



**Elder Care
Support**
Community-led
Pathways to Care



Brand Style Guide

Version 1. 2023

Contents

2	The Elder Care Support logo
7	Clearspace & minimum size
9	Logo Do's & Don'ts
12	Typeface
15	Colour palette & accessibility
19	Graphics
21	Artworks
22	Sample applications



The Elder Care Support logo



About our logo

Our logo symbolises the interconnectedness of care and community through a circular design.

The brand mark emphasises the unity and visual identity of all aspects involved in the journey of care and support — community, culture, and environment.

The U-shaped symbols at the center represent both Elders and caregivers providing support and assistance to navigate the aged care system. Positioned on either side of these figures is the symbol for meeting place, joined by flowing water that represents the connection of different areas across the country that represents how we are all connected from different parts of Country.

Below the figures, small dots represent the supportive community, which plays a crucial role in the Elder Care Support program. The lines below the dots depict tracks and connections between people, highlighting the interactions and relationships within the community. The linework below is inspired by the Tiwi art style and represents the land on which people stand and live.



The logo

Our logo suite consists of a few different variations depending on the final communication objectives.

These elements should not be altered in any way. The ECS logo is integral to the brand. Strict adherence to these guidelines is essential to ensure our brand integrity remains consistent.

Primary logo

Most commonly used logo. It clearly states the identity and is well-suited to most layouts.

Reversed logo

For use on dark backgrounds that have high contrast levels against the logo.

Mono logo

Single colour logos (black and white) for applications where colour can't be replicated or when the colours being used are clashing with each other.



Primary Logo



Primary Logo with Tagline



Primary Logo - Reverse



Primary Logo with Tagline - Reverse



Primary Logo - Black



Primary Logo with Tagline - Mono

The logo cont.

Stacked logo

For use on layouts where space is limited.

Icon

Most basic form of the identity, used when space is limited.



**Elder Care
Support**

Stacked



**Elder Care
Support**

Stacked - Black



**Elder Care
Support**

Stacked - REV



**Elder Care
Support**

Stacked - REV



**Elder Care
Support**
Community-led
Pathways to Care

Stacked with Tagline



**Elder Care
Support**
Community-led
Pathways to Care

Stacked with Tagline - Black



**Elder Care
Support**
Community-led
Pathways to Care

Stacked with Tagline - REV



**Elder Care
Support**
Community-led
Pathways to Care

Stacked with Tagline - REV



Icon



Icon - Black



Icon - REV



Icon - White

Logo: co-branding lock-up

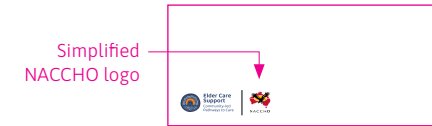
When the logo needs to appear in a lock-up with a partner logo, we recommend that the following guidelines be met.

When using the ESC and NACCHO logo lockup, please ensure that the NACCHO horizontal logo is used to ensure the expanded text is legible. If space is limited, please use the lock-up with the simplified NACCHO logo.

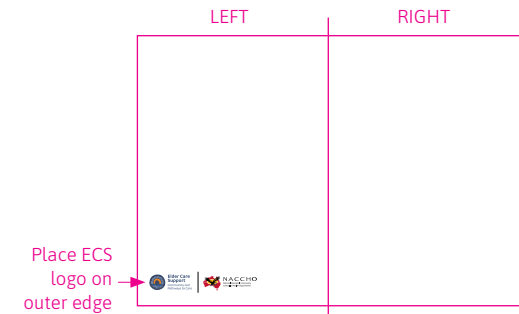
When designing a document for ECS, it is preferred that our logo is placed on the outer edge of the design. In other words, if the lock up appears on the left hand corner, the version with the ECS logo on the left side should be used.

The dividing line shouldn't be thicker than .5 pt and no thinner than .25 pt.

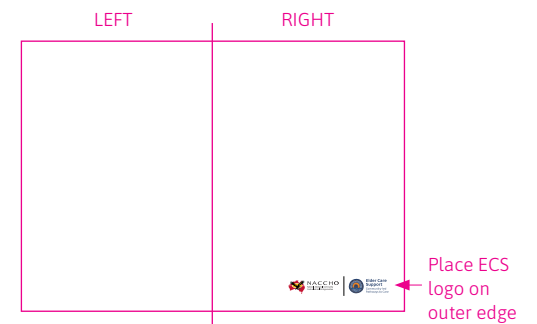
Please adhere to the clearspace and minimum size guidelines outlined in the next page.



