

Mental Health Branch

ARTWORK  
GUIDELINES





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Version 1, March 2023

SHPN (MH) 230042  
ISBN 978-1-76023-427-0



## SECTION 1: OVERVIEW

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# 1.1 Introduction

Improving the mental health and wellbeing of Aboriginal communities is a priority of the NSW Government. NSW Health, Mental Health Branch is committed to ensuring Aboriginal people and families receive the support they need and is determined to work in partnership with mental health services and stakeholders to improve outcomes.

Recognising this, the Mental Health Branch commissioned this master artwork to represent the Mental Health Branch's dedication to collaborate with other Aboriginal health agencies and local Aboriginal people and communities.

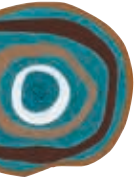
This artwork is displayed at the NSW Ministry of Health Office at 1 Reserve Road St Leonard's and has been digitally adapted for use across all materials that relate to Aboriginal mental health and wellbeing programs, services, and projects within NSW.

The artwork is more than just a design, it is about the organisations values (collaboration, openness, respect, empowerment) and how investments are made to support Aboriginal mental health and tackle health inequities in our communities.

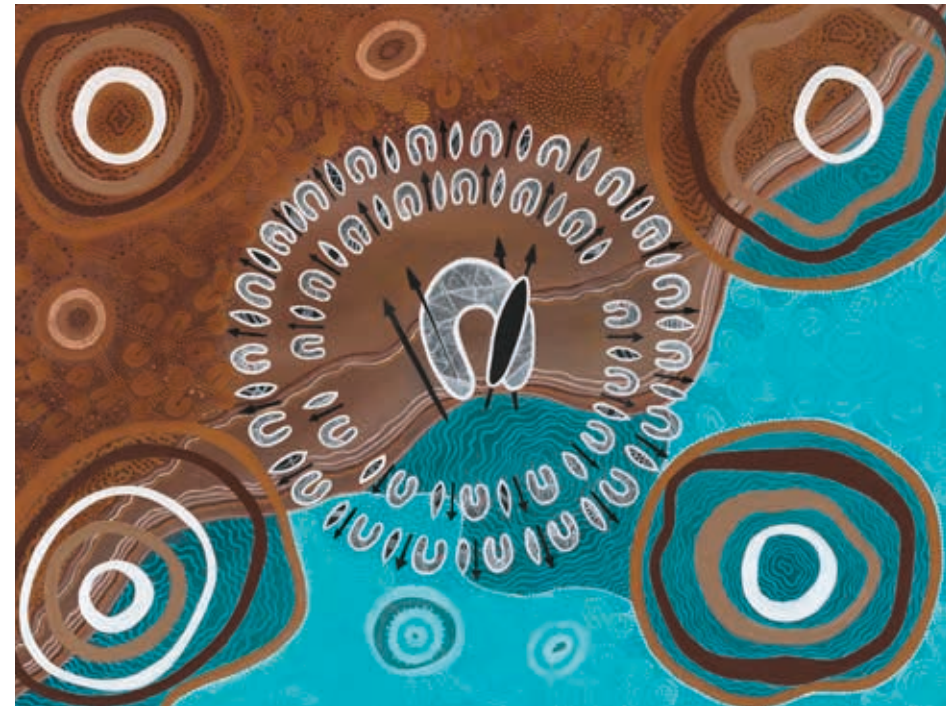
This artwork and its elements now form part of the Mental Health Branch's identity, providing a common base for clear, consistent, unified, credible, and effective communication about the Mental Health Branch and its work with Local Health Districts and Specialty Health Networks in supporting Aboriginal mental health and social emotional wellbeing among Aboriginal communities.

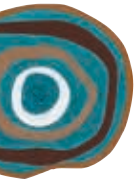


**'Indigenous visual arts provide a means of cultural expression and are a vehicle for the maintenance and transmission of culture. The visual arts are used to promote health and well-being.'**



“You’re not Alone” best represents the intention of the artwork, highlighting how the Mental Health Branch works with other organisations and communities to provide the best mental health and wellbeing support to Aboriginal people, families and communities.





