

SEE ME. HEAR ME. RESPECT ME.

Style Guide



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Project Identifier

The campaign's project identifier features a hand-drawn version of Meta to convey a more personal and conversational tone of voice.



Supporting Line

**IMPROVING HEALTHCARE
FOR PEOPLE WITH DISABILITY** 

Colour Palette



Navy Blue

05598C

R 5
G 89
B 140

C 96
M 66
Y 22
K 5

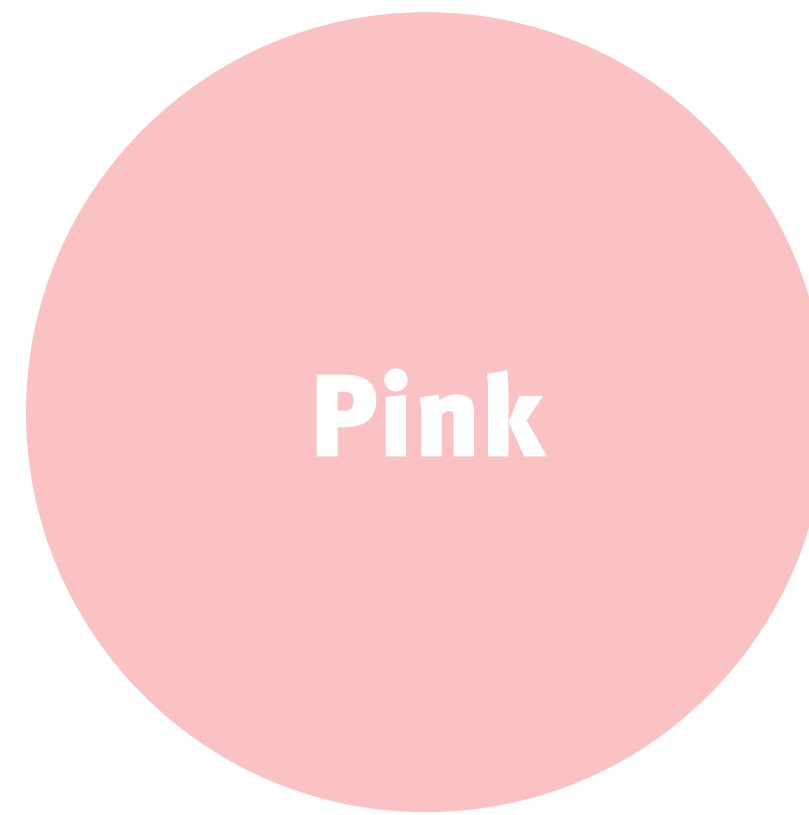


Mint

8CCFBD

R 140
G 207
B 189

C 40
M 0
Y 26
K 0

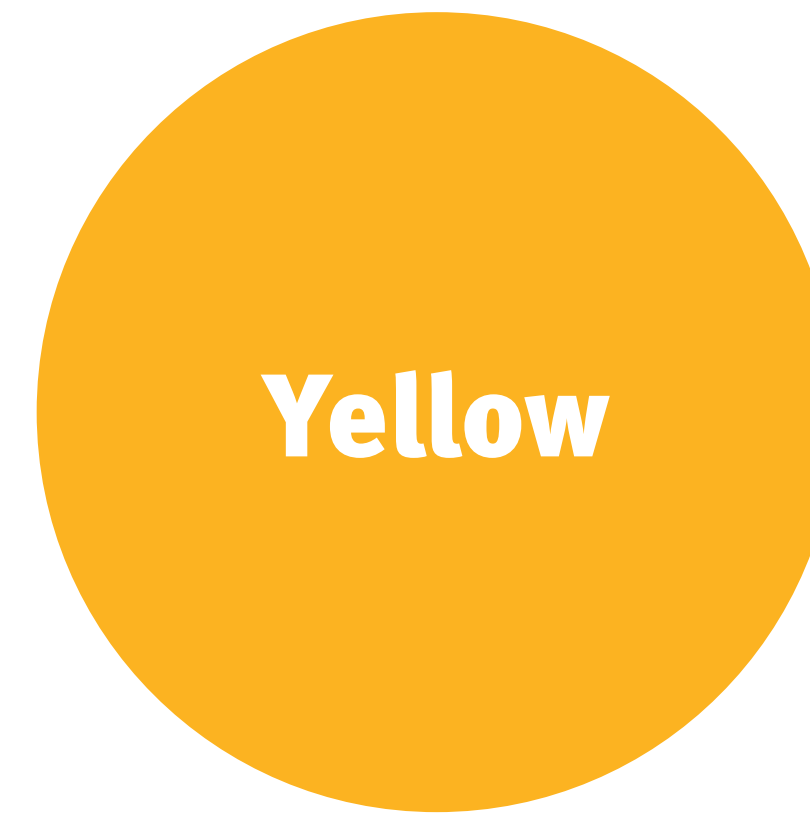


Pink

FAC2C2

R 250
G 194
B 194

C 0
M 29
Y 14
K 0

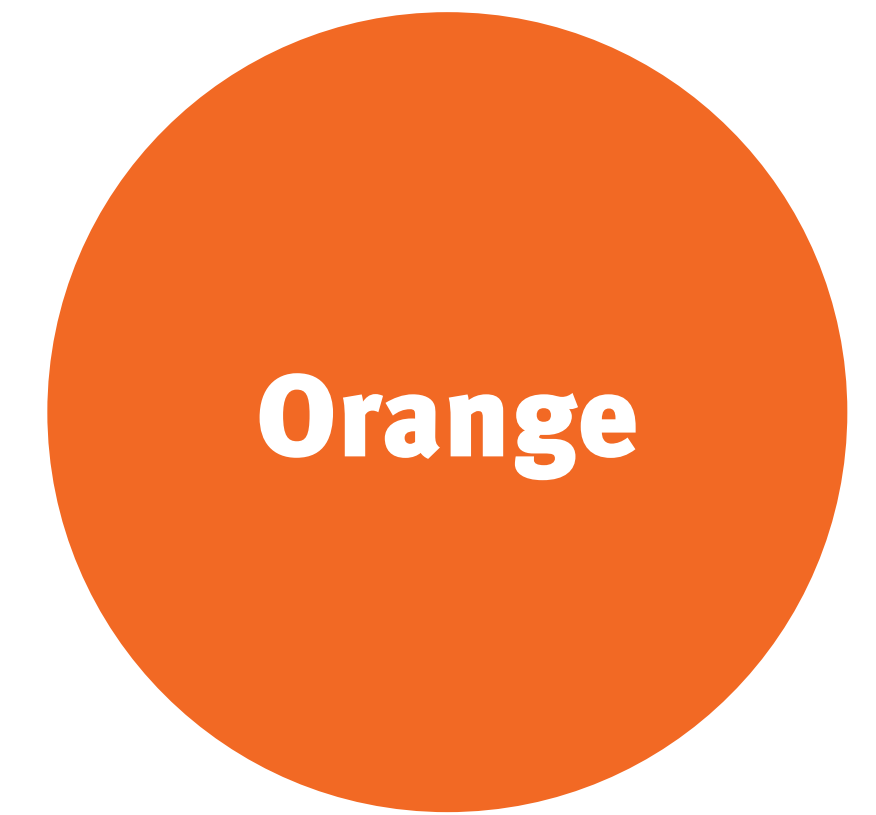


Yellow

FCB221

R 252
G 178
B 33

C 0
M 34
Y 96
K 0



Orange

F26924

R 242
G 105
B 36

C 0
M 73
Y 98
K 0

Primary Typeface

MetaPro is the primary typeface and should be used in Black, Bold and Book, plus italics when necessary.

Numerals need to be set in uppercase to avoid descending characters.

MetaPro Black
For titles & headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaPro Bold
For subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaPro Book
For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

In cases where MetaPro cannot be used for technical reasons, Arial should be used.

Arial Black
For titles & heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
For subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ribbon Device

The ribbon device can be used for non photographic touchpoints and is symbolic of people's individuality and the layers that make us who we are.

Two variations of the graphic were developed to provide extra flexibility and to suit any layout.



Tricolour Silhouettes

Designs featuring photos of people should include tricolour silhouettes as shown.



