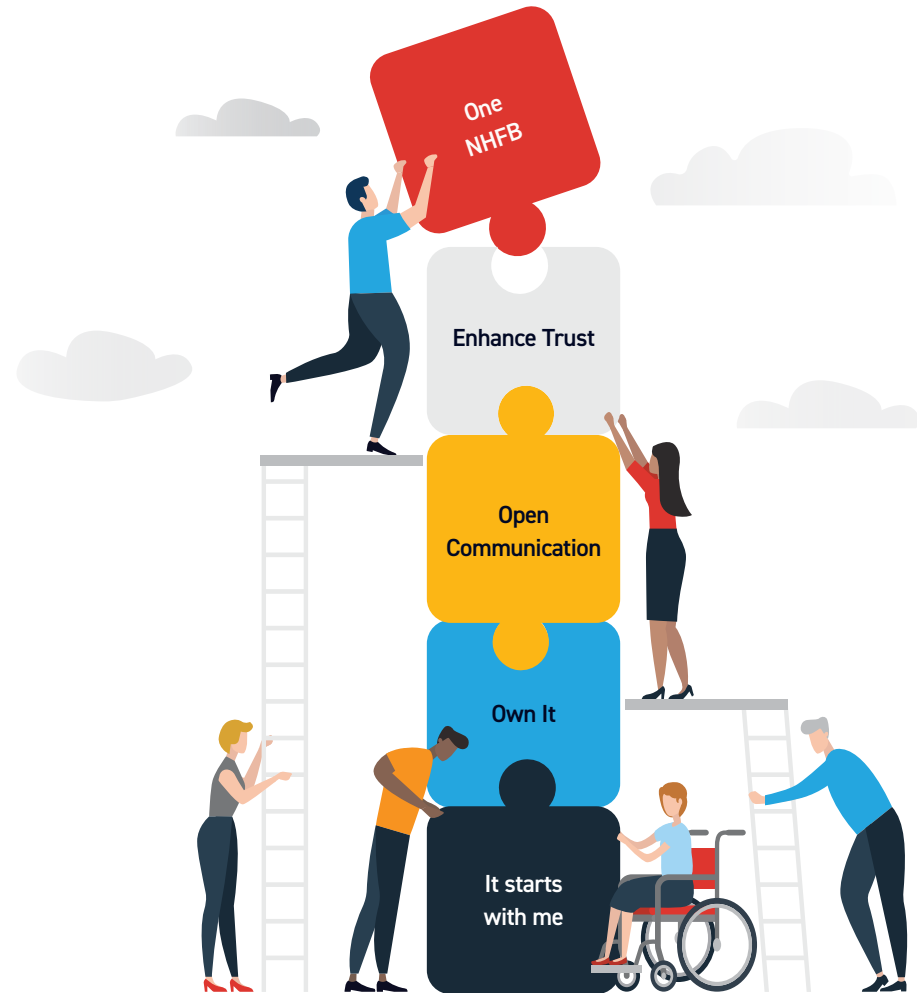


NATIONAL HEALTH FUNDING BODY BRAND IDENTITY GUIDELINES

VERSION 1.0 | JUNE 2022



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 landmark 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.



CONTENTS

Logos

Combined lock-up use	3
Standalone logo use	4
Mono and Reverse logo use	5
Incorrect usage	6

Typography

Primary use	7
Secondary use	8

Colour Palette

Colour palette use	9
--------------------	---

Design Examples

Communication material	10
Icon and graphic device use	11

Minimum clear space



Minimum size



Optimum size (A4)



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



Minimum size



Optimum size (A4)



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.



Never move elements of logo



Never rotate logo



Never place logo in another shape



Never alter colour of logo



Never distort or alter logo



Never tint colour of logo



Never place the logo on incorrect coloured backgrounds



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 landmark 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.






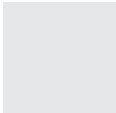
	C 3 R 219 M 92 G 56 Y 88 B 48 K 5 # DB3830		C 65 R 0 M 43 G 4 Y 26 B 38 K 78 # 000426		C 0 R 117 M 0 G 118 Y 0 B 121 K 66 # 757679
---	---	---	--	---	--

Secondary colour palette

WCAG 2.0 compliant for all text and graphical elements.

