



Aged care style guide

Contents

Section 1: Department logo	4
Section 2: Colours	7
Section 3: Typefaces	10
Section 4: Creative elements	12
Section 5: Imagery	17
Section 6: Application	19

This document has been released by the Department of Health and Aged Care administratively.

Section 1

Department logo

This document has been released by the
Department of Health and Aged Care administratively.

Department logo

The below must be considered when using the department logo:

- The department logo must have prominence over and above other images and graphic elements. For this reason, it should be positioned in the top left corner of communication material
- The white/reverse strip department logo must always be used and is always housed within a blackberry curved rectangular device, unless it is being used for co-branded purposes (see page 5).

The blackberry rectangular device as a background ensures the department logo has high contrast when placed over hero imagery.

Please refer to the Australian Government Branding Guidelines for more information on how to use the department logo.



Minimum size and spacing



The minimum width of the coat of arms is 20mm(w).



The minimum space surrounding the logo is determined by the height of the 'A' in 'Australian Government' from the bottom of the horizontal line.

Co-branding

In the instance where the department logo is required to be co-branded, the inline variation of the logo is used within the blackberry curved rectangular device to ensure adequate space for multiple logos.

A few basic rules should be considered:

- The department logo must be positioned first, on the left hand side of the lockup
- In the first instance, use the blackberry device with white/reverse logos. However, if the co-brand logo must be displayed in full colour a mist background may be used for the lockup
- The logos must be separated with a black or white vertical divider line as pictured. The vertical divider line should be the same height as the logos
- The minimum space on either side of the divider line is determined by the height of the 'A' in 'Australian Government' from the bottom of the horizontal line.

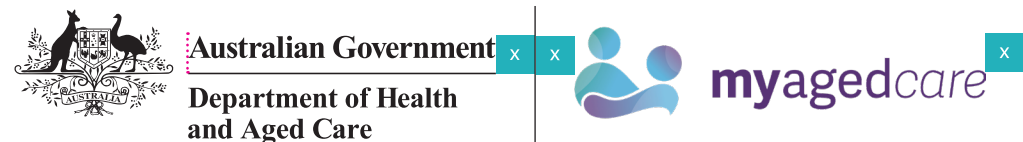
Variation 1 - Blackberry background



Variation 2 - Mist background



Minimum space



Incorrect usage

Please note the following incorrect uses of the department logo lockup when applying it to communication material.



- ✗ Do not re-colour the background in any other colour.



- ✗ Do not use the department logo lockup to house imagery.



- ✗ Do not apply any effect to the logo lockup.



- ✗ Do not rotate the department logo lockup. The corner should always be facing towards the bottom right.



- ✗ Do not re-colour to a gradient background.



- ✗ Do not attempt to resize the curve in the bottom right corner, it should always be a minimum of 20mm.

Section 2

Colours

This document has been released by the
Department of Health and Aged Care administratively.

Palette

The revitalised colour palette is vibrant and fresh, representing a bright way forward for aged care in Australia. Each colour has been carefully considered to meet accessibility requirements for audiences with vision impairments.

Primary - Generic brand colours



Teal	Blackberry	Mist
Pantone 3125CP C: 72 M: 7 Y: 28 K: 0 R: 42 G: 177 B: 187 #28b2bb	Pantone 669CP C: 97 M: 99 Y: 38 K: 45 R: 30 G: 21 B: 69 #1e1544	Black 5% tint C: 0 M: 0 Y: 0 K: 5 R: 241 G: 242 B: 242 #f2f1f2

1. Overarching outcome - respect, care and dignity

Secondary - Aged care reform outcome colours



Lime	Violet	Rose	Mandarin	Mustard
Pantone 376CP C: 58 M: 1 Y: 100 K: 0 R: 120 G: 190 B: 67 #78be42	Pantone 2074CP C: 51 M: 76 Y: 0 K: 0 R: 140 G: 90 B: 165 #8c5aa5	Pantone 7634CP C: 11 M: 81 Y: 45 K: 0 R: 218 G: 87 B: 108 #da576c	Pantone 166CP C: 0 M: 73 Y: 94 K: 0 R: 242 G: 106 B: 43 #f2692a	Pantone 1235CP C: 3 M: 32 Y: 97 K: 0 R: 244 G: 178 B: 35 #f4b222

- 2. Real choice and control
- 3. Safe and high quality care
- 4. Prioritise independence through care at home
- 5. Easy, consistent and equitable access
- 6. Appropriately skilled care

Please note:

- Text colour should ideally be 'Blackberry' and be on a 'Mist' background to ensure legibility and high contrast.
- However, when working in Microsoft Word and Powerpoint, white can be used instead of 'Mist' for backgrounds, and black can be used instead of 'Blackberry' for text.
- To allow for greater flexibility three tints of each colour (see page 7) have been introduced for use in infographics, charts, graphs and other graphical elements.