ECS and NACCHO logo lock-up - Simplified



ECS and NACCHO logo lock-up - LEFT



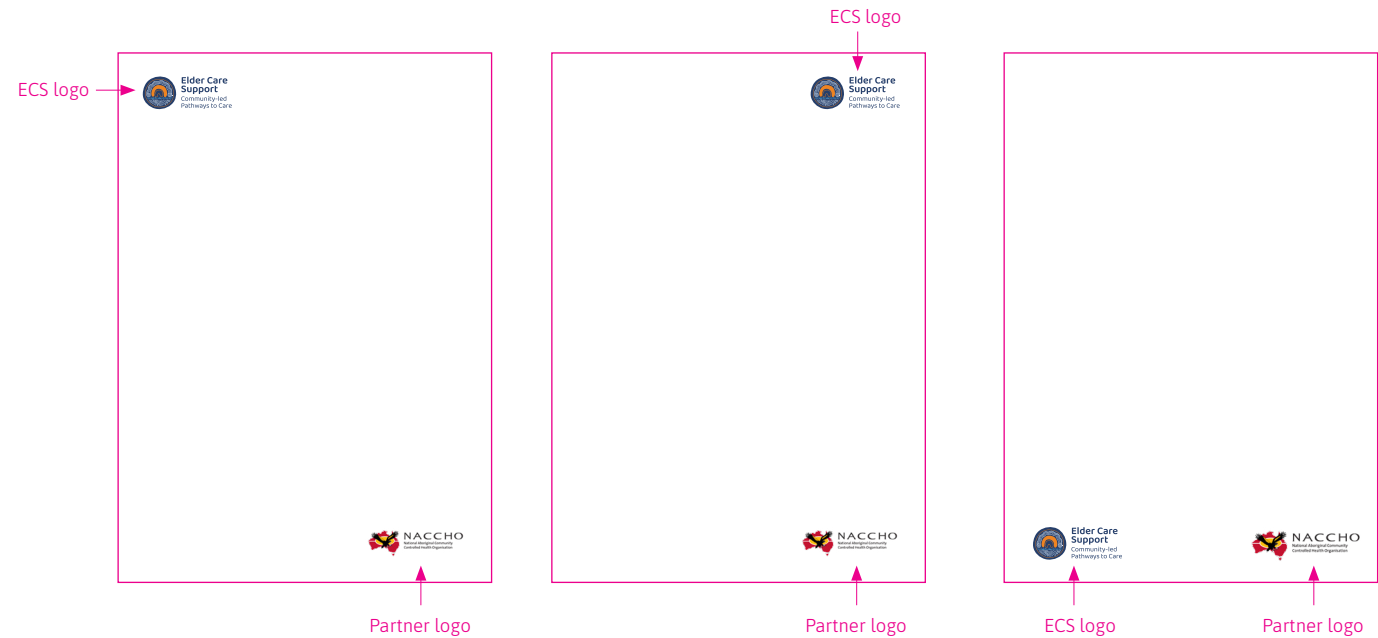
ECS and NACCHO logo lock-up - RIGHT

Logo: co-branding

The ESC logo should always have more prominence on the page than the partner logo in instances that a co-branded lock-up is not required (see previous page).

The ESC logo can be placed in different corners of the layout, providing increased flexibility in cases where space is limited. It is preferred that the partner logo is always positioned in the bottom right hand corner.

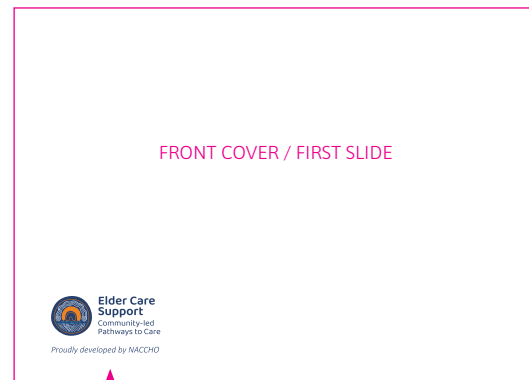
The logos on the page should remain in proportion to each other so one logo does not appear bigger than the other.



