



INDIGENOUS EYE HEALTH CAMPAIGN STYLE GUIDE

August 2022

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INTRODUCTION

This document will help guide you in the use of elements for the University of Melbourne Indigenous Eye Health campaign. As this cultural element represents both Aboriginal and Torres Strait Islander cultures, we ask that you please respect the artwork and follow the terms of usage laid out in this style guide. These guidelines have been created by Gilimbaa to show how elements from the artwork can be used within the campaign concept.



ARTWORK USAGE AND PURPOSE

OWNERSHIP

The campaign is commissioned by University of Melbourne, however the intellectual property of the cultural element sits with Gilimbaa. University of Melbourne has license to use the artwork collateral relating to the Indigenous Eye Health campaign and its initiatives and programs. University of Melbourne agrees to attribute the artists of the artwork and Gilimbaa as the provider of the Services.

USAGE

The artwork and art elements are to only be used in relation to the Indigenous Eye Health campaign and its initiatives and programs. The artwork should not be used for promotion of unrelated projects without the consultation of Gilimbaa. Any use outside of the original scope is to be negotiated with Gilimbaa and may incur licensing fees.

FUNCTION

The cultural element is not a stand-alone brand and should never be used in a brand function. Its elements should never be used to create a logo for any initiatives or programs without consulting Gilimbaa to ensure that the artworks meaning remains intact. Please note, extended use of the cultural element or elements, particularly any use on merchandise or for sale items must be discussed with Gilimbaa first and may incur licensing fees.

ALTERATION

The cultural element is not to be used or altered outside of the scope of this guide. Any changes not outlined in this guide are to be done in consultation with Gilimbaa to ensure that the artwork meaning remains intact.

QUESTIONS

If you have any questions about the artwork or any query regarding usage please do not hesitate to contact Gilimbaa, we would love to talk with you. As these artworks represent both Aboriginal and Torres Strait Islander cultures, we ask that you please respect the artwork and follow the terms of usage laid out in this guide. Elements within this artwork represent culture and we ask that as a matter of cultural protocol that users of the artwork respect this. If you require any assistance in regards to understanding this guide please do not hesitate to contact us at Gilimbaa on (07) 3367 8895 or office@gilimbaa.com.au



CAMPAIGN OVERVIEW

CAMPAIGN OVERVIEW

Most people place little importance on their eye health often because they have other health issues which need to be managed. They also learn to live with deteriorating eye conditions not realising that this could lead to significant vision impairment or blindness. Getting a regular eye check is the best way to determine if your eyes are healthy and keep them that way. The easiest way to do this is to start caring for your eyes today, so your eyes are always as healthy as possible.