- The above secondary colour palette is used to represent each key outcome under the aged care reforms. These colours must be used sparingly, as accent colours within creative devices and icons.

Tints and accessibility

To allow greater flexibility, tints of each colour have been provided for use in infographics, graphs, charts and other graphical elements. Please consider the below WCAG accessibility standards when placing text over these tints.

	Teal	Blackberry	Lime	Violet	Rose	Mandarin	Mustard
100%	Pantone 3125CP C: 72 M: 7 Y: 28 K: 0 R: 42 G: 177 B: 187 #28b2bb (AA)	Pantone 669CP C: 97 M: 99 Y: 38 K: 45 R: 30 G: 21 B: 69 #1e1544 (AAA)	Pantone 376CP C: 58 M: 1 Y: 100 K: 0 R: 120 G: 190 B: 67 #78be42 (AAA)	Pantone 2074CP C: 51 M: 76 Y: 0 K: 0 R: 140 G: 90 B: 165 #8c5aa5 (AA)	Pantone 7634CP C: 11 M: 81 Y: 45 K: 0 R: 218 G: 87 B: 108 #da576c (AA)	Pantone 166CP C: 0 M: 73 Y: 94 K: 0 R: 242 G: 106 B: 43 #f2692a (AA)	Pantone 1235CP C: 3 M: 32 Y: 97 K: 0 R: 244 G: 178 B: 35 #f4b222 (AAA)
80%	C: 58 M: 6 Y: 22 K: 0 R: 102 G: 189 B: 198 #65bdc5 (AAA)	C: 78 M: 79 Y: 30 K: 36 R: 63 G: 54 B: 91 #3f365b (AAA)	C: 46 M: 1 Y: 80 K: 0 R: 147 G: 200 B: 100 #93c864 (AAA)	C: 41 M: 60 Y: 0 K: 0 R: 157 G: 117 B: 180 #9d75b4 (AA)	C: 9 M: 65 Y: 36 K: 0 R: 224 G: 120 B: 130 #e07882 (AA)	C: 0 M: 58 Y: 75 K: 0 R: 245 G: 134 B: 79 #f5874f (AA)	C: 2 M: 26 Y: 78 K: 0 R: 247 G: 192 B: 84 #f7c054 (AAA)
60%	C: 43 M: 4 Y: 17 K: 0 R: 142 G: 202 B: 210 #8ecad2 (AAA)	C: 58 M: 59 Y: 23 K: 27 R: 98 G: 88 B: 119 #625877 (AA)	C: 35 M: 1 Y: 60 K: 0 R: 173 G: 212 B: 137 #add489 (AAA)	C: 31 M: 45 Y: 0 K: 0 R: 176 G: 145 B: 196 #b091c4 (AA)	C: 7 M: 49 Y: 27 K: 0 R: 230 G: 151 B: 155 #e5969b (AAA)	C: 0 M: 44 Y: 56 K: 0 R: 248 G: 162 B: 116 #f8a274 (AAA)	C: 2 M: 19 Y: 58 K: 0 R: 249 G: 206 B: 127 #f9ce7f (AAA)
30%	C: 22 M: 2 Y: 8 K: 0 R: 197 G: 226 B: 229 #c5e2e5 (AAA)	C: 29 M: 30 Y: 11 K: 14 R: 160 G: 153 B: 173 #a099ad (AA)	C: 17 M: 0 Y: 30 K: 0 R: 212 G: 231 B: 193 #d4e7c1 (AAA)	C: 15 M: 23 Y: 0 K: 0 R: 210 G: 195 B: 224 #d2c3e0 (AAA)	C: 3 M: 24 Y: 14 K: 0 R: 240 G: 199 B: 199 #f0c7c7 (AAA)	C: 0 M: 22 Y: 28 K: 0 R: 252 G: 206 B: 178 #fcecb2 (AAA)	C: 1 M: 10 Y: 29 K: 0 R: 252 G: 228 B: 186 #fce4ba (AAA)

(AA) WCAG AA pass (AAA) WCAG AAA pass (AA) WCAG AA pass for large text only (14pts+)

Please note:

- Text colour should ideally be 'Blackberry' and be on a 'Mist' background to ensure legibility and high contrast.
- However, when working in Microsoft Word and Powerpoint, white can be used instead of 'Mist' for backgrounds, and black can be used instead of 'Blackberry' for text.
- The above tints may be used for infographics, charts, graphs and other graphical elements
- If text needs to be placed over the secondary colours/tints WCAG accessibility guidelines for text colour contrast have been provided above.

