



AIHW
graphic
design
style

AIHW

A I H W

Our vision

Stronger evidence,
better decisions,
improved health and welfare

Our purpose

To create authoritative
and accessible information
and statistics that inform
decisions and improve the
health and welfare of all
Australians

Contents

Introduction	5
The Australian Government logo	6
The AIHW brand mark	9
The AIHW brand colours	20
Graphic elements	26
Typography	28
Graphs and figures	31
Icons	38
Photography	39

Introduction

Welcome to *AIHW graphic design style*.

What exactly is a branding style manual?

AIHW graphic design style has everything you need to know to create a report, fact sheet, PowerPoint presentation, letterhead, or anything else that bears the AIHW name. It sets out the dos 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 the fonts and colour palette that we use. It also includes basic rules on the use of graphs, charts, diagrams and icons.

Why is it important?

It ensures brand consistency in everything the AIHW produces—irrespective of where it appears and who created it. Having a distinct brand also helps our readers and stakeholders to recognise an AIHW product instantly.

All aspects of *AIHW graphic design style* have been chosen and developed to reflect the AIHW's identity, integrity and professionalism. The document is to be used in conjunction with *AIHW writing style* and *AIHW web design style*. These 3 documents provide the framework for all AIHW products and their use is mandatory.

What products and platforms are covered by the branding manual?

Everything that bears the AIHW name and is publicly available—our website, publications and corporate materials.

Where do I go for more help?

The Website & Publishing Unit can help answer your questions about using our brand and style.

The Australian Government logo

The Australian Government Australian Institute of Health and Welfare logo must be used across all materials that will be released to the public and/or our stakeholders, in conjunction with our brand mark.

In most circumstances, the logo should have prominence over the placement of other images and graphic elements, including the AIHW brand mark.

There are four variations of the logo (inline, strip, stacked, stacked strip). The most suitable design should be selected for the space and layout available.



Australian Government
**Australian Institute of
Health and Welfare**

Inline Design



Australian Government
Australian Institute of Health and Welfare

Strip Design



Australian Government
**Australian Institute of
Health and Welfare**

Stacked Design



Australian Government
Australian Institute of Health and Welfare

Stacked Strip Design

Minimum size for Coat of Arms

Generally, the minimum width of the Commonwealth Coat of Arms on stationery and larger items is **20mm**.

The width may be reduced for items such as name badges and identity cards where it may not be possible to adhere to this requirement, however, the image must still be recognisable.



How much white space should I leave around the logo?

The logo should always be surrounded by a minimum area of clear space.

To work out the minimum area required, measure the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words, as shown by the 'X' below.



What colour is the logo?

The logo is to appear in one colour only, preferably black. However, the logo can be reversed to appear in white—or can appear as a light colour on a dark colour or as a dark colour on a light colour, if required.

The choice of these colours is flexible, but it is essential to ensure that any use of colour does not compromise the integrity of the logo. Attention to contrast must always be considered carefully.

The various elements of the logo must not be represented in more than one colour, and elements of the logo should not be resized or rearranged independently of each other.

For more detailed guidelines on how to use the Australian Government logo, see the Australian Government branding design guidelines at www.pmc.gov.au/sites/default/files/publications/Australian_Government_Branding_Design_Guidelines.pdf



✓ Black logo on a light colour



✓ White logo on a dark colour



✗ Do not use a dark colour logo on a dark background



✗ Do not use a light colour logo on a light colour



✗ Do not use multiple colours in the logo



✗ Do not alter the logo in any way

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. 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 brand mark incorporates the AIHW's core brand colours (blue, teal and green) as well as the secondary colour palette (lime, sky blue, purple, plum and orange).

The brand mark must be accompanied by the Australian Government logo when the material will be released to the public and/or our stakeholders.



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.



Stronger evidence,
better decisions,
improved health and welfare

Stacked Tagline



Stronger evidence,
better decisions,
improved health and welfare

Inline Tagline

Minimum size for brand mark

The brand mark reproduces well at very small sizes but should never be reproduced smaller than 17mm (70px) wide. When used with the tagline, never reproduce it smaller than 30mm (120px) wide. However, the overarching rule is to **use it larger than the minimum size whenever possible**.

There is one exception

When using the brand mark as a favicon (the small icon next to the web address in an Internet browser) this minimum size can be disregarded.



How much white space should I leave around the brand mark?

To ensure the AIHW brand mark is prominent and distinctive, there must always be clear space around it that is free from any other type and/or graphics.

To work out the minimum area of clear space to leave around the brand mark, measure the area between the horizontal bars in the 'I', as shown by the 'X' below.

This rule applies to all versions of the brand mark, both with and without the tagline.



What colours should be used?

The full-colour version of the brand mark should be used whenever possible. It should be used on a white background as the first preference, but can also be placed on a coloured background where there is sufficient contrast. A black brand mark and a white brand mark is available if the full-colour version cannot be used. The brand mark should never be reproduced in any other colour(s).



- ✓ Full colour brand mark on white



- ✓ White brand mark on sufficiently contrasted background



- ✓ Black brand mark on white

Using the logo and brand mark together

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

Minimum sizes

When used together, the logo and brand mark must be larger than the minimum sizes specified for individual use (see pages 8 and 11).

The size and proportions of the logo and brand mark should remain consistent across the material.

Where the brand mark is used alongside the logo, the top of the AIHW brand mark aligns with the top of the 'A' in 'Australian Government', and the bottom of the brand mark (not including the tagline) aligns with the bottom of the 'A' in 'Australian Institute'.

These examples illustrate how the brand mark's height should align with the logo. Horizontal distance between the logo and the selected brand mark option will depend on the product.



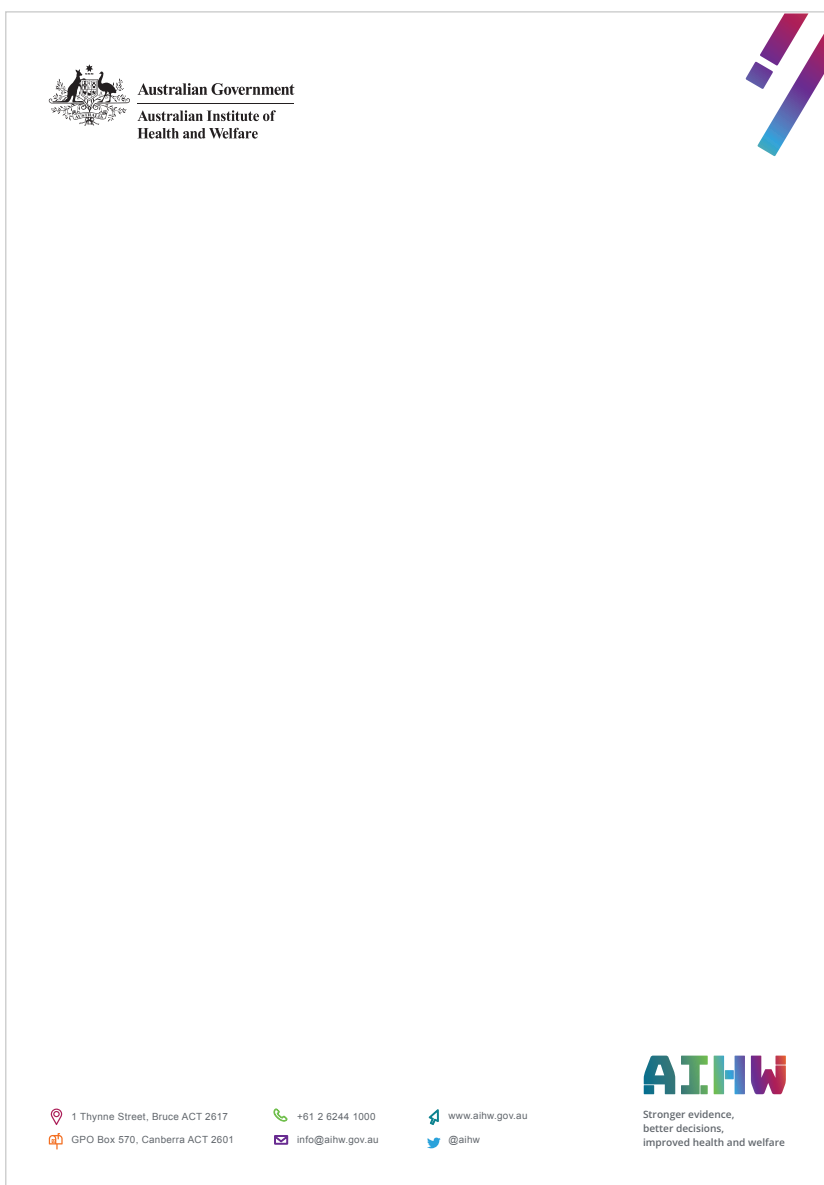
Where do I put the logo and brand mark?