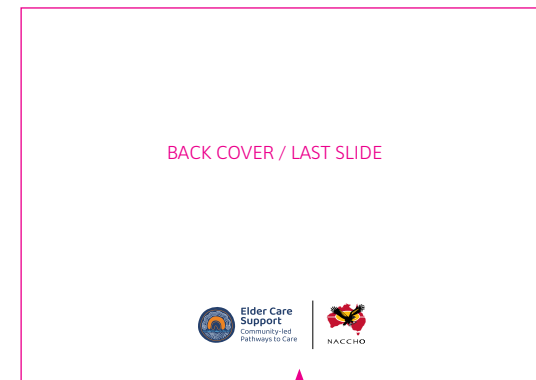
Logo: NACCHO partnership

In scenarios where the logo appears in multi-page documents such as booklets or presentations, the version with the 'Proudly developed by NACCHO' strapline can be used.

Alternatively, if space permits, the ESC logo can appear in a co-branded lock-up up with the NACCHO logo.



ECS logo with NACCHO line



ECS and NACCHO logo lock-up

Clearspace & minimum size



Clearspace

When using the ECS logo, strict adherence must be paid in maintaining uniform design characteristics that allow for maximum brand recognition. These characteristics include, protected clear space, minimum size and proper application. Clearspace defines an invisible space around the logo and it must remain free of text, complex photography and other graphics. You can allow a bigger clear space than the minimum size specified for a better result.

This clear space should be no smaller than the height of the letter 'C' in 'Care'.

Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. The recommended minimum size of the ECS logo is 30mm wide for print, or 80px wide across digital applications. This should be followed across all applications at all times to ensure that legibility and brand recognition is never compromised.

Clearspace



Minimum size

PRINT

30mm



DIGITAL

80px



Logo Do's & Don'ts



Logo usage: Do's

Correct uses

There are many ways in which you can use the logo for effective communications.

Opposite are a few examples of how the logo can be applied across various digital and print applications.



Do use approved logo on white backgrounds.



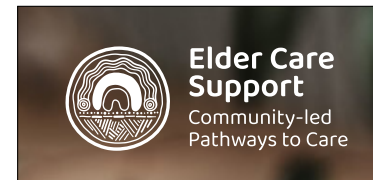
Do use on suitable, high resolution photographs or light coloured backgrounds.



Do use the reversed logo on high resolution photographs, dark coloured backgrounds or on approved brand colours.



Do use the mono (black/white) logo on approved brand colours.



Do use mono logo (black/white) on suitable, high resolution photographs or dark coloured backgrounds.

Logo usage: Don'ts

Incorrect uses

It is important that we follow some basic rules when applying our logo to ensure that we are consistent across all communications.

Our logo should not be altered or digitally manipulated in any shape or form.

Listed here are some common mistakes when using the logo.



Don't rotate or flip the logo. Always keep horizontal.



Don't outline or apply effects such as drop shadow, opacity or multiply.



Don't distort the logo or any elements of the logo. Always keep to scale.



Don't independently scale, re-draw or alter individual elements of the logo.



Don't modify the approved colours of the logo.



Don't scale the logo beyond minimum sizes. Logo should never be LESS than 30mm, or 95px wide.



Don't place the logo over busy imagery or wrong colours that would affect the legibility.



Don't apply mono logo on low contrasting backgrounds that affect legibility.



Don't apply logo to individual blocks or shapes.

Typeface



Baloo Chettan 2 is one of our brand typefaces. It has a professional and friendly aesthetic. The SemiBold and Bold fonts are primarily used for main headings, pull out quotes and call-to-actions. They are to be used across all printed, environmental and digital applications if you are using professional publishing software.

Our second brand typeface is **Asap**. It comes in a number of different weights. Asap Light and Regular are the weights that are most commonly used for body text. You can use heavier weights such as the Asap Semibold and Bold for headings and subheadings as well.

Please consider the application of the final product when choosing the font size and weight.

90% black is the recommended for any body text on white background. You can use our other brand colours for highlighting headlines, call-out text and titles.

Baloo Chettan 2 and Asap are Google Fonts and can be downloaded for free.