Section 3

Typefaces

This document has been released by the
Department of Health and Aged Care administratively.

Typefaces

Primary Typeface

Aa

Proxima Nova

Proxima Nova has been selected as the primary typeface for all branded, external communications. You will need an active Adobe membership to access the font. It is available for download on [Adobe Fonts](#).

- Headings should be in **Proxima Nova - Bold**
- Body copy should be in Proxima Nova - Regular

System/Alternate Typeface

Aa

Arial

Arial is the preferred system typeface for Department of Health and Aged Care and may be used to replace Proxima Nova in Microsoft Office programs such as Word and PowerPoint.

- Headings should be in **Arial - Bold**
- Body copy should be in Arial - Regular

Section 4

Creative elements

This document has been released by the
Department of Health and Aged Care administratively.

Devices

Creative devices have been introduced to house aged care reform outcome colours, call to actions and the department logo.

Corner arrow

The corner arrow device represents the direction forward for aged care in Australia and creates a soft, rounded edge when used to frame imagery or a block colour.

Please consider the following when using this device:

- The arrows are used to house aged care reform outcome colours to help identify which outcome/topic the communication material falls under
- Arrows should be placed at the top right of communication material.

Refer to page 15 on where to position this device.



The teal arrow is the generic arrow for aged care and should be used in most instances.



The arrows featuring secondary colours are used to identify which outcome a document falls under e.g. on a report cover or factsheet.

✘ Please do not re-colour these arrows.

Curved rectangle shape

A rectangular shape with a curved corner is used as a device to house the department logo and call to action text, adding softness to the visual identity and to break up white space in a design.

When used to house the department logo:

- the device must have a blackberry background
- and should be positioned at the top left of communication material with the curved corner pointing down towards the bottom right.

When used as a background device for a call to action:

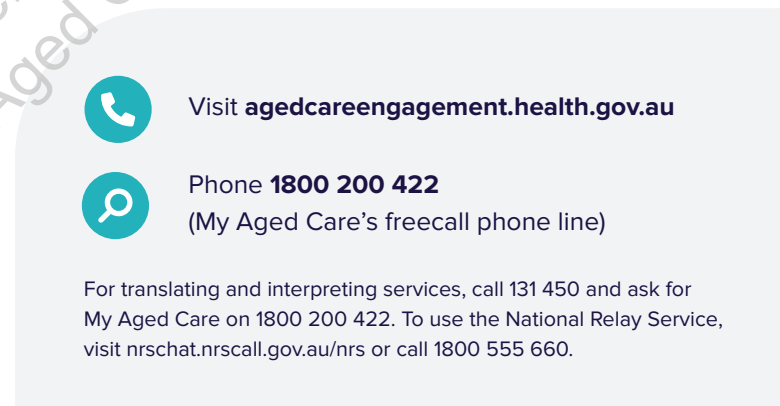
- the device should have a mist background
- and should be positioned at the bottom of communication material with the curved corner facing towards the top left.

General:

- The shape must always bleed off the edge of artwork, unless it requires a white border around it in Word documents for printing purposes
- The curve must always be on one corner only and be a minimum of 20mm
- Please maintain the shape's proportions when scaling up or down.



An example of how the shape device is used to house the department logo.



An example of how the shape device is used to house call to action text.