## 1.2 Protocols for use

The following protocols will provide direction to the Mental Health Branch staff and those who access the 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 will be used in materials that associate with Aboriginal mental health programs and services that come from the Mental Health Branch.

It may also be used to represent the Aboriginal Mental Health and Wellbeing Workforce Forum, an annual event funded by the Ministry of Health to bring together workers from Public Mental Health, Aboriginal Community Controlled Health and Community Managed Organisations for professional development.

### Acknowledgement for Artwork

Any use of this 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 NSW Health, Mental Health Branch; how it collaborates with Local Health Districts, Specialty Health Networks and communities to better provide mental health and wellbeing programs, services, and supports with assuring Aboriginal people, 'You're Not Alone' in your journey.

Artwork Lizzy Stageman

### 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](mailto:Matthew.Trindall@health.nsw.gov.au)



Artist, Lizzy Stageman, direct descendent of the Wiradjuri Ngiyampaa and Barkindji Aboriginal nations



## 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 five layers:

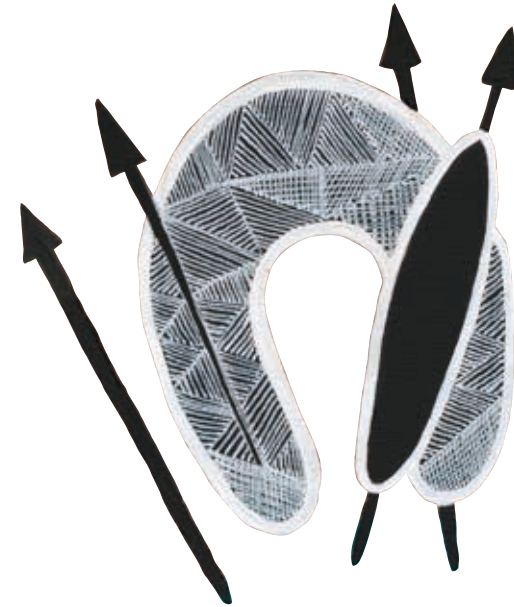
#### 1. The focal point is a dominant $\cap$ shape, surrounded by a double circle of more $\cap$ shapes

This shape represents a single individual; you, a warrior. It is centred and armed with a shield and spears, preparing for battle.

#### 2. Double circle of $\cap$ shapes

Surrounding the individual is a double circle of more armed individuals; family, community and health workers, support is around you. Between every second individual ( $\cap$  shape) there is a fine red line this is the bloodline; family and inclusiveness of community and mental health workforce.

Shield and spears



Double circle of shields and spears





### 3. Four large circular resting place symbols

These bold burnt brown umber, white and ochre yellow circles represent bent not broken.

### 4. Top right, earthen tones meet bottom left ocean blues

The four resting place symbols are placed across each corner; top is the earthen tones meeting the bottom ocean blues, this highlights the land meeting the sea and representing connection and place.

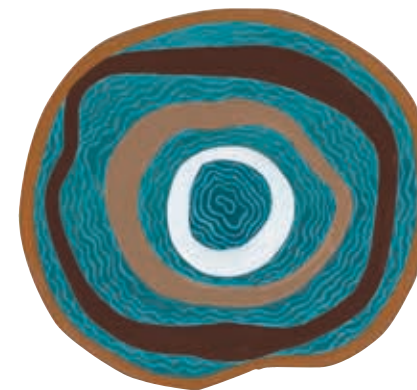
### 5. Travel symbols and campsites

Travel symbols with smaller campsites within the bottom layer this represents the footsteps taken by an individual and others that will join your journey, from the diverse rural, regional, coastal and urban Aboriginal communities in NSW. .

