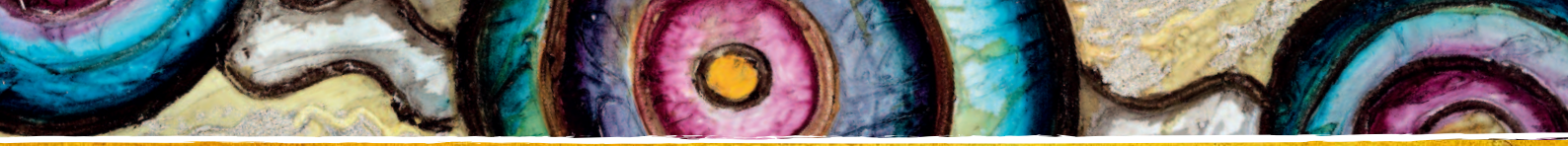

OCHRE

Brand Identity Guidelines

@ November 2016

NSW GOVERNMENT | Education Aboriginal Affairs

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1. INTRODUCTION

***OCHRE* stands for opportunity, choice, healing, responsibility, empowerment** and is the NSW Government Plan for Aboriginal affairs which has education, employment and accountability at its heart.

These guidelines have been created to help Aboriginal Affairs (AA) present a professional, unified and consistent *OCHRE* sub-brand identity across all materials including Government, public and inhouse documentation.

Note: These guidelines are specifically for *OCHRE* and *OCHRE - a continuing conversation* branded communications. For materials branded under the Aboriginal Affairs corporate identity, please refer to the AA Corporate Style Guidelines availabe by contacting the Director, Strategy and Coordination.

2. *OCHRE* IDENTITY

About *OCHRE*

OCHRE stands for *opportunity, choice, healing, responsibility and empowerment*, and is the NSW Government Plan for Aboriginal affairs which has education, employment and accountability at its heart.

OCHRE commits the NSW Government to a different way of working with, and in support of, Aboriginal communities by building strong working partnerships that have at their heart respect for local Aboriginal culture, leadership and decision making.

The *OCHRE* logo

The *OCHRE* logo is a simple, typographical brandmark intended to work with other supporting graphics (see pg 11) to build a flexible, memorable and personable brand identity.

The logo may appear in any colour from the *OCHRE* colour palette (see page 8) provided there is adequate contrast with the background it is placed on, or used as reverse (in white) on a darker background or image.

OCHRE

Positive logo (black)

Reverse logo (white)

2. *OCHRE* IDENTITY

Logo variation

In instances where the *OCHRE* logo appears as a stand alone - ie. without explanation or documentation, it is recommended the logo appear with a supporting line which helps define the *OCHRE* brand.

This logo version includes the definition line beneath the *OCHRE* brandmark, as shown below:

When used at a size smaller than shown (110mm wide) the supporting line may be removed and used elsewhere on a page at a readable size.

To obtain a copy of the logo in it's various formats, or if you require assistance or advice regarding the most suitable logo to use for your specific purposes, please refer to the Director, Strategy and Coordination or email enquiries@aboriginalaffairs.nsw.gov.au

2. *OCHRE* IDENTITY

Correct usage

It is important to use the *OCHRE* logo correctly. Below are some key aspects that must be adhered to ensure the integrity of the logo is maintained.

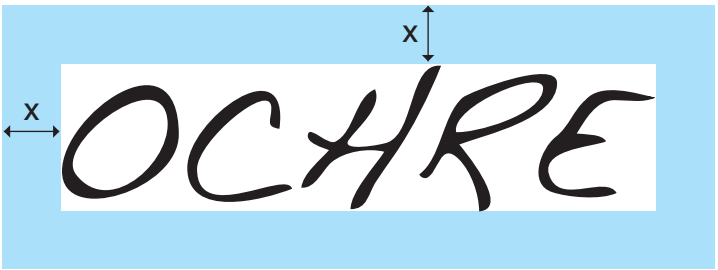
Minimum clear space

This is the area around the logo that must be left clear without text, imagery or other logos.

This is to ensure the logo has visual prominence and avoids appearing crowded or lost within materials.

Minimum clear space maintained around all edges of the logo must be no less than the HALF the height of the “O” in *OCHRE*.

Therefore, minimum space around the logo is indicated by the blue:



2. *OCHRE* IDENTITY

Incorrect usage

Do not attempt to recreate, redraw or change proportions of the logo. The correct logo is available in various formats on request. See page 5 to obtain a copy of the logo.

Do not rotate or place the logo on an angle.

Do not stretch or distort the logo in any way.

Do not adjust or change the colours in any way. Only use the logo variations in existence as specified on pages 4-5.

Do not use a tint or watermark of the logo. The logo must always be produced at 100% opacity.

2. *OCHRE* IDENTITY

Colour palette

For documents, graphics and materials created under the core *OCHRE* brand identity, a specific colour palette has been developed to help bind the materials visually.

The colours have been derived from a warm, natural palette, and help support a more unified brand across multiple visual platforms.

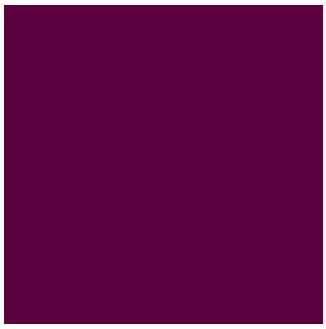
Ample use of white space unifies the palette with contrast and vibrancy.

Sand:
1C, 5M, 8Y, 10K

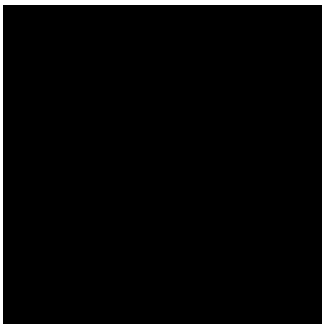
Ochre:
10C, 25M, 100Y, 10K

Burnt Earth:
82M, 100Y, 8K

Fire:
18C, 100M, 100Y, 8K



Eggplant:
44C, 100M, 33Y, 50K



Black:
100K

Additional colours and variations (tints and shades) of the key colours may be used within materials, however the specified key colours should form the main colour palette.

2. *OCHRE* IDENTITY

Typography

Within documentation, we recommend specific fonts be used for an overall consistent appearance with maximum legibility. Please adhere to the following guidelines.

