



Aboriginal Mental Health, Social & Emotional Wellbeing Community of Practice

ARTWORK GUIDELINES





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For further information regarding these guidelines, or to request digital files, please contact:

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SECTION 1: OVERVIEW

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1.1 Introduction

Aboriginal Mental Health, Mental Health Branch (MHB) and the Aboriginal Chronic Conditions Network, Agency for Clinical Innovation identified a need to support the Aboriginal Mental Health, Social & Emotional Wellbeing (AMHSEWB) including the Alcohol and Other Drug workforce across NSW, both government and non-government through the establishment of a Community of Practice (CoP).

The Mental Health Branch, in agreement with the AMHSEWB Steering Committee, commissioned two Aboriginal artists to collaborate and create this Aboriginal artwork to represent the CoP story, highlighting the collaboration between NSW Health and the Aboriginal Community Controlled Health Sector (ACCHO).

The master artwork is displayed at the Ministry of Health, 1 Reserve Road, St Leonards and has been digitally adapted for use across all materials that relate to the AMHSEWB CoP.

The artwork is more than just a design it highlights how the CoP will provide a culturally safe platform for peer-to-peer support and to strengthen the alignment of the AMHSEWB workforce in NSW Health and the ACCHO sector.

This artwork and its elements form part of the CoP identity, providing a common base for clear, consistent, unified, credible, and effective communication about the CoP and the support it provides to the AMHSEWB workforce in NSW.



‘Indigenous visual arts provide a means of cultural expression and are a vehicle for the maintenance and transmission of culture. The visual arts are used to promote health and well-being.’

These guidelines have been created to ensure the artwork is used in the most appropriate and respectful way that ensures a professional, unified and consistent brand identity.

The overarching theme of the artwork is 'strength and knowledge'. Highlighting how the Community of Practice brings together the AMHSEWB workforce from NSW Health and the ACCHO sector, through a culturally safe platform to share cultural knowledge, connection and support each other across work in the community.





1.2 Protocols for use

The following protocols will provide direction to the AMHSEWB CoP whose members include staff from NSW Health and ACCHO sector who access the branding, ensuring the production of high-quality communication materials, correct application of the artwork and adherence to approval processes.

This artwork and its elements are to be used in all materials that associate with AMHSEWB CoP

Acknowledgement for Artwork

Any use of this Aboriginal artwork needs to acknowledge its meaning (story) and the artist. All materials featuring this artwork should include the following:

The artwork illustrated throughout this document reflects the AMHSEWB CoP; how it brings together NSW Health and the ACCHO sector, providing a culturally safe platform for the Mental Health, Social Emotional Wellbeing and Alcohol and Other Drugs workforce.

The center piece is the sun representing the knowledge shared, the handprints show the reaching out to communities and the waves depict both inland and coastal waterways that keep us connected.

Artwork: Joseph Stewart - Yuin and Kamilaroi man and Brady Prescott - Ngiyampaa/Barkindji woman.

Approval for use

Use of this artwork and its elements must be approved by the Mental Health Branch, Ministry of Health.

Email: Matthew.Trindall@health.nsw.gov.au



Joseph Stewart
Yuin and Kamilaroi man



Brady Prescott
Ngiyampaa/Barkindji woman

SECTION 2: CULTURAL GRAPHICS

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2.1 Cultural graphics overview

The master artwork may be used in whole, or in part, depending on the type of material it is being applied to. Whole portions of the master artwork may be used and/or individual cultural graphics from within the artwork may be used..

Primary Elements

The primary elements are produced from the main sections of the artwork, consisting of three layers:

1. The focal point is the Centre Piece 'the sun'

This shape represents strength, the vision, and the light that the CoP carries, the knowledge it shares and the care it provides.

2. Handprints around the sun

Moving from the sun, each hand shows the reaching out to communities within the CoP from the South Coast to Far West of NSW and the boundaries they face.

3. Waves of time, knowledge, culture, and tradition

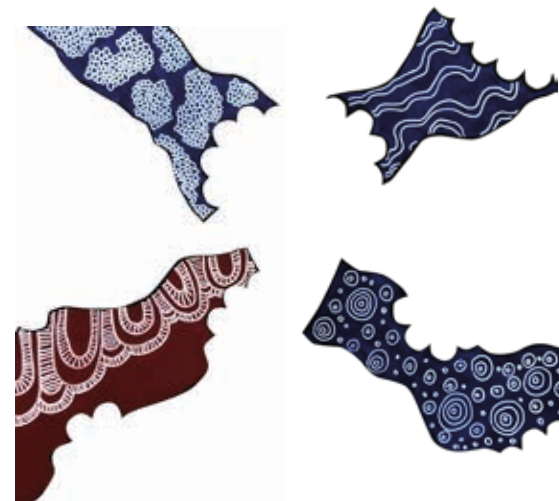
Travelling away from the center these waves depict both inland and coastal waterways which keep us all connected.



