



LGBTIQ+ Health Australia

Style Guide

Jan 2021

Changing Our Name

OUR NEW NAME:

LGBTIQ+ Health Australia

Our new name “LGBTIQ+ Health Australia” is to be used within all documents, emails and resources beginning from the 1 Jan 2021.

Dropping the “+” from our name is only permitted within digital formats that do not allow mathematical symbols, such as within our domain name, handles and hashtags.

Website:

LGBTIQHealth.org.au

Hashtag:

#LGBTIQHealthAu

Handle:

@LGBTIQHealthAu

PROGRAM SUB-BRANDING

Programs within the LGBTIQ+ Health Australia range across health issues, target tailored audiences and should follow our new sub-branding guidelines.

These guidelines are to ensure that program branding are not seen to compete with LGBTIQ+ Health Australia’s logo or branding.

And are to ensure that there is consistency across our programs and sub-branding.

TIME-FRAME FOR RE-BRANDING

Our new name was confirmed at our AGM on 30 Nov 2020.

During December 2020, we began to plan and use our new logo on new resources for planning and resource development.

From 4 Jan 2021 our website and social media platforms and new resources should use our new name and logo.

Our Logo

A MORE INCLUSIVE LOGO

Our old logo was made using the 6 colours of the Pride flag, as stars coming together to form a shield.

Our new logo now includes black, brown & transgender and gender diverse colours, to ensure our logo remains inclusive and representative of who we and our members are.

We're stronger, bold, balanced and inclusive. Those colours have now been added to our corporate colours.



Clear Space

CLEAR SPACE: 10 MM

The logo requires 10 mm of clear space between edges of pages, margins, other logos and text.

Please communicate this when passing logos to other organisations or designers.



Member Digital Branding

We encourage all our members to add the appropriate Member Certification logos to their website and EDMs for recognition.

Member Certification must include the alt text: "This website is run by a member of LGBTIQ+ Health Australia, click to verify", and the logo must also link to our member directory:

https://www.lgbtiqhealth.org.au/member_directory

For questions regarding memberships email: members@lgbtiqhealth.org.au

Please share your news and be part of the national conversation using #LGBTIQHealthAu

