



wunan
HEALTH

Wunan Health & Well-Being Centre

Branding
Guidelines





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Welcome

These brand guidelines were created to establish the visual identity, editorial guidelines and brand voice of the brand Wunan Health. These guidelines will determine how the brand is expressed in communications.

Wunan Health is the parent brand of Wunan Health & Well-Being Centre. These guidelines help drive brand cohesiveness and the effectiveness of communications across all touchpoints. Please refer to this when creating any material on behalf of Wunan Health and Wunan Health & Well-Being Centre.



Wunan Health & Well-Being Centre

Wunan Health & Well-Being Centre is the only private, GP clinic in the East Kimberley Region

The purpose-built, Wunan Health & Well-Being Centre provides a range of primary healthcare services to the residents of the East Kimberley Region.

Commencing operations from the Kununurra District Hospital, Wunan Health & Well-Being Centre now operates from purpose-built premises on Bandicoot Drive, Kununurra. This facility was built with state-of-the-art thermal insulation and a range of other sustainable features

Wunan Health & Well-Being Centre is a teaching facility and allows aspiring doctors to live and work within the picturesque East Kimberley Region.

The Wunan Health & Well-Being Centre serves the East Kimberley Region as a whole and provides locals with the opportunity to connect with specialists, undergo minor surgical procedures and a number of essential health services.



Vision and Brand Values

Vision

Quality Primary Healthcare in the Kimberley

The Wunan Health brand is represented by these 6 brand values.

Aboriginal

We are proudly 100% Aboriginal owned and operated by Wunan Foundation – Driving sustainable change for Aboriginal People in the East Kimberley.

Innovative

We empower our team to try things differently and explore new pathways to enhance the health and wellbeing of our community.

Inclusive

We welcome people from all walks of life to access our services.

Efficient

We aim to provide our patients with an efficient experience when navigating through our services.

Holistic

We embody a holistic approach to health and wellbeing when we design and deliver our services.

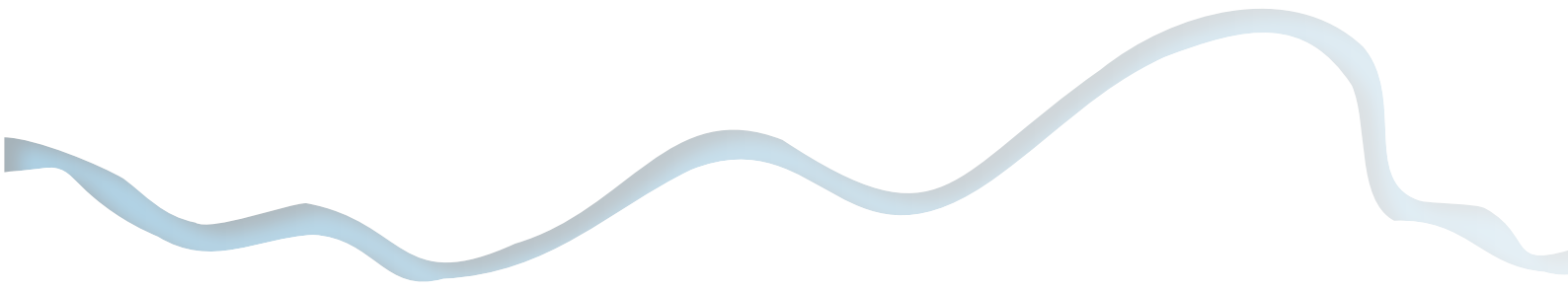
Caring

We are focused on creating an authentic connection with our patients and to promote a culture of dignity and respect.

Writing Principles

Wunan Health & Well-Being Centre will be utilising the term 'Well-Being', when referring to the centre, to ensure brand consistency across the board.

The Wunan Health & Well-Being Centre will be referred to as 'Wunan Health' in general conversation and as Wunan Health & Well-Being Centre in reference to the premises in written communications.



Brand Voice

The voice of Wunan Health provides an identity for the brand and establishes its presence within the healthcare space in the East Kimberley region. This voice or tone should remain consistent across all communications as it reflects our brand's personality.

Wunan Health promises a human-centred, compassionate, warm and culturally sensitive approach to healthcare. We aim to develop and maintain an emotional and authentic connection with our audiences while setting us apart.

Human

Respectful and kind. Not generalising and intrusive.

Compassionate

Compassionate is empathy driven and understanding. Not condescending.

Warm

Warm is genuine and personal. Not Melodramatic and sappy.

Inclusive

Inclusive is welcoming and culturally safe to everyone. Not exclusive of certain groups.

Visual Style Guide

Logo

The Wunan Health & Well-Being logo tells the story of Wunan Foundation’s commitment to healthcare within the East Kimberley region.



Usage of Logo

- The logo must always appear with all of its elements.
- On light or white backgrounds, use the main version.
- Use the reverse version on dark backgrounds – only if unavoidable
- Use the black and white option only when printing in black and white.



