Australian Government

Cancer Australia

Cancer Australia
Brand Guidelines

Contents

1.0 Introduction

This document provides guidelines for use of the brand identity for Cancer Australia.

The brand identity has been revised to effectively establish, position, support and promote the new Cancer Australia as the Government's national leadership agency in cancer control.

1.1 Cancer Australia

Our vision

Cancer Australia's vision is to reduce the impact of cancer and improve the well-being of those diagnosed with cancer in Australia.

Our mission

Cancer Australia's mission is to strengthen and provide advice on the Australian Government's strategic focus on cancer control and care.

Role and functions

Cancer Australia was established by the Australian Government in 2006 to benefit all Australians affected by cancer, and their families and carers. Cancer Australia works to reduce the impact of cancer and improve the well-being of those diagnosed by ensuring that evidence informs cancer prevention, screening, diagnosis, treatment and supportive care.

Cancer Australia provides national leadership in cancer control to improve patient outcomes, enhance health service delivery and guide improvements across the continuum of cancer care. This is achieved through engagement with key stakeholders in cancer control and the development of effective partnerships for the delivery of improved cancer care.

Cancer Australia maintains an inclusive approach to engagement with people affected by cancer in order to ensure that its work is informed by and responsive to their needs and those of the broader community. The agency also focuses on populations who experience poorer health outcomes, including Aboriginal and Torres Strait Islander peoples and people living in rural and remote Australia.

Cancer Australia is the:

- national leader in cancer control, a knowledge-hub and the principal source of evidence-based information for health professionals and the community
- trusted voice of cancer information for consumers and health professionals
- go-to agency for cancer information

1.2 Our toolkit

Every identity is made up of core elements that combine to create a distinctive brand that promotes a consistent and recognisable identity.

These elements include:

1. The logo
2. Type
3. Colour
4. Tapestry graphic
5. Gradient line
6. Photography

The following pages will explain each of the elements and how to use them correctly.

1. The logo

Australian Government
Cancer Australia
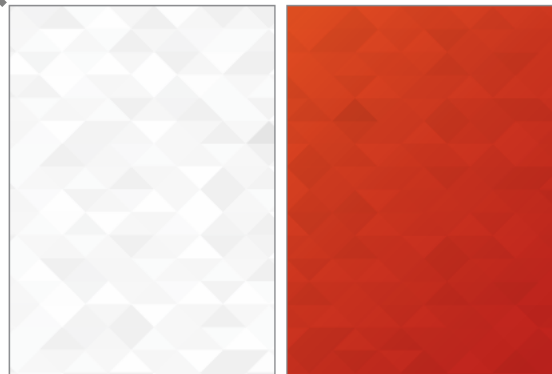
2. Type

Neo Sans
Myriad Pro
Century Gothic

3. Colour

4. Tapestry graphic

5. Gradient line

6. Photography

2.0 The logo

Australian Government

Cancer Australia

'In-line' logo

Australian Government

Cancer Australia

'Stacked' logo

Cancer Australia's logo, referred to in the *Australian Government Branding Design Guidelines* as 'the Design', is mandated by Australian Government branding. The logo consists of the four elements: the Commonwealth Coat of Arms (Conventional Version 3A Solid), the words "Australian Government" (Times New Roman Bold), an underline and the department or agency name (also Times New Roman Bold). The logo must be used prominently throughout all branded communications in accordance with guidelines laid out in this chapter.

Position

The logo should always have prominence over and above other images and graphic elements. Where possible, the logo should be placed at the top right hand corner of the item it appears on.

2.1 Logo formats

There are two formats of the logo permitted; stacked and inline (see page 5). The inline (horizontal) version is preferred. However the appropriate format should be selected for the size and shape of document being produced.

2.2 Logo colour

It is intended that the Australian Government logo be reproduced in one colour only — preferably Cancer Australia Red. However, to add flexibility to this reproduction, guidelines for limited colour use have been developed.

The logo should not be represented in any more than one colour.

Contrast

The logo should not appear as a light colour on a light background colour, or as a tint or stipple of any colour. The logo should not appear as a dark colour on a dark background.

2.3 Isolation zone

The isolation zone will ensure the integrity of the logo is not jeopardised through crowding. This zone is defined as 'X' and is based on the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words.

This zone is a minimum dimension, and applies to every form and application of the logo. The isolation zone separates the design from body text/content, images, logos, edge of the page, other design elements e.g. lines, boxes, callout quotes etc.

Isolation zone horizontal

2.4 Minimum size

To ensure legibility at all times, the Coat of Arms in any version of the logo should never, unless in exceptional circumstances, be reproduced smaller than 20mm wide.

Isolation zone and placement example: letterhead, with compliment slip and business card

8 May 2012

The Hon Tanya Plibersek MP
Minister for Health
PO Box 6022
Parliament House
Canberra ACT 2600

Dear Minister,

Essus mi, ut vel inctorepra sunt la eiciur, et dolenih illabo. Bit, con non conessit incil is molo modi as utempor uscipsandus ea sum re, con repudantium et lacimint.

Provid que nobis aut in et aut ex expliqui acim dolore que lia con ratusdani abo. Itatecae offictur? Quibust fugias idelluptatem ressi inistis re volorest int unt fuga.

Ut esti aut fugiant quatem libea dolorissedis eos ut utate ra idem eum hictor aut eseque dis et andam nis molum ab il eos de endi tet as rem quid molessi tatem. Ut ullupta tatiusda voluptatur? Namenestio excersp erumqui dicius inulla voluptatis num quia pori tem event eturere estia cum facernamene ni volorpor repudant quidebist facepuda vollorrore, quae nobit acculpa.

Volore dolut expliae eum ad que omnihiliqui omniet fuga. Ipsamusam, cuscimporem quaectur, qui debit, serio. Ovid eturi doluptatur assi cum apediss undeseditem autatem fugia nest quates mo ducit hicto eum ipis explicilitat vent volor sam dia pla sequam secur num arcipsam doluptatur?

Olut am ea si sam volupic tore nonsequatium sunt acestius doluptate ditessu ntaspero esequam unt lab iducium num volorum.

Yours sincerely

Dr Helen Zorbas
Chief Executive Officer

Locked Bag 3 Strawberry Hills NSW 2012
P: + 61 2 9357 9400 F: + 61 2 9357 9477 W: www.canceraustralia.gov.au ABN 2 075 951 918

With Compliments

Locked Bag 3 Strawberry Hills NSW 2012
P: + 61 2 9357 9400 F: + 61 2 9357 9477 W: www.canceraustralia.gov.au

2.5 Misuse

The logo must not be altered, rotated or distorted in any way.

Do not rotate the logo

Do not enlarge or alter in proportion any part of the logo

Do not rearrange the logo

Do not reduce the logo below the minimum size (coat of arms must be at least 20mm in width)

Do not use any part of the logo as a graphic element

Do not use the logo in a low contrast manner

2.6 Co-branding

When co-branding with other logos:

▶ **On Cancer Australia material:** the Cancer Australia logo should be the most prominent, preferably placed in the top right corner. The co-branded logo should appear in the top left or bottom left. Exceptions are to be approved by the General Manager, Health Promotion and Communcation.

▶ **On external material where Cancer Australia is the major funder:** the logo should appear in the bottom right hand corner, where possible. Exceptions are to be approved by the HP and Comms team.

▶ **On other material:** where Cancer Australia is a joint funder with other organisations, the placement and type of logo (inline/stacked) may vary. Placement to be drafted by external organisation and approved by the General Manager, Health Promotion and Communcation.

Cancer Australia material

External material

Below are some examples of correct placement of the Cancer Australia logo when co-branding:
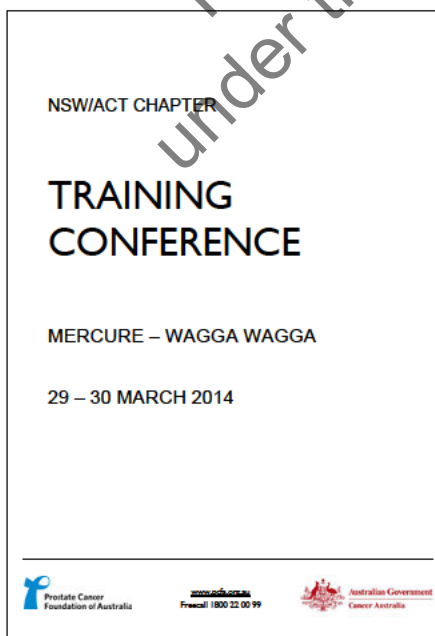
2.7 Co-funding

Funding recipients must provide appropriate acknowledgement on all publications, resources and other materials promoting the funded program, event or activity.

▶ **Cancer Australia sole funder acknowledgement:**

"The [name of project/programme/group] OR This grant [grant number] is funded by the Australian Government through Cancer Australia's *[name of programme/initiative/scheme]*."

▶ **Cancer Australia and Funding partners/other funders:**

The [name of project/programme/group] OR This grant [grant number] is funded by the Australian Government through Cancer Australia's [name of programme/initiative/scheme]and [name of Funding Partner/ co-funder].