Fonts

The preferred font for use throughout Aboriginal Affairs literature is Helvetica (various weights) at 11pt for body text. For inhouse documentation, or when Helvetica is not available, Arial is to be used instead.

We understand sometimes type needs to be reduced slightly to fit onto a single page etc, but recommend the body text does not appear below a minimum of 10pt.

Helvetica Light 11pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQ
RSTUVWXYZ

Helvetica Roman 11pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOP
QRSTUVWXYZ

Helvetica Bold 11pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOP
QRSTUVWXYZ

Arial 11pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOP
QRSTUVWXYZ

Arial Bold 11pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOP
QRSTUVWXYZ

2. *OCHRE* IDENTITY

Letter spacing

KERNING (or horizontal spacing between characters) should be set to “standard” or 0.
ie: the quick brown fox

Avoid tight kerning:
the quick brown fox

Avoid open or extended kerning:
the quick brown fox

LEADING (or vertical spacing between lines of text) is set at a minimum of 11/14pt, with an ideal setting of 11/16pt where space allows.

Contrast

Text should be printed with the highest possible contrast. Dark text on light background is ideal. However, light (white or yellow) letters on a dark (black) background is also acceptable. Avoid red text on black, and black text on red.

Alignment

Text should always be aligned left. Justification is not recommended.

Oreet, conum acilissed elis ea feugiam velis augait iliqui blaorpero commolore modolobore consed exer ip eugue tie.

Line lengths

Having the right amount of characters on each line is key to the readability of your text. It shouldn’t merely be your design that dictates the width of your text, it should also be a matter of legibility.

The optimal line length for your body text is considered to be 50-70 characters per line, including spaces.

For this reason, a 2 column layout is recommended for a standard A4 document.

2. *OCHRE* IDENTITY

Supporting graphics

AA has developed a suite of visual elements that act as supporting graphics for the *OCHRE* brand, and form a distinctive visual identity across materials and publications. When used consistently across all communications, this will help to create a recognisable and known brand for *OCHRE*.

Depending on the level of communication and purpose of publication (ie. Report vs Newsletter) individual, specific visual elements and combinations of those elements help define the purpose of the publication and its audience.

One or more design elements can be chosen for a publication or communications product from this range and used as the key feature of the design.

Kim Healey artwork strip

Kim Healey's artwork is regular used as a top strip running across the cover of major publications and reports. Please refer to page 14-17 for examples of this artwork in use.

Aborignal Affairs has permission from the artist to use this artwork exclusively for *OCHRE* materials, and should always be credited (Kim Healy).

Where space permits, the following wording should appear on the inside front cover, along with a full image of the artwork (see page 16 for an example of usage):

> ***Artist Recognition:*** *Kim Healey is a descendant of the Bundjalung and Gumbaynggirr nations, and also a descendant of the Djunbun (Platypus) Clan, original custodians of the Washpool at Lionsville in Northern NSW. She currently lives within Country in South Grafton NSW, creating and telling her stories along the mighty Clarence River. Kim strives to capture Country and utilise her voice through her work, to interpret the world around her.*
>
> *This work captures Kim Healey's connection to Country. It speaks of the Bundjalung and Gumbaynggirr nations which were created by the Yuladarah, the creator of rivers, boundaries and tribal land. This is the Clarence River boundary with Susan Island in the middle of these two tribes which is a birthing place. Using a sgraffito technique, scribing in the sandy medium is a mapping system of Country.*

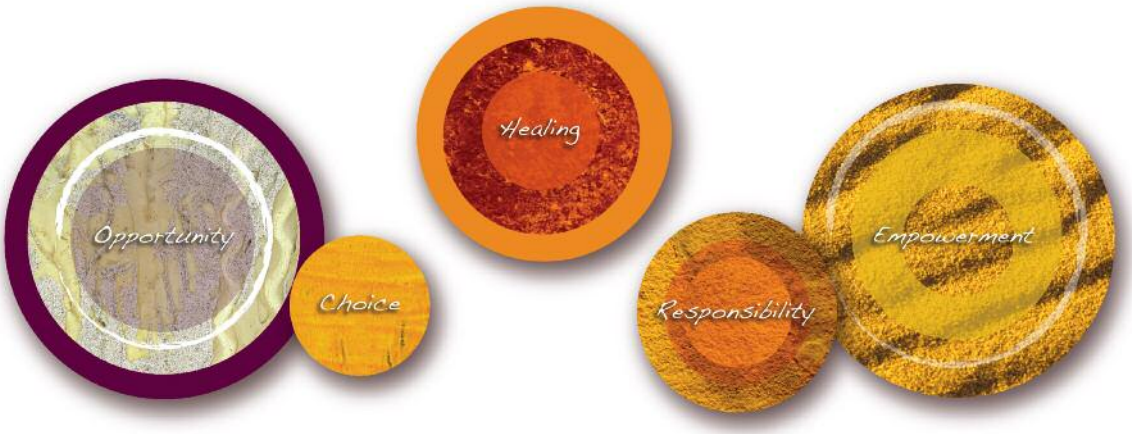
2. *OCHRE* IDENTITY

OCHRE circles

A key graphic made of a series of textural circles has been developed to visually illustrate the "opportunity, choice, healing, responsibility, empowerment" concept. This graphic is a useful device to highlight the core *OCHRE* concept, and is available in both square and horizontal versions for use. *Note - this graphic should not be used at a size that makes the text illegible.*

Square version:

Horizontal version:



2. *OCHRE* IDENTITY

Brushstroke keyline

A 'hand drawn' keyline has been developed to sit directly beneath the Kim Healey artwork strip, to create a divide between the artwork and any colour blocking or imagery used beneath. It may also be used in other areas to help create definition, and add an organic, softer feel to documention.

Please refer to pages 14 - 20 for usage examples.

Imagery and Photography

Due to issues around culturally sensitive material and the challenges associated with limited availability of stock photography of NSW based Aboriginal and Torres Strait Islander people, it is advised *OCHRE* imagery is:

a) Sourced and provided by Aboriginal Affairs;

and/or

b) Textural and graphical imagery sourced from the natural environment of NSW. This may include textures and close-up imagery of stone, coastal elements such as sand, water and rock, local native flora, etc.

Some examples that have been used to date include:

2. *OCHRE* IDENTITY

Supporting graphics in action

This section is designed as a reference for what has been produced in the past and reflects the previously outlined Supporting graphics in action. Consistency is a vital part of any brand identity, however flexibility is also required when a broad variety of documentation and materials is required under a single brand identity.

