

VERSION  
2.1

# union health

**STYLE GUIDE**

# STYLE GUIDE CONTENTS

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# union health

IS AN AUSTRALIAN HEALTH FUND  
UNLIKE ANY OTHER.

Backed by TUH, Australia's most trusted health fund, we have a bold ambition;

To be the fairest health fund for all union members.

As we strive for fair, we believe, like all unions, in the spirit of togetherness. Because by galvanising together we can change the status quo and do what's right for all members, not the select few.

It's why we're run by our members, not shareholders.  
And it's why we share our profits in the form of better products.

BECAUSE THAT'S FAIR. FOR ALL.



## BRAND VISION

Union Health is an organisation that believes in, and supports the Australian unionist movement. Our goal is to be the first choice for union members, by striving to be the fairest health insurer in Australia.

# BRAND PURPOSE



Source: In pursuit of brand purpose

# BRAND PERSONALITY



When it comes to brand archetypes, the Union Health brand behaves as a hero. A hero brand is very successful at producing consistent results, creating teams and systems that fulfil objectives, and giving their all to inspire us to be bigger, braver and stronger. They often fight for the underdog and believe where there's a will, there's a way.

## HERO BRAND ATTRIBUTES:

- Champion
- Rescuer
- Warrior
- Advocate
- Achiever
- Soldier
- Competitor
- Coach

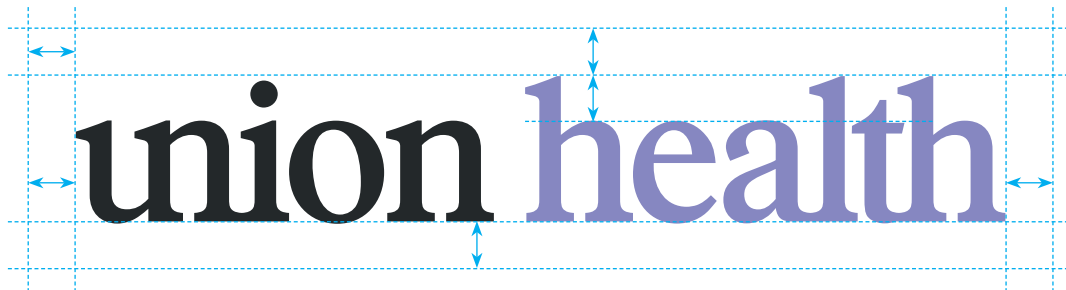
## LOGO STRUCTURE

# union health

### LOGO

The Union Health logo is composed of a customised modern serif typeface. The works in contrast to the sans serif body copy in extended applications. See page 13 for more.

## LOGO SIZE & SPACING



### SPACING

Always leave a clear space around the logo equivalent to a square that is as tall as the positioning line on the top stem of the 'h'.

union health

————— 45mm —————

### SIZE

The logo should be centred where possible and displayed large and prominently in the design. See application example on page 20.

To maintain legibility, the minimum size the logo can be scaled down to is 45mm. When smaller applications are required please see Logo Flexibility on page 8.

## LOGO FLEXIBILITY

### 1. HERO BRAND POSITIVE

Use when full brand is required on a white background.

