including font size, spacing, alignment, use of bold and italic, underlining and coloured text, please refer to the pages [18-19](#) when Helvetica and Arial should be used as intended and outlined when ITC Avant Garde Gothic Std is unavailable.

**Arial is a system typeface and is available on both PC and Macintosh platforms.**

### Helvetica Bold Condensed

Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

### Helvetica Medium Condensed

Suitable for uses such as:

- Brochure titles
- Major headings
- Sub-headings to body copy.

### Helvetica Medium Condensed Oblique

Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

### Helvetica Light Condensed

Suitable for uses such as:

- Large amounts of body copy.

### Helvetica Light Condensed Oblique

Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

### Arial Black

Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

### Arial Bold

Suitable for uses such as:

- Brochure titles
- Major headings
- Sub-headings to body copy.

### Arial Bold Italic

Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

### Arial Regular

Suitable for uses such as:

- Large amounts of body copy.

### Arial Italic

Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

## Only use when ITC Avant Garde Gothic Std is unavailable as a Primary font

Helvetica and Arial - Headings, sub-heading and callouts (Only use Oblique or Italic when appropriate)

### Helvetica Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Helvetica Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica and Arial - Body Copy (Only use Oblique or Italic when appropriate)

### Helvetica Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Only use when ITC Avant Garde Gothic Std is unavailable as a Display font

Helvetica - Bold Condensed  
(Only use Oblique when appropriate)

**DISPLAY  
HEADING**

**Display  
Heading**

Arial - Bold  
(Only use Italic when appropriate)

**DISPLAY  
HEADING**

**Display  
Heading**

Helvetica - Medium Condensed  
(Only use Oblique when appropriate)

**DISPLAY  
HEADING**

**Display  
Heading**

Arial - Regular  
(Only use Italic when appropriate)

**DISPLAY  
HEADING**

**Display  
Heading**

# Photography

## Subject matter and style

It is preferred that imagery used by Comcare is generic in nature, so as to remain neutral under these heading themes;

- Transport sector
- Police
- Building sector
- Defence
- First response
- Office workers/APS workforce
- Emerging technology/industry
- General encompassing workplace health and safety.

Photographs selected should be **uncluttered, brightly coloured and graphically strong**. When commissioning photography, ensure that the photographer is familiar with the photographic style of Comcare.

Choose the appropriate style of photograph for the story you want to tell, from the panoramic grandeur of work places in the Northern Territory or the City Skyscrapers of Melbourne to a close-up of a risk assessment workers in Tasmania. Pairing panoramic and close-up images allows opportunities to tell a more complex and visually stimulating story.

Things to be mindful of;

- **Don't** use black and white photography unless permission is given to do so.
- **Don't** use Illustrations.
- Only royalty-free, licensed or Comcare owned images should be used to ensure that we adhere to copyright requirements.
- If purchasing images from stock libraries then the subject matter must clearly be identifiable as Australian.
- When taking images at events, a notice of video and photography must be clearly displayed. Images of people, including staff can only be used if consent has been signed using a photography consent form.
- When cropping into an image **don't crop too tight** resulting in image losing context.
- All photos must be person centered.

**Images can be placed into the design elements (see page 16-17 and example on right hand side).**

## Full-colour images

The use of full-colour is the preferred option for all external audiences in print and digital media such as the Comcare websites and social media channels, in which full-coloured images are used.

Messaging for internal audiences and promotion may also be accompanied by full-colour images.

## Duotone images

The use of duotone images is allowed but must be used sparingly. **Full-colour is always the preferred option**. When supporting messaging for external audiences and for print purposes, use PMS 541 C - top colour and PMS 7463 C - bottom colour, (see 'Colour palette' on page 9). Duotone of other primary and secondary colours can be used with consultation through the Marketing and Communications, Strategic Partnerships and Engagement Unit.

### Image examples

#### Preferred options



Full-colour



Design element



Design element

#### Secondary options



Duotone option 1



Duotone option 2



Duotone option 3

# Accessibility

---

Almost 20 per cent of Australians have a disability (3.96 million people). This proportion is increasing, particularly as the population ages. 19.8 per cent of all males and 20.1 per cent of all females report having a disability.

People with disabilities can find it difficult to access online information. Disabilities such as hearing loss or deafness, impaired vision and learning difficulties can negatively impact a user's online experience. This means that all Government communications need to consider the needs of people with a disability.

When applying the Comcare Brand to any government communication, you will need to think about how to make it accessible to the widest possible audience, including people with a disability. This may include:

- choosing accessible font sizes and colour contrasts when designing communications
- avoid using multiple or two-column layout
- left-align text
- using clear and appropriate language when writing communications
- making publications available in alternative formats (e.g. Easy English, audio)
- captioning videos
- developing websites and digital content that meet the required Web Content Accessibility Guidelines 2.0 AA standard.

The Federal Government has detailed Accessible Communications Guidelines that outline the standards and responsibilities for making government communications accessible.