Therefore, whilst design and layouts may vary or evolve over time, it is important to understand where they began and ensure a change process, if required, is gradual.

The following examples have been broken into two distinct styles:

1. **Key Reports** - e.g. *OCHRE*: Two Years on

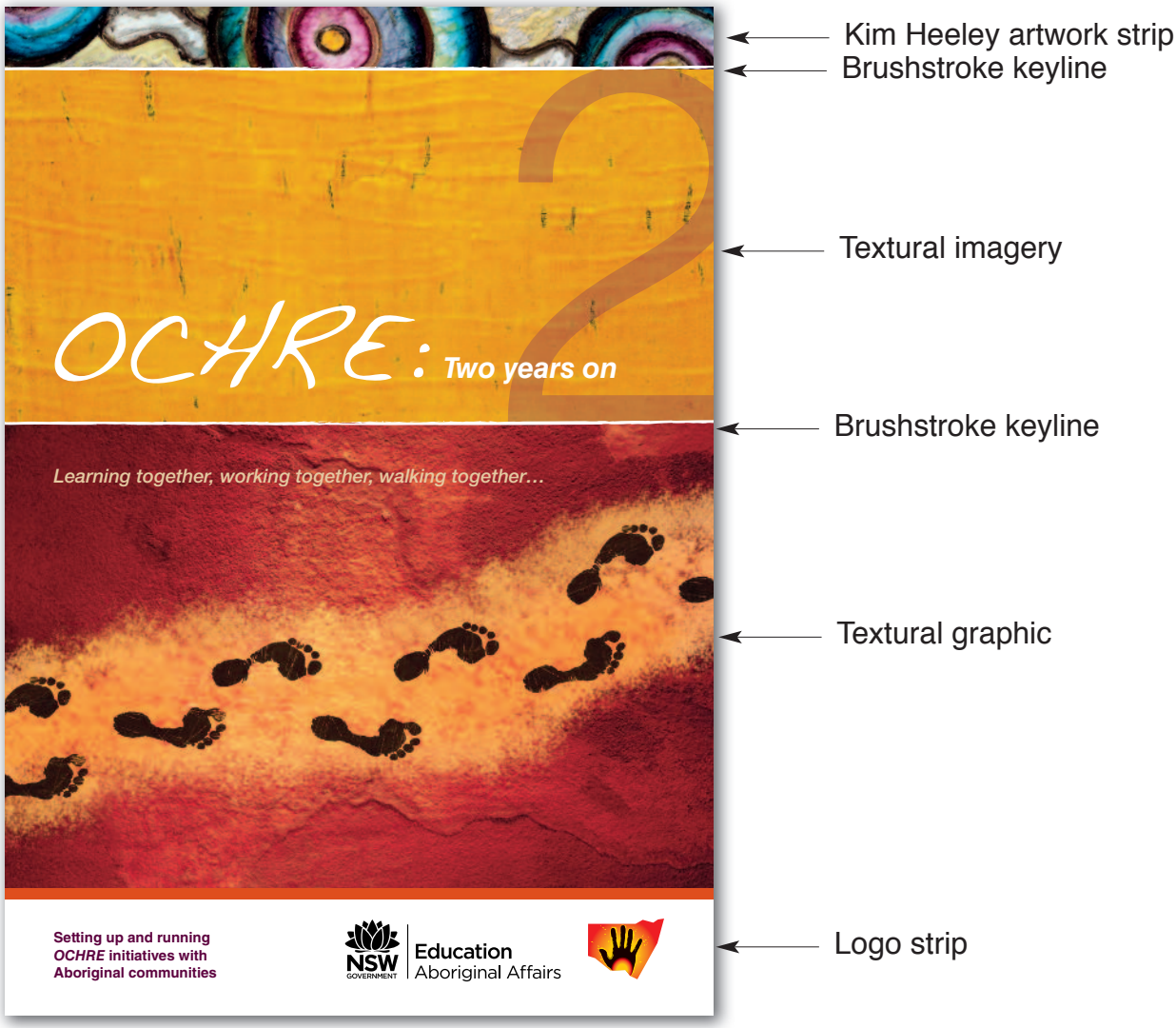
   These are major publications for AA under the *OCHRE* brand and are for internal, Ministerial and external audiences. They are generally multi-page documents

2. **Secondary Documentation** - e.g. Newsletters, Discussion Papers, etc

   These are regularly produced and updated documents with minimal pages, and are often text driven.

2. *OCHRE* IDENTITY

Key Report - Cover design (sample)



A full copy of this report is available to download at
http://www.aboriginalaffairs.nsw.gov.au/ochre-annual-reports

2. *OCHRE* IDENTITY

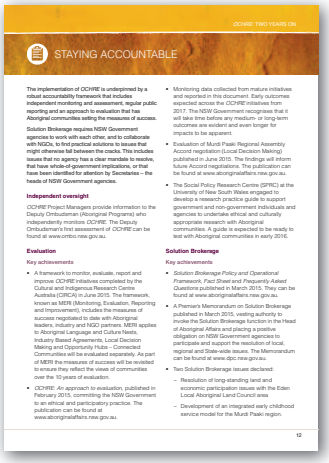
Key Report - Inside front cover design (sample)

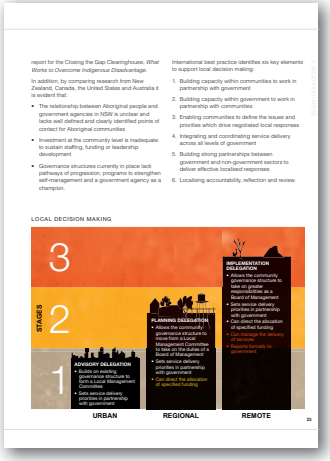
Textural strip
Brushstroke keyline
OCHRE circles graphic
Brushstroke keyline
Artist recognition
Textural imagery background

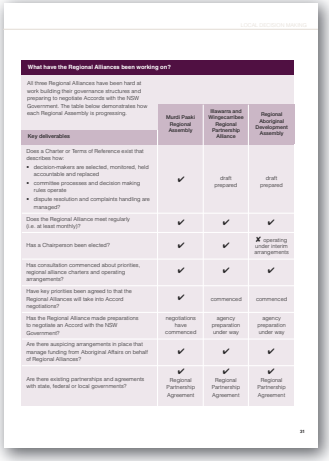
A full copy of this report is available to download at
http://www.aboriginalaffairs.nsw.gov.au/ochre-annual-reports