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

The logo must appear only once in a document, and must not be used as a decorative element or as a watermark.

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.

The AIHW brand mark should align with the Australian Government logo where possible. The placement should always consider other graphic elements on the page/material to ensure the brand mark is legible.



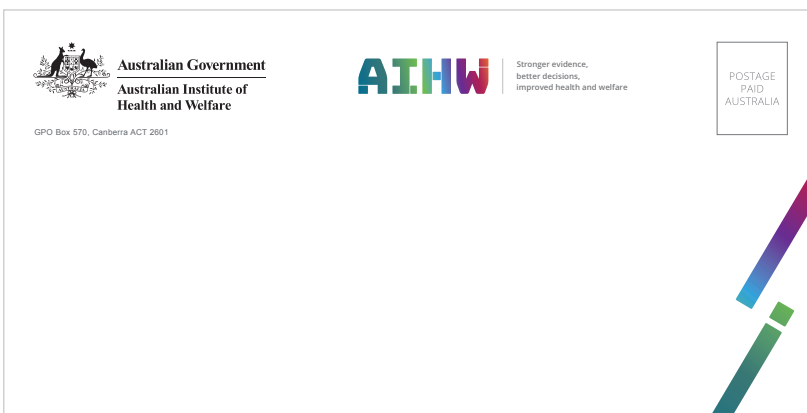
Business card—front



Business card—back



Envelope C4



Envelope DL



With compliments



Cover—standard with technical measurements



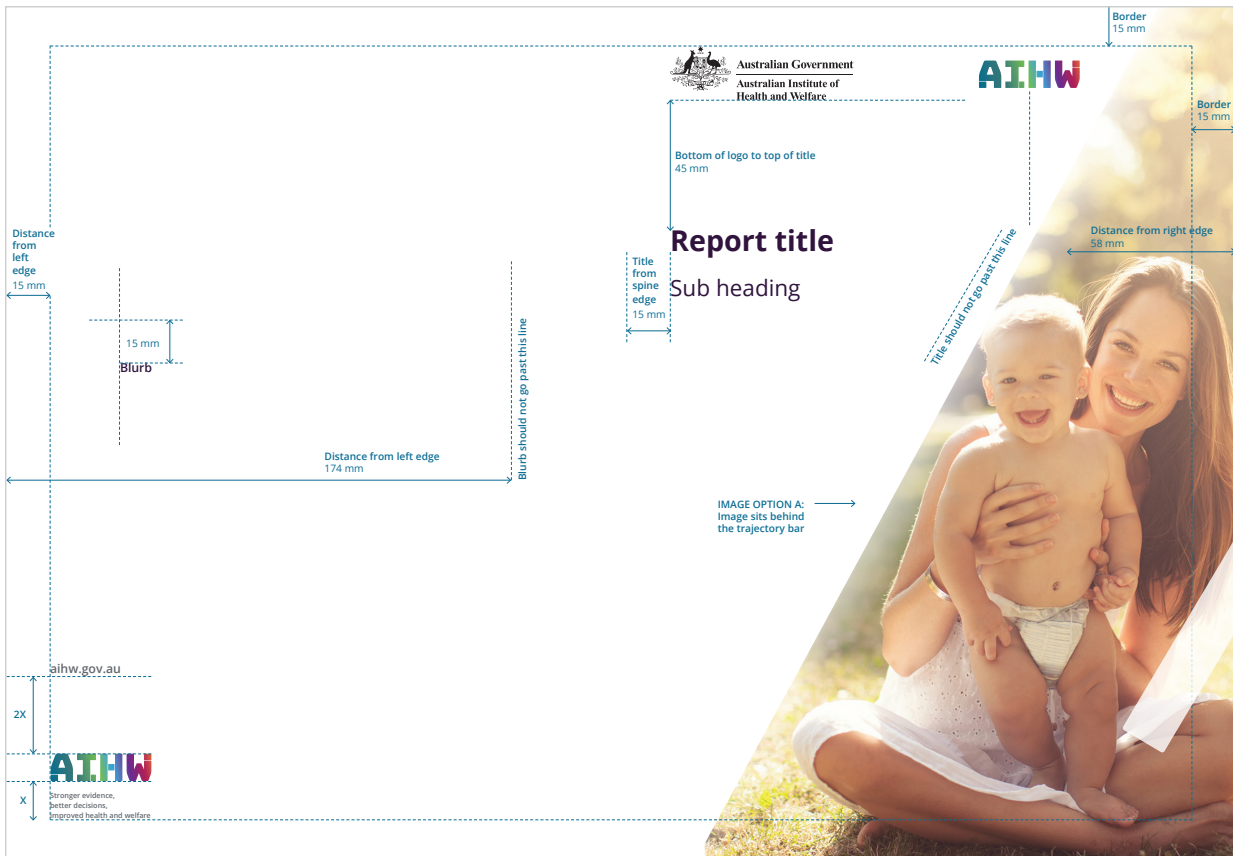
Cover—standard



Cover—co-badge with technical measurements



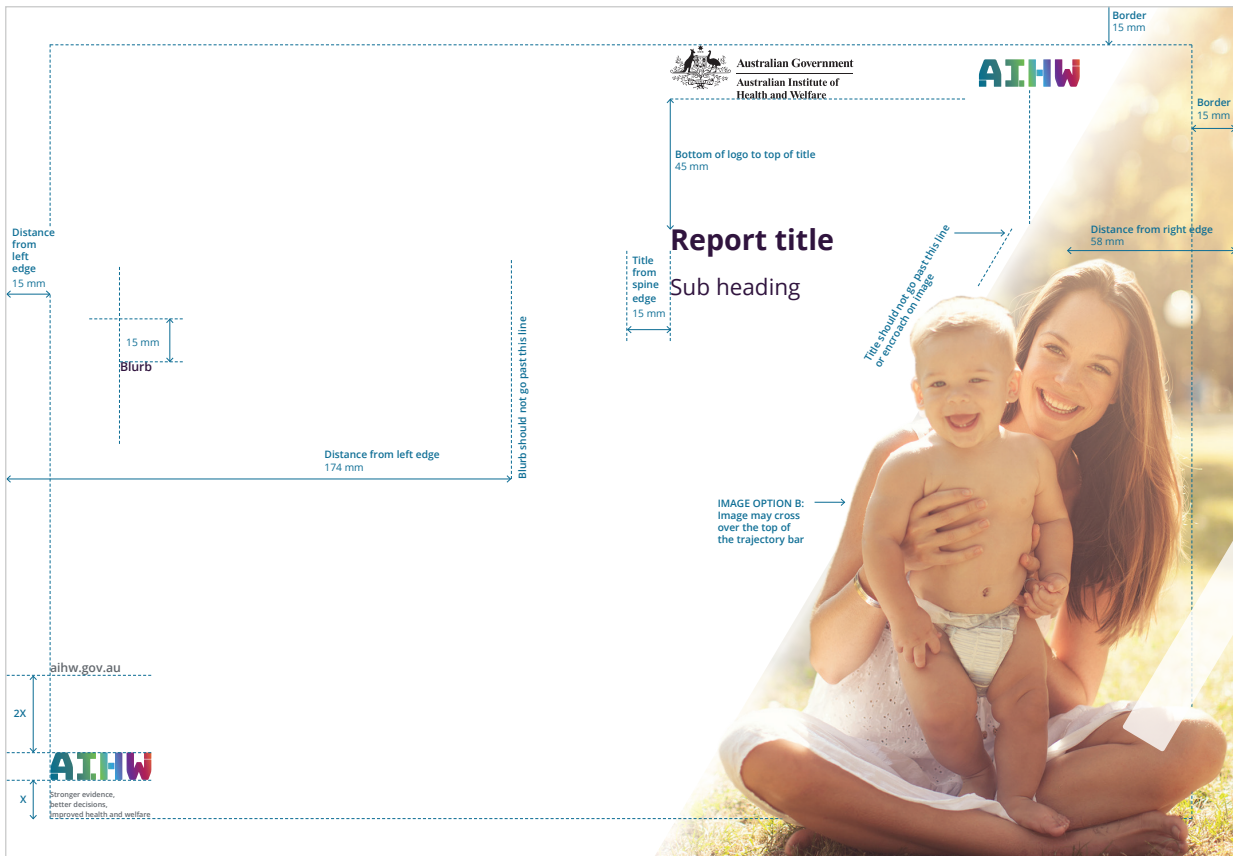
Cover—co-badge



Cover—with image—option 1(a)—technical measurements



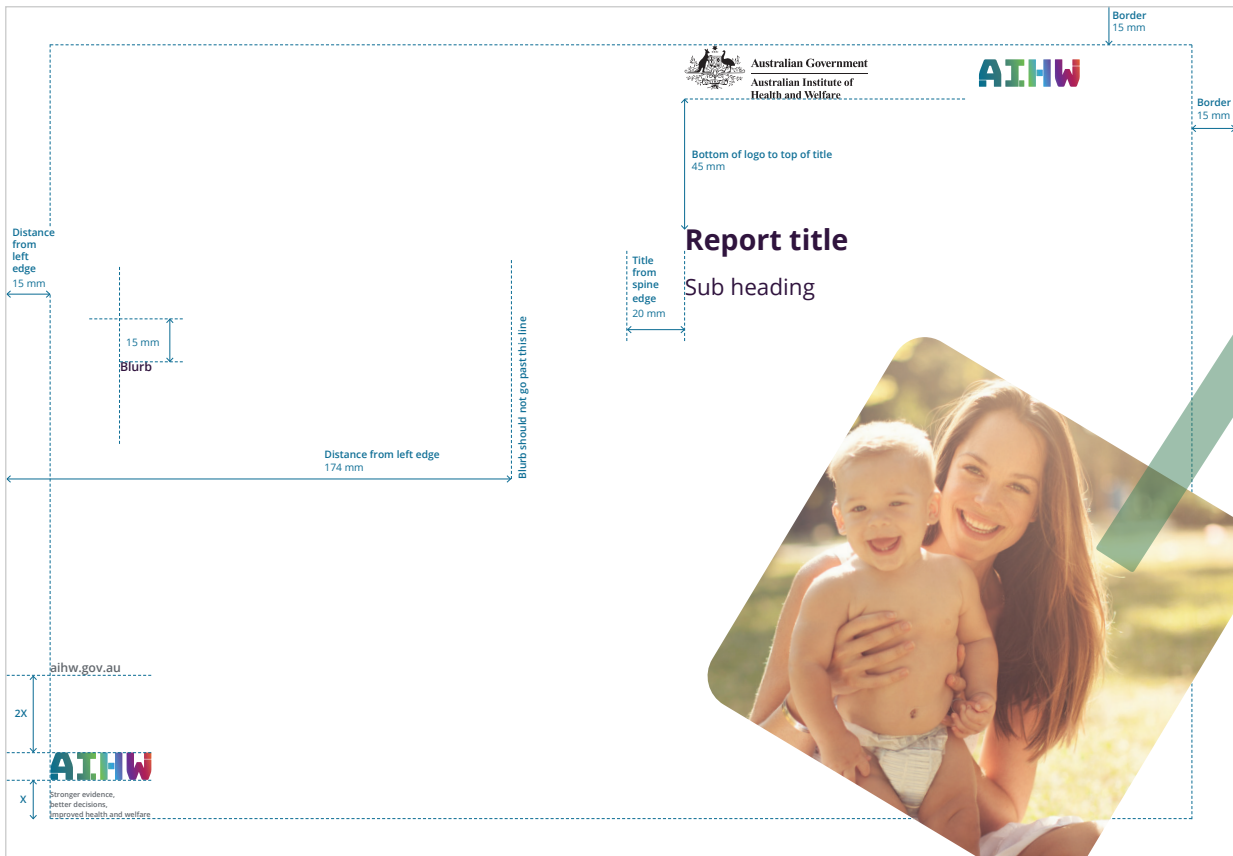
Cover—with image—option 1(a)



Cover—with image—option 1(b)—technical measurements



Cover—with image—option 1(b)



Cover—with image—option 2—technical measurements



Cover—with image—option 2

The AIHW brand colours

Core colours

The AIHW brand has 4 primary 'core' colours—**blue**, **teal**, **green** and **charcoal** (a cool grey). This colour palette is consistent across online/on screen and printed products.

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

The 3 remaining core colours (blue, teal and green) **always** should be used before the secondary accent colours. If necessary, **one** secondary accent colour can be used (that is, orange *or* plum *or* purple).



Blue

C82 M39 Y30 K3
R45 G126 B152
HEX #2d7e98



Teal

C84 M24 Y88 K10
R39 G133 B78
HEX #27854e



Green

C73 M28 Y100 K13
R77 G130 B39
HEX #4d8227



Charcoal

C66 M57 Y56 K33
R79 G81 B82
HEX #4f5152

Core shades

Each core colour is supplemented by a range of shades to enable more complex graphical/statistical displays. These shades have been selected to be:

- clearly legible across screen and printed products
- clearly reproduced in black and white
- accessible for people who are colour blind.

The text in each row shows the correct choice for accessible contrast **on screen**.

For print, the designer should use their judgement for text on the *3 and *4 shades.

Blue	HEX	R	G	B	C	M	Y	K
B1	192f38	25	47	56	87	67	56	57
B2	295665	41	86	101	86	56	46	25
B3 (primary)	2d7e98	45	126	152	82	39	30	3
B4	61a9be	97	169	190	62	19	20	0
