health + wellbeing
Queensland

Brand Guidelines

Health and Wellbeing Queensland

making healthy happen

Queensland Government

We are here to make healthy happen.

Health and Wellbeing Queensland

Email: marketing@hw.qld.gov.au

Brand Guidelines
Contents

Welcome to the Health and Wellbeing Queensland Brand guide.

Introduction

Health and Wellbeing Queensland (HWQld) is the health promotion agency established to help improve the health of all Queenslanders by supporting them to move more and make healthier food and drink choices.

Obesity is one of the greatest challenges of this generation. Changes in society—including our sedentary lifestyles and high intake of unhealthy food and drink have placed tremendous pressure on our personal health, our communities, the health system and broader economy. HWQld focuses on partnering with Public, Private and Community to create environments that make healthier choices easier where we live, work, learn and play, particularly those innovative policies and actions that achieve rapid and demonstrable change and have the potential to reduce health inequity and improve the lives of all Queenslanders.

Health and Wellbeing Queensland:

- aims to improve Queenslanders' health and wellbeing and reduce health inequities

- reduce risk factors that drive chronic disease with a particular focus on increasing healthy weight

- be the vehicle for a new multi-strategy, multi-sector approach, which will enable investments and activities to be implemented across portfolios and through new partnerships

- represent a new way of working, requiring innovation, corporate partnerships, sponsorships and some risk-taking

- be accountable to the community and government

- focus on evidence-based, targeted approaches responding to community and local needs

- harness greater innovation and more effective collaboration across government, local communities, NGOs, industry and academia to address health and non-health sector risks associated with the disease burden

- coordinate the exchange of information about activities to prevent illness or promote health and wellbeing.

We're on
a mission.

Health and Wellbeing Queensland isn't a name. It's a promise.

A promise to help Queenslanders, no matter who, no matter where, live a better life through better health and wellbeing.

By identifying places of need and driving the policies, partnerships and solutions that will prevent obesity and overweight where we live, work, learn and play.

By using our independence, agility and expertise to empower communities, activate the private sector and engage government.

By bravely investing our resources and skills where they will make the most difference.

Not where they won't.

That is why we are here. To listen, learn and act.

To relentlessly drive new levels of innovation, prevention and collaboration.

To think big. To think boldly. To unite those who care about improving the lives of Queenslanders into a force for good health and wellbeing.

Our mission is to create a movement that will change Queensland forever.

Starting now.

We are here to make healthy happen.

health + wellbeing Queensland

Our Namestyle

Namestyle Title

The font used for the Namestyle Title is called 'Auro' and is a contemporary font that's rounded type mirrors the curves in the Abstract Mark. It is highly legible and corporate but has a welcoming and approachable aesthetic.

Tagline – *making healthy happen*

Rather than just talking about it, Health and Wellbeing Queensland is partnering with Community, Public and Private to turn skills, will and resources into preventive health action and policy that will help Queenslanders move more and make healthier food and drink choices.

The '*making healthy happen*' tagline is provided as a separate design element, independent of the logo. Always it is to be positioned away from the logo.

A digital graphic file has been provided which is the preferred way to incorporate the tagline into resources (rather than re-typing the text).

Abstract Mark

The Health and Wellbeing Queensland Abstract Mark is a combination of the letters 'h' and 'w' brought together to represent the shape of Queensland. It uses soft curves and subtle gradients to convey a friendly feeling of movement and transition.

The organic shapes are designed to be reminiscent of leaves to symbolise nature and the outdoors, whilst the folded repeating structure provides a sense of organisation, balance and structure.

The Namestyle Title

Tagline

Graphic provided in Zesty Orange, white and black.

making healthy happen

Abstract Mark

Namestyle Options

Stacked Namestyle

Minimum height **15mm**

Landscape Namestyle

Minimum height **10mm**

Spacing

3x +

Minimum white space around the logo is the size of three 'crosses' from the furtherest edge.

Light and Dark

Our Namestyle

What Not To Do

Using the Namestyle Alongside the Government Coat of Arms (CoA)

Correct Usage

As Health and Wellbeing Queensland is a statutory body funded by the Queensland Government, the **Queensland Government Coat of Arms (CoA) must always appear on public facing collateral**. In most cases the CoA only has to appear once on the cover of a document, and the preferred placement is in the bottom right hand corner. For more information on how to use the Government Crest please see the [QLD CoA guidelines](#)

Below is a guide for how the two elements interact in particular applications:

On HWQld resources: The HWQld Namestyle may be slightly larger and positioned away from the CoA (ie. in the header of the resource), to present as the primary entity. The preferred placement of the CoA is in the bottom right hand corner.

