GOVERNMENT OF
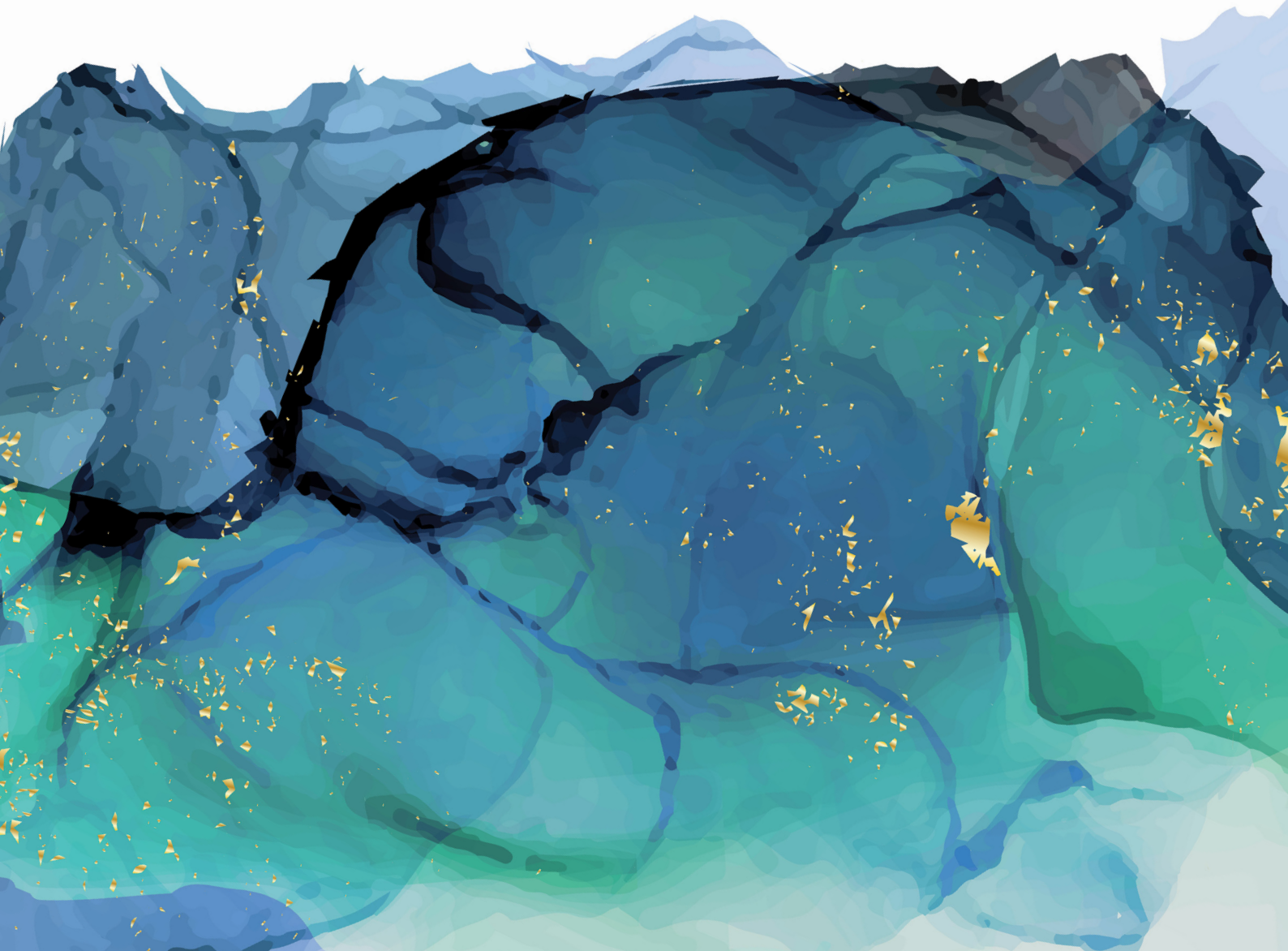WESTERN AUSTRALIA

Style guide

Use of branding, templates and graphics tools

WA Government Implementation of the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse

May 2023

Purpose

This style guide is intended to be used by WA Government agencies involved in implementing the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse (Royal Commission).

The templates and the supplied graphics items can be used in flexible ways in concert with existing agency logos and corporate colours, at the discretion of the individual agency – in reference to the existing Government Co-Badging Policy.

However, to ensure the disparate efforts across the WA government to achieve the goals of the Royal Commission are effectively highlighted to staff and customers of individual agencies, as well as the WA public; it is highly encouraged that the following tools are used whenever a relevant initiative, project, policy etc is created by a participating agency.

When using the design elements, please clearly link activities that are the normal business of individual agencies, to the broader WA Government initiative to implement the recommendations from the Royal Commission.

