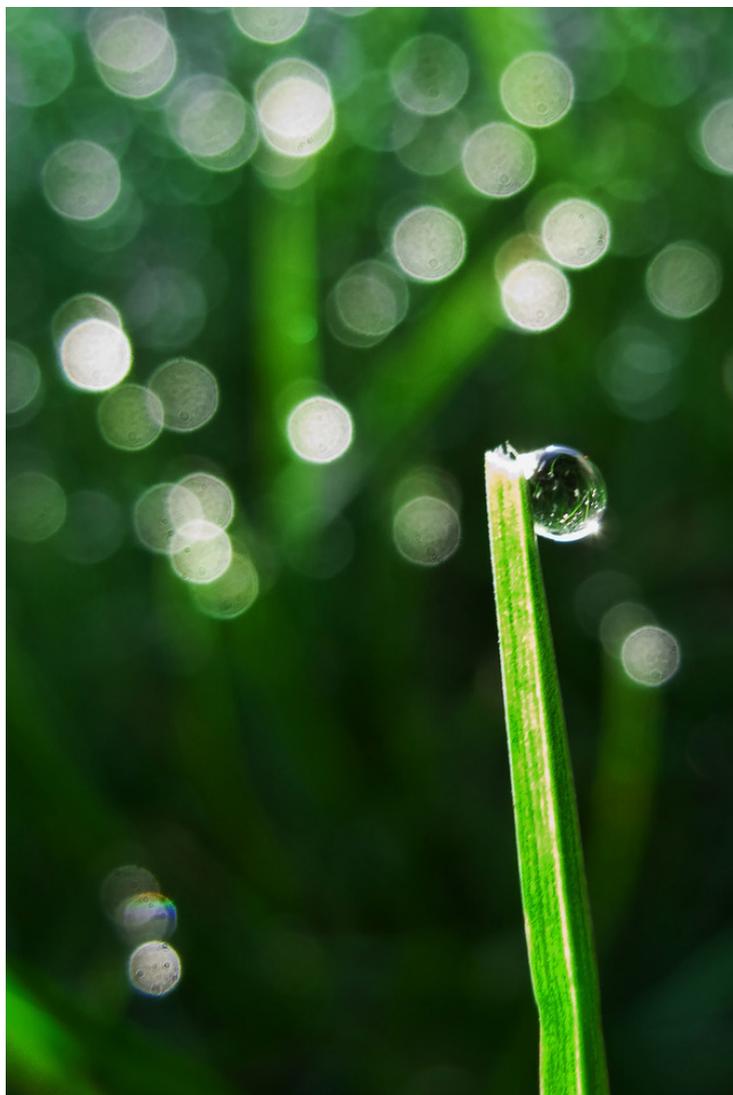


The Australian Prevention
Partnership Centre
Systems and solutions for better health

Brand guidelines

Contents



About

Logo family

Our symbol	4
Logo use	4
Full colour	4
Monochrome and reversed	5
Minimum size	6
White space	6
The ideal size for logo with tagline	6
Incorrect use	7

Colour

Primary colours	8
Secondary colours	8

Typography

Corporate font	9
Template font	9

Images

Dinkus	10
Gradient line	10
Photographic style	11
Graphs and charts styles	11

Stationery

Letterhead	12
Business cards	13
E-signature	13
Report cover	14
Powerpoint document	15
Event program	16

Co-branding

Co-branding with funding and collaborating partners	17
Media release	18

About

The Australian Prevention Partnership Centre (the Prevention Centre) is working to provide the evidence and tools for a systems approach to preventing lifestyle-related chronic health problems.

Across the priority areas of obesity, diet, tobacco, physical activity and alcohol, we will:

- Strengthen the research base for prevention
- Compile and distill evidence about prevention and make readily available what is known
- Help activate an effective and efficient prevention system.

Using a collaborative approach, the Prevention Centre is also aiming for a legacy of greater capacity among both practitioners and researchers for systems thinking about prevention.



