



Aged care style guide

Contents

Section 1: Department logo	4
Section 2: Colours	7
Section 3: Typefaces	10
Section 4: Creative elements	12
Section 5: Imagery	17
Section 6: Application	19

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

Section 1

Department logo

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

Department logo

The below must be considered when using the department logo:

- The department logo must have prominence over and above other images and graphic elements. For this reason, it should be positioned in the top left corner of communication material
- The white/reverse strip department logo must always be used and is always housed within a blackberry curved rectangular device, unless it is being used for co-branded purposes (see page 5).

The blackberry rectangular device as a background ensures the department logo has high contrast when placed over hero imagery.

Please refer to the Australian Government Branding Guidelines for more information on how to use the department logo.



Minimum size and spacing



20mm (w)

The minimum width of the coat of arms is 20mm(w).



The minimum space surrounding the logo is determined by the height of the 'A' in 'Australian Government' from the bottom of the horizontal line.

Co-branding

In the instance where the department logo is required to be co-branded, the inline variation of the logo is used within the blackberry curved rectangular device to ensure adequate space for multiple logos.

A few basic rules should be considered:

- The department logo must be positioned first, on the left hand side of the lockup
- In the first instance, use the blackberry device with white/reverse logos. However, if the co-brand logo must be displayed in full colour a mist background may be used for the lockup
- The logos must be separated with a black or white vertical divider line as pictured. The vertical divider line should be the same height as the logos
- The minimum space on either side of the divider line is determined by the height of the 'A' in 'Australian Government' from the bottom of the horizontal line.

Variation 1 - Blackberry background



Variation 2 - Mist background



Minimum space

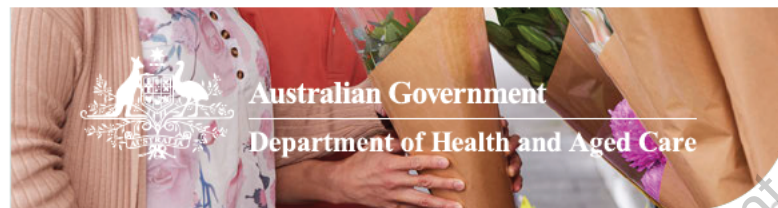


Incorrect usage

Please note the following incorrect uses of the department logo lockup when applying it to communication material.



- ✗ Do not re-colour the background in any other colour.



- ✗ Do not use the department logo lockup to house imagery.



- ✗ Do not apply any effect to the logo lockup.



- ✗ Do not rotate the department logo lockup. The corner should always be facing towards the bottom right.



- ✗ Do not re-colour to a gradient background.



- ✗ Do not attempt to resize the curve in the bottom right corner, it should always be a minimum of 20mm.

Section 2

Colours

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

Palette

The revitalised colour palette is vibrant and fresh, representing a bright way forward for aged care in Australia. Each colour has been carefully considered to meet accessibility requirements for audiences with vision impairments.

Primary - Generic brand colours



Teal

Pantone 3125CP
C: 72 M: 7 Y: 28 K: 0
R: 42 G: 177 B: 187
#28b2bb

Blackberry

Pantone 669CP
C: 97 M: 99 Y: 38 K: 45
R: 30 G: 21 B: 69
#1e1544

Mist

Black 5% tint
C: 0 M: 0 Y: 0 K: 5
R: 241 G: 242 B: 242
#f2f1f2

1. Overarching outcome - respect, care and dignity

Secondary - Aged care reform outcome colours



Lime

Pantone 376CP
C: 58 M: 1 Y: 100 K: 0
R: 120 G: 190 B: 67
#78be42

Violet

Pantone 2074CP
C: 51 M: 76 Y: 0 K: 0
R: 140 G: 90 B: 165
#8c5aa5

Rose

Pantone 7634CP
C: 11 M: 81 Y: 45 K: 0
R: 218 G: 87 B: 108
#da576c

Mandarin

Pantone 166CP
C: 0 M: 73 Y: 94 K: 0
R: 242 G: 106 B: 43
#f2692a

Mustard

Pantone 1235CP
C: 3 M: 32 Y: 97 K: 0
R: 244 G: 178 B: 35
#f4b222

2. Real choice and control

3. Safe and high quality care

4. Prioritise independence through care at home

5. Easy, consistent and equitable access

6. Appropriately skilled care

Please note:

- Text colour should ideally be 'Blackberry' and be on a 'Mist' background to ensure legibility and high contrast.
- However, when working in Microsoft Word and Powerpoint, white can be used instead of 'Mist' for backgrounds, and black can be used instead of 'Blackberry' for text.
- To allow for greater flexibility three tints of each colour (see page 7) have been introduced for use in infographics, charts, graphs and other graphical elements.

- The above secondary colour palette is used to represent each key outcome under the aged care reforms. These colours must be used sparingly, as accent colours within creative devices and icons.

Tints and accessibility

To allow greater flexibility, tints of each colour have been provided for use in infographics, graphs, charts and other graphical elements. Please consider the below WCAG accessibility standards when placing text over these tints.

	Teal	Blackberry	Lime	Violet	Rose	Mandarin	Mustard
100%	Pantone 3125CP C: 72 M: 7 Y: 28 K: 0 R: 42 G: 177 B: 187 #28b2bb (AA)	Pantone 669CP C: 97 M: 99 Y: 38 K: 45 R: 30 G: 21 B: 69 #1e1544 (AAA)	Pantone 376CP C: 58 M: 1 Y: 100 K: 0 R: 120 G: 190 B: 67 #78be42 (AAA)	Pantone 2074CP C: 51 M: 76 Y: 0 K: 0 R: 140 G: 90 B: 165 #8c5aa5 (AA)	Pantone 7634CP C: 11 M: 81 Y: 45 K: 0 R: 218 G: 87 B: 108 #da576c (AA)	Pantone 166CP C: 0 M: 73 Y: 94 K: 0 R: 242 G: 106 B: 43 #f2692a (AA)	Pantone 1235CP C: 3 M: 32 Y: 97 K: 0 R: 244 G: 178 B: 35 #f4b222 (AAA)
80%	C: 58 M: 6 Y: 22 K: 0 R: 102 G: 189 B: 198 #65bdc5 (AAA)	C: 78 M: 79 Y: 30 K: 36 R: 63 G: 54 B: 91 #3f365b (AAA)	C: 46 M: 1 Y: 80 K: 0 R: 147 G: 200 B: 100 #93c864 (AAA)	C: 41 M: 60 Y: 0 K: 0 R: 157 G: 117 B: 180 #9d75b4 (AA)	C: 9 M: 65 Y: 36 K: 0 R: 224 G: 120 B: 130 #e07882 (AA)	C: 0 M: 58 Y: 75 K: 0 R: 245 G: 134 B: 79 #f5874f (AA)	C: 2 M: 26 Y: 78 K: 0 R: 247 G: 192 B: 84 #f7c054 (AAA)
60%	C: 43 M: 4 Y: 17 K: 0 R: 142 G: 202 B: 210 #8ecad2 (AAA)	C: 58 M: 59 Y: 23 K: 27 R: 98 G: 88 B: 119 #625877 (AA)	C: 35 M: 1 Y: 60 K: 0 R: 173 G: 212 B: 137 #add489 (AAA)	C: 31 M: 45 Y: 0 K: 0 R: 176 G: 145 B: 196 #b091c4 (AA)	C: 7 M: 49 Y: 27 K: 0 R: 230 G: 151 B: 155 #e5969b (AAA)	C: 0 M: 44 Y: 56 K: 0 R: 248 G: 162 B: 116 #f8a274 (AAA)	C: 2 M: 19 Y: 58 K: 0 R: 249 G: 206 B: 127 #f9ce7f (AAA)
30%	C: 22 M: 2 Y: 8 K: 0 R: 197 G: 226 B: 229 #c5e2e5 (AAA)	C: 29 M: 30 Y: 11 K: 14 R: 160 G: 153 B: 173 #a099ad (AA)	C: 17 M: 0 Y: 30 K: 0 R: 212 G: 231 B: 193 #d4e7c1 (AAA)	C: 15 M: 23 Y: 0 K: 0 R: 210 G: 195 B: 224 #d2c3e0 (AAA)	C: 3 M: 24 Y: 14 K: 0 R: 240 G: 199 B: 199 #f0c7c7 (AAA)	C: 0 M: 22 Y: 28 K: 0 R: 252 G: 206 B: 178 #fcecb2 (AAA)	C: 1 M: 10 Y: 29 K: 0 R: 252 G: 228 B: 186 #fce4ba (AAA)

