Western Queensland Primary Health Network

STYLE GUIDE

June 2024

phn
WESTERN QUEENSLAND

An Australian Government Initiative

Contents

Introduction

Welcome to the Western Queensland PHN (WQPHN) Style Guide.

The guide has been developed to present a consistent and professional image in all mediums of correspondence and promotion both within the organisation and externally by third party commissioned services when acknowledging funding support from WQPHN.

This style guide supplements the Guidelines provided by the Department of Health and Aged Care and must be adhered to at all times.

This style guide is designed to be read in conjunction with the Department of Health and Aged Care PHN Program Branding Guidelines 2021.

OUR MISSION

Paving our way towards improved health outcomes for all Western Queenslanders through a comprehensive, integrated primary healthcare system in collaboration with our stakeholders, partners and communities.

OUR VISION

Healthier Western Queensland Communities.

DIRECTIONS FOR CHANGE

Empowered communities leading the way

Supported workforce built for the bush

Equitable access closer to home

Affordable services for everyone

Quality outcomes for patients and families

Western Queensland Primary Health Network
STRATEGIC PLAN 2023-2026

POW26 phn WESTERN QUEENSLAND

OUR VISION
Healthier Western Queensland Communities

OUR MISSION
Paving our way towards improved health outcomes for all Western Queenslanders through a comprehensive, integrated primary health care system in collaboration with our stakeholders, partners and communities.

TARGETS

Commission health and community services to address the prioritised needs of Western Queensland communities.

Support health care providers and partners through collective leadership and co-design to strengthen accessible, quality and whole-of-person centred care to Western Queenslanders.

Deliver integrated health services close to home so Western Queenslanders have access to planned and coordinated care that support individuals' health care goals.

Foster community care and wellbeing services to support Western Queenslanders to live healthier, happier lives.

GUIDING ACTIONS THAT POWER US
- TRANSPARENT
- PURPOSEFUL
- RESPONSIVE
- AUTHENTIC
- RESPECTFUL
- IMPACTFUL

DIRECTIONS FOR CHANGE - OUR STRATEGIC PRIORITIES

EMPOWERED COMMUNITIES leading the way	SUPPORTED WORKFORCE built for the bush	EQUITABLE ACCESS closer to home	AFFORDABLE SERVICES for everyone	QUALITY OUTCOMES for patients and families
Bring communities together to actively inform and address local community health and wellbeing needs. Shift the focus from illness to wellness through community-led decision making.	Grow and support our health and wellbeing providers. Embrace new ways of working and embed local knowledge and skills in our communities. Improve engagement, satisfaction, inclusivity and the delivery of care.	Increase equal access to quality health and wellbeing services and the best possible outcomes. Focus on education and awareness, proactive prevention and early detection, and social prescribing.	Improve efficiency, sustainability and affordability by aligning investment and resources to prioritised community needs. Create a coordinated, connected system through pooled funding and co-commissioning.	Bring health and wellbeing reform to whole communities. Deliver high quality outcomes, positive experiences and person-centred care informed by community-driven priorities and insights.

ENABLERS
- KNOWLEDGE AND DATA
- INNOVATION AND RESEARCH
- DIGITALISATION AND TECHNOLOGY
- CAPABILITY AND INFLUENCE
- CULTURAL RESPECT
- TRANSPARENCY AND ACCOUNTABILITY
- GOOD GOVERNANCE

Our People, our Partnerships, our Patch

Logo

The logo known as the 'PHN Identifier' is a strong, cohesive and easily identifiable brand, developed to ensure:

- branding consistency across all PHNs;

- recognition of the support PHNs receive from the department of Health and Aged Care (DoHAC); and

- identification of activities funded by the Australian Government through the PHN Program as opposed to activities funded outside the PHN Program.

The preferred background colour for the PHN Identifier is white. Alternatively, a white PHN Identifier may be applied to a Pantone 7693CP (blue) background.

Busy, patterned or photo backgrounds should be generally avoided. Do not apply print effects or adjust transparency.

Incorrect use

To ensure brand consistency use only supplied logo files and do not alter the logo in any way.

The PHN Identifier must not be applied to busy backgrounds or backgrounds that compromise legibility.