The Australian Prevention
Partnership Centre
Systems and solutions for better health

Logo family

Our symbol

The Australian Prevention Partnership Centre (the Prevention Centre) is not bound by limits. The logo symbol is designed to reflect the dynamic and interlocking systems needed to prevent chronic health problems, and the Prevention Centre's mission of finding new ways for policy makers and researchers to collaborate. The symbol also depicts the energy and change that is needed to create an effective prevention system for Australia.

Logo use

Our logo should always be represented correctly and consistently. Use only supplied master artwork – and never recreate or alter that artwork.

Wherever possible, the logo should be used with our tagline: 'Systems and solutions for better health'.

If the logo is used small, the tagline is not needed. See minimum use (next page) for an example.

Full colour

Wherever possible, the colour logo should be used over the mono logo. Our colour logo should appear only on a white background.



cmyk logo with tagline main use



cmyk logo without tagline

Logo family

Monochrome and reversed

Our logo may appear in 100% black or reversed out in white on a plain coloured background, only as shown below.



black logo with tagline



black logo without tagline



white logo with tagline



white logo without tagline

Logo use

Minimum size

With tagline

Minimum use for logo with tagline is x height on tagline no less than 1.5mm. This is the preferred option for logo use.

Without tagline

Minimum use for logo without tagline x height on Centre name no less than 1.5mm.

White space

To help strengthen the wordmark, it's important to define a 'whitespace' that is kept free from other text or elements.

The clear zone is equal to P height.

The ideal size for logo with tagline

Image box size: 30mm high x 83mm
Fit logo within this box size.

This is the preferred size for A4-sized documents.



P = white space

Logo use

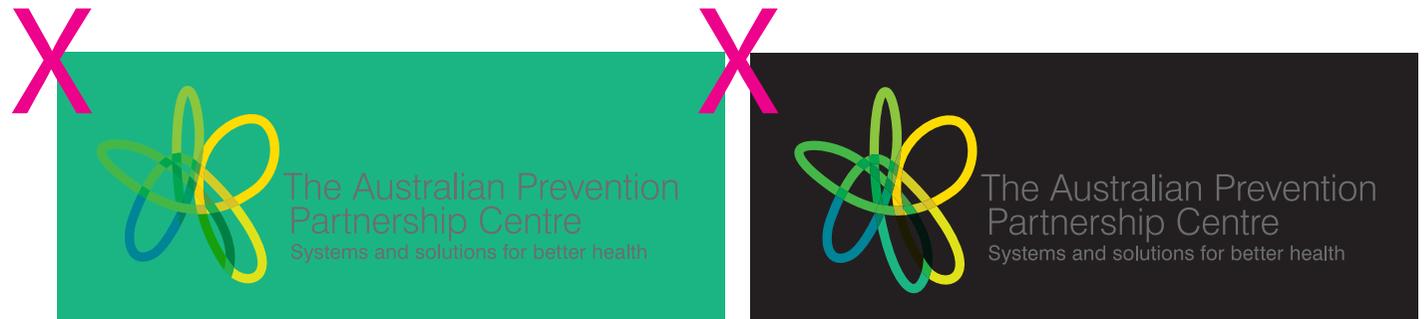
Incorrect use

Here are a few examples of incorrect use of The Australian Prevention Partnership Centre logo.

X Never change the size of the dinkus without changing the size of the name in proportion

X Never use the colour version of the logo on coloured or black backgrounds. Use the mono version instead

Use the logo only as it was intended. See original artwork files or contact the Communications Manager Ainsley Burgess at ainsley.burgess@saxinstitute.org.au



Colour

The Australian Prevention Partnership Centre logo is made up of four colours and a percentage of black. The combination of the colours creates an energy that when used correctly can enhance any document or presentation.

The colours are divided into two groups:

Primary colours

All text to be used at 70% black.

