



Creating
an inclusive
community
together

Australia's Disability Strategy

Brand Guidelines





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Introduction

Disability in Australia

In 2018, 17.7% of all Australians had disability. That is 4.4 million people or about 1 in 4 people. The prevalence of disability increases with age. Of all people with disability, 1.9 million were aged 65 years and over.

Chances are you know someone with a disability. And if you do not have a disability now, it is highly likely you will at some stage of your life.

All levels of government are working to make society more accommodating for people with disability and to support them to participate in society. A key driver for change has been having a national disability strategy.

Australia's Disability Strategy 2021-2031

Australia's Disability Strategy 2021-2031 (Strategy) is Australia's overarching policy framework for disability reform. It is the primary mechanism for Australia to meet its obligations under the United Nations Convention on the Rights of Persons with Disabilities.

The Department of Health, Disability and Ageing has responsibility for overseeing the Strategy. The Strategy supersedes the original *National Disability Strategy 2010-2020*.

Seven outcomes

The Strategy sets out seven outcome areas to improve the lives of people with disability:

- Employment and Financial Security
- Inclusive Homes and Communities
- Safety, Rights and Justice
- Personal and Community Support
- Education and Learning
- Health and Wellbeing
- Community Attitudes

Why we need a brand

In developing Australia's *Disability Strategy 2021-2031*, it was clear that the public had little awareness of the original Strategy. Almost half of the respondents to a 2019 survey had not heard of the *National Disability Strategy 2010-2020* prior to taking the survey.

Having a strong recognisable brand for the Strategy will:

- Increase recognition of the work done in Australia.
- Prompt others, particularly businesses and the community, to embrace the aims of the Strategy and encourage them to make changes.
- Help disability to be a focus of discussion across all aspects of Australia and increase the shift towards more positive community attitudes.

Three levels of branding

To increase public awareness of the Strategy, there are three levels of branding:



Primary brand

This brand is only to be used for core Strategy documents produced by the Department of Health, Disability and Ageing (department). Examples include the Strategy documents, reports, promotional material and the Strategy website.



Co-branding

The co-branding can be used by organisations in the disability sector to identify their activities as an initiative responding to the Strategy. Examples include state and territory disability plans, associated disability plans or strategies, resources created by disability peak bodies, and key government disability services and supports. Organisations must seek written permission from the department to use co-branding.



'We support' brand

This brand can be used by individuals, businesses, community groups and disability peak bodies to show their support for the Strategy. Examples include use on social media, websites, signage and promotional material. Permission is not needed to use this brand as long as the Branding Guidelines are followed.

The department reserves the right to request organisations to not use or remove the 'We support' branding from their promotional material. This may occur when the material could be interpreted as representing the department or where there is a breach of trade mark laws.

The name

When referring to Australia's Disability Strategy 2021-2031 there are a few rules to follow.

If using an abbreviation, you can either use the abbreviation 'ADS' or refer to it as the 'Strategy'.

When used for the first time, state the name in full and in italics. If using an abbreviation then include that in brackets after the name.

- ✓ *Australia's Disability Strategy 2021-2031 (ADS)*
- ✓ *Australia's Disability Strategy 2021-2031 (Strategy)*

Do not use 'the' before the name *Australia's Disability Strategy 2021-2031*.

Australian Government branding

Australia's Disability Strategy 2021-2031 represents the work of all levels of government including Australian, state, territory and local governments. Therefore it is not appropriate to include the Australian Government brand.

Likewise it is not appropriate to include the department's branding with the Strategy brand. While the department may produce the core Strategy products, the department's branding is not to be included.



How to use this guide

These guidelines help designers and external suppliers apply Australia's Disability Strategy branding to communication products.

The guidelines will familiarise you with the core Strategy brand elements so you can design consistent and clear communications.

Communication Account Managers and departmental staff can also use this document to check consistency and approve artwork.

For further information contact Australia'sDisabilityStrategy@health.gov.au

SEPTEMBER 2021



Brand elements

Primary brandmark **page 12**



Brandmark variations **page 13**



Colour **page 26**



Graphic device **page 28**



Typography **page 32**

Primary typeface

Filson Pro Bold

Filson Pro Book

Secondary typeface

Nunito Sans Regular

Imagery **page 34**



Checklist

When creating any kind of communications, follow the steps shown on this page to ensure consistency and to maintain the integrity of the brand.