### 2. HERO BRAND REVERSED

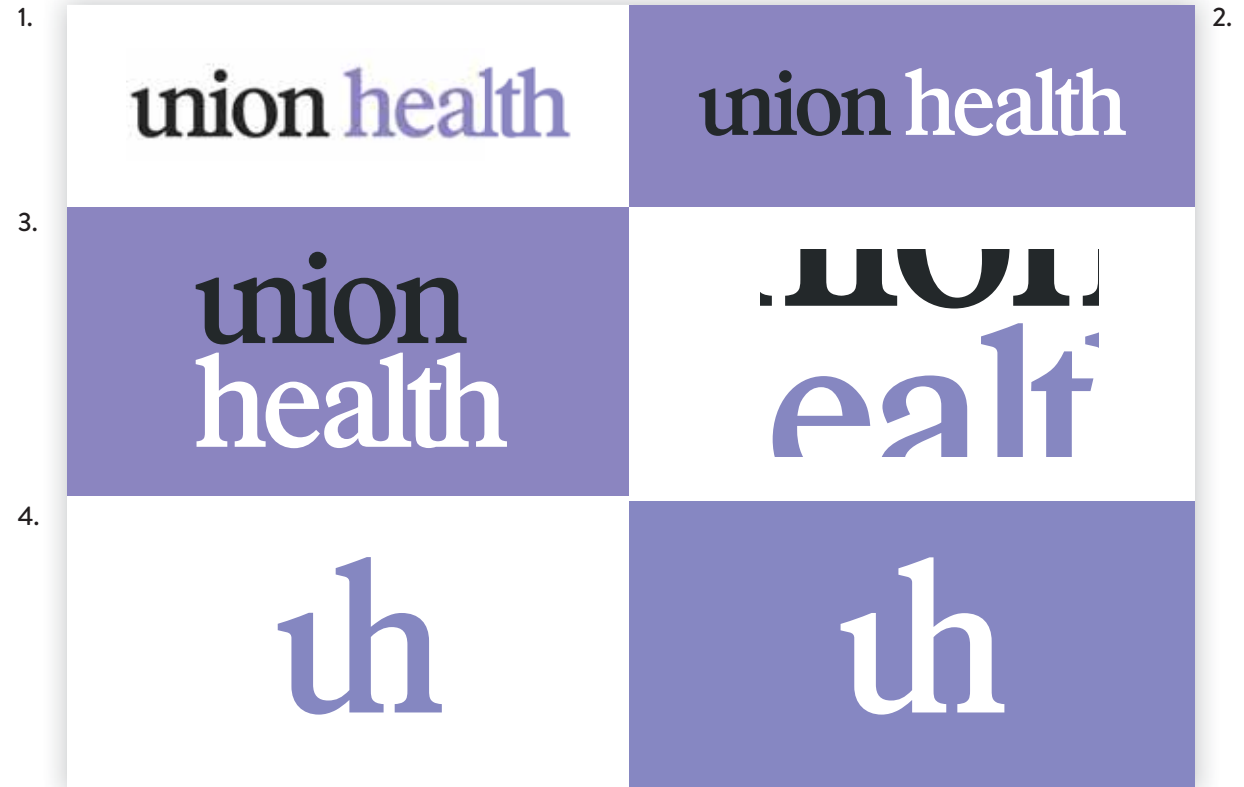
Use when full brand is required on our purple background.

### 3. STACKED

Use when space restricts the readability of our hero brand.

### 4. 'UH' MARK

Best used in small places such as social media avatars or favicons.





# LOGO USAGE

## DO'S

There are various flexible options that allow the brand to be used in multiple applications. Please adhere to approved uses.



## DONT'S

**union health**

Reposition any of the logo elements

unionhealth

Change the logo font

union health

Use a low res/blurry version of the logo

union health

Change the colours

union health

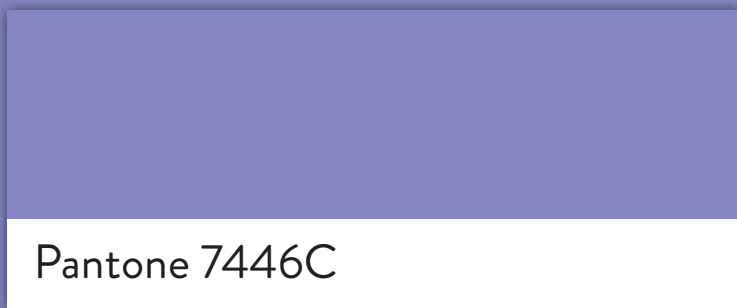
Condense or alter the properties of the logo

union health

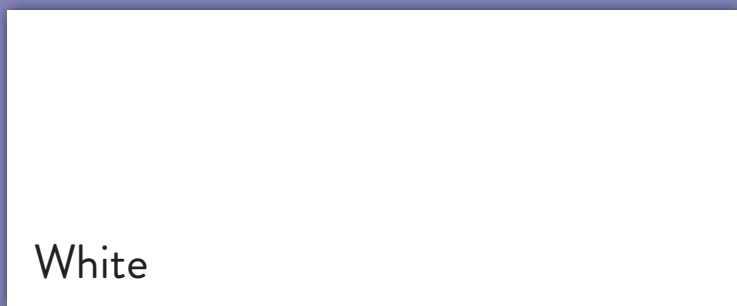
Display over busy backgrounds or photographs

