

Towards Zero Suicides Building on Aboriginal Communities' Resilience Initiative

ARTWORK GUIDELINES





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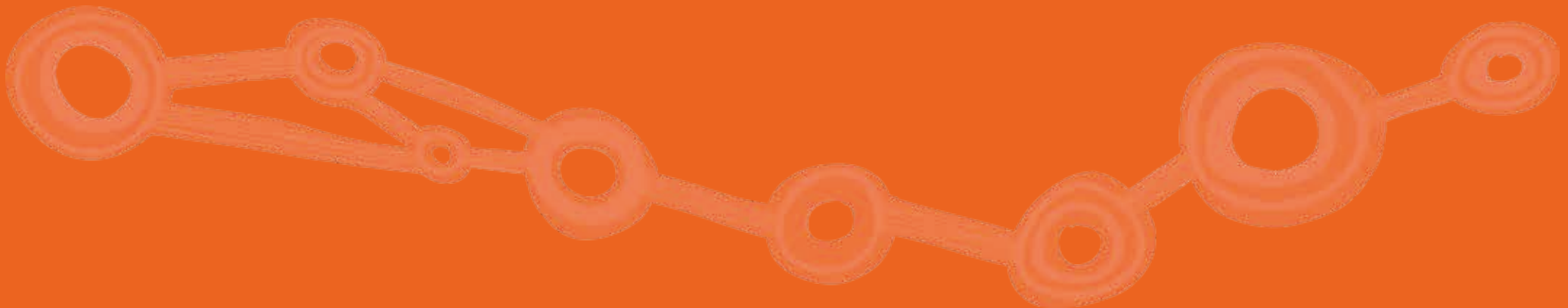
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SECTION 1: OVERVIEW

1.1	Introduction	04
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1.1 Introduction

Aboriginal people are a key priority group for suicide prevention in NSW. The rate of suicide among Aboriginal communities in NSW is twice as high as non-Aboriginal people, and suicide is the 4th leading cause of death for Aboriginal people in NSW (compared to 17th for non-Aboriginal people).

The Towards Zero Suicides Building on Aboriginal Communities' Resilience initiative responds to the voice of NSW Aboriginal leaders and communities emphasising the importance of locally-designed and led, culturally appropriate suicide prevention and wellbeing activities to address the suicide rate in NSW Aboriginal communities. The initiative is established on the recognition that mainstream models of suicide prevention have not been successful in reducing the suicide rate among NSW Aboriginal communities.

The initiative is a joint partnership between Aboriginal Community Controlled Health Organisations (ACCHOs), the Aboriginal Health and Medical Research Council of NSW (AH&MRC), and the Ministry of Health and promotes social and emotional wellbeing by celebrating and reconnecting people to culture and by promoting Aboriginal identity through building on community strength and cohesion.

Recognising this, the Ministry of Health commissioned this master artwork to depict the initiative's story and impact in community, while highlighting the collaboration between ACCHOs, the AH&MRC, and the Ministry of Health.



This digital artwork has been created for use across all materials that relate to the Towards Zero Suicides Building on Aboriginal Communities' Resilience initiative.

The artwork is more than just a design. It speaks to the strength, resilience and diversity of NSW Aboriginal communities, as well as the impact of suicide within those communities. The artwork celebrates community and connection, recognising the importance of each person to their families and community. It also represents the values of NSW Health - collaboration, openness, respect, empowerment.

This artwork and its elements now form part of the initiative's identity, providing a common base for clear, consistent, unified, credible and effective communication about the Towards Zero Suicides Building on Aboriginal Communities' Resilience initiative and the work of NSW Aboriginal communities, the AH&MRC, and the Ministry of Health in supporting Aboriginal social and emotional wellbeing and strengthening local suicide prevention responses.

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.



1.2 Protocols for use

The following protocols will provide direction to Aboriginal Community Controlled Health Organisations (ACCHOs), Aboriginal Health and Medical Research Council of NSW (AH&MRC), and Ministry of Health staff and those who access the initiative's branding to ensure 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 the Towards Zero Suicides Building on Aboriginal Communities' Resilience initiative and associated programs.

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 Towards Zero Suicides Building on Aboriginal Communities' Resilience initiative and how it collaborates with and shares values NSW Aboriginal communities to foster greater knowledge, awareness and success of suicide prevention and social and emotional wellbeing services for local communities.

Artwork by Jasmine Miikika Craciun

Approval for use

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

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



Jasmine Miikika Craciun, Barkindji and Malyangapa artist

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 eight layers:

1. Ripples

This layer is reminiscent of ripples which aims to portray the positive impact each of our lives and presence makes in community.

2. Connected dots

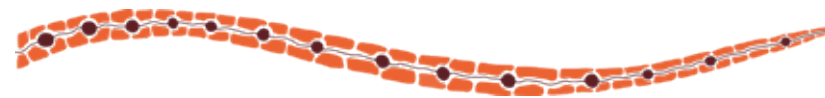
The connected dots represent the journeys each of us takes through life and the obstacles encountered. Each circle represents a significant moment in life, with the continuous line of resilience taking us onward.

3. Lines

These lines represent the paths taken in life and the many paths still to take.



1. Ripples



2. Connected Dots



3. Lines

4. Connected circles

The connected circles portray community networks and the people we rely on in the most challenging times.



4. Connected Circles

5. Artefacts

Country is an important aspect of identity and sense of place. This layer is about representing the many different countries that make up who we are. This layer is made up with varied items and artefacts found across our diverse landscape.



