The AIHW Brand

Version 1 | March 2021

AIHW

About this guide

This guide has been developed to support AIHW staff and stakeholders to ensure the AIHW brand is applied consistently across all official communications materials and documents.

If you require additional guidance, please contact the **Strategic Communications & Stakeholder Engagement Unit** via email: communications@aihw.gov.au

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What we do

The AIHW is an independent federal government agency with more than 30 years of experience working with health and welfare data.

We produce authoritative and accessible information and statistics to inform and support better policy and service delivery decisions, leading to better health and wellbeing for all Australians.

We publicly release over 200+ reports and data analyses annually covering over 75 health and welfare topics. These are widely used by government, researchers, policymakers and the community.

The AIHW is recognised both nationally and internationally for our statistical expertise and proven track record in providing high quality, independent evidence.

AIHW brand

The **AIHW brand** ensures consistency in everything the AIHW produces–irrespective of where it appears, and who created it. It helps our audience to recognise an AIHW product instantly.

This brand guide provides guidance on the considerations that have been made in regards to any product that bears the AIHW name.

It sets out the do's and don'ts on all of the big and little things that make the AIHW products uniquely 'ours', including the size and placement of our logo and brand mark, and use of fonts and colours.

Components of the brand

- The Australian Government logo
- The AIHW brand mark
- Tagline

The Australian Government logo

In June 2003, the Australian Government decided that a common branding would apply to all Australian Government departments and agencies to ensure recognisability and consistency—the Commonwealth Coat of Arms with the full name of the department or agency.

The Australian Government logo must have prominence over and above other images and graphic elements. Where possible, the logo must be placed at the top of the item it appears on and other logos, text or images must be placed below or to the right of the crest.

The minimum size requirements must be followed at all times. However, on items such as name badges and business cards where it may not be possible to adhere to this, the crest may be altered in size, but must remain recognisable.

Visit the website of The Australian Government Department of Prime Minister and Cabinet at www.pmc.gov.au and view the Australian Government guidelines on the use of the Australian Government logo by Australian Government Departments and Agencies.

Australian Government

Australian Institute of Health and Welfare

Australian Government

Australian Institute of Health and Welfare

Australian Government

Australian Institute of Health and Welfare

Australian Government

Australian Institute of Health and Welfare

Minimum 20mm

There are 4 variations of the logo (inline, strip, stacked and stacked strip) that may be used in different applications.

1. Inline

Australian Government
Australian Institute of Health and Welfare

2. Stacked

Australian Government
Australian Institute of Health and Welfare

3. Strip

Australian Government
Australian Institute of Health and Welfare

4. Stacked strip

Australian Government
Australian Institute of Health and Welfare

The graphic designers are our in-house experts on the use of the AIHW logo and brand mark, so please contact them if you have any queries.

The AIHW brand mark

The AIHW brand mark has been designed to reflect the AIHW's unique 'personality' as a contemporary, authoritative and accessible data organisation and should be used when communicating to stakeholders.

The colour palette is evident across the many AIHW platforms and it immediately signals to our varied audiences and stakeholders that this product 'is from the AIHW'.

The AIHW brand mark is provided in the colour combinations as depicted:

- rainbow
- black
- white

The preferred format for the AIHW brand mark is rainbow, but discretion can be used to select the appropriate type for specific use case scenarios. No other colours are permitted. The logo and brand mark should be used on all materials where size permits.