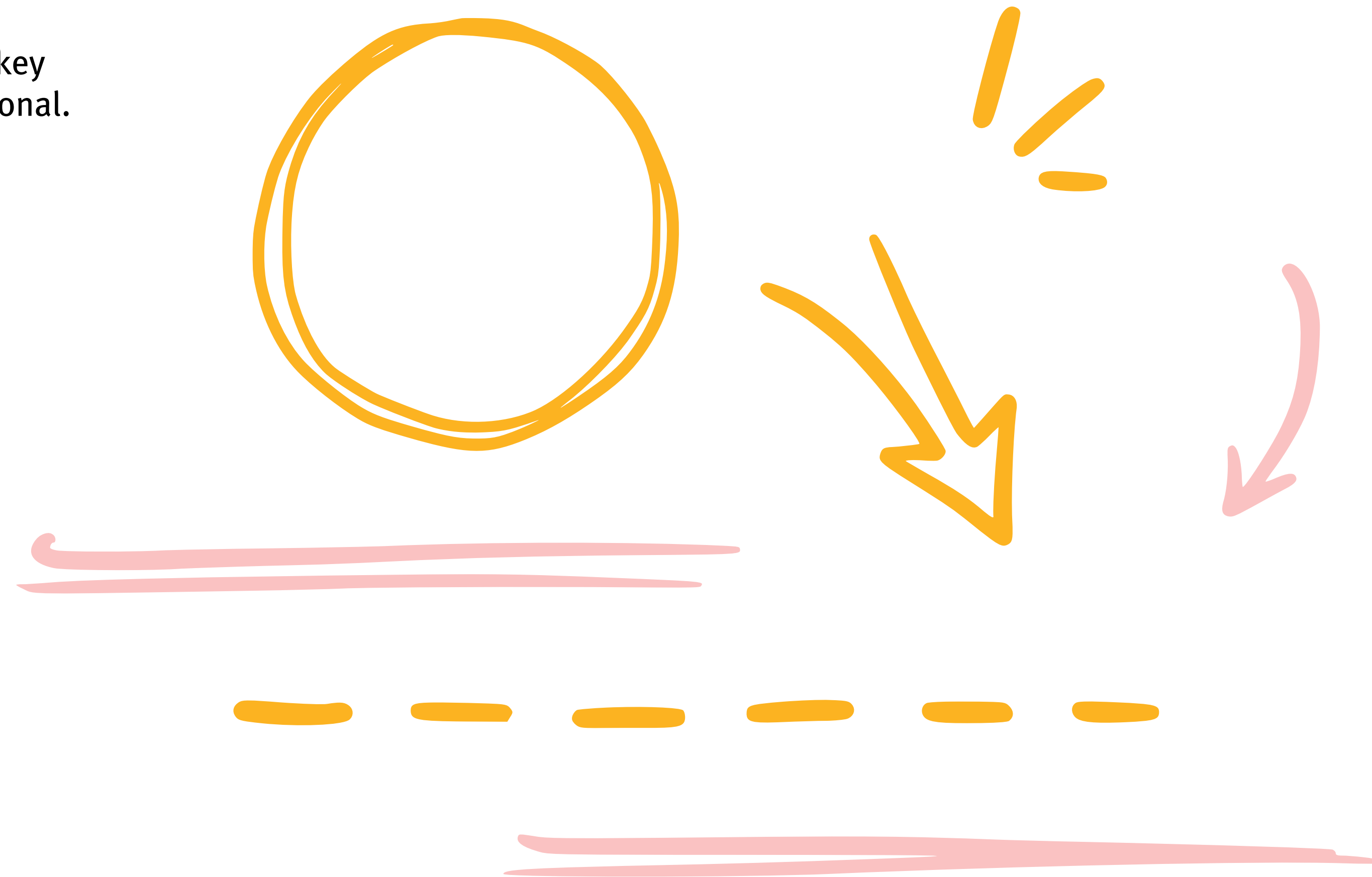
Personalised Design Elements

Unique hand-drawn design elements were created to reflect the personal style and individuality of each person featured in the campaign.