Sun



Handprints

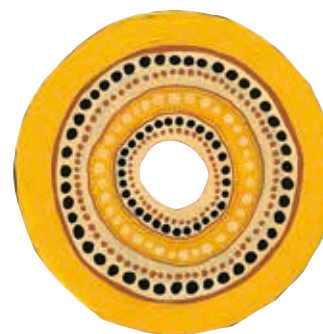


Waves



Secondary Elements

These secondary elements represent the broader connections across the CoP.:





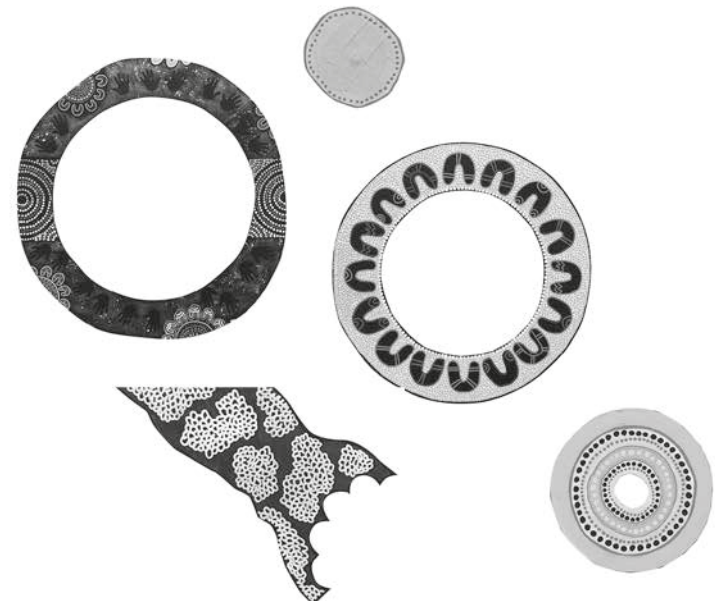
2.2 Variations

Primary and secondary element variations

The primary and secondary element variations can be used in full color or mono color.



Full colour



Mono





2.3 Correct use of cultural graphics

It is important that the artwork and elements are all used in the most appropriate and correct way that uphold the integrity of the artwork and represent the AMHSEWB CoP accurately and professionally.



DO NOT distort or reshape



DO NOT place the cultural elements on photographic backgrounds that may compromise legibility



DO NOT place the cultural elements behind text where that may compromise legibility

