



Australian Government
Cancer Australia

Cancer Australia

Brand Guidelines



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1.0 Introduction

This document provides guidelines for use of the brand identity for Cancer Australia.

The brand identity has been revised to effectively establish, position, support and promote the new Cancer Australia as the Government's national leadership agency in cancer control.

1.1 Cancer Australia

Our vision

Cancer Australia's vision is to reduce the impact of cancer and improve the well-being of those diagnosed with cancer in Australia.

Our mission

Cancer Australia's mission is to strengthen and provide advice on the Australian Government's strategic focus on cancer control and care.

Role and functions

Cancer Australia was established by the Australian Government in 2006 to benefit all Australians affected by cancer, and their families and carers. Cancer Australia works to reduce the impact of cancer and improve the well-being of those diagnosed by ensuring that evidence informs cancer prevention, screening, diagnosis, treatment and supportive care.

Cancer Australia provides national leadership in cancer control to improve patient outcomes, enhance health service delivery and guide improvements across the continuum of cancer care. This is achieved through engagement with key stakeholders in cancer control and the development of effective partnerships for the delivery of improved cancer care.

Cancer Australia maintains an inclusive approach to engagement with people affected by cancer in order to ensure that its work is informed by and responsive to their needs and those of the broader community. The agency also focuses on populations who experience poorer health outcomes, including Aboriginal and Torres Strait Islander peoples and people living in rural and remote Australia.

Cancer Australia is the:

- national leader in cancer control, a knowledge-hub and the principal source of evidence-based information for health professionals and the community
- trusted voice of cancer information for consumers and health professionals
- go-to agency for cancer information

1.2 Our toolkit

Every identity is made up of core elements that combine to create a distinctive brand that promotes a consistent and recognisable identity.

These elements include:

1. The logo
2. Type
3. Colour
4. Tapestry graphic
5. Gradient line
6. Photography

The following pages will explain each of the elements and how to use them correctly.

1. The logo



2. Type

Neo Sans
Myriad Pro
Century Gothic

3. Colour



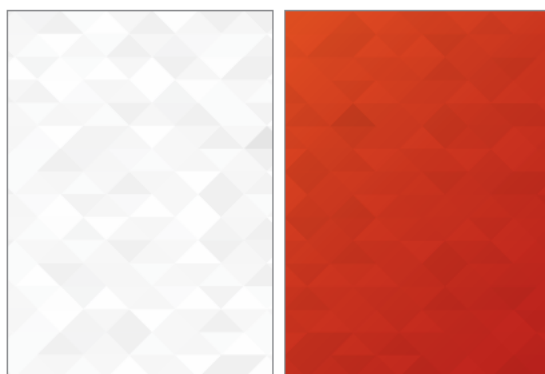
5. Gradient line



6. Photography



4. Tapestry graphic



2.0 The logo



Australian Government
Cancer Australia

'In-line' logo



Australian Government
Cancer Australia

'Stacked' logo

Cancer Australia's logo, referred to in the *Australian Government Branding Design Guidelines* as 'the Design', is mandated by Australian Government branding. The logo consists of the four elements: the Commonwealth Coat of Arms (Conventional Version 3A Solid), the words "Australian Government" (Times New Roman Bold), an underline and the department or agency name (also Times New Roman Bold). The logo must be used prominently throughout all branded communications in accordance with guidelines laid out in this chapter.

Position

The logo should always have prominence over and above other images and graphic elements. Where possible, the logo should be placed at the top right hand corner of the item it appears on.

2.1 Logo formats

There are two formats of the logo permitted; stacked and inline (see page 5). The inline (horizontal) version is preferred. However the appropriate format should be selected for the size and shape of document being produced.

2.2 Logo colour

It is intended that the Australian Government logo be reproduced in one colour only — preferably Cancer Australia Red. However, to add flexibility to this reproduction, guidelines for limited colour use have been developed.

The logo should not be represented in any more than one colour.

Contrast

The logo should not appear as a light colour on a light background colour, or as a tint or stipple of any colour. The logo should not appear as a dark colour on a dark background.

2.3 Isolation zone

The isolation zone will ensure the integrity of the logo is not jeopardised through crowding. This zone is defined as 'X' and is based on the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words.

This zone is a minimum dimension, and applies to every form and application of the logo. The isolation zone separates the design from body text/content, images, logos, edge of the page, other design elements e.g. lines, boxes, callout quotes etc.

Isolation zone horizontal



2.4 Minimum size

To ensure legibility at all times, the Coat of Arms in any version of the logo should never, unless in exceptional circumstances, be reproduced smaller than 20mm wide.



Isolation zone and placement example: letterhead, with compliment slip and business card


Australian Government
Cancer Australia

8 May 2012

The Hon Tanya Plibersek MP
 Minister for Health
 PO Box 6022
 Parliament House
 Canberra ACT 2600



Dear Minister,

Essus mi, ut vel inctorepra sunt la eiciur, et doleni illabo. Bit, con non conessit incil is molo modi as utempor uscipsandus ea sum re, con repudantium et lacimint.