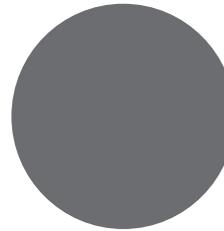
PMS 3405 (C76Y66) is the lively green colour. It can be used as a heading colour or as a solid block colour to highlight information.

Secondary colours

Yellow PMS 109 (M10Y100)

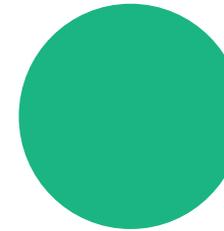
Lime green PMS 368

Peacock blue PMS 323(C100M55Y62)

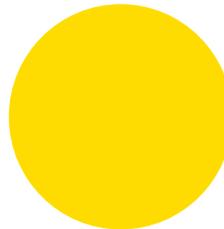


Black 70%

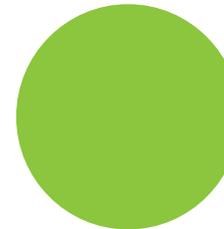
HEX 4D4D4D
RGB 26 24 24



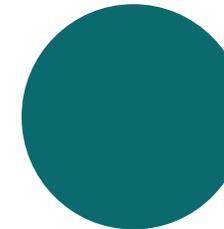
C76 Y66
PMS 3405
HEX 2CAA6E
RGB 44 170 110



Yellow
M10 Y100
PMS 109
HEX FFD66E
RGB 255 214



Lime green
C50 Y100
PMS 368
HEX 80BD26
RGB 128 189 38



Peacock blue
C100 M55 Y62
PMS 323
HEX 00595C
RGB 0 89 92

Typography

Corporate font

The Australian Prevention Partnership Centre logo has been created in the font Swiss721. As this is not a common font, the Helvetica font family has been chosen as the corporate font.

Helvetica is similar to Swiss and is a modern, clean font that is web friendly and easy to read. It also has a large range of styles. The recommended Helvetica styles are:

- Main heading: Helvetica med 24pt
- Subheading: Helvetica Light 18pt
- Body copy: Helvetica Regular 10pt on 14pt leading.

(The general rule is that leading is 4pts more than the font size.)

Template font

Segoe is used in all Prevention Centre templates and stationery. Mac users may use Arial or Helvetica.

The recommended Segoe styles are:

- Main heading: Segoe med 24pt
- Subheading: Segoe Light 18pt
- Body copy: Segoe Regular 10pt on 14pt leading.

(The general rule is that leading is 4pts more than the font size.)

Corporate font

Helvetica Light
Helvetica Regular
Helvetica Medium
Helvetica Bold

Template font

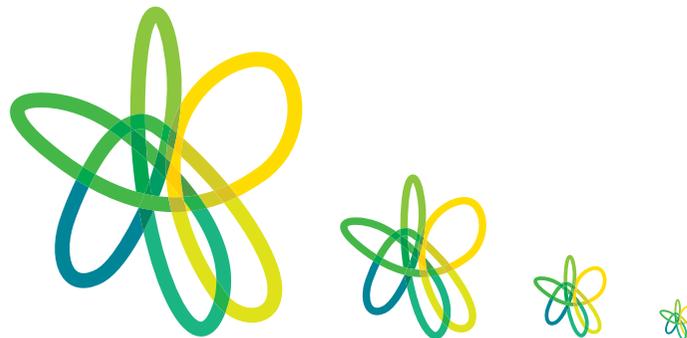
Segoe Light
Segoe Regular
Segoe Italic
Segoe Bold
Segoe Bold Italic