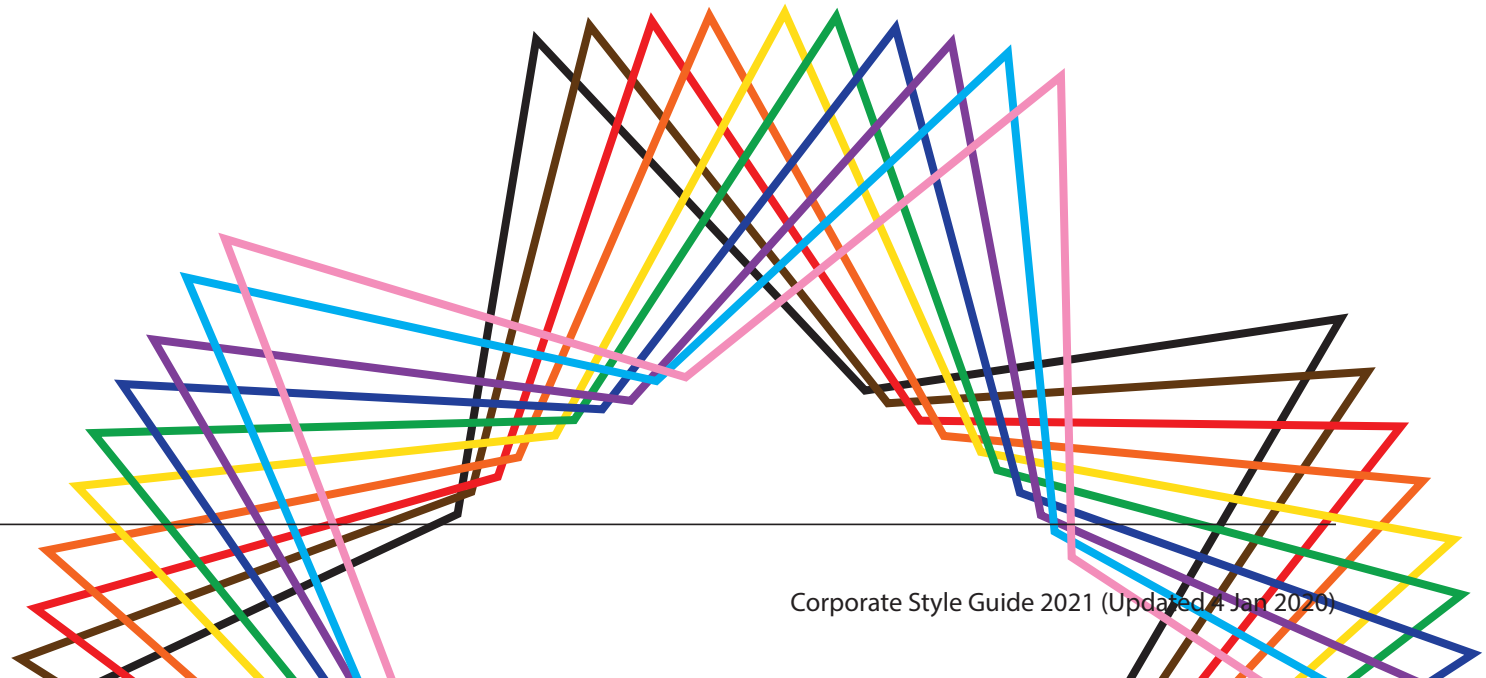
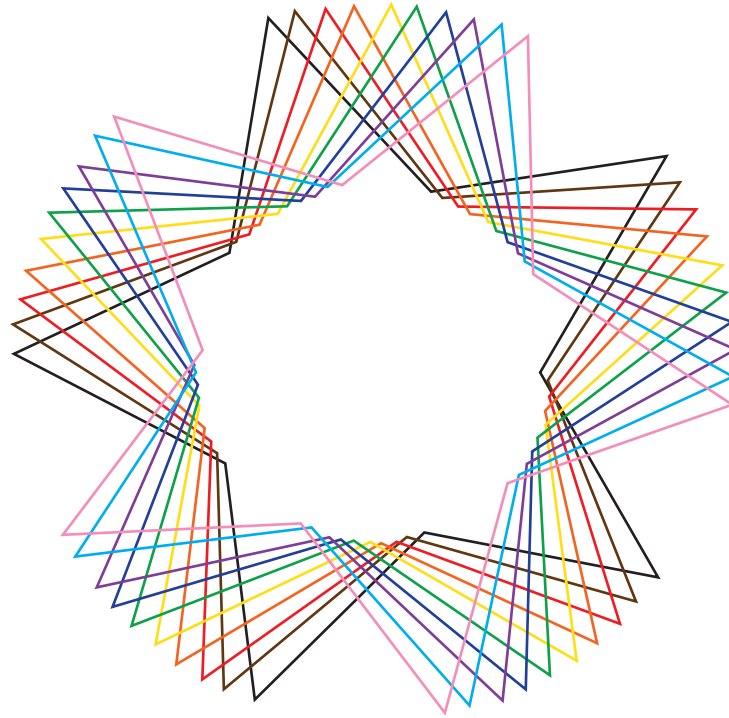


Our Stars

DESIGN ELEMENTS

Our stars can be used independantly as design elements and for decoration.

They should only be used on white backgrounds - or where appropriate solid contrasting colours from our corporate colours.



Colours



ALL THE COLOURS OF THE RAINBOW+ MORE*

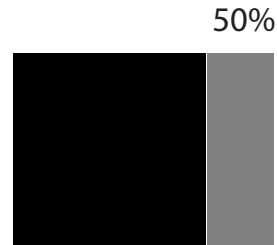
The organisation has a logo made up of 10 primary colours.

- Black and Brown are representative of cultural inclusivity.
- The rainbow colours are used to represent the LGBTIQ+ Pride flag.
- Pink and Blue are used to represent the Transgender flag.

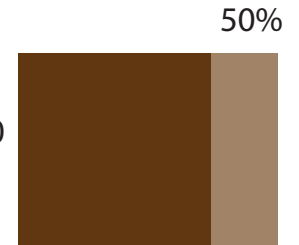
Each colour can also be used at 50% or lower for soft effects. Gradients can be used with adjacent colours on our logo.

White backgrounds are our preferred backgrounds with black text - for accessibility. Wherever possible avoid text on tints or colours.