Layout

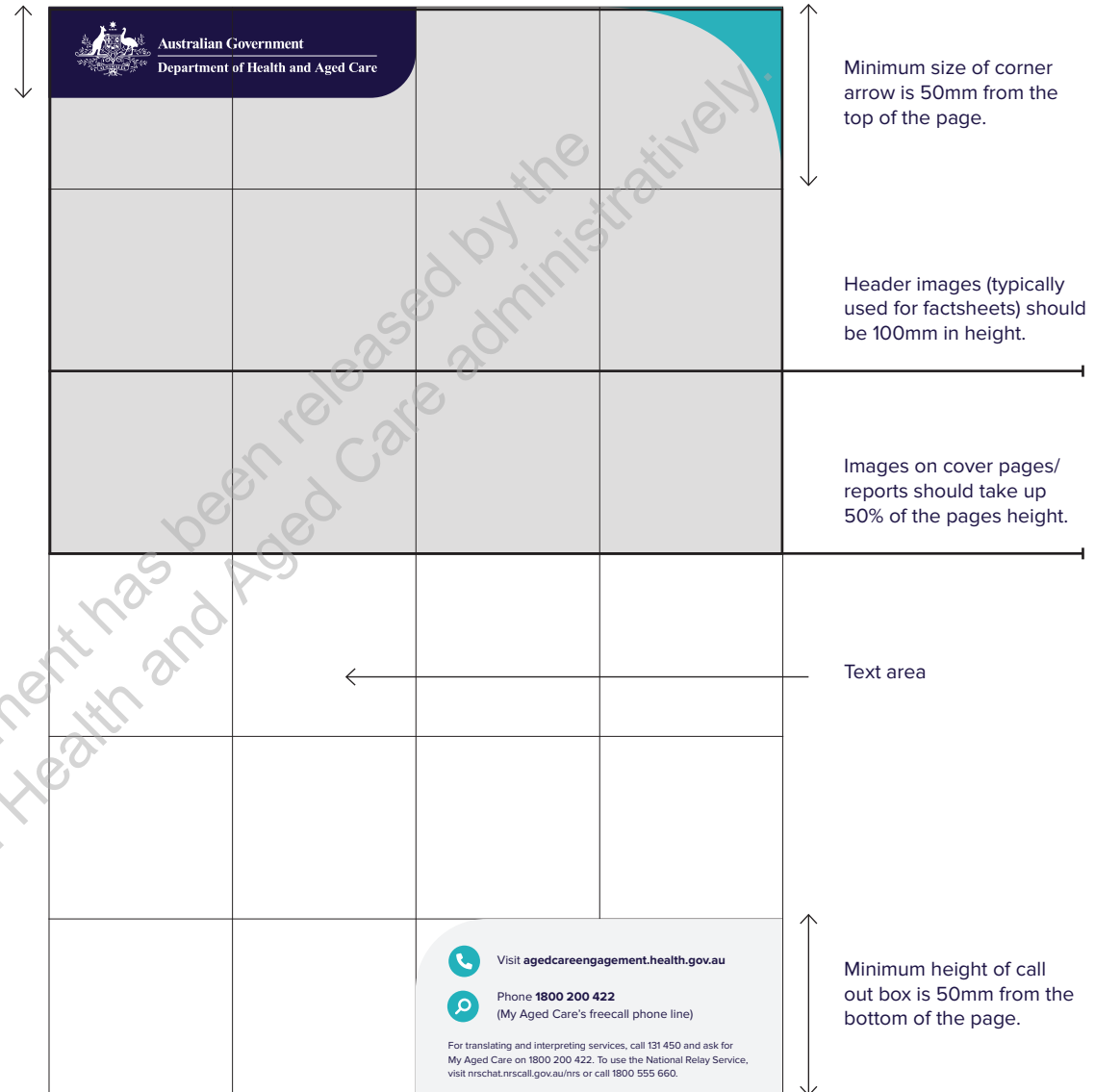
Use this basic A4 layout as a guide on where to position creative elements if creating artwork from scratch.

Please follow these general rules:

- Keep the proportions of each element the same when re-sizing for digital/print (e.g. if creating an A3 poster scale creative elements up by 200%)
- The height of the logo lockup should always be 50% of the corner arrow height
- Where possible, the length of the logo lockup and call to action devices should meet at the centre of the page
- Co-branded logo lockups may be slightly longer in width but should never encroach the spacing surrounding the corner arrow.

The minimum height of the logo lockup is 25mm from the top of the page.

The logo lockup width should meet at the centre of the page.



Minimum size of corner arrow is 50mm from the top of the page.

Header images (typically used for factsheets) should be 100mm in height.

Images on cover pages/ reports should take up 50% of the pages height.

Text area

Minimum height of call out box is 50mm from the bottom of the page.

The call out box width should meet at the centre of the page.

Icons

Simple icons have been introduced for call to actions within communication material.

- Icons are housed within a circle that is the relevant aged care reform outcome colour
- Ensure that colour of the corner arrow and icons match (e.g. if the corner arrow is teal, use the teal icons)
- If creating new icons consider accessibility requirements and choose a solid style icon to match these.



Underlines

Underlines are used within header paragraph styles. They are also be used to break up text as seen throughout this document or to frame text and create a call out or quote box within a document.