Provid que nobis aut in et aut ex expliui acim dolore que lia con ratusdani abo. Itatecae offictur? Quibust fugias idelluptatem ressi inistis re volorest int unt fuga.

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Yours sincerely

Dr Helen Zorbas
 Chief Executive Officer

▶ Locked Bag 3 Strawberry Hills NSW 2012
 ▶ P: + 61 2 9357 9400 ▶ F: + 61 2 9357 9477 ▶ W: www.canceraustralia.gov.au ▶ ABN 21 075 951 918




Australian Government
Cancer Australia

With Compliments

▶ Locked Bag 3 Strawberry Hills NSW 2012
 ▶ P: + 61 2 9357 9400 ▶ F: + 61 2 9357 9477 ▶ W: www.canceraustralia.gov.au



2.5 Misuse

The logo must not be altered, rotated or distorted in any way.



Do not rotate the logo



Do not enlarge or alter in proportion any part of the logo



Do not rearrange the logo



Do not reduce the logo below the minimum size (coat of arms must be at least 20mm in width)



Do not use any part of the logo as a graphic element

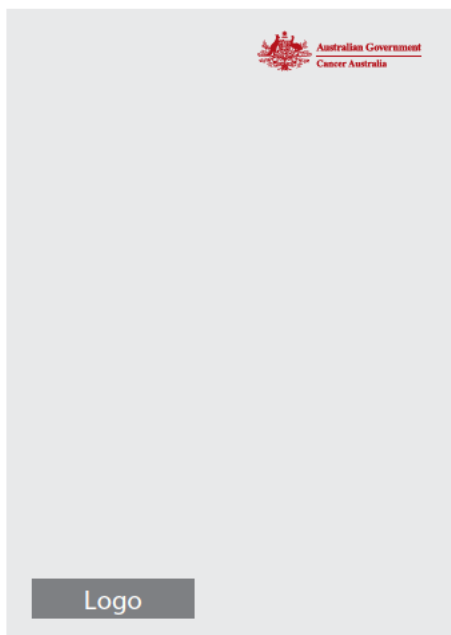


Do not use the logo in a low contrast manner

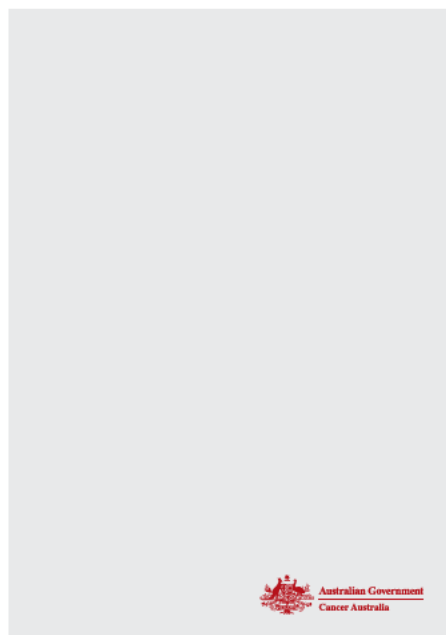
2.6 Co-branding

When co-branding with other logos:

- ▶ **On Cancer Australia material:** the Cancer Australia logo should be the most prominent, preferably placed in the top right corner. The co-branded logo should appear in the top left or bottom left. Exceptions are to be approved by the General Manager, Health Promotion and Communication.
- ▶ **On external material where Cancer Australia is the major funder:** the logo should appear in the bottom right hand corner, where possible. Exceptions are to be approved by the HP and Comms team.
- ▶ **On other material:** where Cancer Australia is a joint funder with other organisations, the placement and type of logo (inline/stacked) may vary. Placement to be drafted by external organisation and approved by the General Manager, Health Promotion and Communication.

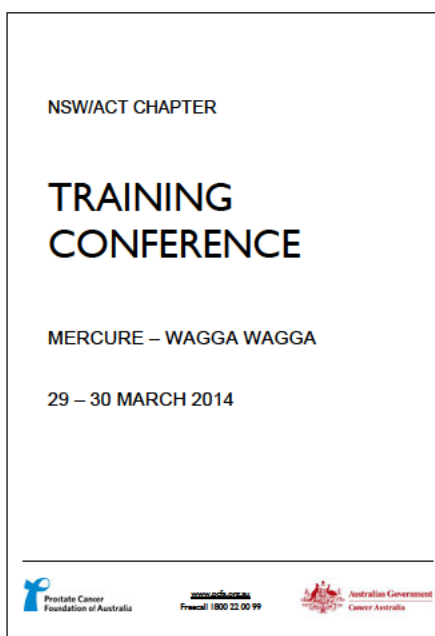


Cancer Australia material



External material

Below are some examples of correct placement of the Cancer Australia logo when co-branding:



2.7 Co-funding

Funding recipients must provide appropriate acknowledgement on all publications, resources and other materials promoting the funded program, event or activity.