1. Are you using the correct brandmark?

Use the full colour version of the Strategy brandmark at all times (refer different level of branding usage on page 6). Only use monotone versions when the application does not permit the full colour version.



2. Are you using the correct fonts?

In external communications and digital media (website, eDMs) use the primary font, Filson Pro, whenever possible. In internal communications (Microsoft PowerPoint® or Word®), Arial can be used as a system font replacement.



3. Are you using the brand colour palette?

Use the primary colour palette as the dominant colours in all applications (page 26).



4. Are you correctly applying the design elements?

Always use the correct elements of the design toolkit: brandmark, colours, typefaces, graphic devices and image style.

Primary brandmark

The primary Strategy brandmark is shown below. It is the Strategy's unique identifier. This brandmark is only to be used for core Strategy documents produced by the Department of Health, Disability and Ageing (department). Examples include Strategy documents, reports, promotional material and the Strategy website.



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Primary brandmark

Primary brandmark

The primary brandmark represents the diversity of individuals and disability experiences across Australia.

The colourful 'i's refer to individuals and bring them to centre focus.

The asymmetric arrow shape evokes forward movement and progress, as well as personality and humanity.

This brandmark is only to be used for core Strategy documents produced by the department.

(a) Primary brandmark

Always use the brandmark with the tagline.

(b) Primary brandmark without tagline

The co-branding and 'We Support' branding uses the brandmark without the tagline.

(c) Minimum size

The minimum width of the brandmark for print reproduction is 25 millimetres wide.

(d) Clear space

A clear space must be maintained around the brandmark.

(a)



(b)



(c)



(d)



Variations

Brandmark variations

Wherever possible, the brandmark should appear in full colour.

When colour is restricted, it may be produced in monotone.

When producing the brandmark in monotone, it may appear in the following colour formats.

(a) Mono

Black on a white background.

(b) Reversed

Reversed (white) on a black background. The brandmark may also be reversed (white) out of any of the primary colours, as shown. See primary colours on page 26.

(a)



