

Brand guidelines

Last updated
April 2026



Queensland
Government

Table of contents

1

Brand positioning2

- Who we are3
- What we are doing4
- Our personality5
- Our tone of voice6

2

Brand identity7

- Our name8
- Namestyles and logos9
- Health and Welbeing Queensland namestyle10
- Sizing and clear space11
- Queensland Government Coat of Arms12
- Delivering for Queensland logo13
- Marketing materials14
- Non-promotional and partnership material15

3

Brand styles16

- Photography17
- Colour18
- Primary typefaces19
- Fallback typefaces20
- Typography21
- Line length22
- Icons23
- Infographics24

Brand positioning

Brand positioning defines the thinking behind our brand. It explains who we are, what we care about, and the difference we're here to make, shaping how we speak, what we prioritise, and how we show up for Queenslanders.





Who we are

We're making healthy happen for Queensland

Health and Wellbeing Queensland (HWQld) is the state's prevention agency, committed to creating a healthier and fairer future for Queensland.

We partner with public and private organisations and communities to create environments that support people to make healthier choices, while supporting and amplifying innovative policies and actions that achieve real and measurable improvements for the health of every Queenslanders.

What we are doing

To make healthy happen, we are:



Supporting Queenslanders to move more and make healthier food and drink choices.

Identifying places of need and the policies, partnerships and solutions to prevent obesity and overweight, where we live, work, learn, age and play.

Using our agility, connections and expertise to empower communities, activate the private sector and engage government.

Investing our resources and skills where they will make the most difference.

Partnering with communities and the public, not-for-profit and private sectors to turn skills, will and resources into preventive health action and policy.

Our personality

We are positive, bold and inclusive

We are on a mission. But making healthy happen is not easy, and we can't do it alone. This is why:

- We are positive, energetic and action-oriented.
- We are here to motivate and empower people.
- 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.



Our tone of voice

Clear, concise and informed



Always action-oriented.

Always professional.

Always optimistic and positive.

Always written in an active voice, not passive.

Relentlessly seeking to inspire.

Not afraid to challenge.

Our goal is to create a movement.

- 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.
- We are not flowery or bureaucratic. We avoid technical jargon and 'in-speak'. We support ALL Queenslanders.
- We are here to make healthy happen and we are here to motivate and empower people – through our words and our actions.
- Messaging should be about how we are making healthy happen, where we are making healthy happen, and who we are working with making healthy happen.
- Messages should have a sense of 'doing', 'enabling', and 'moving forward'. A sense of 'things happening right now'.

For more guidance refer to [Health and Wellbeing Queensland's writing style guidelines](#).

Brand identity

Brand identity brings together the elements people use to recognise us.
It covers our name, namestyle, and the related logos that make us instantly
identifiable, and shows how to use them clearly and consistently.



Our name

As an organisation, it is important we promote our brand. When we refer to ourselves in external communication we should include our name in full:

Health and Wellbeing Queensland

Internally and in a few other instances, we abbreviate to HWQld.

We never use:

- ✗ Health & Wellbeing Queensland
- ✗ Health + Wellbeing Queensland
- ✗ HWQ
- ✗ H+WQld

Other ways we can refer to ourselves:

- ✓ the State’s prevention agency
- ✓ the prevention agency
- ✓ the agency
- ✓ we/our (when writing from the organisation’s perspective)

Health and Wellbeing Queensland

- ✓ External communications
- ✓ Blogs and website content
- ✓ Stakeholder newsletters
- ✓ eDMs
- ✓ Media releases

HWQld

- ✓ Internal communications
- ✓ Direct communications with existing partners
- ✓ Annual reports (write the full name at the start of each new section, then HWQld throughout the section)
- ✗ Blogs and website content
- ✗ Newsletters and eDMs
- ✗ Media releases

Namestyles and logos

Although Health and Wellbeing has it's own namestyle, as a statutory body it must always be used alongside the Queensland Government Coat of Arms and/or Delivering for Queensland logo. This section of the brand guidelines will cover each of the namestyles and logos, and advice which combinations of marks to use in different types of situations.



Health and Wellbeing Queensland namestyle must be used on:

- ✓ Marketing material produced by or on behalf of Health and Wellbeing Queensland
- ✓ Internal or partnership communication not intended to have a marketing or promotional purpose
- ✓ Marketing materials created to promote programs and events delivered in partnership with Health and Wellbeing Queensland



Queensland Government Coat of Arms must be used on:

- ✓ Marketing material produced by or on behalf of Health and Wellbeing Queensland
- ✓ Internal or partnership communication not intended to have a marketing or promotional purpose
- ✓ Marketing materials created to promote programs and events delivered in partnership with Health and Wellbeing Queensland



Delivering for Queensland Logo must be used on:

- ✓ Marketing material produced by or on behalf of Health and Wellbeing Queensland
- ✗ Internal or partnership communication not intended to have a marketing or promotional purpose
- ✗ Marketing materials created to promote programs and events delivered in partnership with Health and Wellbeing Queensland

Health and Wellbeing Queensland namestyle

Our namestyle is the simplest, most recognisable expression of our brand.