[Download Baloo Chettan 2 here.](#)

[Download the Asap family here.](#)

Headings / Quotes / Call to Actions

Baloo Chettan 2 SemiBold

Baloo Chettan 2 Bold

General Use - Headings / Body Text

Asap Light

Asap Light Italic

Asap Regular

Asap Regular Italic

Asap Medium

Asap Medium Italic

Asap Semibold

Asap Semibold Italic

Asap Bold

Asap Bold Italic

A set of alternative font substitutes are available in the event that the preferred typography is unavailable on the user's system. Typically these are for in-house communications designed within MS Word or PowerPoint.

Calibri is accessible across all MS Office applications. We use these fonts when the preferred brand fonts are unavailable.

Calibri Light and Regular are the weights used for all body text, whilst Calibri Bold and Calibri Bold Italic are used for the headings, titles and call-outs.

Calibri Bold and Italics are permitted to be used within body text if used sparingly.

Please consider the application of the final product when choosing the font size and weight.

General Use - Headings / Body Text

Calibri Light

Calibri Light Italic

Calibri Regular

Calibri Regular Italic

Calibri Bold

Calibri Bold Italic

Colour palette & accessibility



Colour Palette

ECS uses vibrant colours that embrace our brand narrative whilst helping to formulate our visual language.

Our brand uses four primary colours and five secondary colours. Strict adherence to these colours is pivotal in maintaining the identity and integrity of our brand.

Black 90% should be used for text on white backgrounds. Black 100% should be used for text on approved solid colours that meet accessibility requirements.

White also plays an important role when developing our communications. Maintaining layouts with plenty of white space helps to create more concise messaging and enhances brand clarity.

A variety of tints, (80%, 60%, 40%, 20%, 5%) may be used provided that it is used subtly and doesn't distract from text or imagery used elsewhere on the page. They should also be used for infographics, presentations, background colours or any material that require more colour variations.

For printed material, use the spot colour (PMS/Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications (e.g. websites and Word), use the RGB or HEX breakdown.

Primary

<p>Tangerine</p> <p>PMS 144 C #ef8302</p> <p>C 3 R 239 M 58 G 131 Y 100 B 2 K 0</p>	<p>Navy</p> <p>PMS 288 C #263D69</p> <p>C 95 R 38 M 81 G 59 Y 32 B 104 K 20</p>	<p>Light Blue</p> <p>PMS 292 C #69B3E7</p> <p>C 59 R 105 M 11 G 179 Y 0 B 231 K 0</p>	<p>Ice Blue</p> <p>PMS 656 C #DDE5ED</p> <p>C 10 R 221 M 2 G 229 Y 0 B 237 K 0</p>
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Secondary

<p>Red</p> <p>PMS 187 C # A11F23</p> <p>C 24 R 161 M 99 G 31 Y 97 B 35 K 20</p>	<p>Coral</p> <p>PMS 2344 C # F18070</p> <p>C 0 R 241 M 56 G 128 Y 50 B 112 K 0</p>	<p>Yellow</p> <p>PMS 130 C # FFBC33</p> <p>C 0 R 255 M 28 G 181 Y 89 B 51 K 0</p>	<p>Green</p> <p>PMS 3288 C # 008264</p> <p>C 100 R 0 M 0 G 130 Y 23 B 100 K 49</p>	<p>Deep Green</p> <p>PMS 329 C # 00685E</p> <p>C 100 R 0 M 14 G 104 Y 60 B 94 K 49</p>	<p>Blue</p> <p>PMS 301 C # 004B87</p> <p>C 100 R 0 M 44 G 75 Y 0 B 135 K 47</p>
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Colour accessibility

Sufficient contrast between the text color and its background, also known as luminance contrast ratio, is essential to ensure readability for everyone. This requirement applies not only to text on images, icons, and buttons but also to colors used in conveying other graphical information like diagrams and maps.

Opposite is a breakdown of color contrasts using the ECS brand palette. These are guidelines that need to be followed to ensure a better and easier online experience for everyone, specifically anyone with different types of colourblindness.

The guidelines are split in 3 different success criteria, levels A, AA, and AAA. In this case, we've only used levels AA and AAA. AA is a standard requirement for all digital tools, while AAA is a much higher level and often includes more requirements to successfully achieve.

A red dot signifies that the contrast between the colour combination fails the accessibility requirement and should not be used. A green dot means that the colour combination is good to use.