CAMPAIGN LOGO



CULTURAL ELEMENT

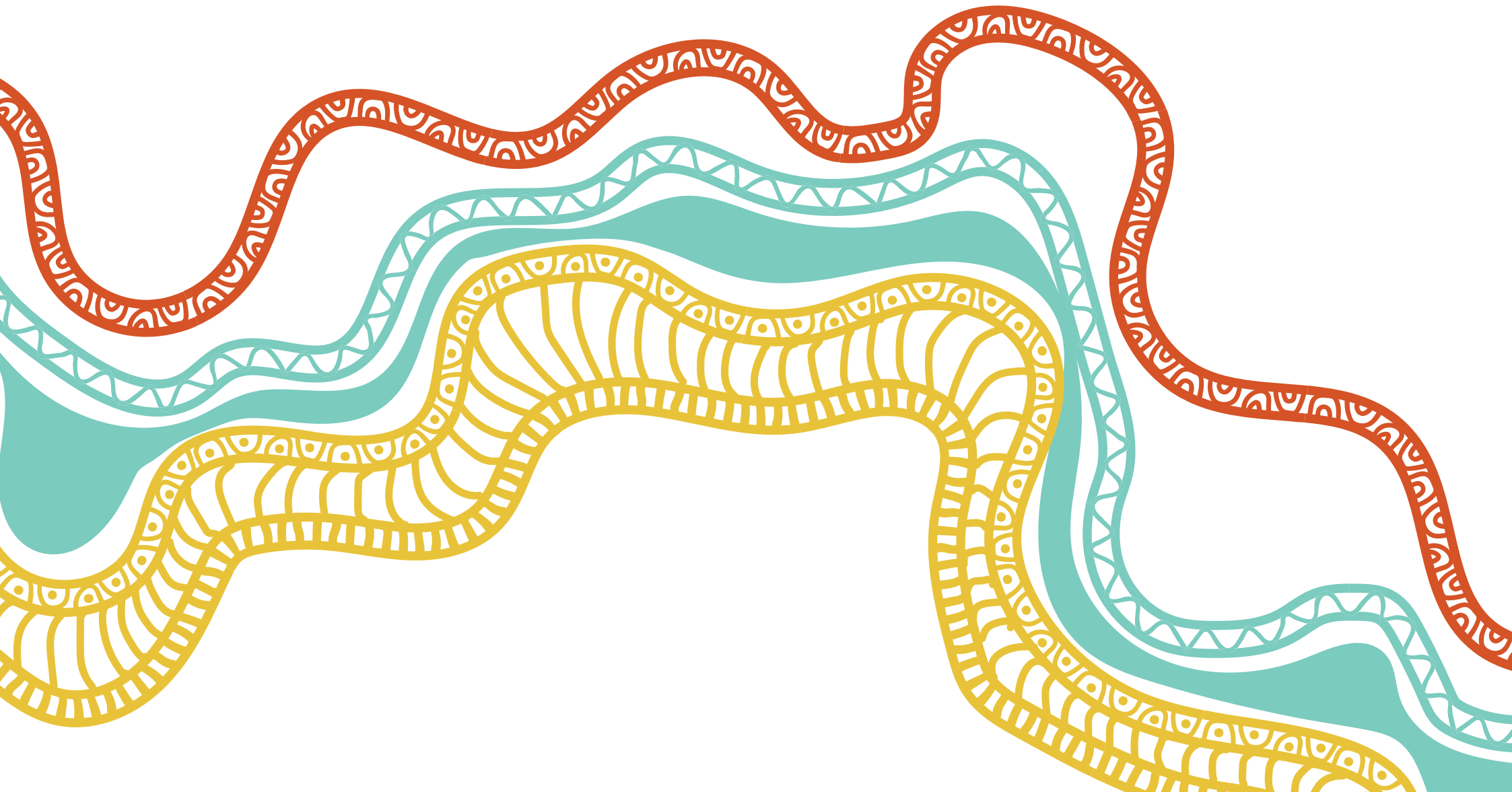
'TRAVERSING COUNTRY'

These elements represent the strength and vibrancy of First Nations people all over Australia.
We are diverse and culturally strong peoples with humour to share and stories to tell.
We are forever connected to Country, our families, and our communities.

Continuity of culture is one of the most important things for First Nations peoples.
Our health and wellbeing is strengthened by these connections.
The connections here are represented as a continual line from left to right; the line has no end.

As we walk on, feel, and see our Country, we are connected.

CULTURAL ELEMENT



EYE HEALTH HEROES

A selection of well known community members from a cross section of disciplines have been chosen as the Eye Health Heroes. Their involvement helps give weight to the reasons why you should look after your eyes. They give simple and relatable reasons for looking after their eyesight.

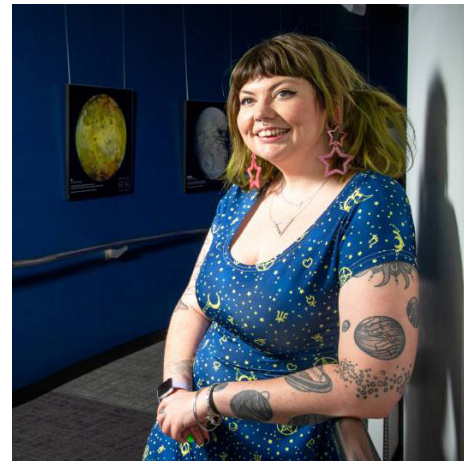
A campaign expansion could localise the campaign content and include local Eye Health Heroes.



