



Stay On Your Feet WA[®]

Communications Style Guide

1.0 INTRODUCTION

This Communications Style Guide has been prepared to govern all Stay On Your Feet WA[®] falls prevention communications.

It aims to preserve the integrity of the Stay On Your Feet WA[®] brand, to achieve relevant and consistent messaging and visual identity across all communication materials.

Communication materials include, but are not limited to, advertising, brochures, educational material, stationery, merchandise, display posters and panels, reports, website and electronic communications and signage.

To further protect brand integrity, the Stay On Your Feet WA[®] logo and associated elements are protected by trademark registration. Unauthorised use is prohibited.

The success of the Stay On Your Feet WA[®] program relies on the understanding, cooperation and support of those using and promoting the brand.

As the brand matures and new material becomes available, it may be necessary to make amendments to this guide.

For further information, contacts and references are listed at the end of this guide.

2.0 STAY ON YOUR FEET WA® MESSAGING

The Stay On Your Feet WA® program aims to reduce the incidence and severity of falls among WA seniors through:

- Networks and strategic management
- Strengthening prevention and health promotion
- Ensuring an effective information base to guide action

2.1 Key Messages

It is important that the content for all Stay On Your Feet WA® communications be consistent with the key messages identified in the Stay On Your Feet WA® 2005 Communications Strategy. This document incorporated the input of all key stakeholders to the program.

The Stay On Your Feet WA® booklet (HP 2570) represents the cornerstone consumer resource for the Stay On Your Feet WA® program. This resource was released in May 2005, based on the latest evidence on falls prevention and focus-tested with WA seniors.

The key messages contained within the booklet should be reinforced in other Stay On Your Feet WA® consumer communications. These include:

- the most recent statistics regarding falls among seniors – the *2004 Falls Prevention Risk Factor Survey of WA* seniors is the most current source. The full report of results from this survey is available at www.population.health.wa.gov.au/Promotion/injury_prevention.cfm

- the cost of falls to the WA community and health system – the 2003 report *Injury in Western Australia: The Health System Cost of Falls in Older Adults in Western Australia* is the most current report of WA cost information and is available at www.population.health.wa.gov.au/Promotion/injury_prevention.cfm
- the fact that falls are preventable
- the fact that seniors can personally take action to reduce their risk of falling – by following the nine steps to stay on your feet®. The nine steps to stay on your feet®, or steps to stay on your feet®, should be referred to as such, with the nine steps spelt out as below wherever possible (and retaining this order and exact wording for consistency):
 1. Improve your balance
 2. Be active
 3. Walk tall
 4. Manage your medicines
 5. Manage your health
 6. Identify, remove and report hazards
 7. Regularly check eyesight
 8. Eat well for life
 9. Foot care and safe footwear

Note - Within these nine steps, the first four have the strongest evidence linked with reducing falls, hence where space, time or creative limitations allow only for a limited number of messages, these should be the priority messages used.

2.2 Message Framing

All Stay On Your Feet WA[®] messages should align to the Western Australian Active Ageing Strategy*, focusing on the maintenance and improvement of health to maximise quality of life.

Stay On Your Feet WA[®] communications should be lifestyle enhancing and empowering, communicating to seniors (including those who have fallen previously) that steps can be taken to remain independent and reduce their risk of falling.

Presenting the negative impacts of falling is recognised as part of falls prevention communications, however in order to avoid unnecessary fear-raising among seniors, the solution of the nine steps to stay on your feet[®] (as preventive activities) should at all times be presented alongside the negative impacts.

*For more information on the Western Australian Active Ageing Strategy refer to *Generations Together – A Guide to the Western Australian Active Ageing Strategy* (March 2004). This report is available at www.community.wa.gov.au/Communities/Seniors/Seniors+Publications



3.0 LOGO

The Stay On Your Feet WA[®] logo encompasses the words Stay On Your Feet WA[®] and an image of a standing figure.

The logo is designed to graphically reinforce the message that falls prevention activities can help seniors to reduce the risk of a fall and stay mobile and independent.

3.1 Logo Usage

- The Stay On Your Feet WA[®] logo must appear on all materials associated with the campaign.
- The Stay On Your Feet WA[®] logo must be consistently positioned on all material so that it is clear, legible and unobstructed.
- The Stay On Your Feet WA[®] logo must be given a prominent position and be applied in a consistent manner in line with the guidelines outlined.

Note, use of the wording Stay On Your Feet WA[®] as a headline or within the text of marketing materials (eg. as a headline on a poster) does not substitute use of the Stay On Your Feet WA[®] logo. The logo must also be included on the item.

