



**AIHW  
WEBSITE &  
SUB-SITE  
BRAND  
GUIDE**

**AIHW**

**This guide is composed of a number of core elements and requirements that create and maintain a consistent look and feel for all sub-sites and websites under the AIHW umbrella.**

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# 01 /

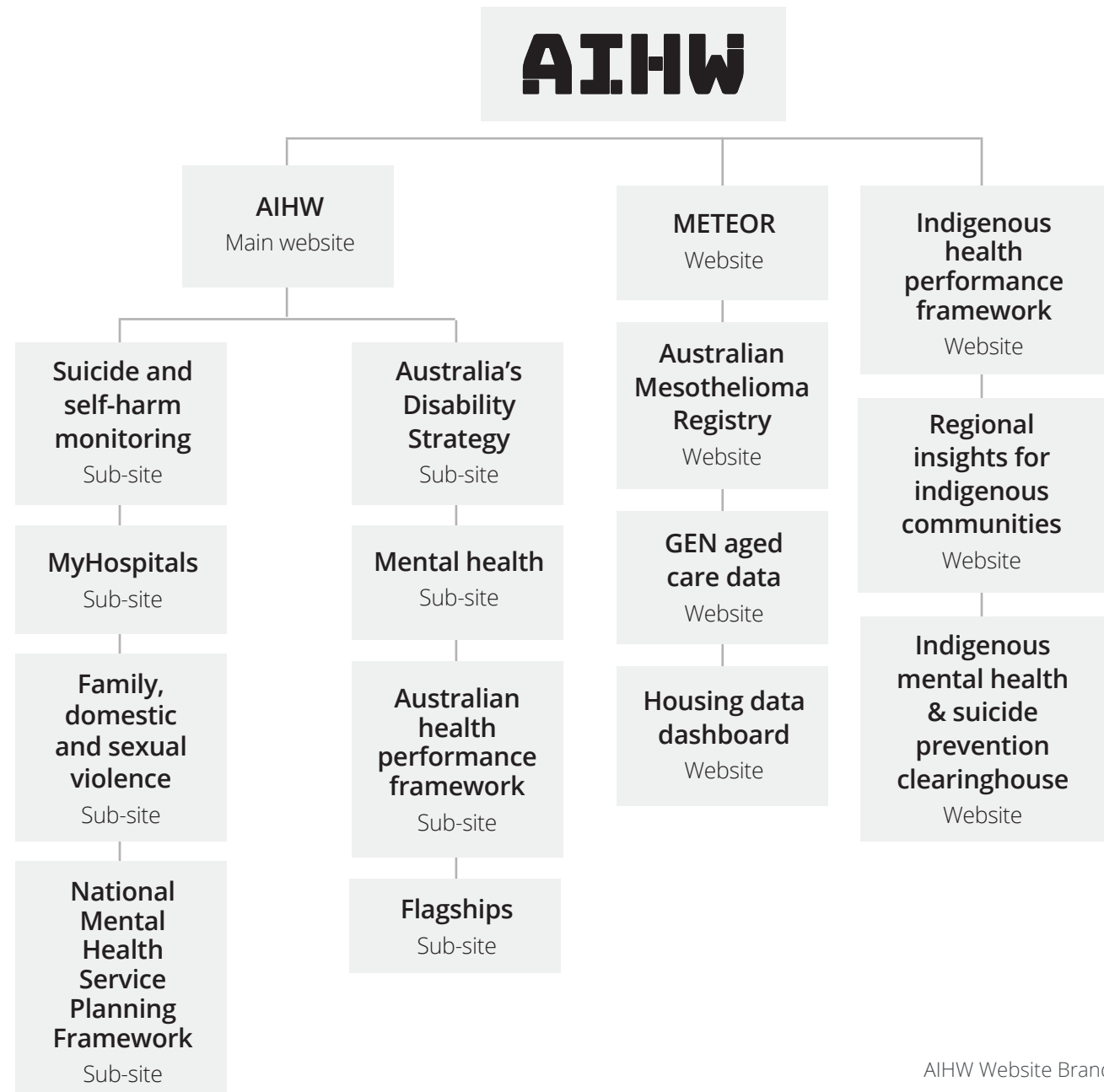
## Our website family

# 01/ Our website family

The Australian Institute of Health and Welfare (the AIHW) is a national asset and is the parent brand providing leading health and welfare statistics in Australia.

AIHW is supported by a number of sub-product brands, each providing relevant information to the public on various health and welfare topics.

The architecture of these sites are as shown.



We have developed this guide based on six key principles of strong web design.

## 1

### **Simplicity**

Less is more with using only a few colours, typefaces and graphics.

## 2

### **Navigability**

Moving from point A to point B should be as pain-free as possible. Simple navigation options, links throughout and breadcrumbs on every page are a few examples.

## 3

### **Visual Hierarchy**

Arranging and organising website elements so that visitors naturally gravitate toward the most important elements first.