On sub-branded HWQld resources: The HWQld namestyle becomes a secondary element to the sub-brand graphic. The HWQld namestyle and CoA should be positioned as separate elements on the page (ie. not in a lock-up together, but in the footer of the resource).

For sponsorship material and all other instances: The HWQld namestyle can ONLY be positioned adjacent to the CoA where space is an issue. Please refer to the examples provided (right).

For sponsorship material.

Minimum 3 x crosses between elements

Incorrect Usage

Never lock up the Qld Coat of Arms or join it with the HWQld in any way.

NOTE: For online material.
Please remember to utilise the solid (online logo) version of the CoA for all online instances.

Typography

Aa

Aa

Auro
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789

A **a**

Meta Bold   **AaBbCcDdEeFfGgHhIiJjKkLl**
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

A **a**

Meta Medium   **AaBbCcDdEeFfGgHhIiJjKkLl**
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

A a

Meta Normal   AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

A a

Meta Normal Italic   *AaBbCcDdEeFfGgHhIiJjKkLl*
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Typography
Primary Typeface

Auro

Auro is the font used in the logo, a friendly rounded sans serif, it maintains legibility with a touch of personality.

It is to be used ONLY for major headlines.

Meta

The semi-rounded details of the letters give Meta a feeling of warmth, while the strong structure provides stability and seriousness.

Refer to next page for weights/uses.

Punctuation

For titles and section headings use Title Case without full stops. For headlines and break-out sentences, use sentence case.

HIbusda vellore ctaepud icimpos

Resequis qui suntio

Et laboris num et apelitium elestis volo volorum
autem quia dolupta dolorit di bero consequam.

Quisitat officim posam, sam quam, ommodicae nat volores as doluptam,
samus.Iscimag nimpore pudigendant voloris ut repudit, **consed que sit alia**
vellecaborum que nonseque pra experia quam iniassit quo iuntibus.

Nus remolorro te cus dollata quatet aperfer iandebis autassequo optate necte odipsan
dandant iorrovitiam resequis qui suntio incillic tem volorep erumquis prorendi odiscie
ndigend anientiis essit aut acim et desedissum doluptatur?

Solupit alibera tiatur acilitatibus eicil ipsae

velitasperum facia debis doluptatur.

For report and general documents when Meta is not available
(eg MS Word and PowerPoint) the font Calibri may be substituted.

Auro Black
Headings 1 and Titles
Blue Grey black

Meta Medium
Headings 2, 3, 4
Alert orange and **Soft teal**

Meta Normal Roman
Intro text
Blue Grey black

Meta Medium
Body copy highlight text
100% Black

Meta Normal
Body copy
100% Black

Meta Normal Italic
Callouts and quotes
Blue Grey black

Digital Typography

Fonts updated.
However website is not the same...
and we don't know pixel sizes to
update

Typography
Font and Weight Hierarchy

Font
Breakdown

Heading 1

Intro text Et laboris num et apelitium elestis volo volorum autem quia dolupta dolorit di.

Heading 2

Heading 3

Quisitat officim posam, sam quam, ommodicae nat volores as doluptam, samus.Iscimag nimpore pudigendant voloris ut repudit, consed que sit alia vellecaborum que nonseque pra experia quam iniassit quo iuntibus.

www.Healthandwellbeing.com

> *Solupit alibera tiatur acilitatibus eicil ipsae velitasperum facia debis doluptatur.*

Aura

font-weight: 600; letter-spacing: -0.1px;
line-height: 1.25; font-size: 45px;
color: #123045;

Meta
font-weight: 400; letter-spacing: 0.1px;
line-height: 1.4; font-size: 19.5px;
color: #1f5f8c;

font-weight: 450; letter-spacing: -0.1px;
line-height: 1.25; font-size: 30px;
color: #123045;

font-weight: 600; letter-spacing: -0.1px;
line-height: 1.25; font-size: 23px;
color: #123045;

font-weight: 400; letter-spacing: -0.1px;
line-height: 1.25; font-size:15px;
color: #303030;

color: #1f5f8c;
a:hover color: #f15f22
text-decoration: none;

font-style: italic; content:'\201c';
text-align: center; content:'\201d';
color: #123045; top: 13px;
background: #fdf7e5; color: #f18921;
font-size 15px; font-size: 70px;
line-height: 1.6;
BEFFOR/AFTER

Colour Palette

Colour Palette
Primary colour system.