(AA) WCAG AA pass (AAA) WCAG AAA pass (AA) WCAG AA pass for large text only (14pts+)

Please note:

- Text colour should ideally be 'Blackberry' and be on a 'Mist' background to ensure legibility and high contrast.
- However, when working in Microsoft Word and Powerpoint, white can be used instead of 'Mist' for backgrounds, and black can be used instead of 'Blackberry' for text.
- The above tints may be used for infographics, charts, graphs and other graphical elements
- If text needs to be placed over the secondary colours/tints WCAG accessibility guidelines for text colour contrast have been provided above.

Section 3

Typefaces

This Document Has Been Released Under
The Freedom of Information Act 1982
By The Department of Health And Aged Care

Typefaces

Primary Typeface

Aa

Proxima Nova

Proxima Nova has been selected as the primary typeface for all branded, external communications. You will need an active Adobe membership to access the font. It is available for download on [Adobe Fonts](#).

- Headings should be in **Proxima Nova - Bold**
- Body copy should be in Proxima Nova - Regular

System/Alternate Typeface

Aa

Arial

Arial is the preferred system typeface for Department of Health and Aged Care and may be used to replace Proxima Nova in Microsoft Office programs such as Word and PowerPoint.

- Headings should be in **Arial - Bold**
- Body copy should be in Arial - Regular

Section 4

Creative elements

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

Devices

Creative devices have been introduced to house aged care reform outcome colours, call to actions and the department logo.

Corner arrow

The corner arrow device represents the direction forward for aged care in Australia and creates a soft, rounded edge when used to frame imagery or a block colour.

Please consider the following when using this device:

- The arrows are used to house aged care reform outcome colours to help identify which outcome/topic the communication material falls under
- Arrows should be placed at the top right of communication material.

Refer to page 15 on where to position this device.



The teal arrow is the generic arrow for aged care and should be used in most instances.



The arrows featuring secondary colours are used to identify which outcome a document falls under e.g. on a report cover or factsheet.

✘ Please do not re-colour these arrows.

Curved rectangle shape

A rectangular shape with a curved corner is used as a device to house the department logo and call to action text, adding softness to the visual identity and to break up white space in a design.

When used to house the department logo:

- the device must have a blackberry background
- and should be positioned at the top left of communication material with the curved corner pointing down towards the bottom right.

When used as a background device for a call to action:

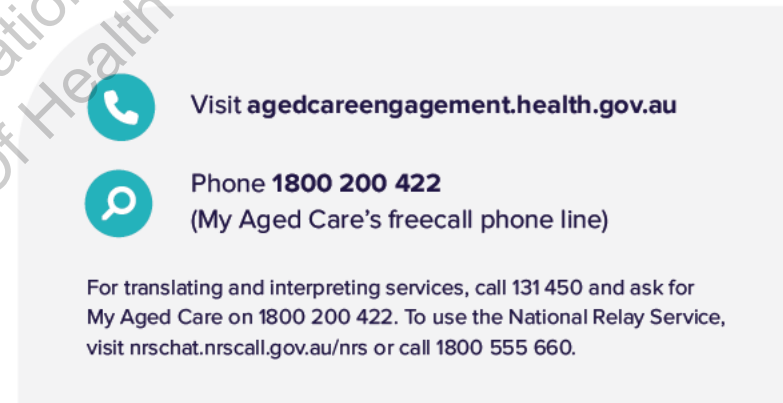
- the device should have a mist background
- and should be positioned at the bottom of communication material with the curved corner facing towards the top left.

General:

- The shape must always bleed off the edge of artwork, unless it requires a white border around it in Word documents for printing purposes
- The curve must always be on one corner only and be a minimum of 20mm
- Please maintain the shape's proportions when scaling up or down.



An example of how the shape device is used to house the department logo.



An example of how the shape device is used to house call to action text.

Layout

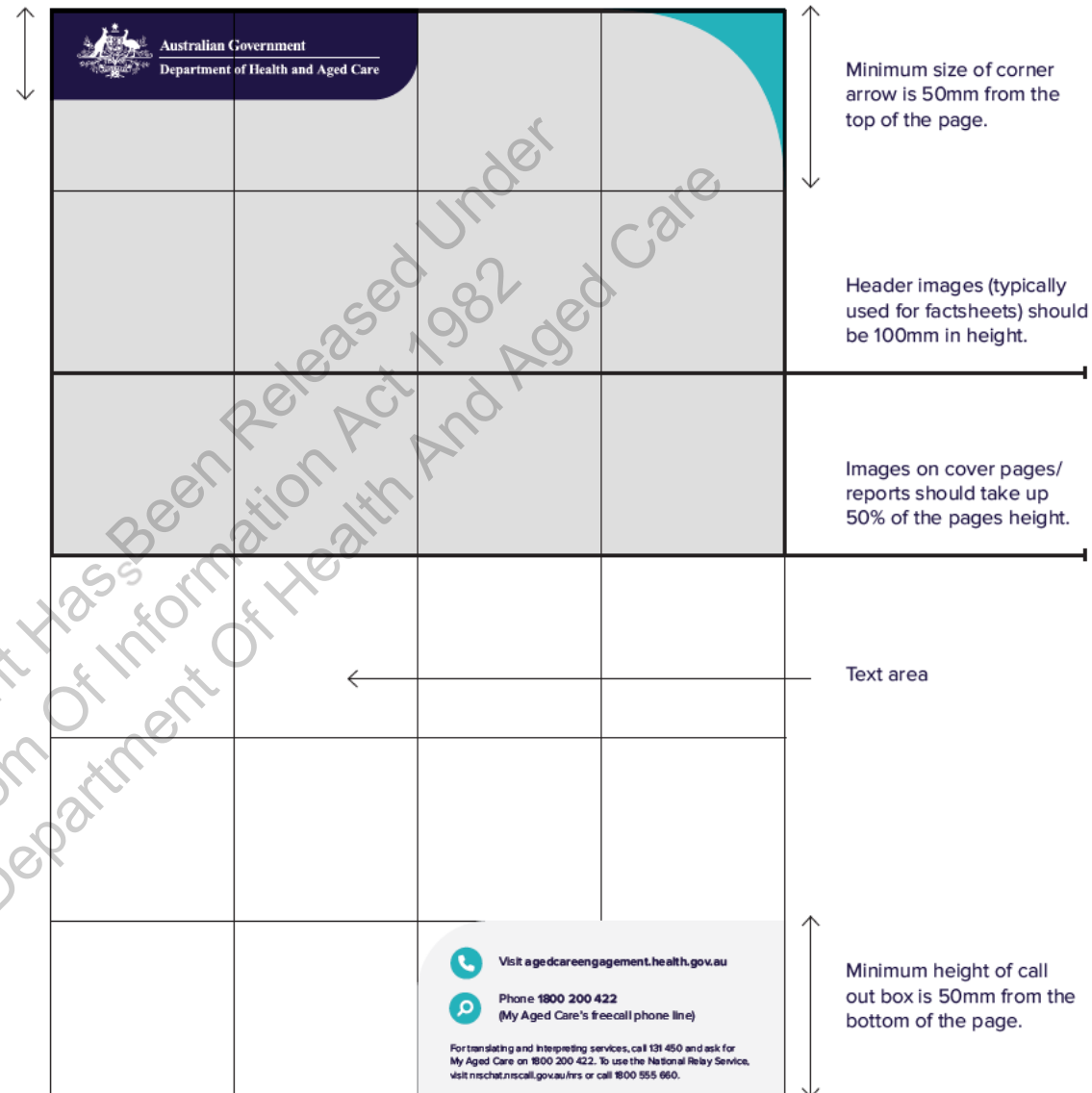
Use this basic A4 layout as a guide on where to position creative elements if creating artwork from scratch.

