Making Tracks Artwork and Protocols

Version 2: January 2017

Artwork produced for Queensland Health by Gilimbaa
Making Tracks artwork — overview

Function
Visual consistency plays a fundamental role in increasing recognition of the services and products provided by Queensland Health. The Making Tracks artwork was developed by Gilimbaa with lead artist, Riki Salam for state-wide application to promote Aboriginal and Torres Strait Islander health throughout Queensland Health, including Hospital and Health Services.

Usage
The Making Tracks artwork and its elements are designed to be used on Queensland Health marketing and communications materials to promote closing the gaps in health outcomes for Aboriginal and Torres Strait Islander Queenslanders.

All use of the artwork and its constituent elements must be informed by the advice and restrictions outlined in the following sections of this style guide.

When using the artwork on any published document, it is a requirement to credit the artist who created it. The recommended terminology is “Artwork produced for Queensland Health by Gilimbaa”.

Where there is uncertainty regarding the suitability of a proposed use, first seek advice from Cultural Capability Team - Statewide by email cultural_pp@health.qld.gov.au who will consult with Gilimbaa as required.

Alteration
The Making Tracks artwork and its elements are not to be used or altered outside of the scope of this style guide without approval. Any changes not outlined in this guide must be made in consultation with the Cultural Capability Team who will consult with Gilimbaa to ensure that the artwork meaning remains intact. The Making Tracks artwork cannot be recreated. Only the original artwork files created and supplied by Gilimbaa can be used.

Previous versions
These protocols (version 2: January 2017) replace all previous protocols or policies regarding the Making Tracks artwork.

Role of Queensland Health employees
It is the responsibility of all Queensland Health employees to ensure these protocols are correctly implemented within the scope of their roles. They are expected to observe the spirit and integrity of the Making Tracks artwork.

Questions
The Aboriginal and Torres Strait Islander Health Branch is the custodian of the Making Tracks artwork. If you have any questions about the Making Tracks artwork or its use and application, please contact the Cultural Capability Team which manages the artwork’s implementation and will work with Gilimbaa to ensure that the artwork’s meaning remains intact.

Requests for Making Tracks artwork in high resolution
If you wish to use the Making Tracks artwork and require high resolution artwork files, please email the Cultural Capability Team and advise:

- the name of the project for which the artwork is requested
- its intended use and audience, e.g. guideline for use by Queensland Health employees only, or for patient resources available to the general public.

Please allow 48 hours for a response. If deemed appropriate for use, the Cultural Capability Team will send you a link to download the high resolution artwork files in ai, jpeg and png formats. Please do not contact Gilimbaa directly to seek permission to use the artwork, or to request artwork files.
Introduction

In 2008 Queensland Health’s Aboriginal and Torres Strait Islander Health Branch commissioned Gilimbaa, an Indigenous creative agency, to design artwork that reflects Queensland Health’s commitment to *Making Tracks towards closing the gap in health outcomes for Aboriginal and Torres Strait Islander Queenslanders by 2033* (Making Tracks). Making Tracks is the comprehensive, evidence-based policy framework for the long-term effort required across the life-span and the health service continuum to achieve sustainable health gains for Aboriginal and Torres Strait Islander Queenslanders.

The Making Tracks artwork was developed by Gilimbaa with lead artist, Riki Salam for state-wide application to promote Aboriginal and Torres Strait Islander health throughout Queensland Health. The Making Tracks artwork does not have precedence over any local Aboriginal and/or Torres Strait Islander artwork.

These protocols are shaped by the *Queensland Health Aboriginal and Torres Strait Islander Cultural Capability Framework 2010-2033* principles and are an example of the application of these principles.

Use of the Making Tracks artwork, in any form, by Queensland Health staff must be in accordance with these Making Tracks Artwork and Protocols, as well as other policies, guidelines and templates providing the standard for the implementation of Queensland Health’s corporate identity across a range of visual media including, but not limited to, the *Queensland Health Corporate Identity Guidelines*.

When developing all communication and marketing materials that will be accessible in the public domain, it is critical that they be developed in accordance with the *Queensland Health Corporate Identity Guidelines*. If you require further clarification please read the references available online. The *Integrated Communications Branch* QHEPS page provides further information.
About the artwork

Making Tracks artwork story

This artwork represents Aboriginal and Torres Strait Islander cultures in Queensland. It speaks of the importance of traditional and cultural sensitivities, how these are communicated in the modern day health system and how health professionals can best provide health services for Aboriginal and Torres Strait Islander Queenslanders through best practice.

