



Style Guide

Introduction

The Headway Gippsland Inc. Style Guide has been developed to ensure a consistent approach across all marketing and communication materials.

All staff should apply the following guides and formats when producing publications, reports, or any other external communication documents.

Logo

The Headway Gippsland Inc. logo (as displayed below) should be placed on all external communication documents. Do not use any other version of the logo.



Logo Font

The font of the words in the logo are in VAG Rounded Black SSK (Bold)

Logo Re-sizing

When making the logo bigger or smaller, you may only re-size the logo from the corner ensuring that the size remains in proportion (equal height increase and width increase).

Do not stretch or distort the logo. Hold down 'shift' and 'ctrl' when resizing to stop any distortion in size.

Colour Scheme

There are 4 colours used in Headway communications, logos and documents – dark teal, light teal, black and grey. Below are the RGB and CYMK colours.

Colour	RGB			CYMK				HEX#
Dark Teal	R0	G133	B172	C100	M23	Y0	K33	0084ab
Light Teal	R0	G168	B211	C5100	M20	Y0	K17	00a8d3
Black	R0	G0	B0	C0	M0	Y0	K100	000000
Grey	R79	G99	B99	C20	M0	Y0	K61	737373

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Document Font

The font to be used in written documents is Arial at 11 point for all correspondence and publications. Headings should be 18-14 point and dark teal; sub headings should be 11 point and light teal. Both should use title case. Avoid capitals, italics and underlines in publishing as they can be difficult to read.

Titles used for cover pages should be 20-24 point, dark teal and should use title case.

Dates

Correct ✓

12-May-1998

1997–98

12-May-98

May_98

Incorrect ✗

May 12 1998
12th of May 1998

1997/98
1997 – 1998

Acronyms

If an acronym is used, spell out the title in full the first time and follow with the acronym in brackets e.g. Acquired Brain Injury (ABI).

Time

The abbreviations 'am' and 'pm' do not have full stops.

Make your documents work for your audience

- Write to meet the needs of the audience you are developing the document for
- Consider the principles of Easy English where appropriate
- The key features of Easy English include:
 - Simplified language and grammar
 - Minimal punctuation
 - Simplified font, layout and design
 - Images that illustrate headings and key messages

Headers and Footers

A header should include the Headway Gippsland Inc. logo on the left-hand side of the page and the document name in 16-point, dark teal underneath the logo aligned to the left-hand side.

A footer makes it easier to identify the documents when flicking through pages of information in folders and advises of updates that have been made etc.

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Arial (Body) font, size 11 and black. Make sure the footer includes the correct name of the document.

Correct ✓

Document Name – May_98
2016

Page 1 of 3

Version 1, October

Incorrect X

Document name

Page 1

Ver 1, October 2016

The Headway Gippsland Inc. header and footer template is embedded below.



Headway Header
and Footer template

Saving Documents

Documents should be saved in the following format:
Document Name, Month Year

Correct ✓

Individual Plan, Oct24

Incorrect X

Ind Plan, Oct 2016

Letterhead

The Headway Gippsland Inc. letterhead template is embedded below.



Headway Letterhead
template

Business Letter Writing Phrases

When the recipient's name is unknown to you:

- Dear Sir ... Yours sincerely
- Dear Madam ... Yours sincerely
- Dear Sir or Madam ... Yours sincerely

When you know the recipient's name:

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- Dear Mr/Mrs/Miss/Ms Hanson ... Yours sincerely

When addressing a good friend or colleague:

- Dear Jack ... Kind regards

Addressing whole departments:

- Dear Sirs ... Yours sincerely

10 good opening and closing lines

Examples of an opening line in a business letter or professional email:

- I am writing to enquire about
- Thank you for your letter regarding

Examples of a closing line in a business letter or email:

- If you require any further information, please feel free to contact me
- I look forward to your reply

<http://speakspeak.com/resources/general-english-vocabulary/business-letter-writing-phrases>

Email Signatures

All staff email signatures should be in Arial, size 12 font, in the Headway dark teal colour. All staff email signatures should follow the following format.

First Name Surname

Position

Headway Gippsland

Working Days

Office Phone

Mobile Phone if applicable

Email (this can be the hyperlink blue colour)

headwaygippsland.org.au (this can be the hyperlink blue colour)

Supporting people with an Acquired Brain Injury, other disabilities and their families



We acknowledge the Traditional Owners of Country and the lands we operate on, We pay our respects to Elders past, present and emerging, and their connection to land, waters and community.

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DISCLAIMER: If you are not the intended recipient, any disclosure, copying, or distribution of this message, or any action or omission taken by you in reliance on it, is prohibited and may be unlawful. Please immediately contact the sender if you have received this message in error. Thank you.

Please consider the environment before printing.

Mobile Signatures should be in Arial, size 11 font in the Headway dark teal colour, and should be as follows.

Kind regards,

Name

Title

Headway Gippsland Inc.

Sent from my mobile. (so that people know they are on the road)

Presentations

The Headway Gippsland Inc. PowerPoint template is embedded below.



Headway PowerPoint
Presentation template

Agendas and Minutes

Agenda and Minute templates are embedded below.



Headway Agenda
template



Headway Minutes
template

Acknowledgement

Adapted from Central West Gippsland Primary Care Partnership (PCP) and Gippsland PCP corporate style guides.