Typography

	Font Type	Size	Case	Style	Colour
Large Heading	Arial Rounded MT Bold	26	Sentence	None	Blue
This is a Heading	Arial Bold	18	Sentence	Bold	Blue
This is a Sub Heading	Arial	12	Sentence	Bold	Orange
This is body text	Calibri	10	Sentence	None	Dark Grey

Please ensure to convert documents to PDF before sending off to maintain font consistency with all recipients (regardless of whether they have our brand fonts installed).

Colours

The brand colours for Wunan Health & Well-Being are imperative for maintaining the brand's visual identity. They need to be used in the preparation of business documents and promotional materials.

Primary Colours

The primary colour palette is bright, invigorating and energetic. Bright Orange, (taken from the Wunan brand), represents creativity, enthusiasm, stimulation and a symbol of strength which are an extension of Wunan Foundation's strong roots.

Bright Orange



50m, 90y
R244, G148, B52
#F49434

Blue



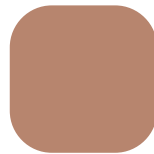
84c, 44m, 8y
R28, G124, B180
#1C7CB4

Brown



33c, 66m, 76y, 68k
R78, G43, B25
#4E2B19

Light Brown



17c, 44m, 50y, 15k
R183, G133, B110
#B7856E

Secondary Colours

The secondary colours are muted and neutral and utilised for the purpose of further accentuating the primary colours.

Red Orange



18c, 81m, 98y, 7k
R193, G80, B42
#C1502A

Black



100k
R147, G149, B152
#939598

Dark Grey



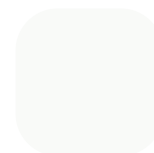
75k
R99, G100, B102
#636466

Grey



50k
R147, G149, B152
#939598

Ivory



2c, 1m, 2y
R249, G248, B246
#F9F8F6



Imagery

The branding for Wunan Health is inspired by the design features of the purpose-built medical centre.

These features include,

- a tracing of the Ord River through the floors of the main reception and hallway areas;
- a photographic print of boab trees in the glow of a Kimberley sunset;
- a metal panel featuring the 'False Mouths' section of the Ord River.

The branding imagery and photography ties in with the building's showcasing of the local scenery, bush medicine plants and cultural associations with freshwater.



Uniforms



Brand Resources

Wunan Health team members are able to access brand resources to maintain brand consistency across all communications.

These resources include,

1. Brand Assets

- Wunan Health logo (original and versions)
- Wunan Health Brand Guidelines document

2. Guidelines

- Wunan Health – brand guidelines ‘one pager’
- Email account creation guidelines
- Social Media – Announcement post guidelines

3. Editable templates

- Letterheads
- Business document template
- PowerPoint presentation template
- Social Media announcement-type posts and guidelines
- Email signature template
- A4 and A 3 poster templates

These resources can be found within Practice Hub. They are attached to the Wunan Health Brand Guidelines document. Search for ‘Brand Guidelines’ to access the policy document as well as the assets, guidelines and templates.

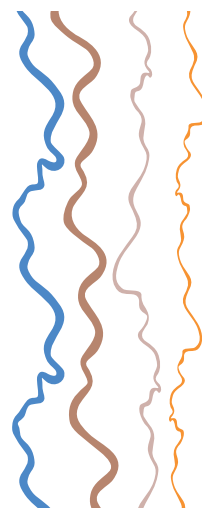
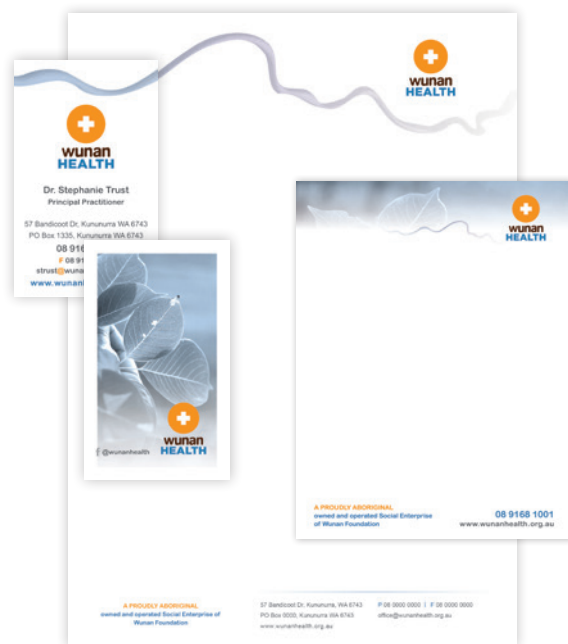
Printed promotional items

- Business card template
- Business cards for print
- Presentation folders
- Car magnetics
- DL rack cards
- Notepads
- Mugs
- Pens

Please contact communications@wunan.org.au to order any print materials.

Questions?

Any questions relating to branding, brand resources and communications to be directed to communications@wunan.org.au.





57 Bandicoot Dr, Kununurra WA 6743
PO Box 1335, Kununurra WA 6743

08 9168 1001

reception@wunanhealth.org.au

f @wunanhealth

www.wunanhealth.org.au