The brand mark may be used by itself on occasion when product design does not allow the compliant use of the Australian Government logo.
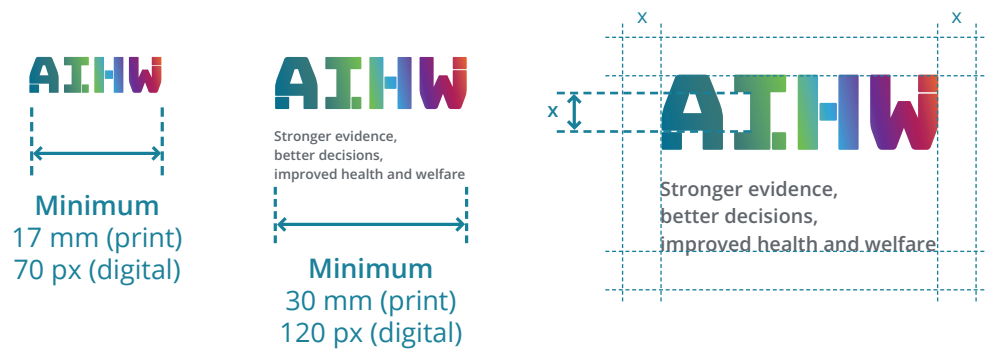

The graphic designers are our in-house experts on the use of the AIHW logo and brand mark, so please contact them if you have any queries.

The minimum size requirements must be followed whenever possible.

However, on items such as name badges and identity cards where it is not possible, the AIHW brand mark may be altered in size, but must remain recognisable.

Minimum size and clear space as illustrated apply to all variations of the AIHW brand mark.

Minimum
17 mm (print)
70 px (digital)

Minimum
30 mm (print)
120 px (digital)

Stronger evidence,
better decisions,
improved health and welfare

Stronger evidence,
better decisions,
improved health and welfare

Tagline

The AIHW's vision, 'Stronger evidence, better decisions, improved health and welfare', is the tagline that accompanies the brand mark. It should be used on all materials where possible; the exception is small items such as business cards, name badges, and name plates where it may not be suitable.

The tagline may also be removed from the brand mark if the brand mark is being used multiple times within a document; for example, if it is in the footer.

The brand mark with tagline is available in stacked and inline versions. The most suitable option should be selected for the space and layout available.

1. Stacked

AIHW

**Stronger evidence,
better decisions,
improved health and welfare**

2. Inline

AIHW | **Stronger evidence,
better decisions,
improved health and welfare**

Using the logo and brand mark together

- Logo and brand mark

- Positioning

- Positioning across various documents

Using the logo and brand mark together

The AIHW brand mark and the Australian Government logo should be used on all materials where possible.

The Australian Government logo must be placed at the top of any item it appears on. Other logos, text and images must not be placed above or to the left of the logo.

Whenever possible, the AIHW brand mark should also appear only once within a document/material and must not be used as an artistic element or watermark. Again, an exception may be made if it is necessary to use it on every page, for example, in a footer of a presentation. In this instance, the AIHW brand mark without tagline may be used at the minimum size.

Australian Government

Australian Institute of Health and Welfare

Logo and brand mark Options

	Option A	Option B	Option C

Option 1

Option 2

Option 3

Option 4

Positioning

The AIHW brand mark should align with the Australian Government logo whenever possible. It may be placed in the top right, bottom left or bottom right of an application.

Positioning across various documents

Verbal and
written acknowledgement

Verbal and written acknowledgement

On occasions when a visual branding is not used, a verbal or text based acknowledgment may be included. These include, media releases, interviews, conference presentations, online content, project promotions and social media posts.

Where possible, a hyperlink through to the AIHW release or homepage is preferred.

[Organisation] acknowledges the support of The Australian Institute of Health and Welfare XXXXXX [insert specific release, dataset or statistics as applicable]'.

Brand elements

- Brand colours
- Core colours
- Accent colours
- Graph and figure colours
- Typeface (typeface/font)

Brand colours

The AIHW's colour palette includes four core and five accent colours, and is consistent across online/ on screen and printed products.

In general:

- choose 1 core colour, and use it throughout; use shades of your core colour to show differences
- choose 1 accent colour if you need some colour contrast
- do not use accent colours instead of/in preference to, a core colour.

Core colours

Accent colours

Core colours

The AIHW brand has four primary 'core' colours—
blue, **teal**, **green** and **charcoal**.