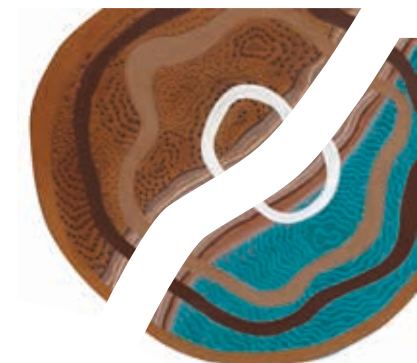
## Secondary Elements

These secondary elements represent the broader connections across the NSW Health and Aboriginal health organisations working together.

Four resting place symbols



Earthen tones, ocean blues

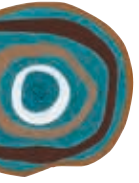


Travel symbols and campsites



Secondary elements





## 2.2 Variations

### Primary element variations

The focal point; the dominant  $\Omega$  shape, surrounded by a double circle of more  $\Omega$  shapes is reminiscent of the artists style and can only be used in mono color with red stripe.

The earthen tones and coastal colors cannot be substituted with any other color.

### Secondary element variations

Secondary elements can be used in full color or mono color.

Primary element variations

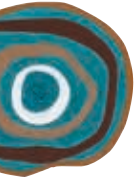


Full



Mono



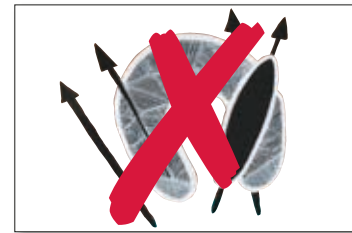


## 2.3 Correct use of cultural graphics

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 work of the Mental Health Branch accurately and professionally.

The following pages illustrate a few 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.



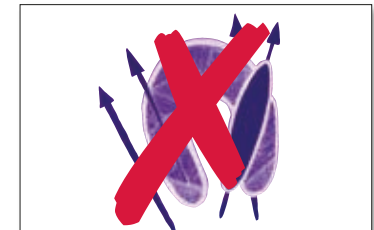
**DO NOT** distort or reshape



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



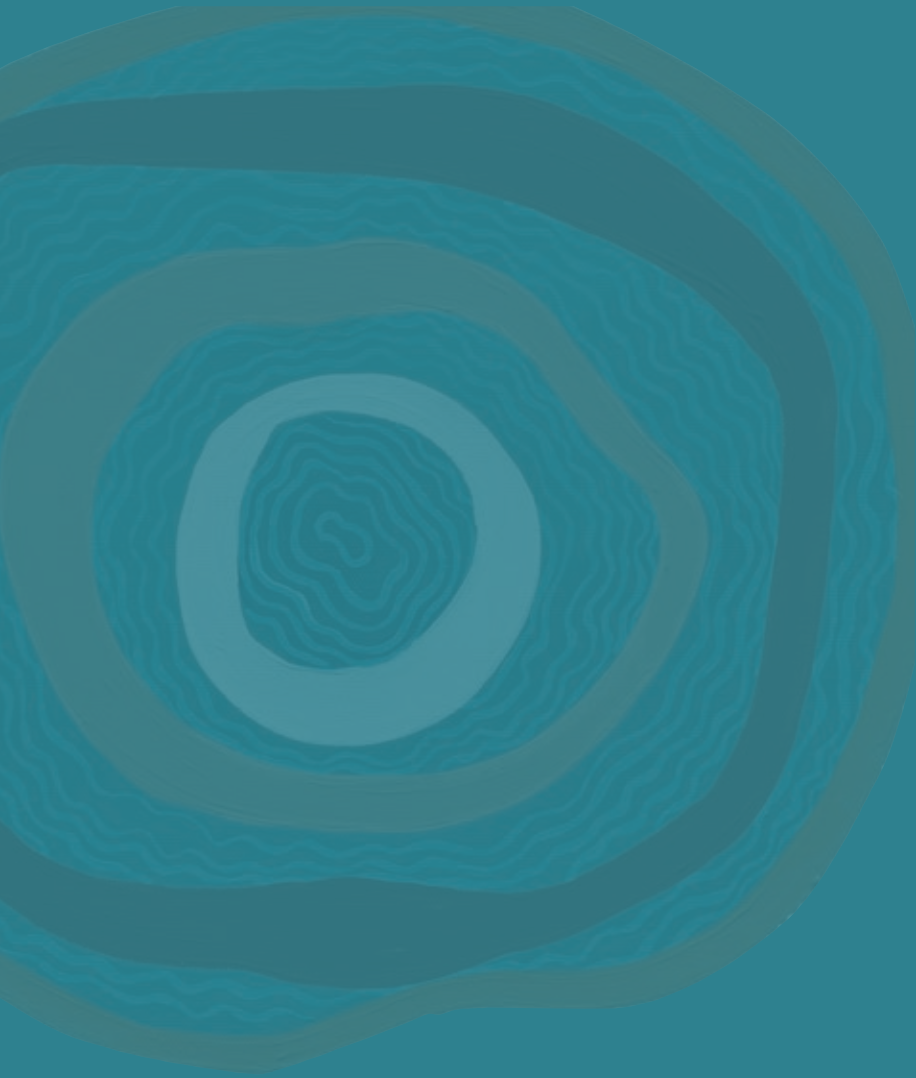
**DO NOT** place the cultural elements behind text where that may compromise legibility