- The stroke weight of an underline should be 1pt
- Underlines should match the relevant outcome colours used within that document/artwork (refer to corner arrow colour).

Section header

**This is a quote, this is a quote, this is a quote,
this is a quote, this is a quote, this is a quote.**

Section 5

Imagery

This document has been released by the
Department of Health and Aged Care administratively.

Images

When selecting an image to use within communication material please do so from the approved image library, which contains imagery that speaks to a wide range of audiences and key target groups. All images should evoke a sense of inclusiveness and diversity.




Section 6

Application

This document has been released by the
Department of Health and Aged Care administratively.

Factsheet

Australian Government
Department of Health and Aged Care



Heading 1 goes here over two line, heading 1 goes here over two line

Intro para goes here Iqui doluptatis imust elum velluptatest lictur demoluptatem endis volligentem eost ullabor a et quossequi aut magnis vendelenis.

Heading 2

Body copy. Optatum et unt venduntis et officatum, senditecus et ipsaectur, omnimendiam eosam essed quatinv elitaqui re eostis pro mi, vel modistibus que cuptus et voluptur:

- Bullet point goes here
 - Bullet point goes here
- Bullet point goes here

Call out box with quote goes here, call out box with quote goes here, call out box with quote goes here.

Heading 3

Body copy. Body copy. Optatum et unt venduntis et officatum, sequis atur as earcillabor sitem que vero veliquistia net volupta tiberum ea que con por as mo ium adicta voluptati ute conecur, senditecus el ipsaectur, omnimendiam eosam essed quatinv elitaqui re eostis pro mi, vel modistibus que cuptus et voluptur.

Phone **1800 200 422**
(My Aged Care's freecall phone line)

Visit agedcareengagement.health.gov.au

1. Footnote here
2. Footnote here
3. Footnote here

For translating and interpreting services, call 131 450 and ask for My Aged Care on 1800 200 422. To use the National Relay Service, visit nrchat.nrscall.gov.au/nrs or call 1800 555 860.

Powerpoint

Australian Government
Department of Health and Aged Care

Title here

Subtitle here

agedcareengagement.health.gov.au 16/12/2022

Australian Government
Department of Health and Aged Care



agedcareengagement.health.gov.au

Phone 1800 200 422
(My Aged Care's free call phone line)

Overview


- Section title
- Section title
- Section title
- Section title

agedcareengagement.health.gov.au 16/12/2022

Insert heading here

Insert content here. The chart shown here should be used as an example of how to style a chart including chart colours and font size.

Insert chart heading here



agedcareengagement.health.gov.au 16/12/2022

Section 1

Section title


Subtitle here

agedcareengagement.health.gov.au 16/12/2022

Insert heading here

Insert content here.

Quote or call out text, quote or call out text, quote or call out text, quote or call out text.



agedcareengagement.health.gov.au 16/12/2022

Insert heading here

Insert sub heading here

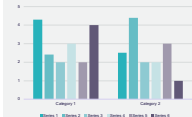
Insert content here.

agedcareengagement.health.gov.au 16/12/2022

Insert heading here

Insert content here. The chart shown here should be used as an example of how to style a chart including chart colours and font size.