► Cancer Australia sole funder acknowledgement:

“The [name of project/programme/group] OR This grant [grant number] is funded by the Australian Government through Cancer Australia’s [name of programme/initiative/scheme].”

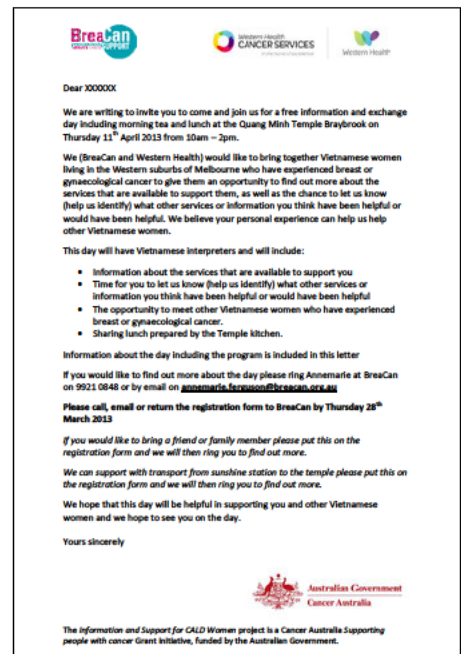
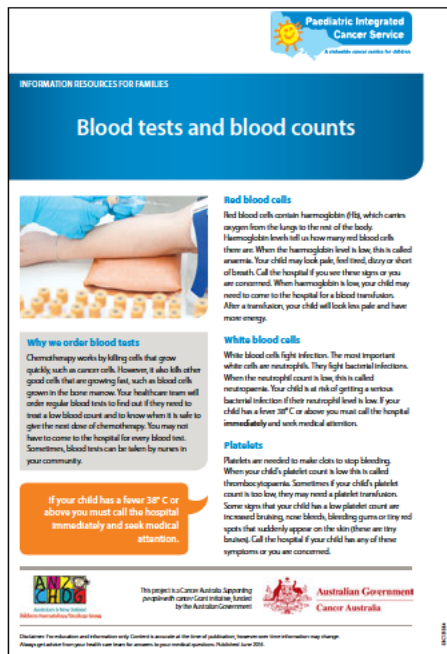
► Cancer Australia and Funding partners/other funders:

The [name of project/programme/group] OR This grant [grant number] is funded by the Australian Government through Cancer Australia’s [name of programme/initiative/scheme] and [name of Funding Partner/ co-funder].

The [name of project/programme/group] OR This grant [grant number] is funded by [name of Funding Partner/co-funder] and the Australian Government through Cancer Australia’s [name of programme/initiative/scheme].

All publications, resources and materials produced under a contract for services must be clearly identified as products of the Cancer Australia project or initiative through the appropriate acknowledgement and use of the Cancer Australia logo. The logo must be applied in a form approved by Cancer Australia, and all materials must be reviewed and cleared by Cancer Australia.

Below are some examples of correct placement of the acknowledgement statement and logo:



Approvals of Co-funding branding

All use of the Cancer Australia logo by external organisations must be approved by the General Manager, Health Promotion and Communication.

Any queries about logo use should be referred to the Senior Project Officer, Health Promotion and Communication.

► **s47f**

► **P: +61 2 9357 9400**

Guidelines for the logo and acknowledgement statement

Where at all possible, the Cancer Australia logo should appear at the bottom right of the branding collateral, and as the in-line version in Cancer Australia red. The acknowledgement statement should appear in a font sympathetic to the design of the document (sans serif font preferred) and smaller than the main body copy text - between 8 to 10 point size type is preferred. The acknowledgement statement can appear in the below configurations, as some flexibility is required due to the design needs of the external stakeholder. *(The acknowledgement statement used is for mockup purposes only.)*

Option 1 - Preferred layout

This project is a Cancer Australia
Supporting people with cancer Grant initiative,
funded by the Australian Government



Option 2 - Preferred layout

This project is a Cancer Australia
Supporting people with cancer Grant initiative,
funded by the Australian Government



Alternative options

If the design does not allow for the Cancer Australia logo to be placed at the bottom right hand side of the collateral, it is possible to align the Cancer Australia logo to the left of the acknowledgement statement.




This project is a Cancer Australia
Supporting people with cancer Grant initiative,
funded by the Australian Government

Only in instances where the design is narrow, such as a DL Flyer design, the Cancer Australia stacked logo can be used, with the acknowledgement statement centred underneath.
See example to the right.


Ring for Care

Call us for over the phone financial support on **1800 545 366**, or email WeCare@kildonan.org.au.

An experienced professional will talk to you about what you need and work out the next steps in order to assist you.