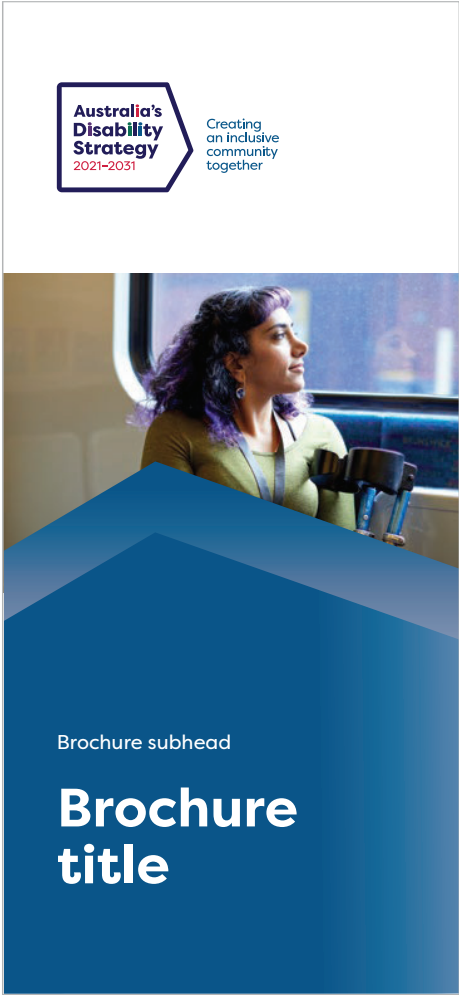
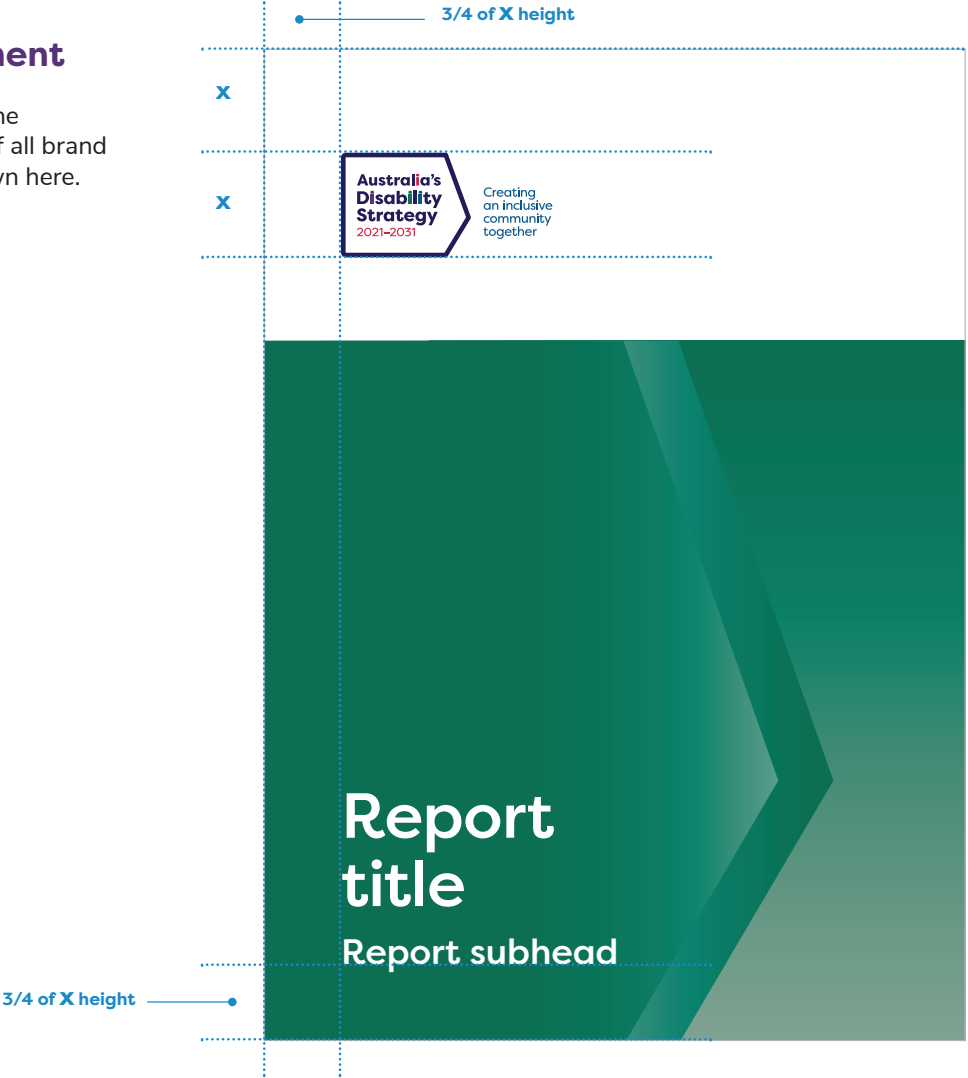
(b)



Placement

Brandmark placement

The preferred placement of the brandmark is at the top left of all brand materials. Examples are shown here.



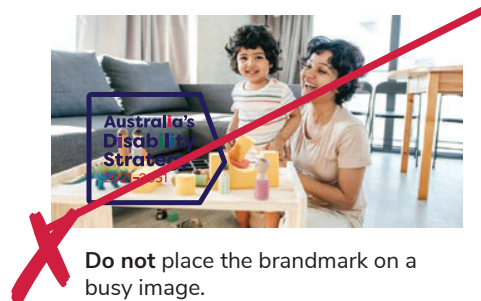
Brandmark misuse

To maintain the integrity and consistency of the Strategy brand, the brandmark must only be used in its original format and colours.

Always use the master artwork files when reproducing the brandmark.

Here are some examples of what would be considered misuse of the brandmark.

Do not use the Australian Government brand with the Strategy brandmark. This is because the Strategy represents the work of all levels of government.



Co-branding

The co-branding can be used by other organisations in the disability sector to identify their activities as being an initiative under the Strategy. Examples include state and territory disability plans, associated disability plans or strategies, resources created by disability peak bodies, and key government disability services and supports. Organisations must seek written permission from the department to use the co-branding.

An example of co-branding use is shown below.



Co-branding

Co-branding

An example of best practice co-branding is shown right. Co-branding can be used by other organisations in the disability sector to identify their activities as being an initiative under the Strategy. Related documents produced by other organisations can feature co-branding. Co-branding should not use the Strategy tagline.

(a) Co-branding, horizontal

(b) Co-branding, stacked

(c) Minimum size/Clear space

The minimum size of the primary landmark should be 25 millimetres wide.

a.



b.



c.