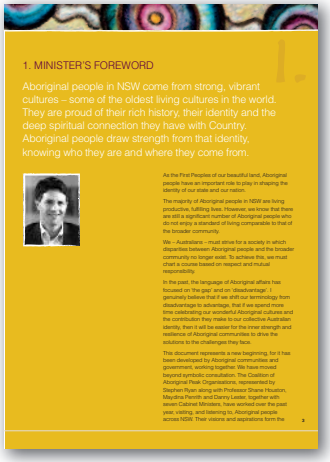
2. *OCHRE* IDENTITY

Key Report - Text pages (sample)



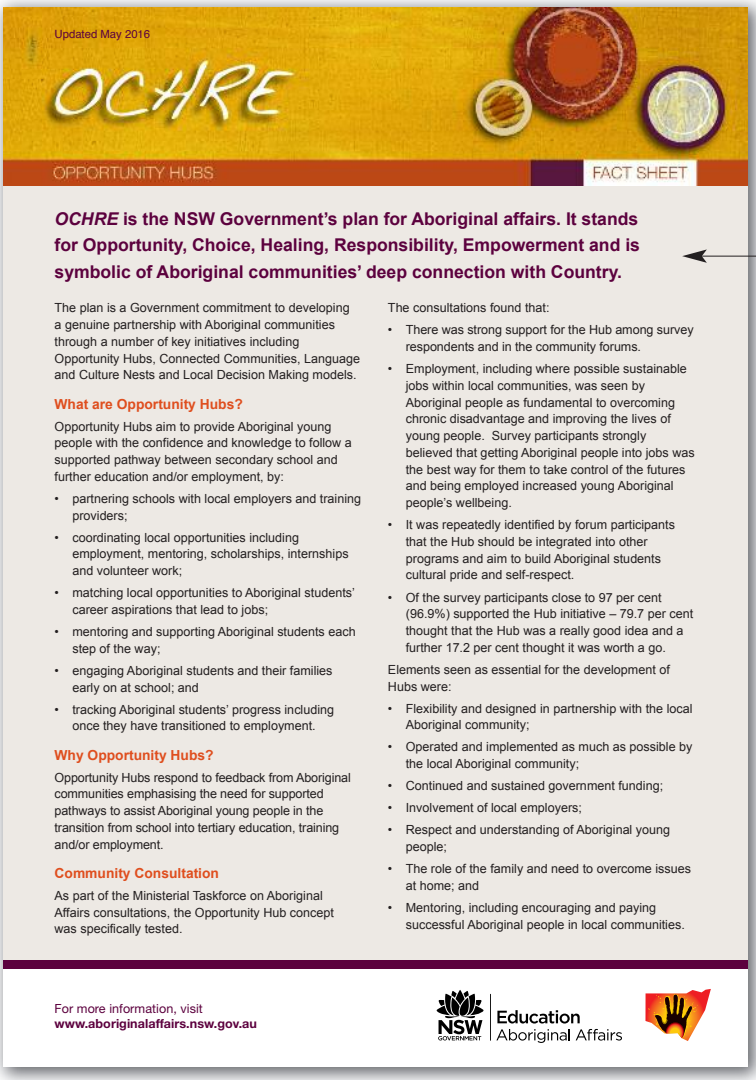






2. *OCHRE* IDENTITY

Secondary Documentation - Opportunity Hub Fact Sheet



Updated May 2016

OCHRE

OPPORTUNITY HUBS | FACT SHEET

***OCHRE* is the NSW Government's plan for Aboriginal affairs. It stands for Opportunity, Choice, Healing, Responsibility, Empowerment and is symbolic of Aboriginal communities' deep connection with Country.**

The plan is a Government commitment to developing a genuine partnership with Aboriginal communities through a number of key initiatives including Opportunity Hubs, Connected Communities, Language and Culture Nests and Local Decision Making models.

What are Opportunity Hubs?

Opportunity Hubs aim to provide Aboriginal young people with the confidence and knowledge to follow a supported pathway between secondary school and further education and/or employment, by:

- partnering schools with local employers and training providers;
- coordinating local opportunities including employment, mentoring, scholarships, internships and volunteer work;
- matching local opportunities to Aboriginal students' career aspirations that lead to jobs;
- mentoring and supporting Aboriginal students each step of the way;
- engaging Aboriginal students and their families early on at school; and
- tracking Aboriginal students' progress including once they have transitioned to employment.

Why Opportunity Hubs?

Opportunity Hubs respond to feedback from Aboriginal communities emphasising the need for supported pathways to assist Aboriginal young people in the transition from school into tertiary education, training and/or employment.

Community Consultation

As part of the Ministerial Taskforce on Aboriginal Affairs consultations, the Opportunity Hub concept was specifically tested.

The consultations found that:

- There was strong support for the Hub among survey respondents and in the community forums.
- Employment, including where possible sustainable jobs within local communities, was seen by Aboriginal people as fundamental to overcoming chronic disadvantage and improving the lives of young people. Survey participants strongly believed that getting Aboriginal people into jobs was the best way for them to take control of the futures and being employed increased young Aboriginal people's wellbeing.
- It was repeatedly identified by forum participants that the Hub should be integrated into other programs and aim to build Aboriginal students cultural pride and self-respect.
- Of the survey participants close to 97 per cent (96.9%) supported the Hub initiative – 79.7 per cent thought that the Hub was a really good idea and a further 17.2 per cent thought it was worth a go.

Elements seen as essential for the development of Hubs were:

- Flexibility and designed in partnership with the local Aboriginal community;
- Operated and implemented as much as possible by the local Aboriginal community;
- Continued and sustained government funding;
- Involvement of local employers;
- Respect and understanding of Aboriginal young people;
- The role of the family and need to overcome issues at home; and
- Mentoring, including encouraging and paying successful Aboriginal people in local communities.