## 4

### **Consistency**

The overall look and feel of the site should be consistent across all of your site's pages. Additionally, all sub branded sites should have similar structure, elements, typefaces.

## 5

### **Accessibility**

Responsive and flexible design for all digital devices.

## 6

### **Conventionality**

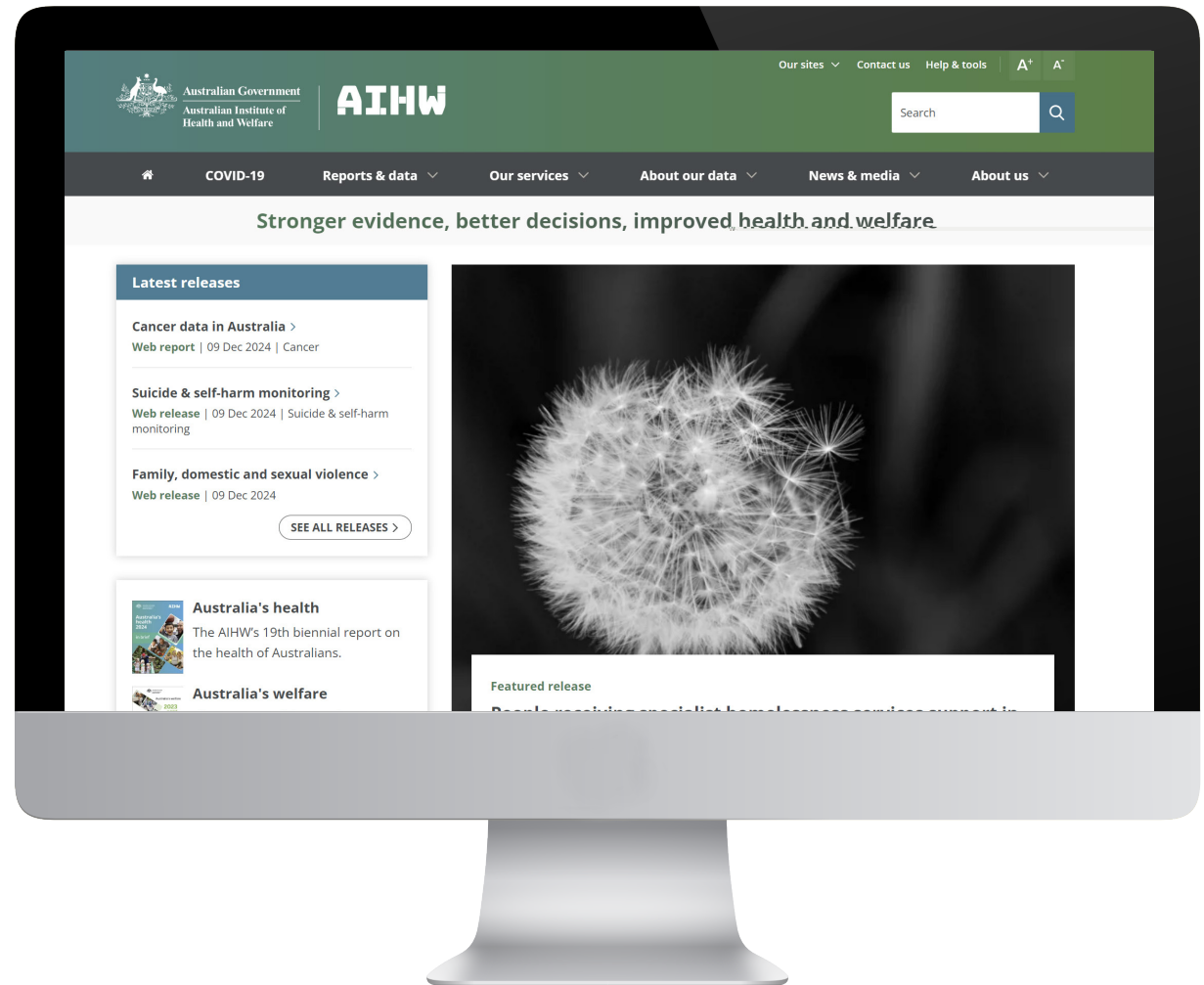
Familiarity with certain web conventions should be followed. For example, logo top left returns to home, expected interactivity.

## AIHW Parent site

The AIHW site is the top level parent site and defines the basis of all sub-sites.

AIHW brand operates as a 'House of Brand' approach. This means that each sub brand operates independently.

Although these brands are all different, the sub-sites should follow certain structural, positioning and styles similar to the parent so all brands remain part of the family.



# 02/

## Visual design assets

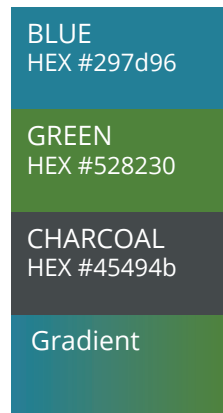


## Web colour palettes

Each brand has its own defining colour pallets and design assets. The usage of these colours follows a HEX system for each brand.