B5	b7d6df	183	214	223	27	6	9	0

Teal	HEX	R	G	B	C	M	Y	K
T1	163222	22	50	34	81	52	79	66
T2	255a3c	37	90	60	83	40	83	36
T3 (primary)	27854e	39	133	78	84	24	88	10
T4	49B176	73	177	118	71	5	72	0
T5	aedbc0	174	219	192	32	0	30	0

Green	HEX	R	G	B	C	M	Y	K
G1	213015	33	48	21	73	53	86	67
G2	3a5825	58	88	37	74	42	100	37
G3 (primary)	4d8227	77	130	39	73	28	100	13
G4	74ae48	116	174	72	61	11	97	0
G5	bdd9aa	189	217	170	27	2	41	0

Charcoal	HEX	R	G	B	C	M	Y	K
C1	2b2d2d	43	45	45	71	64	63	64
C2 (primary)	4f5152	79	81	82	66	57	56	33
C3	707678	112	118	120	58	46	45	11
C4	9c9fa0	156	159	160	42	32	33	0
C5	cfd1d1	207	209	209	18	13	14	0

Secondary shades

Orange and Indigo work well as highlight colours, used to draw attention to a specific data point. This could be highlighting a category or area which has been selected by the viewer or to draw attention to a national total. Do not start with them: always choose blue or green first.

The colour of the text in each row shows the correct choice for accessible contrast on screen.

Orange	HEX	R	G	B	C	M	Y	K
O1	4a2109	74	33	9	44	77	88	65
O2	863a0d	134	58	13	31	81	100	32
O3	c65009	198	80	9	16	80	100	6
O4 (secondary orange)	f47e37	244	126	55	0	62	88	0
O5	f7c7ab	247	199	171	1	24	31	0

Indigo	HEX	R	G	B	C	M	Y	K
I1	302844	48	40	68	82	84	45	47
I2	564686	86	70	134	79	84	16	4
I3 (secondary indigo)	7c69b5	124	105	181	58	65	0	0
I4	a598c9	165	152	201	36	40	0	0
I5	d3cee3	211	206	227	15	16	1	0

Accent colours

There are 6 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). Three (orange, plum, and violet) are used as highlight colours in graphs and charts. Dark cyan (DC) is used as the second colour in the AIHW colour palette for graphs and charts.

Using the accent colours can complement the core colours and inject warmth and vibrancy into 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

C57 M4 Y94 K0
R122 G186 B76
HEX #7aba4c
PMS 360 C



Violet

C73 M99 Y1 K1
R105 G44 B144
HEX #692c90
PMS 267 C



Sky

C68 M8 Y7 K0
R50 G180 B220
HEX #32b4dc
PMS 298 C



Plum

C27 M100 Y47 K9
R172 G30 B88
HEX #ac1e58
PMS 215 C



Dark cyan (DC)

C72 M1 Y24 K0
R19 G186 B198
HEX #13bac6
PMS 3115 C



Orange

C0 M70 Y98 K0
R243 G111 B33
HEX #f36f21
PMS 158 C

Accent shades

The shade numbers for the 3 highlight accents colours (orange, plum and violet) correspond to the shades of the core colours. Choose the shade or shades that provide the best contrast with the core shades.