The proportions of the PHN Identifier must not be distorted in any way – neither squashed or stretched.

The text of the PHN Identifier including the location name and 'An Australian Government Initiative' must be clear and legible; and when used with the Australian Government logo must be a minimum of 38.7 mm wide.

MINIMUM OF 38.7MM WIDE

Typography

Primary typeface

TT Norms

TT Norms is a font that has been chosen for its clarity and simplicity.

It is the preferred font for professionally designed projects for WQPHN (i.e. reports, posters, program workbooks, proposals etc).

TT Norms Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"@#$%&*(>

TT Norms Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"@#$%&*(>

TT Norms Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"@#$%&*(>'**

TT Norms Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"@#$%&*(>**

Typography

Secondary Typefaces

Calibri
Arial

These fonts should be available on all staff computers and devices. If TT Norms is not available substitute with Arial Regular or Calibri Regular.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?"@#$%&*(>

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?"@#$%&*(>

Typography style

61,541
Residents

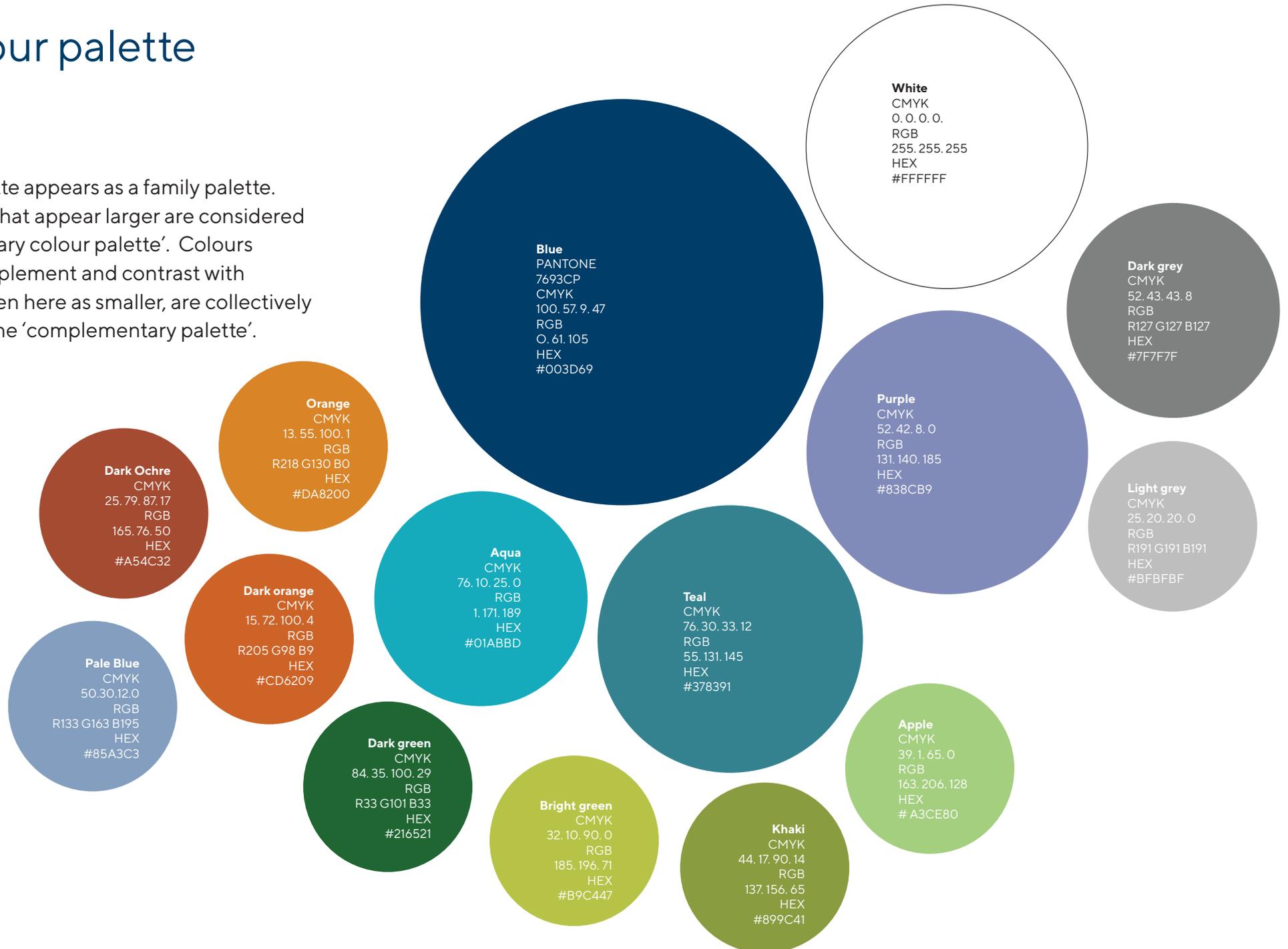**Our region
at a glance**

100
Communities

16
Primary
healthcare
centres

956,438
Kms covered

9
Private
practices

Colour palette

The palette appears as a family palette.
Colours that appear larger are considered
the 'primary colour palette'. Colours
that complement and contrast with
these, seen here as smaller, are collectively
termed the 'complementary palette'.

Blue
PANTONE
7693CP
CMYK
100. 57. 9. 47
RGB
O. 61. 105
HEX
#003D69

White
CMYK
0. 0. 0. 0.
RGB
255. 255. 255
HEX
#FFFFFF

Dark grey
CMYK
52. 43. 43. 8
RGB
R127 G127 B127
HEX
#7F7F7F

Orange
CMYK
13. 55. 100. 1
RGB
R218 G130 B0
HEX
#DA8200

Purple
CMYK
52. 42. 8. 0
RGB
131. 140. 185
HEX
#838CB9

Light grey
CMYK
25. 20. 20. 0
RGB
R191 G191 B191
HEX
#BFBFBF

Dark Ochre
CMYK
25. 79. 87. 17
RGB
165. 76. 50
HEX
#A54C32

Aqua
CMYK
76. 10. 25. 0
RGB
1. 171. 189
HEX
#01ABBD

Teal
CMYK