Please follow these general rules:

- Keep the proportions of each element the same when re-sizing for digital/print (e.g. if creating an A3 poster scale creative elements up by 200%)
- The height of the logo lockup should always be 50% of the corner arrow height
- Where possible, the length of the logo lockup and call to action devices should meet at the centre of the page
- Co-branded logo lockups may be slightly longer in width but should never encroach the spacing surrounding the corner arrow.

The minimum height of the logo lockup is 25mm from the top of the page.

The logo lockup width should meet at the centre of the page.



Icons

Simple icons have been introduced for call to actions within communication material.

- Icons are housed within a circle that is the relevant aged care reform outcome colour
- Ensure that colour of the corner arrow and icons match (e.g. if the corner arrow is teal, use the teal icons)
- If creating new icons consider accessibility requirements and choose a solid style icon to match these.



Underlines

Underlines are used within header paragraph styles. They are also be used to break up text as seen throughout this document or to frame text and create a call out or quote box within a document.

- The stroke weight of an underline should be 1pt
- Underlines should match the relevant outcome colours used within that document/artwork (refer to corner arrow colour).

Section header

**This is a quote, this is a quote, this is a quote,
this is a quote, this is a quote, this is a quote.**

Section 5

Imagery

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

Images

When selecting an image to use within communication material please do so from the approved image library, which contains imagery that speaks to a wide range of audiences and key target groups. All images should evoke a sense of inclusiveness and diversity.



Section 6

Application

This Document Has Been Released Under
The Freedom of Information Act 1982
By The Department of Health And Aged Care

Factsheet

**Heading 1 goes here over two line,
heading 1 goes here over two line**

Intro para goes here Iqui doluptatis impust eium velluptatest lictur demoluptatem endis volligentem eost ullabor a et quossequi aut magnis vendelenis.

Heading 2

Body copy. Optatum et unt venduntis et officatum, senditecus el ipsaectur, omnimendiam eosam essed quatinv elitaqui re eostis pro mi, vel modistibus que cuptus et voluptur.

- Bullet point goes here
 - Bullet point goes here
- Bullet point goes here

Heading 3

Body copy. Body copy. Optatum et unt venduntis et officatum, sequis atur as earcillabor sitem que vero veliquistia net volupta liberum ea que con por as mo ium adicta voluptati ute conecur, senditecus el ipsaectur, omnimendiam eosam essed quatinv elitaqui re eostis pro mi, vel modistibus que cuptus et voluptur.

Phone 1800 200 422
(My Aged Care's freecall phone line)

Visit agedcareengagement.health.gov.au

1. Footnote here
2. Footnote here
3. Footnote here

For translating and interpreting services, call 131 450 and ask for My Aged Care on 1800 200 422. To use the National Relay Service, visit nrschat.nrsccall.gov.au/nrs or call 1800 555 660.

Powerpoint

Australian Government
Department of Health and Aged Care

Title here

Subtitle here

agedcareengagement.health.gov.au

16/12/2022 1

Australian Government
Department of Health and Aged Care



agedcareengagement.health.gov.au


Phone 1800 200 422
(My Aged Care's free call phone line)

Overview

- Section title
- Section title
- Section title
- Section title
- Section title

Insert heading here

insert content here. The chart shown here should be used as an example of how to style a chart including chart colours and font size.



agedcareengagement.health.gov.au


Section title

Subtitle here

Insert heading here

insert content here

Quote or call out text. quote or call out text. quote or call out text. quote or call out text. quote or call out text.



agedcareengagement.health.gov.au

Insert heading here

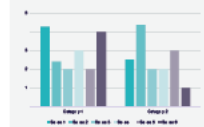
insert sub heading here

insert content here

agedcareengagement.health.gov.au

Insert heading here

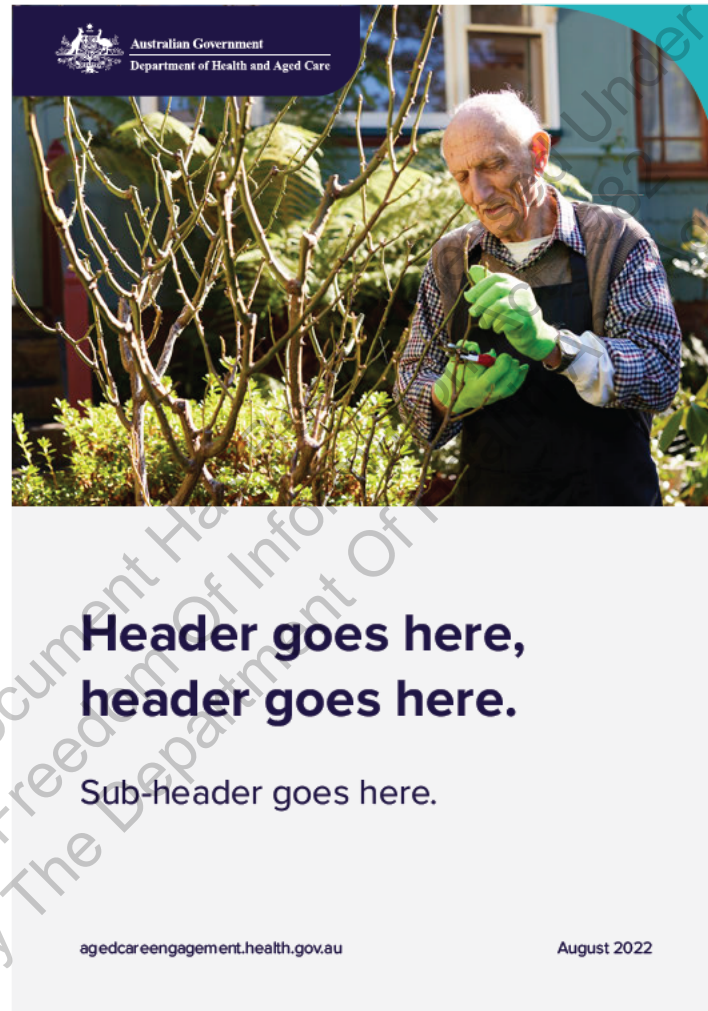
insert content here. The chart shown here should be used as an example of how to style a chart including chart colours and font size.



agedcareengagement.health.gov.au

Please note: When working in Microsoft Word and Powerpoint, white can be used instead of 'Mist' for backgrounds, and black can be used instead of 'Blackberry' for text.

Cover page



Poster




 Australian Government
 Department of Health and Aged Care

Let's change aged care together.

We have a real opportunity to transform aged care in Australia, and the day-to-day lives of people living, working and caring in aged care.

