



Department of
Health



Stay On Your Feet®

Branding and style guide 2024

Introduction

Stay On Your Feet® WA is a statewide falls prevention program launched in 1998, aiming to prevent falls for adults aged 65 years or over. The Stay On Your Feet® brand is well recognised by the WA community and provides consistent messaging for falls prevention across all settings including community, hospital and residential aged care.

The continued success of Stay On Your Feet® relies on your support when you use and promote the brand – consistency and integrity across the visual and written identity of all materials is key.

You should apply this guide whenever you produce collateral for the Stay On Your Feet® campaign in the context of the WA health system, which includes the Department of Health and all Health Service Providers. Campaign collateral includes but is not limited to brochures, flyers, posters, signage, reports and website or social media content.

This version of the guide supersedes all previous versions. For queries, contact healthpolicy@health.wa.gov.au.

Licensing

The Stay On Your Feet® name and logo are protected as registered trademarks, with unauthorised use prohibited.

Any state governed health service in WA can use the brand. Other organisations must apply for a licence to do so from the Department of Health.

If so, the licensing agreement may include specific conditions, such as requiring any materials produced to adhere to this guide.

Templates

Where possible, you can use the pre-prepared templates accompanying this guide to make following it easy.



Logos

Use the Stay On Your Feet® logo once only on all Stay On Your Feet® material. There are several versions available:

Colour version, for standard use:



Inverse colour version, only for when required for contrast:



Mono version, only for when colour printing is not available:



Mono inverse version, only for when required for contrast and colour printing is not available:



Using the logo

Use the logo exactly as provided – don't alter, distort, stretch, skew, rotate, tint, fade, or place it over a photo or texture background. Always make sure the logo has a minimum height of 15 mm and place it on a suitably high contrast background (see [colours](#)).

If there is insufficient space, you can instead give credit by using the words 'Stay On Your Feet®' in a place of suitable prominence.

Co-badging

All your material should appropriately credit both the creating agency and the campaign itself.

For government entities, use the government crest as per [statewide rules](#). Co-badge the Stay On Your Feet® logo to the right, with both at the same height (minimum 15 mm) and a distance between them equal to that height.

For example:



Department of
Health



Referring to the brand

Always refer to the brand as 'Stay On Your Feet®' in each document. You can also use 'Stay On Your Feet® WA,' however only if there is a risk of confusion with another state and/or program.

Used as a phrase

In ordinary text, when encouraging consumers to stay on their feet as part of a longer phrase, use normal sentence capitalisation for the phrase – as it's not being used as a brand name. For example:

'Here's how you can stay on your feet while in hospital.'

Trademarking

Using the '®' symbol is required as part of the Stay On Your Feet® brand to acknowledge that the brand is licensed.

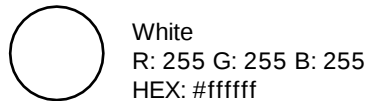
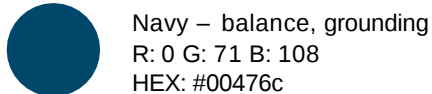
Partner organisations who wish to use the brand can contact the Department of Health at healthpolicy@health.wa.gov.au to request a licensing agreement – this is a swift process.

A copyright statement is not required to protect a document by law, but may be appropriate for longer, more formal documents.

Colours

Primary palette

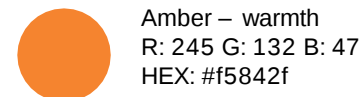
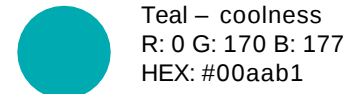
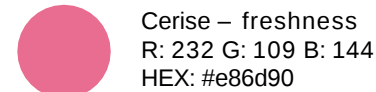
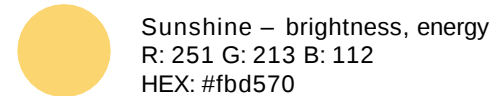
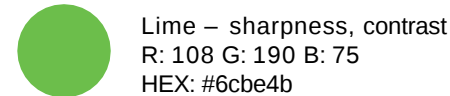
Use the primary Stay On Your Feet® colours whenever possible:



To maximise accessibility, use black or navy text on a white background, or white text on a black or navy background. For impact, only use navy text for headings and subheadings.

Secondary palette

Use the secondary Stay On Your Feet® colours for greater flexibility, and to complement the primary palette:



The secondary palette consists of light, high impact colours. To avoid an overwhelming effect, use at most 2 on any page.

To maximise accessibility, only use black text over the secondary colours. In turn, only use those colours for text on a black background.

Colour contrast matrix

The below table shows all possible use of the full colour palette, together with the colour contrast ratio. All your body text should have a ratio of at least 7:1 (see also [accessibility](#)). For graphical elements, you should consider sizes and shapes as well as the below ratios.