5. Artefacts

6. Buildings and landscape

This row was created to represent all of the different communities affected by suicide. It speaks to the diverse rural, regional, coastal, and urban Aboriginal communities in NSW, across which our struggles are shared.



6. Buildings and landscape

7. Connected people

This layer signifies your place within your family and community and the connection you have with them. This layer is reminiscent of paper cutout people - when one is removed, the chain will never be the same. This layer recognises the importance of each person in their community and how significant our place is in each of our families, where we are loved and cared for.



7. Connected People

8. Seafern

This vine is representative of the Muloobinba Seafern in Newcastle, and often appears in the work of the artist. Here, the presence of the vine signifies that change is always happening and growth into a more positive space is possible.



8. Seafern



2.2 Variations

Primary element variations

The primary elements can be used in full colour or mono colour.



Primary elements – full colour



Primary elements – mono



2.2 Variations

Secondary element variations

The secondary elements can be used in full colour or mono colour.



Secondary elements – full colour



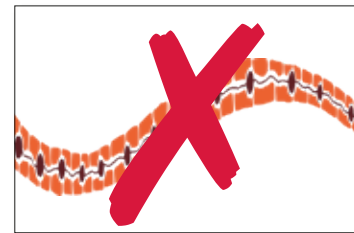
Secondary elements – mono

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 Towards Zero Suicides Building on Aboriginal Communities' Resilience initiative, as well as ACCHOS, the AH&MRC, and the Ministry of Health, accurately and professionally.

The following pages illustrate a number of examples featuring the correct application of the artwork across a variety of materials.

Here we have included some examples of incorrect use of the artwork.



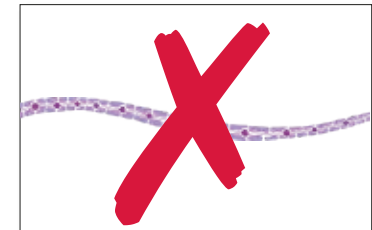
DO NOT distort or reshape



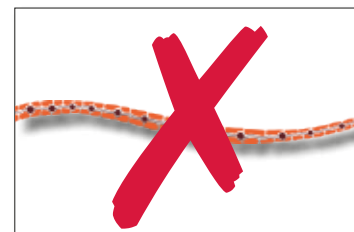
DO NOT place the cultural elements on photographic backgrounds that may compromise legibility



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



DO NOT use alternate colours



DO NOT use drop shadow

SECTION 3: APPLICATIONS

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3.1 Corporate applications

NSW GOVERNMENT

AH&MRC
Aboriginal Health & Medical Research Centre

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

1

Letter head

Powerpoint Presentation Title

Document subheading

NSW GOVERNMENT

AH&MRC

Powerpoint - Title slide

Title of slide here

Document subheading

Copy to go here
• Bullet text here

NSW GOVERNMENT

AH&MRC

Powerpoint - Text slide

NSW GOVERNMENT

AH&MRC

Towards Zero Suicides

Subheading here

Pull-up banner

NSW GOVERNMENT

AH&MRC

Towards Zero Suicides

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

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

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

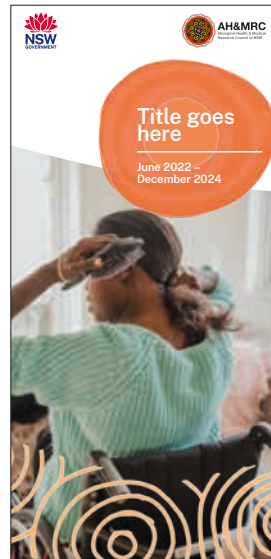
Pull-up banner



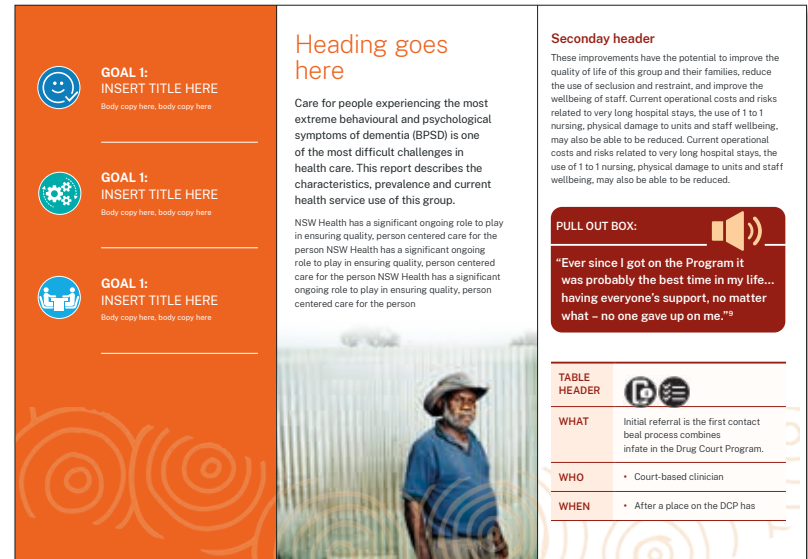
3.3 Collateral



Poster



DL Brochure





3.5 Merchandise



Tote bag – full colour



T-shirt – full colour



Greeting card – full colour



Tote bag – mono



T-shirt – mono



Greeting card – mono



AH&MRC
Aboriginal Health & Medical
Research Council of NSW