The font used in our namestyle is ‘Auro’ – a friendly, rounded sans-serif which maintains legibility without sacrificing any personality.

Stacked – Full colour



Stacked – Full colour reversed



Landscape – Full colour



Landscape – Full colour reversed



Sizing and clear space

Clear space ensures our namestyle is presented with clarity and confidence. Generous white space allows the namestyle to stand apart from surrounding text, imagery, and graphic elements, protecting legibility and strengthening brand recognition.



To maintain consistency, a minimum clear space equal to the width of three crosses must be kept from the furthest edge of the namestyle on all sides. No other elements should enter this area, ensuring the namestyle remains balanced, uncluttered, and instantly recognisable across all applications.



Queensland Government Coat of Arms

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 then the preferred placement is the bottom right hand corner.

For more information please see the [Queensland Government Brand Book](#).

Landscape



**Queensland
Government**

Stacked



**Queensland
Government**

Minimum size



**Queensland
Government**

Merchandise

**Queensland
Government**

Delivering for Queensland logo

The 'Delivering for Queensland' logo must be applied to advertising, marketing and other promotional materials produced by or on behalf of Health and Wellbeing Queensland.

For more information please see the [Queensland Government Brand Book](#).

DELIVERING
FOR QUEENSLAND

DELIVERING
FOR QUEENSLAND

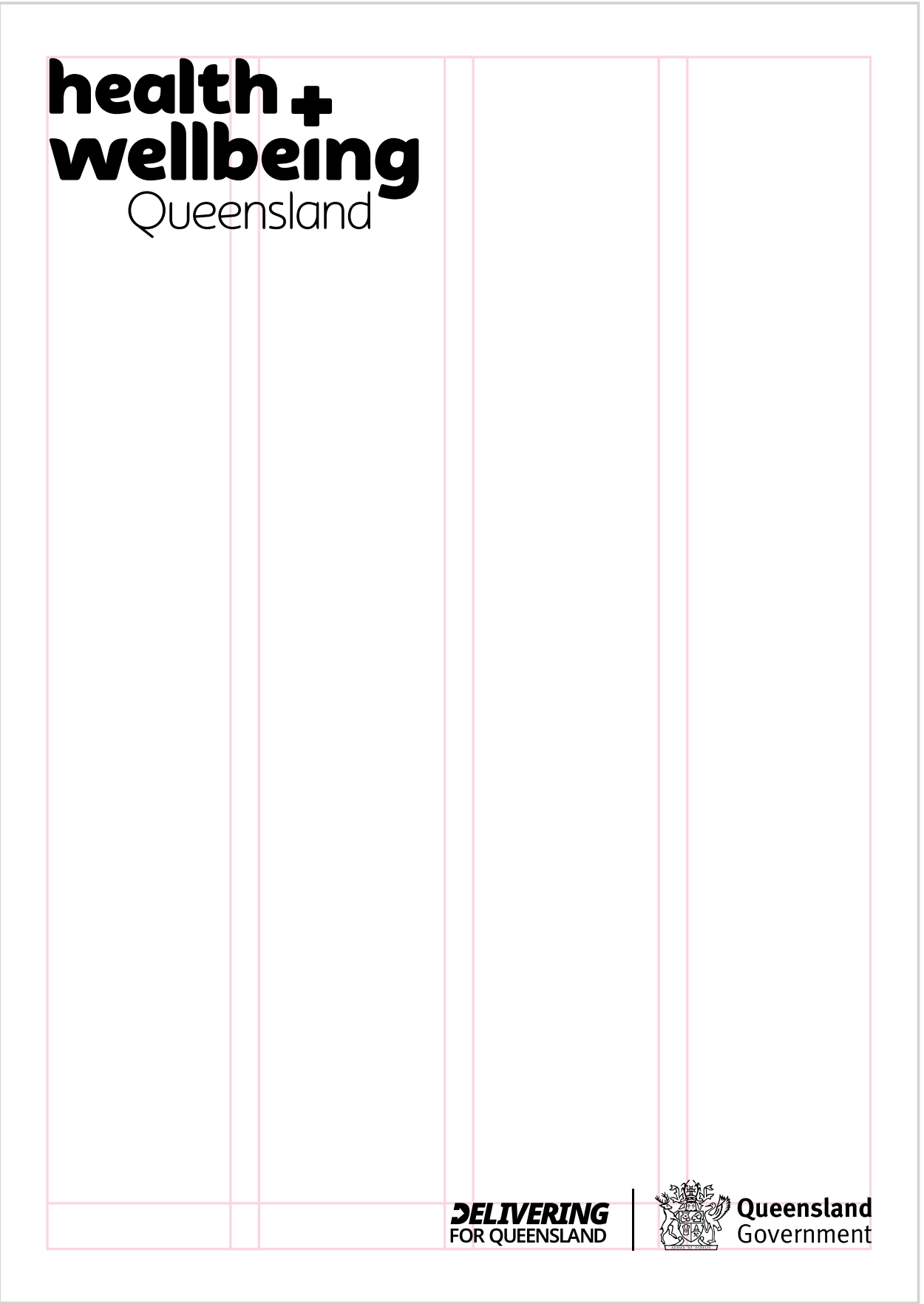
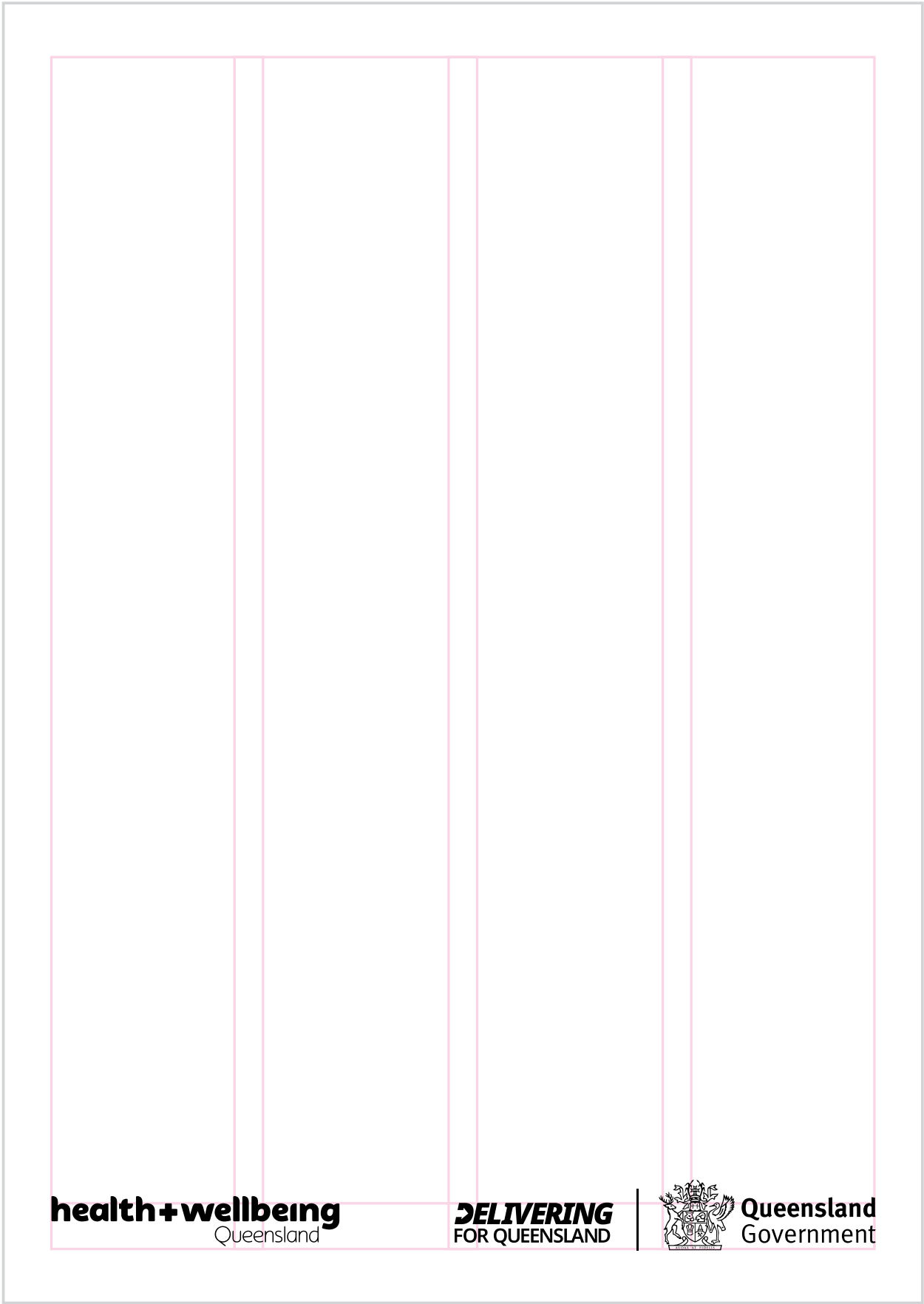
Marketing materials

All marketing material produced by or on behalf of Health and Wellbeing Queensland must include the Delivering for Queensland logo in addition to the Health and Wellbeing Queensland namestyle and Queensland Government Coat of Arms.

The preferred placement of these marks incorporates the Queensland Government Coat of Arms at the bottom right hand corner of the layout and allows for the Health and Wellbeing Queensland logo to either be aligned bottom left or featured more prominently on another part of the page.