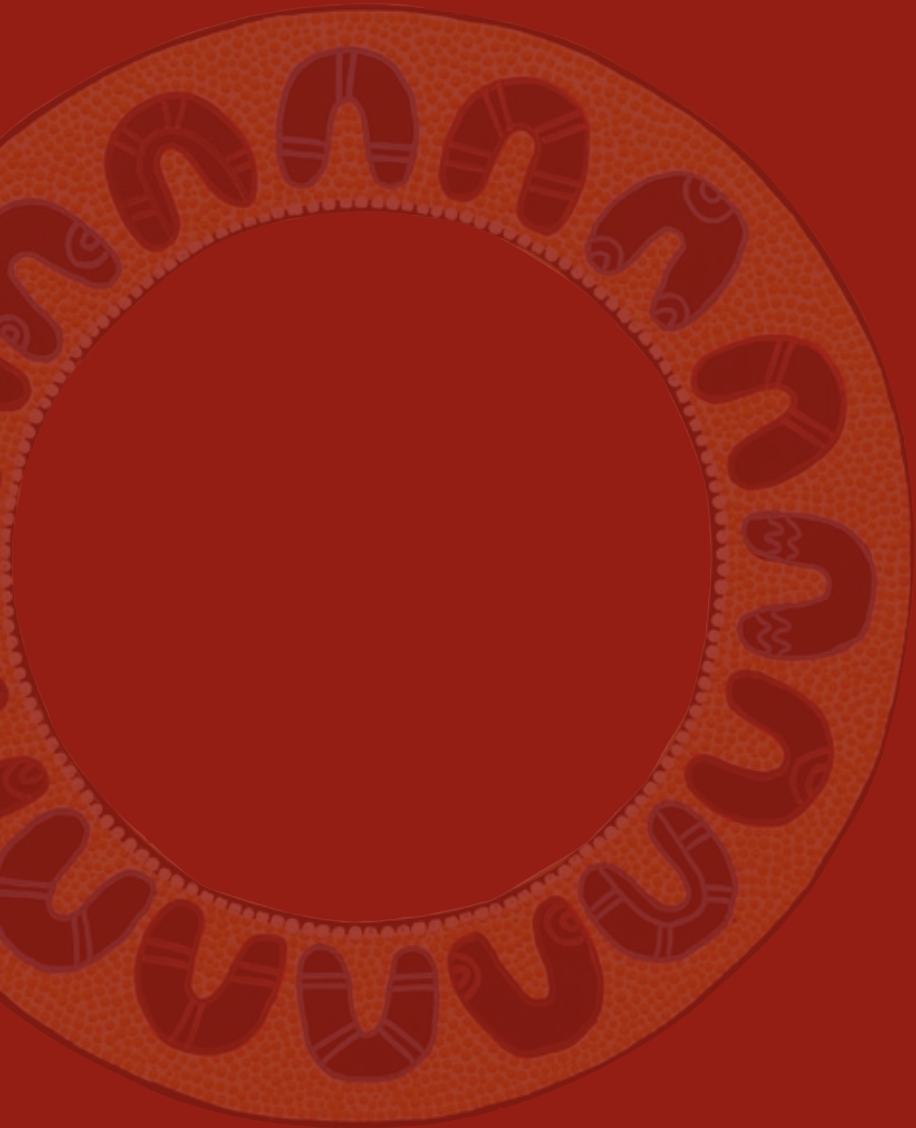


DO NOT use alternate colours



DO NOT use drop shadow





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3.1 Applications

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Ref: [Click here to enter Reference Number] [Click here to enter a Date]

[Click here to enter Name]
 [Click here to enter Address]
 [Click here to enter Suburb, State and Postcode]

Re: [Click here to enter Subject Line]

Dear [Click here to enter Name],

Basic instructions and tips (This style is Heading 1)

- **Important** – Double-click in the footer to add contact details.
- Keep the **'Subject Line'** short.
- Use **'Styles'** to format paragraphs. Don't manually format paragraphs. If the style doesn't look right, put your cursor anywhere in the paragraph, click 'Clear All' in 'Styles' pane, and reapply the correct style.
- Standard document text should use **'Body Text'** style, not 'Normal' style
- Whenever you paste text from another document, keep text only by right-clicking, under **'Paste Options'** select **'Keep Text Only'**, then apply the relevant template styles. Don't assume that styles have been correctly applied.
- Create bullet points using **'List Bullet 1'**, **'List Bullet 2'** and **'List Bullet 3'** styles. Don't use the bullet button in the toolbar.
- Create numbered lists with **'List Number 1'**, **'List Number 2'** and **'List Number 3'** styles. Don't use the list button in the toolbar.
- If your lists or bullets go more than 3 levels deep, they are too complex – simplify your content.
- Use **'Page Break'**, not 'Section Break' when necessary.
- Check **'Accessibility'** – go to 'File' then 'Info' and in 'Check for Issues' click on 'Check Accessibility', then fix all the 'Errors'.

Sincerely,

[Click here to enter Name]
 [Click here to enter Position]

Address Line, Suburb NSW XXXX 02 0000 0000
 GPO Address, Suburb NSW XXXX URL goes here
 ABN 00 000 000 000

Letter head

Powerpoint Presentation Title Document subheading

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Powerpoint – Title slide

Title of slide here

Document subheading

Copy to go here
 • Bullet text here

Powerpoint – Text slide

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Heading goes here
 Subheading here

Pull-up banner – front

NSW GOVERNMENT

Heading goes here

Body text here, Body text here, Body text here, Body text here, Body text here, Body text here, Body text here,

GOAL 1:
 INSERT TITLE HERE
 Body copy here, body copy here

GOAL 2:
 INSERT TITLE HERE
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GOAL 3:
 INSERT TITLE HERE
 Body copy here, body copy here

Pull-up banner – back





3.3 Merchandise



Tote bag – full colour



T-shirt – full colour



Greeting card – full colour



Tote bag – mono



T-shirt – mono



Greeting card – mono