Primary palette

Tangerine

PMS 144 C
#EF8302

C 3 R 239
M 58 G 131
Y 100 B 2
K 0



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

Navy

PMS 288 C
#263D69

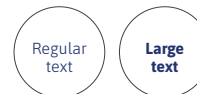
C 95 R 38
M 81 G 59
Y 32 B 104
K 20



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

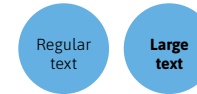


● AA ● AA
● AAA ● AAA

Light Blue

PMS 292 C
#69B3E7

C 59 R 105
M 11 G 179
Y 0 B 231
K 0



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

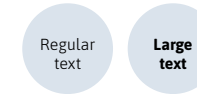


● AA ● AA
● AAA ● AAA

Ice Blue

PMS 656 C
#DDE5ED

C 10 R 221
M 2 G 229
Y 0 B 237
K 0



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

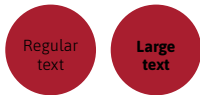
Colour accessibility

Secondary palette

Red

PMS 187 C
A11F23

C 24 R 161
M 99 G 31
Y 97 B 35
K 20



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

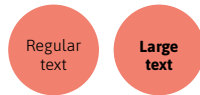


● AA ● AA
● AAA ● AAA

Coral

PMS 2344 C
F18070

C 0 R 241
M 56 G 128
Y 50 B 112
K 0



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

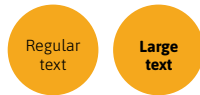


● AA ● AA
● AAA ● AAA

Yellow

PMS 130 C
FFBC33

C 0 R 255
M 28 G 181
Y 89 B 51
K 0



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

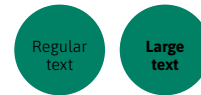


● AA ● AA
● AAA ● AAA

Green

PMS 3288 C
008264

C 100 R 0
M 0 G 130
Y 23 B 100
K 49



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

Deep Green

PMS 329 C
00685E

C 100 R 0
M 14 G 104
Y 60 B 94
K 49



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

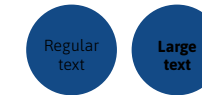


● AA ● AA
● AAA ● AAA

Blue

PMS 301 C
004B87

C 100 R 0
M 44 G 75
Y 0 B 135
K 47



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA



● AA ● AA
● AAA ● AAA

Graphics



Graphics

The ECS's main graphic consists of elements that are taken directly from the brand mark as well as a few other symbols that represent the Aboriginal and Torres Strait Islander cultures.

The elements are laid out in a playful and friendly manner. These elements and patterns are to be used as supporting graphics.