KILDONAN UNITINGCARE
188 MCDONALDS ROAD
EPPING, VICTORIA, 3076
1800 545 366
WeCare@kildonan.org.au
www.kildonan.org.au



The WeCare project is a Cancer Australia
Supporting people with cancer Grant initiative,
funded by the Australian Government.

3.0 Typography

Typefaces have been selected to ensure consistency and address the technical requirements of different applications.

3.1 Print production and design

3.1.1 - Neo Sans

Neo Sans is only to be used in the design/print production process. This font is selected for its openness and clear, clinical lines.

3.1.2 - Myriad Pro

Myriad Pro is only to be used in the design/print production process.

3.2 In house documents

Templates and guidelines are provided for in house documents on the Cancer Australia intranet (The Loop).

3.2.1 Century Gothic

Century Gothic is used for body copy in internal corporate communications including letterheads, general documents and report templates. In most printed Word document applications, body copy is set at 10pt. Colour headings are used in documents in-house, see the Report Template on the Cancer Australia intranet (The Loop).

3.2.2 Calibri

Calibri is used in powerpoint presentations.

3.3 Font examples

3.3.1 Design/print production type styles

Document title

Neo Sans Regular 32pt

Heading level 1

Neo Sans Regular 24pt

Pullout Quote

Myriad Pro Light Italic 16pt

Heading level 2

Neo Sans Regular 20pt

Heading level 3

Neo Sans Regular 15pt

Heading level 4 / Chart or graph title

Myriad Pro Bold Condensed 13pt

Body copy



Myriad Pro Light 10.5pt

Notes

Myriad Pro Light 8pt

Note: if background page colour is red, reverse to white type headings 1, 2 and 3.

Please note: dot points appear as a red triangle, lining up with the middle of the body text. 4mm space between.

For example:  a physical examination
 a blood test to check for anaemia

3.3.2 In-house type styles

Documents produced in-house should follow the guidelines below. Document formatting guidelines are available to download on the Cancer Australia intranet (The Loop).

Heading 1 (Century Gothic 14pt bold, 6pt above, 18pt below, red or black)

Heading 2 (Century Gothic 12pt bold, 12pt above, 6pt below. Numbered list, hanging indent 1.25cm, red or black)

Heading 3 (Century Gothic 11pt bold, 12pt above, 6pt below. Numbered list, hanging indent 1.25cm)

Heading 4 (Century Gothic 10pt bold, 12pt above, 6pt below)

Heading 5 (Century Gothic 10pt bold italics, 12pt above, 6pt below)

4.0 Colour

There are 10 main colours in the colour range.

The key colour is the Deep Red used by Cancer Australia in previous brand communications. The use of the colour has been modified and is explained in section 4.3 Gradients within this chapter.

4.1 Partner colours

There are 10 colours which represent the range of cancers covered by Cancer Australia and the breadth of stakeholder groups it works with.

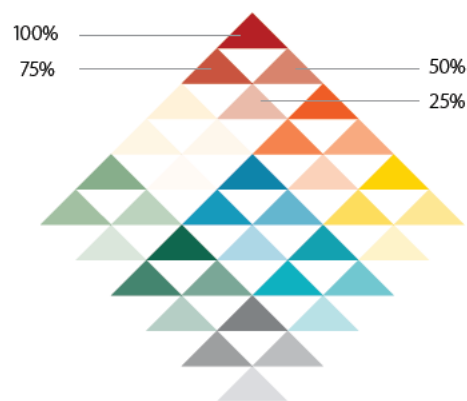
Department and colour breakdown

 CMYK 0.100.96.28 RGB 181.18.27 Pantone 1807 Cancer Australia Deep Red	 CMYK 0.5.15.0 RGB 255.240.216 Pantone 7506 15% Cancer Australia Background	 CMYK 35.0.42.23 RGB 135.174.139 Pantone 7483 41% Lung Cancer
 CMYK 0.79.100.0 RGB 241.93.34 Pantone 179	 CMYK 100.0.9.30 RGB 0.132.169 Pantone 314	 CMYK 75.0.60.55 RGB 0.103.78 Pantone 555
 CMYK 0.16.100.0 RGB 255.210.0 Pantone 116	 CMYK 100.0.31.7 RGB 0.160.175 Pantone 320 Gynaecological Cancer	 CMYK 0.0.0.60 RGB 128.130.133 Pantone 424
		 CMYK 0.28.7.0 RGB 248.204.213 Pantone 1895 Breast cancer

NB: Breast cancer, although not specified within the new brand palette, is unique in that it has always been represented by the colour pink. When building communication material for breast cancer the colour breakdown to the right must be followed.

4.2 Tints

To add extra depth to the palette, the Deep Red and eight partner colours can be used as tints in varying strengths. Only the percentages in the table should be used.



4.3 Gradients

To avoid large background areas of Deep Red appearing flat, we use a gradient to add warmth and depth to the colour block. See 8.0 Examples for example of how to use the gradient.