The [name of project/programme/group] OR This grant [grant number] is funded by [name of Funding Partner/co-funder] and the Australian Government through Cancer Australia's [name of programme/ initiative/scheme].

All publications, resources and materials produced under a contract for services must be clearly identified as products of the Cancer Australia project or initiative through the appropriate acknowledgement and use of the Cancer Australia logo. The logo must be applied in a form approved by Cancer Australia, and all materials must be reviewed and cleared by Cancer Australia.

Below are some examples of correct placement of the acknowledgement statement and logo:
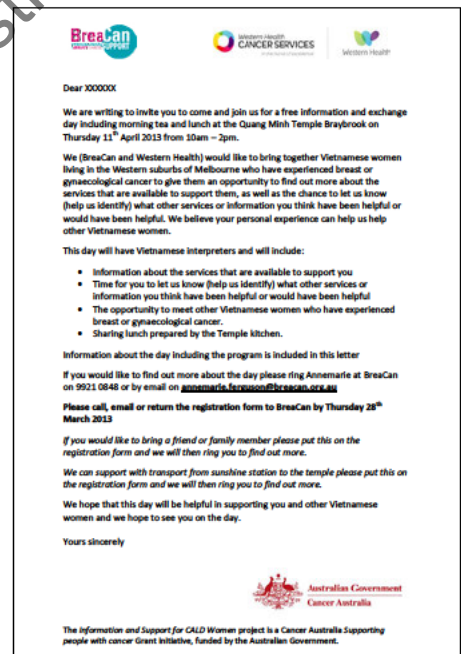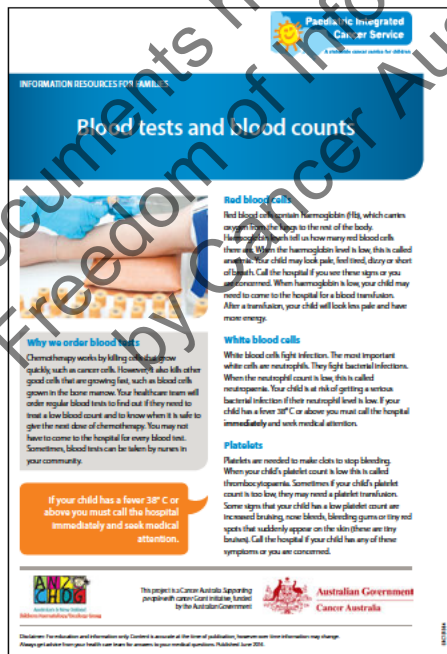
Approvals of Co-funding branding

All use of the Cancer Australia logo by external organisations must be approved by the General Manager, Health Promotion and Communication.

Any queries about logo use should be referred to the Senior Project Officer, Health Promotion and Communication.

▶ s47f

▶ **P: +61 2 9357 9400**
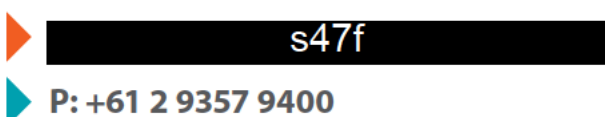
Guidelines for the logo and acknowledgement statement

Where at all possible, the Cancer Australia logo should appear at the bottom right of the branding collateral, and as the in-line version in Cancer Australia red. The acknowledgement statement should appear in a font sympathetic to the design of the document (sans serif font preferred) and smaller than the main body copy text - between 8 to 10 point size type is preferred. The acknowledgement statement can appear in the below configurations, as some flexibility is required due to the design needs of the external stakeholder. *(The acknowledgement statement used is for mockup purposes only.)*

Option 1 - Preferred layout

This project is a Cancer Australia *Supporting people with cancer* Grant iniatitive, funded by the Australian Government

Australian Government
Cancer Australia

Option 2 - Preferred layout

This project is a Cancer Australia *Supporting people with cancer* Grant iniatitive, funded by the Australian Government

Australian Government
Cancer Australia

Alternative options

If the design does not allow for the Cancer Australia logo to be placed at the bottom right hand side of the collateral, it is possible to align the Cancer Australia logo to the left of the acknowledgement statement.

Australian Government
Cancer Australia

This project is a Cancer Australia *Supporting people with cancer* Grant iniatitive, funded by the Australian Government

Only in instances where the design is narrow, such as a DL Flyer design, the Cancer Australia stacked logo can be used, with the acknowledgement statement centred underneath.
See example to the right.

Ring for Care

Call us for over the phone financial support on **1800 545 366**, or email WeCare@kildonan.org.au.

An experienced professional will talk to you about what you need and work out the next steps in order to assist you.

UnitingCare
Kildonan

KILDONAN UNITINGCARE
188 MCDONALDS ROAD
EPPING, VICTORIA, 3076
1800 545 366
WeCare@kildonan.org.au
www.kildonan.org.au

Australian Government
Cancer Australia

The WeCare project is a Cancer Australia
Supporting people with cancer Grant initiative,
funded by the Australian Government.

3.0 Typography

Typefaces have been selected to ensure consistency and address the technical requirements of different applications.

3.1 Print production and design

3.1.1 - Neo Sans

Neo Sans is only to be used in the design/print production process. This font is selected for its openness and clear, clinical lines.

3.1.2 - Myriad Pro

Myriad Pro is only to be used in the design/print production process.

3.2 In house documents

Templates and guidelines are provided for in house documents on the Cancer Australia intranet (The Loop).

3.2.1 Century Gothic

Century Gothic is used for body copy in internal corporate communications including letterheads, general documents and report templates. In most printed Word document applications, body copy is set at 10pt. Colour headings are used in documents in-house, see the Report Template on the Cancer Australia intranet (The Loop).

3.2.2 Calibri

Calibri is used in powerpoint presentations.

3.3 Font examples

3.3.1 Design/print production type styles

Document title

Neo Sans Regular 32pt

Heading level 1

Neo Sans Regular 24pt

Pullout Quote

Myriad Pro Light Italic 16pt

Heading level 2

Neo Sans Regular 20pt

Heading level 3

Neo Sans Regular 15pt

Heading level 4 / Chart or graph title

Myriad Pro Bold Condensed 13pt

Body copy

Myriad Pro Light 10.5pt

Notes

Myriad Pro Light 8pt

Note: if background page colour is red, reverse to white type headings 1, 2 and 3.

Please note: dot points appear as a red triangle, lining up with the middle of the body text. 4mm space between.

For example: ▶ a physical examination
▶ a blood test to check for anaemia

3.3.2 In-house type styles

Documents produced in-house should follow the guidelines below. Document formatting guidelines are available to download on the Cancer Australia intranet (The Loop).

Heading 1   (Century Gothic 14pt bold, 6pt above, 18pt below, red or black)

Heading 2   (Century Gothic 12pt bold, 12pt above, 6pt below. Numbered list, hanging indent 1.25cm, red or black)

Heading 3   (Century Gothic 11pt bold, 12pt above, 6pt below. Numbered list, hanging indent 1.25cm)

Heading 4   (Century Gothic 10pt bold, 12pt above, 6pt below)

Heading 5   (Century Gothic 10pt bold italics, 12pt above, 6pt below)

4.0 Colour

There are 10 main colours in the colour range.

The key colour is the Deep Red used by Cancer Australia in previous brand communications. The use of the colour has been modified and is explained in section 4.3 Gradients within this chapter.

4.1 Partner colours

There are 10 colours which represent the range of cancers covered by Cancer Australia and the breadth of stakeholder groups it works with.

Department and colour breakdown

CMYK 0. 100. 96. 28
RGB 181. 18. 27
Pantone 1807

Cancer Australia Deep Red

CMYK 0. 5. 15. 0
RGB 255. 240. 216
Pantone 7506   15%

Cancer Australia Background

CMYK 35. 0. 42. 23
RGB 135. 174. 139
Pantone 7483   41%

Lung Cancer

CMYK 0. 79. 100. 0
RGB 241. 93. 34
Pantone 179

CMYK 100. 0. 9. 30
RGB 0. 132. 169
Pantone 314

CMYK 75. 0. 60. 55
RGB 0. 103. 78
Pantone 555

CMYK 0. 16. 100. 0
RGB 255. 210. 0
Pantone 116

CMYK 100. 0. 31. 7
RGB 0. 160. 175
Pantone 320

Gynaecological Cancer

CMYK 0. 0. 0. 60
RGB 128. 130. 133
Pantone 424

NB: Breast cancer, although not specified within the new brand palette, is unique in that it has always been represented by the colour pink. When building communication material for breast cancer the colour breakdown to the right must be followed.