### Websites

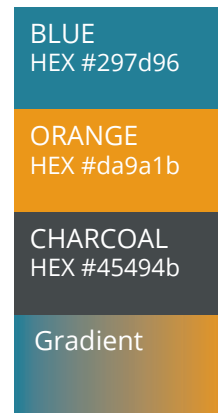
#### AIHW



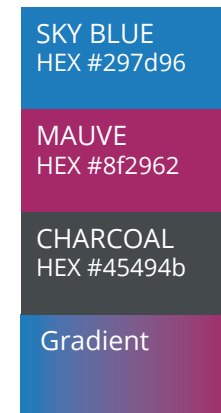
#### GEN



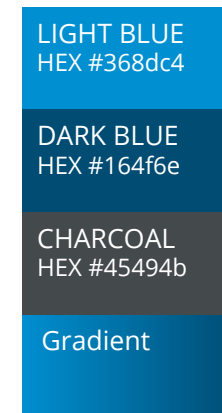
#### Housing data



#### RIFIC



#### IHPF

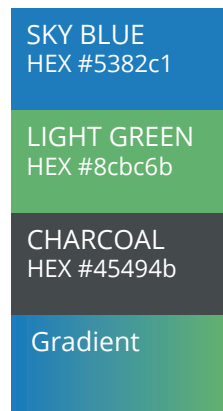


#### Clearinghouse



### Sub-sites

#### MyHospitals



#### SSHM



### Sample sites

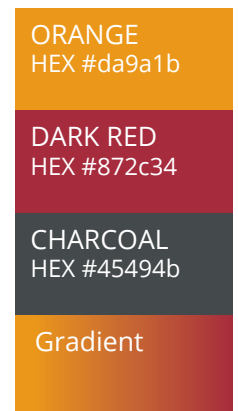
#### Sample 01



#### Sample 02



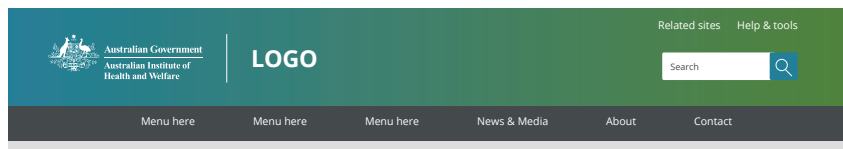
#### Sample 03



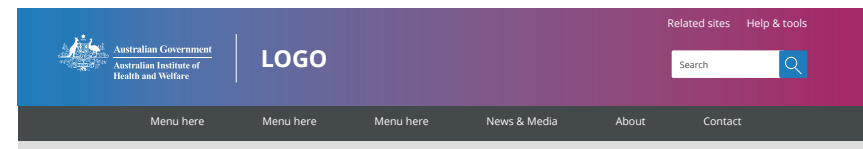
## Web banners family

Note, top level navigation menu will vary on each website.

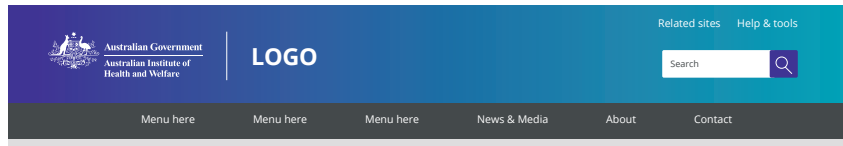
### AIHW



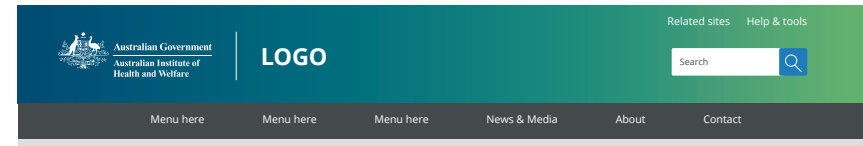
### Regional insights for indigenous communities



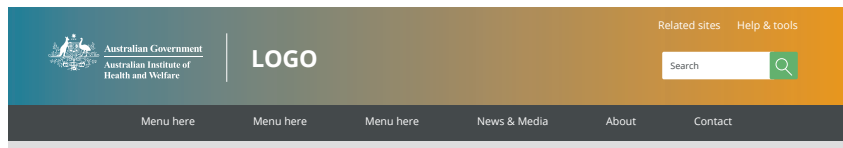
### GEN - aged care data



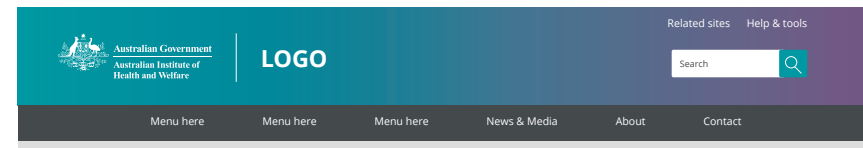
### Indigenous mental health and suicide prevention clearinghouse