To assist alignment, the Delivering for Queensland logo has been supplied as a lock-up with the Coat of Arms.

- ✓ Marketing material produced by or on behalf of Health and Wellbeing Queensland
- ✗ Internal or partnership communication not intended to have a marketing or promotional purpose
- ✗ Marketing materials created to promote programs and events delivered in partnership with Health and Wellbeing Queensland



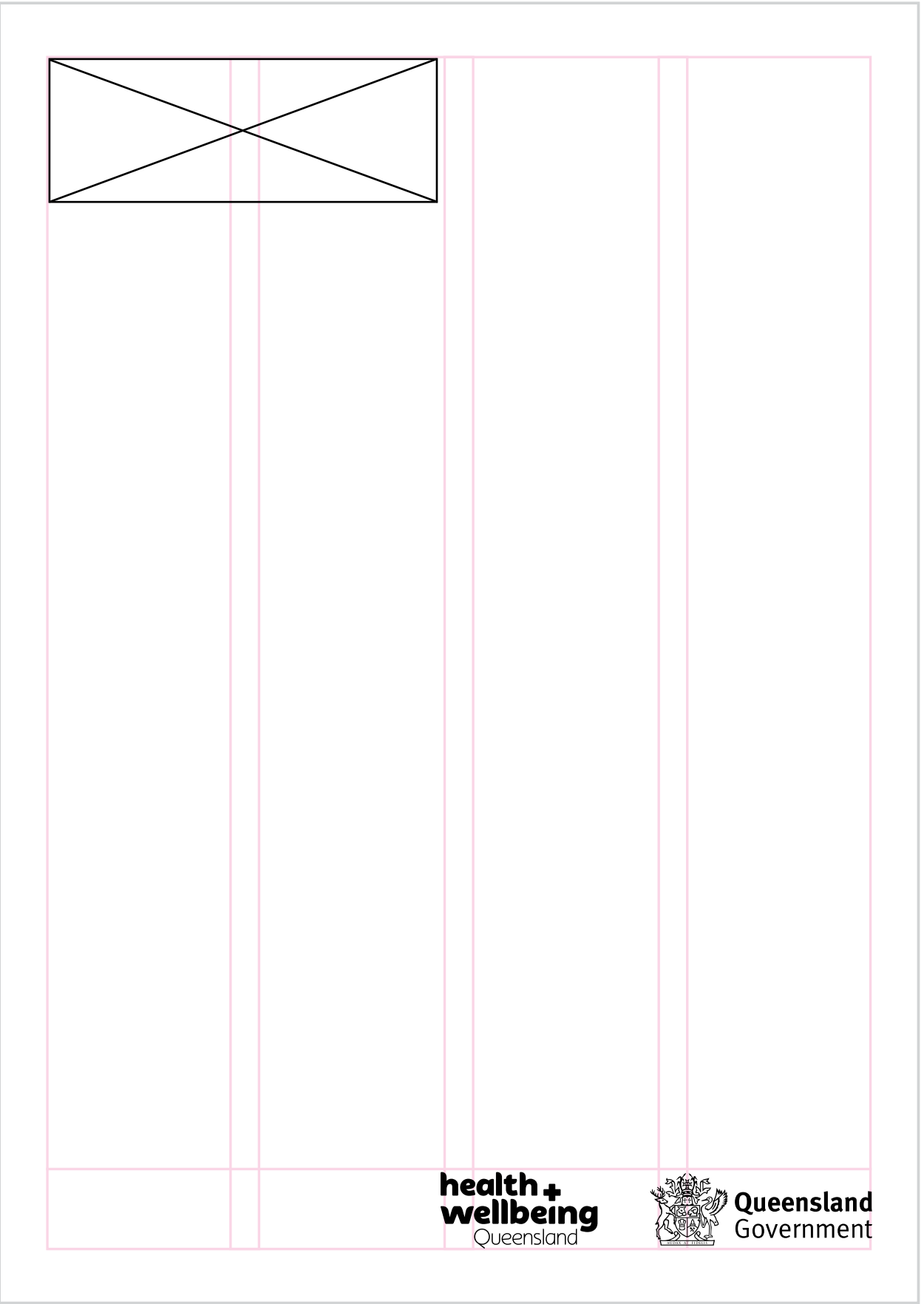
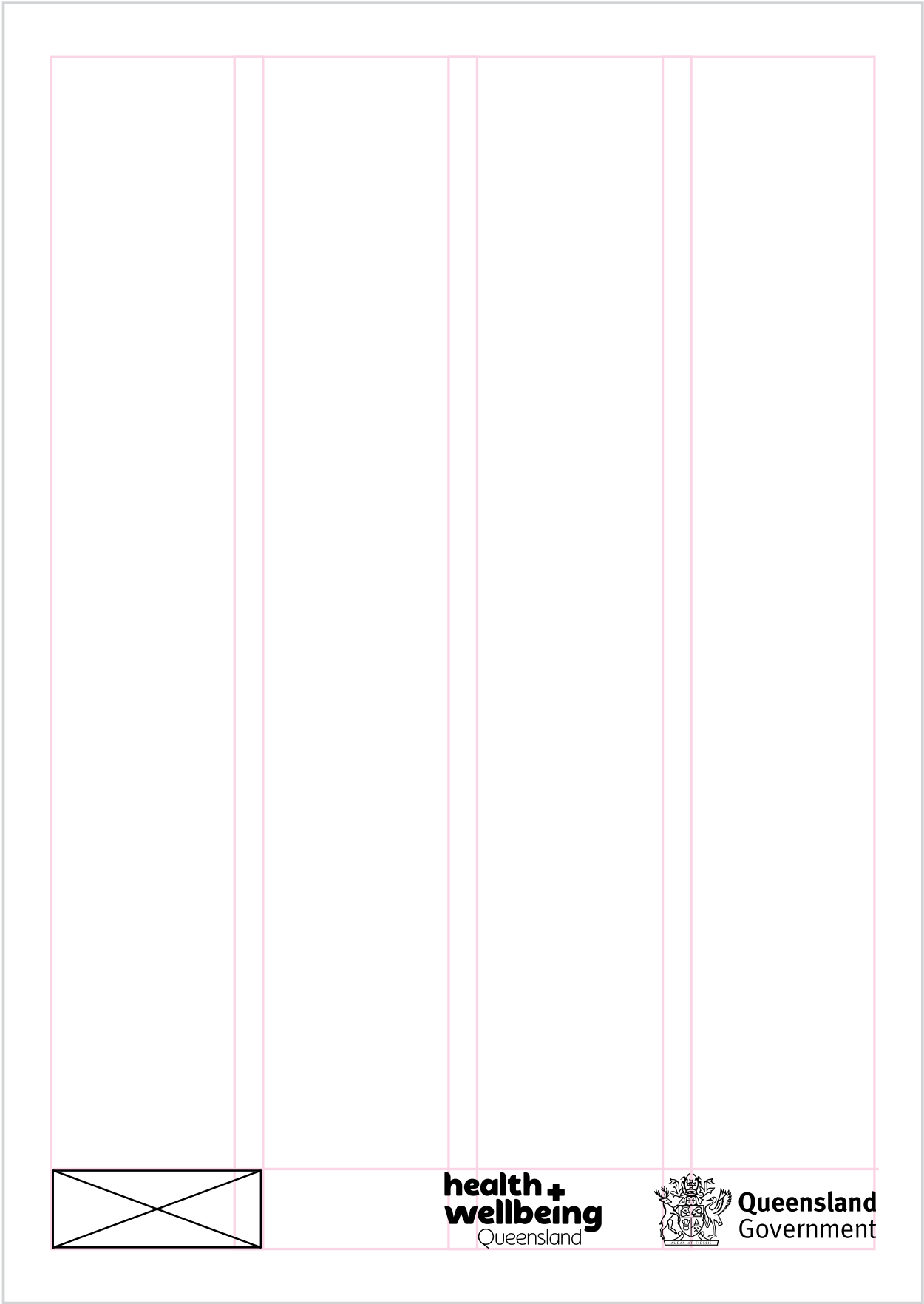
Non-promotional and partnership material