CMYK 0. 28. 7. 0
RGB 248. 204. 213
Pantone 1895

Breast cancer

4.2 Tints

To add extra depth to the palette, the Deep Red and eight partner colours can be used as tints in varying strengths. Only the percentages in the table should be used.
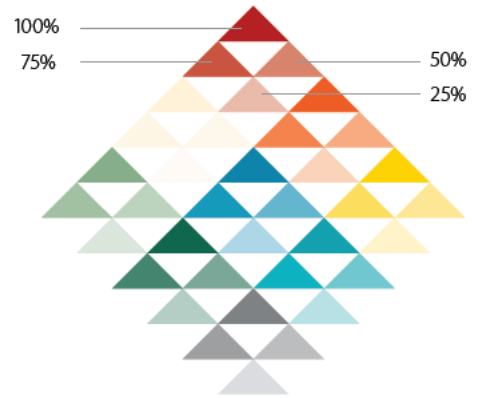
4.3 Gradients

To avoid large background areas of Deep Red appearing flat, we use a gradient to add warmth and depth to the colour block. See 8.0 Examples for example of how to use the gradient.

The gradient is a blend from the Orange in the top left, to Cancer Australia Deep Red in the bottom right.

Gradient should always be at a -45º angle from the top left hand corner.

4.4 Background Yellow

There may be occasional use of Background Yellow in a limited number of Cancer Australia designs, including online banners and business cards.

Background Yellow is a 15% tint of 'Cancer Australia Background' (see page 11).

5.0 Shapes and textures

To add a distinctive and consistent visual element to all Cancer Australia communications, and to suggest the congruent, connected nature of the cancer community, a new graphic style has been introduced – the 'Tapestry Graphic'.

The Tapestry Graphic is an infinite series of interlocking triangles of various tint strengths, used both in colour and greyscale versions.

This graphic is used in various forms to give flexibility to all designs.

5.1 Tapestry Graphic Arrow

The Tapestry Graphic Arrow incorporates the key colour and all the partner colours, including tints (except pink). This graphic represents a system of moving parts working together cleanly and efficiently.

There are two variations of the Tapestry Graphic Arrow: one to use on the left-hand side of a document/resource, and one on the right. Using the Tapestry Graphic Arrow on right-hand side is preferred.

Each Arrow is provided with bleed, and should be cropped at the edge indicated by the dotted line, as shown below.

Bleed area   Bleed area
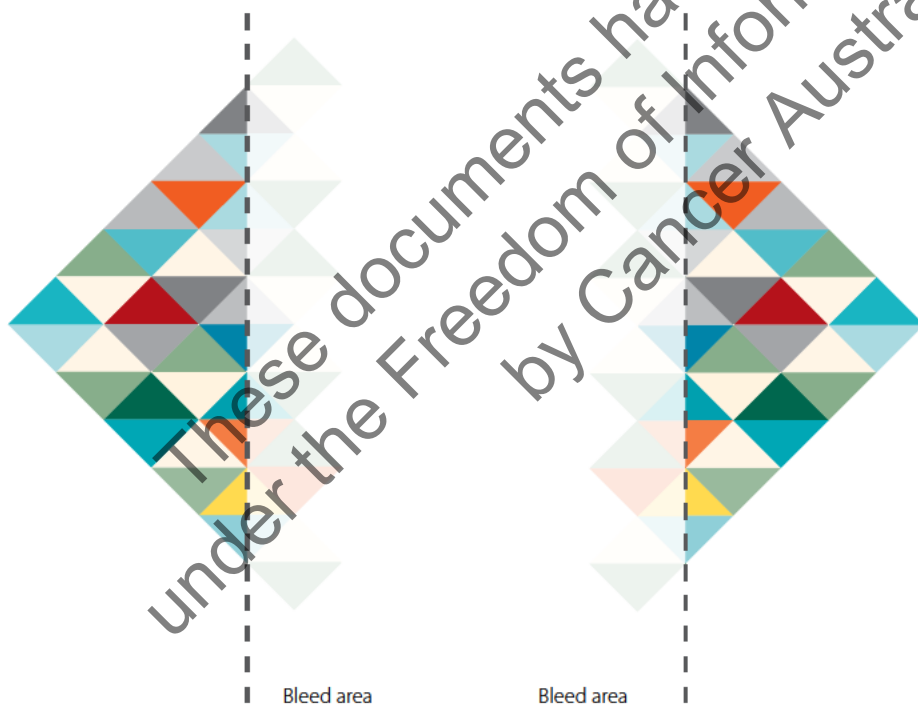
Tapestry Graphic Arrow used on right-hand side

Tapestry Graphic Arrow used on left-hand side

5.2 Using the Tapestry Graphic Arrow

The arrow is used to highlight a headline, a key point of information or interest. The whole Arrow should be used – it should never be cropped (other than to allow for the supplied 'bleed' area).

Where possible, the Tapestry Graphic Arrow should be scaled to the same size as the Tapestry Graphic Background and positioned so that their grids line up.

The point of the 'Arrow' should line up with the grid lines of the 'Background' underneath. The point of the 'Arrow' should be vertically aligned with the centre of the heading, also the centre of heading and subhead, if a subhead exists.

Do not use the Tapestry Graphic Arrow inline with the Australian Government logo next to it.

Single colour arrows can also be used in place of the Tapestry Arrow or as bullets in copy. These can be used on plain or single colour backgrounds. It is not recommended to use a lot of different colours as bullet points on headings.
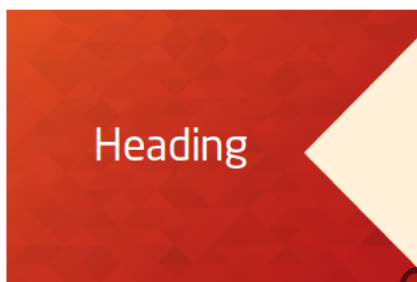
5.3 Building Tapestry Graphic illustrations

Illustrations can also be created using the Tapestry Graphic.

Start with the Greyscale version of the Tapestry Graphic Background. Building within any preferred shape, arrows can be highlighted with the brand partner colours and tints, aligning with the underlining Tapestry Background. The colour scheme should replicate all the colours of the Tapestry Graphic Arrow or be a single colour with tints, as shown below.

Graphic/silhouette example

5.4 Tapestry Graphic Backgrounds

Here the Tapestry Graphic covers the entire printed surface. This treatment ensures that large areas of otherwise flat colour are visually interesting and multi-dimensional.

There are two colour variations of the Tapestry Graphic Background: Red and Greyscale.

The Red variation has an underlying tint composed of warm orange to darker red – top left to bottom right. Any area of this Background may be used, as long as the chosen crop feels predominantly Red.

It is permissible to highlight two connecting triangles to create a point of interest and emphasis on the background. See below, note: small triangle always on top with larger triangle below. Placement may vary, depending on location of other typographical elements.

Red version
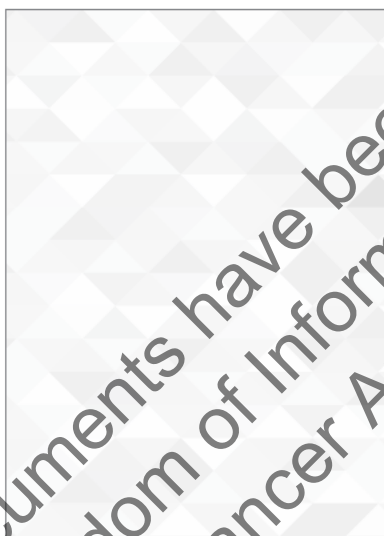
Greyscale version

Grey version with connecting highlights

5.5 Misuse

Do not allow the orange to dominate the red when you crop the Tapestry Background

Do not use the Tapestry Graphic Arrow inline with the Australian Government logo

Do not use the Tapestry Graphic Arrow more than once on a cover design
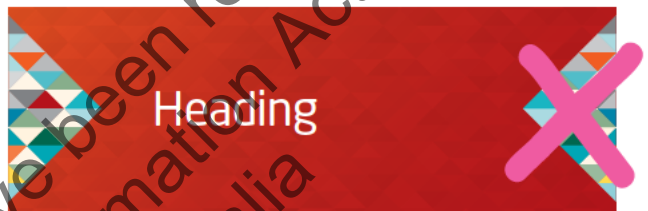
Do not stretch, distort or rotate the Tapestry Graphic Arrow to point up or down

Do not rotate or flip the Tapestry Graphic Background

Do not attempt to recreate the Tapestry Graphic Background. Use supplied files only
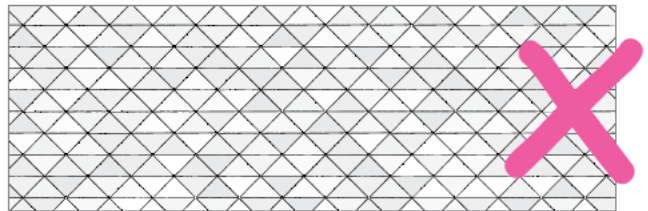
Do not stretch or distort the Tapestry Graphic Background

6.0 Photography

While the brand identity is built strongly around the Tapestry and graphic elements, it can readily incorporate photography. Guidelines around the use of photography are provided within this chapter.

This section also contains recommendations on how to specify, select and crop photography and stock imagery that will help to maintain consistency across all brand communications.