To have your say on the current issues we are exploring, or to find out more about aged care and the reforms:

 Visit agedcareengagement.health.gov.au
 Phone **1800 200 422**
 (My Aged Care's freecall phone line)

For translating and interpreting services, call 131450 and ask for My Aged Care on 1800 200 422.
 To use the National Relay Service, visit nrschat.nrschat.gov.au/nrs or call 1800 555 660.

Pull up banner



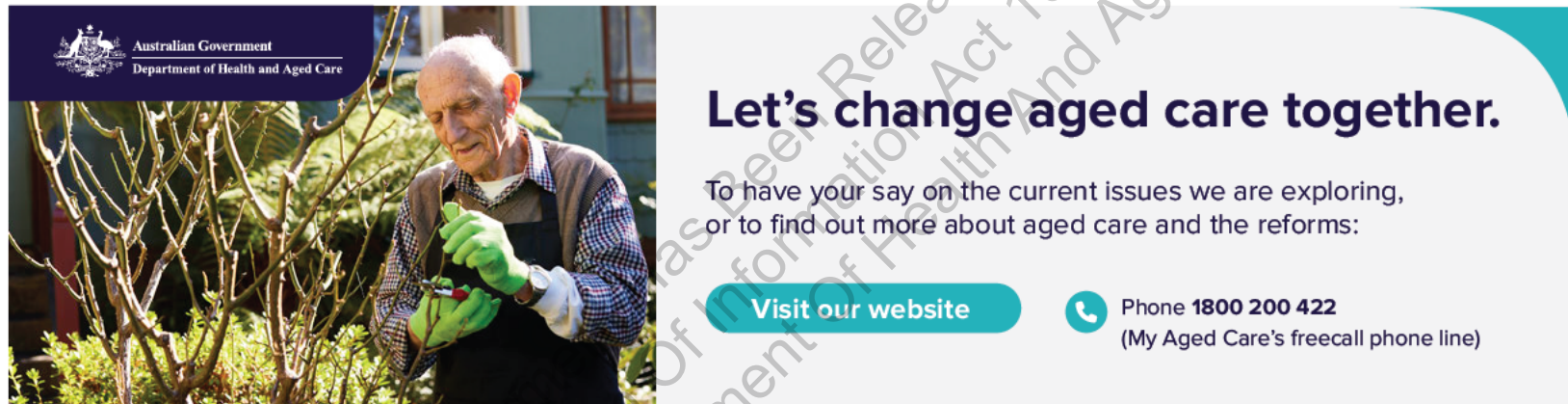
**Let's change
aged care
together.**

To have your say on the current issues we are exploring,
or to find out more about aged care and the reforms:

 Visit agedcareengagement.health.gov.au

 Phone **1800 200 422**
(My Aged Care's freecall phone line)

Web banner




The banner features a photograph of an elderly man wearing a checkered shirt, a dark vest, and green gardening gloves, working in a garden. The background is a light grey gradient with a teal curved corner on the right. The Australian Government logo and name are in the top left corner.

Australian Government
Department of Health and Aged Care

Let's change aged care together.

To have your say on the current issues we are exploring,
or to find out more about aged care and the reforms:

[Visit our website](#)

 Phone **1800 200 422**
(My Aged Care's freecall phone line)

Social media tiles department channels

Please note that when posting social media tiles to department social media channels, the department logo lockup does not need to be displayed.



Rectangle social tile (Facebook, LinkedIn and Twitter)



Square social tile (Instagram and Facebook)

Social media tiles external channels

Please note that when posting social media tiles to external social media channels, the department logo lockup should be displayed in the top left corner.



Rectangle social tile (Facebook, LinkedIn and Twitter)



Square social tile (Instagram and Facebook)



A Facebook post mockup with a white background and rounded corners. At the top, there is a photo of people sitting on a bench. Below the photo are icons for heart, comment, and share. The text reads: "To have your say on the issues we are exploring, or to have your say on aged care and the reforms visit agedcareengagement.gov.au". Below this is a purple header with the Australian Government logo and "Department of Health and Aged Care". The main image shows an elderly man in a garden wearing green gloves. The headline is "Let's change aged care together." followed by a magnifying glass icon and "Visit agedcareengagement.health.gov.au". At the bottom, there are heart, comment, and share icons, and a paragraph: "We have a real opportunity to transform aged care in Australia, and the day-to-day lives of people living, working and caring in aged care. Visit the link in our bio to find out more."

In feed: 1080x1350px



An Instagram Story Ad mockup with a dark background and rounded corners. It features a purple header with the Australian Government logo and "Department of Health and Aged Care". The main image shows an elderly man in a garden wearing green gloves. The headline is "The Government is making many changes to put security, dignity, quality and humanity back into aged care". Below this is a numbered list:

1. Registered nurses on site 24/7
2. More carers with more time to care
3. A pay rise for aged care workers
4. Better food for residents
5. Dollars going to care

 At the bottom, there is a white arrow icon and a "Learn More" button.

Instagram Story Ad: 1080x1920px

The below is an example of how the aged care outcome colours may be used harmoniously within the same social post.

Australian Government
Department of Health and Aged Care

Respect, care and dignity

2. Real choice and control

3. Safe and high quality care

4. Prioritise independence through care at home

5. Easy, consistent and equitable access

6. Appropriately skilled care

The Government has a plan to put security, dignity, quality and humanity back into aged care. Learn more at agedcareengagement.gov.au or follow the link in our bio.

In feed: 1080x1080px
Also suitable for Facebook

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health

The below is an example of how the aged care outcome colours may be used harmoniously within the same social post.



Instagram Story Ad: 1080x1920px

Text animates into the frame one after the other. Corner arrow and colours are changed based on the relevant aged care reform outcome colour

Checklist

When creating any kind of communication material, check the steps on this page to ensure consistency and to maintain the integrity of our visual identity.

✓ Are you using the correct colour?

Each outcome within the aged care reform has its own unique colour as outlined in Section 3 - Colours.

These colours are housed within the corner arrow device to represent the focus outcome of the content. Please ensure that the arrow selected corresponds to the relevant outcome, otherwise use the generic Teal arrow for the overarching outcome.

✓ Are you using the correct template?

Templates are provided in each aged care reform outcome colour to ensure you are using the correct template for your content. Please do not alter these templates in any way. If you create a new template, please use this document as a guide.



Need assistance?

Please contact the department's Design Team at designteam@health.gov.au

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

Department of Health and Aged Care Style Sheet

LOGO

Our logo is the primary visual element that identifies us. It consists of the Coat of Arms, the 'Australian Government' text, a horizontal dividing rule and the 'Department of Health and Aged Care' identifier.

POSITIONING

In most circumstances, the logo must have prominence over and above other images and graphic elements. The minimum width of the coat of arms is 20mm.



20mm

CLEAR SPACE

All versions of the Department of Health and Aged Care logo have a clear space zone to retain the integrity and clarity of the brandmark.

The zone, and area of 'X', based on the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line, defines the space around the logo that should not be encroached upon.



FORMATS

For a package containing the department's logo in .eps, .png, .jpeg and .tiff formats please email DesignTeam@health.gov.au

CONFIGURATIONS

The Department of Health and Aged Care logo is available in four configurations, inline, strip, stacked and stacked strip with positive and negative versions.

Inline configuration



1) Inline positive version
To be used when the background colour is light coloured.



2) Inline negative version
To be used when the background colour is dark coloured.



3) Strip positive version
To be used when the background colour is light coloured.



4) Strip negative version
To be used when the background colour is dark coloured.

Stacked configuration



1) Stacked positive version
To be used when the background colour is light coloured.



2) Stacked negative version
To be used when the background colour is dark coloured.

COLOUR

Colour plays an important role in the Department's identity. The colours included in this section are able to be used across various media.