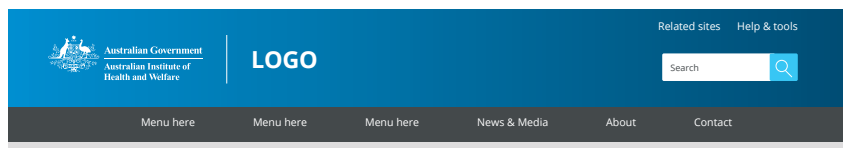
### Housing data dashboard



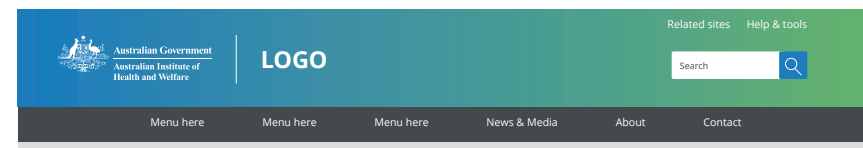
### Suicide & self-harm monitoring



### Indigenous Health Perfance Framework



### MyHospitals



A person is holding a large white rectangular sign. Only their hands at the top and bottom edges, and their blue jeans at the bottom, are visible. The sign contains the AIHW logo and a descriptive sentence.

**AIHW**

**The leading  
health and  
welfare  
statistics  
agency in  
Australia.**

## Crest and Brand mark

The position of the Australian Government Coat of Arms (CREST) and brand mark as shown.

Use the INLINE CREST logo only.

The brand mark should sit centered within the height of the banner and be around 70% of the Crest in size.

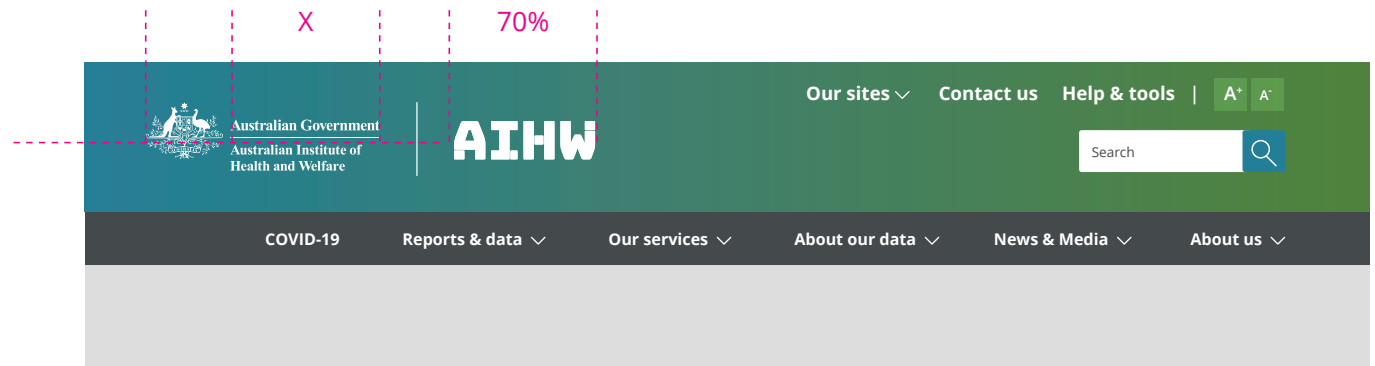
A vertical line separates both logos evenly.

## Mobile

The responsive grid re-flows with the Crest and brand mark reducing in size but maintaining their current position.

## Footer

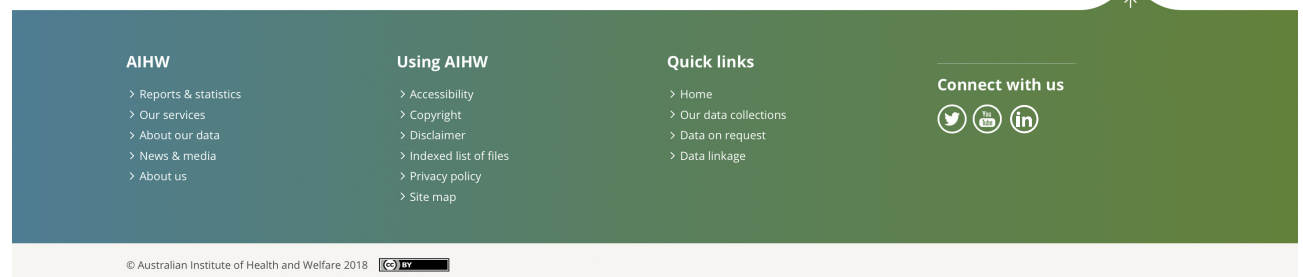
The brand logo should be placed in the right side as shown



## Mobile response



## Footer



## Homepage Image

On release, many reports are featured on the homepage. They are accompanied by a photograph showing subjects relevant to the report. This photograph is chosen by the report's authoring team from a set of suggestions supplied by the Web & Publishing team.