6.1 Photography used with Tapestry elements

Colour or black and white photography may be used on top of the Tapestry Graphic Background, or close to the Tapestry Graphic Arrow, but must be cut out (deep-etched). For queries please see the Health Promotion and Communication team (details on page 8).

Please note: it is a government requirement that colour photography should not be used in the contents of annual reports, however it is permitted on the cover of the Annual Report.

Cancer Australia

Providing access to credible and relevant information that enables consumers and the community to act to improve their individual health outcomes.

Leadership in cancer control

Reducing the impact of cancer for all Australians
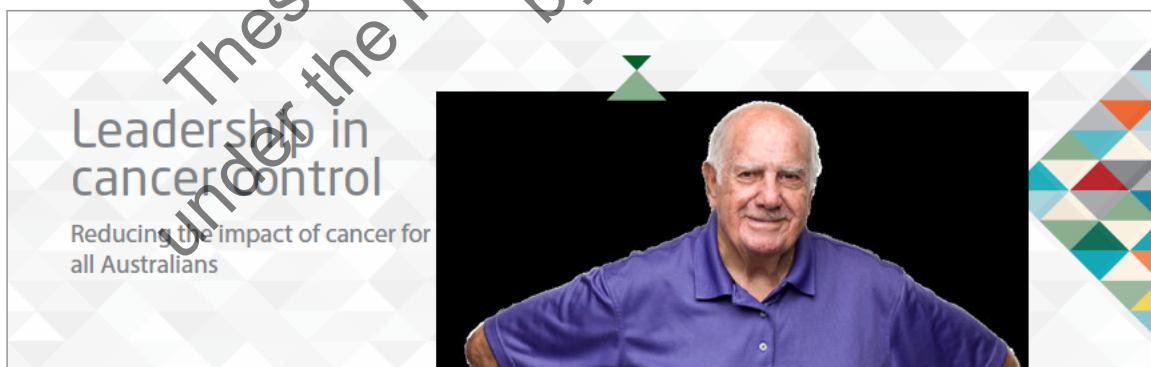
Photography on solid backgrounds

Colour or black and white deep-etched imagery may be used on a solid colour background. The background colour used should be brand Background Yellow.
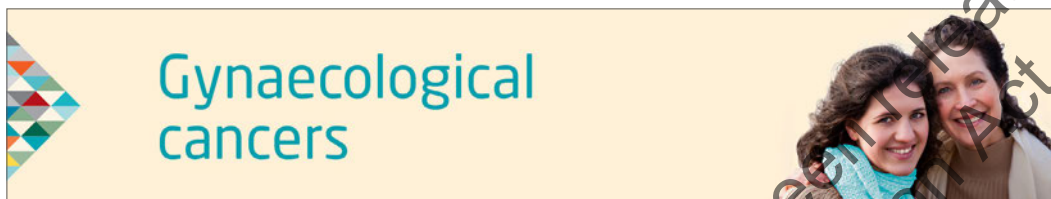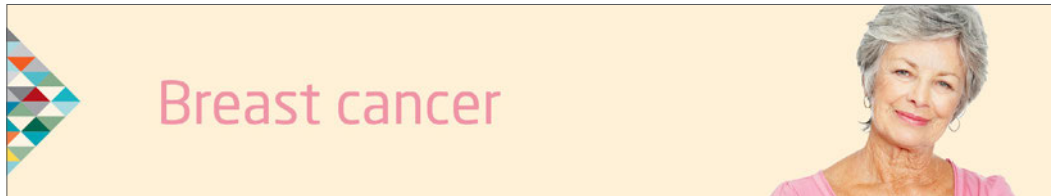
6.2 Photography specification and selection

The following guidelines are provided to help maintain a consistent look and feel across brand communications. These recommendations should be applied whether specifying or briefing photography or selecting images from an image library.

In general, the images we use in Cancer Australia communications should convey to any audience that Cancer Australia:

- **Celebrates diversity**

  Imagery should reflect Australia's multiculturalism and range of demographics.

- **Respects people's dignity**

  Care should be taken that the tone reflects the sensitivity of cancer as a subject matter.

- **Challenges stereotypes**

  Always try to use images that challenge stereotypical views of particular groups of people. For example, choose images that show active consumer participation.

  Consider carefully the type of publication the photo will appear in and its audience. Different types of photos are more appropriate for different types of publications.

6.3 Content, cropping and composition

Photographic content should reflect real, everyday scenes wherever possible – real people in real environments – that convey a sense of relaxed confidence that is inspirational to the viewer. Photography should follow the guidelines below

- **Relaxed not posed**

  Not too formal, 'stiff' or conceptual – people looking relaxed and positive

- **Not enhanced**

  Not overly retouched or too heavily 'affected' (colour, contrast etc)

- **Natural lighting**

  Imagery should be lit with natural light where possible

- **Simple composition**

  Many of the recommendations discussed so far can be achieved with cropping. Removing unnecessary elements or detail from an image can often help it communicate more quickly and powerfully.

  Cropping into an image can also help to focus the viewer's attention on important areas (i.e. people) and make the photograph feel more intimate.
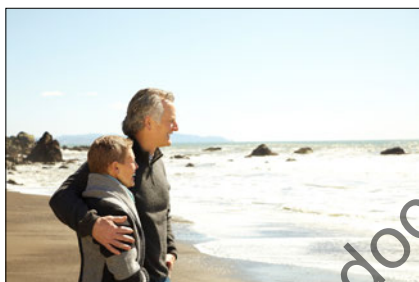
Original photograph

Closer crop

6.4 Some do's and don'ts

Below are some examples of photography that does, and doesn't, work.
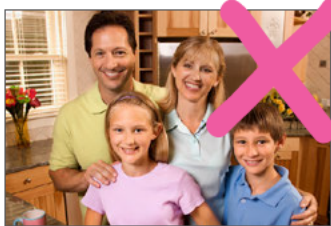
Too posed

Setting too unnatural

Too highly coloured

Too harshly lit
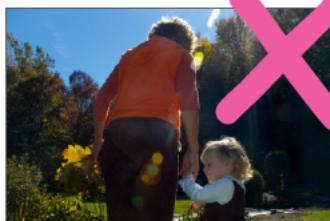
Too dark

Too conceptual

Natural settings, natural lighting, people relaxed and engaged off-camera
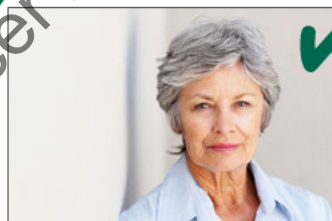
7.0 Charts, graphs and tables

Charts, graphs and tables are used to present information visually and allow the reader to make comparisons and illustrate important points.

- **Use of colour**

  When creating charts and graphs, use colour to bring clarity to the information. In general, try to minimize the number of colours used. When using multiple colours, ensure that enough contrast exists between colours so that information is easily distinguishable.

- **Less is more**

  Use simple, two dimensional geometric forms (i.e. squares and rectangles with straight corners, circles and triangles). Effects and decorative embellishments such as bevels and drop shadows should be used sparingly.

- **Allow the information room to breathe**

  Allow plenty of white space around charts, graphs and tables so they are easy to understand.

7.1 Charts and graphs

Lay charts and graphs out according to the column grid.

- Use Notes font style for text e.g. legends etc. (see page 10)
- Numbers along the y-axis should be right aligned.
- Coloured triangles are used within key text to define the colours.
- .5pt white line must separate areas of different colours.
- Any of the colour palette may be used, including tints (where necessary).

Chart title
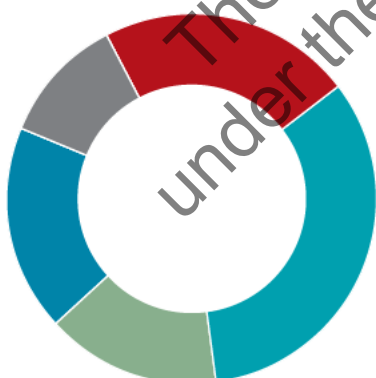
▶ Key A
▶ Key B
▶ Key C
▶ Key D
▶ Key E

Chart title
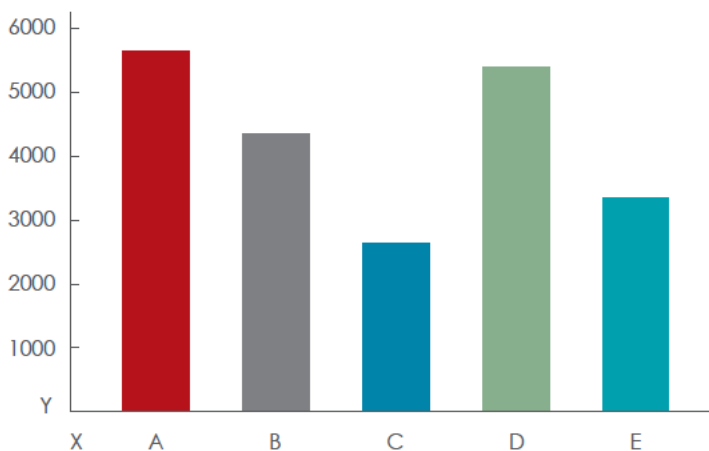
▶ Key A ▶ Key B ▶ Key C ▶ Key D ▶ Key E

7.2 Tables

Lay tables out according to the column grid, generally using the full width.