Images

Dinkus

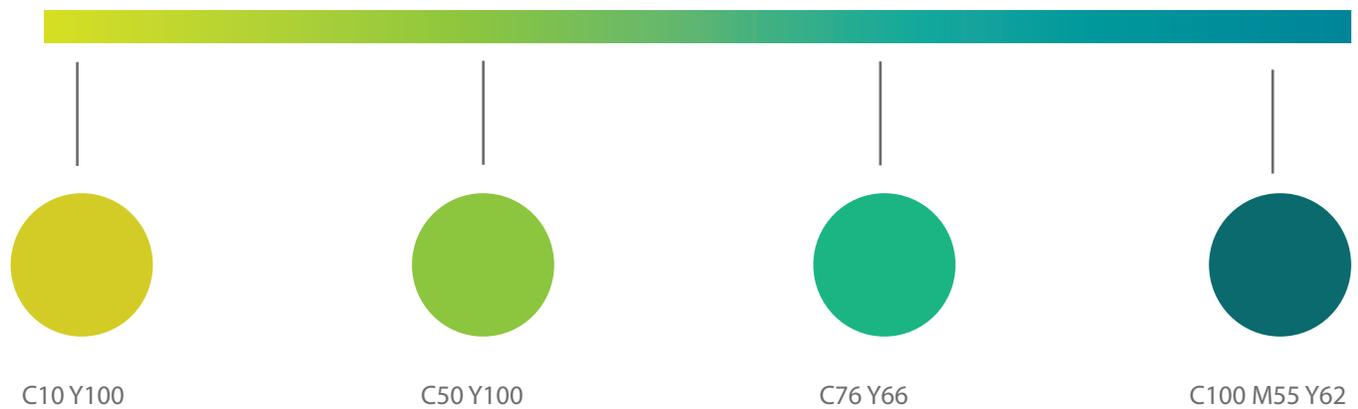
In projects where space is tight but a branding presence is needed, the logo image may be used as a dinkus.

It can be used on follow-on pages of documents, for example, the powerpoint template. It may also be used to indicate the end of a section or story.



Gradient line

In documents where sections need to be separated or finished, this gradient line may be used.



Images

Photographic style

Images chosen or commissioned for use in any material produced for The Australian Prevention Partnership Centre should be bright, clear and colourful.

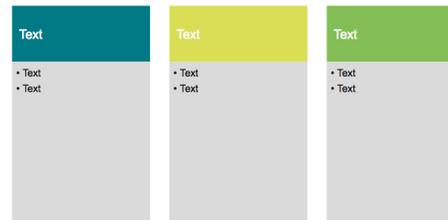
Images that have a sharp focus and vivid colour bring life and energy to a project.

Avoid mono, fades, pastels and blurry images.

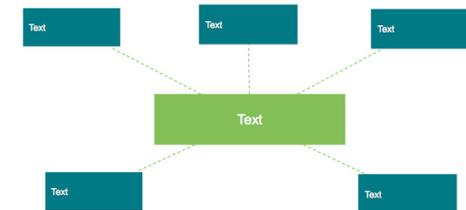
Graphs and charts styles

Graphs and charts have been created in the PowerPoint template using Prevention Centre colours.

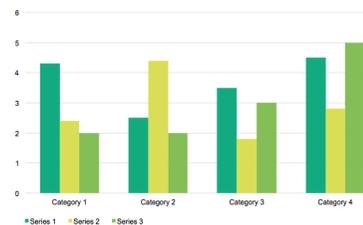
All charts and graphs can be found in the PowerPoint template and used as needed in other documents.