The gradient is a blend from the Orange in the top left, to Cancer Australia Deep Red in the bottom right.



Gradient should always be at a -45° angle from the top left hand corner.

4.4 Background Yellow

There may be occasional use of Background Yellow in a limited number of Cancer Australia designs, including online banners and business cards.

Background Yellow is a 15% tint of 'Cancer Australia Background' (see page 11).

5.0 Shapes and textures

To add a distinctive and consistent visual element to all Cancer Australia communications, and to suggest the congruent, connected nature of the cancer community, a new graphic style has been introduced – the 'Tapestry Graphic'.

The Tapestry Graphic is an infinite series of interlocking triangles of various tint strengths, used both in colour and greyscale versions.

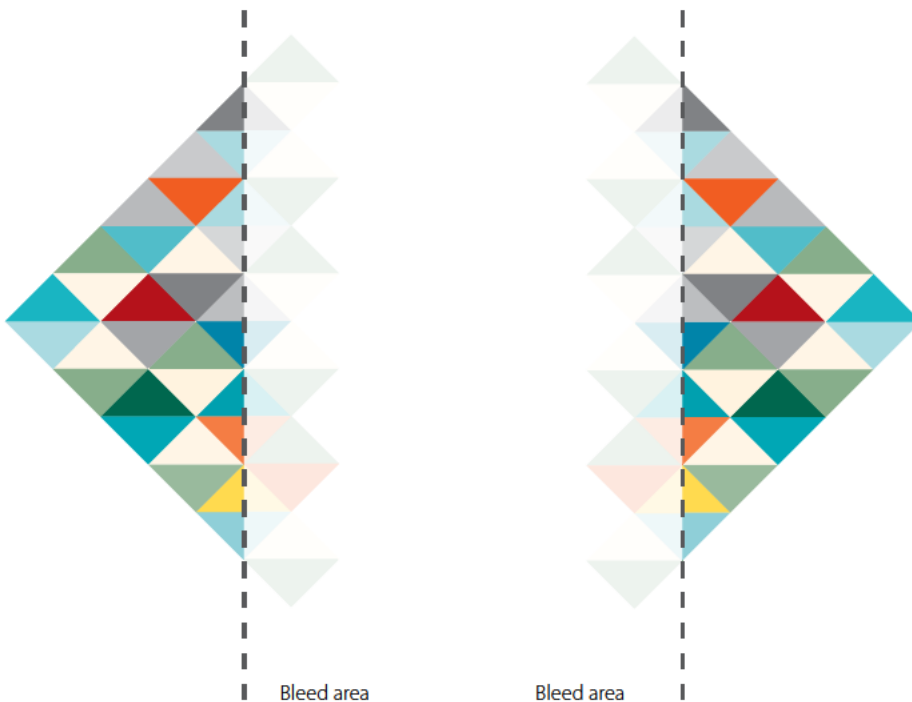
This graphic is used in various forms to give flexibility to all designs.

5.1 Tapestry Graphic Arrow

The Tapestry Graphic Arrow incorporates the key colour and all the partner colours, including tints (except pink). This graphic represents a system of moving parts working together cleanly and efficiently.

There are two variations of the Tapestry Graphic Arrow: one to use on the left-hand side of a document/resource, and one on the right. Using the Tapestry Graphic Arrow on right-hand side is preferred.

Each Arrow is provided with bleed, and should be cropped at the edge indicated by the dotted line, as shown below.



Tapestry Graphic Arrow used on right-hand side

Tapestry Graphic Arrow used on left-hand side

5.2 Using the Tapestry Graphic Arrow

The arrow is used to highlight a headline, a key point of information or interest. The whole Arrow should be used – it should never be cropped (other than to allow for the supplied 'bleed' area).

Where possible, the Tapestry Graphic Arrow should be scaled to the same size as the Tapestry Graphic Background and positioned so that their grids line up.

The point of the 'Arrow' should line up with the grid lines of the 'Background' underneath. The point of the 'Arrow' should be vertically aligned with the centre of the heading, also the centre of heading and subhead, if a subhead exists.

Do not use the Tapestry Graphic Arrow inline with the Australian Government logo next to it.



Single colour arrows can also be used in place of the Tapestry Arrow or as bullets in copy. These can be used on plain or single colour backgrounds. It is not recommended to use a lot of different colours as bullet points on headings.



5.3 Building Tapestry Graphic illustrations

Illustrations can also be created using the Tapestry Graphic.

Start with the Greyscale version of the Tapestry Graphic Background. Building within any preferred shape, arrows can be highlighted with the brand partner colours and tints, aligning with the underlining Tapestry Background. The colour scheme should replicate all the colours of the Tapestry Graphic Arrow or be a single colour with tints, as shown below.



