



CHECK TODAY, SEE TOMORROW

STYLE GUIDELINES

Indigenous Eye Health (IEH)
Melbourne School of Population and Global Health
The University of Melbourne





Development of the 'Check Today, See Tomorrow' Artwork

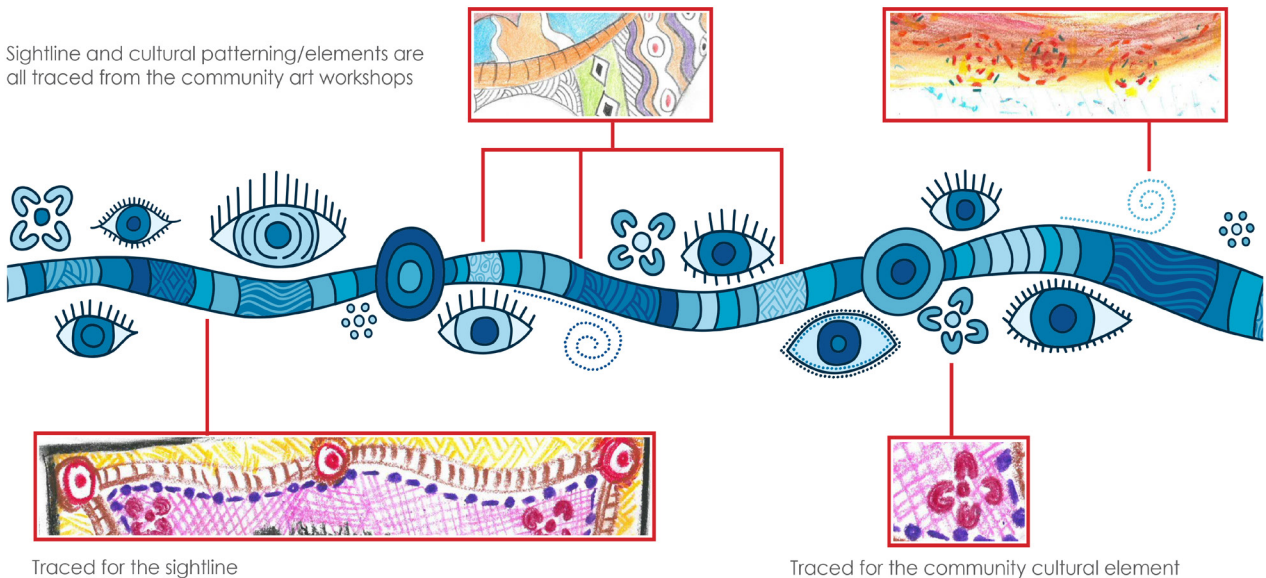
In 2015 Indigenous Eye Health (IEH) at the University of Melbourne with the support of Gilimbaa Creative Agency held a series of art workshops in three regions across Australia to help create the 'look and feel' of the '**Check Today, See Tomorrow**' diabetes eye care resource kit.

The 'eye-con' logo was created from an original art design and each coloured ring within the eye represents an eye condition: diabetic eye disease, cataract, refractive error and trachoma. The supporting slogan or tagline '**Check Today, See Tomorrow**' was generated during consultation in the Grampian's region and this slogan was then included in the lyric and music writing workshops in the other two regions.

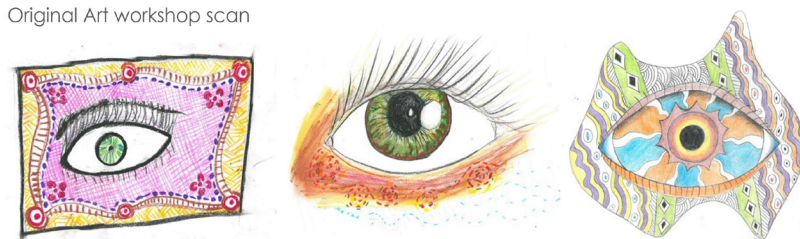
The 'sightline' is made up of a variety of eyes traced from the original artwork from each region with cultural elements and patterning embedded along the 'sightline'.

IEH hope to make the 'eye-con', 'sightline' and Associated Materials as accessible as possible while still maintaining its visual presentation and re-enforcing its brand recognition and eye messages. To preserve the full integrity of the '**Check Today, See Tomorrow**' artwork and all the communities associated with the development of it, IEH must retain artistic control over its use and ask that you read and follow the information outlined below.

Sightline and cultural patterning/elements are all traced from the community art workshops



Original Art workshop scan

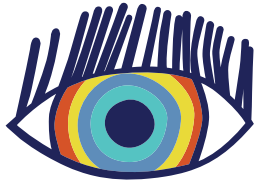




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Primary Logo

Created for the '**Check Today, See Tomorrow**' materials this is the main version of the 'eye-con' logo. Permission is granted for use of this logo to promote diabetes eye care. (See "Use Guidelines" for more information).