Templates

Templates have been created for:

- Word Doc Template - WA Govt Logo and RC artwork and RC footer
  Template 1 | Template 2 | Template 3 | Template 5
- Word Doc Template - individual agency logo – with watermark artwork and statement referencing Royal Commission | Template 4
- Report Template WA Govt Logo - with watermark artwork and statement referencing Royal Commission | Template
- Report Template Agency Logo | Template
- PowerPoint editable presentation | Template
- Agenda - WA Govt logo - with watermark artwork and statement referencing Royal Commission; for interagency meetings | Template
- Agenda – Space for individual agency logo with watermark artwork and statement referencing Royal Commission; for intra-agency meetings | Template
- Minutes - WA Govt logo - with watermark artwork and statement referencing Royal Commission; for interagency meetings | Template
- Minutes – Space for individual agency logo with watermark artwork and statement referencing Royal Commission; for intra-agency meetings | Template
- Social media template – A Photoshop template includes a number of graphics items that can be added or deleted as per your requirements. Select 'Save' when the option box appears. N.B these files can only be open with Photoshop | Template

Graphics tools

Individual graphic images have been created and packaged into a zipped file which can be downloaded here. Select 'Save' when the option box appears.

A Safer
WA for
Children

This initiative is part of the WA Government's action to create a Safer WA for Children by implementing the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse.

Graphic elements

The Royal Commission has a distinctive style which is further enhanced with the use of key graphic elements. This content is subject to standard license terms and should only be used in connection to the Royal Commission.
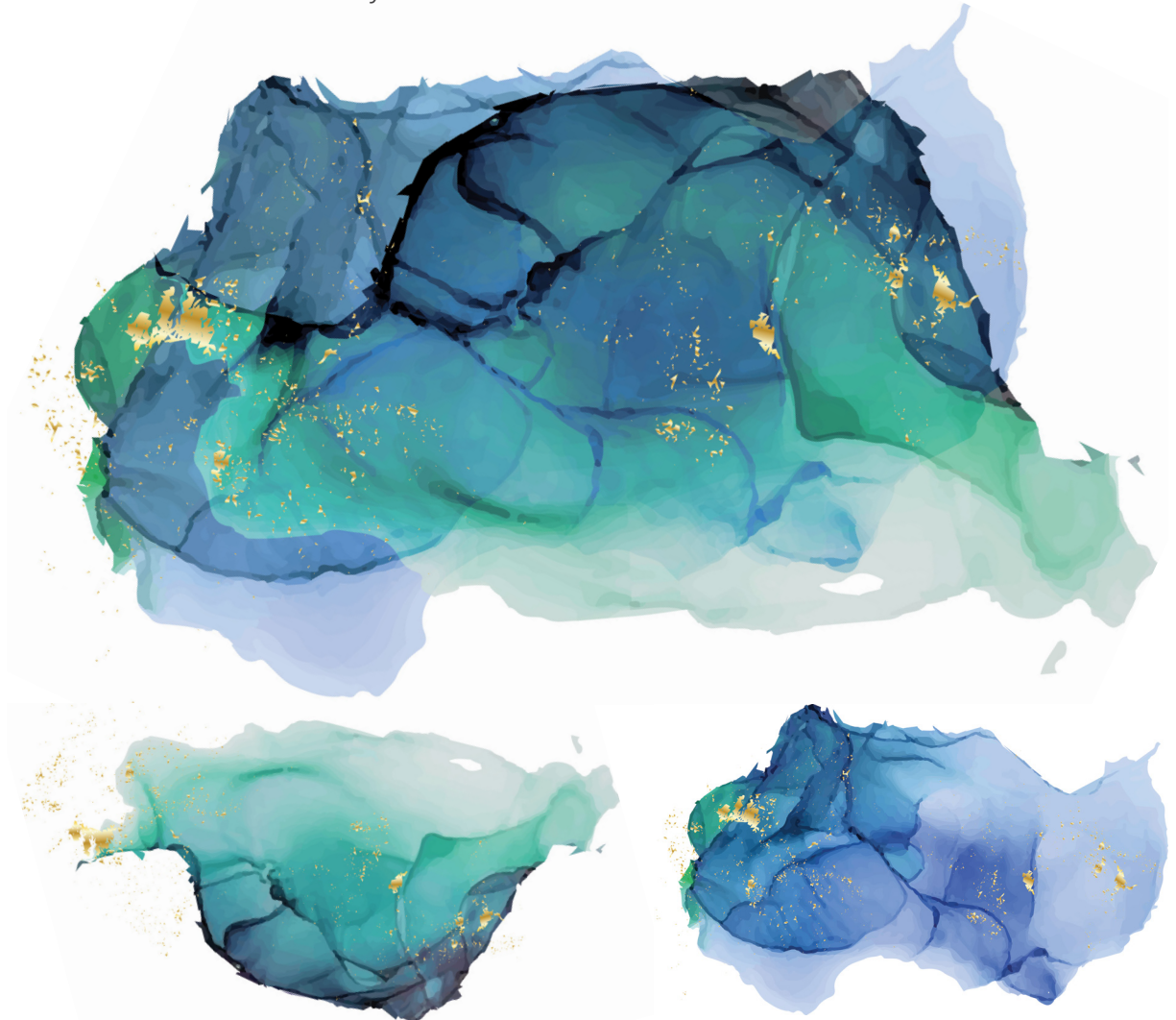
Icons