# COLOUR PALETTE

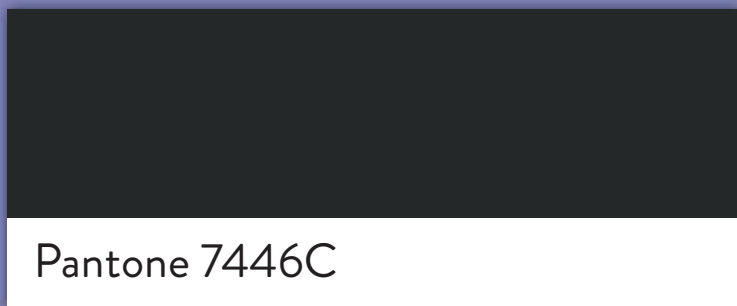
## PRIMARY



RGB - 134, 135, 194  
#8687c2  
CMYK - 50, 46, 0, 0



RGB - 255, 255, 255  
#FFFFFF  
CMYK - 0, 0, 0, 0

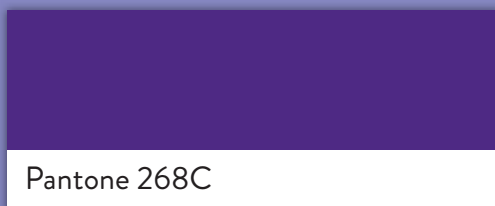


RGB - 36, 40, 42  
#24282a  
CMYK - 74, 65, 62, 67

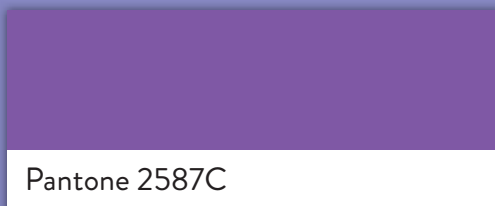
# COLOUR PALETTE

## SECONDARY

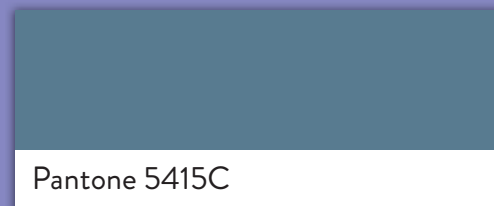
Our secondary colour palette should only be used when there's a need to differentiate sections of a design, or highlight other offerings. See website visual example on page 16. They should never replace or over power the primary palette.



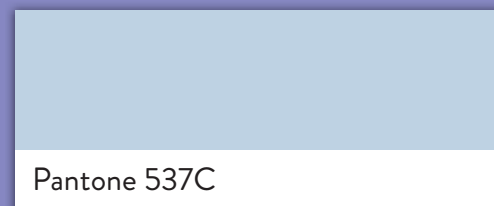
RBG - 88, 44, 131  
#582c83  
CMYK - 82, 98, 0, 12



RBG - 130, 70, 175  
#8246af  
CMYK - 58, 76, 0, 0



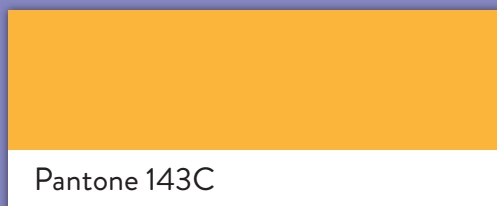
RBG - 88, 123, 144  
#587b91  
CMYK - 70, 44, 32, 5



RBG - 187, 199, 214  
#BBc7d6  
CMYK - 21, 7, 2, 3

## CALL TO ACTION

This highlighting colour is for use in digital applications where a call to action is required, for example on a webpage or app - use on a 'submit' button. It's not part of the brand palette and should not be used in campaign material.



RBG - 241, 180, 52  
#f1b434  
CMYK - 0, 32, 87, 0

# TYPOGRAPHY STYLING

## PRINT

### BRANDON GROTESQUE

Regular and medium weights are used on all printed and campaign material. It's a clean, readable and modern typeface which contrasts nicely with the serif style of the logo.