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

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

	C 0 R 247 M 50 G 148 Y 100 B 29 K 0 # F7941D		C 0 R 253 M 31 G 183 Y 100 B 20 K 0 # FDB714		C 0 R 188 M 0 G 190 Y 0 B 192 K 30 # BCBEC0
	C 71 R 0 M 16 G 170 Y 0 B 231 K 0 # 00AAE7		C 34 R 161 M 4 G 212 Y 0 B 243 K 0 # A0D5F4		C 0 R 230 M 0 G 231 Y 0 B 232 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

Annual Report 2020-21
Improving the transparency of public hospital funding in Australia

OUR ROLE IN AUSTRALIA'S HEALTH SYSTEM

Our vision
To improve transparency of public hospital funding in Australia

Our purpose
To support the obligations and responsibilities of the Administrator through best practice administration of public hospital funding

Our five objectives

- Accurate and timely reporting of Commonwealth funding (the fund)
- Best practice financial administration of public hospital funding
- Effective reporting relationships with stakeholders
- Provision of high performing operations
- Open and transparent governance

Our behaviours

- ONE NFBFS**
We contribute as a whole team
- ENHANCE TRUST**
We treat others as individuals and collaborate openly
- OPEN COMMUNICATION**
We listen actively to the views of others and share information
- OWN IT**
We own our performance by knowing, accepting and achieving our roles to the best of our ability

Our APS values
HONESTY, COMMITTED, ACCOUNTABLE, RESPECTFUL, ETHICAL

Who we support
PRIME MINISTER, FEDERAL HEALTH MINISTER, COMMONWEALTH HEALTH MINISTERS, COMMONWEALTH TREASURER

Administrator of the National Health Funding Pool
MICHAEL LAMBERT, ADMINISTRATOR
The Administrator is an independent statutory office holder as Commonwealth, State and Territory governments have agreed in their Agreement to the position.

The National Health Funding Body
SHAWN'DN WHITE, CEO
SINCE 2015, The NHFB has the NHFB support the Administrator in the administration of Commonwealth, State and Territory public hospital funding and payments under the national public hospital funding agreement.

Who we work with
PORTFOLIO AGENCIES, COMMONWEALTH STATE AND TERRITORY STAKEHOLDERS, INDUSTRY PARTNERS

Posters

STRATEGIC DIRECTION 2021-2025

Our vision
To improve transparency of public hospital funding in Australia

Our purpose
To support the obligations and responsibilities of the Administrator through best practice administration of public hospital funding

About us
The NHFB is an independent statutory office holder as Commonwealth, State and Territory governments have agreed in their Agreement to the position.

Our objectives

- Improve and timely calculation of Commonwealth funding contributions
- Best practice financial administration of public hospital funding
- Effective reporting relationships with stakeholders
- Provision of high performing operations
- Open and transparent governance

Our behaviours

- ONE NFBFS**
We contribute as a whole team
- ENHANCE TRUST**
We treat others as individuals and collaborate openly
- OPEN COMMUNICATION**
We listen actively to the views of others and share information
- OWN IT**
We own our performance by knowing, accepting and achieving our roles to the best of our ability

OUR BEHAVIOURS It starts with me

One NFBFS
We contribute as a whole team and encourage the same

Enhance Trust
We treat others as individuals and collaborate openly

Open Communication
We listen actively to the views of others and share information

Own It
We own our performance by knowing, accepting and achieving our roles to the best of our ability

Brochures

CORPORATE PLAN 2021-22
Improving the transparency of public hospital funding in Australia

Public hospital funding and payments

Activity Based Funding
ABF is a funding method for public hospital services based on the number of assigned services provided to patients, and the other services provided to patients, and the other services provided to patients.

Block funding
Block funding supports teaching, training and research in public hospitals and health programs. It is also used for certain public hospital services where block funding is more appropriate, particularly for specialist rural and regional hospitals.

