

Our Healthy Kids



AH&MRC
Aboriginal Health & Medical
Research Council of NSW



AH&MRC
Live, Longer, Stronger

BRAND GUIDELINES



Brand Guidelines

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Brand Guidelines

About

Our Healthy Kids

Our Healthy Kids is a health and wellbeing education initiative that is part of the Aboriginal Health and Medical Research Council's Live Longer Stronger program which is delivered to school children across NSW.

www.ourhealthykids.org.au

(02) 9212 4777

lls@ahmrc.org.au



Brand Guidelines

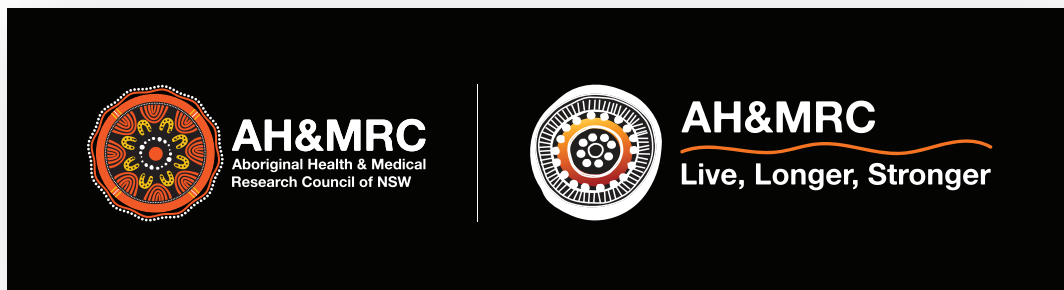
Master Logo

The Live Longer Stronger logo is a lockup logo and must always appear to with the AH&MRC main logo.

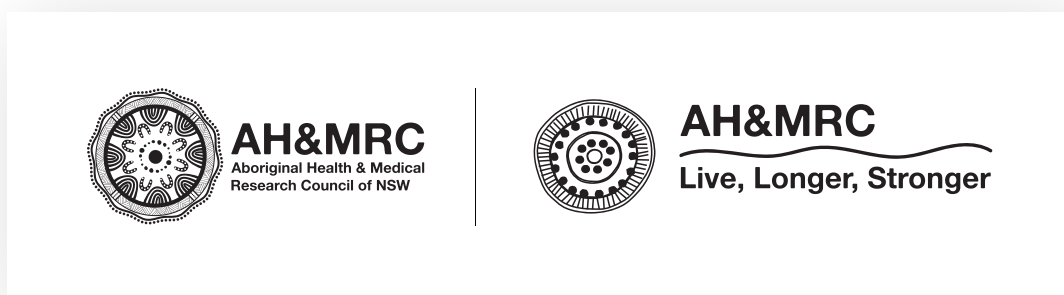


Brand Guidelines

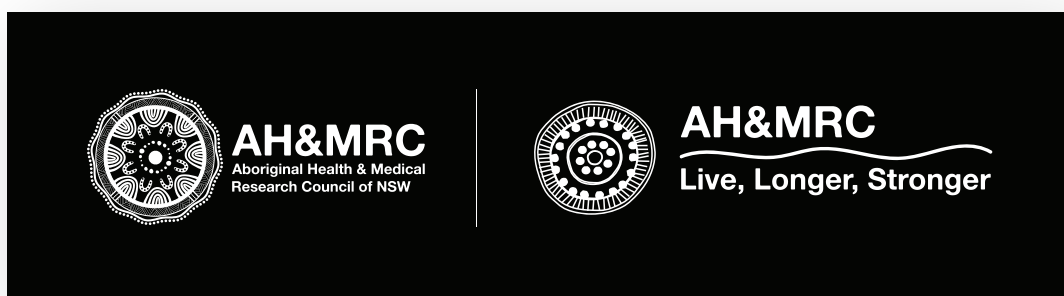
Logo Variations



Reversed



Monotone Black



Monotone White

Brand Guidelines

Preferred usage when promoting Our Healthy Kids

Where ever possible, when promoting *Our Healthy Kids*, place the Logo underneath the *Our Healthy Kids* wordmark.

Our Healthy Kids



Spacing

Our Healthy Kids



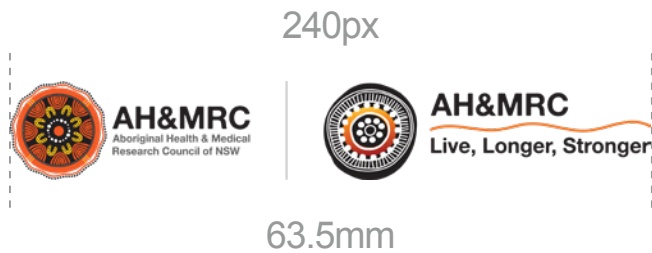
The height of the lower case “u” defines the space alignment between the wordmark and Logo.

Brand Guidelines

Logo Usage

Minimum width

The logo minimum width is 72px or 25mm.



Maximum width

There is no maximum size defined for this logo.

Exclusion zones

Always allow a minimum space around the logo.



The exclusion zone is equal to height of letter 'H' all sides of the logo



Brand Guidelines

Logo Usage

Do Not:



- X** Do not use master (colour) logo on any other background other than white or pale beige. On any other coloured backgrounds, use reversed or monotone logo - whichever offers the best viability.



