Western Australian Centre for Rural Health (WACRH)

July 2017
Version 02
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INTRODUCTION

These are the Western Australian Centre for Rural Health - WACRH - visual identity guidelines.

Our visual identity is made up of several elements, all of which come together to represent our core values at the heart of enhancing health opportunities in remote areas and the people we serve.

These elements have been uniquely crafted to reflect our focus on improving education opportunities, health and empower the communities we engage with.

The purpose of this document is to provide a set of rules and guides that will ensure our visual identity remains consistent, ownable and unique. This document also contains examples of resources and imagery which allows for easy reproduction of the brand by staff.

Used correctly, these visual identity guides will help us tell the WACRH story and ensure that those who interact with the region, within the health and education related fields, understand what we are about and who we are.
BRAND SUMMARY

A 
cess 
Access and Pulse

Attributes

Raw

A raw place where basics reach a higher level, a place where rural towns and communities are eager to access high quality services. WACRH seeks to address these needs and create an intimate and fundamental connection through its channels.

Spirited

WACRH’s team is governed by a free, unrestrained spirit, and a deep appreciation and respect for research and work ethics which aim to reach out to the people who deliver and benefit from health related activities.

Tenacity

With a passion for paradigms of ‘remote’ and ‘access’, commitment and unrelenting effort associate themselves with the unforgiving extremes of the outback.

Brand Logic

The brand is inspired by an organisation which seeks to transcend stereotypes and precedence to enable access to deserved health services.

Visuals contained in this guide represent an extension of the raw, spirited and tenacious nature of the organisation as well as the close relationship between the people, the place and the organisation.

Through education and training, partnerships and capacity building, WACRH’s image will encourage others to believe in stepping forward and working together to create a roadmap for improving health and well-being for surrounding communities.
BRAND ELEMENTS

Logo
Colour
Typography
Photography
Graphic Devices
LOGO and NAME RE-INTRODUCTION

Logo

This is the WACRH logo. This guide re-introduces the logo as one which has been uniquely designed and carefully crafted to help tell the story of the organisation.

The elements not only represent the land formations which populate the area but also help translate the essence of the culturally rich and remote communities we serve.

Name

Whilst the name ‘Western Australian Centre for Rural Health’ is the organisation's official name, its team have commonly introduced the ‘WACRH’ name to the community, government, industry and other stakeholders over the years.

This Identity guide plays on this strength to carry WACRH through publications and other PR and promotional activities.

These guidelines outline how to use the logo, visual brand and additional visual identity elements to express to local, state, national and international audiences what it is that makes WACRH so valuable, accessible and unique.
BRAND ARCHITECTURE: LOGO VARIATIONS

The WACRH logo will be used in a variety of applications. For this reason, it is acceptable to use the logo in a number of colours from the palette selection.

**Primary Lockup**
The horizontally stacked version (Primary Lockup) is the official version and the preferred one that should be supplied to other organisations wishing to include WACRH as a partner in their publications.

**Secondary Lockup**
If space is limited, the vertically stacked version (Secondary Lockup) can be used for increased legibility.

**Duotone Colour Palettes**
Duotone colour palettes will enable the use of the logo against darker backgrounds and encourage versatility for marketing and promotional purposes.

PMS colours and complimentary palettes are illustrated in this guide.
LOGO MINIMUM SIZES

Minimum sizes for the WACRH logo have been determined to maintain legibility at small sizes.

Minimum sizes are defined by the width of the logo.

Primary lockups should never appear in less than 30mm in width.

Secondary lockups should never appear in less than 19mm in width.

Duotone logos should always adhere to minimum size restrictions dictated above.
LOGO CLEAR SPACE

A minimum clear space has been defined in order to retain visibility of the WACRH logo.

The minimum clear space required around the logo is based on the proportions of the text ‘Centre’ within the logo.

This distance should be applied to all variations of the logo.
LOGO BACKGROUNDS: COLOUR AND IMAGERY

It is preferred that all full colour variations of the logo appear on solid white and shades of white only.

When appearing on approved photographic or solid colour backgrounds, duotone logo variations may be used to maximise effect and visibility (Secondary Lockup only shown as reversed solid white).

To ensure visibility, care must be taken when placing the logo on photographic backgrounds, making sure there is significant contrast between the logo and the background.

Use of texture backgrounds to demonstrate the organic nature of the organisation is also encouraged.

Examples of correct application are shown on the right.
INCORRECT USE OF LOGOS

The visual integrity of the WACRH logo must be maintained at all times.

Deviation from these guidelines will result in diluted and inconsistent visual identity. This guide also applies to the Secondary Lockup.