The image should expand or reformat depending on the browser

As far as possible, the photo should:

- feature one or more people
- be bright and clear in colour (not muted or pastel)
- unique and using shallow depth of fields
- be not too busy

Focal area



Mobile



## Icons

Icons are a useful tool to highlight various topics, reports or sections within the site.

The icon style is simple and clean and uses a linear style. No outline icons should be used.

These icons are the core icon style and used to represent key content and sections of the site.

These icons can be used in the four core palette colours of each brand, in black, 20% black and in white reversed.

Icons shown are sample styles.



## Image style

Our image style represents the real community. The style of images should provide a confident and authentic message throughout the website.

The style of photography uses natural light and shallow depth of fields.



03/

Typography



The primary typeface AIHW uses throughout all websites should be Open Sans.

All weights can be used throughout the websites including:

Light  
Regular  
SemiBold  
Bold

Open Sans is a Google Font and can be downloaded for free from:

[www.fonts.google.com/specimen/Open+Sans](http://www.fonts.google.com/specimen/Open+Sans)

# Open Sans

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!@#%&\*(){}[]

# 04/

## Home page structure

# 04/ Home pages

## AIHW

Master

This is a static sample showing the elements and positioning of core items and content.

Latest releases.

Flagship Publications.

Quick links.

Footer blend.



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main home page image and link for featured release. May include findings.

About the AIHW.

Featured content column 1  
Featured content column 2  
Latest news column  
1/3-1/3-1/3 grid.

Featured sites and sub-sites widgets.

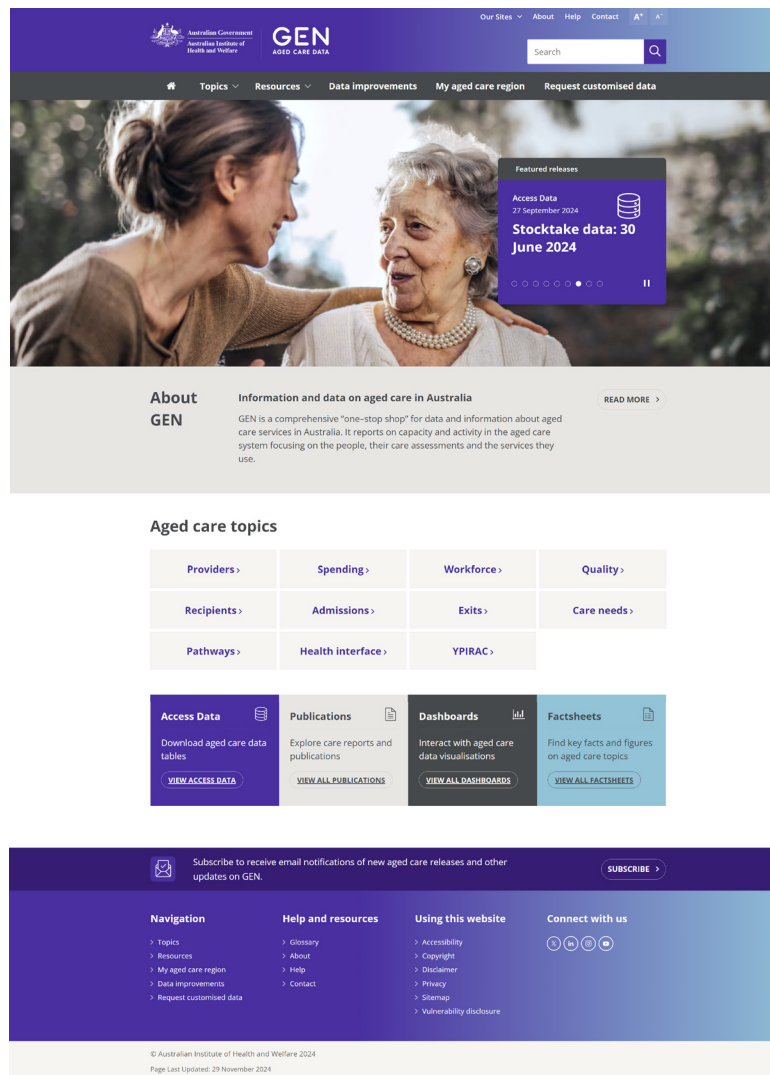
Featured Indigenous sites widgets.

# 04/ Home pages

## GEN

Website

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width dark grey background.

Main home page image with featured releases slider.

About GEN, topics, reports and data –  
1/4-2/4-1/4 grid.  
Light Charcoal #e8e9e9.

Aged care topics.