3.2 Logo Variations

Colour logo

The one colour Stay On Your Feet WA[®] logo on a white background is the primary logo of the Stay On Your Feet WA[®] campaign.

Reversed colour logo

When appearing on a coloured background, the Stay On Your Feet WA[®] logo can be reversed out, as shown.

The core blue colour (refer to 4.0 - Colour) should be used as the background (or predominant) colour in all applications.





Black and white logos

Where colour is restricted to black and white (eg. press advertising), the following logos may be used.

To ensure legibility, the mono logo should be used for low quality printing or for printing on low quality paper.

3.3 Logo Reproduction

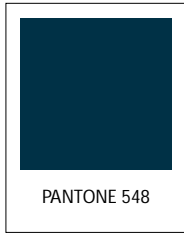
The Stay On Your Feet WA® logo should never be typeset, letraset, be drawn manually or be drawn using computer graphics, or be altered in any other way. It must be reproduced using supplied electronic files.

3.4 Logo Size

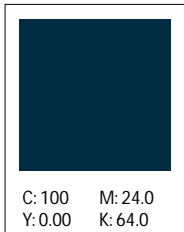
The Stay On Your Feet WA® logo should not be any smaller than 28mm wide and 14mm high.

There should be a minimum of 10mm clear space surrounding the logo.

PMS



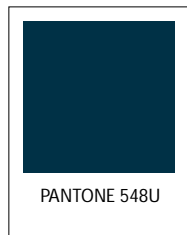
CMYK



PMS



PMS



4.0 COLOUR

4.1 Core brand colour

The core brand colour for the Stay On Your Feet WA[®] program is PMS 548. This should be used as the predominant colour within all applications.

The CMYK equivalent is

C: 100

M: 24.0

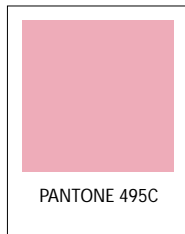
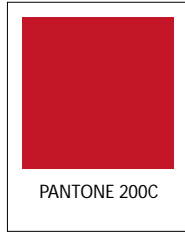
Y: 0.00

K: 64.0

To best reflect the Stay On Your Feet WA[®] brand, match mediums such as vinyl, acrylic or other manufactured inks to PMS 548 or choose a colour that is as close as possible.

For print applications, specify as follows:

- For coated stock use – PMS 548C
- For uncoated stock use – PMS 548U



4.2 Steps to stay on your feet® colour palette

A palette of nine colours complementary to the core brand colour has been developed to distinguish each of the nine steps to stay on your feet®. These colours should be used in all instances where the nine steps to stay on your feet® are outlined in any detail – for example, within the Stay On Your Feet WA® booklet and the Stay On Your Feet WA® website.

The nine colours, and associated steps, are:

PMS 314 – Step 1: Be Active

PMS 200 – Step 2: Manage Your Medicines

PMS 668 – Step 3: Manage Your Health

PMS 731 – Step 4: Improve Your Balance

PMS 385 – Step 5: Walk Tall

PMS 495 – Step 6: Foot Care and Safe Footwear

PMS 639 – Step 7: Regularly Check Your Eyesight

PMS 139 – Step 8: Eat Well for Life

PMS 378 – Step 9: Identify, Remove and Report Hazards

5.0 TYPOGRAPHY

To ensure consistency across all materials, specific fonts and typefaces that have synergy with the Stay On Your Feet WA® logo are used in all campaign materials.

The Frutiger Bold &/or Frutiger Bold Condensed typefaces are recommended for use for headings within materials including brochures and posters.

Where possible the Frutiger fonts are also recommended for body copy. However where Frutiger is not available (eg. in MS Word) it should be noted the common use san serif fonts including Arial may be used.

5.1 Logo

The logo text ('Stay On Your Feet WA®') should appear in Univers Black font.

5.2 Logo font

Stay On Your Feet WA® logo text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers Black

5.3 Recommended text fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger Bold Condensed



6.0 OTHER BRANDING ELEMENTS

6.1 Imagery

In keeping with the revamped, fresh and positive look developed for the Stay On Your Feet WA[®] brand in 2005 and beyond, imagery used in Stay On Your Feet WA[®] branding applications should feature positive, aspirational, lifestyle images of real people aged 60 years and over from a variety of ethnic backgrounds.

A bank of images have been developed specifically for Stay On Your Feet WA[®] branding applications, including images that specifically demonstrate particular steps to stay on your feet[®], as well as aspirational images that feature seniors in a range of social settings.

Note that any use of imagery relating to Stay On Your Feet WA[®] branding should be discussed with the Marketing Manager, Department of Health (see 'Contact').