Even though it is one of the core colours, charcoal is used sparingly, for elements such as text and graph axes.

The three remaining core colours (blue, teal and green) should **always** be used before the secondary accent colours.

If necessary, **one** secondary accent colour can be used (that is, plum, purple, orange, lime, and sky).

Blue

Printed documents
C 82 **M** 39 **Y** 31 **K** 4
PMS 2150 C
Screen
R 41 **G** 125 **B** 150
HEX #297d96

Teal

Printed documents
C 76 **M** 29 **Y** 75 **K** 13
PMS 2408 C
Screen
R 65 **G** 128 **B** 91
HEX #41805b

Green

Printed documents
C 72 **M** 28 **Y** 100 **K** 13
PMS 2278 C
Screen
R 82 **G** 130 **B** 48
HEX #528230

Charcoal

Printed documents
C 69 **M** 59 **Y** 56 **K** 39
PMS Cool Grey 11 C
Screen
R 69 **G** 73 **B** 75
HEX #45494b

Accent colours

There are five secondary 'accent' colours that are to be used sparingly across AIHW products. Two of them (sky and lime) are shades of primary colours (blue and green). The other three (orange, plum and purple) are used as highlight colours in graphs and charts.

Using the accent colours can complement the core colours and inject warmth and vibrancy in to the brand. However, they are not to be used independently, or in preference to the core colours. The use of only one accent colour is preferred.

Lime	Sky	Purple	Plum	Orange
Printed documents	**Printed documents**	**Printed documents**	**Printed documents**	**Printed documents**
C 57 **M** 4 **Y** 94 **K** 0	**C** 68 **M** 8 **Y** 7 **K** 0	**C** 73 **M** 99 **Y** 1 **K** 1	**C** 27 **M** 100 **Y** 47 **K** 9	**C** 0 **M** 70 **Y** 98 **K** 0
PMS 360 C	**PMS** 298 C	**PMS** 267 C	**PMS** 215 C	**PMS** 158 C
Screen	**Screen**	**Screen**	**Screen**	**Screen**
R 122 **G** 186 **B** 76	**R** 50 **G** 180 **B** 220	**R** 105 **G** 44 **B** 144	**R** 172 **G** 30 **B** 88	**R** 243 **G** 111 **B** 33
HEX #7aba4c	**HEX** #32b4dc	**HEX** #692c90	**HEX** #ac1e58	**HEX** #f36f1

The graphic designers are our in-house experts on the use of the AIHW logo and brand mark, so please contact them if you have any queries.

Graph and figure colours

Authors are to use the AIHW brand colours for all graphs and figures, following the general advice of one core colour (using shades to show differences), with one accent colour for contrast.

This applies to both print and web reports. Authors of web reports should also refer to AIHW web style for more tips and examples.
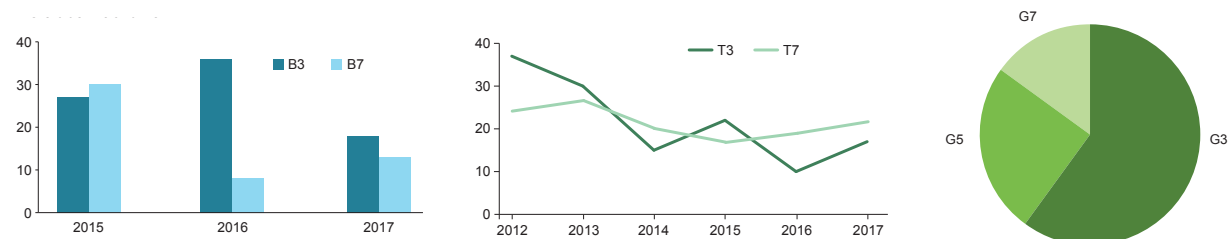
Data visualisations use specific colors and shades unique to the software (Tableau and Esri). Please ensure you are use the AIHW specific templates and guidance as required.