Orange = hue 22°; Plum = hue 335°; Violet = hue 277°.

	HEX	R	G	B	C	M	Y	K
O2	5d2f15	93	47	21	40	76	92	53
O5 (2ndary)	f36f21	243	111	33	0	70	98	0
O7	ffb083	255	176	131	0	37	49	0
P2	711d3b	113	29	59	39	95	57	39
P3 (2ndary)	ac1e58	172	30	88	27	100	47	9
P5	d16b8c	209	107	140	16	71	24	0
V2	47215e	71	33	94	83	100	31	23
V3 (2ndary)	692c90	105	44	144	73	99	1	1
V6	b894cc	184	148	204	27	45	0	0

Data visualisation palette

This palette is the set palette for CMS Charts, so these colours are automatically applied to figures created in CMS Charts. It is also the default for Tableau, however in Tableau there is the option to choose other colours from the full AIHW set of colours. Ideally use these colours for charts, graphs and diagrams in designed AIHW publications, too.

Name	HEX	R	G	B	C	M	Y	K
B3 (primary)	2d7e98	45	126	152	82	39	30	3
DC	13bac6	19	186	198	72	1	24	0
I3	7c69b5	124	105	181	58	65	0	0
G4	74ae48	116	174	72	61	11	97	0
T3	27854e	39	133	78	84	24	88	0

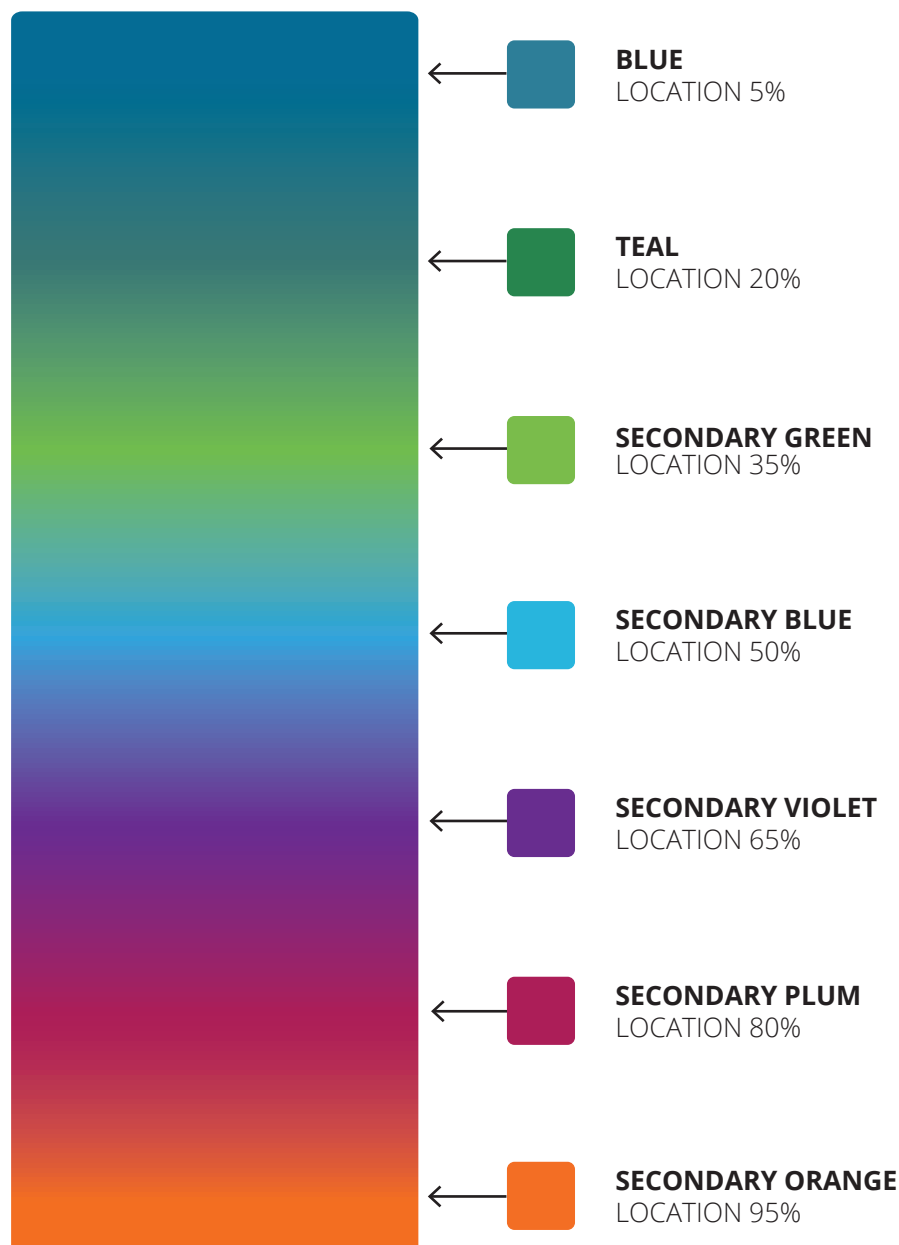
The AIHW colour gradient

The AIHW gradient is the entire brand colour palette: the primary blue, the primary teal, and the secondary colours.

The gradient is only used in trajectory bars (the diagonal lines in the AIHW brand design). It should never be used as a background for documents/applications.

Portions of the gradient may appear on a document/application; for example, if a trajectory bar disappears off the edge of a document/application, only the blue end of the gradient may appear on the document/application. The gradient can also span across multiple trajectory bars. The location of each colour in the gradient should not be altered as they have been arranged to ensure the gradient flows seamlessly from one colour to the next.

Gradients should not be created with other shades.



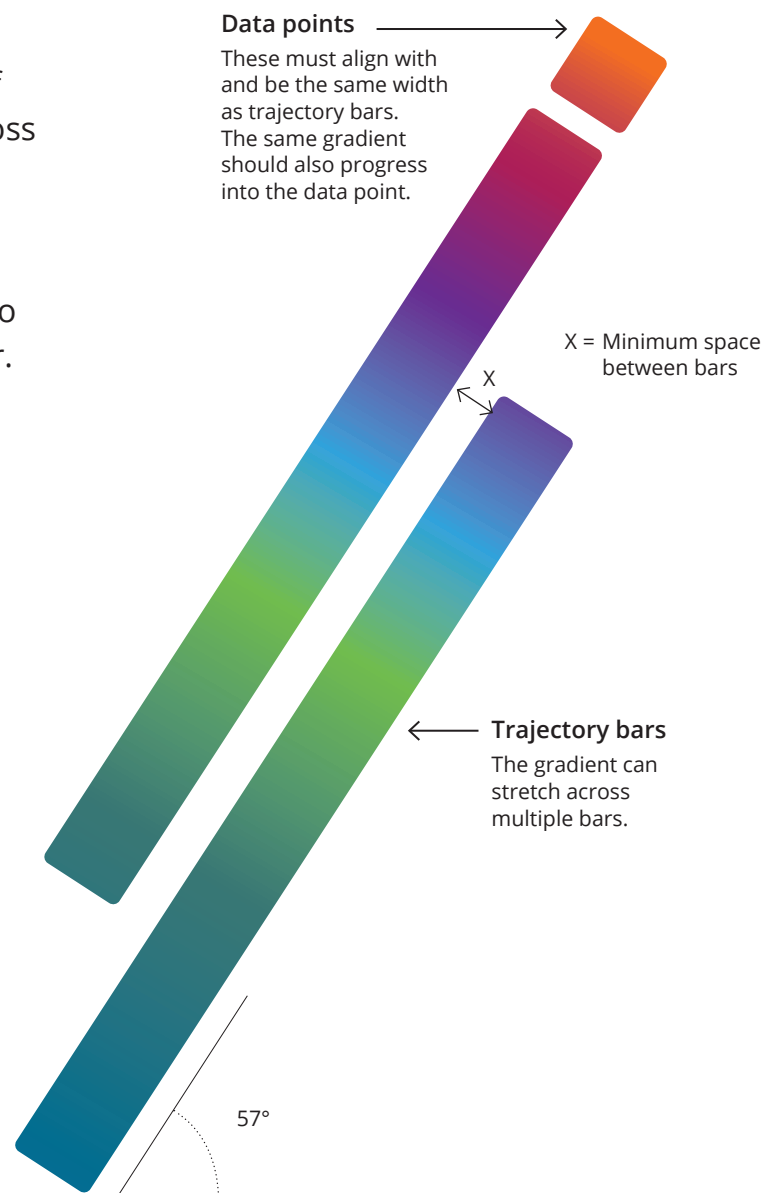
Graphic elements

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.
- ✓ Always use trajectory bars at the same width within a single application.
- ✓ Always use rounded corners on trajectory bars and data points.
- ✓ Always keep a space of at least 'X' between trajectory bars, with 'X' being half the width of the bar.
- ✓ The space between data points and trajectory bars should be consistent.