For more information, visit
www.aboriginalaffairs.nsw.gov.au

NSW GOVERNMENT Education Aboriginal Affairs

OCHRE A4 header

Navigational bar - defines the specific initiative (on left) and the document type (on right)

Pull-out introductory sentence

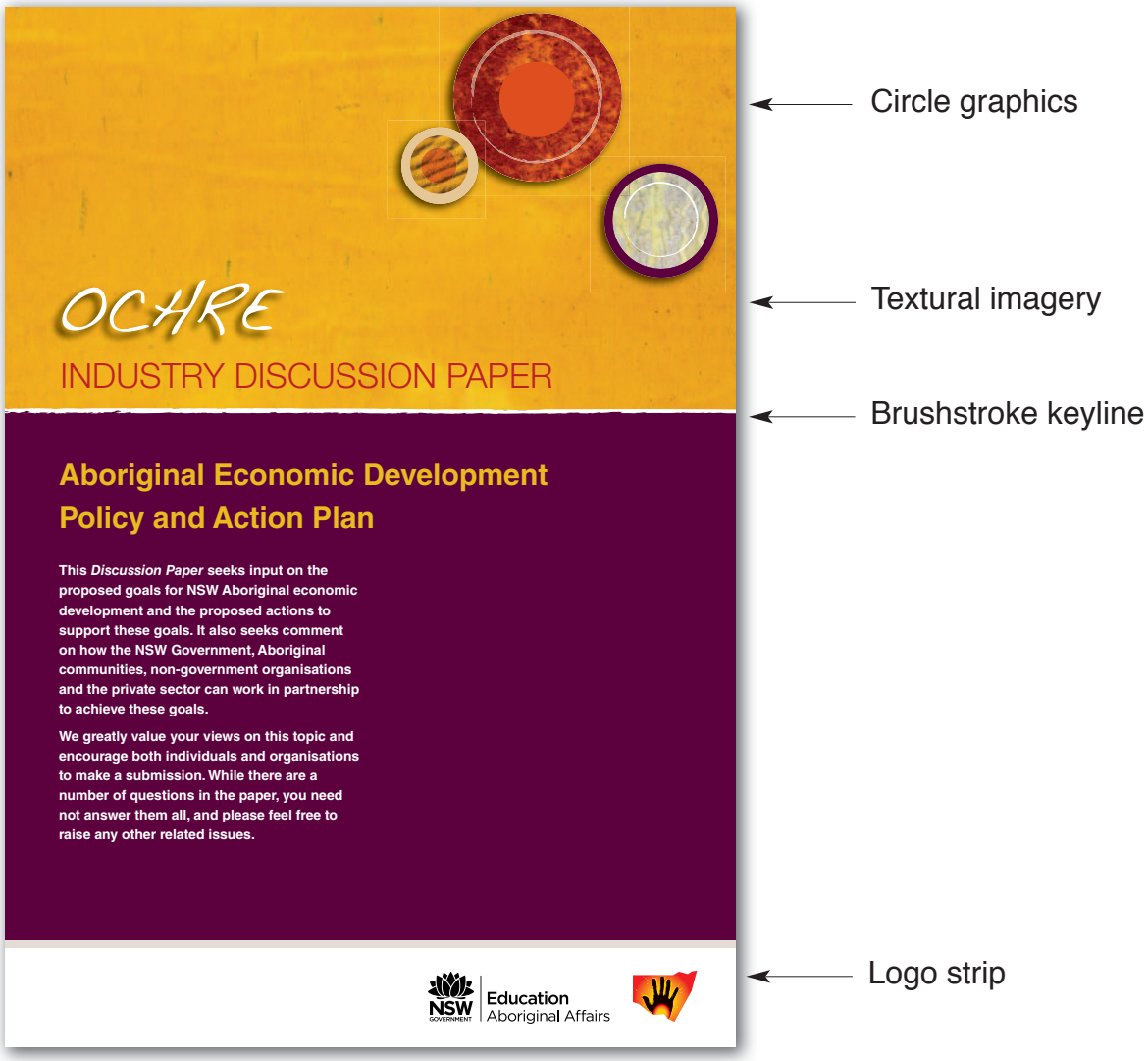
2 column layout

Logo strip with contact details

A copy of a Fact Sheet is available to download at
http://www.aboriginalaffairs.nsw.gov.au/opportunity-hubs