Use a solid full colour bar for the top title row. Each subsequent row should be separated by a 0.5pt line and coloured in white or alternating red tints (as shown below).

Method	Years 1 and 2	Years 3 – 5	After 5 years
History and clinical examinations	Every 3–6 months	Every 6–12 months	Every 12 months
Mammography	Every 12 months	Every 12 months	Every 12 months
Chest X-ray, bone scan, CT, PET or MRI scans, full blood count, biochemistry and tumour markers	Only if indicated on suspicion of recurrence		

8.0 Examples and assets

The applications on the following pages demonstrate how we bring all our branding elements together to create on-brand communications. The applications shown are concepts and demonstrate the use of our look and feel in our commonly used media.

These applications clearly cannot address every consideration you might encounter. They serve to demonstrate the tone and style we wish to adopt, and should be thought of as a guide to help you create applications.

Banners

Stationery

Website

![Australian Government — Cancer Australia]

Cancer Australia

ABORIGINAL AND TORRES STRAIT ISLANDER BRAND GUIDELINES

Contents

1

Introduction

This document provides guidelines for use of the brand identity for Cancer Australia's Aboriginal and Torres Strait Islander design work. The brand identity was developed in 2014 by Dreamtime PR, and Aboriginal and Torres Strait Islander firm, with the artwork 'Our Journeys' (see front of Brand Guidelines) created by Jordan Lovergrove, a Ngarrindjeri man.

As the central design element for the brand, it was developed to represent the experience of Aboriginal and Torres Strait Islander people with cancer. The white dots are the journey of each individual; the patterned areas are the different landscapes and regions of Australia; and the colours are the different cancer types.

Cancer Australia, as the leading agency shaping cancer control in Australia, is depicted by the central ochre meeting place which draws stakeholders together to share ways to improve cancer outcomes. The kangaroo prints and the fish leading to and from the meeting place represent the flow of information and engagement between Cancer Australia and Aboriginal and Torres Strait Islander people.

Our vision

Our Reconciliation vision is to recognise and respect the cultures, histories and dignity of this country's first peoples, and to use our knowledge and influence to help close the gap on cancer outcomes between Aboriginal and Torres Strait Islander Australians and non-Indigenous Australians. We believe that Reconciliation is an ongoing journey, requiring co-operation, understanding and mutual respect. We believe that the gap can be closed and that we, as an organisation and as individuals, can make a formative contribution. We aim to improve health outcomes for Aboriginal and Torres Strait Islander people through wide ranging strategies which rely on our people and our partners in the community.

Our mission

Our Reconciliation mission is to improve cancer outcomes for all Australians, by building the evidence base and by analysing, interpreting and translating the latest cancer research to inform policy and practice. We do this with a key focus on populations who experience poorer health outcomes, including Aboriginal and Torres Strait Islander peoples.

Our toolkit

Every identity is made up of core elements that combine to create a distinctive brand that promotes a consistent and recognisable identity.

These elements include:

1. The Cancer Australia logo
2. Type
3. Colour
4. Tapestry graphic arrow
5. Aboriginal and Torres Strait Islander Artwork
6. Aboriginal and Torres Strait Islander design elements
7. Illustrations
8. Aboriginal and Torres Strait IslanderAknowledgement statement
9. Aboriginal and Torres Strait Islander web fonts
10. Supporting information

The following pages will explain each of the elements and how to use them correctly.

1. The logo

Australian Government
Cancer Australia

2. Type

Archer

Ideal Sans

3. Colour – Aboriginal and Torres Strait Islander palette

4. Tapestry graphic arrow

5. Aboriginal and Torres Strait Islander Artwork

Duotone treatment:
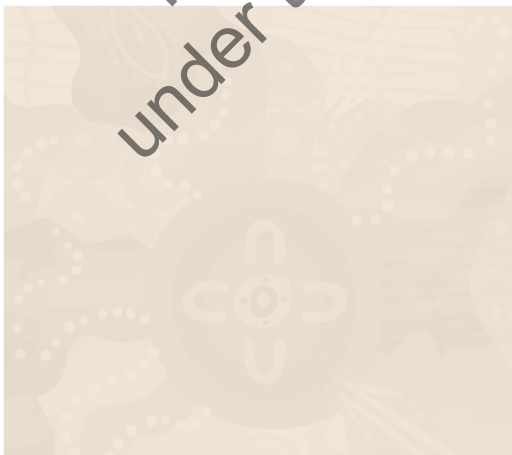
6. Aboriginal and Torres Strait Islander Design Elements
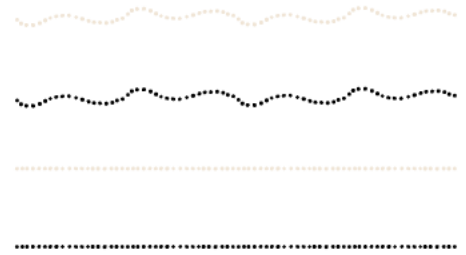
Headline

....

Cancer Australia acknowledges the traditional owners 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.

7. Illustrations

01. The logo

Australian Government

Cancer Australia

"In-line" logo

Cancer Australia's logo, referred to in the *Australian Government Branding Design Guidelines* as 'the Design', is mandated by Australian Government branding. The logo consists of the four elements: the Commonwealth Coat of Arms (Conventional Version 3A Solid), the words "Australian Government" (Times New Roman Bold), an underline and the department or agency name (also Times New Roman Bold). The logo must be used prominently throughout all branded communications in accordance with guidelines laid out in this chapter.

Format and Position
The logo should be placed at the top right hand corner of the item it appears on. The inline (horizontal) version is preferred, and should always be the black version. The logo should not be represented in any more than one colour.

Contrast
The logo should not appear as a light colour on a light background colour, or as a tint or stipple of any colour. The logo should not appear as a dark colour on a dark background.