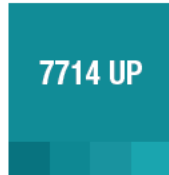
Primary



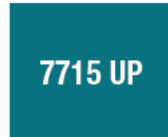
R29 G67 B127
#1d437f



R21 G58 B110
#153a6e



R0 G138 B150
#008a96



R0 G114 B126
#00727d

Complementary



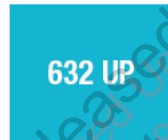
R19 G144 B207
#1390cf



R0 G112 B186
#006fb9



R172 G192 B42
#acbf29



R0 G180 B208
#009eba



R170 G23 B109
#aa176d



R232 G99 B53
#e86234

Complementary tints



R128 G200 B234
#80c8ea



R214 G223 B148
#d6df94



R138 G157 B183
#8a9db7



R128 G185 B190
#80b9be



R213 G139 B182
#d58bb6



R248 G208 B194
#f8d0c2



R179 G213 B216
#b3d5d8



R179 G222 B242
#b3def2

Neutral



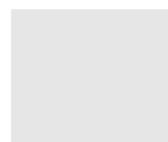
R109 G110 B113
#6d6e70
C58 M49 Y46 K15



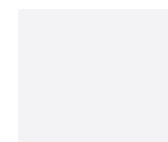
R188 G190 B192
#bbbdcc
K30



R209 G211 B212
#d1d2d4
K20



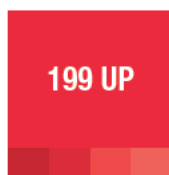
R230 G230 B230
#e6e6e6
K10



R241 G242 B242
#f1f1f2
K5

Accent

Colors that are used for emphasis in a color scheme. These colors can often be bold or vivid and are used sparingly, to emphasize, contrast or create rhythm.



R238 G44 B60
#ee2c3b



R228 G211 B29
#e4d31d

DESIGN SYSTEM

The design system for the department is not about the parts as they stand alone but how they fit together.

RIBBON

The Department of Health and Aged Care 'Ribbon' is a graphic element within the design system that supports the Department of Health and Aged Care identity.



APPLYING THE RIBBON

The ribbon is applied as an additional element to bind the visual identity of a piece of work to the Department of Health and Aged Care. It must be applied in a consistent manner so that it remains in harmony with the other elements of the design.

Scale

Always scale the ribbon proportionately.

Example A

Proportionate Scale



Example B

Proportionate Scale



Incorrect application

Stretched Vertically



Stretched Horizontally



Flipped Horizontally



Skewed



HORIZONTAL STRIP

Horizontal bars using the department's primary colours can be used to house the ribbon to create additional graphic elements. Strips are to be scaled proportionately with a recommended minimum height of 3mm.

Example A

Ribbon housed within primary corporate colour 7714 UP with 3mm strip height.

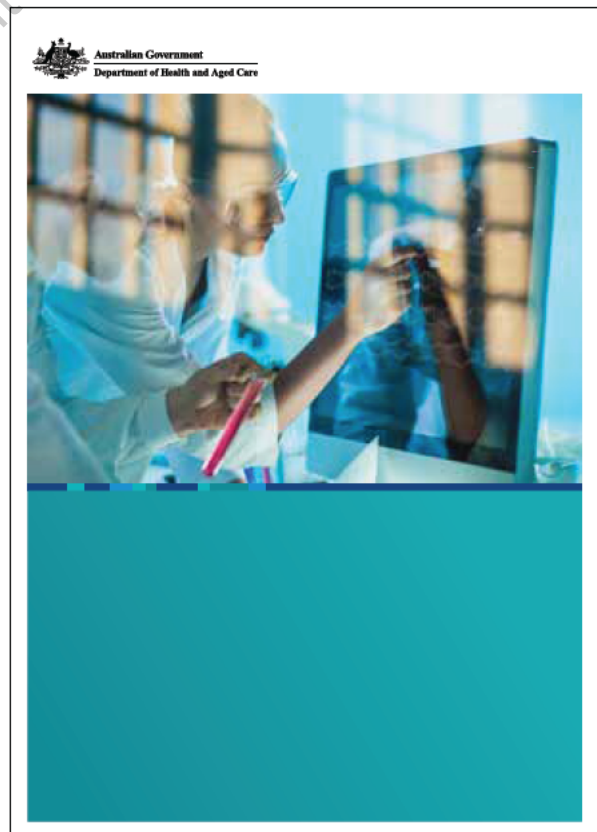
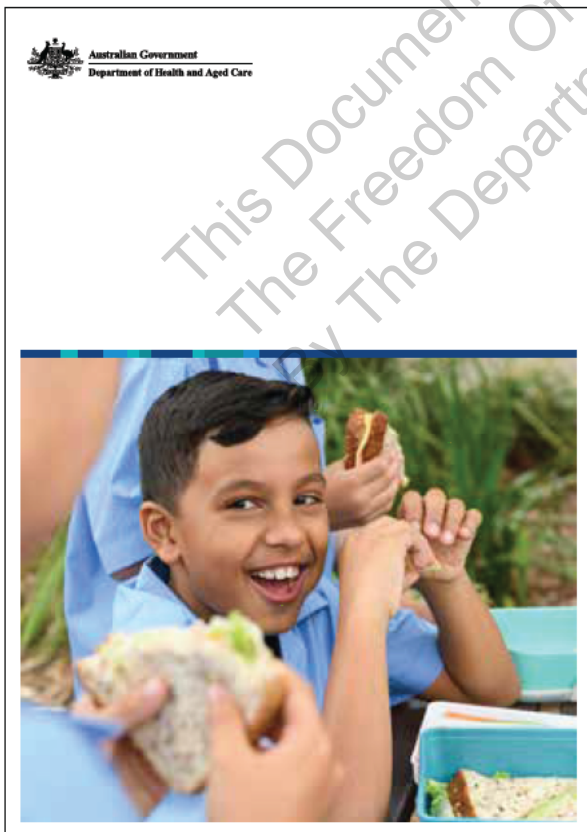


Example B

Ribbon housed within primary corporate colour 281 UP with 3mm strip height.



COVERS



BANNERS



POWERPOINT

Title of Presentation
Pull quote or sub heading

www.health.gov.au

Image to the right & content to the left
More content possibilities for you. Very profound information pullout.

equa magnam evertur re volupit rñfusament at et ornino totatin veritimus anarula eeglati aliqum quatem qui utemqula dolo enim soluptas alla tet id qui utempor esaquila ewelesc laecabor re conseque qui o laab ornantota sua lum rernpedi gendandus vestitictus erum as ut utempor esaquila ewelesc laecabor re conseque qui o laab ornantota sua lum idabit torerporias ea conet volo blandia plaborepeli ratqui o lci maghiti

Charts

SCALABLE BUSINESS
equa magnam evertur re volupit rñfusament at et ornino totatin veritimus anarula eeglati aliqum quatem qui utemqula dolo enim soluptas alla tet id qui utempor esaquila ewelesc laecabor re conseque qui o laab ornantota sua lum rernpedi gendandus vestitictus erum as ut utempor esaquila ewelesc laecabor re conseque qui o laab ornantota sua lum idabit torerporias ea conet volo blandia plaborepeli ratqui o lci maghiti

Month	2015	2016	2017	2018
JUL	400	500	100	150
AUG	400	450	150	200
SEPT	400	450	200	250
OCT	400	450	250	300
NOV	400	450	300	350
DEC	400	450	350	400

SCALABLE BUSINESS
equa magnam evertur re volupit rñfusament at et ornino totatin veritimus anarula eeglati aliqum quatem qui utemqula dolo enim soluptas alla tet id qui utempor esaquila ewelesc laecabor re conseque qui o laab ornantota sua lum rernpedi gendandus vestitictus erum as ut utempor esaquila ewelesc laecabor re conseque qui o laab ornantota sua lum idabit torerporias ea conet volo blandia plaborepeli ratqui o lci maghiti

Year	Value
2016	30
2017	35
2018	38

Year	Value
2017	12
2018	17

TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces the identity and ensures clarity and harmony in all communications.

