NATIONAL HEALTH FUNDING BODY
BRAND IDENTITY GUIDELINES

VERSION 1.0 | JUNE 2022

Administrator
National Health
Funding Pool

National Health
Funding Body
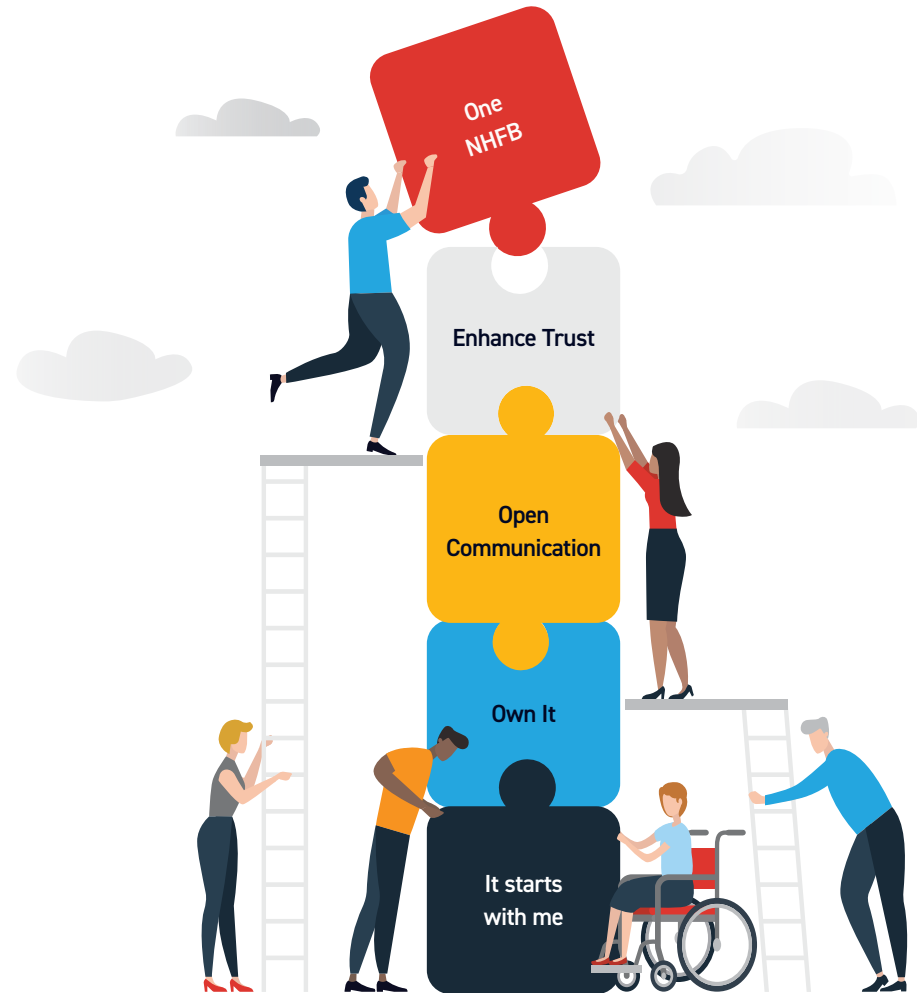
INTRODUCTION

The purpose of these brand identity guidelines is to assist in the reproduction of our brand image in a consistent manner. It is the essential tool in helping us achieve a cohesive and appropriate visual identity for the National Health Funding Body (NHFB) and the Administrator, National Health Funding Pool (NHFP).

Our visual identity says a lot about our organisation. It reflects our professionalism and commitment to excellence. The NHFB visual identity, which includes the brandmark and visual look and feel, represents how we want to be portrayed to all our audiences. Every impression we make contributes to the perception of our brand image.

The adherence to these guidelines will ensure we build a strong and consistent brand image. This will be achieved through the consistent use and reproduction of our visual identity, whether it be via stationery, corporate publications, business presentations, marketing collateral, operational forms, signage or our website.

Therefore, it is vital that everyone involved in the preparation of communications for our organisation to understand and adhere to this manual. By doing so we can ensure our visual identity is memorable and one that we can all be proud of and share from the benefits.