Isolation zone and minimum size
The isolation zone will ensure the integrity of the logo is not jeopardised through crowding. This zone is defined as 'X' and is based on the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words. This zone is a minimum dimension and applies to every form and application of the logo. The isolation zone separates the design from body text/content, images, logos, edge of the page, other design elements e.g. lines, boxes, callout quotes etc. To ensure legibility at all times, the Coat of Arms in any version of the logo should never, unless in exceptional circumstances, be reproduced smaller than 20mm wide.
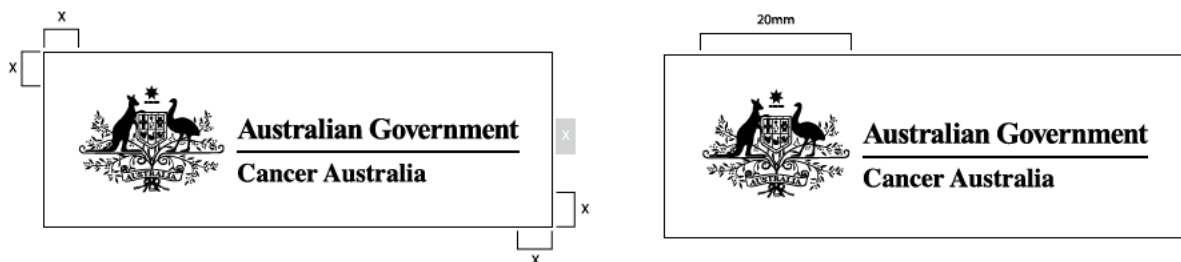
Isolation zone and placement example:
Cover of Community Education Resource and RAP
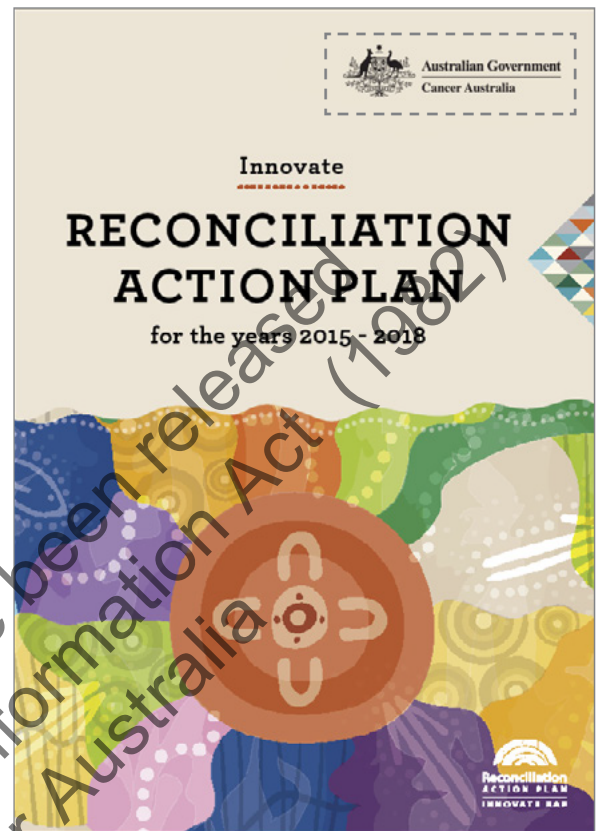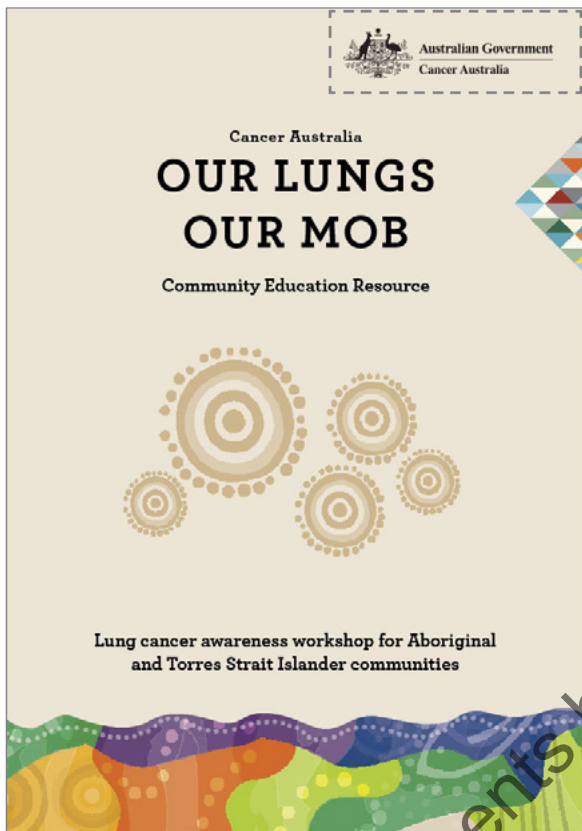
DL Flyer
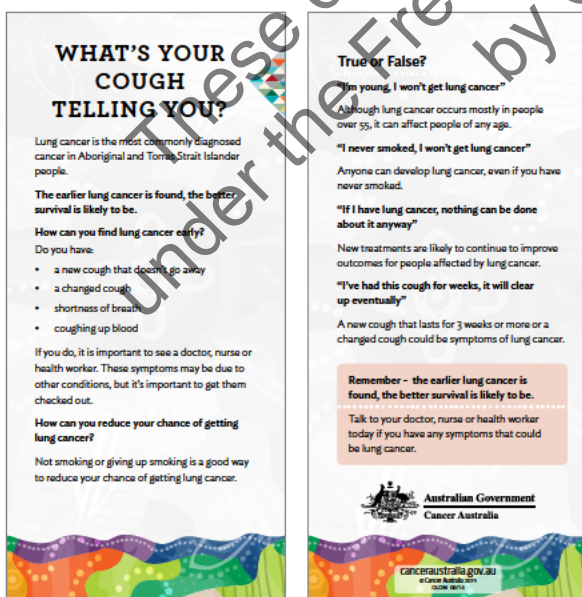
02. Typography

Typefaces have been selected to ensure consistency across all Aboriginal and Torres Strait Islander collateral.

Archer
Ideal Sans

The two typefaces work in conjunction with each other to create character yet remain legible. Archer is the Headline or Chapter heading font, in a bold or medium weight. Ideal Sans for readability as the main font to be used for bodt text and subheads. Two weights of Ideal Sans are used: Light and Medium. Dot points are used for creating lists, with a full point appearing only at the end of the last dot point.

DOCUMENT TITLE
43 to 50 point (Archer Bold)

Headline/Chapter Heading
26 point (Archer medium)

Subhead – 13 point, 1.5mm space after (Ideal Sans Medium)

Body Text – 12 point over 16 point (Ideal Sans Light)

03. Colour

Aboriginal and Torres Strait Islander colours were developed as a palette with a direct reflection back to the Cancer Australia brand palette. The Cancer Australia Red is present, with the "Meeting Place Ochre" and the "Lung" colour (25% tint of PMS 465) being the other dominant colours.

The CEO signed off on the below colour palette July, 2014.

Cancer Australia Red - PMS 1807 as CMYK

Meeting Place Ochre - PMS 173 as CMYK
(at 100%, 75%, 50% and 25%)

Lung - PMS 465 (25% tint) as CMYK

Bowel - PMS 121 as CMYK

Breast - PMS 210 as CMYK

Gynae - PMS 2583 as CMYK

Prostate - PMS 2985 as CMYK
(is national prostate colour)
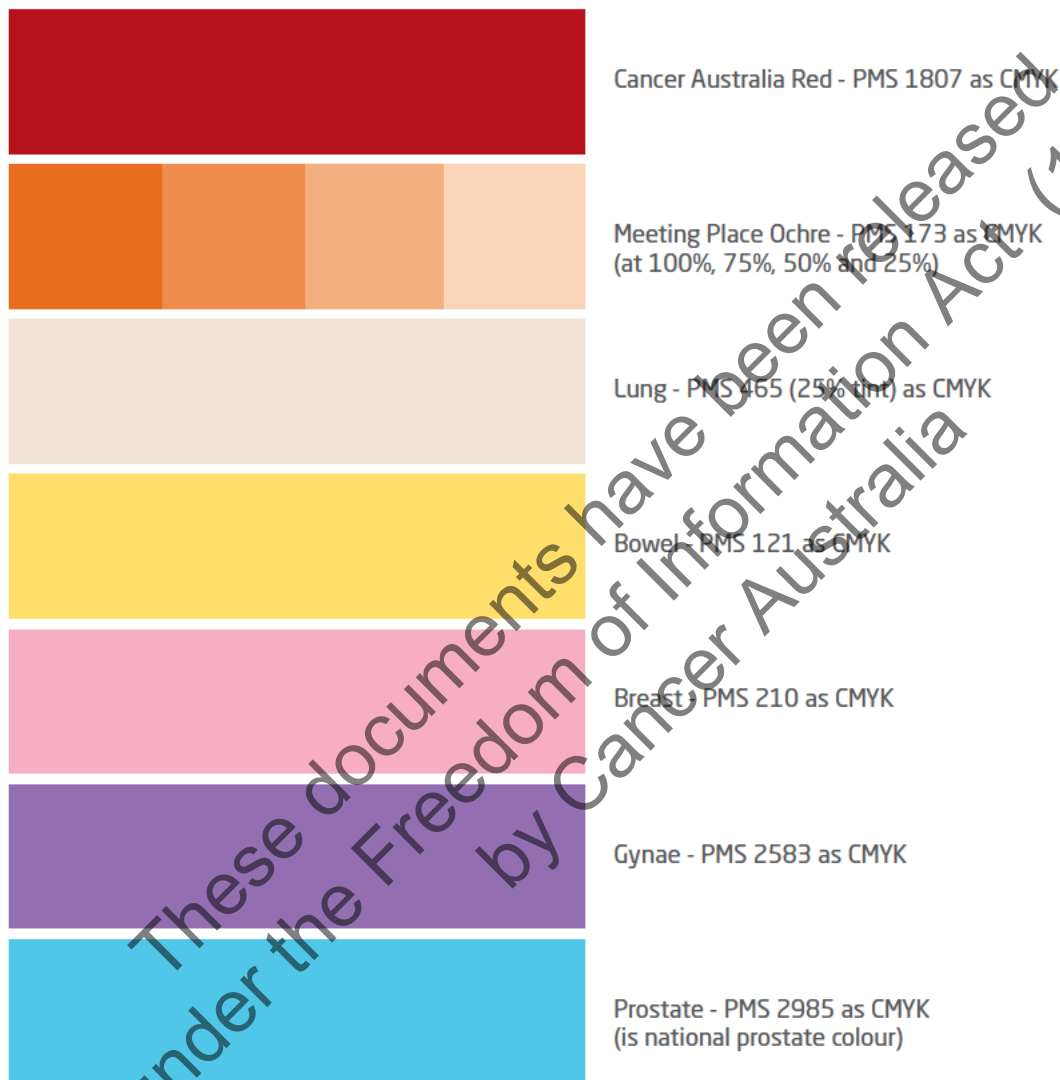
other artwork colours

347 as CMYK

520 as CMYK

Cancer Australia - 179 as CMYK

Cancer Australia - 116 as CMYK

Examples of Covers to documents are provided below, utlising the Aboriginal and Torres Strait Islander Colour palette across a series of Educational Resources.