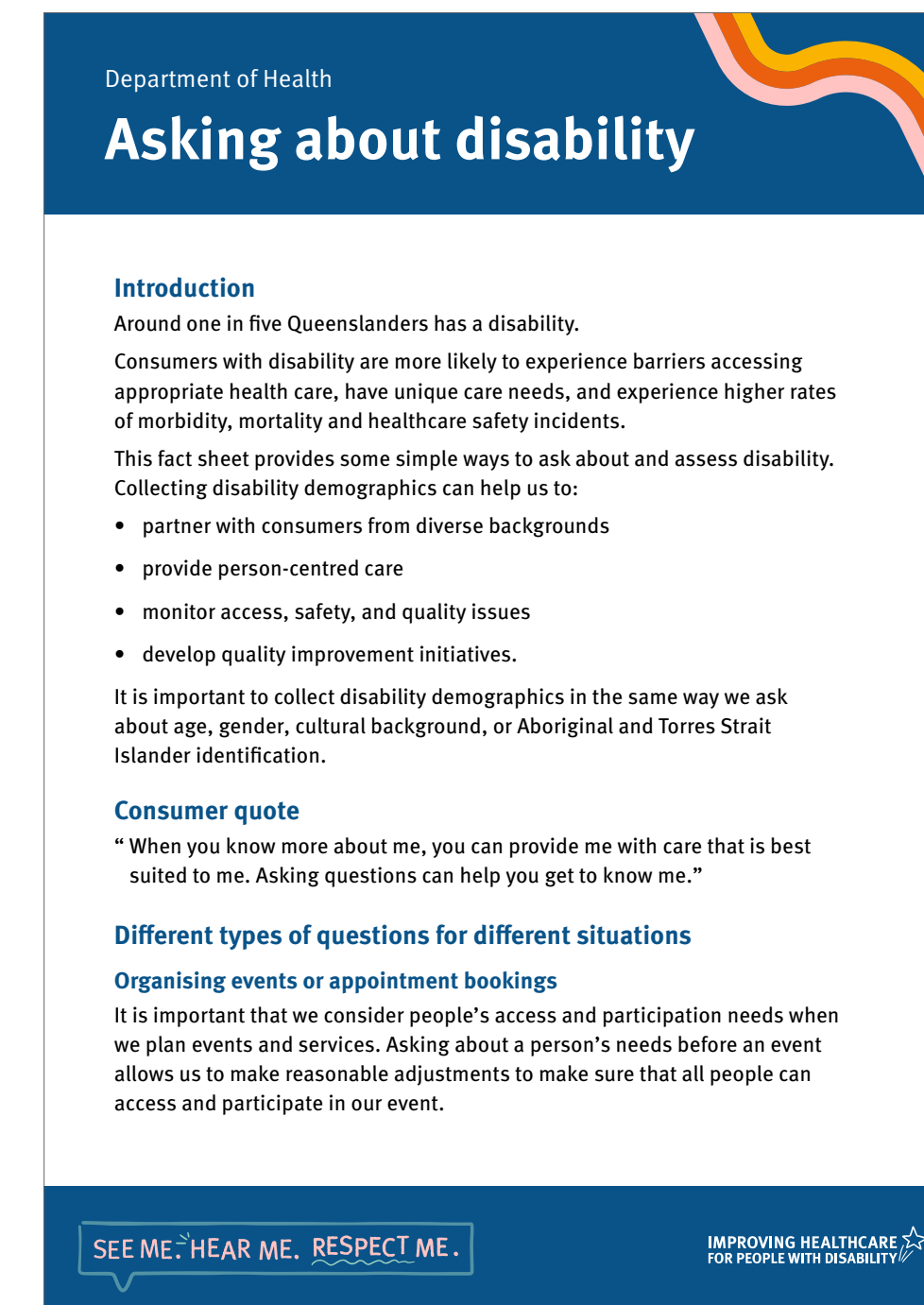


Hand-drawn Annotations

Hand-drawn annotations are used on campaign headline quotes to highlight key words and to make them feel more personal.



Examples



Examples

SEE ME. HEAR ME. RESPECT ME.

IMPROVING HEALTHCARE FOR PEOPLE WITH DISABILITY

Know me, know my disability.

QDN Queensland Government

SEE ME. HEAR ME. RESPECT ME.

IMPROVING HEALTHCARE FOR PEOPLE WITH DISABILITY

Disability doesn't define me. We are all diverse.

QDN Queensland Government

SEE ME. HEAR ME. RESPECT ME.

IMPROVING HEALTHCARE FOR PEOPLE WITH DISABILITY

Park all bias outside the door.

QDN Queensland Government

SEE ME. HEAR ME. RESPECT ME.

IMPROVING HEALTHCARE FOR PEOPLE WITH DISABILITY

Not all disability is visible.

QDN Queensland Government

SEE ME. HEAR ME. RESPECT ME.

IMPROVING HEALTHCARE FOR PEOPLE WITH DISABILITY

I am more than just my disability.

QDN Queensland Government