PRIMARY TYPEFACE

The primary Department of Health and Aged Care typeface is Helvetica Neue.

Uses include:

- headings
- sub headings
- intro copy and;
- body copy.

These can be coloured with any of the accessible colours (see Section 4 Colour).

Body copy is set in Helvetica Neue Light. The minimum font size for body copy set in Helvetica is 10pt. Captions can be set in 8pt. Leading refers to the spacing between lines of type and as a general guide should be set at two to three points above the body copy type size.

OFFICE FONTS

Where Helvetica Neue is not available, such as in Microsoft Word and PowerPoint documents, use Arial, also a sans-serif typeface. Arial is packaged with Microsoft Windows and Mac OS X.

HELVETICA NEUE

Bold	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z
Light	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9 0

ARIAL

Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z

Figures	0	1	2	3	4	5	6	7	8	9	0
---------	---	---	---	---	---	---	---	---	---	---	---

Typography example
 Helvetica Neue 12pt bold heading
 with Helvetica Neue body copy,
 10pt size and 13pt leading.

Heading Helvetica Neue Bold 12pt

Body copy set in Helvetica Neue Light 10pt. The minimum recommended font size for body copy set in Helvetica is 10pt.

Leading refers to the spacing between lines of type and as a general guide should be set at two to three points above the body copy type size. These paragraphs are set with 13pt leading, three points above the 10pt body copy.

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Department of Health and Aged Care layouts.

Headings

Sub Heading Sentence Case

SUB HEADING ALL CAPS

Intro/breakout copy

Body copy bold

Body copy



health.gov.au style guide

July 2024

This Document Has Been Released Under
The Freedom Of Information Act 1982
By The Department Of Health And Aged Care

We follow the [Australian Government Style Manual](#) and use the Macquarie Dictionary for spelling and hyphenation guidance.

This document lists exceptions and terms and phrases specific to the Australian Government Department of Health and Aged Care.

Contents

Use we/us/you.....	3
Formatting	3
Italics.....	3
Bold.....	3
Legislation	3
Transcripts.....	3
Abbreviations and acronyms.....	3
Capitalisation.....	3
Committees	3
Reports, strategies, frameworks, plans	4
Job titles	4
Publications	4
Grammar and punctuation	6
Hyphens	6
Dashes	6
List punctuation	7
Percentage symbol	7
Organisations take singular verbs	7
Linking.....	7
Link text.....	7
Legislation	7
Aboriginal and Torres Strait Islander health	7
Aged care	8
Explaining Medicare.....	8
Life Saving Drugs Program.....	8
Word list.....	8

Use we/us/you

On health.gov.au, we/us means the Australian Government Department of Health and Aged Care. Do not use 'the department' or 'the Department', or 'the Department of Health and Aged Care'. This is in line with the Style Manual advice to [use personal pronouns \(like 'we', 'you', 'us'\) when it suits the voice and tone.](#)

Formatting

Italics

Do not use italics for emphasis. Follow [Style Manual advice on italics.](#)

Bold

Avoid using bold for long sections of text. Use a callout instead.

Legislation

To ensure Acts of Parliament appear italicised, use the Cite style in GovCMS within the source code.

Ensure you identify the jurisdiction of the Act as either national or state based by the lead in sentence, not by using (Cth) or (NSW)

Linking to legislation – use the 'latest' link. Right click and copy the 'go to latest' link.

Transcripts

For audio/video resources [follow this example.](#)

Abbreviations and acronyms

Spell out once per page. For abbreviations/acronyms used in the title, spell out either in the page title (preferred) or in the summary (if spelling it out in the title is too long). Add an s for plural and an 's when possessive.

Capitalisation

In general, use [minimal capitals.](#)

Committees

When referring to working parties, committees, expert panels and so on:

- Use title case for the full name of the group (e.g. Life Saving Drugs Program Expert Panel).
- Use lowercase thereafter for general references to the group (e.g. 'the panel decided...', 'the committee met...').

We no longer capitalise panel, committee, working group and so on in general text references, as per the new [Style Manual government style manual guidance](#).

Reports, strategies, frameworks, plans

Do not capitalise these terms in general text references (for example, 'the Strategy' or 'the Report'). As per the Australian Government Style Manual, [minimise capitals for common nouns](#).

Job titles

You can find the rules and guidance for capitalising job titles in the Style Manual under [titles](#), [honours and forms of address](#), [punctuation and capitalisation](#), [government terms](#), and their blog article [Capital letters: less is more](#).

[Style Manual](#) says: 'Use initial capitals for the official titles of ministers and departmental secretaries. Use lower case for generic references. Apply this rule to the titles of other government office holders and department officials.'

Examples:

- National Rural Health Commissioner, Professor Ruth Stewart
- The commissioner presented her report...
- The Chief Medical Officer stated that...
- The Minister for Health and Aged Care met with...
- The minister announced funding for...

Publications

Title case

[Style Manual](#) says to use initial capitals for 'treaties, protocols and similar agreements.'

In our context, use initial capitals for the full titles of these publication subtypes:

Publication subtype	Example title
Book	The Red Book
Report (only if a major report)	Department of Health and Aged Care Annual Report 2022–23
Strategy or framework	Aged Care Data and Digital Strategy 2024–2029
Agreement	Eighth Community Pharmacy Agreement

Sentence case

Use sentence case for titles of the following publication subtypes. Use a capital after en dashes used to separate parts of titles. Capitalise proper nouns, such as names of initiatives, programs, committees or groups.

Use spaced en dashes to separate items and non-spaced en dashes in date ranges (copy and paste an en dash from Word, or hold down the ALT key and type 0150 on your number pad to enter one directly into GovCMS).

Publication subtype	Example title
Agenda	LSDP Expert Panel meeting agenda – 26 May 2023
Brochure	National Bowel Cancer Screening Program – Lifesaver brochure
Collection	Certification statements for advertising campaigns
Campaign certification statement	Certification statement – Childhood immunisation campaign 2024 – Phase 3
Case definition	Invasive meningococcal disease – Surveillance case definition
Dataset	First Nations COVID-19 vaccination coverage – National data – 14 June 2024
Digital image	Changes to vaping in Australia from 1 July 2024 – Social media files
Fact sheet	Innovative Models of Care (IMOC) Program – Yolŋu-led family focussed maternity care
Form	Second-tier default benefits eligibility – Application form
Government response to inquiry	Inquiry into approval processes for new drugs and novel medical technologies in Australia
Guideline	ATAGI advice on use of sedation for COVID-19 vaccination
Infographic	My Aged Care process overview – Aged care assessment workforce (Integrated Assessment Tool)
Letter	Minister Colbeck's letter to aged care service providers about infection prevention and control leads
Meeting minutes	ATAGI 104th meeting bulletin – 17 April 2024
Poster	BreastScreen Australia – 1 in 7 women will develop breast cancer poster
Presentation	Delivering high quality, person-centred palliative care in aged care – Presentation slides

Publication subtype	Example title
Procedure	Hearing Services Program portal user guide – Submit a claim
Public interest certificate	Procurement of suppliers to provide Regional Assessment Services (RAS) in Victoria
Report (minor reports)	Fourth report on key performance measures for the Seventh Community Pharmacy Agreement
Standard	PHDB data specification – Hospital to department – 2024–25
Statement	Statement on the clinical use of zoster vaccine in older adults in Australia
Template	Hearing Services Program device quote template
Terms of reference	Strengthening Medicare Implementation Oversight Committee – Terms of reference

Grammar and punctuation

Hyphens

Use [hyphens](#) in compound adjectives placed **before** a noun, but not when it placed after the **noun**. For example:

- 'I am seeking full-time work'; but 'I work full time'
- 'the up-to-date accounts'; but 'the accounts are up to date'
- 'an 11-year-old child, but 'a child who is 11 years old'

Only use hyphens to hyphenate words. Don't use en or em dashes for that purpose.