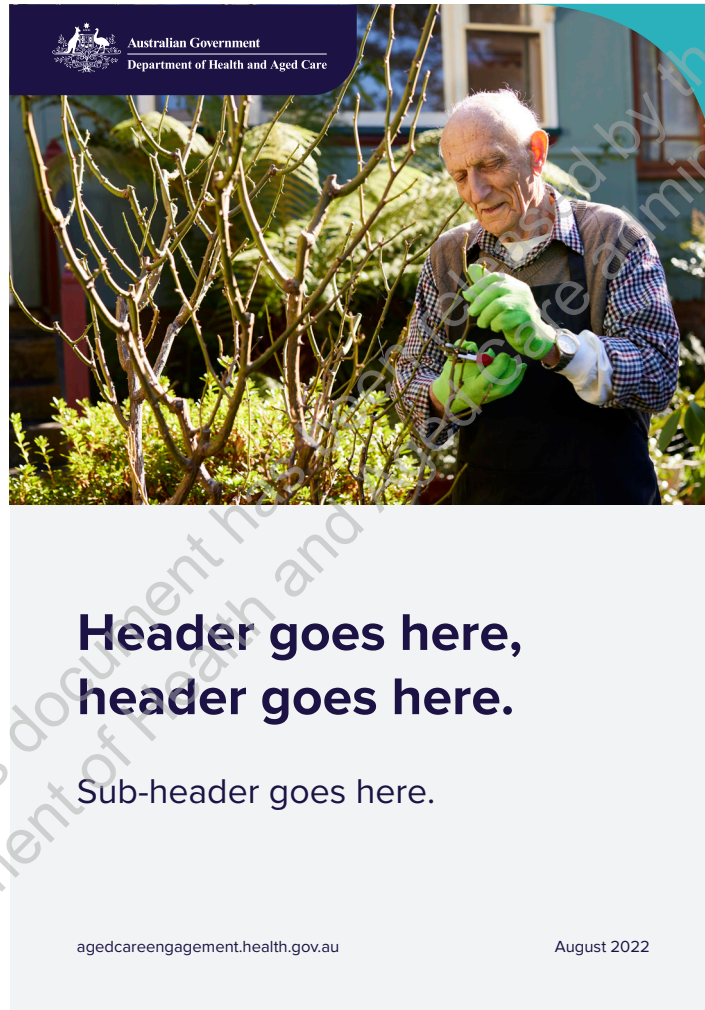
Insert chart heading here



agedcareengagement.health.gov.au 16/12/2022

Please note: When working in Microsoft Word and Powerpoint, white can be used instead of 'Mist' for backgrounds, and black can be used instead of 'Blackberry' for text.

Cover page



Poster



Australian Government
Department of Health and Aged Care

Let's change aged care together.

We have a real opportunity to transform aged care in Australia, and the day-to-day lives of people living, working and caring in aged care.

To have your say on the current issues we are exploring, or to find out more about aged care and the reforms:

Visit agedcareengagement.health.gov.au Phone **1800 200 422**
(My Aged Care's freecall phone line)

For translating and interpreting services, call 131 450 and ask for My Aged Care on 1800 200 422.
To use the National Relay Service, visit nrschat.nrsccall.gov.au/nrs or call 1800 555 660.

Pull up banner



Australian Government
Department of Health and Aged Care

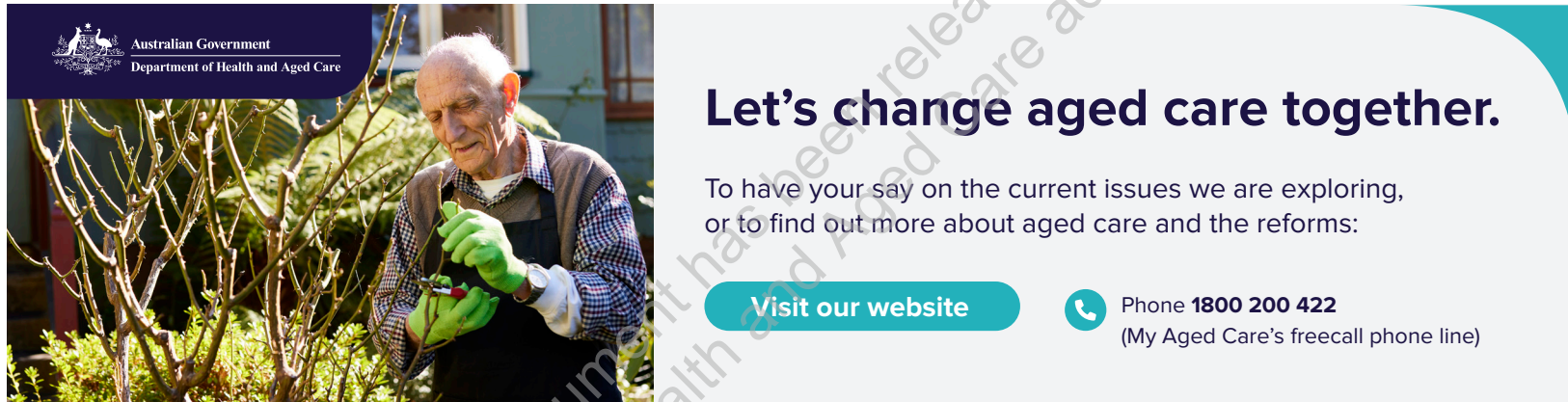
Let's change aged care together.

To have your say on the current issues we are exploring,
or to find out more about aged care and the reforms:

 Visit agedcareengagement.health.gov.au

 Phone **1800 200 422**
(My Aged Care's freecall phone line)

Web banner



The banner features a photograph of an elderly man wearing a checkered shirt, a dark vest, and green gardening gloves, focused on pruning a plant. The background shows a garden with various plants and a building. In the top left corner, there is a dark blue header with the Australian Government logo and the text 'Australian Government' and 'Department of Health and Aged Care'. The main text is in a bold, dark blue font, followed by a sub-headline in a smaller, regular font. Below the sub-headline are two call-to-action buttons: a teal button with white text and a white phone icon on a teal background.