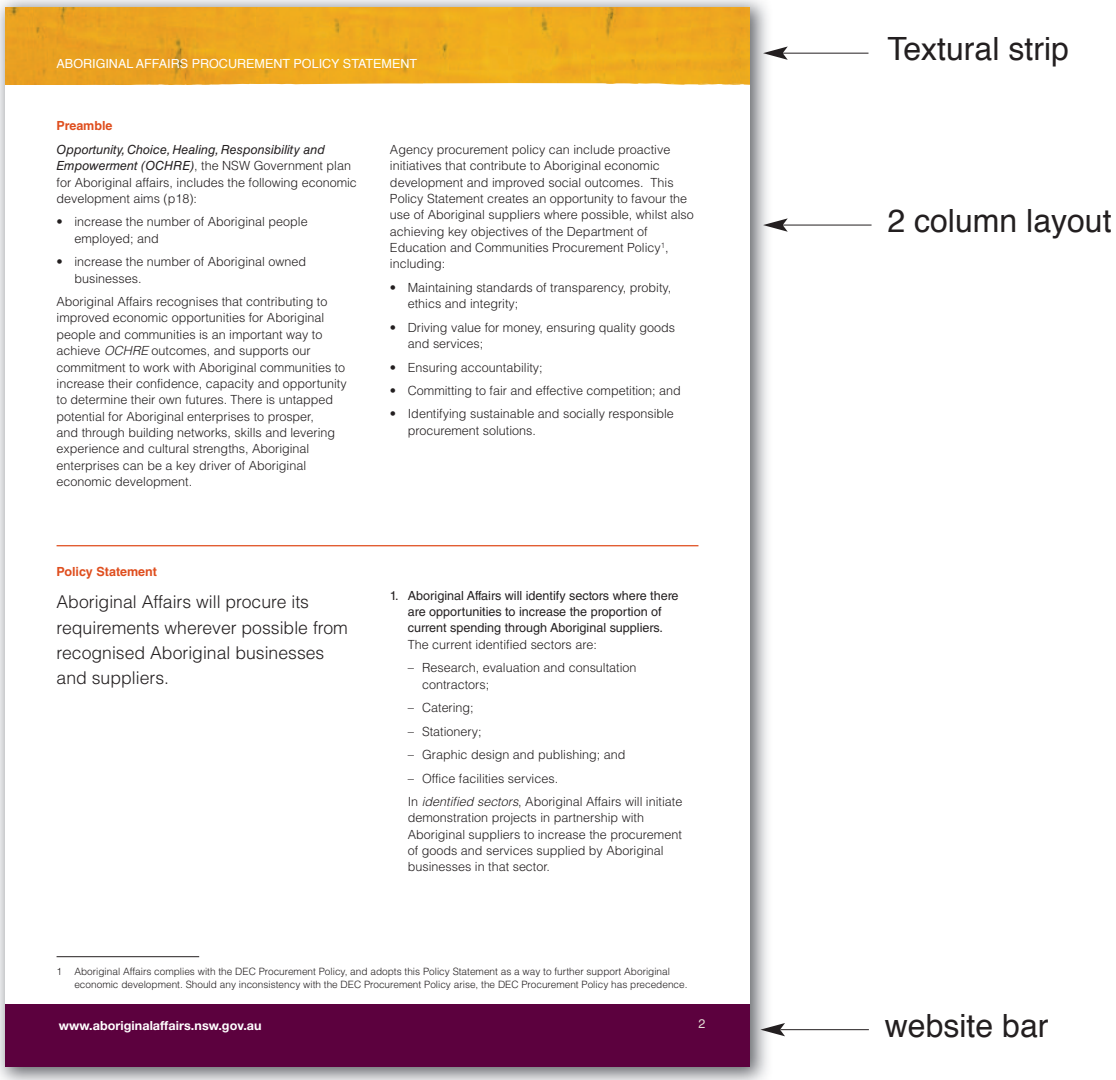
2. *OCHRE* IDENTITY

Secondary Documentation - Discussion Paper (cover)



2. *OCHRE* IDENTITY

Secondary Documentation - Sample text page



ABORIGINAL AFFAIRS PROCUREMENT POLICY STATEMENT

Preamble

Opportunity, Choice, Healing, Responsibility and Empowerment (OCHRE), the NSW Government plan for Aboriginal affairs, includes the following economic development aims (p18):

- increase the number of Aboriginal people employed; and
- increase the number of Aboriginal owned businesses.

Aboriginal Affairs recognises that contributing to improved economic opportunities for Aboriginal people and communities is an important way to achieve *OCHRE* outcomes, and supports our commitment to work with Aboriginal communities to increase their confidence, capacity and opportunity to determine their own futures. There is untapped potential for Aboriginal enterprises to prosper, and through building networks, skills and levering experience and cultural strengths, Aboriginal enterprises can be a key driver of Aboriginal economic development.

Agency procurement policy can include proactive initiatives that contribute to Aboriginal economic development and improved social outcomes. This Policy Statement creates an opportunity to favour the use of Aboriginal suppliers where possible, whilst also achieving key objectives of the Department of Education and Communities Procurement Policy[1], including:

- Maintaining standards of transparency, probity, ethics and integrity;
- Driving value for money, ensuring quality goods and services;
- Ensuring accountability;
- Committing to fair and effective competition; and
- Identifying sustainable and socially responsible procurement solutions.

Policy Statement

Aboriginal Affairs will procure its requirements wherever possible from recognised Aboriginal businesses and suppliers.

1. **Aboriginal Affairs will identify sectors where there are opportunities to increase the proportion of current spending through Aboriginal suppliers.** The current identified sectors are:
   - Research, evaluation and consultation contractors;
   - Catering;
   - Stationery;
   - Graphic design and publishing; and
   - Office facilities services.

   In *identified sectors*, Aboriginal Affairs will initiate demonstration projects in partnership with Aboriginal suppliers to increase the procurement of goods and services supplied by Aboriginal businesses in that sector.

1 Aboriginal Affairs complies with the DEC Procurement Policy, and adopts this Policy Statement as a way to further support Aboriginal economic development. Should any inconsistency with the DEC Procurement Policy arise, the DEC Procurement Policy has precedence.

www.aboriginalaffairs.nsw.gov.au 2

Textural strip

2 column layout

website bar

A copy of this document is available to download at
http://www.aboriginalaffairs.nsw.gov.au/aboriginal-affairs-procurement-policy

3. *OCHRE - a continuing conversation* IDENTITY

About *OCHRE - a continuing conversation* (OCC)

In 2011, the NSW Government and Aboriginal communities started a conversation that resulted in the *OCHRE* initiatives. An important conversation is now underway to work out what the key issues are and to solve them, so that each Local Decision Making process, Industry Based Agreement, Language and Culture Nest and Opportunity Hub develops with local Aboriginal communities' views in mind.

These conversations form part of the accountability process set up to make sure that *OCHRE* operates and develops as intended.

The OCC logo

The OCC logo is available in two formats:

- **Horizontal**

- **Stacked**

3. *OCHRE - a continuing conversation* IDENTITY

OCC logo variations

The OCC logo can appear in either positive or reverse colourways:

- **Positive**
  When the positive version is used, the logo must appear on a white background.

- **Reverse**
  The reverse version must appear on the turquoise colour background, supplied within the logo artwork. This should not be used as a block logo, but incorporated into the design using a turquoise background. For reference, please refer to pg 26 to see examples of the logo in action.

3. *OCHRE - a continuing conversation* IDENTITY

Correct usage

Minimum clear space

This is the area around the logo that must be left clear without text, imagery or other logos.

Similar to the main *OCHRE* logo, minimum clear space maintained around all edges of the logo must be no less than the HALF the height of the “O” in *OCHRE*.

Therefore, minimum space around the logo is indicated by the blue:

Incorrect usage

The same principles apply as outlined for the *OCHRE* logo - see page 7.

3. *OCHRE - a continuing conversation* IDENTITY

Colour palette

For documents, graphics and materials created under the OCC identity, a specific colour palette has been developed to help bind the materials visually.

The colours have been derived from a cool, coastally-inspired palette, and help support a more unified brand across multiple visual platforms.

Ample use of white space unifies the palette with contrast and vibrancy.

PROPORTIONAL USAGE

COLOUR BREAKDOWN (CMYK)

C100 M85 Y5 K20	C48 M3 Y16 K0	C70 M15 Y36 K0	C10 M25 Y100 K0	C25 M25 Y40 K0	C1 M5 Y8 K10

Additional colours and variations (tints and shades) of the Primary & Secondary colours may be used within materials, however the specified above colours should form the main colour palette.