Out of scope
Public hospitals also receive funding from other sources, including the Commonwealth, State and Territory, and other agencies for the provision of other specific functions and services outside the scope of the NHFB Agreement. For example, pharmaceuticals, primary care, home and community care, mental services, residential aged care and disability services.

Types of public hospital funding

- ACTIVITY BASED FUNDING**
 - assigned patient services
 - acute inpatient services
 - ambulatory inpatient services
 - multi-visit and non-visit services
 - non-admitted services
- BLOCK FUNDING**
 - teaching, training and research
 - small rural hospitals
 - non-admitted services
 - non-admitted inpatient services
 - other non-admitted services
 - highly specialised services

OUR ROLE IN AUSTRALIA'S HEALTH SYSTEM

Our vision
To improve the transparency of public hospital funding in Australia

Our purpose
To support the obligations and responsibilities of the Administrator through best practice administration of public hospital funding

Who we support
PRIME MINISTER, FEDERAL HEALTH MINISTER, COMMONWEALTH HEALTH MINISTERS, COMMONWEALTH TREASURER

Who we work with
PORTFOLIO AGENCIES, COMMONWEALTH STATE AND TERRITORY STAKEHOLDERS, INDUSTRY PARTNERS

Overview of the Relationship Between the NHFB and the NFBFS

Independent Hospital Pricing Authority (IHPA)

National Health Funding Body (NHFB)

Public Hospital Funding Body (PHFB)

State and Territory Public Hospital Funding Bodies (STPHFBs)

Local Hospital Networks (LHNs)

Industry Partners

Key Facts

- Since 2015, the NHFB has supported the Administrator in the administration of Commonwealth, State and Territory public hospital funding and payments under the national public hospital funding agreement.
- The NHFB is an independent statutory office holder as Commonwealth, State and Territory governments have agreed in their Agreement to the position.
- The NHFB is a not-for-profit organisation.
- The NHFB is a public entity under the Commonwealth Financial Management Act 2000.
- The NHFB is a public entity under the Commonwealth Financial Management Act 2000.

Key Facts

- Since 2015, the NHFB has supported the Administrator in the administration of Commonwealth, State and Territory public hospital funding and payments under the national public hospital funding agreement.
- The NHFB is an independent statutory office holder as Commonwealth, State and Territory governments have agreed in their Agreement to the position.
- The NHFB is a not-for-profit organisation.
- The NHFB is a public entity under the Commonwealth Financial Management Act 2000.
- The NHFB is a public entity under the Commonwealth Financial Management Act 2000.

\$56 BILLION IN COMMONWEALTH FUNDING TO STATE AND TERRITORY PUBLIC HOSPITALS

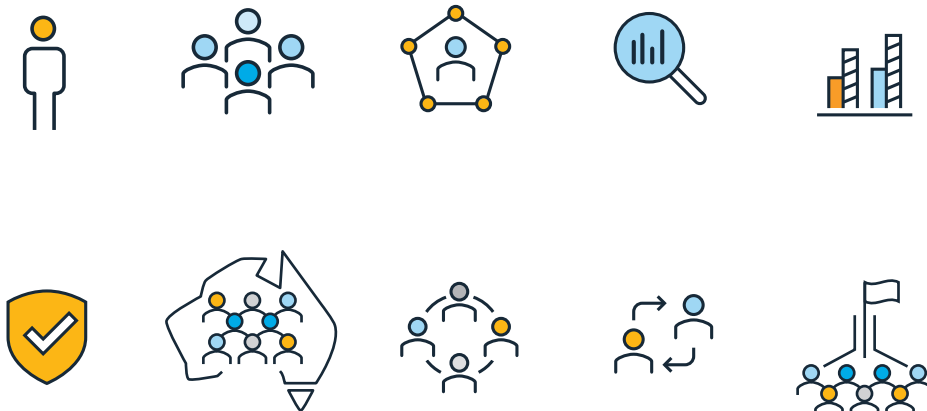
\$9 BILLION IN COMMONWEALTH FUNDING TO STATE AND TERRITORY PUBLIC HOSPITALS

Icon style

Icon family: Five objectives



Additional icons



Graphic device

1. Ship 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