Australian Government
Department of Health and Aged Care

Let's change aged care together.

To have your say on the current issues we are exploring,
or to find out more about aged care and the reforms:

[Visit our website](#)

Phone **1800 200 422**
(My Aged Care's freecall phone line)

Social media tiles department channels

Please note that when posting social media tiles to department social media channels, the department logo lockup does not need to be displayed.



Rectangle social tile (Facebook, LinkedIn and Twitter)



Square social tile (Instagram and Facebook)

Social media tiles external channels

Please note that when posting social media tiles to external social media channels, the department logo lockup should be displayed in the top left corner.



Rectangle social tile (Facebook, LinkedIn and Twitter)



Square social tile (Instagram and Facebook)





To have your say on the issues we are exploring, or to have your say on aged care and the reforms visit agedcareengagement.gov.au


 Australian Government
 Department of Health and Aged Care



Let's change aged care together.

 Visit agedcareengagement.health.gov.au





We have a real opportunity to transform aged care in Australia, and the day-to-day lives of people living, working and caring in aged care. Visit the link in our bio to find out more.

In feed: 1080x1350px


 Australian Government
 Department of Health and Aged Care



The Government is making many changes to put security, dignity, quality and humanity back into aged care

1. Registered nurses on site 24/7
2. More carers with more time to care
3. A pay rise for aged care workers
4. Better food for residents
5. Dollars going to care



[Learn More](#)

Instagram Story Ad: 1080x1920px

The below is an example of how the aged care outcome colours may be used harmoniously within the same social post.