Educational Resource
– Breast Cancer Pink PMS 210

Australian Government
Cancer Australia

Cancer Australia
WELL WOMEN WORKSHOP

Breast cancer awareness workshop for Aboriginal and Torres Strait Islander communities
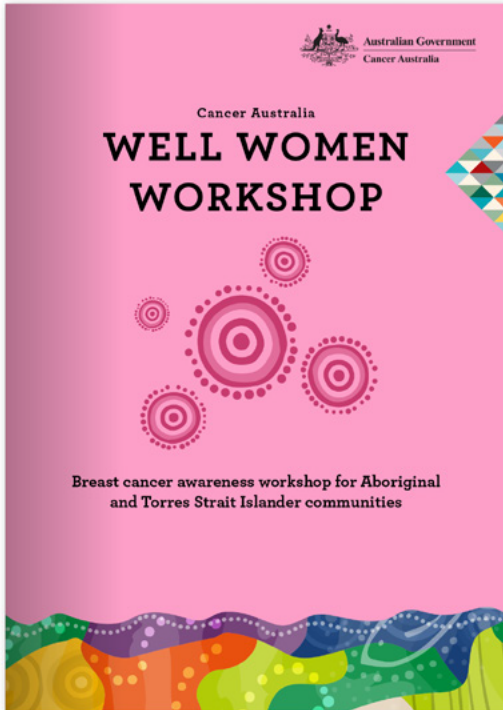
Educational Resource
– Bowel Cancer PMS 121

Australian Government
Cancer Australia

Cancer Australia
BOWEL CANCER

Bowel cancer awareness workshop for Aboriginal and Torres Strait Islander communities
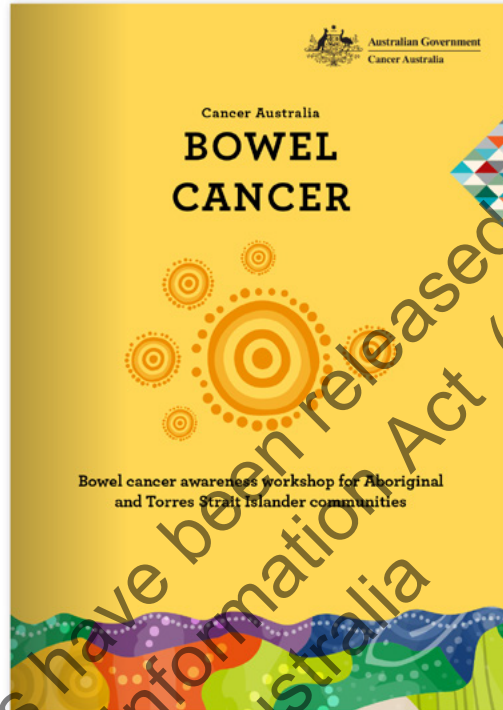
Educational Resource
– Gynaecological PMS 2583 (80% tint)

Australian Government
Cancer Australia

Cancer Australia
GYNAECOLOGICAL CANCER

Gynaecological cancer awareness workshop for Aboriginal and Torres Strait Islander communities
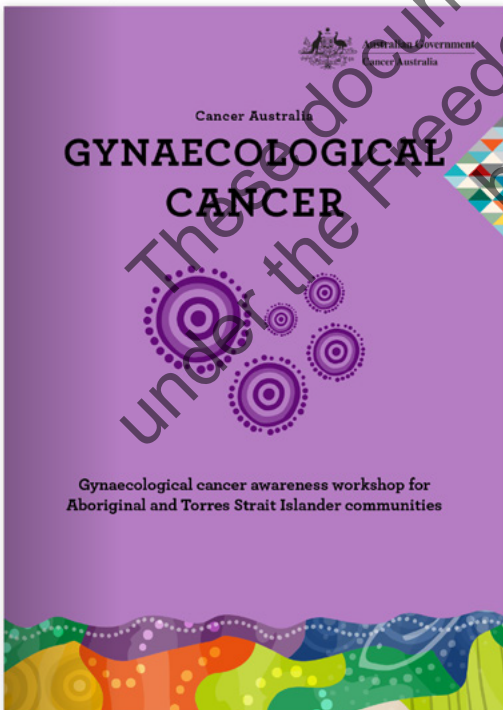
Educational Resource
– Prostate PMS 2985

Australian Government
Cancer Australia

Cancer Australia
PROSTATE CANCER

Prostate cancer awareness workshop for Aboriginal and Torres Strait Islander communities
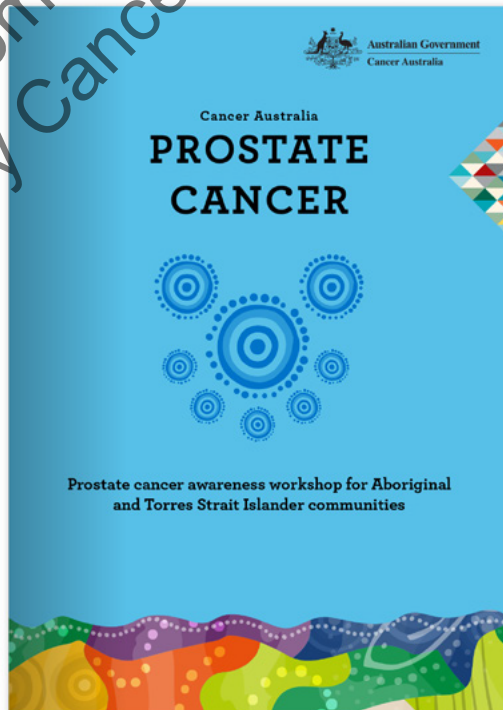
04. Tapestry graphic arrow

The Tapestry graphic arrow incorporates all Cancer Australia palette colours, including tints (except pink). This graphic represents a system of moving parts working together cleanly and efficiently.

The Tapestry graphic arrow is used on the right hand side ofa document, and it aligned to the centre of the headline text.

The Arrow is a ragged shape on its right hand side, whihc sits away from the edge of a document.

An example of usage is on the front page of this document.

05. Aboriginal and Torres Strait Islander Artwork

This artwork was designed and produced by Jordan Lovegrove, from Dreamtime PR. This artwork is titled "Our Journeys" and is a visual representation of the experience of Aboriginal and Torres Strait Islander people with cancer.

The design rationale always sits beneath the artwork, as well as a copyright acknowledgment to Jordan Lovegrove when the Artwork appears in full at the back of a long document.

The artwork also appears in part as a border at the base of documents, with the 'motion' or wavy line and transparent white dots appearing at the top.

Artwork example:

The artwork 'Our Journeys' represents the experience of Aboriginal and Torres Strait Islander people with cancer. The white dots are the journey of each individual; the patterned areas are the different landscapes and regions of Australia; and the colours are the different cancer types. Cancer Australia, as the leading agency shaping cancer control in Australia, is depicted by the central ochre meeting place which draws stakeholders together to share ways to improve cancer outcomes. The kangaroo prints and the fish leading to and from the meeting place represent the flow of information and engagement between Cancer Australia and Aboriginal and Torres Strait Islander people.

Artist: Jordan Lovegrove, Ngarrindjeri, Dreamtime Public Relations, www.dreamtimepr.com

Aboriginal and Torres Strait Islander Artwork - Duotone treatment

Two types of treatment have been defined for the artwork as a duotone, to be used as a background texture in design documents.

Illustrator artwork file to be used is: CA0001 Artwork FINAL_duotone.ai

25% tint of PMS465 behind 15% tint of the duotone artwork

15% tint of the duotone artwork

Duotone treatment examples:

Education Resource
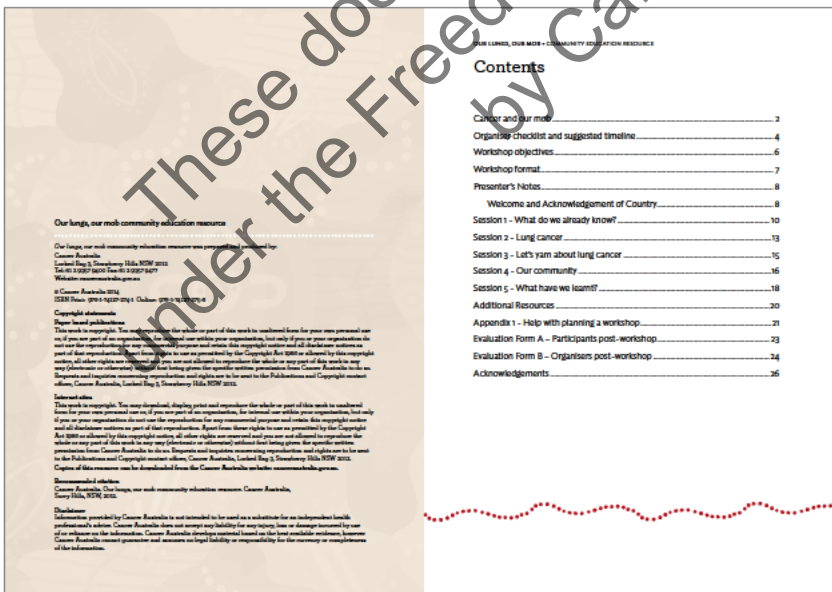
25% tint of PMS465 behind 15% tint of the duotone artwork

DL Flyer
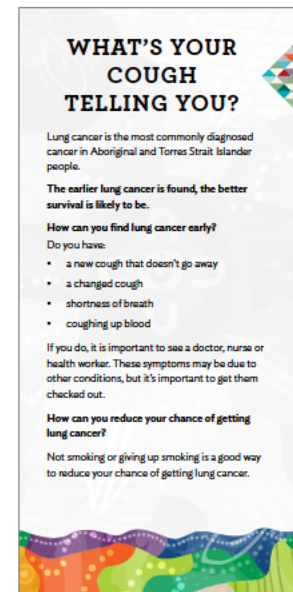
15% tint of the duotone artwork

06. Aboriginal and Torres Strait Islander Design Elements

Circle Artwork

Five circle artworks have been developed to work alongside with the 5 major strands of cancer type, especially those identified as being prevalent within the Aboriginal and Torres Strait Islander (Aboriginal and Torres Strait Islander) community. A Generic Circle artwork was also created for use in collateral that presents an overarching Aboriginal and Torres Strait Islander look and feel, to be used when material does not relate to a specific cancer type.