**TITLE MESSAGING TEXT GOES HERE  
IN OUR DARK GREY.**

**PAYOFF LINE GOES HERE IN WHITE.**

Leader text goes here in medium

Body text goes here in regular

**TITLE MESSAGING TEXT GOES HERE  
IN OUR DARK GREY.**

**PAYOFF LINE GOES HERE IN WHITE.**

Leader text goes here in medium

Body text goes here in regular

**TITLE MESSAGING  
PAYOFF LINE**

Leader text goes here in medium

Body text goes here in regular

**TITLE MESSAGING  
PAYOFF LINE**

Leader text goes here in medium

Body text goes here in regular

**TITLE MESSAGING  
PAYOFF LINE**

Leader text goes here in medium

Body text goes here in regular

**TITLE MESSAGING  
PAYOFF LINE**

Leader text goes here in medium

Body text goes here in regular

# TYPOGRAPHY STYLING

## DIGITAL MEDIA

### BRANDON GROTESQUE

Regular and medium weights are used on all printed and campaign material. It's a clean, readable and modern typeface which contrasts nicely with the serif style of the logo.

## TITLE MESSAGING TEXT PAYOFF LINE TEXT.

Body text goes here in medium on our coloured backgrounds for accessibility purposes.

## WEBSITE

### BRANDON GROTESQUE

Body copy and anything that is lower case is to be Lato. For Headings and Subheads use **Lato Bold** and everything else Lato Regular.

## TITLE MESSAGING TEXT PAYOFF LINE TEXT.

Body text goes here in regular or medium on our white background.

## TITLE MESSAGING PAYOFF LINE

Body text here in medium on our coloured backgrounds.

## TITLE MESSAGING PAYOFF LINE

Body text here in medium on our coloured backgrounds.

## TITLE MESSAGING PAYOFF LINE

Body text here in medium on our coloured backgrounds.

## TITLE MESSAGING PAYOFF LINE

If using our lighter teal colour as a background, use dark grey text. Body text here in medium on our coloured backgrounds.

# TYPOGRAPHY STYLING

## DEFAULT

### ARIAL

To be used internally e.g. Word docs, or when limited fonts are available.

## TITLE MESSAGING TEXT PAYOFF LINE TEXT.

Body text goes here in 'Arial'

## TITLE MESSAGING TEXT PAYOFF LINE TEXT.

Body text goes here in 'Arial'

## TITLE MESSAGING PAYOFF LINE

Body text in Arial Regular.

## TITLE MESSAGING PAYOFF LINE

Body text in Arial Regular.

## TITLE MESSAGING PAYOFF LINE

Body text in Arial Regular.

## TITLE MESSAGING PAYOFF LINE

Body text in Arial Regular. If using our lighter teal colour as a background, use dark grey text.

## STONE OF VOICE

OUR TONE OF VOICE REPRESENTS OUR PERSONALITY.

WE ARE A DOWN-TO-EARTH AUSSIE BRAND THAT  
CHAMPIONS THE EVERYMAN.

We're direct, but friendly.

We're confident, but not arrogant.

And we're not afraid to tell it like it is  
(so long as it's delivered with a wry smile).

Our language is short, sharp and sincere.

We talk about ourselves as a collective.  
Because we stand united with our members.

Whether it's in press, radio, posters or social,  
we always stand for fairness.

WE'RE CREATING HEALTH INSURANCE THAT'S FAIRER FOR ALL.

# CHARACTER FAMILY





## CHARACTER USAGE



### STYLISTED VERSIONS

Our characters can be used in this stylised duotone manner as backgrounds or decorative elements. See application examples page 19 onwards.





## COLOURS

### CHARACTERS ON BACKGROUND COLOURS

Our brand colour palette is purposefully muted to allow the bright and engaging characters to stand out. They can be used individually on most of our colours, but not on black.

## USAGE

### WHEN TO USE CHARACTERS

Various characters can be used alongside campaign or brand messaging. 1 or 2 characters works best without looking cluttered. See application examples page 20 onwards.



Where possible, use a mix of relevant characters.