Australian Government
Department of Health and Aged Care

Respect, care and dignity

2. Real choice and control

3. Safe and high quality care

4. Prioritise independence through care at home

5. Easy, consistent and equitable access

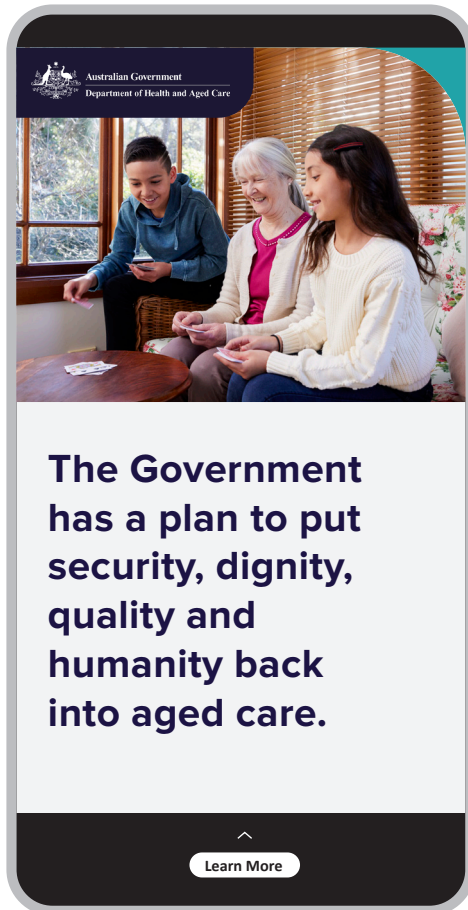
6. Appropriately skilled care

♡ 🔍 📌

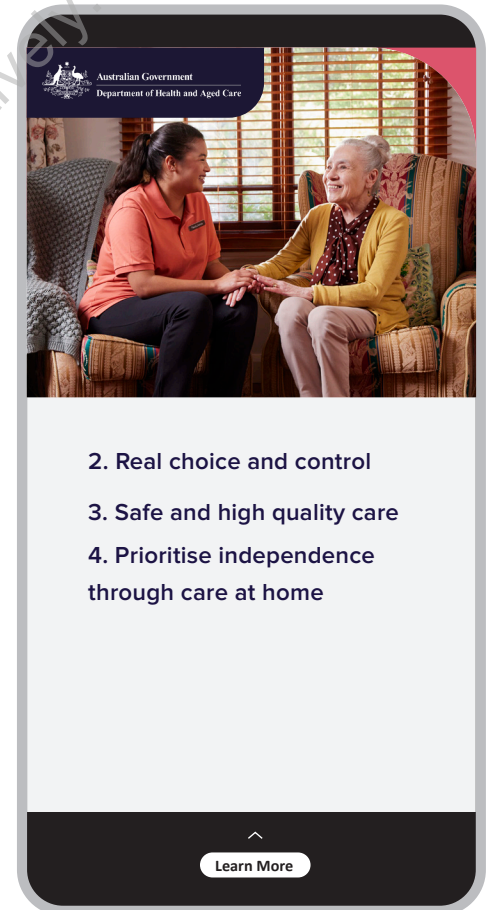
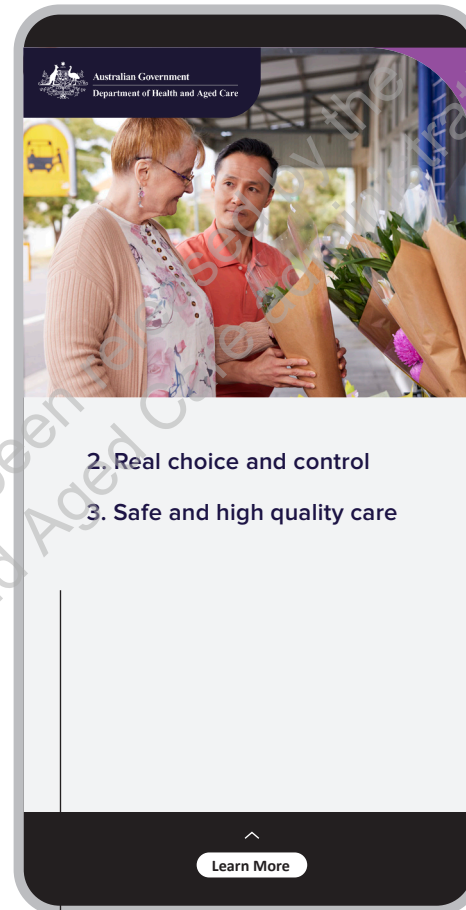
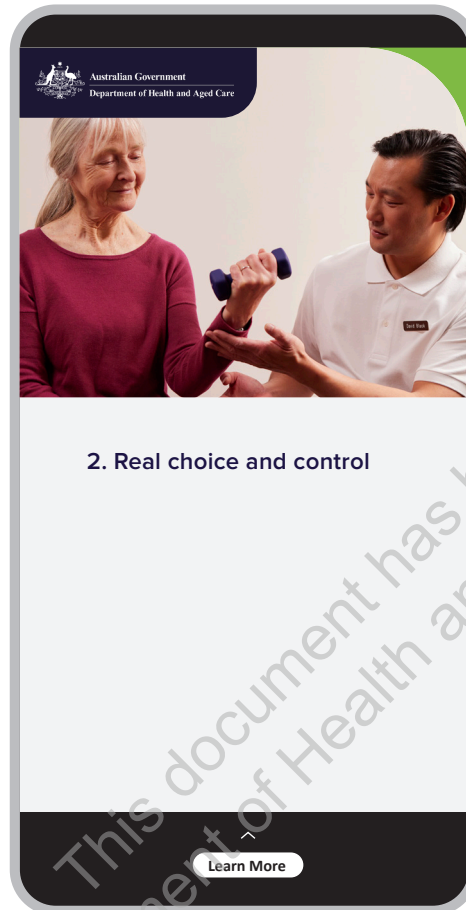
The Government has a plan to put security, dignity, quality and humanity back into aged care. Learn more at agedcareengagement.gov.au or follow the link in our bio.

In feed: 1080x1080px
Also suitable for Facebook

The below is an example of how the aged care outcome colours may be used harmoniously within the same social post.



Instagram Story Ad: 1080x1920px



Text animates into the frame one after the other. Corner arrow and colours are changed based on the relevant aged care reform outcome colour

Checklist

When creating any kind of communication material, check the steps on this page to ensure consistency and to maintain the integrity of our visual identity.

✓ Are you using the correct colour?

Each outcome within the aged care reform has its own unique colour as outlined in Section 3 - Colours.

These colours are housed within the corner arrow device to represent the focus outcome of the content. Please ensure that the arrow selected corresponds to the relevant outcome, otherwise use the generic Teal arrow for the overarching outcome.



✓ Are you using the correct template?

Templates are provided in each aged care reform outcome colour to ensure you are using the correct template for your content. Please do not alter these templates in any way. If you create a new template, please use this document as a guide.

Need assistance?

Please contact the department's Design Team at designteam@health.gov.au

This document has been released by the
Department of Health and Aged Care administratively.