Dr. Kristopher Rallah-Baker



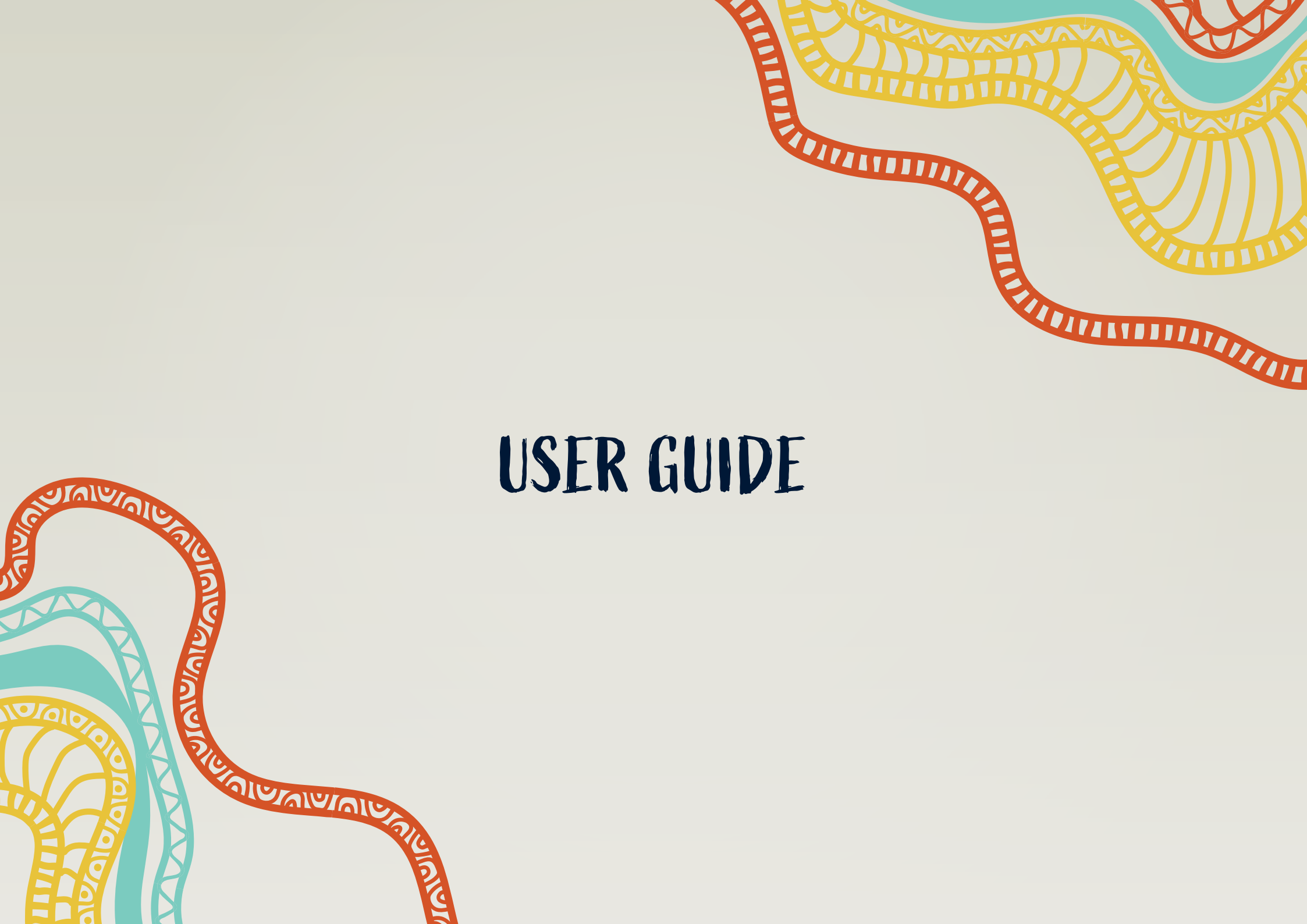
Nornie Bero



Karlie Noon

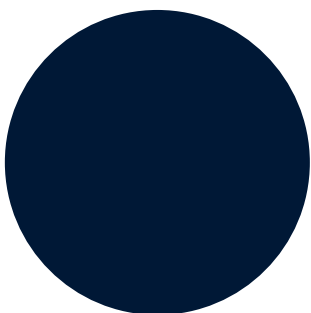


Kiwirrkurra Indigenous Rangers

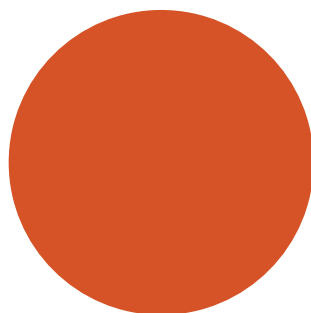
The background of the page is a light gray. It is decorated with stylized, wavy lines in red, yellow, and teal. These lines are positioned in the top right and bottom left corners, framing