Typeface (typeface/font)

Arial is used for all applications that are prepared using standard Microsoft programs such as Word and PowerPoint, the AIHW Publication template and the AIHW Blank template. Other typical applications include the AIHW letterhead, media releases, and the text in graphs and charts.

Open Sans is used throughout all our websites, and in the web report template and web topic template.

Open Sans is also our primary typeface for any typeset materials designed by our graphic designers.

Arial
Open Sans

Arial

Regular
Bold
Black

Open Sans

Light
Regular
Semibold
Bold
Extrabold

Typographic styles

Heading 1 – 20pt
Heading 2 – 19pt

Heading 3 – 11pt

Heading 4 – 10pt

Body text – 9pt

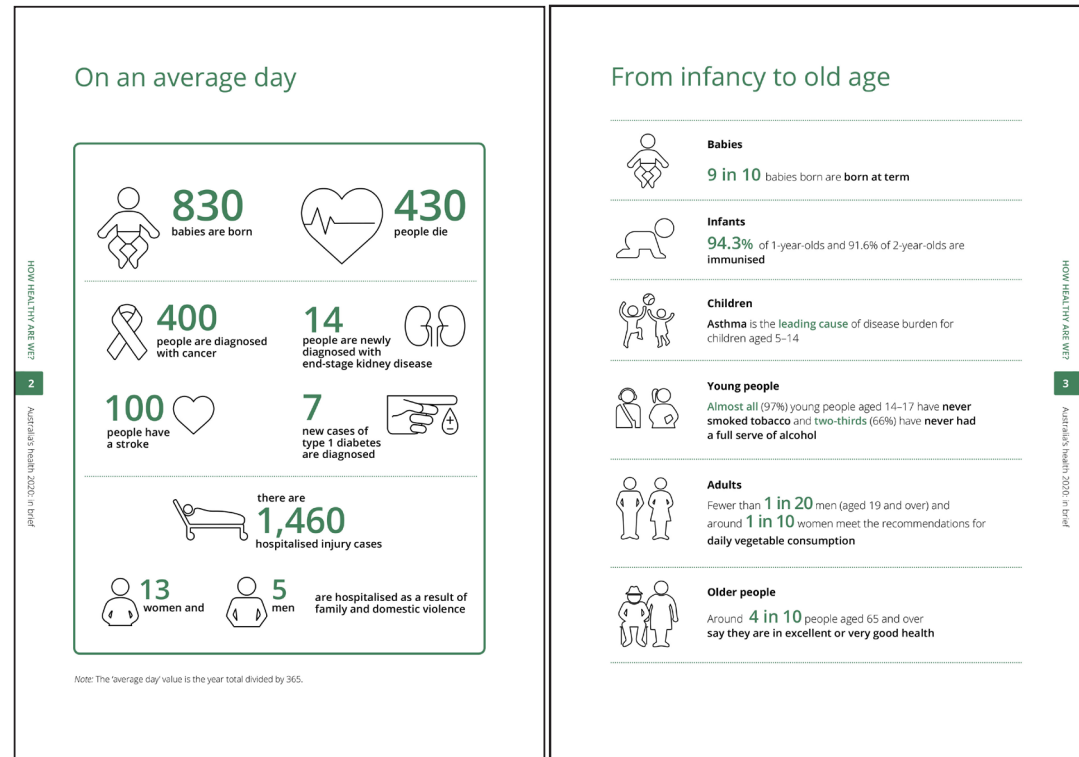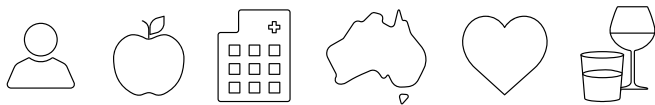Bulleted lists
- List item
• List item

Graphic elements

- Icons

- Trajectory bar and data points

Icons

Icons are best used to demonstrate simple concepts. The AIHW has developed a standard set of icons that are visually consistent and complement the AIHW brand.