The Delivering for Queensland logo is not required on non-promotional communications, or material created to promote programs and events not solely delivered by Health and Wellbeing Queensland.

The preferred placement of these marks incorporates the Health and Wellbeing Queensland namestyle and Queensland Government Coat of Arms at the bottom right hand corner of the layout, and allows for usage with partner or event logos as required.

To assist alignment, the Health and Wellbeing Queensland namestyle has been supplied as a lock-up with the Coat of Arms.

- ✗ Marketing material produced by or on behalf of Health and Wellbeing Queensland.
- ✓ Internal or partnership communication not intended to have a marketing or promotional purpose.
- ✓ Marketing materials created to promote programs and events delivered in partnership with Health and Wellbeing Queensland.



Brand styles

Brand styles guide how our brand comes to life in practice. They outline how to use imagery, colour, type, and graphics to create work that feels cohesive, engaging, and unmistakably ours.





Our photography

Active, authentic and recognisably Australian

Our photography should feel bright, natural and relatable – capturing real Queenslanders in identifiable Australian settings.

Photography plays an important role in bringing our brand to life. Great imagery creates connection. It makes our communications feel human, relatable and grounded in real experiences. This gives us the authority to talk to people about things that are important, and have them listen to us, reflect on it and ultimately take action.

Poor imagery does the opposite. It can make people turn off before they've even heard what we have to say.

For more guidance refer to [Health and Wellbeing Queensland's photography guidelines](#).

Colour

Our palette creates layouts that feel open and approachable, with plenty of white space.