These icons represent the 3 Action Areas outlined by the Royal Commission; renamed and reordered to highlight actions regarding the Past, Present and Future

Healing
past hurts

Protecting
children now

Preventing
further harm

A Safer
WA for
Children

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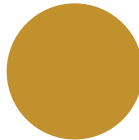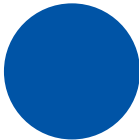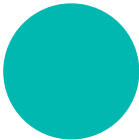
Colours

The principal colours adopted for the Royal Commission into Institutional Responses to Child Sexual Abuse (the Royal Commission) are specialised Bottled Turquoise, Simmering Sky and Precious Gold CMYK colours.

CMYK refers to the four ink colours used in a typical printing process. C is cyan (blue), M is magenta (red), Y is yellow and K is black.

RGB (red, green, blue) is the colour system used in designing for computer and television screens, such as websites. Hexadecimal colour values are also supported in all browsers. A hexadecimal colour is specified with: #RRGGBB.

CMYK		**CMYK**		**CMYK**	
C	76	C	100	C	24
M	0	M	75	M	42
Y	38	Y	0	Y	100
K	0	K	0	K	3

RGB		**RGB**		**RGB**	
R	0	R	0	R	193
G	184	G	84	G	145
B	176	B	166	B	45

HEX	**HEX**	**HEX**
#00b8b0	#0054a6	#c1912d

Typeface for publications

The typeface used in all designed publications is Neue Haas Unica W1G.

The typeface must not be changed in order to maintain the consistent look and feel of all professionally designed publications. This font is part of Adobe Typekit.

Neue Haas Unica W1G Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Unica W1G Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The typeface used in all Microsoft Office publications is Arial.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

A Safer WA for Children

This initiative is part of the WA Government's action to create a Safer WA for Children by implementing the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse.

Document templates

The Royal Commission has a range pre-designed template documents which are available in Word and PowerPoint formats. The purpose of these templates is to provide design consistency across all the Royal Commission collateral/material. The templates contain specific layout, style, design and text fields which are editable.

Templates have been created with the WA Government logo and a version where the agency logo can be placed.
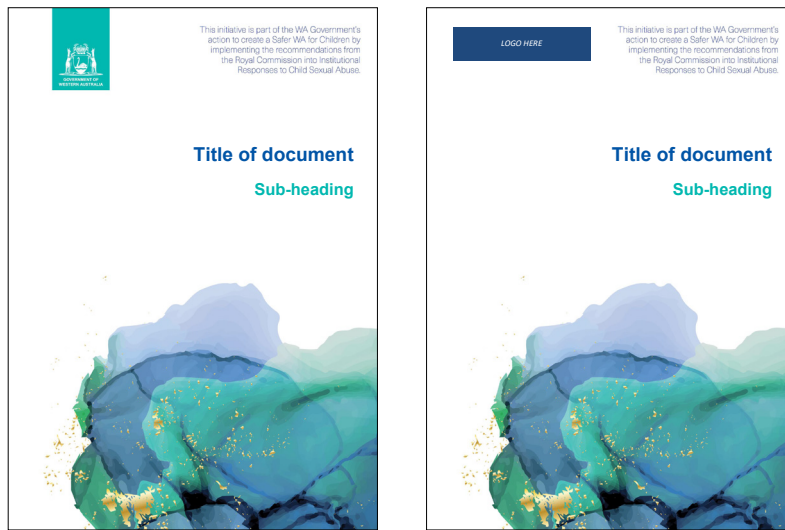
PowerPoint template

Social media template

The templates include a number of graphics items that can be added or deleted as per your requirements.

Regarding use of the text "This initiative is part of the WA Government's action to create a Safer WA for Children by implementing the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse", so as not to clutter a post and for effective social media consumption and mobile experience - small print text should be added in the first comment of social media posts.

A Safer WA for Children

This initiative is part of the WA Government's action to create a Safer WA for Children by implementing the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse.

Word report template

Title of document

Sub-heading

LOGO HERE

Title of document

Sub-heading

Word letterhead template

Making Western Australia Safer for Children

Healing Past Hurts

Protecting Children Now

Preventing Further Harm

A Safer WA for Children

This initiative is part of the WA Government's action to create a Safer WA for Children by implementing the recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse.

LOGO HERE

A Safer WA for Children

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