Graphic/silhouette example

5.4 Tapestry Graphic Backgrounds

Here the Tapestry Graphic covers the entire printed surface. This treatment ensures that large areas of otherwise flat colour are visually interesting and multi-dimensional.

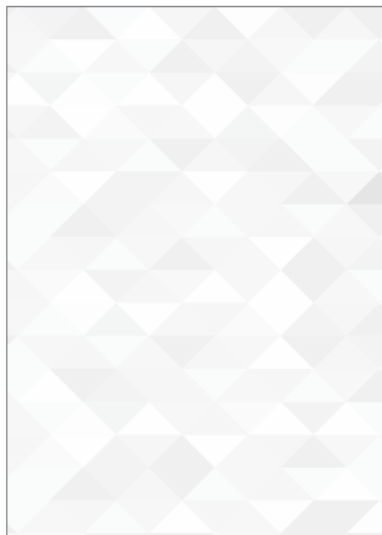
There are two colour variations of the Tapestry Graphic Background: Red and Greyscale.

The Red variation has an underlying tint composed of warm orange to darker red – top left to bottom right. Any area of this Background may be used, as long as the chosen crop feels predominantly Red.

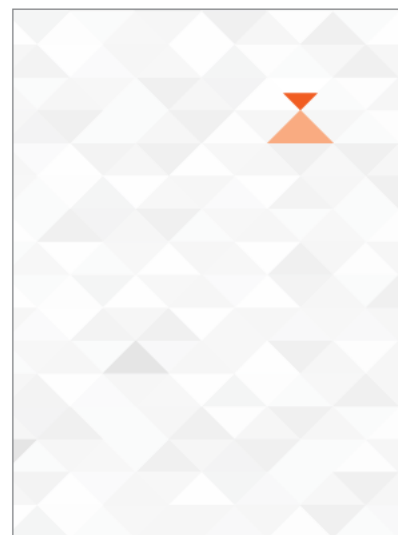
It is permissible to highlight two connecting triangles to create a point of interest and emphasis on the background. See below, note: small triangle always on top with larger triangle below. Placement may vary, depending on location of other typographical elements.



Red version



Greyscale version



Grey version with connecting highlights

5.5 Misuse

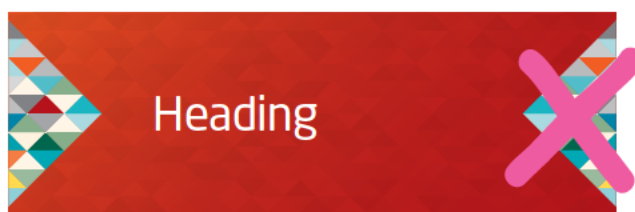
Do not allow the orange to dominate the red when you crop the Tapestry Background



Do not use the Tapestry Graphic Arrow inline with the Australian Government logo



Do not use the Tapestry Graphic Arrow more than once on a cover design



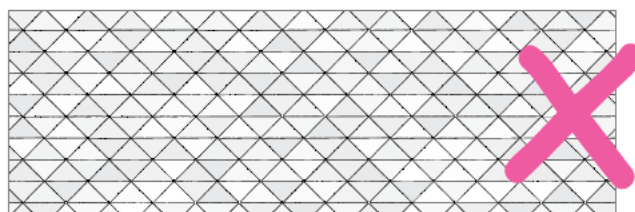
Do not stretch, distort or rotate the Tapestry Graphic Arrow to point up or down



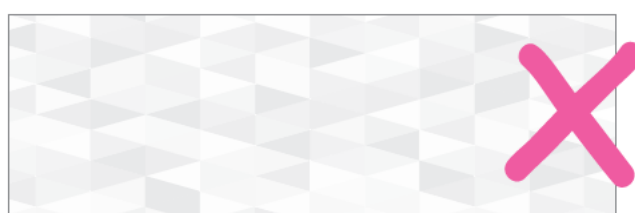
Do not rotate or flip the Tapestry Graphic Background



Do not attempt to recreate the Tapestry Graphic Background. Use supplied files only



Do not stretch or distort the Tapestry Graphic Background



6.0 Photography

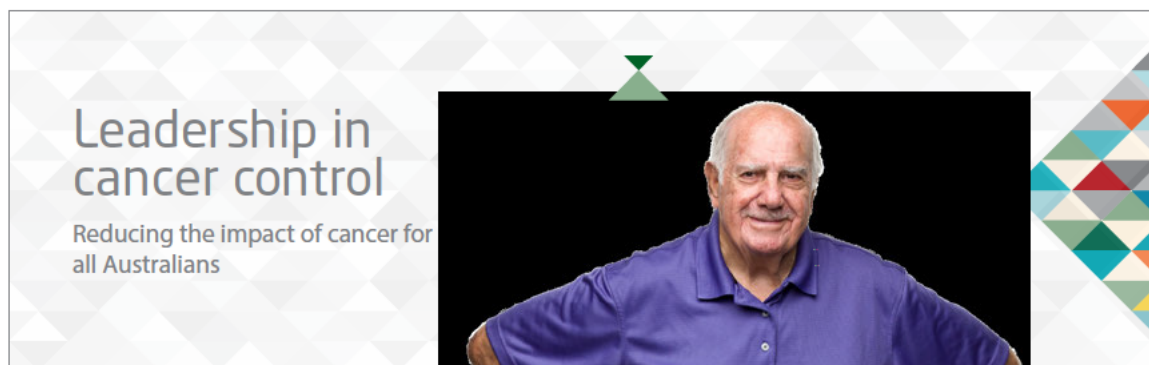
While the brand identity is built strongly around the Tapestry and graphic elements, it can readily incorporate photography. Guidelines around the use of photography are provided within this chapter.