Dark blue is our anchor – strong, professional, and ideal for text or backgrounds. Soft grey adds gentle contrast and structure, keeping designs light and uncluttered. Supporting colours should be used sparingly, as accents to highlight key elements or bring warmth and vibrancy. They add interest without overpowering our trusted primary palette.

- ✔ Do use dark blue as the dominant colour for text, key messages, and background areas that need strength and authority.
- ✔ Do apply soft grey sparingly to differentiate sections or add gentle contrast while keeping layouts light and uncluttered.
- ✔ Do introduce supporting colours as accents – a highlight, icon, or feature element – to inject energy and visual interest.
- ✘ Don't allow supporting colours to dominate a layout or compete with the primary palette.
- ✘ Don't set text in supporting colours – they don't meet accessibility contrast standards.

Dark Blue

CMYK94/75/48/47

RGB18/48/69

HEX#123045

PMS2767 C

Soft Grey

CMYK2/1/2/1

RGB243/244/243

HEX#f3f4f3

PMS–

Teal

CMYK100/12/62/0

RGB0/154/132

HEX#009a84

PMS3285 C

Yellow

CMYK5/28/100/0

RGB241/184/27

HEX#f1b81b

PMS7409 C

Zesty Orange

CMYK2/56/100/0

RGB218/31/39

HEX#f18921

PMS715 C

Alert Orange

CMYK0/78/100/0

RGB241/95/34

HEX#f15f22

PMS165 C

Red

CMYK8/100/100/1

RGB218/31/39

HEX#d91f26

PMS1795 C

Bright Blue

CMYK87/38/29/3

RGB0/126/155

HEX#007e9b

PMS314 C

Primary typefaces

Noto Sans is our primary typeface for body text and sub-headlines. It should be used consistently to ensure clarity and accessibility across all formats.

Auro can be used for titles, headlines and sub-headlines – preferably in medium, regular or light weights.

Auro

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
0 1 2 3 4 5 6 7 8 9

For titles, headlines and sub-headlines. Licenses for this font family may be purchased from myfonts.com.

Noto Sans

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
0 1 2 3 4 5 6 7 8 9

For body text and sub-headlines. This font family may be downloaded for free from [Google Fonts library](https://fonts.google.com).

Fallback typefaces

In emails and other technical circumstances where it is not possible to use Auro and Noto Sans, we have simple sans-serif fallbacks to lean on.

Use one of these two fallback typefaces. Do not use Calibri or Arial on professionally designed materials such as the website, documents or presentations, brand campaign advertisements, social media, or any other external-facing communications.

Calibri

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
0 1 2 3 4 5 6 7 8 9

For use in Word and Powerpoint files.
Calibri is a systems font.

Arial

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
0 1 2 3 4 5 6 7 8 9

For use in Vision 6 newsletters.
Arial is a systems font.

Typography

Our typography should feel clean, light, and effortless to read. Clear hierarchy, generous spacing, and restrained use of styles help keep layouts open and approachable.

For legibility, body text should never be set below 10 pt for print or 16 px for digital applications. Smaller sizes may be used only for secondary information and captions, where contrast and spacing are carefully controlled.

Text should be set in dark colours – primarily dark blue or black – to maintain sufficient contrast against light backgrounds. Avoid using light or supporting colours for body text, as they reduce readability and may not meet accessibility standards.

- ✔ Do keep typography light, clean, and well spaced.
- ✔ Do use dark blue or black for body text to ensure legibility and accessibility.
- ✘ Don't set body text below 10 pt print / 16px digital.
- ✘ Don't use supporting or light colours for body copy.
- ✘ Don't overuse bold, italics, or decorative styles.

A short, clear and engaging headline

Auro
medium

An intro paragraph or clarifying statement if required.

Noto Sans
semi bold

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Donec
scelerisque nunc at hendrerit iaculis.
Phasellus sodales quam et malesuada
vestibulum. Morbi lobortis dignissim
leo, ut iaculis elit molestie sit amet.
Nam interdum neque ut dapibus
sollicitudin. Nunc auctor tempor diam,
eget maximus dolor blandit vitae.

Integer sapien purus, aliquam eget
gravida nec, rutrum sed metus. Nam
hendrerit sapien at sapien laoreet
commodo. Sed et nulla imperdiet
velit viverra tincidunt in non velit.
Vestibulum finibus, enim sit amet
rutrum luctus, ipsum arcu blandit
lectus, mattis eleifend diam neque at
erat. Proin sodales nisi eget.

Noto Sans
regular

Line length

Line length describes the width of the content.
The recommended line length is between 50 to 75 characters (per line) for longer body text. This allows for optimal readability.

- ✓ Do keep line length between 50–75 characters for optimal readability.