Colour Palette
Secondary colour system.

The Health and Wellbeing colour scheme is designed to convey a bright and positive feeling. **Golden yellow** sets the agency apart from many other health brands, yellow is the first colour the human eye notices and reflects the idea of Queensland as the sunshine state. **Zesty orange** helps give the brand an active feel the colour is also associated with creativity and fruit. **Alert orange** is authoritative, bold and grabs attention. **Blue Grey black** is a grounding colour and used wherever some contrast is needed. Although the **soft teal** is not included in the logo as secondary it helps to balance out the vivid yellows and reds. The teal is a more accessible colour useful for web applications, it's an intellectual and peaceful colour that creates harmony and makes the overall brand friendlier. As a general rule the colours should be used as per the palette above, more generously to the left, more sparingly to the right.

Soft Teal

CMYK 100 / 12 / 62 / 0
RGB 0 / 154 / 132

HTML #009A84
PMS 3285 C

Rich grey

CMYK 62 / 53 / 51 / 23
RGB 96 / 97 / 98

HTML #606163
PMS Cool Grey 10 C

Neutral grey

CMYK 8 / 6/ 7 / 0
RGB 230 / 230 / 230

HTML #E6E6E6
PMS 663 C

Golden Yellow

CMYK 5 / 28 / 100 / 0
RGB 241 / 148 / 27

HTML #F1B81B
PMS 7409 C

Energetic red

CMYK 8 / 100 / 100 / 1
RGB 218 / 31 / 39

HTML #D91F26
PMS 1795 C

Zesty Orange

CMYK 2 / 56 / 100/ 0
RGB 241 / 137 / 33

HTML #F18921
PMS 715 C

Alert Orange

CMYK 0 / 78 / 100 / 0
RGB 241 / 95 / 34

HTML #F15F22
PMS 165 C

Blue Grey Black

CMYK 94 / 75 / 48 / 47
RGB 18 / 48 / 69

HTML #123045
PMS 2767 C

Branding Devices

### Dotted Grid
Graphic device and anchoring element.

The dot grid adds structure and order in contrast to organic shapes in the brand, it can be used as a separator or anchoring object.

Solid Block Colours
Headline anchoring device.

To ensure headliines gain attention, and have clarity and legibility, they should be placed on a solid block of contrasting colour. Headlines may be set in either white or blue grey black, depending on the background block colour. When placing the blocks over images, the opacity should be set to 90% to allow some of the image to show through.

Headline example.
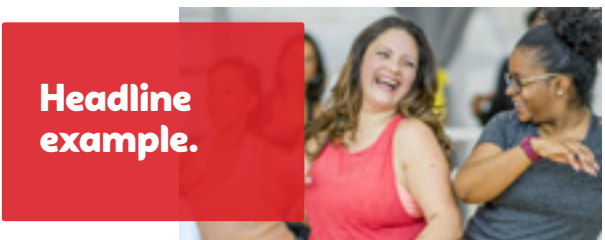
Dotted Line
Graphic device and anchoring element.

Where a particular feature of an image is to be pointed out and described, or to just lead the viewer's eye to the next piece of information, a dotted line may be used. It can be used in any of the colours from the Primary or Secondary colour palettes provided there is sufficient contrast to the background to make the dotted line stand out.

Through partnering we're turning skills, will and resources into preventative health action and policy.

Digital Guidelines

Attributes

Positive
Consistent
Clear
Useful

All government websites must be designed to be to:

- be accessible to people
- be accessible to search engines
- function regardless of the technology being used (browsers, devices, operating systems)
- provide an optimal and consistent user experience.

Mandatory Conformance
Queensland Government Consistent User Experience (CUE).

To ensure a consistent experience, the Consistent User Experience (CUE) Standard requires that:

- agency web pages are laid out consistently, with elements such as the navigation, search button and agency name always in the same place
- navigation is based on what visitors are likely to be looking for, rather than on how departments are organised
- the underlying techniques used to create the pages ensure they are accessible to as many people as possible.

The CUE Standard incorporates previously independent standards and guidelines into a suite of online requirements for the Queensland Government.