**DO NOT** use alternate colours



**DO NOT** use drop shadow




## SECTION 3: APPLICATIONS

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# 3.1 Corporate applications





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

Powerpoint – Title slide

**Title of slide here**

**Document subheading**


Copy to go here  
• Bullet text here

Powerpoint – Text slide




**Heading goes here**  
Subheading here

Pull-up banner – front




**Heading goes here**


Body text 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

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

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

Pull-up banner – back



# 3.2 Publications



Cover



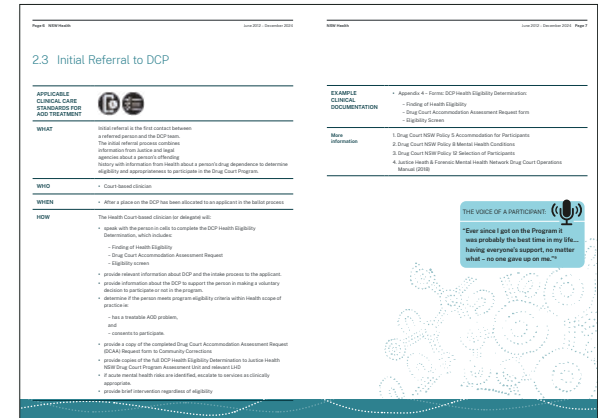
Spread 1



Spread 2



Spread 3



Spread 4



# 3.3 Collateral



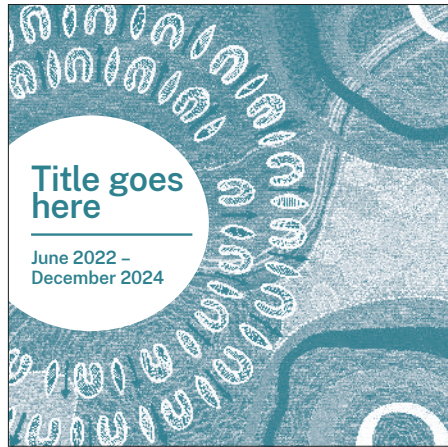
Poster



DL Brochure



# 3.4 Two-colour applications



Cover



Inside spread



Fact sheet





# 3.5 Merchandise



Tote bag – full colour



T-shirt – full colour



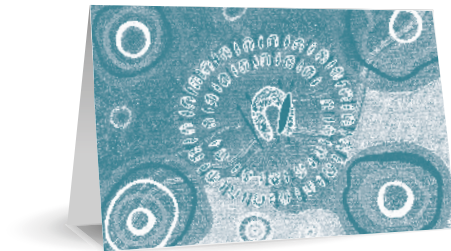
Greeting card – full colour



Tote bag – mono



T-shirt – mono



Greeting card – mono