The central circular motif represents Health in Queensland and the meeting place where people come to trade knowledge about best health practices and procedures. The pathways leading both in and out of this central motif represent people travelling from different professions, different communities and different country, and the importance of everyone contributing equally to this journey. A journey of change and growth for a brighter, healthier and happier future for all Aboriginal and Torres Strait Islander Queenslanders.

The surrounding markings and motifs represent the important network of people from these communities, their connection to each other, and how they work together to empower Aboriginal and Torres Strait Islander Queenslanders to have long, healthy, productive lives.

Artist acknowledgement

When using the artwork on any published document, it is necessary to acknowledge the artist who created the artwork. The recommended terminology is: “Artwork produced for Queensland Health by Giliimbaa” to be placed in 8pt text on the inside front cover.
Traditional significance of Aboriginal and Torres Strait Islander artwork

Artwork is commonly used to tell stories through traditional practices, such as body decorations and headdresses in ceremonies or on surfaces such as shields, tools or bark and rock walls. The artwork would transform the object to one with spiritual significance and power. Artwork is an important element of Aboriginal and Torres Strait Islander cultures and reinforces the significance of rituals and cultural knowledge that has been passed through generations.

Aboriginal and Torres Strait Islander artwork integrity

Integrity refers to the treatment of the original artwork and copies made of that work. Under the Copyright Act 1968 (Cth) the moral right of integrity provides a right of protection for individual artists against inappropriate treatment of their works. For example, the alteration of the work by adapting, cutting, editing or enhancing may materially alter the original intention of the work and infringe on the artist’s moral rights. It is also important to note that with Aboriginal and Torres Strait Islander cultural material, maintaining the integrity of the work is important for all Aboriginal and Torres Strait Islander communities.

It is therefore, imperative to maintain the integrity of the Making Tracks artwork. The Queensland Health Making Tracks Artwork and Protocols have been developed to assist all users of the artwork in the preservation of the significance of this artwork.

Copyright

Copyright under the Copyright Act 1968 (Cth) protects the Making Tracks artwork from infringement, where a substantial portion of a work is copied or used without permission or recognition. In this case ‘substantial portion’ is not measured by amount but more by the significance that the portion used contributes to the overall nature or character of the artwork.

Intellectual property

Queensland Health has purchased the creative concept designed by Gilimbaa. All intellectual property including ideas, concepts, or designs remain the property of Gilimbaa.

Respect

Queensland Health staff making use of the Making Tracks artwork, as a priority, must respect the authenticity and integrity of the artwork. Acknowledgement of Gilimbaa must be noted when using the Making Tracks artwork on any published documentation (See section: Artist acknowledgement). The artwork must be respected and the terms of usage must be adhered to. This guide has been created to ensure correct usage of the elements from the original artwork which can be applied to various documents, reports and collateral materials relevant to Queensland Health and in particular Aboriginal and Torres Strait Islander health resources.

Merchandise

The Making Tracks artwork represents Aboriginal and Torres Strait Islander cultures in Queensland. It speaks of the importance of traditional and cultural sensitivities, how these are communicated in the modern day health system and how health professionals can best provide health services for Aboriginal and Torres Strait Islander Queenslanders through best practice.

While use of the artwork is approved on general apparel and merchandise (e.g. polo shirts, banners etc.), use of the artwork needs to be relevant to the artwork and its meaning. Any use of the artwork on non-standard items i.e. toothbrushes, face cloths, babies’ bibs, need to be approved.

Merchandise need to comply with Queensland Health corporate identity guidelines, and should include the Queensland Coat of Arms.

If there is any uncertainty regarding these guidelines, please contact the Cultural Capability Team.
Making Tracks artwork

Scope of artwork
Usage of the Making Tracks artwork is limited solely to Queensland Health for communication materials related to Aboriginal and/or Torres Strait Islander health and healthcare produced by Queensland Health.

All areas of Queensland Health, including the Department, Hospital and Health Services and other statutory authorities, are encouraged to use the Making Tracks artwork to develop health resources for Aboriginal and Torres Strait Islander people. Recommended use includes the development of Queensland Health resources such as brochures, booklets or information sheets.

In accordance with these protocols, the artwork may be applied to visual material including publications, apparel, signage, display material and marketing collateral. All other uses require prior approval. This is to ensure that the artwork extension beyond the initial scope is executed in an appropriate matter.