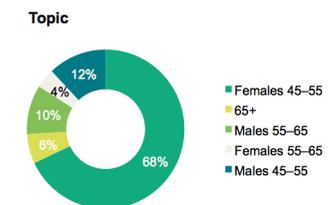
Comparison columns



Web chart



Bar graph



Pie graph

Chart graph

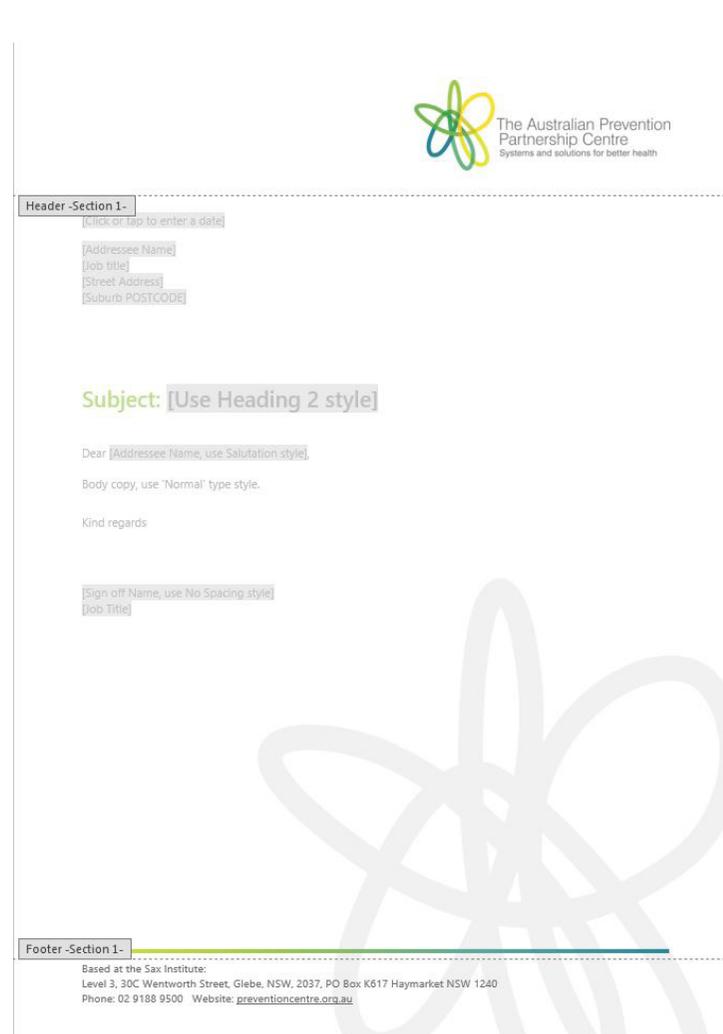
Title		
Text	Text	Text
Text	Text	Text
Text	Text	Text

Title		
Text	Text	Text
Text	Text	Text
Text	Text	Text

Stationery

Letterhead

Samples only.



 The Australian Prevention Partnership Centre
Systems and solutions for better health

Header -Section 1-
[Click or tap to enter a date]

[Addressee Name]
[Job title]
[Street Address]
[Suburb POSTCODE]

Subject: [Use Heading 2 style]

Dear [Addressee Name, use Salutation style]

Body copy, use 'Normal' type style.

Kind regards

[Sign off Name, use No Spacing style]
[Job Title]

Footer -Section 1-

Based at the Sax Institute:
Level 3, 30C Wentworth Street, Glebe, NSW, 2037, PO Box K617 Haymarket NSW 1240
Phone: 02 9188 9500 Website: preventioncentre.org.au

Stationery

Business cards



The Australian Prevention
Partnership Centre
Systems and solutions for better health

Based at the Sax Institute
30C Wentworth Street, Glebe NSW 2037
PO Box K617 Haymarket NSW 1240

Direct: (02) 9188 9500
Email: preventioncentre@saxinstitute.org.au

www.preventioncentre.org.au

E-signature

Ainsley Burgess
Communications Manager



The Australian Prevention
Partnership Centre

Level 3, 30C Wentworth Ave, Glebe NSW 2007
PO Box K617 Haymarket NSW 1240
Phone: 02 9188 XXXX
Email: preventioncentre@saxinstitute.org.au

