



MY HEALTH RECORD 2018

Visual Style Guide

Overview of brand formats

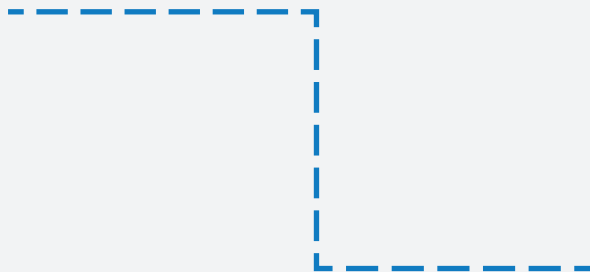
FOLDER ASSETS



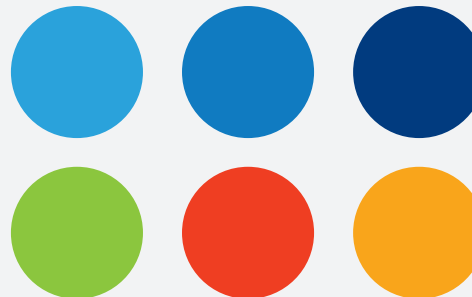
PHONE AND LAPTOP ASSETS



DOTTED LINE



COLOURS



TYPOGRAPHY

Your health record in your hands

This year, you will get a **My Health Record** unless you tell us you don't want one

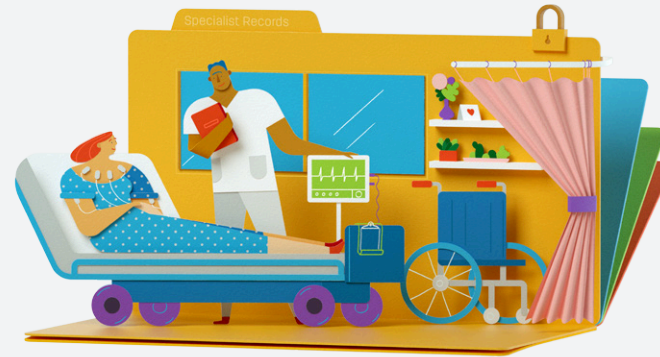
Visual assets: Folders

These should not be edited or amended in any way.

PHARMACY



SPECIALIST



GP



HOSPITAL



Visual assets: Phone and laptop

These should not be edited or amended in any way.

On multi-page documents both laptop and phone need to appear.

LAPTOP

Right and left versions available, choose according to where it appears in layout.



PHONE

Both landscape and portrait versions available, choose the option that fits the layout the best.



Dotted line

The dotted line is the connection between medical records and My Health Record.

It should always appear at right angles, never curved.

It should never overwhelm the layout, or get too busy.

You can weave text and other elements on the layout through the line.

It can begin from underlined type, or an image.

The line can bleed off the edge of the page. When working with multi-page documents, be conscious of where the line bleeds off, and if possible, resume the line on the next page.

Stroke weight

Up to A3: 2pt

Above A3: 5pt

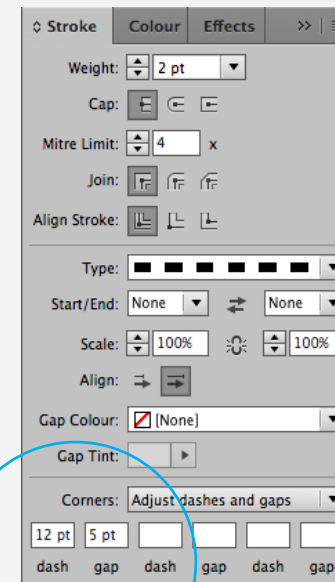
Line style

Type: Dashed

Dash: 12pt Gap: 5pt



C85 M45 Y0 K0
R0 G127 B191
#007fbf



CTA

To ensure visibility and clarity, the url and help line should appear on a coloured panel.

Careful consideration should be taken to make sure it is visible, however it should not be the most dominant element in the layout.

To retain consistency, the copy should be in Quint Bold, except the words "Help line" which should appear in Quint Medium.

The copy should be white, and appear in a blue box to ensure contrast and clarity.

The URL should always appear first, followed by the help line.



C100 M75 Y0 K30
R32 G64 B127
#20407f



C70 M20 Y0 K0
R38 G166 B223
#26abdf

Typography

Headline

To be type-set using Quint Medium.

“Your health record in your hands” wording cannot be altered and should always appear in the blue as shown.

The headline should be one of the main elements on the layout.

Subhead

“This year, you will get a My Health Record unless you tell us you don’t want one” wording cannot be altered and should always appear in blue.

To be type-set using Quint Light and Quint Bold as shown.

Where possible, ensure “My Health Record” appears on the same line.

Bullet points

Dot points need to keep in the light blue diamond shape.