Improving transparency of public hospital funding in Australia

CONTENTS

Minimum clear space

Minimum size

10mm

Optimum size (A4)

13mm

Combined lock-up use

The full colour version of the Administrator, National Health Funding Pool (NHFP) and National Health Funding Body (NHFB) combined lock-up is the preferred version and is to be placed on white or grey backgrounds only.

Minimum and clear space guidelines have been prepared to ensure the NHFP lock-up is presented consistently in every application.

Minimum clear space

Please allow enough clear space to protect the integrity of the lock-up. Use the 'H' from NHFB as a guide to the border dimensions.

Minimum and optimum sizing

To ensure visibility across all collateral, a minimum height of 10mm is recommended to retain legibility, with an optimum height of 13mm for A4 documents.

Minimum clear space

National Health
Funding Body

Minimum size

10mm · National Health
Funding Body

10mm · **Administrator**
National Health
Funding Pool

Optimum size (A4)

13mm · National Health
Funding Body

13mm · **Administrator**
National Health
Funding Pool

Standalone logo use

The NHFB logo can be used standalone when there is limited design space or when it's specified that the Administrator NHFP logo is not required.

The NHFB/NHFP is a multi coloured logo made up of both type and icon – they should not to be separated in any instance.

Minimum clear space

Please allow enough clear space to protect the integrity of the logo. Use the 'H' from NHFB as a guide to the border dimensions.

Minimum and optimum sizing

To ensure visibility across all collateral, a minimum height of 10mm is recommended to retain legibility, with an optimum height of 13mm for A4 documents.

Background colour

The logo should only ever sit on a grey or white background.

Mono logo

Reverse logo

Mono logo use

The NHFB logo exists in Mono form. It is only to be used when it is not possible to use the main logo or reverse (white out) logo.

Reverse logo use

The logo works well over dark backgrounds and images when it is reversed out in white.

Note

Always use these brandmarks on coloured or dark backgrounds. It is preferred that background colours are either black or come from the corporate colour palette.

Do not use the Full Colour version on coloured or dark backgrounds.

National Health
Funding Body

Never move elements of logo

National Health
Funding Body

Never rotate logo

National Health
Funding Body

Never place logo in another shape

National Health
Funding Body

Never alter colour of logo

National Health
Funding Body

Never distort or alter logo

National Health
Funding Body

Never tint colour of logo

National Health
Funding Body

Never place the logo on incorrect
coloured backgrounds

National
Funding

Never crop logo

Incorrect usage

To maintain the consistency and integrity of the NHFB logo, it is essential to use the files supplied. Do not attempt to redraw, rescale, separate or reposition elements of the brandmark in any other formation.

The example shown to the left demonstrates incorrect application and modification. These incorrect use guidelines must be adhered to.

DIN 2014 Extra Light

MAIN HEADING

DIN 2014 Light

HEADING A

DIN 2014 Regular

Intro text – Pudi venis earchitas que nonsequ iduntem poreriscid mi, od ut et hit dioreritae nostem re vit

DIN 2014 Demi

Heading B (Subheading)

DIN 2014 Demi

Subheading B

DIN 2014 Light

Body text – Pudi venis earchitas que nonsequ iduntem poreriscid mi, od ut et hit dioreritae nostem re vit:

- Bullet point style
- udi venis earchitas que.
1. Numbered bullet point style
2. udi venis earchitas que.

DIN 2014 Bold

FIGURES AND TABLES **HEADING VENIS NONSEQU**

DIN 2014 Regular

Caption – Pudi venis earchitas qid mi, od ut et hit dioreritae

DIN 2014 Light/Bold

Pullquote – quam enis
eturibus debis dolor mod

Primary typography use

The font family, DIN 2014 is used for all NHFB print collateral and digital PDFs. A fully licensed version of the font is available with an active Creative Cloud subscription via Adobe Fonts.

The example shown to the left demonstrates the different levels of text and appropriate weights, colours and sizes to be used.

Calibri Light

MAIN HEADING

Calibri Light

Heading A

Calibri Regular

Intro text – Pudi venis earchitas que nonsequ iduntem poreriscid mi, od ut et hit dioreritae nostem re vit

Calibri Bold

Heading B (Subheading)

Calibri Bold

Subheading B

Calibri Light

Body text – Pudi venis earchitas que nonsequ iduntem poreriscid mi, od ut et hit dioreritae nostem re vit:

- Bullet point style
- udi venis earchitas que.
1. Numbered bullet point style
2. udi venis earchitas que.