Incorrect usage:

The following examples demonstrate some incorrect ways of using trajectory bars and data points.



✘ Do not add data points to every trajectory bar



✘ Do not let trajectory bars or data points overlap or touch



✘ The gradient of adjacent bars and data points should not change significantly



✘ Different width trajectory bars and data points should not be used together



✘ Do not place trajectory bars at any other angle



✘ The spacing between trajectory bars and data points should not change

Typography

Typeface for typeset documents— Open Sans

Our primary typeface for typeset material is 'Open Sans'. This font family has a neutral, yet friendly appearance, and is suitable for print, web, and mobile applications. It is extremely legible and should be used where possible.

Open Sans is a Google Font and can be downloaded for free from:
www.fonts.google.com/specimen/Open+Sans

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*(){}[]

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*(){}[]

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*(){}[]

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*(){}[]

Extrabold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*(){}[]

Typeface for Word and other documents—Arial

Arial should be used for all applications that are prepared using standard Microsoft programs such as Word and PowerPoint. Other typical applications include letters, media releases, and the text in graphs and charts.

Arial is a default system font on all Windows and Mac PCs.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*(){}[]

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*(){}[]**

Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*(){}[]**

Hierarchy

The various weights of Open Sans enable a distinct hierarchy to be shown within text.

Heading and body text styles can be styled within a document as shown.

Main headings should be the largest, and subheadings a smaller size, but still larger than body text.


The exact sizes, weights and colours of headings and text will vary with each individual application.

This is only one example of how heading levels will work.

Main heading →

Subheading →

Body text →



Australian Government
Australian Institute of Health and Welfare

The National Social Housing Survey

Housing is a basic need for all, and is fundamental to peoples' wellbeing. Governments play a crucial role in ensuring that all Australians have access to affordable, safe and sustainable housing. Part of this role is to provide assistance to the many Australians who find it difficult to afford housing in the private market.

The provision and funding of social housing is a significant component of the housing assistance programs available to low-income households.

What is the National Social Housing Survey?

The National Social Housing Survey (NSHS) is run every 2 years on behalf of the Australian Institute of Health and Welfare (AIHW) and state and territory governments. It collects data on the profile of social housing tenants, and records their satisfaction with their housing providers and their dwellings.

The NSHS complements other data—such as administrative data from social housing providers and reported by the AIHW and other agencies. These administrative data provide information on the social housing dwellings, tenant characteristics and accessibility for people in special-needs groups. The NSHS contributes information on tenants' experiences of social housing to the overall picture.

History of the NSHS

The NSHS began in 1996 as a survey mailed to public housing (PH) tenants. It has grown to include community housing (CH) and state owned and managed Indigenous housing (SOMIH) tenants, and face-to-face surveys.

NSHS respondent

In general, NSHS respondents are more likely than tenants recorded in administrative data to be:

- female
- older (although this is SOMIH tenants)
- living in single-person
- living in social housing (particularly for PH tenants)

These demographic differences are expected, as NSHS respondents are required to be the main person in the household (the person who co-signed the lease).

Note: the estimates have been derived from the survey responses to ensure they represent the total population, to the extent possible.

Year	Method	Response rate (%)
1996	Mail	100
2001	Mail/Face-to-face	95
2002	Mail	95
2003	Mail/Face-to-face	95
2005	Mail/Face-to-face	100
2007	Mail/Face-to-face	100
2010	Mail	95
2012	Mail	85
2014	Mail/Face-to-face	95
2016	Mail/Face-to-face	95

Graphs and figures

Basic rules

Graphs and figures should be easy for a reader to understand at a glance. Ideally, they should be easy to describe in a sentence—‘Cancer incidence rates fell from X per 100,000 population in 1987 to Y per 100,000 population in 2017’. This description should be clearly illustrated by the format chosen.

If your graph or figure cannot be described this simply, consider breaking it down further.

Axes

Use the smallest number of intervals on the y axis as possible. For example, for a scale of 1–100, major intervals of 20 or 50 would be better than intervals of 10.

Consider transposing the x and y axes for graphs that have multiple items on the x-axis.

Keylines around shapes

Do not use keylines.

Notes and sources

These should be entered as separate text and not as part of the image.

(The words Note: and Source: are not italicised).

Choosing colours

Choose one colour, or the smallest number of different colours needed to show the findings.

Examples

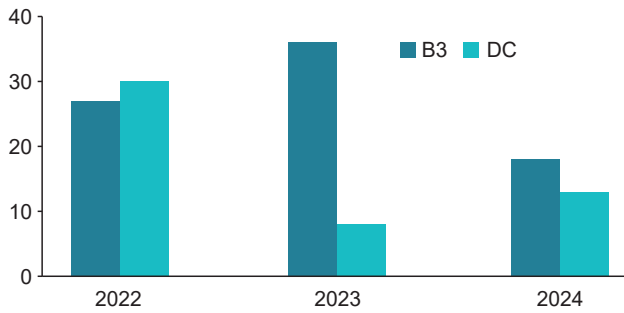
The following examples are based on best practice. Please check with the Website & Publishing Unit if you need further help or suggestions regarding the use of colour.

Use a different colour to highlight/differentiate particular points or series.

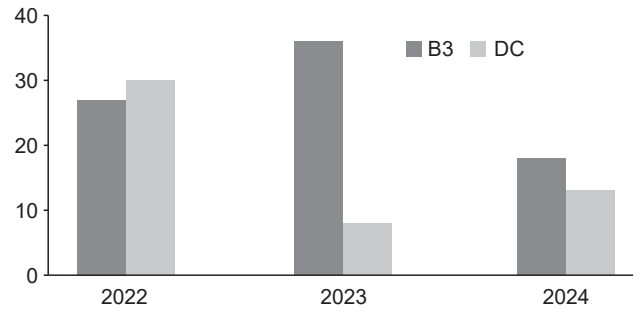
Colour

Mono

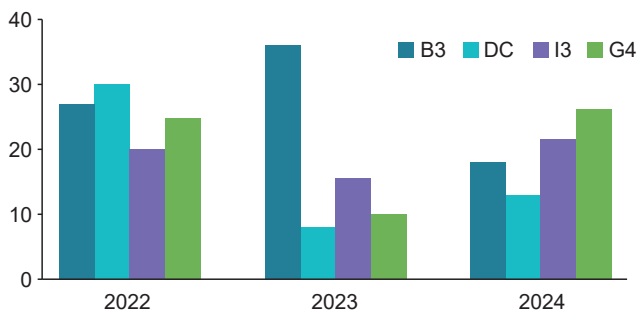
Core blue and Secondary dark cyan: B3 and DC



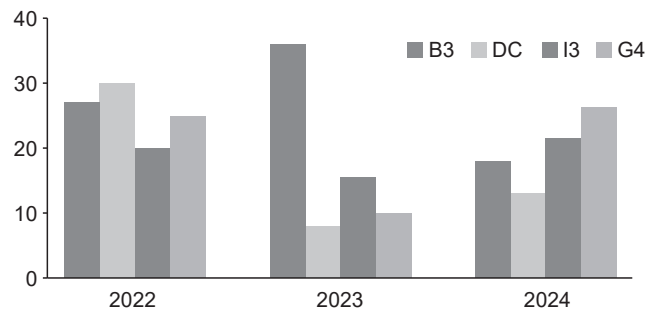
Core blue and Secondary dark cyan: B3 and DC



Core blue and Secondary dark cyan: B3, DC, I3 and G4



Core blue and Secondary dark cyan: B3, DC, I3 and G4



Core blue and Secondary dark cyan: B3 and DC



Core blue and Secondary dark cyan: B3 and DC



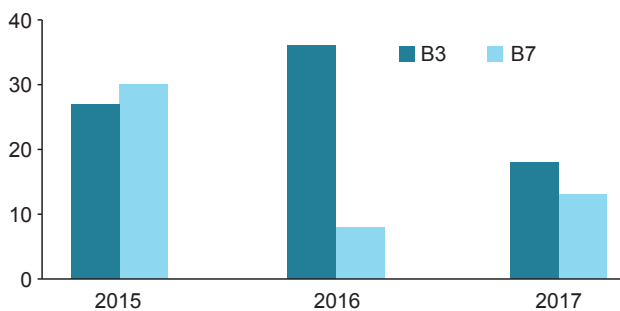
Column charts—core blue examples

Using gradients of a core colour, rather than dark-light-dark-light, makes it easier to match shades to the legend. Displaying the legend horizontally in the same order as the columns also makes the graph easier to read.