76. 30. 33. 12
RGB
55. 131. 145
HEX
#378391

Dark orange
CMYK
15. 72. 100. 4
RGB
R205 G98 B9
HEX
#CD6209

Pale Blue
CMYK
50. 30. 12. 0
RGB
R133 G163 B195
HEX
#85A3C3

Apple
CMYK
39. 1. 65. 0
RGB
163. 206. 128
HEX
A3CE80

Dark green
CMYK
84. 35. 100. 29
RGB
R33 G101 B33
HEX
#216521

Bright green
CMYK
32. 10. 90. 0
RGB
185. 196. 71
HEX
#B9C447

Khaki
CMYK
44. 17. 90. 14
RGB
137. 156. 65
HEX
#899C41

WQPHN Community Petals

The circular formation of coloured petals embodies strength in unity, symbolising our dedication to fostering strong community connections and nurturing positive partnerships.

It reflects our commitment to providing holistic, integrated care that prioritises both individual and community needs.

Every petal is unique, celebrating our region's diverse landscapes and communities.

The petals can be used individually as shapes. They can be enlarged and cropped to include images or block colour to represent the Queensland rural landscape.

Petal variations

When the petal appears large on a blue background, use the brighter colours in this order.

Full petal

White petal is included when on navy background

Navy petal is included when on white background

Co-branding

PHNs must follow the requirements below for use of the Australian Government stacked logo:

- The Australian Government logo must have at least equal prominence with other branding.

- Where possible, the Australian Government logo should be placed at the top of the item it appears on and be placed either above, or to the left of other logos in a side–by–side configuration.

- When displayed together, the line on the PHN Identifier drawn under the location and above the tag line 'An Australian Government Initiative' must be the same width as the Australian Government logo wording 'Australian Government'.

- Third parties contracted or commissioned by WQPHN are not permitted to use the Australian Government logo.

Supporting and supplementary graphic assets

COMMUNITY PETAL DEVICE

PAVING OUR WAY SHAPE

STRATEGIC DIRECTIONS FOR CHANGE PETALS

Petals can also be used to represent/colour code each of our five directions for change