the central text. The lines have a hand-drawn, patterned appearance, with some segments featuring small, repeating geometric shapes like triangles or circles.

USER GUIDE

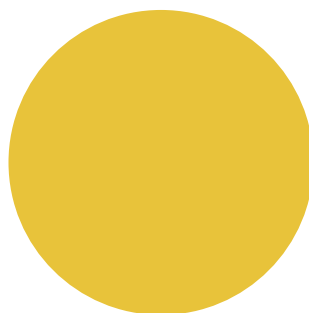
COLOUR PALETTE



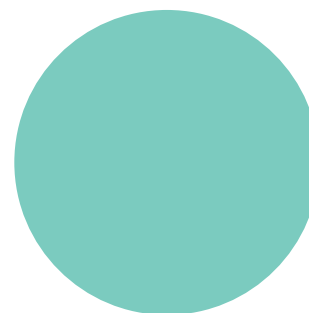
Navy
100C/25M/0Y/90K
0R/27G/56B
#001B37



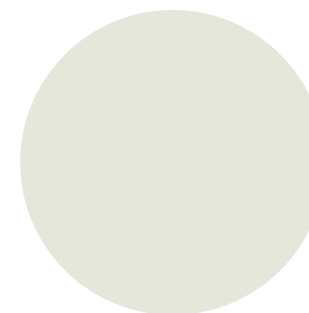
Orange
12C/81M/100Y/2K
212R/84G/39B
#D35427