6.2 Block branding

A square 'block' of the core brand colour forms part of the design of the current suite of Stay On Your Feet WA[®] educational resources.

The block features the wording 'Stay On Your Feet[®] and avoid a shattering experience', highlighting the consequences of a fall (and hence the importance of falls prevention) and providing a link to the shattering metaphor used within the television campaign.

This block branding is used in conjunction with the Stay On Your Feet WA[®] logo and does not replace the use of the logo.

**STAY ON
YOUR FEET[®]
AND AVOID A SHATTERING
EXPERIENCE.**



Campaign resources



Press advertising



Stay On Your Feet WA® Banner

7.0 BRANDING APPLICATIONS

7.1 Co-branding

The Stay On Your Feet WA® logo may be co-branded with licensed partners.

In any co-branding application, the Stay On Your Feet WA® logo must be positioned so it appears prominently.

When using it with licensed partners, the Stay On Your Feet WA® logo should always appear to the right or above any partner logo.

7.2 Use with multiple logos

In the case of multiple logos, e.g. sponsorship acknowledgments, the Stay On Your Feet WA® logo should be placed alongside the licensed partner to indicate association.

7.3 Merchandise

Every effort should be made to use the core brand colour on merchandise materials.

7.4 Application examples

Examples of application of Stay On Your Feet WA® branding are provided on this page.

8.0 TRADEMARKING

8.1 Logos

With trademark registration, any unauthorised use of the trademarked and wordmarked elements is prohibited by law.

All logos must be used with the trademark symbol® as supplied.

8.2 Wordmarks

In addition, the trademark symbol® must also be applied for the following wordmarks when used within body copy.

- Stay On Your Feet®
- Stay On Your Feet WA®
- Steps To Stay On Your Feet® or steps to stay on your feet®

Note this specification has been adopted throughout this document.

9.0 ACCESSIBILITY GUIDELINES

Accessibility guidelines are a useful tool in developing user-friendly communications for seniors of a range of ages and abilities.

The *State Government Access Guidelines for Information, Services & Facilities* (at www.dsc.wa.gov.au/cproot/300/2/AccessGuidelines2004.pdf) and the *Guidelines for State Government Web Sites* (at www.egov.dpc.wa.gov.au/index.cfm?event=projectsPolicy) have governed the development of the Stay On Your Feet WA[®] resources developed to date, and should be adhered to in the creation of future Stay On Your Feet WA[®] communications.

Some of the key guidelines are outlined below, however, more detail can be found in the relevant State Government Guideline documents.

9.1 Guidelines for printed documents

- When using shading, keep the background to 10% tint of the colour to aid contrast
- Avoid use of all uppercase only
- Use a sufficiently large font size – a minimum of 12pt is recommended
- Use a sans serif font such as Arial
- Use text of a dark colour that significantly contrasts with the background
- Use matt, non-reflective paper
- Use a minimum of italics and hyphenation, underlining
- Display important information in bold and larger print
- Use left justified text only

9.2 Guidelines for internet sites

The State Government website guidelines base access requirements on the international Web Content Accessibility Guidelines developed by the World Wide Web consortium (W3C).

9.3 Application of accessibility guidelines

Outlined below are some examples of how accessibility considerations have been incorporated into the development of existing Stay On Your Feet WA[®] resources.

Stay On Your Feet WA[®] website

With the aim of maximising adherence to the W3C guidelines, the Stay On Your Feet WA[®] website incorporates features such as large print viewing and printing options, careful selection of colours, use of black text on a white background to maximise contrast, use of alt tags to accommodate vision-impaired people.

The Stay On Your Feet WA[®] website was reviewed at a number of stages by a representative from the Community Access and Information Branch of the Disability Services Commission. It was also subject to a website accessibility review by the Association for the Blind. The results were very positive, suggesting only a few small changes, which were subsequently implemented.

News and Views newsletter

The Stay On Your Feet WA[®] News and Views newsletter was revamped in 2005 to bring it into line with the new visual identity as well as to aid accessibility. A number of alternatives were considered, including such features as large font size, left justified text and appropriate shading and spacing. Feedback from the Community Access and Information Branch of the Disability Services Commission informed the final design.



9.4 More information on accessibility

More information regarding accessibility can be found on the Disability Services Commission website - www.dsc.wa.gov.au (Go to 'Access and Universal Design: Making Information Accessible').

10.0 CONTACT

For more examples on how the Stay On Your Feet WA[®] brand has been applied to different marketing materials, go to www.stayonyourfeet.com.au.

For further advice or questions regarding the Stay On Your Feet WA[®] brand contact:

Marketing, Department of Health Western Australia

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