Examples of inappropriate treatment of the logo include:

- Altering colours
- Combination of colours
- Duotone variation other than approved colours
- Altering the elements of logo such as typography or form
- Use of photographic background which compromises visibility or legibility

Single colour in non approved colours

Compressed or not sized to scale logo

Combination of colours from complimentary palette

Full colour logo on dark background

Combination of typefaces

White logo with insufficient image contrast
COMMUNICATION HIERARCHY

Our brand is how we present ourselves to our partners, clients and community with cohesion, clarity and commitment.

We all contribute to the long-term success of WACRH as a passionate organisation dedicated to improving delivery of primary and secondary health services to rural areas, attracting and retaining health professionals and providing opportunities for personal and professional development to these professionals.

Depending on who you are and the type of communications you are developing, the brand will play a particular role.

How we are seen and who are we seen with

Holistic Branding
Communications directly from WACRH
Role
- Represents and promotes the entire organisation
- Reflects the unified brand strategy to provide ‘Access and pulse’ senses
- Campaigns and communication activities are emotive and benefit-driven to create spirited attributes

Delivery
Key communications and campaigns to be signed off by Director and Centre Manager

Co-Branding and Endorsed Branding
Joint Communications
Role
- Develop brand partnerships and leverage positive associations with local organisations or WA universities

Endorsed Communications - wider logo placed above partner logos
Role
- Campaigns and communications to be focused on communicating health-related benefits, innovations or other information or aiming to encourage community capacity building

Delivery
WACRH communications and campaigns to be signed off by Director and Centre Manager
Communications executed externally to be forwarded to WACRH
The WACRH logo consists of six colours, appearing in three shades of blue and three shades of brown.

The colours reflect the raw and organic nature of the organisation and its dedication to rural and remote health aspects and opportunities.

### Master logo colour palette

<table>
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<tr>
<th>Colour</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
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<tr>
<td>Tidal</td>
<td>548CVC</td>
<td>C100,M18,Y0,K65 R0 G71 B108</td>
<td>R0 G71 B108</td>
</tr>
<tr>
<td>A (1)</td>
<td>7469C</td>
<td>C100,M20,Y0,K40 R0 G101 B149</td>
<td>R0 G101 B149</td>
</tr>
<tr>
<td>A (2)</td>
<td>549C</td>
<td>C52,M6,Y0,K25 R86 G155 B190</td>
<td>R86 G155 B190</td>
</tr>
<tr>
<td>B (1)</td>
<td>1535CVC</td>
<td>C0,M151,Y100,K38 R167 G99 B100</td>
<td>R167 G99 B100</td>
</tr>
<tr>
<td>B (2)</td>
<td>4645C</td>
<td>C0,M37,Y68,K28 R190 G63 B76</td>
<td>R190 G63 B76</td>
</tr>
<tr>
<td>B (3)</td>
<td>729C</td>
<td>C0,M31,Y62,K18 R211 G157 B96</td>
<td>R211 G157 B96</td>
</tr>
</tbody>
</table>
**Duotone logo**

The duotone logo has been designed to be primarily used as background and will contribute to creating and sustaining the brand through publications.

Where the duotone logo is used within the background image, the master logo can also be used as a holistic mark.

The duotone logo can be used without the logo text, however, the document must incorporate powerful branding elements to retain the strength of our identity.

**Support Palettes**

A vibrant support colour palette inspired by the ‘Raw’, ‘Spirited’ and ‘Tenacity’ themes has been supplied to compliment the primary and duotone set of colours.

This palette will be used to represent the various areas of work WACRH oversees. These include Research, Education and Training and Capacity Building within the broader community.
BACKGROUND AND HEADLINE COLOUR USE

WACRH publications and promotion collateral can contain colours from the master, duotone and support colour palettes.

Colours can be used for headlines or as translucent or solid backgrounds.

Multiple colours from the different palettes can be used within communication, however, colours from the support palette should not be used together.

While the WACRH colours can sit alongside photography and additional colours, care should be taken to select colours that compliment other palettes.

Primary colour palette example

**WACRH HEADLINE COLOUR USE**

The Western Australian Centre for Rural Health (WACRH) exists to improve rural, remote and Indigenous health through excellence in applied scholarly research, innovative health education programs and community service activities.

As an academic centre of all five Western Australian universities, WACRH strives to bring the strengths of universities to bear on the challenges of improving rural, remote and Indigenous health.

**WACRH**

PMS: 7469C
C100.M20.Y0.K40
R0 G101 B149

Support colour palette example

**WACRH HEADLINE COLOUR USE**

The Western Australian Centre for Rural Health (WACRH) exists to improve rural, remote and Indigenous health through excellence in applied scholarly research, innovative health education programs and community service activities.

As an academic centre of all five Western Australian universities, WACRH strives to bring the strengths of universities to bear on the challenges of improving rural, remote and Indigenous health.