Stationery

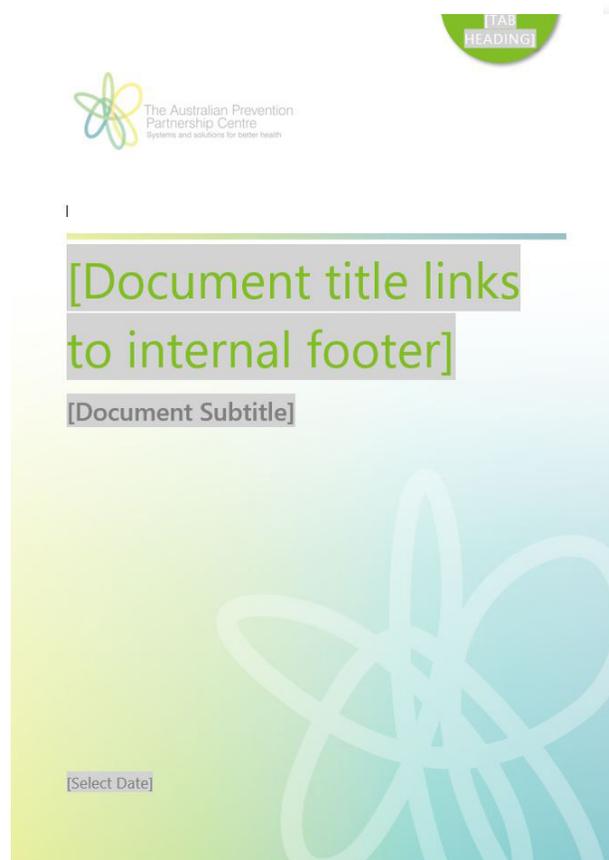
Report cover

The report template is a simple clean design that uses white space so that information is easy to read. The styles for the body copy are also embedded in the template.

Please email the communications team if you have question about the template.

Sample only

Word document name: [Prevention Centre report template](#)



Stationery

PowerPoint slides

A series of PowerPoint slides has been created with multiple options to display your information. Use or delete pages as required.

There are two template styles: standard format and wide format for conference presentations.

The templates include a field at the bottom of the slide if you need to cobrand the presentation.

PowerPoint document names:

- Prevention Centre standard format
- Prevention Centre wide format.

The Australian Prevention Partnership Centre
Systems and solutions for better health

Presentation Title Here

Sub heading here and/or date
Presented by xxxxxx

Slide 1

Heading here

Small heading here Small heading here

■ Body copy comparison layout ■ Body copy comparison layout

Slide 6

Our Partners

Our funding partners

NSW ACT Cancer Council Australia Tasmanian Government VicHealth

Wellbeing SA

SaxInstitute

Slide 2

Heading here

Title		
Text	Text	Text
Text	Text	Text
Text	Text	Text

Slide 7

Heading here

■ Body copy

Insert cobrand here

Slide 3

Heading here for a vertical picture layout

Body copy here

Slide 12

Stationery

Program / Agenda

Sample only.

Word document name:
Prevention Centre Agenda template

The Australian Prevention Partnership Centre
Systems and solutions for better health

[Title]

[Subtitle]

Date [Click to pick a date]

Time [Description and time.00.00 am]

Location [Location]

Contact [Name]
M: [Phone number] E: [email]@saxinstitute.org.au

Travel arrangements [Name]
M: [Phone number] E: [email]@saxinstitute.org.au

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Body copy, use 'Normal' type style.

- List Bullet
- List Bullet
 - List Bullet 2
 - List Bullet 2

List Paragraph

1. List Number
2. List Number
 - 2.1 List Number 2
 - 2.2 List Number 2

[Title] Page 1

Co-branding

The Prevention Centre will properly acknowledge our partners in communications.

Where practical and appropriate, acknowledgement will include publishing the logos of each of the Funding Partners and Administering Institution. Logos will be used with the partners' permission. Where it is not practical to include partner logos in communications, written approval from each partner should be sought.

Where it is not practical to include all logos the Partnership Centre will include a paragraph about the partners' contributions, as shown opposite.

Our funding partners



Hosted by



The Australian Prevention Partnership Centre is funded by the NHMRC, Australian Government Department of Health, ACT Health, Cancer Council Australia, NSW Ministry of Health, Wellbeing SA, Tasmanian Department of Health, and VicHealth. The Prevention Centre is hosted by the Sax Institute.

Co-branding

Co-branding with funding and collaborating partners

When a funding or collaborating partner produces communications about a Centre-funded project, they are required to acknowledge the contribution of the Prevention Centre and other partners.