Black
CMYK: 0,0,0,100
RGB: 0,0,0
HEX: #000000



Brown
CMYK: 40,70,100, 50
RGB: 104,60,17
HEX: #683c11



Red
CMYK: 0,100,100,0
RGB: 227,6,19
HEX: #e30513



Orange
CMYK: 0,75,100, 0
RGB: 234, 91,12
HEX: #ea5a0b



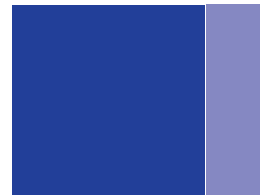
Yellow
CMYK: 0,10,95,0
RGB: 255,222,0
HEX: #ffdd00



Green
CMYK: 85,10,100, 0
RGB: 0,152,58
HEX: #00973a



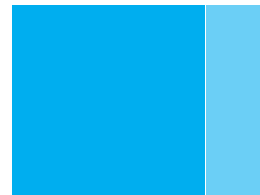
Navy
CMYK: 100,90,0,0
RGB: 39,52,139
HEX: #27348a



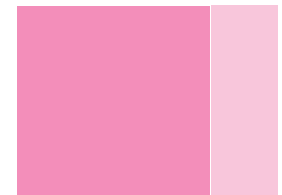
Purple
CMYK: 60,90,0,0
RGB: 130,54,140
HEX: #800080



Sky Blue
CMYK: 100,0,0,0
RGB: 0,159,227
HEX: #009ee3



Pink
CMYK: 0, 56, 0, 0
RGB: 241,145,188
HEX: #f090bb



Community and Event Colours

LOGO VARIATIONS

Our logo can be used in the following variations for special occasions or for resources specific to communities.



- Reverse (white text) - for darker or tinted backgrounds.



- Pink/Purple/Blue to match the bisexual flag.



- Yellow/Purple to match the intersex flag.



- Pink/Yellow/Blue to match the pansexual flag.



- White/Blue/Pink to match the transgender flag.



- Red for World AIDS Day.



- Purple for Wear It Purple.



Accessibility

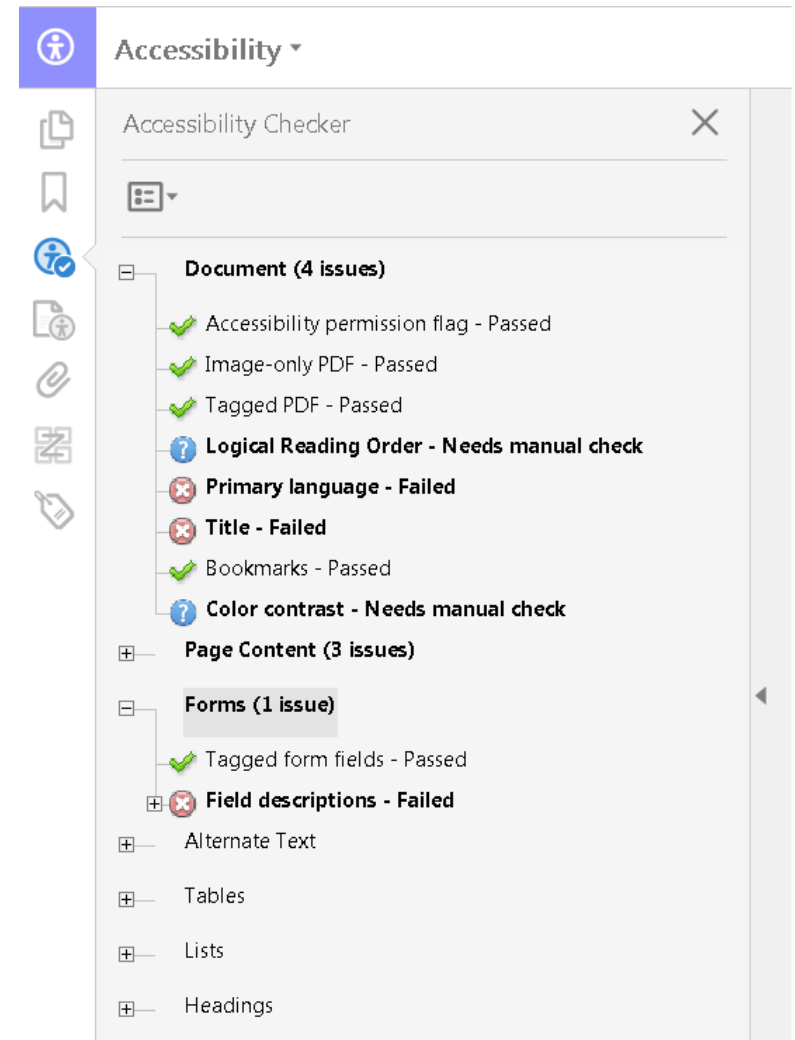
ENSURING ACCESSIBLE DOCUMENTS

This style guide should be provided to any designer working for LGBTIQ+ Health Australia.

