



Using the Healthway logo

A guide for our Healthy Partners

Using these guidelines

The following pages are designed to help you use the Healthway logo in a way that keeps our brand consistent and strong. Please send through proofs to your program manager to make sure the logo application is consistent with these guidelines and that the State Coat of Arms is not duplicated on the proof for multiple WA State Government agencies. We are always happy to help, so if you have any further questions about the appropriate use of Healthway's logo, please email media@healthway.wa.gov.au.

Available logos

The full colour cmyk logo can be used on light/white backgrounds.



The reversed cmyk colour logo can be used on dark/black backgrounds.



The mono logo can be used when production only allows one colour black, or the background colour doesn't work with our full colour logo.



The reversed mono logo can be used on dark colour backgrounds, when one colour is allowed, or the background colour doesn't work with our full colour logo.



Please contact your partnership officer at Healthway for a complete logo suite, including cmyk, reversed and mono versions.

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media@healthway.wa.gov.au
healthway.wa.gov.au

Which logo format should I use?

We have two different Healthway logo formats available for use:

1



State Coat of Arms + Healthway Red Flag

This logo configuration should be used when acknowledging **funding/support**

2



Healthway Red Flag Only

This logo configuration should be used on **promotional material and merchandise**

The State Coat of Arms + Healthway red flag

logo should be used when acknowledging Healthway funding. This ensures the State Government receives appropriate recognition for its contribution and investment in the community.

Applications include things like:

- media walls
- websites
- reports
- publications, and event publications where other sponsors are acknowledged.

Note: In special instances where there are space limitations or message/logo congestion causing the health campaign message to get lost (e.g., in digital environments such as Facebook, Instagram, Twitter, video, and smartphone applications), please contact Healthway to discuss using the Healthway red flag only.

The Healthway red flag logo (without State Government crest) should be used on promotional material and merchandise, and includes items that are associated with a funded project and has the sole purpose of extending the reach of health messages.

Applications include things like:

- large event and venue signage
- pull-up signs
- posters
- educational items, such as training resources
- electronic signage strictly for promoting the health campaign message
- merchandise, such as drink bottles, clothing, awards, certificates, trophies and other similar items.



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Space and size guidelines

Logo clear space

The minimum clear space around the logo defines the area into which no other element must intrude. The distance marked 'way' (as shown opposite) represents the width of characters 'way' in 'Healthway'. This represents the minimum clear space distance allowed around the logo.



Minimum size



45mm wide



17mm wide

Positioning the logo



When using the **Healthway red flag logo** on promotional materials, the Healthway logo should sit alongside the health message logo. With the **Healthway logo first and health message second**.



Under the Department of Premier and Cabinet's common badging guidelines, the **State Coat of Arms needs to be placed to the left of other logos**.



Government of Western Australia
Mental Health Commission



If more than one WA State Government agency supports an organisation and the State Coat of Arms already appears, then it is acceptable to **use just the Healthway red flag only**.

However, the State Coat of Arms should be placed to the left of other logos. Additionally, the hierarchy of logos would usually follow Federal, State, and other logos from left to right as indicated above.

Note: If you are supported by **both Healthway and Lotterywest**, please refer to the co-branding guidelines located here: <https://company-54778.frontify.com/d/qkWK8BGtDvTp/co-branding-healthway>.

For more information on consistent use of a State Government Coat of Arms please visit:
Common badging (www.wa.gov.au).