Typography

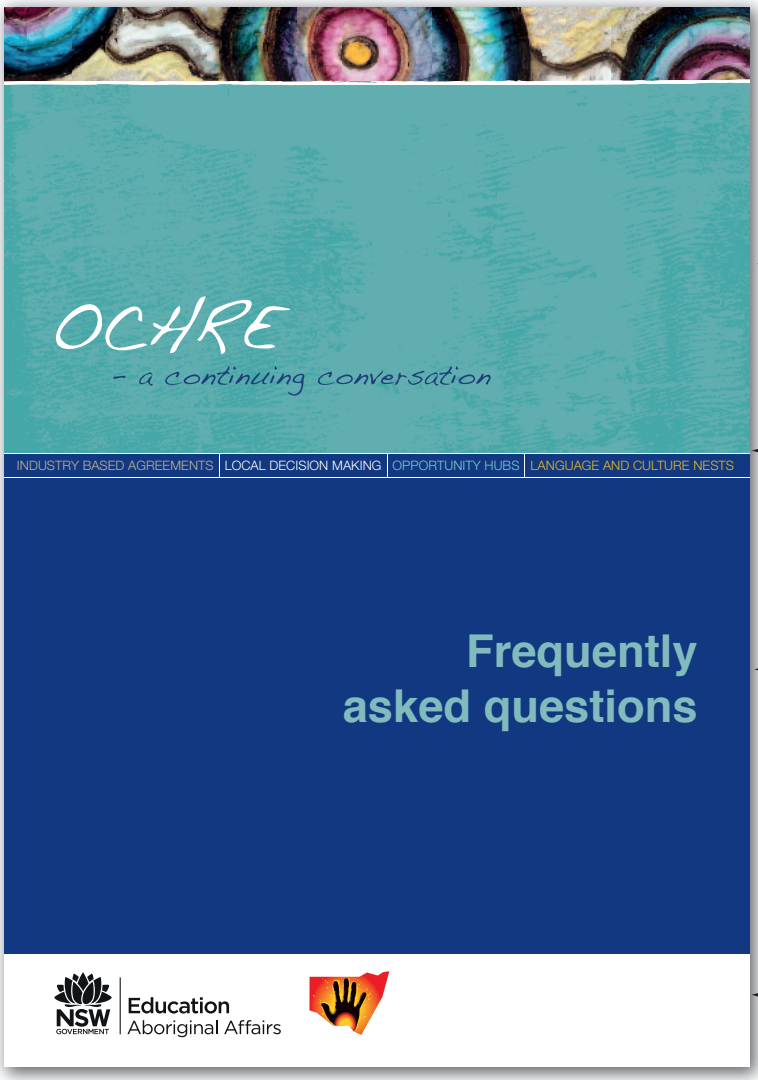
Refer to pages 9 & 10.

Supporting graphics

Refer to pages 11-13. Adjust colours where needed to suit the OCC colour palatte.