Co-branding examples

(a) Singular co-branding

Examples of co-branding are shown right.

(b) Multiple co-branding

An example of a multiple co-branded lockup. The Strategy brandmark should always feature as the last brandmark in the lockup and follow spacing requirements as per the single co-branding examples.

(a)



(b)



Disability Gateway

Style Guide V2 - FEBRUARY 2021



Visual outcomes indicator

As part of the co-branding, organisations in the disability sector can use the visual outcome indicator to show which of the seven outcomes the program or product is addressing.

The visual indicator is a large diagram so is best used in large documents, such as strategies or associated plans. It can be placed where you are including the copyright information, ISBN, and any relevant information. This is typically the first left-hand page after the title page.

(a) Full visual indicator

This is the full suite of Outcome Areas.

(b) Selective visual indicator

This is an example of an organisation displaying Outcome Areas they are meeting.

(a)



(b)



‘We support’ brand

The Strategy ‘We support’ brandmark has been designed for use by associations or organisations who wish to show their support.

Several versions with shape and colour alternatives are available.



'We support' brand

Examples of the range of 'We support' assets are shown here.
Use the versions most applicable to your needs.



Brandmark misuse

When using the 'We support' branding, the brandmarks must only be used in their original format and colours.

Always use the files available for download on the Strategy website when reproducing the brandmark.

Do not rotate, distort or change the brandmark from its original format.

Here are some examples of what would be considered misuse of the brandmark.



Do not alter the colours of the brandmark. Use the supplied files in their original format and colours only.



Do not rotate, distort or change the brandmark.

'We support' brand

Examples of how the Strategy 'We support' brand assets can be used by organisations and associations are shown here.

The 'We support' branding can be used in smaller digital applications including social media tiles or websites, and in larger applications including shopfront window decals and banners.



'We support' brand



Tool kit

Colour

The colour palette is a very important part of the Strategy brand identity. Colour consistency should be maintained across all areas of the brand.

Primary colours

Our primary colour palette is WCAG AAA accessible so that it can be used for normal text, large text and graphic objects.

Secondary colours

Our secondary colours can be used to enhance collateral and imagery. It should not be used as text, or behind text, in digital applications. See [page 30](#) for accessibility information.

Technical information

CMYK and PMS values have been provided for use in all printed applications.

RGB and HEX colour values are to be used within all digital applications such as websites, mobile apps and digital presentations. When text is used in a digital environment, always use the WCAG AAA primary colour palette.

Only use the specified colour breakdowns as listed.

Primary colours

Dark Blue CMYK 100/100/0/45 PMS 2755 C RGB 24/15/94 HEX 180f5e	Mid Blue CMYK 100/48/6/30 PMS 7462 C RGB 0/86/137 HEX 005689	Ruby CMYK 13/96/26/52 PMS 216 C RGB 122/4/65 HEX 7a0441	Green CMYK 99/11/72/35 PMS 3298 C RGB 0/112/84 HEX 007054
Purple CMYK 64/84/0/32 PMS 2612 C RGB 87/50/117 HEX 573275	Black CMYK 0/0/0/100 PMS Pantone Black C RGB 0/0/0 HEX 000000	Dark Pink CMYK 3/100/70/12 PMS 200 C RGB 205/22/63 HEX CD163F	Deep Green CMYK 80/21/79/64 PMS 350 C RGB 0/73/44 HEX 00492c

Secondary colours

Warm Gray 2 CMYK 6/7/10/11 PMS Warm Gray 2 RGB 213/208/202 HEX d5d0ca	Light Blue CMYK 92/32/3/0 PMS 2935C RGB 0/137/200 HEX 0089c8	Light Pink CMYK 24/89/20/0 PMS 214C RGB 193/65/129 HEX c14181	Aqua CMYK 80/20/47/5 PMS 356C RGB 27/148/141 HEX 328171
Warm Gray 1 CMYK 3/3/6/8 PMS Warm Gray 1 RGB 228/225/220 HEX e4e1dc	Yellow CMYK 13/44/100/0 PMS 131C RGB 221/151/26 HEX dd971a	Orange CMYK 0/79/100/0 PMS 1665 C RGB 241/93/34 HEX f15d22	Light Green CMYK 75/5/100/0 PMS 7740 C RGB 65/173/73 HEX 41ad49

Colour and outcomes

The Strategy sets out seven outcome areas to improve the lives of people with disability. Each of the outcomes is represented by a colour shown right.