Access data  
Publications  
Dashboards  
Factsheets

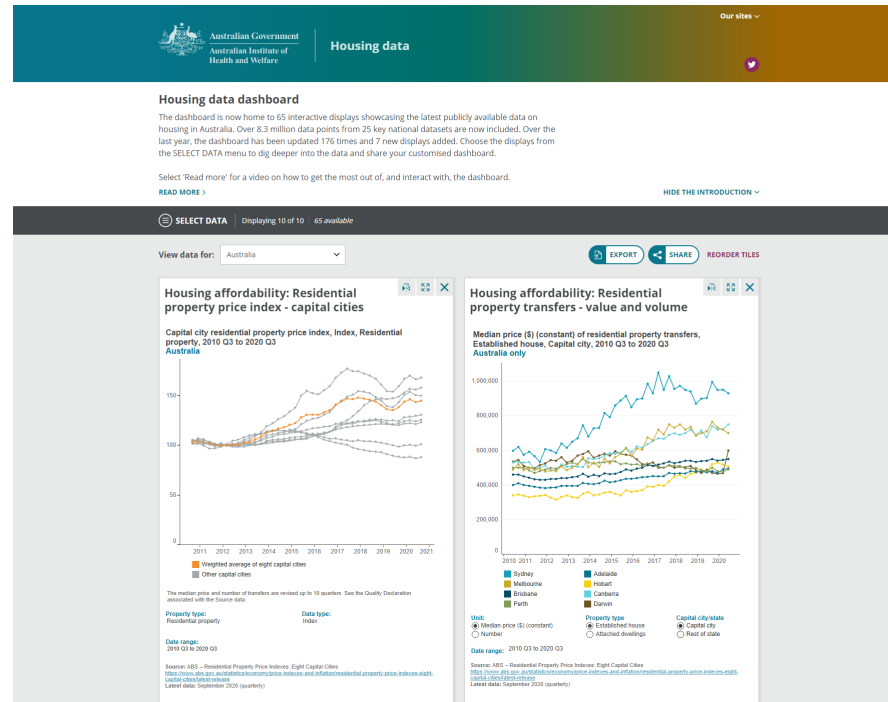
1/4-1/4-1/4-1/4 grid.

Email subscription  
Footer blend.

## Housing data dashboard

Website

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest and logo.

Housing data dashboard Introduction

Data widgets columns 1/2-1/2



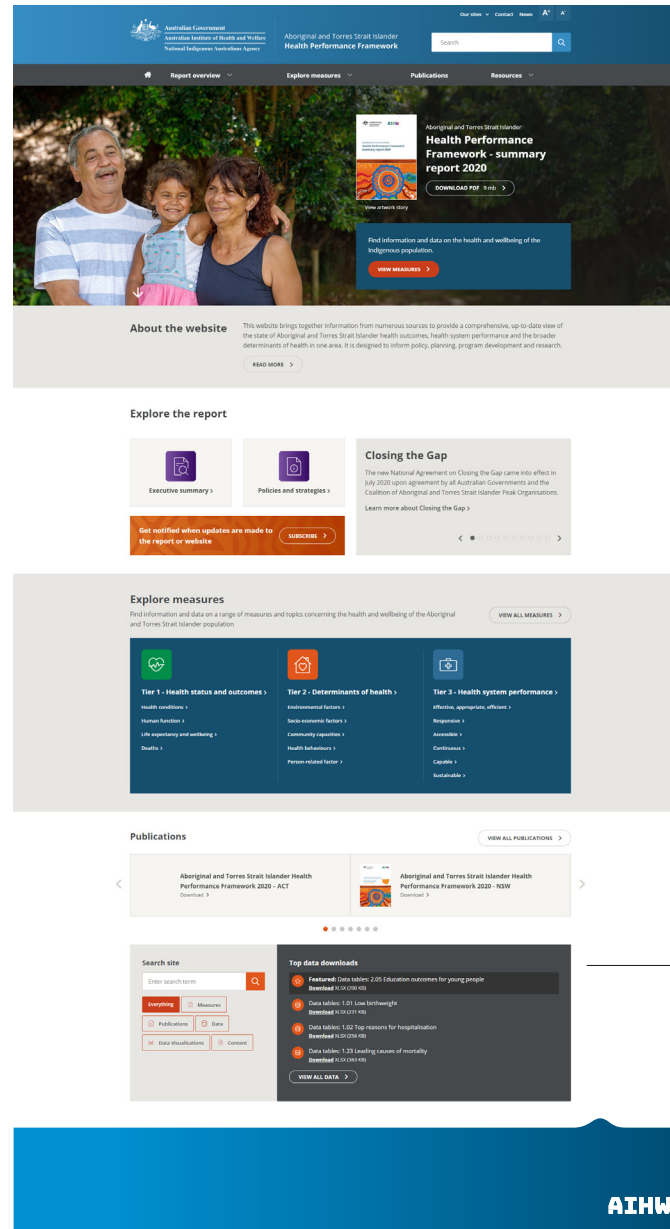
Footer blend.

# 04/ Home pages

## Indigenous Health Performance Framework

Website

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main home page slider with relevant images and header content.

About the website. Light Charcoal # e8e9e9.