**WACRH**

PMS: 7408CVC
C0.M100.Y61.K43
R152 G0 B46
The WACRH brand uses four typefaces for all communications:

**CUCRH Headline** is only to be used in headlines and should always be displayed in capitals - the first letter must be displayed over two lines and the second line should be offset from the first to avoid confusion between words if fonts are of the same size. Alternatively font sizes on the second line can be decreased to create and maintain visual impact, as demonstrated on page 4.

**Helvetica Neue Lt Std - 45 Light** should be used in all body communications and can also be used as headline. Additional sizes of Helvetica Neue Lt Std such as 75 bold or 65 Medium can also be used as Sub-Headings as demonstrated in this document.

Where the font is unavailable on the operating system, it is recommended that Helvetica Neue Lt Std be replaced by Arial for body text.

All body fonts should only be used in the following colour:

- PMS: Warm Grey 8C
- R162 G149 B138

The **CUCRH Stylised Hand** font is to be used on photographs included in promotional material or other publications to complement the ‘Access’ theme. This font should not be used as a heading and should never be used in full as uppercase. Additional vector elements can be used with this font to create a flowing effect.

While specific tracking guides have not been set, the examples in this guide should be used as a visual guide when typesetting headlines and body copy. Access and disability guidelines recommend that the minimum font size used in publications be maintained at 12pt. However, some leniency exists depending on the medium.
PHOTOGRAPHY: 
PEOPLE

Photography of people is an integral part of WACRH’s visual identity. When selecting photographs of people to use in promotional communication, make the selection based on the following criteria:

Images should:

- Capture all aspects of human interaction and connection with the region, land and culture
- Capture both intimate moments (micro) and broader situational moments (macro)
- Images should be representative of all age groups with a focus on young adults and middle aged demographics
- Feel real and down to earth
- Feel like moments or situations have been captured honestly with little or no setup
- Feel as though photographs have been captured in real health or medical related settings
PHOTOGRAPHY: PLACES

When selecting photographs to be used in promotional communication, make the selection based on the following criteria:

Images should:
- Capture all aspects of the regions diverse landscape
- Capture iconic images that best describe the region history
- Take advantage of the rich and raw natural colours during early mornings and sunsets
- Avoid feeling overly commercial or glossy
- Balance ideas of accessibility and remoteness
- Photographs can also be a mixture of purely textural imagery that reference to outback Australia

Colours:
- Photographs should be edited with a warming filter to create orange-ish tones and maintain sustain visuals of landscapes
- Colours should celebrate the true rawness and natural beauty of the region
LOGO ELEMENTS AS HERO IMAGE CONTAINER

The larger elements of the WACRH logo can be used as holding shapes for photography or texture.

A single image can be contained within the line element or multiple images can be housed within the separate elements.

Elements containing pictures of faces and people should be enlarged enough and only two or three elements should be used together to contain one image.

When the logo elements are used in this style, they must be seen in context of either primary or secondary lockup and should only appear on white background.

The logo as image container can be scaled or cropped within page layouts.

Examples of image containers have been illustrated in the next section.
Application Examples
Using Brand Devices
Making Health ACCESSIBLE

Western Australian Centre for Rural Health
Opportunities Knock
Student Info

One of the major reasons that WACRH was founded was to enable health science students to have more opportunities for an educationally rewarding exposure to rural and remote practice.

This website presents information to current and prospective students as well as those coordinating rural placements. Sections of the website include:

- Getting Ready for your Placement
- Placement Checklist
- Rural Placement Town Information
- Student Survey (password required)
- Resources for Coordinators

Rural student placements are completely dependent on the enthusiasm and commitment of local health providers who take on the important tasks of supervising or precepting students’ clinical experiences. Throughout rural Western Australia health care providers rise to this challenge by supervising hundreds of placements.

WACRH offers training in preceptorship and supervision to assist rural and remote health providers. This training has been developed collaboratively with health providers and university departments.

Please contact the Student Support Officer for funding queries only. You should already have spoken to your lecturer prior to contacting the Student Support Officer. Your lecturer will have all the information you need about the Rural Placement Funding.

Address: PO Box 109 (167 Fitzgerald St)
Geraldton Western Australia 6531

Email: admin-wacrh@uwa.edu.au
Phone: 08 9956 0200
Fax: 08 9934 4034

Western Australian Centre for Rural Health
Students

Making Health Accessible

Reaching out to Rural Health

Western Australian Centre for Rural Health
Contact WACRH Marketing section or Management on 9956 0200

We encourage you to be as creative as possible with the assets contained in this toolkit, subject to items and conditions.

We ask that you stay true to the essence of the organisation and use the items in this guide in an enthusiastic, innovative and positive way. Let the photos and images used here be your guide and deepen your belief in the work that we do.

- All elements used in the WACRH Visual Identity Guide must be used to positively promote the organisation as a strong driver to innovative rural health initiatives
- WACRH reserves the right to prohibit use of brand materials if we believe there has been misuse of the brand
- All future photographic material used in brand material must be organisation property