Generic Circle Artwork

Lung cancer Circle Artwork

Breast cancer Circle Artwork

Bowel cancer Circle Artwork
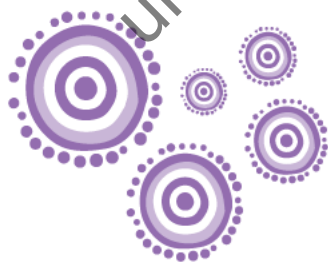
Gynaecological cancers Circle Artwork

Prostate cancer Circle Artwork

Circle Artwork

The Generic Circle can also be used as as a watermark effect, appearing on either a white background as a 10% tint, or a coloured background as a 15% tint.

Generic Circle Artwork examples:

Forum Program

- 10% tint on white background

Forum Flyer

- 15% tint on coloured background

Dotted line Artwork

Dotted line artworks have been developed to work as motifs to highlight text or provide 'dividers' to sections/parts of documents.

These are set into 5 colour strands.

White: for reversing out of colour

Black: for use against stronger colour blocks

Beige, Red and Orange: as the colour options to use to highlight text or areas of interest.

Straight Line Motif

Curved Line Motif
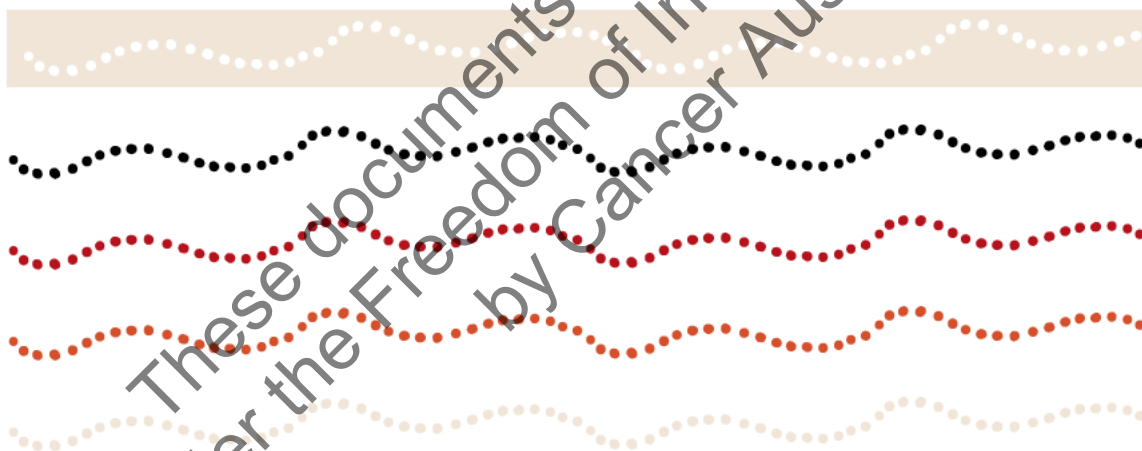
Fish and Kangaroo Paw Line Artwork

Other Motifs

The Meeting Place Circle is an adaption of from the Aboriginal and Torres Strait Islander (Aboriginal and Torres Strait Islander) artwork, pulling out the central motif of the circle, as a stand alone design element. The "Lung' design element also part of the Aboriginal and Torres Strait Islander Atrwork, and is used as a background element behind text to add texture and interest to a page. Currently it appears in lung cancer collateral, but can be used across generic material as well.

Meeting Place Circle

Leaf Design Element (lung cancer motif)

Folios

Please note all folios are to be treated as a graphic element with the page number appearing in a round, red circle always appearing at the bottom left and right of the document.

Artwork element examples:

Education Resource

OUR LUNGS, OUR MOB • COMMUNITY EDUCATION RESOURCE

Presenter's Notes:
Welcome and Acknowledgement of Country

Purpose: This session aims to welcome participants and encourage participation in the workshop.

Presenter's notes

Welcome everyone to the workshop

SLIDE 1

Welcome participants to the workshop.

Introduce yourself (including background and experience).

Explain that the workshop is informal and encourage participants to ask questions throughout the workshop.

Explain that the material covered in the workshop may be sensitive, and some participants may feel emotional.

If available, introduce the counsellor or social worker and let the participants know that support is available.

Welcome to Country

Introduce the person who will be performing the Welcome to Country.

Participant introductions

Ask participants to introduce themselves to the entire group or ask participants to turn to the person next to them and introduce themselves. This provides an opportunity for participants to get to know each other.

Purpose of the Workshop

The workshop today will increase our understanding of lung cancer symptoms and the benefits of diagnosing it early.

Overview of the workshop

SLIDE 2

Give the participants a brief overview of the workshop:

There are 5 sessions with a break for morning tea or lunch.

8

OUR LUNGS, OUR MOB • COMMUNITY EDUCATION RESOURCE

Session 1 - What do we already know?
We will find out what we know about cancer & risk factors.

Session 2 - Lung cancer
We will learn about lung cancer symptoms and when to go to the doctor, nurse or Health Worker/Practitioner.

Break

Session 3 - Let's yarn about lung cancer
We will watch a DVD with some stories from people with lung cancer and how it impacted them and their families.

Session 4 - Our community
We will talk about health and supportive services in our community.

Session 5 - What we have learnt?
We will go over what we have learnt during the workshop.

9

- Document title: Caps, Ideal Sans Medium and Light - 8 point

- Headline: Archer 24 point, 16mm space after

- Curved Line Motif: always beige colour when appears on white

- Curved Line Motif: always red colour to indicate end of a section or chapter

- Folio circle motif

Artwork element examples:

Forum Program

- Document title: Caps, Ideal Sans Medium and Light - 8 point
- Headline: Archer 24 point, 16mm space after
- Curved Line Motif: always beige colour when appears on white
- Red Dotted Line Motif: used as a 'highlight' tool
- 10% tint of the Generic Circle Artwork

- Lung Design Element on coloured background
- Curved Line Motif: black when appears on coloured background
- White Dotted Line Motif in a coloured box. Used as a way to highlight text.

07. Illustrations

The Aboriginal and Torres Strait Islander brand identity is built strongly around the Aboriginal and Torres Strait Islander Artwork and graphic elements, it can readily incorporate illustration. The illustration style has been developed by Dreamtime PR, and a series of illustrations commisioned to provide a basic library of Aboriginal and Torres Strait Islander images. An illustration always appears 'deep-etched' and in a long document it appears at the start of the Chapter or section it relates to.

Illustration example:

Education Resource

Please note: the full catalogue of images is contained within:

CA0001 Illustrations-Catalogue_sm.pdf

08. Acknowledgement statement

All publications in book or booklet format need to include the **Acknowledgement of country and cultural diversity** statement. This statement has been approved by the CEO and is required due to cultural sensitivities, and sits on the inside front cover (or as close to) as possible. Standard placement for the text is above the legal/copyright text, in a transparent box with the header underlined with a dotted motif.

Acknowledgement example:

09. Aboriginal and Torres Strait Islander web fonts

The Cancer Australia website has a section/page dedicated to Aboriginal and Torres Strait Islander (Aboriginal and Torres Strait Islander) news, resource releases and updates. Web licences for the Aboriginal and Torres Strait Islander fonts have not been purchased, with web compatable fonts in an approximation of the Aboriginal and Torres Strait Islander style to be used. This ensures fonts will load correctly across all platforms and devices.

All body text / bulk of text for online resources:

Lato

Headlines / or header text for all online resources:

Domine

10. Supporting documents

Reconciliation Action Plan

Our Reconciliation Action Plan (RAP) documents our ideas and actions on ways that we as an organisation, and as individuals, can contribute to closing the gap. We have used the principles of Relationships, Respect and Opportunities to assist us. The RAP has been developed by our RAP working group, made up of energetic and passionate staff members. The RAP's principal advocate within the organisation is the General Manager of Cancer Care. Our RAP represents the views, ideas and values of the whole organisation, and ownership of our RAP goals and actions has been embraced by all staff at Cancer Australia. Dedicated staff will be guiding the implementation of our actions and the monitoring of our progress.