Full graphic pattern



Full graphic pattern - version 2



Elder & caregiver



Waterway



Waterhole



Water swirls



Shield



Pattern 1



Animal tracks



Waves



Pattern 2



Hash pattern



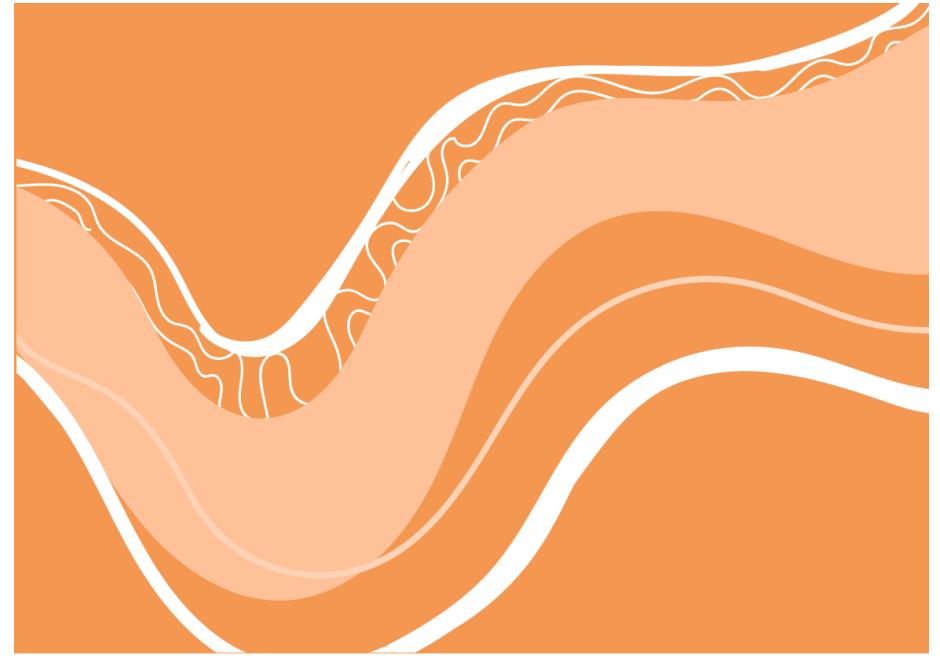
Community



Tracks & connections



Sea



Land

The elements in the artworks represent land, water/ocean, and the stars to give a sense of wisdom, identity and belonging.

They can be used as a main element or as a supporting graphic to any of the ECS communications.

There are a few important things to remember when using the artworks:

- Please do not change the colours and composition of the artworks when using the full image as the main graphic.
- You may change the colours of extracted, individual elements. However, you must only use colours from the approved brand palette.



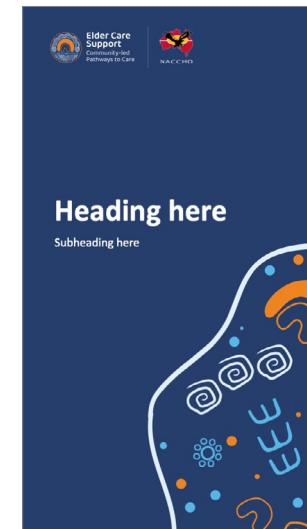
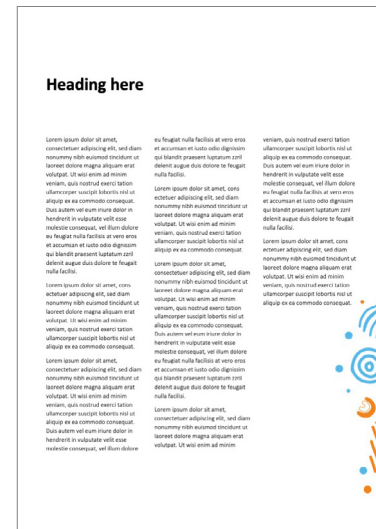
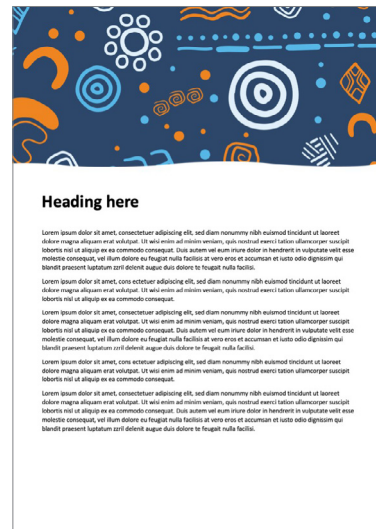
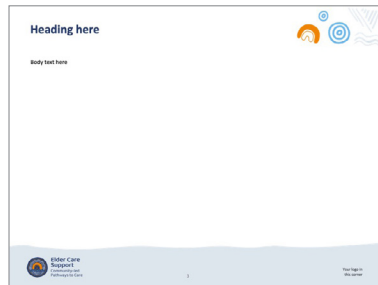
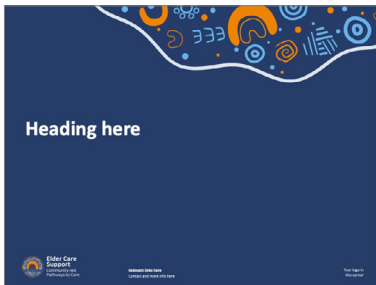
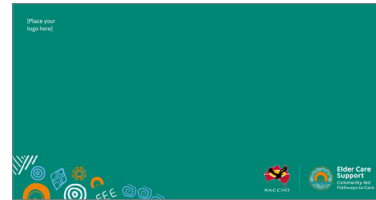
The artworks were developed by Coolamon Creative, a First Nations creative agency based out of Alice Springs in the Northern Territory.

Sample applications



Sample applications

The logo Clearspace & minimum size Logo Do's & Don'ts Typeface Colour palette & accessibility Graphics Artworks Sample applications





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