	Navy	Lime	Sunshine	Cerise	Teal	Amber	White	Black
Navy		4.29:1 do not use	7.01:1 text okay	3.31:1 do not use	3.48:1 do not use	3.88:1 do not use	9.91:1 text okay	2.11:1 do not use
Lime	4.29:1 do not use		1.63:1 do not use	1.29:1 do not use	1.23:1 do not use	1.1:1 do not use	2.3:1 do not use	9.1:1 text okay
Sunshine	7.01:1 text okay	1.63:1 do not use		2.11:1 do not use	2.01:1 do not use	1.8:1 do not use	1.41:1 do not use	14.85:1 text okay
Cerise	3.31:1 do not use	1.29:1 do not use	2.11:1 do not use		1.05:1 do not use	1.17:1 do not use	2.99:1 do not use	7.02:1 text okay
Teal	3.48:1 do not use	1.23:1 do not use	2.01:1 do not use	1.05:1 do not use		1.11:1 do not use	2.84:1 do not use	7.38:1 text okay
Amber	3.88:1 do not use	1.1:1 do not use	1.8:1 do not use	1.17:1 do not use	1.11:1 do not use		2.55:1 do not use	8.22:1 text okay
White	9.91:1 text okay	2.3:1 do not use	1.41:1 do not use	2.99:1 do not use	2.84:1 do not use	2.55:1 do not use		21:1 text okay
Black	2.11:1 do not use	9.1:1 text okay	14.85:1 text okay	7.02:1 text okay	7.38:1 text okay	8.22:1 text okay	21:1 text okay	

Typography

For headings, you can use simple stylised fonts, although the body text fonts can also be used. The Stay On Your Feet® ideal is:

Amasis MT Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Where access to graphic design software is available, Loz Feliz OT is an additional approved headings font.

For body text, use a simple, sans serif and accessible font. In order of preference, the Stay On Your Feet® ideals are:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Variations

Always adjust font sizing and spacing to the constraints of available space, keeping in mind [accessibility](#) requirements.

Make sure to clearly distinguish different heading levels from each other and body text. This will vary based on the nature and complexity of the document, but as an example this guide uses:

Headings 36 pt

Subheadings 20 pt

Body text 12 pt

Smaller text for figures 9 pt

Accessibility

The field of accessibility is a constantly evolving space – which you should always aim to meet best practice in for all new Stay On Your Feet® material.

When targeting specific groups of consumers, make sure to conduct research so that you can meet any specific needs they might have.

Resources

All materials you produce as part of any work for a WA State Government agency should follow the statewide [Accessibility and Inclusivity Guidelines](#), which at the time of writing mandate meeting the latest [Website Content Accessibility Guidelines \(WCAG\)](#) to a AA standard.

The Department of Health [Writing Style Guide](#) is also informed by best practice and contains specific arbitrations and requirements for a health context.

Alternative formats

Include the phrase ‘This document can be made available in alternative formats’ in all material, unless space is restricted. Typically, this phrase sits alongside copyright information and contact details (through which a consumer can request an alternative format or make other enquiries).

When targeting specific groups of consumers that may have a specific need, you should create alternative formats with this in mind and make them available as a default, instead of on request.

Considerations for print

While some Stay On Your Feet® resources will be professionally printed, others may only be printed on a standard office or hospital printer. Keep this in mind when you produce new material – these documents should be openable using basic software, prepared for plain A4 or A3 paper, not use excessive ink and not require onerous cutting or folding once printed.

Messaging

Stay On Your Feet® aims to promote healthy, active ageing in WA to reduce falls and fall-related injuries among older people.

Be considerate of the context for your work – consistent messaging and collaborative practice is key to promoting falls prevention and the Stay On Your Feet® message.

Messaging should be always based on evidenced best practice and aligned to key informing documents. Phrase it in an upbeat tone, using active and first- or second-person voice.

Framing

Messaging should focus on maintaining and improving health to maximise quality of life. It should promote the fact that falls are preventable and are not an inevitable part of ageing.

Messaging should also be lifestyle enhancing and empowering, communicating to consumers (including those who have fallen previously) that there are steps that can be taken to remain independent and reduce the risk of falling.

Presenting the negative impacts of falling is a part of falls prevention, however, to avoid unnecessary fear-raising, always present solutions, interventions and preventive activities alongside these messages.

Terminology

When targeting specific groups of consumers, always conduct research so that you can use the most appropriate and preferred terms for that group.

In general, avoid the term 'old people' – use 'older people.' Only use specific age ranges if there is a specific need to do so.

Imagery

In keeping with the positive messaging for Stay On Your Feet® , your documents should feature positive, aspirational lifestyle images of people from a variety of backgrounds.

These should appropriately represent the breadth of diversity within the target audience, which may vary if you are targeting specific groups of consumers.

Most Stay On Your Feet® material will therefore focus on images of people aged 60 years and over, or 45 years and over for Aboriginal audiences. However, it is also appropriate to include individuals aged 40 years and over if your work focuses on the importance of adopting healthy lifestyle behaviours and falls prevention strategies earlier in life.

Multigenerational images are also appropriate when they include at least one person of the targeted age.

Sourcing images

Make sure to only use images which are properly licensed (if not original content) or for which full consent has been given (if original). This also applies to graphics, diagrams, illustrations and icons.

Professional stock libraries and the [Department of Health photo library](#) can supplement original content as required.

Icons

Use the core Stay On Your Feet® icon set to enhance your material. These are available as scalable vectors in each colour of the Stay On Your Feet® palette:



When necessary, you can supplement these icons with more specific ones, however, make sure to retain the feel of rounded lines and simple colouring.

Contact: Health Networks Directorate, Western Australian Department of Health
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This document can be made available in alternative formats.

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