This section also contains recommendations on how to specify, select and crop photography and stock imagery that will help to maintain consistency across all brand communications.

6.1 Photography used with Tapestry elements

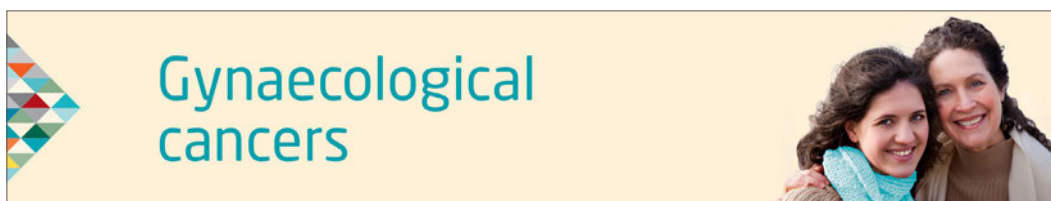
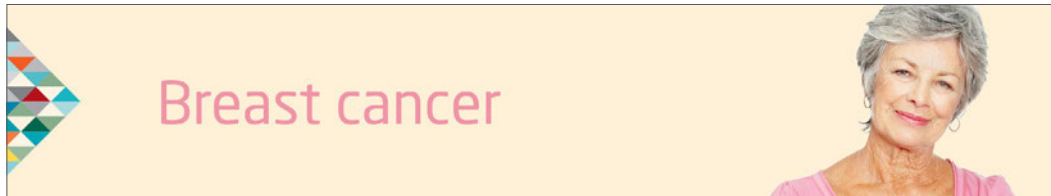
Colour or black and white photography may be used on top of the Tapestry Graphic Background, or close to the Tapestry Graphic Arrow, but must be cut out (deep-etched). For queries please see the Health Promotion and Communication team (details on page 8).

Please note: it is a government requirement that colour photography should not be used in the contents of annual reports, however it is permitted on the cover of the Annual Report.



Photography on solid backgrounds

Colour or black and white deep-etched imagery may be used on a solid colour background. The background colour used should be brand Background Yellow.



6.2 Photography specification and selection

The following guidelines are provided to help maintain a consistent look and feel across brand communications. These recommendations should be applied whether specifying or briefing photography or selecting images from an image library.

In general, the images we use in Cancer Australia communications should convey to any audience that Cancer Australia:

- **Celebrates diversity**

Imagery should reflect Australia's multiculturalism and range of demographics.

- **Respects people's dignity**

Care should be taken that the tone reflects the sensitivity of cancer as a subject matter.

- **Challenges stereotypes**

Always try to use images that challenge stereotypical views of particular groups of people. For example, choose images that show active consumer participation.

Consider carefully the type of publication the photo will appear in and its audience. Different types of photos are more appropriate for different types of publications.

6.3 Content, cropping and composition

Photographic content should reflect real, everyday scenes wherever possible – real people in real environments – that convey a sense of relaxed confidence that is inspirational to the viewer. Photography should follow the guidelines below

- **Relaxed not posed**

Not too formal, 'stiff' or conceptual – people looking relaxed and positive

- **Not enhanced**

Not overly retouched or too heavily 'affected' (colour, contrast etc)

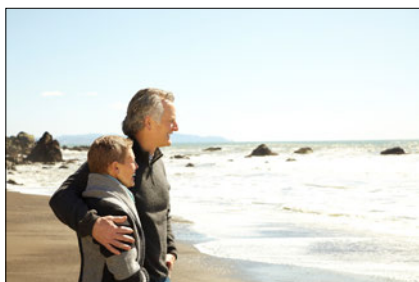
- **Natural lighting**

Imagery should be lit with natural light where possible

- **Simple composition**

Many of the recommendations discussed so far can be achieved with cropping. Removing unnecessary elements or detail from an image can often help it communicate more quickly and powerfully.

Cropping into an image can also help to focus the viewer's attention on important areas (i.e. people) and make the photograph feel more intimate.



Original photograph



Closer crop

6.4 Some do's and don'ts

Below are some examples of photography that does, and doesn't, work.



