

Department of Health and Aged Care Style Sheet

LOGO

Our logo is the primary visual element that identifies us. It consists of the Coat of Arms, the 'Australian Government' text, a horizontal dividing rule and the 'Department of Health and Aged Care' identifier.

POSITIONING

In most circumstances, the logo must have prominence over and above other images and graphic elements. The minimum width of the coat of arms is 20mm.



20mm

CLEAR SPACE

All versions of the Department of Health and Aged Care logo have a clear space zone to retain the integrity and clarity of the brandmark.

The zone, and area of 'X', based on the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line, defines the space around the logo that should not be encroached upon.



FORMATS

For a package containing the department's logo in .eps, .png, .jpeg and .tiff formats please email DesignTeam@health.gov.au

CONFIGURATIONS

The Department of Health and Aged Care logo is available in four configurations, inline, strip, stacked and stacked strip with positive and negative versions.

Inline configuration



1) Inline positive version
To be used when the background colour is light coloured.



2) Inline negative version
To be used when the background colour is dark coloured.



3) Strip positive version
To be used when the background colour is light coloured.



4) Strip negative version
To be used when the background colour is dark coloured.

Stacked configuration



Australian Government
Department of Health and Aged Care

1) Stacked positive version
To be used when the background colour is light coloured.



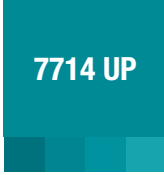



2) Stacked negative version
To be used when the background colour is dark coloured.




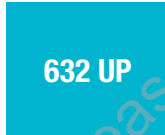


COLOUR

Colour plays an important role in the Department's identity. The colours included in this section are able to be used across various media.

Primary

 281 UP	 282 UP	 7714 UP	 7715 UP
R29 G67 B127 #1d437f	R21 G58 B110 #153a6e	R0 G138 B150 #008a96	R0 G114 B126 #00727d

Complementary

 3005 UP	 2935 UP	 390 UP	 632 UP	 221 UP	 179 UP
R19 G144 B207 #1390cf	R0 G112 B186 #006fb9	R172 G192 B42 #acbf29	R0 G180 B208 #009eba	R170 G23 B109 #aa176d	R232 G99 B53 #e86234

Complementary tints

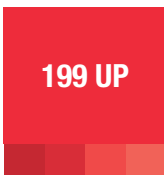
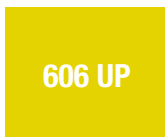
 R128 G200 B234 #80c8ea	 R214 G223 B148 #d6df94	 R188 G157 B183 #8a9db7	 R128 G185 B190 #80b9be	 R213 G139 B182 #d58bb6	 R248 G208 B194 #f8d0c2
 R179 G213 B216 #b3d5d8	 R179 G222 B242 #b3def2				

Neutral

 R109 G110 B113 #6d6e70 C58 M49 Y46 K15	 R188 G190 B192 #bbdbc0 K30	 R209 G211 B212 #d1d2d4 K20	 R230 G230 B230 #e6e6e6 K10	 R241 G242 B242 #f1f1f2 K5
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Accent

Colors that are used for emphasis in a color scheme. These colors can often be bold or vivid and are used sparingly, to emphasize, contrast or create rhythm.

 199 UP	 606 UP
R238 G44 B60 #ee2c3b	R228 G211 B29 #e4d31d

DESIGN SYSTEM

The design system for the department is not about the parts as they stand alone but how they fit together.

RIBBON

The Department of Health and Aged Care 'Ribbon' is a graphic element within the design system that supports the Department of Health and Aged Care identity.



APPLYING THE RIBBON

The ribbon is applied as an additional element to bind the visual identity of a piece of work to the Department of Health and Aged Care. It must be applied in a consistent manner so that it remains in harmony with the other elements of the design.

Scale

Always scale the ribbon proportionately.

Example A

Proportionate Scale



Example B

Proportionate Scale



Incorrect application

Stretched Vertically



Stretched Horizontally



Flipped Horizontally



Skewed



HORIZONTAL STRIP

Horizontal bars using the department's primary colours can be used to house the ribbon to create additional graphic elements. Strips are to be scaled proportionately with a recommended minimum height of 3mm.

Example A

Ribbon housed within primary corporate colour 7714 UP with 3mm strip height.

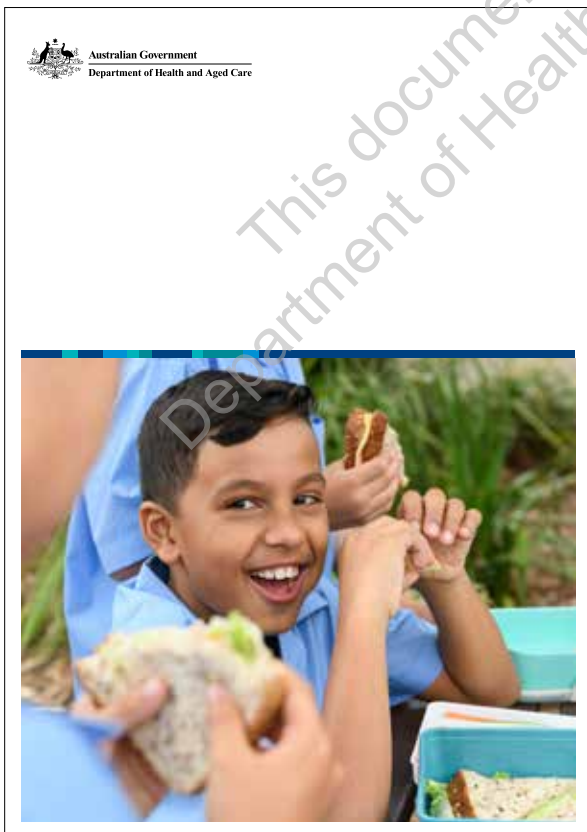


Example B

Ribbon housed within primary corporate colour 281 UP with 3mm strip height.



