

HEALTHY FOOD AND DRINK IN NSW HEALTH FACILITIES FOR STAFF AND VISITORS



Style Guide



INTRODUCTION

This style guide has been developed to help communicate the key messages of the Framework across visual communication in a consistent way.

SUMMARY OF THE FRAMEWORK

The *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* (the *Framework*) provides a set of best-practice guidelines for NSW Health facilities to use in working towards providing healthy food and drink in their food outlets. The *Framework* applies to food outlets where foods and drinks are available to staff and visitors in NSW Health facilities. The food outlets include:



Cafés and cafeterias



Kiosks and coffee carts



Vending machines



Convenience stores and newsagents



Other leased retail premises that sell foods or drinks, such as florists and pharmacies



Catering provided at functions, meetings, and special events, for example meetings with external partners or workshops

The *Framework* applies to all foods and drinks, including packaged foods and drinks as well as those that are prepared on- or off-site.

The *Framework* does not apply to foods and drinks: provided to in-patients; brought in from home; prepared in a health facility for outside client groups; and fundraising activities, including those run by volunteers.

Some Health facilities may choose to include fundraising in their implementation. We also ask for the support of fundraisers to make healthy food and drink normal in their fundraising activities.

The *Framework* sets out best-practice guidelines to achieve healthy food and drink in NSW Health facilities through its three elements: **Food and Drink Benchmark, Local Implementation, and Monitoring and Evaluation.**



“Adopting the Framework is a step towards making healthy foods and drinks normal in NSW Health facilities and is an initiative we can all embrace.”

Dr Kerry Chant PSM,
Chief Health Officer and Deputy Secretary
Population and Public Health



For more information about the *Framework*, please see the *Healthy Food and Drink in NSW for Staff and Visitors Framework*.

www.health.nsw.gov.au/heal

LOGOS

The NSW Government logo will appear on the Framework visual communication.



Master brand

The master brand is used by all complying agencies that are core to delivering the NSW Government's vision and purpose. The NSW Government logo is the only logo present on advertising, project signage and external facing government communications.



Preferred logo option

Full colour logo on white background



Second logo option

White logo on coloured background

LOGOS

Clear space

To maintain the clarity and integrity of all brand marks, a minimum clear space must be observed in all applications. Print applications 100% height of the 'N'. Screen applications 50% height of the 'N'.



Minimum size

The minimum size for reproduction of the logo is: 15mm in height (print) and 45px height (digital).



COLOUR PALETTE

Consistent use of the colour palette will reinforce the cohesiveness of the Framework visual communication.

PRIMARY COLOURS

TEAL

CMYK
C 75 M 0 Y 25 K 35

RGB
R 0 G 134 B 143

PMS
7474

AQUA

CMYK
C 55 M 0 Y 25 K 5

RGB
R 101 G 191 B 190

PMS
7472

SECONDARY COLOURS

GREEN

CMYK
C 69 M 3 Y 65 K 0

RGB
R 76 G 180 B 130

PMS
361

BLUE

CMYK
C 100 M 65 Y 0 K 0

RGB
R 0 G 97 B 175

PMS
286

ORANGE

CMYK
C 0 M 60 Y 95 K 0

RGB
R 245 G 130 B 41

PMS
165

TYPOGRAPHY

Typography should be consistent across the Framework visual communication. These fonts have been chosen for their high legibility.

PRIMARY FONT

TRADE GOTHIC

Bold Condensed

Condensed

Trade Gothic is the key font for the Framework which should be used for large headings and sub-headings. Headings or key messages should be in capitals to draw attention.

SECONDARY FONT

Gotham

Bold

Medium

Book

The main font used within NSW Health is Gotham. Gotham should be used for body copy and for text heavy communications.

When Trade Gothic and Gotham are not available they can be substituted with the system typeface Arial.

RESOURCE MATERIALS

Examples show the Framework style and formatting that can be utilised across multiple visual communication for consistency.

POSTER

**WE'RE MAKING
THE HEALTHY CHOICE
AN EASY CHOICE**

1st tier Heading

Teal block of colour with white Trade Gothic Bold Condensed reversed text in capitals

Hero Image

If required, more text can be placed over an area where the text is still legible. Text can also be reversed out in white

**MAKE WATER
YOUR DRINK**

2nd tier Sub-heading

Teal block of colour with white Trade Gothic Bold Condensed or Condensed reversed text

NSW Government logo

Preference is to place logo in full colour on a white background

Staff and visitors...

We're swapping sugary drinks for healthier options.

Find out more:

www.health.nsw.gov.au/health

healthyfood@moh.health.nsw.gov.au

1800 930 966



RESOURCE MATERIALS

POSTCARD



1st tier Heading

White Trade Gothic Bold
Condensed reversed text
in capitals

Hero Image

STAFF AND VISITORS... WE'RE SWAPPING SUGARY DRINKS FOR HEALTHIER OPTIONS



An extra ½ a can of soft drink a day is all it takes to gain weight.

You'll find more healthy drink options to choose from and enjoy every day.



1 in 2 adults in NSW is overweight or obese.

There'll be more water – the healthiest choice – plus a selection of juices, flavoured milks and diet drinks.

MAKE WATER YOUR DRINK

1st tier Heading

Teal block of colour with white Trade Gothic Bold Condensed reversed text in capitals

Information text

Teal Trade Gothic Condensed text with simple white icon in teal circle

NSW Government logo

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Find out more:

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