	0	35	50	75	90
✓	Health and Wellbeing Queensland (HWQld) is the state’s prevention agency, committed to creating a healthier and fairer future for Queensland.				
	We partner with public and private organisations and communities to create environments that support people to make healthier choices, while supporting and amplifying innovative policies and actions that achieve real and measurable improvements for the health of every Queenslander.				
✗	Health and Wellbeing Queensland (HWQld) is the state’s prevention agency, committed to creating a healthier and fairer future for Queensland.				
	We partner with public and private organisations and communities to create environments that support people to make healthier choices, while supporting and amplifying innovative policies and actions that achieve real and measurable improvements for the health of every Queenslander.				

Icons

Icons should be simple, clear, and instantly recognisable. Use clean line icons with rounded edges and consistent line thickness to create a cohesive and approachable visual language. Their role is to support content, not compete with it, so details should be kept to a minimum and forms should remain uncluttered.

Consistency is key. Icons should feel like part of the same family across all applications, working harmoniously with our typography and layouts to reinforce clarity, usability, and a professional brand presence.

- ✓ Do use simple line icons with rounded edges.
- ✓ Do maintain consistent line thickness across all icons.
- ✓ Do ensure icons are clear and recognisable at a glance.
- ✓ Do use icons to support content, not distract from it.
- ✗ Don't add excessive detail or decorative elements.
- ✗ Don't mix different styles or weights of icons in the same layout.
- ✗ Don't stretch, distort, or recolour icons outside the brand palette.
- ✗ Don't use icons as a replacement for clear text or essential information.