Too posed



Setting too unnatural



Too highly coloured



Too harshly lit



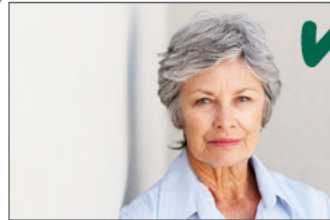
Too dark



Too conceptual



Natural settings, natural lighting, people relaxed and engaged off-camera



7.0 Charts, graphs and tables

Charts, graphs and tables are used to present information visually and allow the reader to make comparisons and illustrate important points.

- **Use of colour**

When creating charts and graphs, use colour to bring clarity to the information. In general, try to minimize the number of colours used. When using multiple colours, ensure that enough contrast exists between colours so that information is easily distinguishable.

- **Less is more**

Use simple, two dimensional geometric forms (i.e. squares and rectangles with straight corners, circles and triangles). Effects and decorative embellishments such as bevels and drop shadows should be used sparingly.

- **Allow the information room to breathe**

Allow plenty of white space around charts, graphs and tables so they are easy to understand.

7.1 Charts and graphs

Lay charts and graphs out according to the column grid.

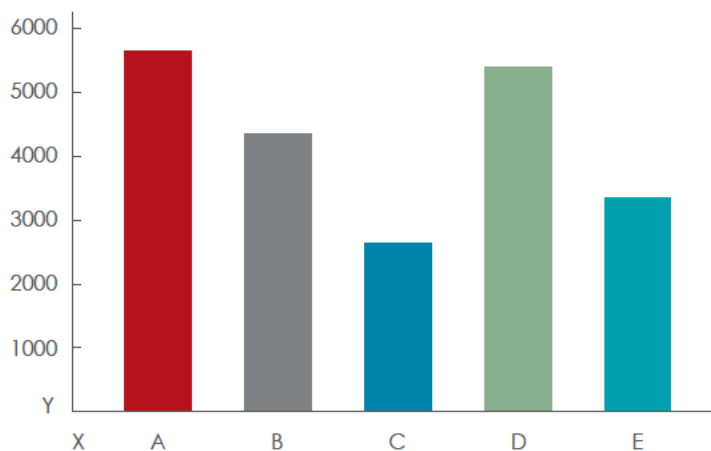
- Use Notes font style for text e.g. legends etc. (see page 10)
- Numbers along the y-axis should be right aligned.
- Coloured triangles are used within key text to define the colours.
- .5pt white line must separate areas of different colours.
- Any of the colour palette may be used, including tints (where necessary).

Chart title



- ▶ Key A
- ▶ Key B
- ▶ Key C
- ▶ Key D
- ▶ Key E

Chart title



- ▶ Key A
- ▶ Key B
- ▶ Key C
- ▶ Key D
- ▶ Key E

7.2 Tables

Lay tables out according to the column grid, generally using the full width.

Use a solid full colour bar for the top title row. Each subsequent row should be separated by a 0.5pt line and coloured in white or alternating red tints (as shown below).

Method	Years 1 and 2	Years 3 – 5	After 5 years
History and clinical examinations	Every 3–6 months	Every 6–12 months	Every 12 months
Mammography	Every 12 months	Every 12 months	Every 12 months
Chest X-ray, bone scan, CT, PET or MRI scans, full blood count, biochemistry and tumour markers	Only if indicated on suspicion of recurrence		

8.0 Examples and assets

The applications on the following pages demonstrate how we bring all our branding elements together to create on-brand communications. The applications shown are concepts and demonstrate the use of our look and feel in our commonly used media.

These applications clearly cannot address every consideration you might encounter. They serve to demonstrate the tone and style we wish to adopt, and should be thought of as a guide to help you create applications.

Banners



Stationery



Australian Government
Cancer Australia

With Compliments

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Helen Zorbas
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Australian Government
Cancer Australia



Australian Government
Cancer Australia

8 May 2012

The Hon Tanya Plibersek MP
Minister for Health
PO Box 6022
Parliament House
Canberra ACT 2600

Dear Minister:

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Yours sincerely

Dr Helen Zorbas
Chief Executive Officer

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Website

Australian Government
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Reducing the impact of cancer for all Australians

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- July issue of Cancer Australia Connect now available
- Expression of interest for consumer participation in Grant Review Committee
- Advice from the Chief Medical Officer on PIP silicone breast implants and breastfeeding
- Report findings on breast cancer among Aboriginal and Torres Strait Islander women of Australia

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A free information service that displays the latest clinical trials in cancer care.
- CANCER LEARNING**
Strengthening Cancer care through education and development

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- Gynaecological cancers
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- Lymphoedema
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- Consumer engagement
- Cancer treatment & support
- Life after cancer
- Australian clinical trials

Healthy Living

- Campaigns & events
- Lifestyle & risk reduction
- Screening
- Tools & resources

Research & Data

- Research
- Clinical trials
- Data

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