Avoid using similarly styled characters next to each other.

## NEW CHARACTERS

### ANIMATION & FUTURE PROOFING

Our character models are fully rigged by 3D animators to allow the creation of new characters and poses, or animation further down the line.

# APPLICATION EXAMPLES

DID MUM STOP  
BOOKING YOUR  
APPOINTMENTS?  
GO TO  
UNION HEALTH.



unionhealth.com.au

**BASIC EXTRAS**  
with no-gap preventative dental at preferred  
providers. Making 'adulting' easier.

The go to health insurance for  
union members & their families.

**union health**



## Health insurance for union members

- ✓ We offer high quality, affordable health insurance options.
- ✓ We're owned entirely by our members, and we're not-for-profit, which means we give more back to you.
- ✓ We were created purely to support Australian union members and their families, so we really know our community and we have the same values.



Thinking of joining Union  
Health? Scan the QR code  
to get in touch today.

1300 661 283

**union health**

## UNION HEALTH - HEALTH INSURANCE FOR TRANSPORT WORKERS.

Life may not be fair but we believe your health fund should be. For when you need us and even when you don't, we will do our best to take care of you and your family.

### We're not-for-profit, we're for you.

Union Health was formed to support Australian union members and their families. Our profits go towards quality health insurance options and services to our members, not to shareholders' pockets.

### We get you well when you need it.

We give you cover that suits your lifestyle and help you access care where and when you need it. We also offer out-patient care programs that go beyond your hospital stay to get you back on track sooner.

### We're all about your value.

We pay more so you pay less by keeping the lid on premium costs and delivering generous benefits when you claim. Live your best life with our Mates Rates program which gives you discounts on

products and services that matter, plus a series of tailored health and wellness programs to maximise your health and wellbeing.

### Ready for a fair go?

Join Union Health today and get **4 WEEKS FREE** after your first month of payment!<sup>\*</sup>

Our customer service team are here to help find the best cover for you, so give us a call for a chat with a real person about your situation and the cover you need.



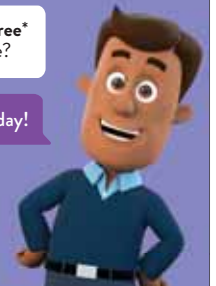
Scan the QR code to find out  
more about Union Health today.

<sup>\*</sup>Union Health is brought to you by TUH Health Fund (TUH). TUH voted top 2 for most trusted and high-quality private health insurance providers and top 3 for customer service, IPSOS Health Care & Insurance Australia 2021.

Compare with  
Union Health.  
Make the  
switch today.

Want **4 weeks free\***  
health insurance?

Get a quote today!



**union  
health**

<sup>\*</sup>Terms and conditions apply. Get 4 weeks free after your first month of payment.

1300 661 283 | unionhealth.com.au/partner-rtbu

# APPLICATION EXAMPLES

## Tell a mate and receive a \$100 eGift card\*

Know someone who wants a fairer deal from their health fund?

There's no limit on how many people you can refer so start spreading the word today and enjoy the rewards!



Scan the QR code or open your Union Health app to start referring now.

\*T&Cs apply.

1300 661 283 | [unionhealth.com.au](http://unionhealth.com.au) **union health**

## ARE YOU READY FOR THE NEW ME IN '23? GO TO UNION HEALTH.

Basic Extras - with increased optical benefits, so you can start your year with a fresh perspective.



The go to health insurance for union members & their families.  
1300 661 283 | [unionhealth.com.au](http://unionhealth.com.au)

**union health**

## Compare with Union Health. Make the switch today.

Get 4 weeks free health insurance with Union Health!\*



\*T&Cs apply. 4 weeks free after your first month of payment.

**union health**

1300 661 283 | [unionhealth.com.au/ppteu](http://unionhealth.com.au/ppteu)


# APPLICATION EXAMPLES

**th Union Health**  
Today at 19:33 · 🌐

This is a social post example.  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**WANT THE FREEDOM TO CHOOSE YOUR OWN DENTIST?**

WE'RE ALL FOR IT.



👍 Like    💬 Comment    ➦ Share

👍❤️👎 3,675

Write something...