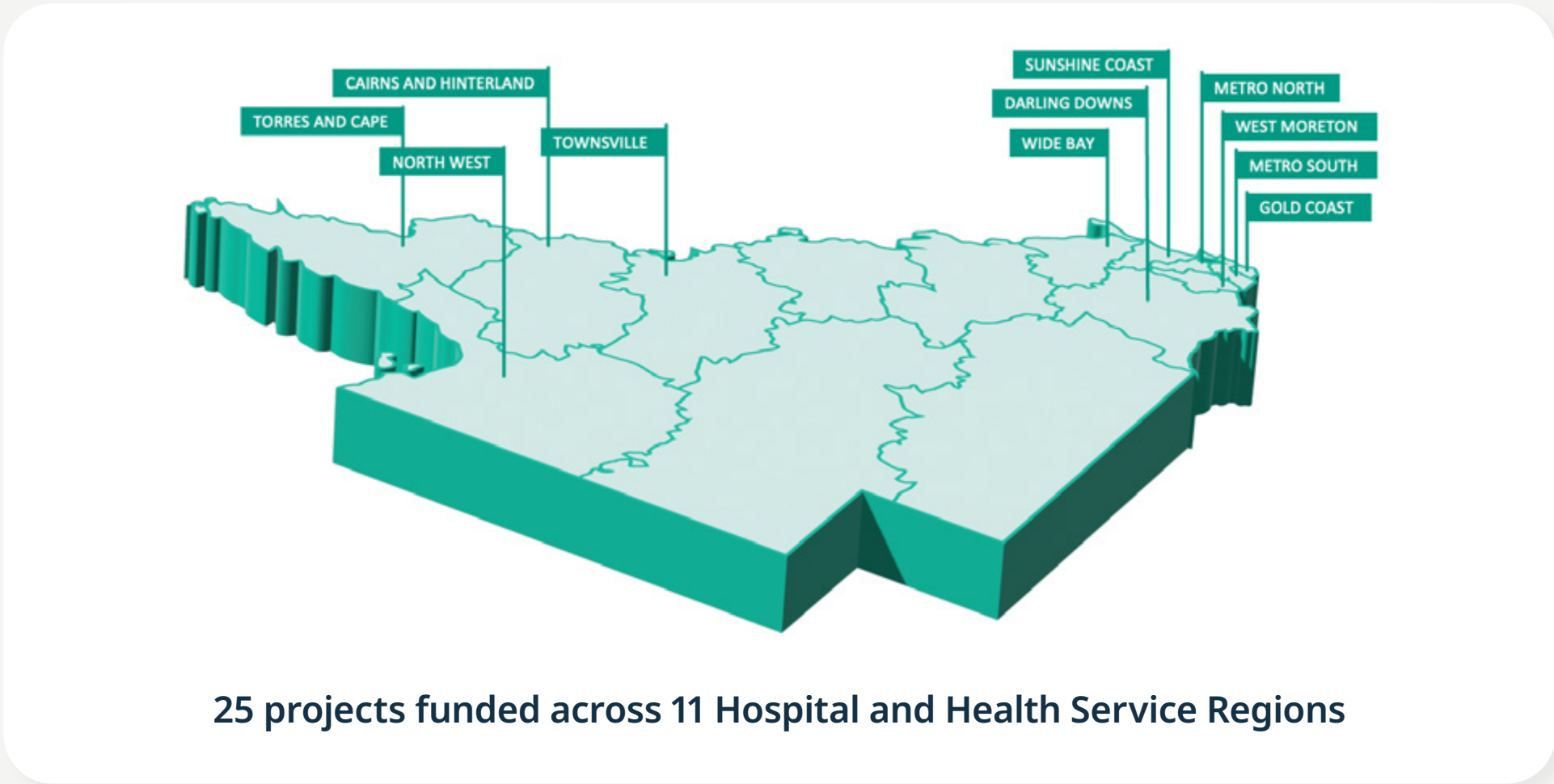
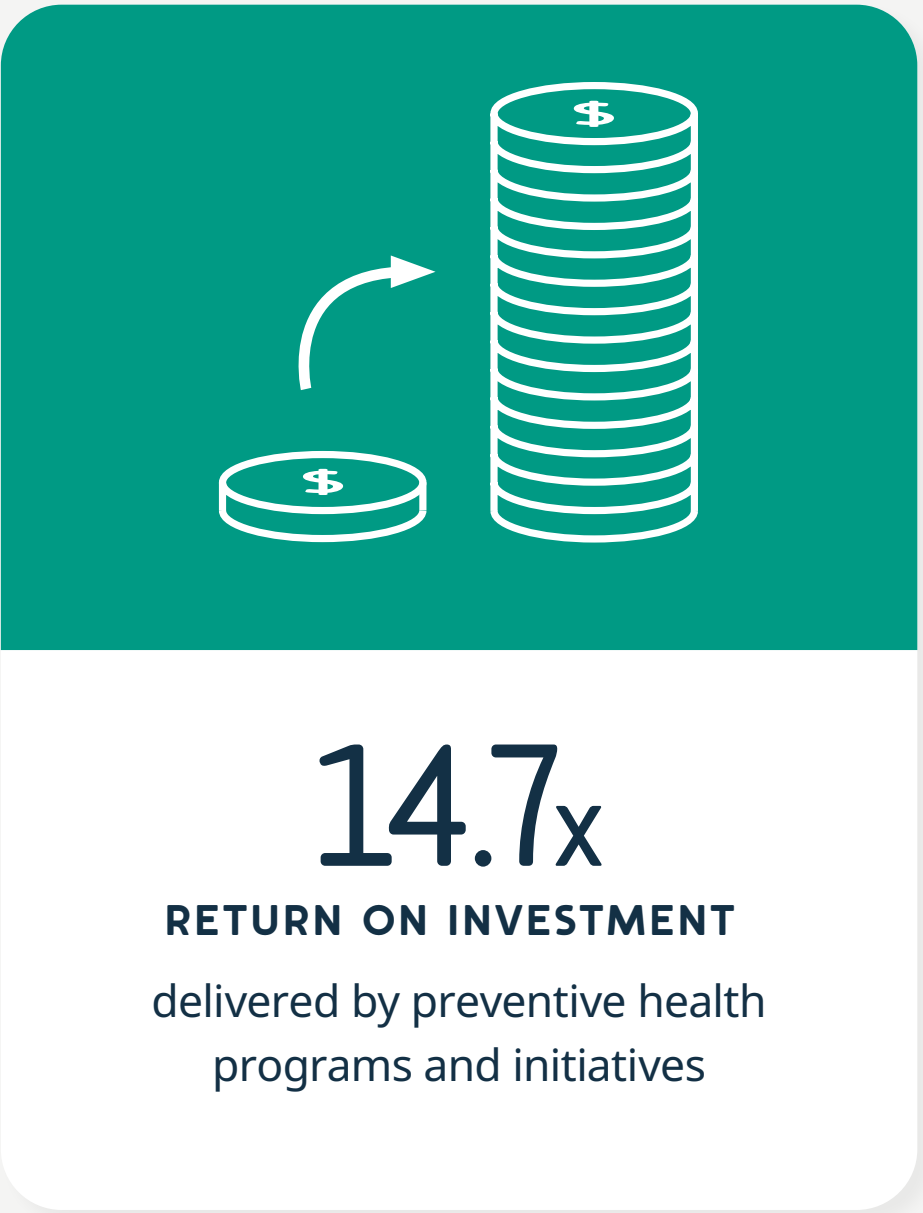


Infographics

Our data visualisations should make insights easy to understand at a glance. Keep charts and stat cards simple, with a clear hierarchy and minimal clutter. Text should always be highly legible – ideally set in Dark Blue or black – to ensure clarity and accessibility.

This is where colour can come into its own. Use supporting colours to highlight key data points, create contrast, and guide attention, while keeping the overall palette balanced and purposeful. Design should lead the eye to the main message first, using colour to emphasise insight – not overwhelm it.

- ✓ Do keep charts simple and focused on key insights.
- ✓ Do use Dark Blue or black for text to maintain legibility.
- ✓ Do use colour to highlight and draw attention to key data points.
- ✗ Don't overload charts with too much information.
- ✗ Don't use colour without purpose or meaning.
- ✗ Don't compromise readability with low-contrast text.



Any questions?
engagement@hw.qld.gov.au



Queensland
Government