In designing core documents on the Strategy, these colours should be used to distinguish the outcomes. For example, headings can be done in the appropriate colour. Or design elements like blocks of colour, borders or the graphic device (page 28) can be done in the appropriate colour.

The dark blue colour should be used as the default colour for sections not dealing with an outcome area. However, all the colours can be used as part of the overall graphic design of a document, for example in creating covers or section breaks.

Outcome colours

Employment and Financial Security

Purple
CMYK 64/84/0/32
PMS 2612 C
RGB 87/50/117
HEX 573275

Inclusive Homes and Communities

Mid Blue
CMYK 100/48/6/30
PMS 7462 C
RGB 0/86/137
HEX 005689

Safety, Rights and Justice

Deep Green
CMYK 80/21/79/64
PMS 350 C
RGB 0/73/44
HEX 00492c

Personal and Community Support

Ruby
CMYK 13/96/26/52
PMS 216 C
RGB 122/4/65
HEX 7a0441

Education and Learning

Dark Pink
CMYK 3/100/70/12
PMS 200 C
RGB 205/22/63
HEX CD163F

Health and Wellbeing

Dark Blue
CMYK 100/100/0/45
PMS 2755 C
RGB 24/15/94
HEX 180f5e

Community Attitudes - Community

Green
CMYK 99/11/72/35
PMS 3298 C
RGB 0/112/84
HEX 007054

Graphic device

Examples of the graphic device are shown here. Arrow width and sizes may be scaled up and down.

Arrows must always be directed from left to right, directly upwards, or upwards at a 45 degree angle.

Examples of incorrect usage are also shown.

Do

- ✓ Run the graphic arrow device from left to right.
- ✓ Run the graphic arrow device upwards.
- ✓ Run the graphic arrow device at a 45 degree direction upwards.
- ✓ Change the width of the arrow.

Don't

- ✗ Point the graphic arrow device to the left or downwards.
- ✗ Alter the parallel relationship of the arrow lines.
- ✗ Run arrows left and right.

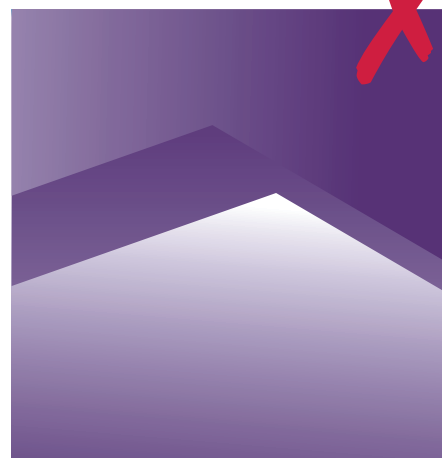
Arrow – Left to right



Arrow – Upwards



Arrow – Upwards 45 degree angle



Gradient

The Strategy gradients are a visual expression of positive outcomes. They are only used as part of the graphic device.

They are not to be used as overlays, watermarks or other visual treatments over images.

The gradients are derived from both the primary and secondary colour palettes. They are designed to add another layer of detail and flexibility to the brand's visual language.

Gradients should transition from 0% tint to 100% tint of the colour.

Gradients may run within the arrow device left to right, right to left, or up and down at any location.

Do

- ✓ Ensure the gradients are subtle and similar.
- ✓ Use the same colour throughout

Don't

















- ✗ Use multiple colours.
- ✗ Use high contrast or extremes of the gradient.
- ✗ Do not place any copy over linework of dramatic gradient areas.



Accessibility

This table demonstrates how our primary colour palette meets WCAG 2.0 AAA accessibility standards.

Please note that WCAG 2.0 accessibility standards are only applicable in digital applications.

Normal Text			Large Text			Graphic Objects and User Interface Components		
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				
Normal	Large		Normal	Large				

Accessibility

This table demonstrates how our secondary colour palette may, or may not, meet WCAG 2.0 AA or AAA accessibility standards for digital applications.

Always check other colour combinations, such as black text on a light colour background colour, by using an online contrast checking tool to determine accessibility levels before application.

For non-digital applications, the secondary colour palette can be used where there is a high contrast in colour and size for type and images.