Explore the report area. Executive summary click through Policies and strategies click through Subscribe click through Key stats slideshow 1/4-1/4-1/2-1/2

Explore measures area. Tier 1 column Tier 2 column Tier 3 column 1/3-1/3-1/3

Publications 1/2-1/2

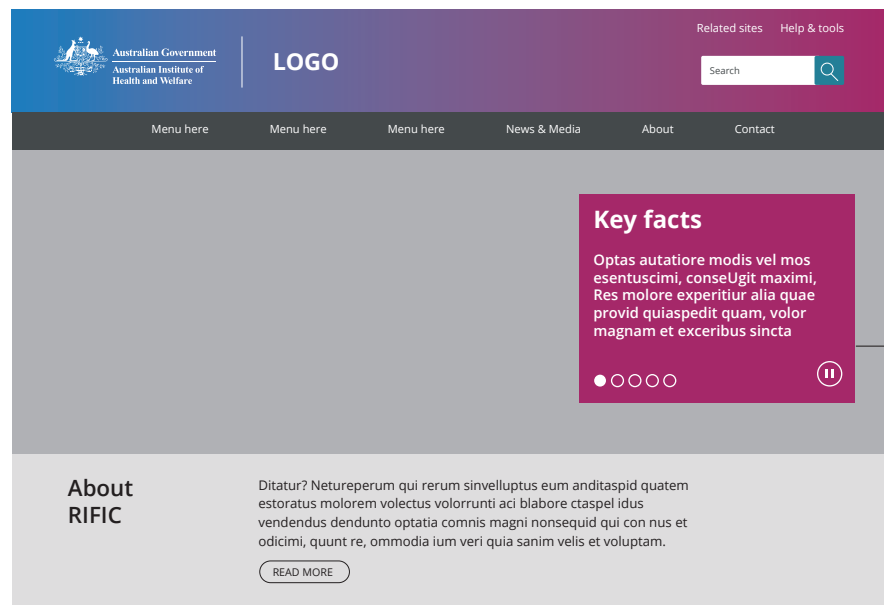
Search column Top downloads column 1/3-2/3

Footer blend.

## Regional insights for indigenous communities

Website

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main home page slider with relevant images and header content.

Key facts – These are optional and only used if relevant.

About the company or division – 1/4-3/4-grid. Light Charcoal #e8e9e9.

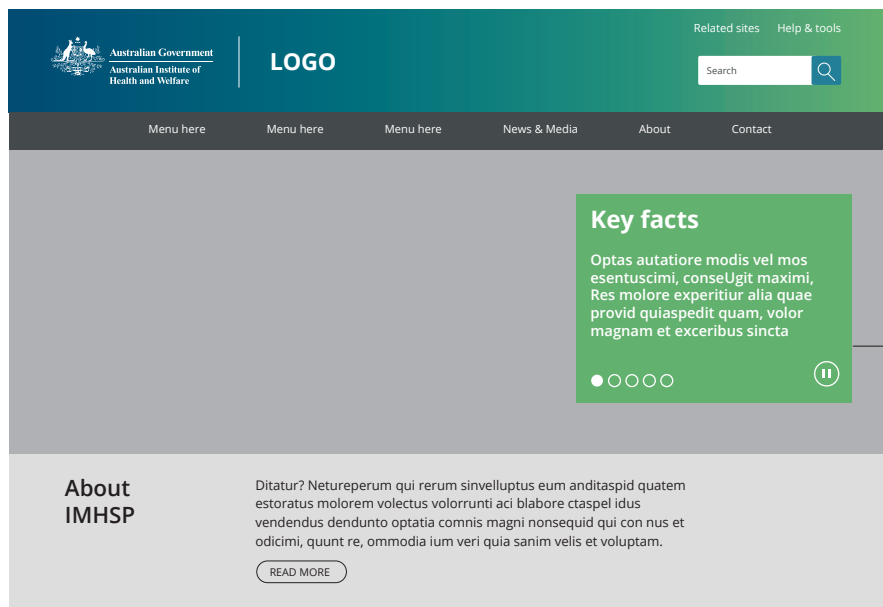


Footer blend.

## Indigenous Mental Health & Suicide Prevention Clearinghouse

Website

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main home page slider with relevant images and header content.

Key facts – These are optional and only used if relevant.

About the company or division – 1/4-3/4-grid. Light Charcoal #e8e9e9.

Footer blend.



# 04/ Home pages

## MyHospitals

Sub-site

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.

This a sub-site based of the master site (AIHW).



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main home page slider with relevant images and header content.

Key facts – These are optional and only used if relevant.

Publications – Australia's hospitals at a glance

Australia's LHN Hospital System column  
Explore the data column  
1/2 – 1/2 grid.

Featured updates column  
Featured reports column  
1/2 – 1/2 grid.