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Alternative Logo

Clearly based on the Primary Logo design, these are a few existing variations of the 'eye-con' logo that can be used for promotional materials. Permission is granted for use of these logos to promote diabetes eye care. (See "Use Guidelines" for more information).



**CHECK TODAY,
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1. 'eye-con' with stacked wording



2. 'eye-con' Image Only



Sightline

There are a few variations of the 'sightline' available to use. They must only be used for diabetes eye care

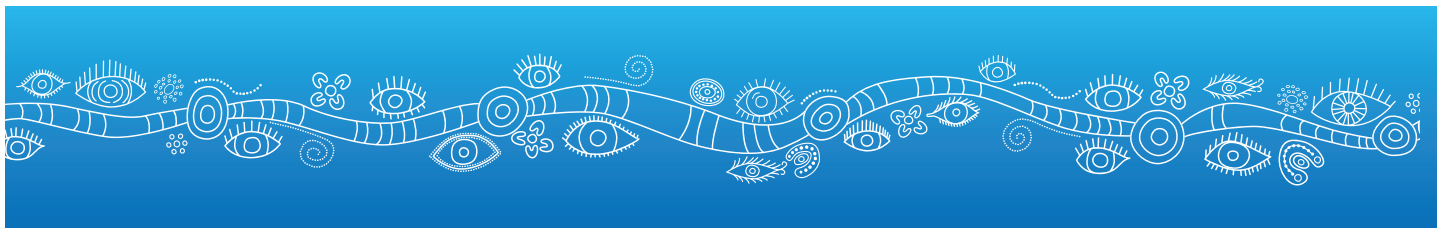
1. 'sightline' (Primary)



2. 'sightline' Watermark (Alternative)



3. 'sightline' Outline (Alternative)





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Incorrect Use

To preserve the future integrity of '**Check Today, See Tomorrow**' 'eye-con', 'sightline' and all 'Associated Materials', IEH will retain artistic control over its use.

All adaptations, modifications or changes made to or new work including these designs will be made by IEH.

If you wish to have any adaptations, modifications or changes made to these designs or any new work produced including these existing materials you must complete the "Permission Form for Use" and indicate what changes or new work you require.
(return "Permission Form for Use" to Indigenous-EyeHealth@unimelb.edu.au)



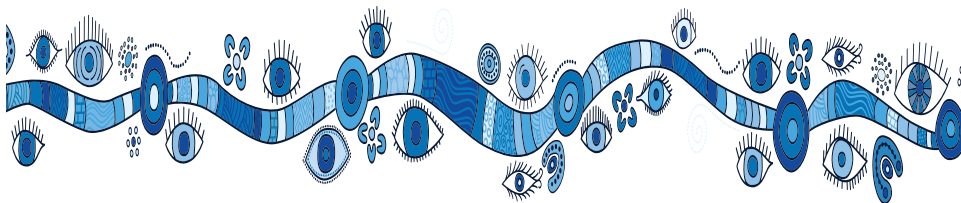
CHECK TODAY, SEE TOMORROW

Do not change colours

CHECK TODAY, SEE TOMORROW



Do not change element positions



Do not stretch/distort/rotate



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Colours



Font Colour

R:33 G:36 B:90
C:100 M:96 Y:32 K:29



Light Blue Background

R:23 G:182 B:234
C:68 M:6 Y:0 K:0



Dark Blue Background

R:5 G:115 B:183
C:88 M:51 Y:1 K:0

Fonts

Patagonia-Medium is used for all headings, sub-headings and 'Check Today, See Tomorrow' logo



Patagonia- Medium

Century Gothic is used for all main body text throughout documents (eg Brochure and Flipchart)