Dashes

Use **spaced en dashes** within content for parenthetical purposes (using a dash instead of brackets or parentheses). In MS Word, you can enter an en dash by holding the Ctrl key and entering the – on the number pad. MS Word will usually autocorrect a space-hyphen-space to a space-en dash-space. In MS Word and GovCMS you can enter an en dash by holding down the Alt key and entering 0150 on the number pad.

Use **en dashes** for year ranges (no spaces), in publication titles (with spaces), and in multiple-word modifiers. For example:

2020–21

Publication title – A user guide

Australian Government–funded

See the Style Manual for more on [dashes](#).

List punctuation

We previously omitted the full stop at the end of bulleted lists because the DTA content guide advised this. They have since changed that guidance and new style manual says to [use full stops at the end of fragment lists](#) to end the sentence.

Percentage symbol

Use % on the web, not 'per cent'.

Organisations take singular verbs

References to committees, departments, organisations, companies and so on [use singular verbs](#) and pronouns, not plural:

- 'The committee is deciding' not 'The committee are deciding'
- 'It is working on' not 'they are working on'

Linking

Link text

Write link text that makes the destination clear ([see Style Manual](#)). Don't write 'Click [here](#)'.

Write this: [Register for the webinar](#)

Not this: To register for the webinar, [click here](#).

Legislation

Always link to the **latest version** of the Act or Regulation. For example:

www.legislation.gov.au/Latest/C2019C00023

To get this URL, right-click on the 'go to latest' link in the top-right corner of an Act or Regulation page

More info: [Federal Register information on linking](#)

Link to a section within legislation if needed – In the table of contents, right-click on the section and copy the URL. Take the last bit of the URL including the slash (for example:

[/Text#_Toc12283716](#)) and append it to the 'latest' URL (for example:

https://www.legislation.gov.au/Latest/C2019C00199/Text#_Toc12283716)

The link text should be the name of the section. For example:

[Part 3 – Home care services](#) of the User Rights Principles 2014

Aboriginal and Torres Strait Islander health

The [National Aboriginal and Torres Strait Islander Staff Network](#) have approved an editorial style guide. Please [refer to the Aboriginal and Torres Strait Islander health guide](#).

Aged care

Aged Care have put out their own editorial style guide. Please [refer to the aged care guide](#).

Explaining Medicare

- **Pharmaceutical Benefits Scheme (PBS)** – this scheme is **not** part of Medicare. You can say *a Medicare card gives you access to the PBS* or something similar.
- **Free treatment as a public patient in hospital** – not ‘free treatment as a public patient in a *public* hospital’. This is because 40% of public patients are treated in private hospitals as part of overflow when public hospitals are full or unavailable.
- **The *public health system* provides free hospital treatment as a public patient** – not Medicare.

Life Saving Drugs Program

See the guides and templates in this folder: [Life Saving Drugs Program](#).

Word list

This list shows how words have been presented on health.gov.au and in Budget papers. We aim for consistency with this list.

A

Aboriginal and Torres Strait Islander terms and phrases – See the [Aboriginal and Torres Strait Islander health guide](#)

after hours – ‘care is available after hours’ but ‘after-hours care’, ‘after-hours primary care’ but ‘Primary Health Network After Hours Program’ (as they must have forgotten the hyphen when they named it)

aged care – See the [aged care guide](#).

antibiotic-resistant bacteria

anti-smoking campaign

anti-vaping campaign

antiviral

Australian Centre for Disease Control

Australian Digital Health Agency

Australian Government (and then ‘government’ afterwards but not Commonwealth Government or Federal Government)

age ranges – people 65 years and over; children aged 6 months to less than 5 years

B

bloodborne – one word in general text (bloodborne virus). Two words in committee names because they are wedded to this. Acronym still BBV for bloodborne virus, for consistency with past use.

breastmilk

breastmilk bank

Budget – capital B in running text ('the Budget')

bulk billing

bulk billing incentive, bulk billing GP

C

check-up

chronic condition – not chronic disease

clinical quality registries (but National Clinical Quality Registries Program)

Closing the Gap PBS co-payment

co-design

communicue – no accent on the e; if possible use 'Meeting summary' or 'Meeting minutes' instead

concession cardholders

co-payment

coronavirus – no capital unless starting a sentence

cost of living (noun) – 'ease the cost of living for Australians'

cost-of-living (adjective) – 'We want to ease the cost-of-living pressures on Australians.'

COVID-19 – not Covid or covid or any other shortened version

COVIDSafe – adjective describing behaviours to reduce the spread of COVID-19

cross-border health issues

cutting edge (noun) – 'This care is cutting edge.'

cutting-edge (adjective) – 'This is cutting-edge care.'

D

data – singular (data is), not plural (data are)

decision-making

E

Ebola – capitalise first letter (because it is named after the Ebola River; most diseases do not take capitals – see [Medical terms](#))

end-stage kidney disease

e-cigarettes

F

fact sheet – not factsheet

fellowship – lower case in running text: 'When you complete your GP training with the ACRRM or RACGP, you'll achieve your GP fellowship. As a fellow, you can work unsupervised as a GP anywhere in Australia.' Uppercase when referring to the full name: Fellowship of the Australian College of Rural and Remote Medicine

face-to-face consultations

fetal alcohol spectrum disorder (FASD)

First Nations – See the [Aboriginal and Torres Strait Islander health guide](#)

G

GP (no need to spell this out first time before using abbreviation)

government – lower case when using as subsequent references to the Australian Government, and as an adjective (government spending, government programs)

GP-led respiratory clinics (lower case)

H

health care – use 2 words when the term is being used a noun. For example, delivering better health care, improve rural health care, providing health care remotely, improving access to primary health care.

healthcare – use 1 word when it is being used as an adjective. For example, healthcare providers, healthcare billing compliance, healthcare workers

health insurer – not health fund

health professionals

- for a specific context, use the specific term – e.g. 'ask the dentist who is doing your root canal if you can have pain relief'
- for a generic context where providers can be grouped, use one generic (ie if you might consult a specialist or a GP or a surgeon or a psychiatrist = 'the doctor will bill Medicare on your behalf'; OR if you spoke to a physiotherapist, nurse, or Aboriginal community health worker = 'show the health professional your injury')
- if the context covers both 'doctor' or 'health professional' use both – e.g. 'when you get to the community clinic tell the doctor or health professional you see about your rash'.