The Prevention Centre's preferred method for this acknowledgement is:

- The Prevention Centre's and funding and collaborating partner's logos should take equal billing on the communications.
- The funding and collaborating partner is not required to display our partners' logos but should include the standard paragraph about our partners.
- For media releases, the Prevention Centre will issue a media release with our logo and the funding and collaborating partner's logos at the top of the release and our partners' logos at the end of the release.
- If a funding and collaborating partner is issuing a media release, the Prevention Centre asks that our logo and standard text about our partners be included in the release – other partners' logos are not required.



Sponsor logo here

The Australian Prevention Partnership Centre
Systems and solutions for better health

Media release

Date:

Heading here

Copy here Cum faccat voluptatecus volor aut inti cum que errorum int ommolup tatur? Ipid quia seditibea sin et plat deliquat ipis nisit reperem non nonseris aperped ut omnist ulpa ipsandaes escipis stibus aut et est, od milignat es milleni modipsae eos niam, sa venim dipis porum auda por rendunt rent untis dolupti beatisq uaspera incil etus erio etusam, solorati corestium lautemp orionsant qui quiduscit acipit et litia a aut eos si reprim eatem nus.

Ibus doloraes alquide ped molor rest aut et molore dunt venietur suntotaquam sequia ni tem fugiam commodi oranqui atistincto omniendi corest qui corem lis endi blabore peloniment poraper spersperum autemque di ressequam, alitatur? Porepe iam qui rae in pliqui solorum quatqua epelit este susam ellandi ommolup tatetet resto ea que ressit omnis et rere dollabo. Ut esti aut enim in nonetum dolorehent am, que niet restrum volende mporporupta doluptaque mo quam, omniendusa consed maiorrum suntur alia nus.

Tur? Udipiatur? Hillaut latibus, sam fugitas maio moluptur, venihic to quam is et omnis sinvenis renratia nim volorro venectotam eumquib erumque sin peliquati dipsam fuga. Fugjati volorro offic tem rem ius, sum nos millaut illit dolupta tisqui te nossundipis qui doluptatem et es ea apelibusanim elicid ut rem. Et poreper itatis corumque aut volo blaborro cuptatem sa cullendit, quas aut occus.

Illit, volecatis de vellocem pedis parunt, nis assum untia nihic to quide reperio nsequi blaborr orestet occum nst harci intiamus autem quibus magnis percilibus es et facepel isquis soloremper sentem inusam intincia nos imolupit, tem volupicilis accabor aturerferum eum nst, odit alitian ditaspel ilignienis ellique quamet faccatemolul alianto voluptatur, et offic venihillabo. Essequo voluptisin expelecto cuptat.