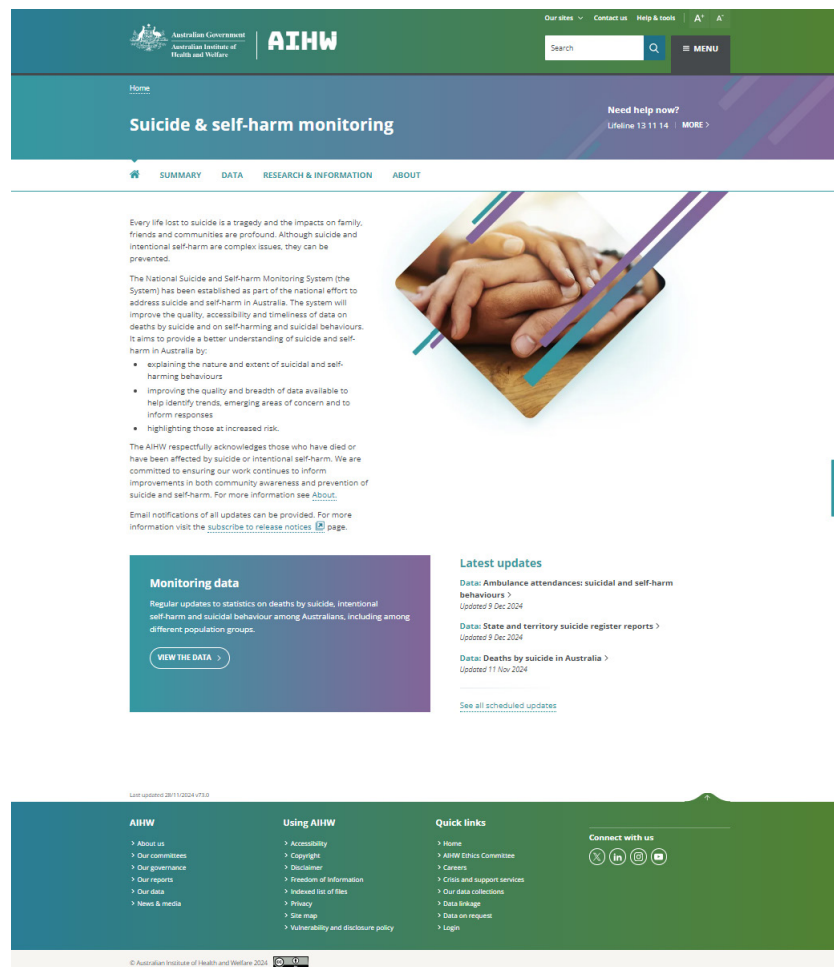
Footer blend.

# 04/ Home pages

## Suicide & self-harm monitoring

Sub-site

This is a static sample showing the elements and positioning of core items and content of the SUB-SITE PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width

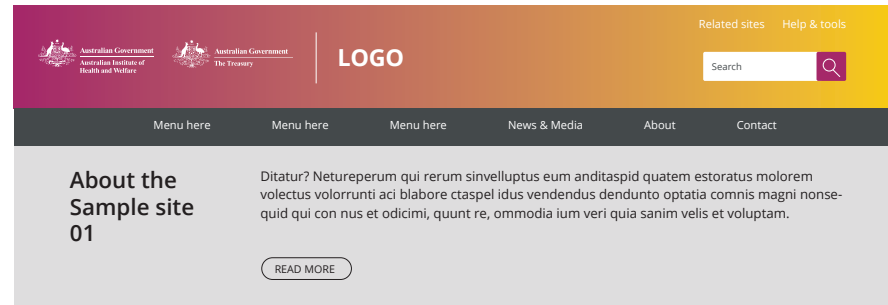
Main introduction and other topics.

Monitoring data column  
Latest updates column  
1/2 - 1/2 grid.

Footer blend.

## Sample site 01

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main introduction and About the service.

Light Charcoal # e8e9e9.

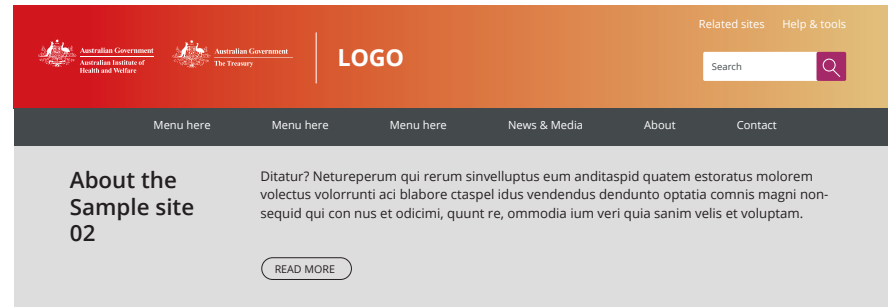


Footer blend.

# 04/ Home pages

## Sample site 02

This is a static sample showing the elements and positioning of core items and content of the HOME PAGE.



Header gradient strip with Crest, logo, search functions.

Menu, full width charcoal background.

Main introduction and About the service.

Light Charcoal # e8e9e9.



Footer blend.

# AIHW

## Contact

Web, Publications and Data  
Visualisation Unit

xxxxxxxxxxx@xxxx.xxx.xx