- **All PDF documents should pass an [Adobe Acrobat Accessibility Check](#) as a minimum.**
- All text should be at least 10pt when in black on white.
- Text that is coloured or tinted must be high contrast and at least 12pt bold.
- Only use high-contrast combinations of our corporate colours.
- PDFs should contain [Alt Text](#) for all images and graphics.
- Forms should be able to be completed using a ScreenReader and a keyboard.
- Videos and events should be captioned or have a Auslan signer available.

CORRECT

WRONG



Sub-branding (Program logos)

SUB-BRANDING

Our programs' logos should be used only as a heading graphic (within top 50%), while corporate primary logos should be used in the footer (bottom 50%) of any promotional material or resources.

They should not be confused with or equal to our primary logo, or to our members' logos that deliver a service.

In circumstances where all logos receive equal size and placement, our program's logos should be excluded, and a text acknowledgement may be included.

Within videos this guideline can be applied to timelines. Program logos may be used in the beginning, and the LGBTIQ+ Health Alliance should be used when closing.



RIGHT



SILVER RAINBOW

↓ HEADER (TOP 50%)

↑ FOOTER (BOTTOM 50%)



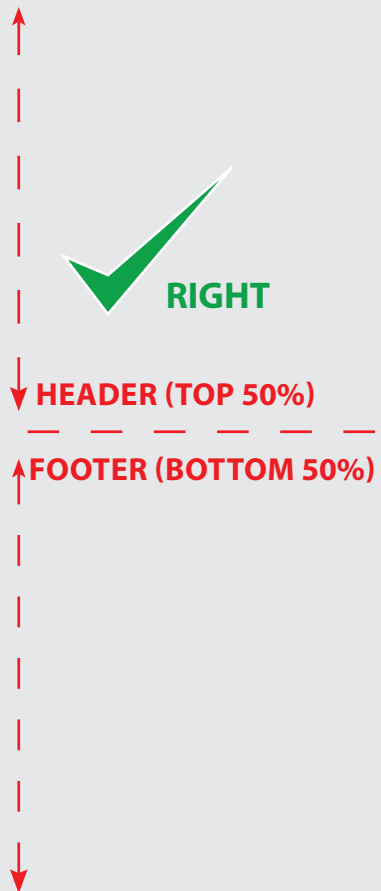
WRONG



SILVER RAINBOW



Silver Rainbow is a national ageing and aged care project coordinated by LGBTIQ+ Health Australia.



Q **LIFE 3PM-12AM EVERYDAY**

I feel so alone...

I'm here for you.
Let's talk about it.

QLife provides anonymous and free LGBTI peer support and referral for people in Australia wanting to talk about sexuality, identity, gender, bodies, feelings or relationships.

PHONE & CHAT
1800 184 527
QLIFE.ORG.AU

LGBTIQ+
HEALTH AUSTRALIA

ACKNOWLEDGEMENTS

If LGBTIQ+ Health Australia's logo cannot appear in a graphic then a text acknowledgement should be used instead.

For example:

Silver Rainbow is a national ageing and aged care project coordinated by LGBTIQ+ Health Australia.

Typeface

BRAND IDENTITY IN A WORD

Bold, clean, clear and modern, it's easy to see why this typeface was chosen when the logo was first designed. Note that another sans serif font, such as Calibri, can be used as a substitute if needed.

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (! " . \$ % & / = ^ * " Ç , . - ; : _)

Photography

A PERSONAL TOUCH

Wherever possible we prefer to use photos of real community members - who provide consent to have their photo used and are happy to be identified.

When stock-photos must be used, select photos that are representative of the diverse communities we represent - diversity in ages, ethnicities, body types, disabilities, genders and ages.

Subjects should be engaged. This is to ensure our communities are pictured as empowered, able and with agency, moving representation out of a dis-empowered, pitying or dejected scenario which LGBTIQ+ youth and community are all too often faced with.