- ✓✓✓ Pass AAA
- ✓✓ Pass all AA
- ✓ Pass AA large text only
- ✗ Fail

Normal Text			Large Text			Graphic Objects and User Interface Components			Normal Text			Large Text			Graphic Objects and User Interface Components		
Normal	✗		Large	✗			✓		Normal	✗		Large	✓			✓	
Normal	✗		Large	✗			✗		Normal	✗		Large	✗			✗	
Normal	✓✓✓		Large	✓✓✓			✓✓✓		Normal	✓✓✓		Large	✓✓✓			✓✓✓	
Normal	✗		Large	✓✓			✓✓		Normal	✗		Large	✓✓			✓✓	
Normal	✓✓✓		Large	✓✓✓			✓✓✓		Normal	✓✓✓		Large	✓✓✓			✓✓✓	
Normal	✗		Large	✗			✗		Normal	✗		Large	✗			✗	
Normal	✗		Large	✗			✗		Normal	✗		Large	✗			✗	
Normal	✗		Large	✗			✗		Normal	✗		Large	✗			✗	

Typography

Typography is an important aspect of the Strategy brand identity. Interesting and accessible typography contributes to the Strategy's distinctive look.

To reflect this, Filson Pro and Nunito Sans have been chosen as the Strategy's font families.

Both fonts can be accessed through www.fonts.adobe.com.

Filson Pro

Filson Pro is a geometric sans serif family with a round aspect. This typeface covers all graphic and web design projects. Use it for major headings, sub headings and highlight text. It comes in a variety of weights and styles so that visual interest can be maintained.

When Filson Pro is not available, i.e. online applications, email and internal documents, then use Arial.

Nunito Sans

Nunito Sans is to be used for body copy, particularly newsletters and other text intensive documents. Nunito Sans is also available at www.fonts.google.com.

When Nunito is not available, i.e. online applications, email and internal documents, then use Arial.

Filson Pro

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !&,-.?

Filson Pro Bold

Used in headings, subheadings and highlights.

Filson Pro Book

Used in headings and captions.

Nunito Sans

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !&,-.?

Nunito Sans Regular

Used in body copy and captions.

Nunito Sans Bold

Used in body copy highlights.

Typography

An example of typography hierarchy is shown right. Point sizes are indicative only and may be scaled up or down depending on application.

A handy reference for typeface use across applications is also shown right.

	Web	Print	Powerpoint	Email
Title/Headline	Filson Pro Bold	Filson Pro Bold	Arial Bold	Arial Bold
Body Copy	Nunito Sans Regular	Nunito Sans Regular	Arial Regular	Arial Regular

Filson Pro Bold/Regular
34pt/Dark Blue

Filson Pro Bold/Regular
14pt/Dark Blue

Filson Pro Bold/Regular
11pt/14/ Dark Blue

Nunito Sans Regular
11pt/12 90% Black

Heading/heading

Subheading

Introduction paragraph. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

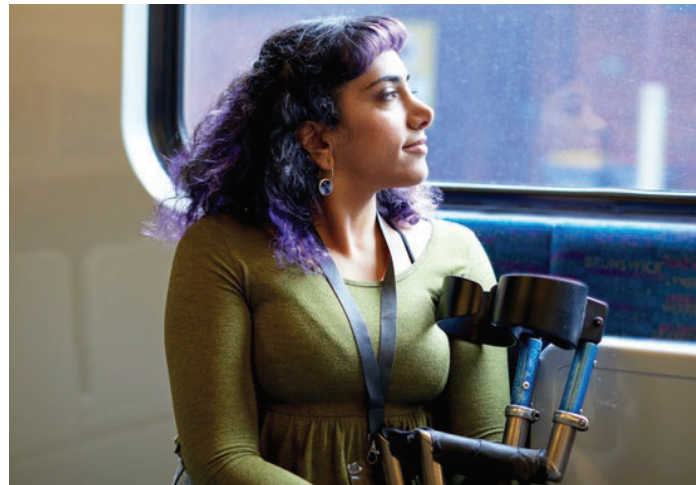
Imagery

The department has a small collection of photographs specifically for use in core Strategy documents.

If using images obtained from other sources the photographs must be positive, optimistic and/or enthusiastic in tone. In no photograph should people with disability be depicted as stereotypes, pitiful, victims, heroic or demonised. Rather, the emphasis should be one of normalising disability as a part of the human experience and in a range of community settings.