Yellow
10C/20M/90Y/0K
232R/196G/58B
#E8C339



Teal
50C/0M/30Y/0K
124R/204G/191B
#7CCBBF



Neutral
9C/6M/13Y/0K
230R/229G/218B
#E5E5DA

CAMPAIGN FONTS

DISPLAY FONT – FOR USE ON HEADLINE ONLY

ACTIVE (CAPPED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

WORK HORSE FONT

Gotham Book

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Bold

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Ultra

abcdefghijklmnopqrstuvwxyz

0123456789

CAMPAIGN LOGO

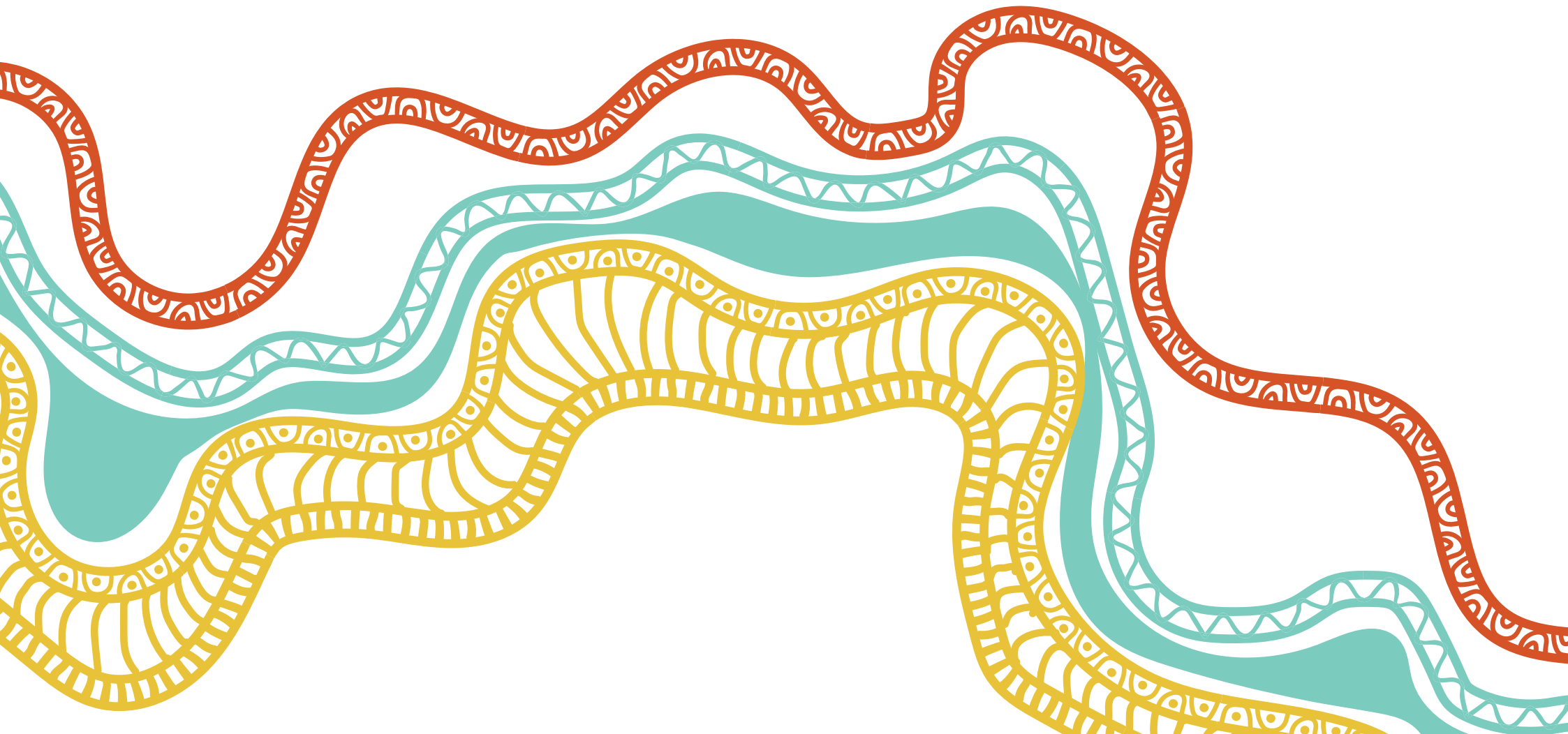
PREFERRED LOGO

Full colour is the preferred use though mono and reversed logo variations are available for applications where a full colour logo is not able to be used. Only use campaign logo as supplied.



CULTURAL ELEMENT

Variations of the cultural element have been supplied for use. Only use as supplied.



HEADLINE SAMPLES

EYE HEALTH HEROES

Campaign headlines have been developed for each of our Eye Health Heroes.

I USE MY EYES TO PROTECT YOURS.

Kris Rallah-Baker

Yuggera, Biri-Gubba-Juru man
Ophthalmologist

I NEED MY EYES TO SHARE THE JOY OF FOOD.

Nornie Bero

Meriam woman
Chef and Author

I WANT TO SEE THE NIGHT SKY.

Karlie Noon

Gamilaraay woman
Astronomer and Astrophysicist

WE NEED TO SEE TO CARE FOR COUNTRY.

Kiwirrkurra Indigenous Rangers

LOCAL EYE HEALTH HEROES

Some examples of headlines that could be used for local community members follow.

I USE MY EYES TO TAKE THE MARK.

Local sports

I NEED MY EYES SEE MY BABY GROW.

Mother

**I NEED MY EYES TO KEEP AN EYE
ON THE YOUNG ONES.**

Elder

I WANT TO SEE TO LEARN.