Century Gothic

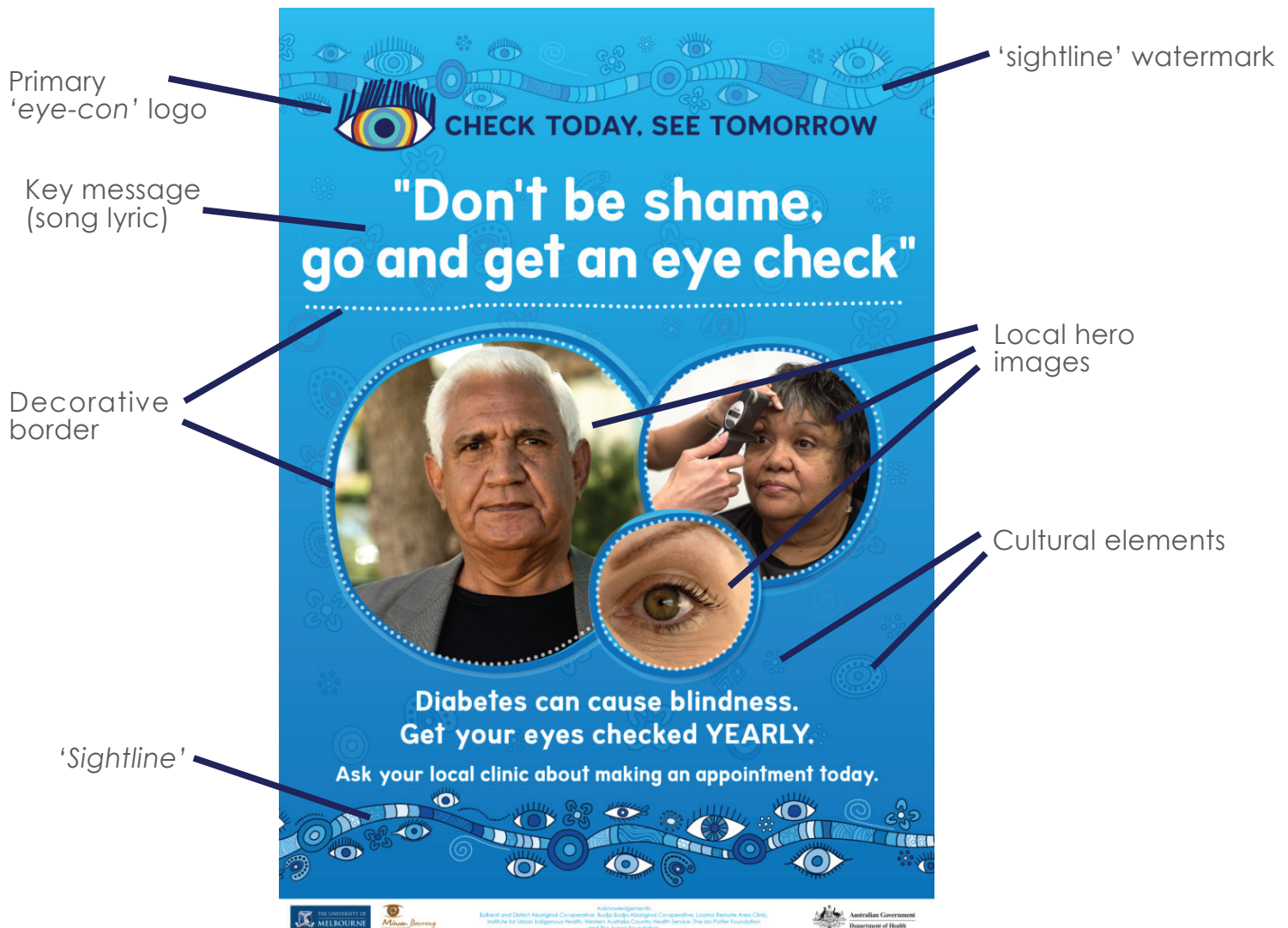


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Associated Materials

'Associated Materials' refers to all existing materials produced in conjunction with the 'eye-con' logo or 'sightline'. This covers all designs created for the '**Check Today, See Tomorrow**' resource kit. This also includes the individual elements from these materials such as the decorative borders of dots/dashes/encircling lines, the cultural elements background pattern, key slogans and '**Check Today, See Tomorrow**' heading font styles and photos.

Individual illustrations used as part of any of these resources or associated campaigns are also included in 'Associated Materials'.



Use of Associated Materials

The same guidelines and permission form applies to all 'Associated Materials'. Please see "Incorrect Use" and "Use Guidelines".

You must complete the "Permission Form for Use" and indicate what changes or new work you require. (return "Permission Form for Use" to Indigenous-EyeHealth@unimelb.edu.au)



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Examples of Use

The following are examples of ways in which the '**Check Today, See Tomorrow**' 'eye-con', 'sightline' and 'Associated Materials' can be adapted for promotional material. Please see "Incorrect Use" and "Use Guidelines" before proceeding with your own artwork. You must complete the "Permission Form for Use" and indicate what changes or new work you require. (return "Permission Form for Use" to Indigenous-EyeHealth@unimelb.edu.au)





Use Guidelines

- Permission is granted from IEH for not for profit organisations to use the 'eye-con' logo and 'sightline' design to promote Indigenous diabetes eye care.
- You must complete the "Permission Form for Use" and indicate what changes or new work you require.
(return "Permission Form for Use" to Indigenous-EyeHealth@unimelb.edu.au)
- Acknowledgement must be given to '**Check Today, See Tomorrow**' resources, Indigenous Eye Health, The University of Melbourne for use of the logo/designs/'Associated Materials'.
- Permission from IEH should be received in writing prior to work commencing on any project hoping to make adaptations or modifications to 'Associated Materials'.
- Please provide a description of all intended adaptations, modifications or changes of the 'Associated Materials' for approval by IEH. Please refer to the 'Associated Materials' section for more information.
- All adaptations, modifications or changes to the 'Associated Materials' or new designs must be made by our original designer.
- Logo/designs must not be modified in any way and you must adhere to these guidelines.
- Logo/designs are not to be used for commercial purposes.



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Contact

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