The CUE Standard is based on international standards and industry best practice. As well as being a compliance document, the CUE Standard includes templates for agencies to rapidly build standards-compliant websites. Please refer to the following checklist of conformance requirements and ensure that the custom website adheres to them.

> **!** The Consistent User Experience Standard is mandated through Websites policy (IS26).
>
> Should an agency identify a need to apply for an exception to any mandatory requirement of the CUE Standard, they must follow the Queensland Government Enterprise Architecture exception process.

Helpful Links

General information regarding the design of QG websites:
forgov.qld.gov.au/online-standards-policies-and-legislation

The CUE standards:
forgov.qld.gov.au/cue-v3

Minimum mandtatory CUE requirements:
forgov.qld.gov.au/sites/default/files/cue-template-conformance-requirements.rtf

Example CUE compliant layout.

Home page.

Content page.

Landing page.

Mobile view.
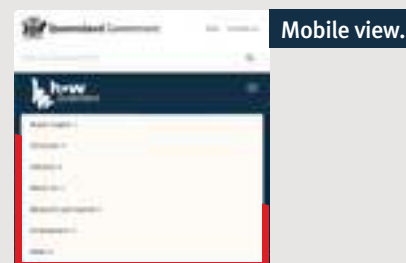
Other government websites using CUE.

https://education.qld.gov.au/

https://www.qld.gov.au/

If you would like to obtain a copy of the code used to create these examples please contact design@health.qld.au

Brand Personality

Positive, bold and inclusive.

We are on a mission.

At Health and Wellbeing Queensland we are clear in what we want to achieve – we are here to make healthy happen. But it won't be easy and we can't do it alone.

This means we are positive, energetic and action-oriented. Not negative, meek, or aloof.

We are inclusive, approachable and open-minded, but not timid or easily dissuaded.

We are refreshingly straight-talking in a complex and emotional area; equally at home talking policy with ministers, programs with NGOs, or community initiatives with local groups.

We inspire and lead by what we do and how we collaborate.

We are an authority that is not afraid to think differently and challenge convention.

We are enthusiastic about innovation and hungry to learn.

Tone of Voice and Messaging

Clear, concise and informed.

The health ecosystem is crowded, loud, emotional and confusing. Our language needs to be the opposite.

Short but not blunt. To the point, but not unfriendly. Informed, calm and confident, with a sense of now, not some time in the distant future.

Always action-oriented. Always professional. Always optimistic and positive.

Relentlessly seeking to inspire. Not afraid to challenge. Our goal is to create a movement.

We are not flowery or bureaucratic. We avoid technical jargon and 'in-speak'. We support ALL Queenslanders.

But we are not here to hold hands, reassure people with empty niceties, or add to the noise; we are here to make healthy happen.

Messaging should be about how we are making healthy happen, where we are making healthy happen, and who we are working with to make healthy happen.

Messages should have a sense of 'doing', 'enabling', and 'moving forward'.

A sense of 'things happening right now'.

Imagery

Active and authentic.

We are about improving lives by making healthy things happen.
This needs to be reflected in the imagery.

Visuals should be photographic or video, not illustration or animation
(with the exception of icons and infographics to aid comprehension).

- Imagery should have minimal treatment, if any.

- Active, action shots, in-situ; not passive, arty, or portraiture.

- Happy and optimistic, but it's okay to be gritty and real.

Real people, real achievements, not saccharine, sentimental or overly stylised.

Genuine diversity that reflects the cultural map of Queensland. City, regional and rural.
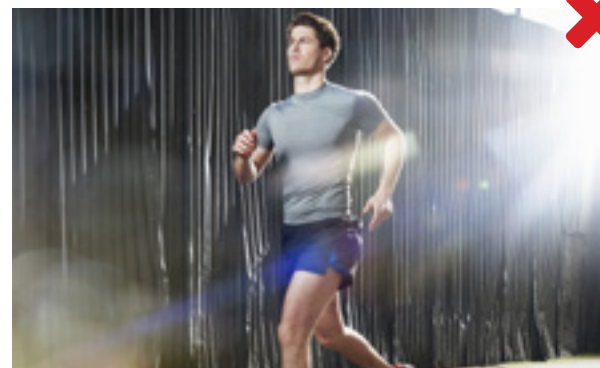
Imagery

Continued.

Examples of imagery not to use.

Imagery should reflect real people of Queensland. Avoid shots of impossibly attractive models, overly retouched or treated, or just clichéd and corny.

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making healthy happen