- The icon style is simple and clean and uses a linear style.

- No solid icons should be used.

- It is preferred the icons be used in the three core palette colours.

If there is nothing appropriate to portray the concept required, speak to the Web, Publishing and Data Visualisations Unit.

On an average day

830 babies are born

430 people die

400 people are diagnosed with cancer

14 people are newly diagnosed with end-stage kidney disease

100 people have a stroke

7 new cases of type 1 diabetes are diagnosed

there are 1,460 hospitalised injury cases

13 women and 5 men are hospitalised as a result of family and domestic violence

Note: The 'average day' value is the year total divided by 365.

From infancy to old age

Babies
9 in 10 babies born are **born at term**

Infants
94.3% of 1-year-olds and 91.6% of 2-year-olds are **immunised**

Children
Asthma is the **leading cause** of disease burden for children aged 5–14

Young people
Almost all (97%) young people aged 14–17 have **never smoked tobacco** and **two-thirds** (66%) have **never had a full serve of alcohol**

Adults
Fewer than **1 in 20** men (aged 19 and over) and around **1 in 10** women meet the recommendations for daily vegetable consumption

Older people
Around **4 in 10** people aged 65 and over **say they are in excellent or very good health**

Trajectory bars and data points

Trajectory bars and data points are core graphic elements of the AIHW brand. They should feature on all branded material.

Correct usage:

- Always use the AIHW gradient.

- The gradient should follow the angle of the trajectory bars
- and can stretch across multiple bars in the same application.

- Always use bars at an angle of 57°.

- Data points can be added to the ends to add visual interest, but not to every bar.

- Trajectory bars work well when placed so that they disappear off the edges of applications.

- Ensure the bars never overlap or touch each other.

Imagery

- Types of Imagery
- Imagery Examples

Types of Imagery

Three main types of imagery make up the AIHW photographic style, 'hero', 'descriptive' and 'portrait'.

The most compelling communications use a combination of styles and can include people in situations, using equipment, services, facilities or products.

Hero shots

A hero shot is designed to be the dominant image, which catches your eye above all else, and usually takes up the most space. The 'hero', or subject, is the focus of the photo.

- singular subject
- clear focus of interest
- thought provoking
- striking composition
- a high standard of photographic production

Descriptive shots

It is useful to have a range of photos available for various materials. In cases where a singular hero, still-life or landscape photograph is not used, the photographic style should be descriptive, maintaining a high standard in production quality and a clear, thought-provoking point of view.

- shows/depicts a scene or setting
- multiple areas of interest in image
- thought provoking
- compelling composition
- a high standard of photographic production

Portrait shots

Portrait shots can contain more than one person, but the human element should remain the key visual. Images should be uplifting and empowering in composition.

- human focus, but can be more than one person
- clear focal point
- a high standard of photographic production

Further Information and Resources

Key terms and spelling

For guidance on the list of key terms and preferred spelling, please visit the link below for the most up-to-date AIHW specifications

Link to key terms and spelling

Guidance for editors

For guidance on the editing requirements and formatting preferences please visit the link below for the most up-to-date AIHW specifications

Link to guidance for editors

Guidance for graphic designers

For technical guidance on the design requirements and specifications of AIHW products for outsourced graphic design work visit the link below for the most up-to-date AIHW requirements

* please note, all outsourced graphic design work must be coordinated through the **Web, Publishing and Data Visualisation Unit.**

Link to guidance for graphic designers.

AIHW statistical methods

For guidance on the procedures and practices for statistical methods employed by the AIHW visit the link below for the most up-to-date specifications

Link to AIHW statistical methods

For clarification on any information relating to branding and visibility of AIHW products and communications please contact the AIHW Strategic Communications and Stakeholder Engagement Unit.

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