These Digital Guidelines are found on the Australian Government's Digital Guides page at <https://guides.service.gov.au/content-guide/accessibility-inclusivity>

# Copyright and authorisation

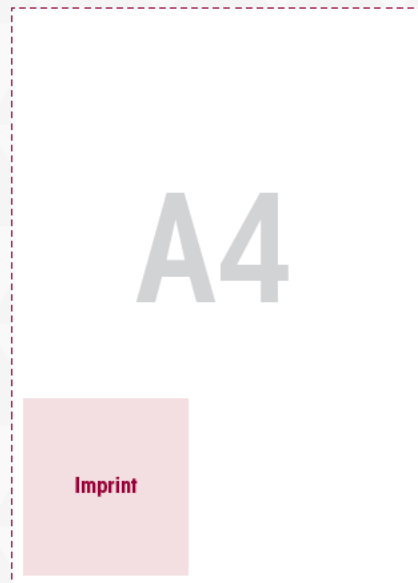
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You must give appropriate credit, provide a link to the license, and indicate if changes were made. The following is an example of Comcare Creative commons.

**Please note this has to be no smaller than 9pt font size and clearly visible.**

Positioning example - inside front and back cover



## Creative commons

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## Use of the Coat of Arms

The terms under which the Coat of Arms can be used are detailed on the Commonwealth Coat of Arms - Prime Minister and Cabinet (PMC) website; <https://www.pmc.gov.au/government/commonwealth-coat-arms>

## Enquires

Enquiries regarding the licence and any use of this document are welcome at:

Comcare Communications  
GPO Box 9905 Canberra ACT 2601  
ABN: 41 640 788 304  
Ph: 1 300 366 979  
Email: [communications@comcare.gov.au](mailto:communications@comcare.gov.au)

## Comcare's cultural priorities

This aligns with Comcare's cultural priorities of sharing our knowledge and taking a collaborative approach towards shared outcomes. Our work connects Comcare across various communities, as we work with stakeholders to support participation and productivity through healthy and safe workplaces that minimise the impact of harm.

Reconciliation Australia logo ©

# Brand templates

This section outlines the templates that have been designed for Comcare collateral. The template backgrounds have been set up in word and use Arial as the default font; see page 16 on alternative fonts. Some general guidelines for typesetting are as follows:

## Word templates

The Comcare document header is used to house the heading text on documents. It is placed at the top of a page, with the logo either sitting right of the header, or bottom-right of the page just above the footer. See examples on the right hand side to see how the header template is used.

## Word certificates templates

Certificate templates can be used for generic purposes within Comcare, or for award to other people/organisations outside of Comcare.

Word certificate template example

Option 1

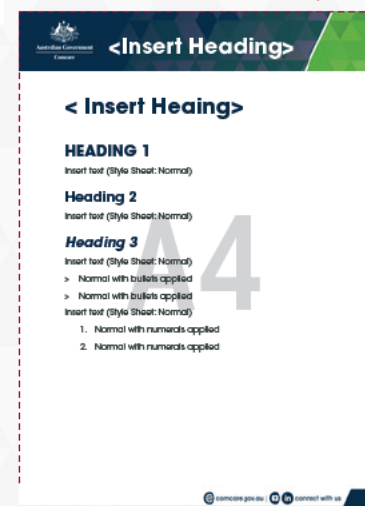


Option 2



Word template example

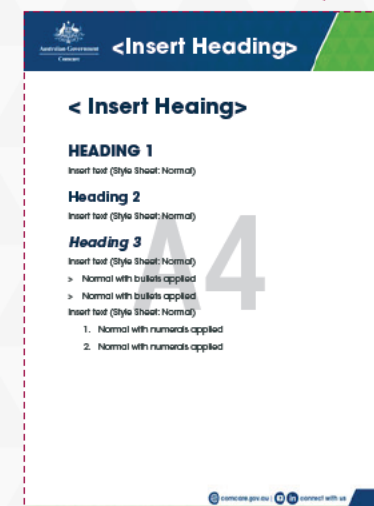
Option 1



Option 2



Option 3





# Brand templates (cont.)

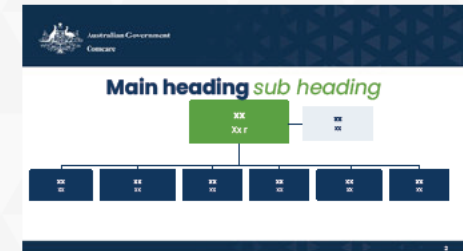
## PowerPoint templates

PowerPoint templates have been created for screen presentations. It allows you to create and show slides to support a presentation. You can combine text, graphics and multi-media content to create a Comcare professional presentations.

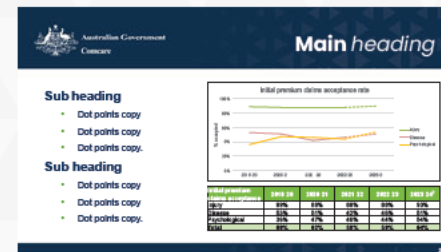
### Image examples



Cover Slide



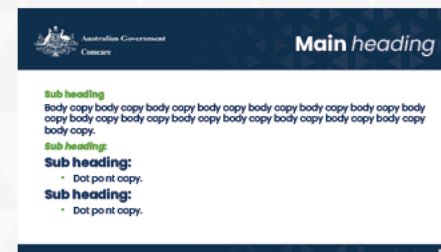
Information Slide



Body Copy Slide and graphics



Image Slide



Body Copy Slide



Closing Slide