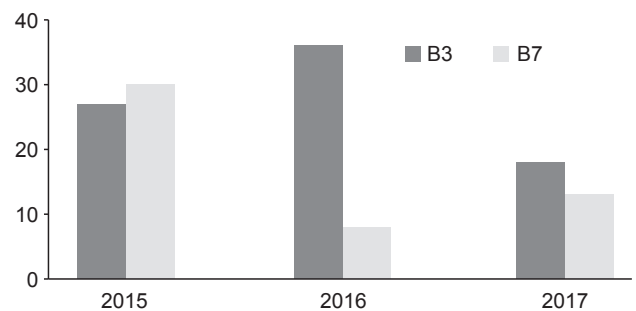
Colour

Mono

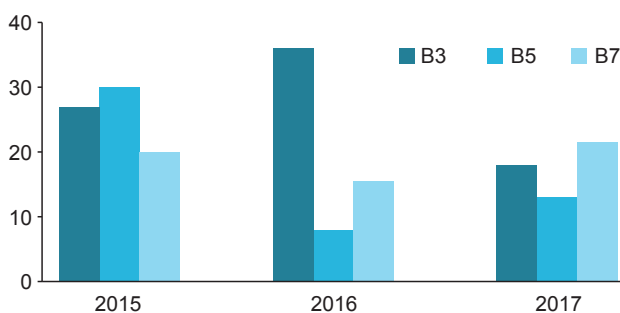
Core blue: B3 and B5



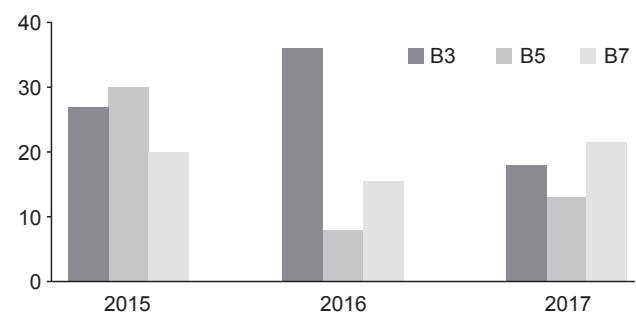
Core blue: B3 and B5



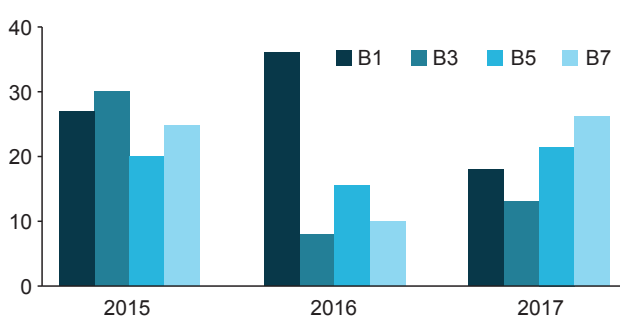
Core blue: B3, B5 and B7



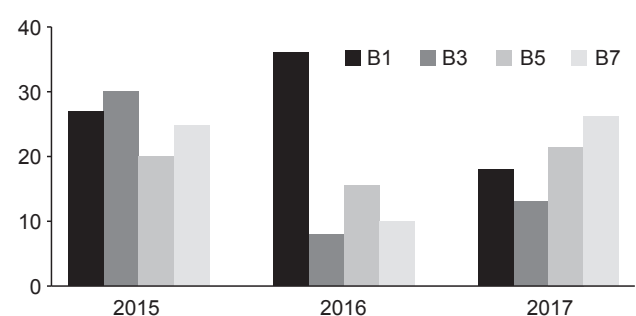
Core blue: B3, B5 and B7



Core blue: B1, B3, B5 and B7



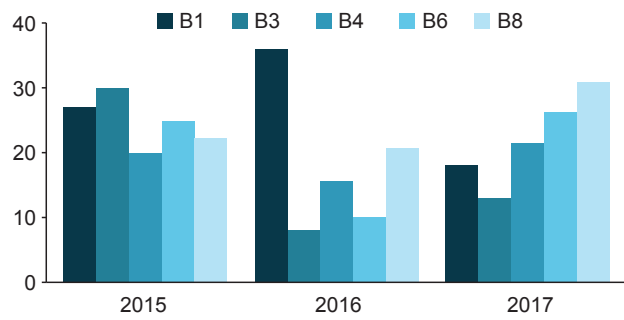
Core blue: B1, B3, B5 and B7



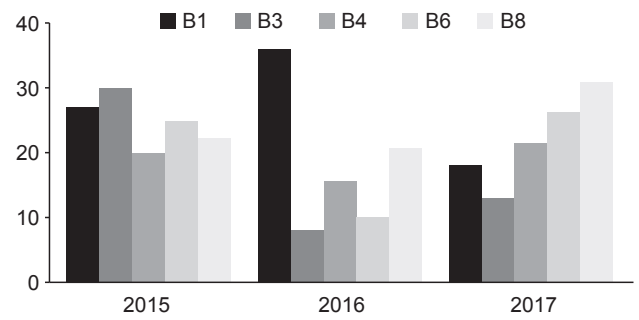
Colour

Mono

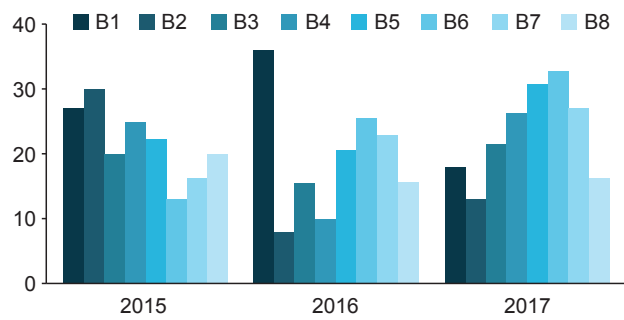
Core blue: B1, B3, B4, B6 and B8



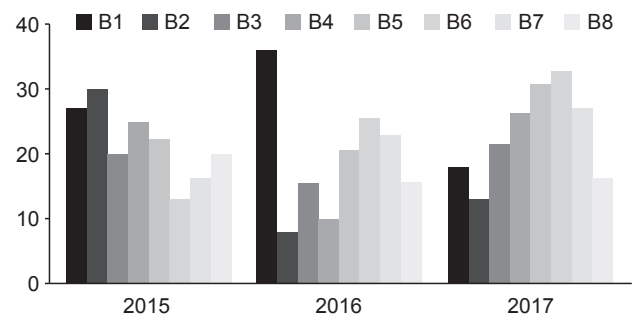
Core blue: B1, B3, B4, B6 and B8



Core blue: All



Core blue: All



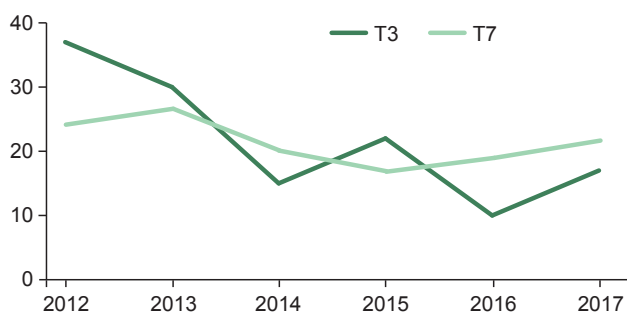
Line graphs—core teal examples

Different shades of lines can be harder to distinguish than the solid colour blocks used in column and bar charts. The thickness of lines can be varied if needed to make the graph easier to read. Dots and dashes can also be used and are very accessible across different media. Line thickness may also need to be increased for dots and dashes.