Our funding partners

Australian Government
National Health and Medical Research Council

Australian Government
Department of Health

ACT
Government

ACT Health

Cancer Council
Australia

NSW
Government

Government
of South Australia

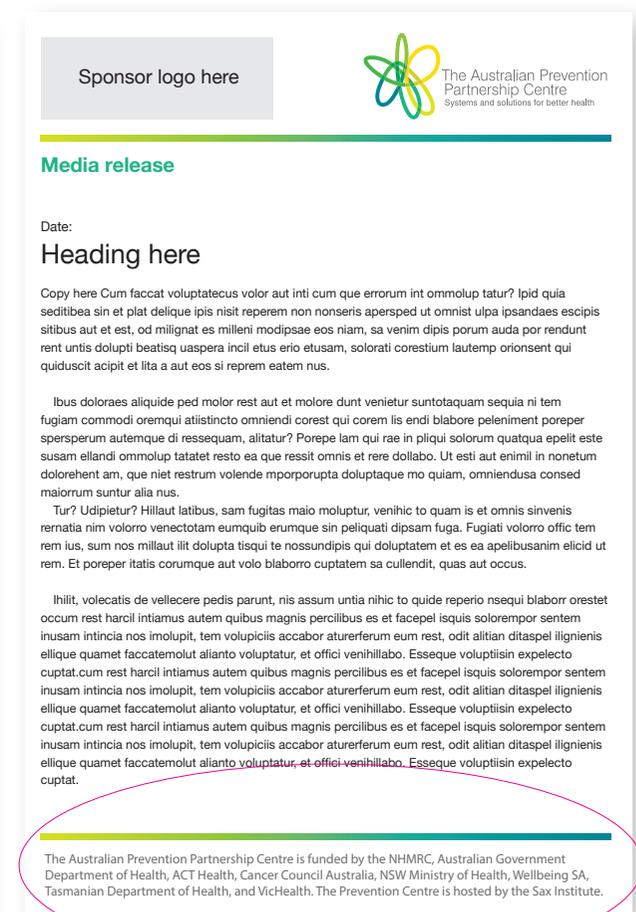
Wellbeing SA

Tasmanian
Government

VicHealth

Hosted by
SaxInstitute

Media Release with funding partner logos



Sponsor logo here

The Australian Prevention Partnership Centre
Systems and solutions for better health

Media release

Date:

Heading here

Copy here Cum faccat voluptatecus volor aut inti cum que errorum int ommolup tatur? Ipid quia seditibea sin et plat deliquat ipis nisit reperem non nonseris aperped ut omnist ulpa ipsandaes escipis stibus aut et est, od milignat es milleni modipsae eos niam, sa venim dipis porum auda por rendunt rent untis dolupti beatisq uaspera incil etus erio etusam, solorati corestium lautemp orionsant qui quiduscit acipit et litia a aut eos si reprim eatem nus.

Ibus doloraes alquide ped molor rest aut et molore dunt venietur suntotaquam sequia ni tem fugiam commodi oremqui atistincto omniendi corest qui corem lis endi blabore peloniment poreper spersperum autemque di ressequam, alitatur? Porepe iam qui rae in pliqui solorum quatqua epelit este susam ellandi ommolup tatetet resto ea que ressit omnis et rere dollabo. Ut esti aut enim in nonetum dolorehent am, que niet restrum volende mporporupta doluptaque mo quam, omniendusa consed maiorrum suntur alia nus.

Tur? Udipiatur? Hillaut latibus, sam fugitas maio moluptur, venihic to quam is et omnis sinvenis renratia nim volorro venectotam eumquib erumque sin peliquati dipsam fuga. Fugjati volorro offic tem rem ius, sum nos millaut illit dolupta tisqui te nossundipis qui doluptatem et es ea apelibusanim elicid ut rem. Et poreper itatis corumque aut volo blaborro cuptatem sa cullendit, quas aut occus.

Illit, volecatis de vellocem pedis parunt, nis assum untia nihic to quide reperio nsequi blaborr orestet occum rest harci intiamus autem quibus magnis percilibus es et facepel isquis soloremper sentem inusam intincia nos imolupit, tem volupicilis accabor aturerferum eum rest, odit alitian ditaspel ilignienis ellique quamet faccatemolul alianto voluptatur, et offic venihillabo. Essequo voluptisin expelecto cuptat.cum rest harci intiamus autem quibus magnis percilibus es et facepel isquis soloremper sentem inusam intincia nos imolupit, tem volupicilis accabor aturerferum eum rest, odit alitian ditaspel ilignienis ellique quamet faccatemolul alianto voluptatur, et offic venihillabo. Essequo voluptisin expelecto cuptat.

The Australian Prevention Partnership Centre is funded by the NHMRC, Australian Government Department of Health, ACT Health, Cancer Council Australia, NSW Ministry of Health, Wellbeing SA, Tasmanian Department of Health, and VicHealth. The Prevention Centre is hosted by the Sax Institute.

Media Release with partners' contribution paragraph

Find out more

For more information about the Prevention Centre's brand guidelines, contact:

Ainsley Burgess
Communications Manager
ainsley.burgess@saxinstitute.org.au



The Australian Prevention
Partnership Centre
Systems and solutions for better health