COVERS



BANNERS

Department of Health
and Aged Care



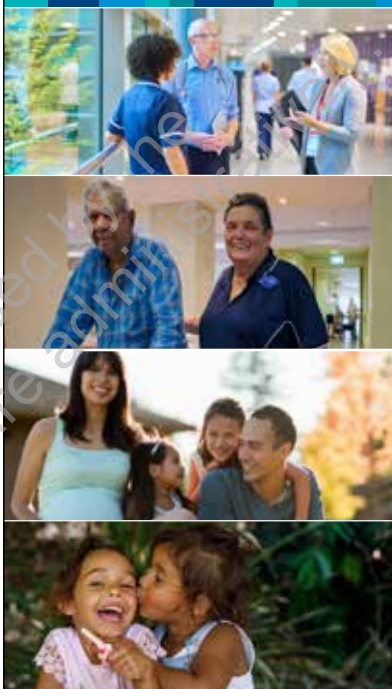
Australian Government
Department of Health and Aged Care

Department of Health
and Aged Care



Australian Government
Department of Health and Aged Care

Department of Health
and Aged Care




Australian Government
Department of Health and Aged Care



POWERPOINT

Title of Presentation
 Pull quote or sub heading





www.health.gov.au

Image to the right & content to the left
 More content possibilities for you.
 Very profound information pullout.

Tequis magnam everunt re voluppi nitusament at et omnimo totatin venimus anturis explaut alique quatem qui utemquia dolo erum soluptas alite tet id qui utempor esequis evelesc laecabor re conseque qui officab oruntota cus lum rempedi gendandus ventiscidus erum as ut utempor esequis evelesc laecabor re conseque qui officab oruntota cus lum idebit, toremporias ea conet volo blantia plaborepel ia natqui officil magnithi.



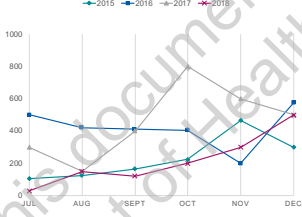


Charts

SCALABLE BUSINESS
 Tequis magnam everunt re voluppi nitusament at et quatem qui utemquia dolo nitusament at et quatem.

Tequis magnam everunt re voluppi nitusament at et omnimo totatin venimus utemquia dolo erum soluptas alite tet id qui utempor esequis evelesc laecabor re.


Caption Text
 Tequis magnam everunt re voluppi nitusament at et quatem qui



Year	JUL	AUG	SEPT	OCT	NOV	DEC
2015	100	150	200	250	300	350
2016	200	250	300	350	400	450
2017	300	350	400	450	500	550
2018	400	450	500	550	600	650

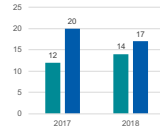
SCALABLE BUSINESS
 Tequis magnam everunt re voluppi nitusament at et quatem qui utemquia dolo nitusament at et quatem qui erum soluptas alite.

CHART A



Year	Value 1	Value 2	Value 3
2016	10	15	10
2017	12	18	10
2018	14	16	10


CHART B



Year	Value
2017	12
2018	17

DESC. CHART A
 Tequis magnam everunt re voluppi nitusament at et qua.

DESC. CHART B
 Tequis magnam everunt re voluppi nitusament at et qua.



TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces the identity and ensures clarity and harmony in all communications.

PRIMARY TYPEFACE

The primary Department of Health and Aged Care typeface is Helvetica Neue.

Uses include:

- headings
- sub headings
- intro copy and;
- body copy.

These can be coloured with any of the accessible colours (see Section 4 Colour).

Body copy is set in Helvetica Neue Light. The minimum font size for body copy set in Helvetica is 10pt. Captions can be set in 8pt. Leading refers to the spacing between lines of type and as a general guide should be set at two to three points above the body copy type size.

OFFICE FONTS

Where Helvetica Neue is not available, such as in Microsoft Word and PowerPoint documents, use Arial, also a sans-serif typeface. Arial is packaged with Microsoft Windows and Mac OS X.

HELVETICA NEUE

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

ARIAL

Regular A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures 0 1 2 3 4 5 6 7 8 9 0

Typography example

Helvetica Neue 12pt bold heading
with Helvetica Neue body copy,
10pt size and 13pt leading.

Heading Helvetica Neue Bold 12pt

Body copy set in Helvetica Neue Light 10pt. The minimum recommended font size for body copy set in Helvetica is 10pt.

Leading refers to the spacing between lines of type and as a general guide should be set at two to three points above the body copy type size. These paragraphs are set with 13pt leading, three points above the 10pt body copy.

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Department of Health and Aged Care layouts.

Headings

Sub Heading Sentence Case

SUB HEADING ALL CAPS

Intro/breakout copy

Body copy bold

Body copy