School kid

INCORRECT USAGE

CAMPAIGN LOGO

DO NOT

stretch or warp the campaign logo



DO NOT

rotate the campaign logo



DO NOT

crop the campaign logo



DO NOT

recolour the campaign logo



CULTURAL ELEMENT

DO NOT

stretch or warp the cultural element



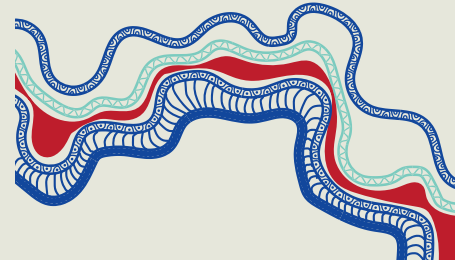
DO NOT

overuse elements or place copy over elements



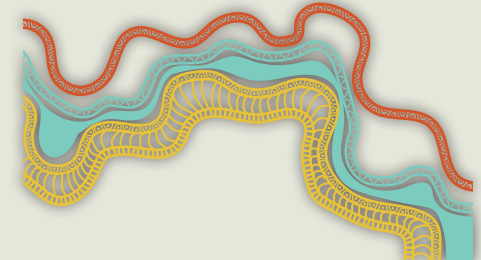
DO NOT

change the colour of the cultural element



DO NOT

add embellishments or effects to the cultural element





EXAMPLES IN USE

POSTER

I USE MY EYES TO PROTECT YOURS.

Kris Rallah-Baker
Yuggera, Biri-Gubba-Juru man
Ophthalmologist

**REGULAR EYE CHECKS
KEEP OUR EYES HEALTHY**

It's easy, just yarn with your health worker, doctor or local health clinic about getting an eye check or have your eyes checked as part of your annual 715 health check.

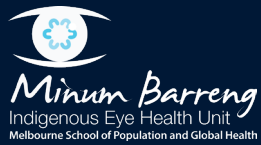
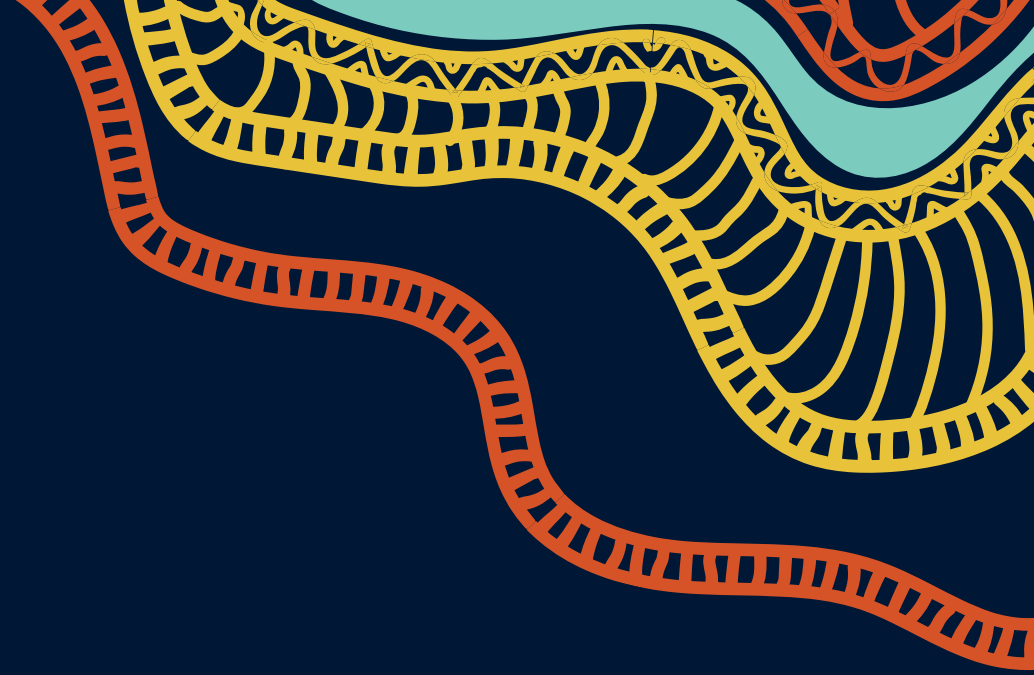
**EYECARE NOW
EYECARE ALWAYS**

   Australian Government
Department of Health

VIDEO





Australian Government
Department of Health