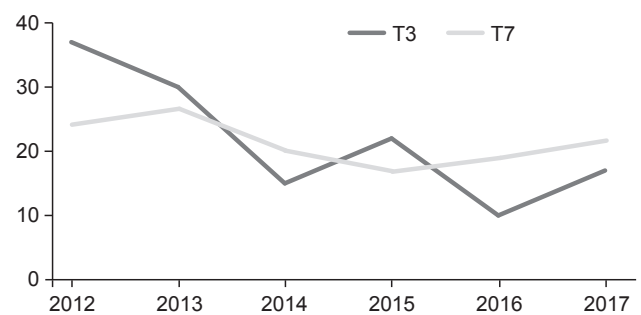
Colour

Mono

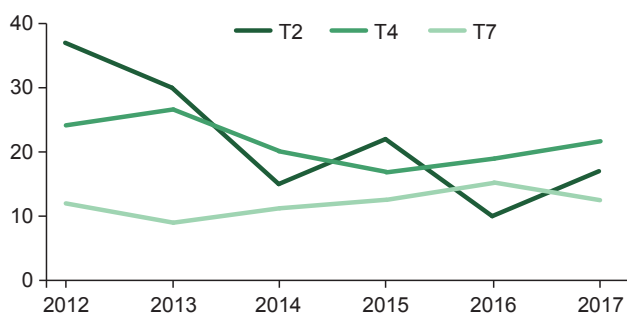
Core teal: T3, and T7



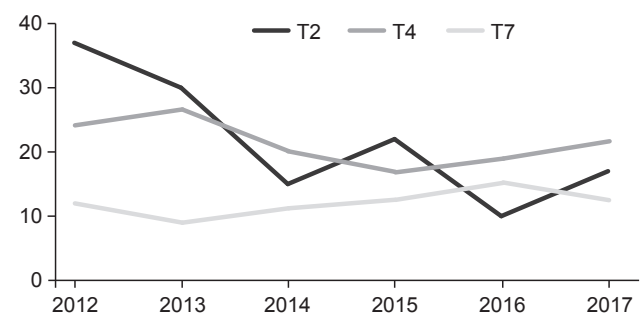
Core teal: T3, and T7



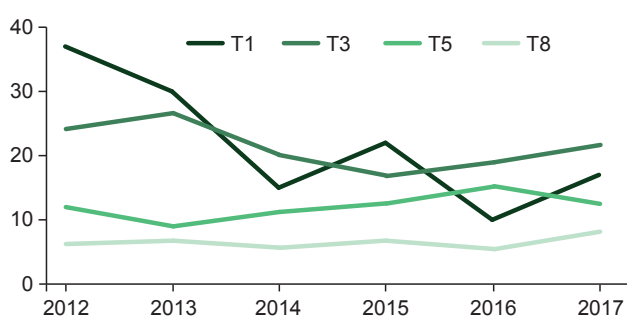
Core teal: T2, T4 and T7



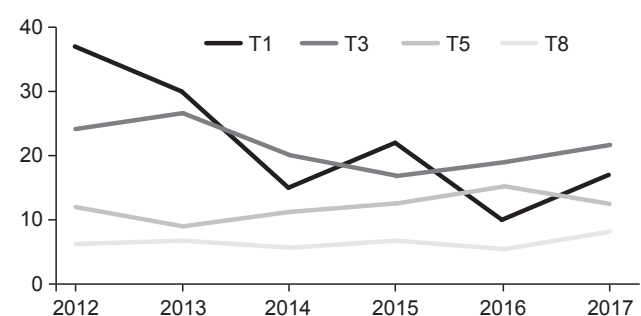
Core teal: T2, T4 and T7



Core teal: T1, T3, T5 and T8



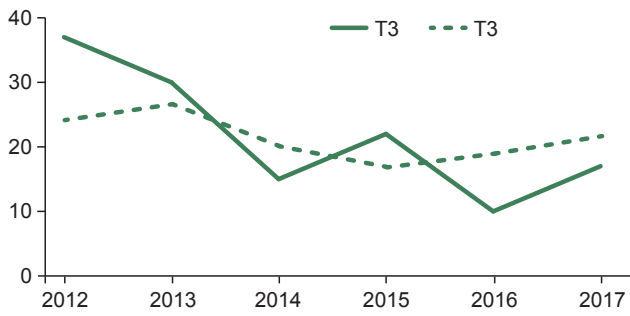
Core teal: T1, T3, T5 and T8



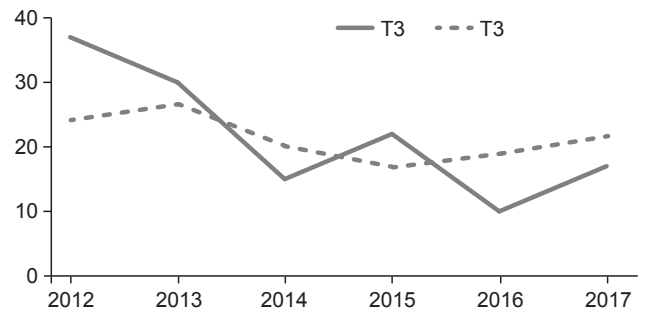
Colour

Mono

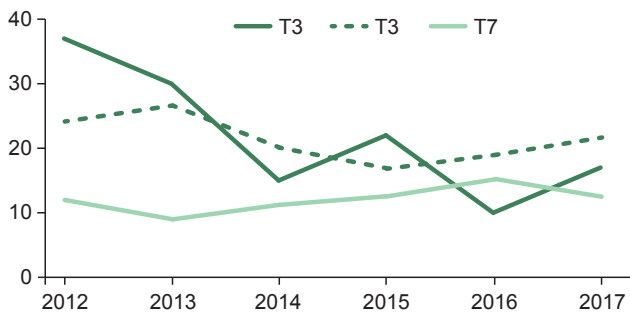
Core teal: T3



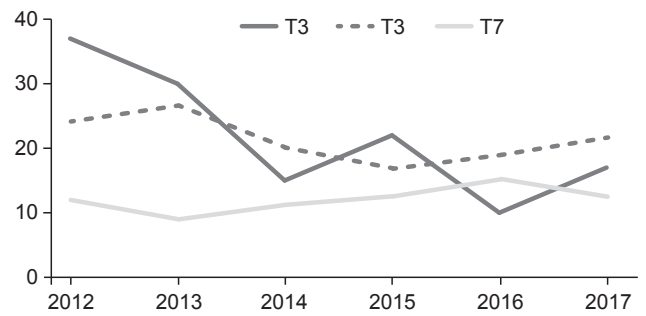
Core teal: T3



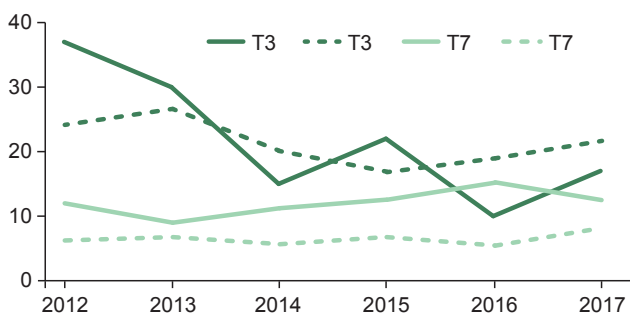
Core teal: T3 and T7



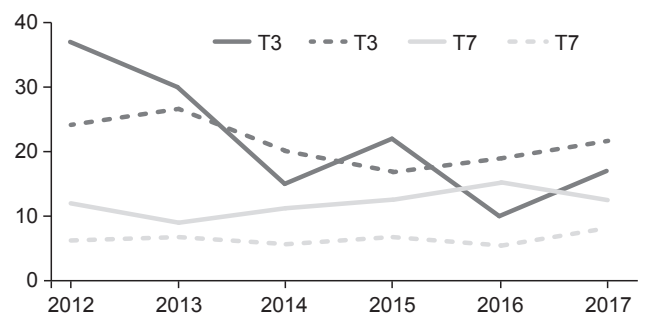
Core teal: T3 and T7



Core teal: T3 and T7



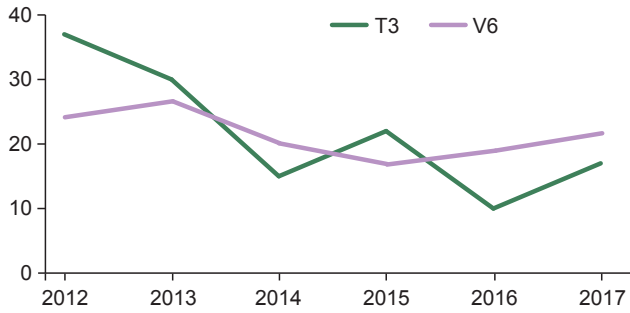
Core teal: T3 and T7



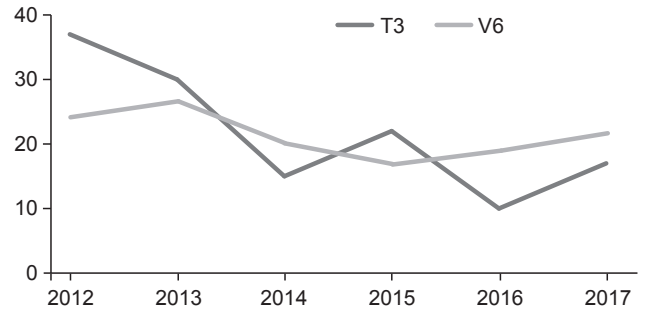
Colour

Mono

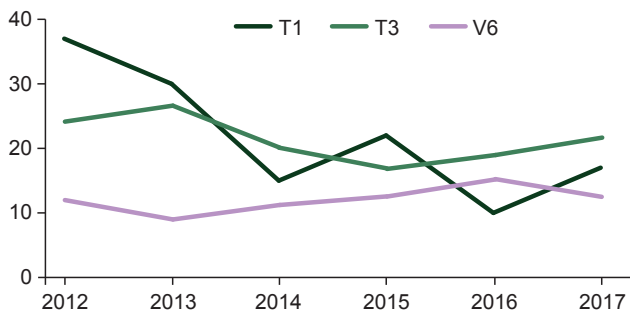
Core teal: T3, and V6



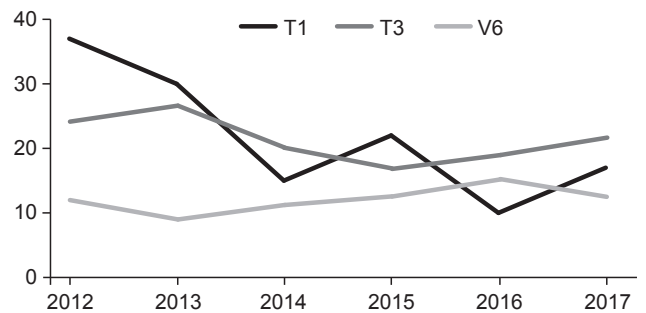
Core teal: T3, and V6



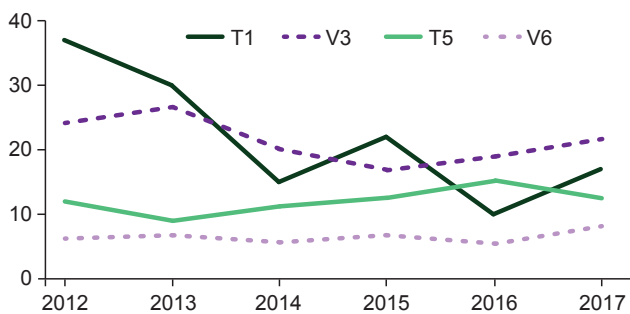
Core teal: T1, T3 and V6



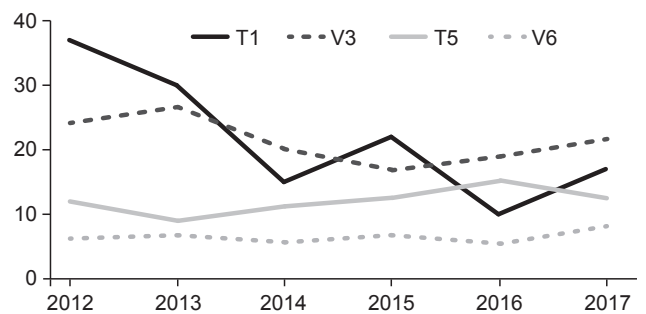
Core teal: T1, T3 and V6



Core teal: T1, T3, T5 and V6



Core teal: T1, T3, T5 and V6

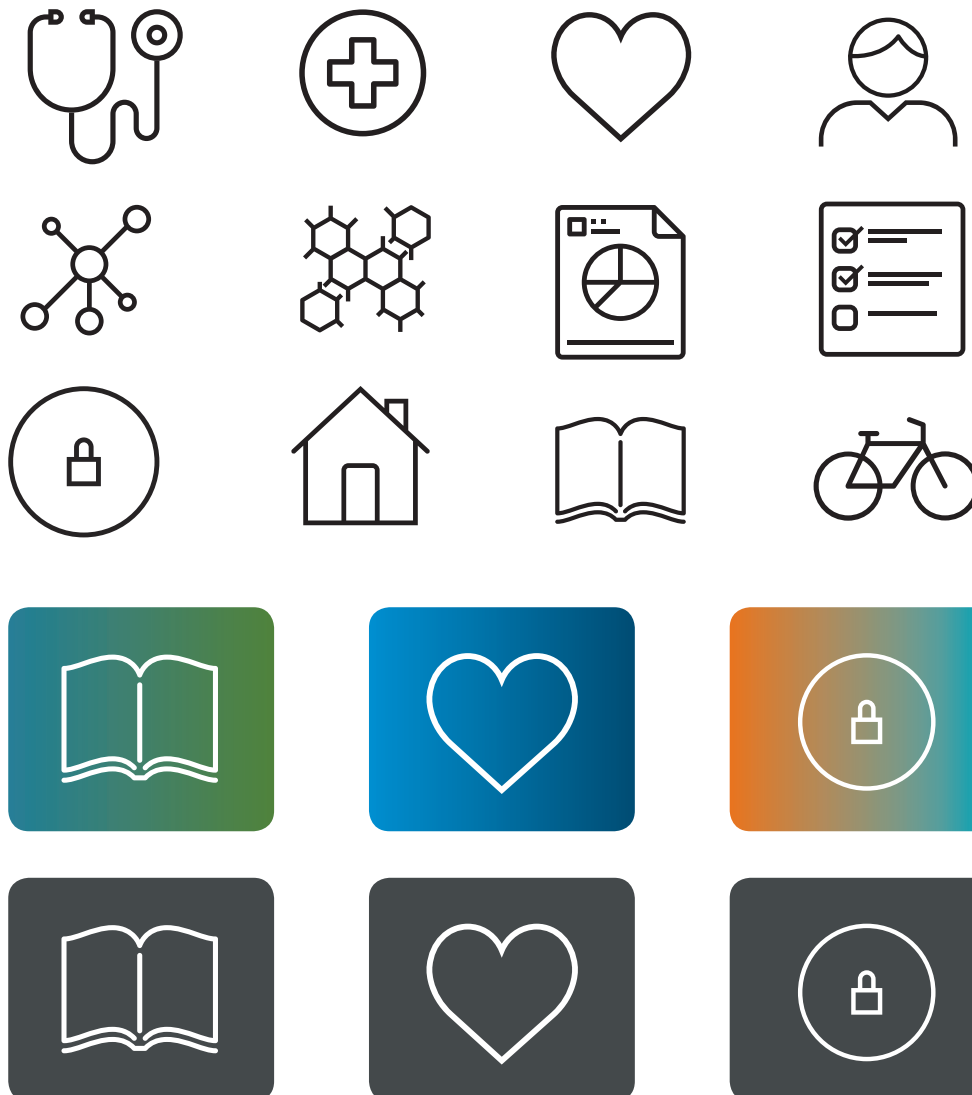


Icons

Icons are best used to help demonstrate simple concepts. The AIHW has developed a standard set of icons that are visually consistent and complement the AIHW brand. Do not use other icons—if there is nothing appropriate in this set to portray the concept required, speak to the Website & Publishing team.

- 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 of each brand, in black and in white reversed.

Icons shown below are sample styles.



Photography

Any images used on the website or in reports should represent the real community and provide a confident and authentic message.

If a photograph is for the cover of a publication, the image should relate directly to the content. Similarly, if the photograph depicts a person, their age, gender and ethnicity should relate directly to the content. The actions and emotions of the person/people in the photos should seem genuine and relaxed—not forced or clichéd.

Images should have a single focus with areas of 'negative space' (empty areas around the subject). The style of photography should use natural light and shallow depth of fields.

New photos are generally sourced from iStock: www.istock.com

Examples of preferred image style are below.





1 Thynne Street, Bruce ACT 2617



info@aihw.gov.au



GPO Box 570, Canberra ACT 2601



aihw.gov.au



+61 2 6244 1000



[@aihw](https://twitter.com/aihw)