Calibri Bold

FIGURES AND TABLES **Heading venis nonsequ**

Calibri Regular

Caption – Pudi venis earchitas qid mi, od ut et hit dioreritae

Calibri Light/Bold

Pullquote – quam enis eturibus debis dolor mod

Secondary typography use

The secondary font for all web applications and use in Microsoft Office programs is Calibri. It is the default typeface in several of Microsoft's applications and a system font with Mac.

The example shown to the left demonstrates the different levels of text and appropriate weights, colours and sizes to be used.

Primary colour palette
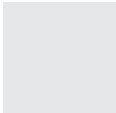
WCAG 2.0 compliant for all text and graphical elements.

C 3	R 219		C 65	R 0		C 0	R 117
M 92	G 56		M 43	G 4		M 0	G 118
Y 88	B 48		Y 26	B 38		Y 0	B 121
K 5	# DB3830		K 78	# 000426		K 66	# 757679

Secondary colour palette

WCAG 2.0 compliant for all text and graphical elements.

C 8	R 160		C 65	R 28		C 0	R 0
M 92	G 40		M 43	G 43		M 0	G 0
Y 100	B 22		Y 26	B 57		Y 0	B 0
K 33	# A02816		K 78	# 1C2B39		K 100	# 000000

WCAG 2.0 compliant when used as a background to black/navy text or as graphical elements.

C 0	R 247		C 0	R 253		C 0	R 188
M 50	G 148		M 31	G 183		M 0	G 190
Y 100	B 29		Y 100	B 20		Y 0	B 192
K 0	# F7941D		K 0	# FDB714		K 30	# BCBEC0

C 71	R 0		C 34	R 161		C 0	R 230
M 16	G 170		M 4	G 212		M 0	G 231
Y 0	B 231		Y 0	B 243		Y 0	B 232
K 0	# 00AAE7		K 0	# A0D5F4		K 10	# E6E7E8

Primary colour palette

The primary colour palette provides continuity across all communication material.

Secondary colour palette

The secondary colour palette is designed to support the primary palette and create hierarchy within a document i.e. infographics, tables, figures and illustrations.

Accessibility

NHFB has a Web Content Accessibility Guidelines 2.0 (WCAG 2.0) compliant colour palette to ensure an inclusive online experience.

Colour modes

CMYK colour values to be used for all print. RGB colour values to be used for all web.

Publications

Posters

Brochures

Icon style

Icon family: Five objectives

Additional icons
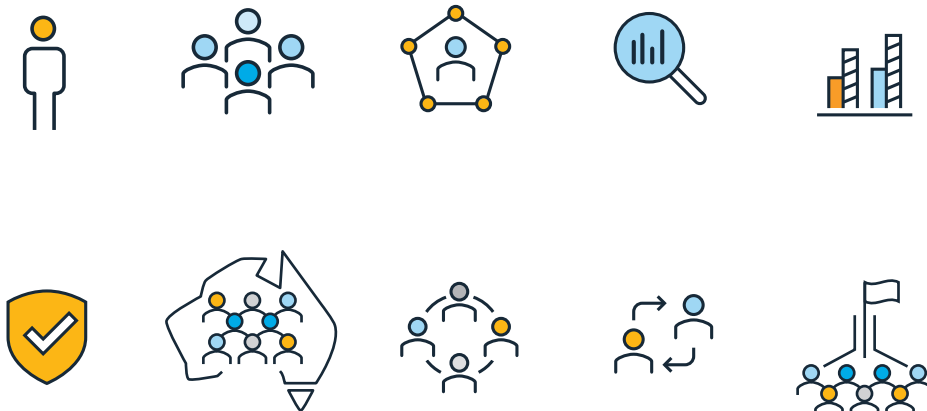
Graphic device

1. Snip corner box

**2.** Hexagon

3. Texture

Application example

MORE INFORMATION

Any questions about the application of the
National Health Funding Body logo as advised
in these guidelines should be directed to:

National Health Funding Body

1300 930 522

nhfb.enquiries@nhfb.gov.au

GPO Box 1252, Canberra ACT 2601

publichospitalfunding.gov.au