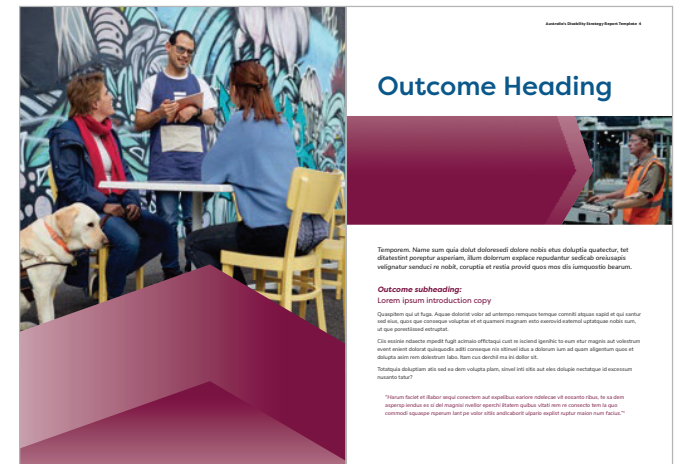
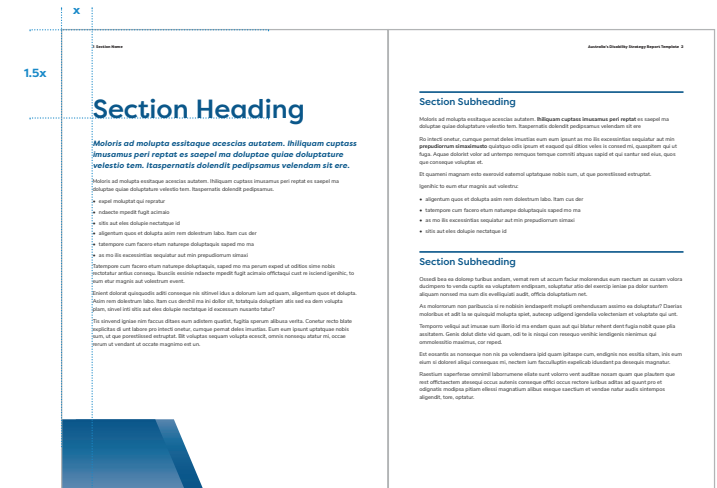
The photography subjects must include a diverse range of disabilities, ages and cultural backgrounds. It is vital that all photographs are of people with disability and not actors/models without disability. The photography must support the broad representation of a diverse Australian community.

Remember some disabilities are 'invisible' and not obvious when looking at someone. You can use photographs of people with less visible disabilities provided they have a genuine disability. Avoid the overuse of visible disabilities.