Say you were writing a page about mental health medication. You could use the specific terms GP and psychiatrist in the summary for accuracy – 'your GP or psychiatrist can prescribe you an antidepressant' – but use the generic after that to keep the page simple – 'ask the doctor about possible side effects if you are worried'. This should help ensure the page shows up in a search using any of the 3 terms.

healthdirect – healthdirect, all lower case, is the name of the service. So when describing the healthdirect website, the healthdirect Symptom Checker or the healthdirect helpline, use

lower case. If you are writing about Healthdirect Australia (the organisation that operates a number of health services on behalf of Australian governments), that name should be capitalised.

home page – always 2 words, never homepage

I

J

K

L

life-saving (but 'life saving' in Life Saving Drugs Program, Surf Life Saving Australia)

life-threatening

log in and login – not sign in or log on. Use log in (verb) for buttons and links, and login (noun) for content such as 'your login details'.

long-stay older patients

long-acting reversible contraception (LARC)

low-intensity digital service

LGBTQIA+

M

Minister for Health and Aged Care – not Health and Aged Care Minister

Medicare Benefits Schedule (MBS)

Medicare Urgent Care Clinics (then abbreviate to Medicare UCCs)

Medicare-eligible MRIs

Medicare-funded healthcare providers

Monthly Care Statements

MyMedicare

My Health Record

My Health Record data

N

national one-stop shop

national strategies for bloodborne viruses and sexually transmissible infections

nationwide

non-life-threatening, for example 'non-life-threatening care'

nurse practitioners (NPs), but try to avoid abbreviations

O

out of pocket (noun) – ‘You won’t be out of pocket’

out-of-pocket (adjective) – ‘fewer out-of-pocket costs’

P

Privacy notice – use this term, not collection notice or collection statement, for privacy notices used with webforms.

Q**R**

recordkeeping – not record keeping or record-keeping (as per the National Archives of Australia’s website)

rollout – not roll out or roll-out

Rural Workforce Agencies

S

Smartraveller – when referring to the website, one word and upper case ‘S’

smoke-free – hyphenated, not smokefree or smoke free

socio-economic

Star Ratings (in aged care)

T

team-based primary care

telehealth

time frame – 2 words (Macq)

U

under serviced (noun) – ‘areas that are under serviced’

under-serviced (adjective) – ‘under-serviced areas’

underway

V

videoconference

W

webpage – 1 word (Macq)

website – 1 word (Macq); not site or web site

wellbeing – 1 word, no hyphen

world-class

wraparound care

X

X-ray – upper case 'X'

Y

Z

This Document Has Been Released Under
The Freedom of Information Act 1982
By The Department of Health and Aged Care



Editorial style guide for content on Aboriginal and Torres Strait Islander health

June 2024

This style guide is specific to the Australian Government Department of Health and Aged Care.

Web content on health.gov.au uses [plain English](#) and usually follows the style choices of the [Australian Government Style Manual](#). The Style Manual has a specific section on [Aboriginal and Torres Strait Islander peoples](#).

When creating this guidance we reviewed several guides and then consulted with the department's National Aboriginal and Torres Strait Islander Staff Network. **The final guidance differs in places from other style guides, but is approved usage for the department.**

In all content, aim to use [strengths-based language](#) rather than focusing on 'problems'.

Referring to people

Use

Aboriginal and Torres Strait Islander people – Use this as first choice in most cases. Refers to a collective of individual people from different Aboriginal and Torres Strait Islander Nations across Australia.

Aboriginal and Torres Strait Islander Peoples – Refers to the collective of Aboriginal and Torres Strait Islander Nations across Australia.

First Nations people – While 'Aboriginal and Torres Strait Islander' is first choice, 'First Nations' is interchangeable and can be used when space is limited (for example, in website navigation menus). Take care with substituting 'First Nations' if could lead to confusion (because First Nations can be used to describe Indigenous peoples from across the world). For example, if a health service is only available to Aboriginal and Torres Strait Islander people (such as the MBS item 715 – Health Assessment for Aboriginal and Torres Strait Islander People), changing this to 'First Nations' could imply that it is available to other First Nations peoples (such as Māori people).

First Nations Peoples

Aboriginal and/or Torres Strait Islander people – Use in contexts where it is important to acknowledge people who identify with both unique cultures.

non-Indigenous Australians

Avoid

Indigenous people (see notes on use of [Indigenous](#))

Indigenous Australians

First Australians

First Nations Australians

Do not use

Aborigine, Aborigines

Islander, Islanders



acronyms like 'ATSI' or 'TSI'

Aboriginal and Torres Strait Islander background

Aboriginal and Torres Strait Islander heritage

Aboriginal and Torres Strait Islander descent

our – in the context of sentences such as 'our Aboriginal and Torres Strait Islander staff'. This can make staff feel as if they are 'owned' by the department.

Terms and phrases

Non-Indigenous people should not use these words without permission

mob

blackfulla/s

yarn

walkabout

These words have been used throughout history to demean and describe Aboriginal and Torres Strait Islander people in a derogatory way. While Aboriginal and Torres Strait Islander people are reclaiming these words for their own use, non-Indigenous people should not use them without permission.

Acknowledgement of Country

See the intranet page [Acknowledging and celebrating First Nations people](#) for up-to-date guidance. As of June 2024, the approved Acknowledgement of Country for departmental websites is:

The Department of Health and Aged Care acknowledges the Traditional Owners and Custodians of Country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to Elders both past and present.

First Nations

Note that not all Aboriginal and/or Torres Strait Islander people agree with this terminology. More widespread use in government was introduced in 2022 by the Minister for Indigenous Australians, but without consultation.

Indigenous

Avoid using 'Indigenous' to describe Aboriginal and Torres Strait Islander **people**.

You cannot avoid it if it forms part of a program name, such as Indigenous Australians' Health Programme.

You can use Indigenous to refer to organisations (for example, the Indigenous health sector).

Can be used in:

- Indigenous beliefs and knowledge
- Indigenous data sovereignty
- Indigenous wellbeing methods and practices
- Indigenous languages.



Aboriginal Community Controlled Health Services (ACCHSs)

Now preferred over Aboriginal Community Controlled Health Organisations (ACCHOs). No hyphen between community and controlled. Lower case s at end of initialism to indicate plural. Do not use an apostrophe.

Aboriginal Medical Services (AMSs)

Use in preference to Aboriginal Health Services (AHS) or Remote Area Aboriginal Health Services (RAAHS).

Capitalisation

The [Style Manual](#) notes that 'There are few firm rules for capitalisation, as different peoples have their own preferences. Always ask the relevant community's preferences and usages, and follow their advice.'

Given that we are a federal government department, this localised approach may not always be possible in our written materials. In general, we follow the Style Manual's convention of minimal capitalisation. For the terms Country, Elders, Traditional Custodians and Traditional Owners, we now capitalise to align with Reconciliation Australia.

Term	Notes
Aboriginal and Torres Strait Islander health worker	Lower case for 'health worker' (similar to doctor, physiotherapist etc)
Aboriginal and Torres Strait Islander health practitioner	Lower case for 'health practitioner' (similar to doctor, physiotherapist etc)
Acknowledgement of Country community/communities	Capitalised as per Style Manual Lower case
Country	Upper case to align with Reconciliation Australia
culture	Lower case
cultural determinants of health	Lower case
social determinants of health	Lower case
Elders	Upper case to align with Reconciliation Australia
Traditional Custodians	Upper case to align with Reconciliation Australia
Traditional Owners	Upper case to align with Reconciliation Australia
Health Plan	Cap when using as a shortened version of the full name (National Aboriginal and Torres Strait Islander Health Plan)
Indigenous	Capitalised, unless referring to many indigenous peoples internationally
Welcome to Country	Capitalised as per Style Manual

Content warnings

Images or voices of deceased people

If your content includes the name, voice or photo of an Aboriginal or Torres Strait Islander person who has died, provide the following warning at the beginning. Modify the parts in italics as required for your content:



Aboriginal and Torres Strait Islander people should be aware that this *website/document/video* contains *images, voices and names* of a *person/people* who *has/have* died.

Sensitive content

If your content could cause distress, consider including a content warning. Adjust the wording to suit the content. An example is:

Content warning: This piece discusses sensitive topics around trauma and racism.

Consent

If you are using an image or recording, ensure that consent to use it has been obtained (including for promotional material/social media channels).

This Document Has Been Released Under
The Freedom of Information Act 1982
By The Department of Health and Aged Care