- X** Do not use logo on a patterned background.



- X** Do not stretch or warp the logo in any way.



- X** Do not present the logo without the AH&MRC logo.



- X** Do not outline the logo or use a drop shadow (even if you think this will enhance legibility). Where legibility is an issue, there are monotone and reversed logos available.



- X** Do not change the colours of the logo



- X** Do not separate or rearrange elements of the logo.



Brand Guidelines

Typography

Program Title Headings

Font for the words “Our Healthy Kids”

Font: **Alte Haas Grotesk** Weight: Bold Kerning: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Body Text and Sub Headings

Font: Fira Sans

A variety of font weights are available, the most commonly used are displayed below. Kerning: 0

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Decorative Font

Font: Dreaming Outloud Sans

For occasional use, mostly in children's educational resources.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

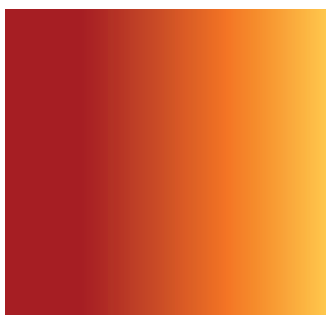
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Brand Guidelines

Brand Colours

Primary



Orange Gradient | location



HEX A61F24 | 23%



HEX F47524 | 69%



HEX FFC94E | 23%



Primary Ultramarine Blue

HEX 3F56A2

R63 G86 B162

C86 M75 Y2 K0

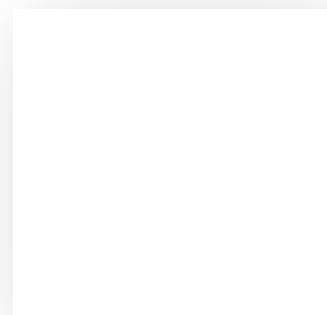


Primary Burnt Orange

HEX CD4F27

R205 G79 B39

C12 M82 Y99 K5



White

HEX FFFFFFFF

R255 G255 B255

C0 M0 Y0 K0

Secondary



Blue Gradient | location



HEX 3f56a2 | 8%

Midpoint marker 67%



HEX 00AEEF | 100%



Orange

HEX F47522

R234 G117 B34

C0 M67 Y99 K0



Warm Yellow

HEX FCB11C

R252 G177 B28

C0 M34 Y98 K0



Deep Red

HEX A41E23

R164 G30 B35

C24 M99 Y96 K18



Turquoise

HEX 5DC5C4

R93 G197 B196

C59 M0 Y27 K0

Brand Guidelines

Indigenous Artwork

Artwork Storyline

The Live, Longer, Stronger artwork represents AH&MRC's commitment to ensuring access to high quality health care services for Aboriginal communities. The colours show the connection to our land and the importance of this in our health journey. Each element points to the health challenges that our people face and the journey to healing.

Aleera Baker, Artist.



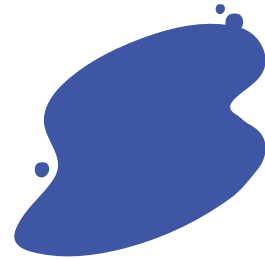
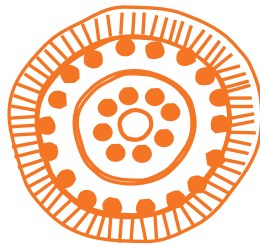
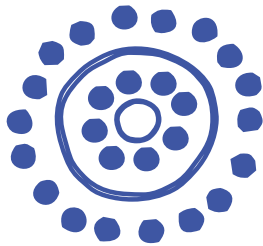
Usage

The indigenous artwork is used mostly as a graphic background or fill for graphic elements in our designs.

Brand Guidelines

Graphic Elements

This suite of graphic elements can be added to designs where imagery or artwork is not appropriate. Any of our brand colours or gradients can be applied to the below.



Speech or text bubbles



Colour Blocks and pattern

These wave shapes are examples of preferred shapes for blocks of colour in designs, to retain a friendly and organic feel. Similar shapes are acceptable.

It is preferred to include an additional 'echoed' shape that is filled with the Live Longer Stronger artwork.

Example:



Brand Guidelines

Healthy Mates Characters

The Healthy Mates characters are an additional graphic support to be included in our branding. They have been created specifically to enhance the children's educational materials, with each character having a specific set of health focuses.



Bawurra the Kangaroo

(Pronounce: Bah-woo-rah)

Kamilaroi (Northern NSW)

Healthy Ears, Healthy Me



Biraban the Emu

(Pronounce: Birra-bahn)

Dharawal (Southern Sydney)

Be Active and Healthy



Banggada the Wombat

(Pronounce: Bun-gah-da)

Yuin (South Coast NSW)

Healthy Eating, Healthy Teeth



Garru the Magpie

(Pronounce: Gah-rru - roll the R's)

Wiradjuri (Western NSW)

Teaching Healthy Habits



Binging the Turtle

(Pronounce: Bin-gin)

Bundjalung (North-East NSW)

Healthy Eyes and Mind

Brand Guidelines

Contact

If you have any questions about the Our Healthy Kids branding, please contact:

AH&MRC Marketing and Communications Team

T: +61 2 9212 4777

E: comms@ahmrc.org.au



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