Your health record in your hands

This year, you will get a
My Health Record unless you
tell us you don’t want one

Information can be added, viewed and shared by registered health providers involved in your care. Your My Health Record can contain important information including:

- ◆ Medical conditions
- ◆ Medicines you are taking
- ◆ An Advance Care Plan
- ◆ Allergies and adverse reactions
- ◆ Pathology test results
- ◆ Information on your child’s health, if you have a family

Primary headline colour



C100 M75 Y0 K30
R32 G64 B127
#20407f

Secondary headline colour



C85 M45 Y0 K0
R0 G127 B191
#007fbf

Bullet point colour



C85 M45 Y0 K0
R0 G127 B191
#007fbf

Typeface

Quint

For headings, subheadings and CTAs use Quint.

Quint can be purchased [here](#).

Din

For bodycopy, terms and conditions, footnotes and any other copy, please use Din.

Din can be purchased [here](#).

Typography

Please refer to the My Health Record Brand Identity Guidelines for full guidelines.

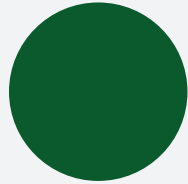
**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Colours



C100 M75 Y0 K30
R32 G64 B127
#20407f



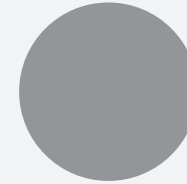
C90 M38 Y100 K36
R0 G89 B38
#005926



C0 M100 Y90 K30
R177 G15 B32
#b10f1f



C0 M40 Y100 K0
R255 G166 B32
#ffa620



C0 M0 Y0 K50
R151 G151 B151
#979797



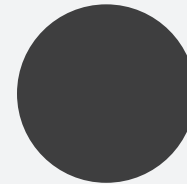
C85 M45 Y0 K0
R0 G127 B191
#007fbf



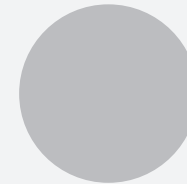
C76 M0 Y100 K0
R51 G180 B74
#32b34a



C0 M90 Y100 K0
R239 G65 B32
#ef4120



C0 M0 Y0 K90
R64 G64 B64
#404040



C0 M0 Y0 K30
R191 G191 B191
#bfbfbf



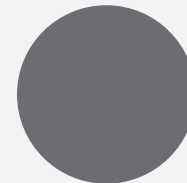
C70 M20 Y0 K0
R38 G166 B223
#26abdf



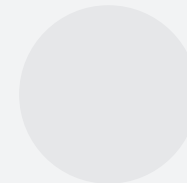
C50 M0 Y100 K0
R140 G197 B64
#8cc540



C0 M40 Y95 K0
R255 G130 B32
#ff821f



C0 M0 Y0 K70
R108 G108 B108
#6c6c6c



C0 M0 Y0 K10
R230 G230 B230
#e6e6e6

Logo

Paper logo

A paper version of the My Health Record logo has been created for this campaign. The only times in which it can appear is within the Laptop or Mobile illustrations.



Logo size

Minimum clear space

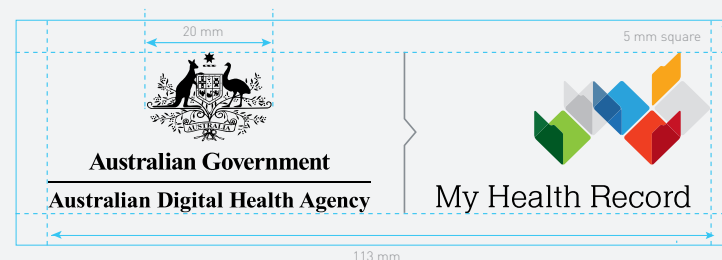
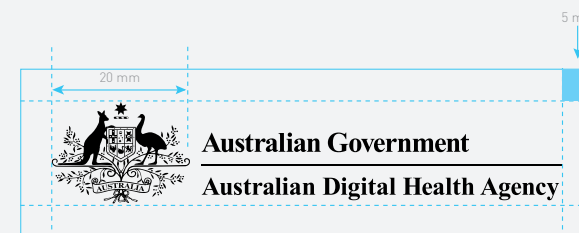
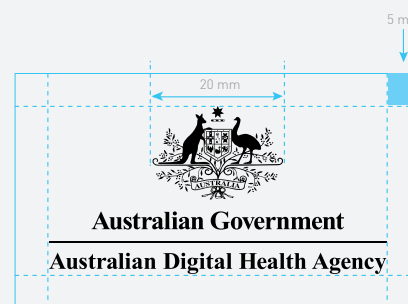
To protect the integrity of the logos in the context of surrounding elements, please allow enough clear space. Use the 'M' from My Health Record as a guide to the border dimensions.

For the Agency logo, there is a minimum of 5mm clear space to be used proportionally with the Commonwealth Crest 20mm minimum size rule.

Minimum and optimum sizing

To ensure visibility across all collateral items, a minimum and optimum size of the My Health Record logo is as follows:

- ◆ A MINIMUM width of 20mm is recommended to retain legibility, with an OPTIMUM width of width of 30mm being preferable on A4 documents.
- ◆ For the Agency logo, the Commonwealth Crest must be a MINIMUM width of 20mm.



Contact us

We're happy to help

Email: myhealthrecorddesign@digitalhealth.gov.au