3. *OCHRE - a continuing conversation* IDENTITY

Supporting graphics in action



Kim Heeley artwork strip

Brushstroke keyline

Textural imagery

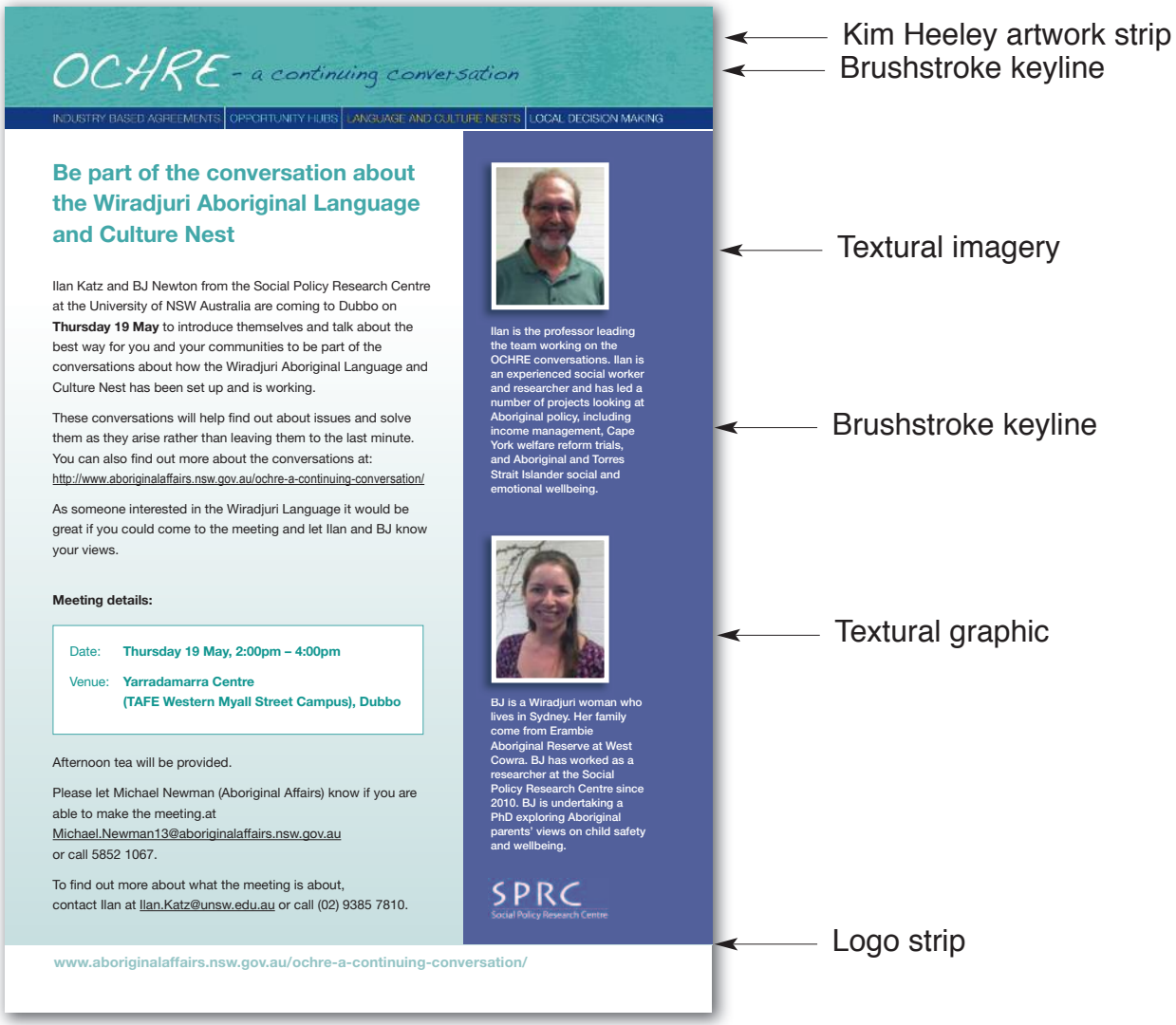
Brushstroke keyline

Textural graphic

Logo strip

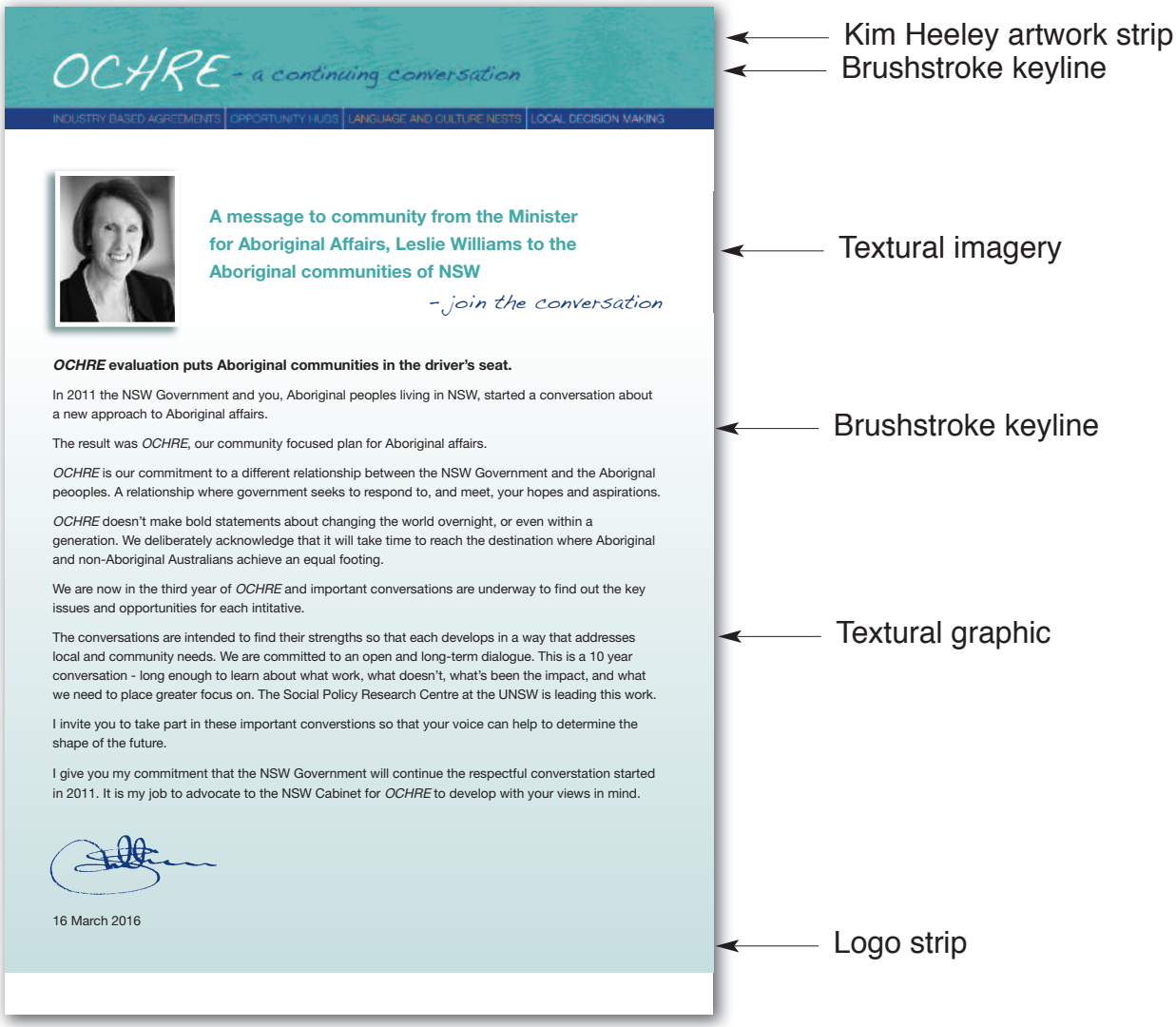
A full copy of this report is available to download at
http://www.aboriginalaffairs.nsw.gov.au/ochre-annual-reports

3. *OCHRE - a continuing conversation* IDENTITY



A full copy of this report is available to download at
http://www.aboriginalaffairs.nsw.gov.au/ochre-annual-reports

3. *OCHRE - a continuing conversation* IDENTITY



3. PROTOCOLS FOR USE

The following protocols will provide direction to Aboriginal Affairs' staff and those who access Aboriginal Affairs branding to ensure the production of high-quality communication materials, correct application of Aboriginal Affairs' branding and adherence to Aboriginal Affairs' approval processes.

We communicate our values through our brand. A brand is more than just a logo – it is about an organisation's values and beliefs and how it wishes to be thought of and perceived.

Our brand reflects our core values and gives us a common base for clear, consistent, unified, credible and effective communication.

Research shows that without a strong and consistent brand, we risk giving out conflicting and confusing messages both internally and externally.

A consistent and unified brand will improve awareness and understanding of our vision internally and externally. It will also improve our reputation.

Aboriginal Affairs has one main brand (the AA corporate branding, including the hand logo) and three sub-brands which are:

- *OCHRE*
- All Research and Evaluation publications
- Family Records

If your project/program does not fall under one of the sub-brands, please defer to the main AA brand.

If you require guidance about which branding is appropriate to use, please discuss with Director, Strategy and Coordination.

Logos

Please talk to the Director, Strategy and Coordination if you need to send logos out to third parties to ensure the logos are used appropriately.

Please note: This does not include recipients of NAIDOC Grants, who will receive the logos and a copy of Aboriginal Affairs' brand guidelines on acceptance of funding.

Logos are saved here:
\\pw0000fileaa01.central.det.win\Data\qt_aadata\TEMPLATE\LOGOS

Other Branding Issues

If there is a question about which branding should be used or where it is appropriate to use branding, please see the Director, Strategy and Coordination.

NSW GOVERNMENT | Education Aboriginal Affairs

www.aboriginalaffairs.nsw.gov.au