Should items that are on-sold include elements or all of the artwork, Gilimbaa has the right to be paid for the use of the Making Tracks artwork, if the artwork is used for profit by sale.

Making Tracks artwork principles
- All Aboriginal and Torres Strait Islander people are entitled to be respected for their culture.
- All Aboriginal and Torres Strait Islander people’s cultural heritage, including cultural expression, is the intellectual property of the respective artists.
- Aboriginal and Torres Strait Islander people have the right to protect and manage the use of their cultural heritage and expression.
- Aboriginal and Torres Strait Islander artists have the right and assurance that Queensland Health supports the correct interpretation of their artwork to maintain at all times its integrity and authenticity.

Making Tracks artwork protocols
Visual consistency plays a fundamental role in increasing recognition of the services and products provided by Queensland Health.

- Do not rotate the Making Tracks artwork in anyway other than its original specifications or as described in this document.
- Scale the artwork proportionately to fit. Do not stretch or distort the Making Tracks artwork to fit a format.
- Do not apply artwork elements other than those described in this style guide.
- The full Making Tracks artwork (see artwork on cover page) is available from the Cultural Capability Team upon request. This artwork is for controlled use for strategic Aboriginal and Torres Strait Islander health documents aligned to Making Tracks towards closing the gap in health outcomes for Aboriginal and Torres Strait Islander Queenslanders by 2033
- The web banner (Figure 1) is only to be used by the Aboriginal and Torres Strait Islander Health Branch.

![Figure 1: Making Tracks web banner](image-url)
Making Tracks artwork elements

The Making Tracks artwork elements are described in this document and are available for Queensland Health staff to use, include:

- 10 x Circular motifs
- 6 x Pathways
- 2 x Pathway and circular motif combinations

Circular motifs

The Making Tracks circular motifs (Figure 2) are extracted from the central circular image in the full Making Tracks artwork, which represents health in Queensland and a meeting place where people come to share knowledge. These elements can also be used in greyscale and transparent format between 20-60%. Circular motifs are available in ai, jpeg and png.
Pathways

The pathways represent people travelling from different professions, different communities and different country. The pathways are only to be used as a document header (horizontal or vertical). When using the pathways as a design element within a document, use a maximum of three pathway elements, depending on the length of the document. Pathways are available in ai, jpeg and png.
Pathway headers - correct use

- Be consistent with the usage of the artwork. Only use one pathway element per section of the document.
- The complete pathway must be used in a header, unless otherwise approved.
- A pathway header must have a height of no less than 30mm and no greater than 40mm depending on page size.
- A pathway header watermark can range from 20% - 60% transparency, in either colour or greyscale.
- A pathway header can be used in a vertical (Figure 4) or horizontal (Figure 5) format in a landscape document (e.g. PowerPoint presentation).
- A pathway header can stand alone or can be used with a single coloured footer from the same colour palette as the chosen header (Figures 6 & 7).
- If used, a coloured footer must have a thickness of no less than 2pt line stroke and no greater than 20 mm.

Figure 4: Vertical pathway

Figure 5: Horizontal pathway

Figure 6 & Figure 7: Examples of header and footer
Pathway headers - incorrect use

- Do not use part of the pathway (Figure 8) or more than one pathway (Figure 9) in a header.
- Do not use pathway header on a coloured or patterned background (Figures 10 and 11).

Figure 8: Pathway incomplete
Figure 9: Multiple headers
Figure 10: Coloured background
Figure 11: Patterned background
Pathway and circular motif combinations

Two pathway and circular motif combinations are approved for use as headers (Figures 12a & 12b). The protocols for pathways also apply to these combinations.

- The two pathway and circular motif combinations can also be used as a watermark ranging from 20-60%, in colour or in greyscale.
- Only the two combinations provided are available for use.

Figure 12a

Figure 12b

Figure 12: Pathway and circular motif combinations

Figure 13: Horizontal format

Figure 14: Greyscale in vertical format

Figure 15 & Figure 16: Altered pathway combinations
**Colour palette**

Colour is an effective, powerful and instantly recognisable medium for visual communications. This colour palette was used in the Making Tracks artwork and can be used in conjunction with the elements within this document (e.g. as a footer). Where available the colours are coded in RGB and CMYK formats.

![Colour palette](image)

Figure 17: Colour palette