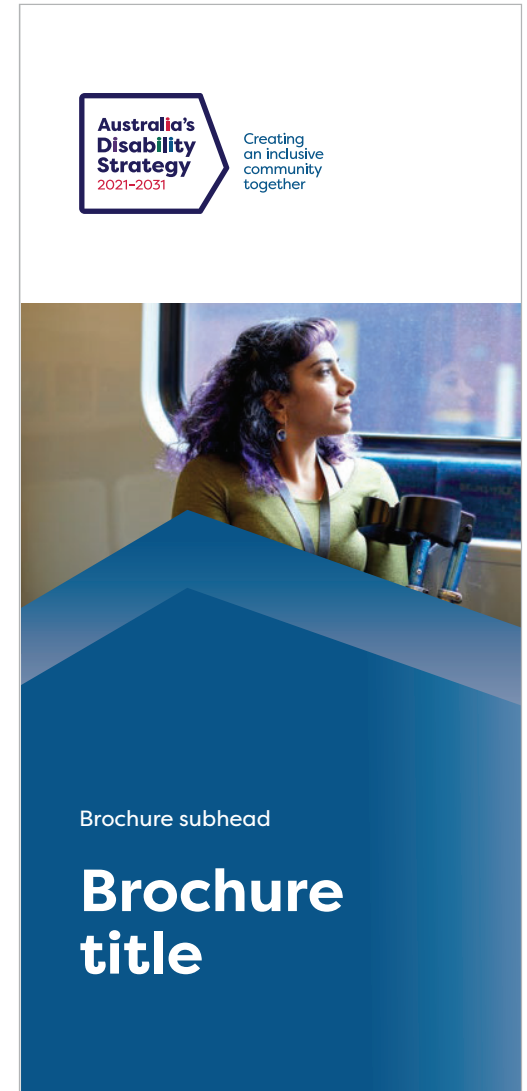
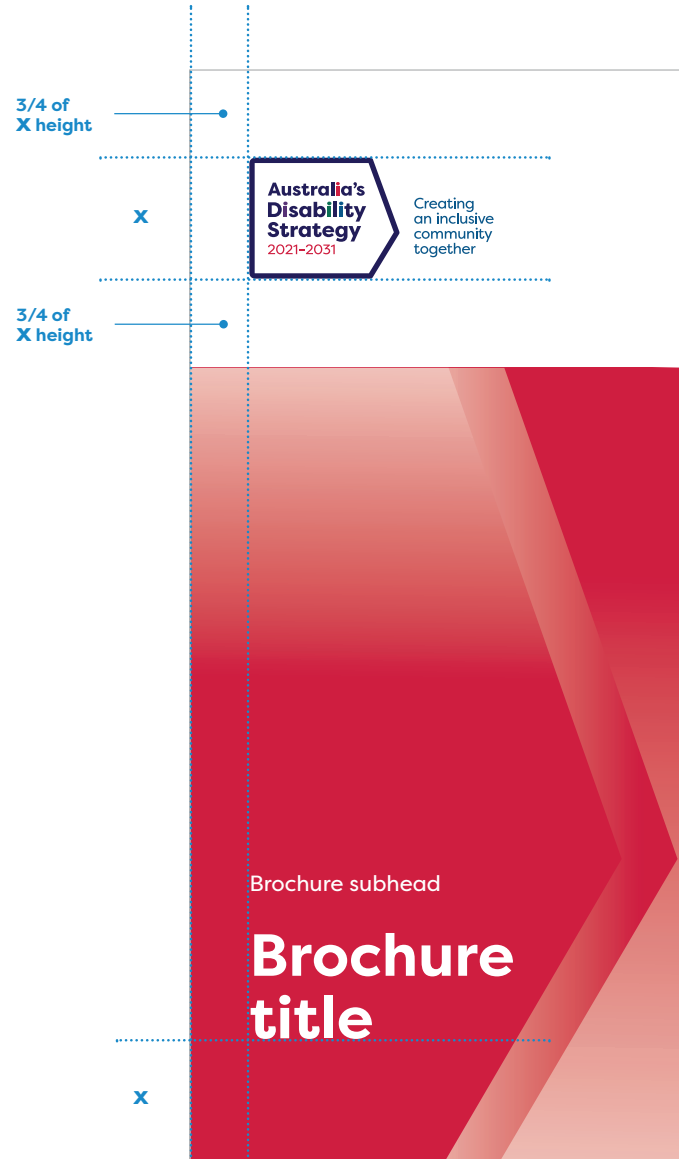
Application

- Reports



Application

- DL Flyers



Applications

- Fact Sheets

1 1/2 of X height

X

1/2 of X height



Creating an inclusive community together

Fact sheet title

1. Subheading placeholder

Uga. Core, quideria de occusan dipsusti reri voluptus eos di tet pration sequia venestis incita velluptatur alicim nobiscundam aut laut a nem re pa dollestem similita dicatet omnis volupta tionsedis ex et illates dici vendi doluptae quas arumetum.

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- (d) Aut ullore, culles doluptus, to blabo. Vidunt volora veldatet etur, nos soluptates sectinverum est etus rem re, cones.

2. Subheading placeholder

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1 1/2 of X height





Creating an inclusive community together

3. Subheading placeholder

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4. Subheading placeholder

Core, quideria de occusan dipsusti reri voluptus eos di tet pration sequia venestis incita velluptatur alicim nobiscundam aut laut a nem re pa dollestem similita dicatet omnis volupta tionsedis ex et illates dici vendi doluptae quas arumetum quossima vel magnisqui andest, omnis ma sam, cor am instrum quodit, omnis modicim incitem vanda et rate porrorit, acculparum imincip suntorempedi restiae porem ea prate nonsequid et volo coreper fernam autecto tatur, cupatur?

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Creating an inclusive community together

Fact sheet title

1. Subheading placeholder

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2. Subheading placeholder

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Creating an inclusive community together

3. Subheading placeholder

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Applications

- Pull Up Banners



Applications

- Social Media
- Website