**th Union Health**  
Today at 19:33 · 🌐

This is a social post example.  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**A HEALTH FUND THAT CARES FOR THE WELLBEING OF EVERY UNION MEMBER?**

WE'RE ALL FOR IT.



👍 Like    💬 Comment    ➦ Share

👍❤️👎 3,675

Write something...

**th Union Health**  
Today at 19:33 · 🌐

This is a social post example.  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**MORE ACCESS TO DOCTORS IN RURAL AREAS?**

WE'RE ALL FOR IT.

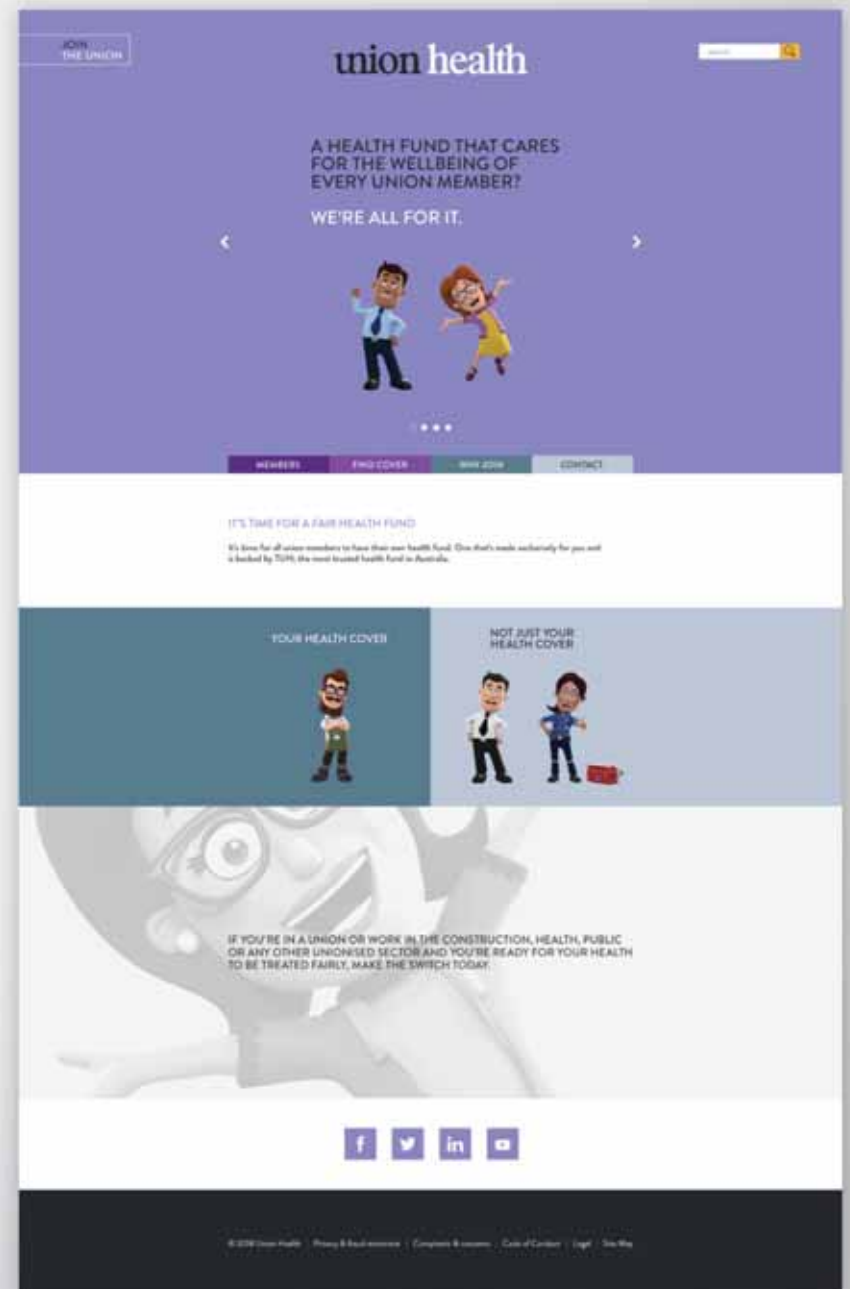
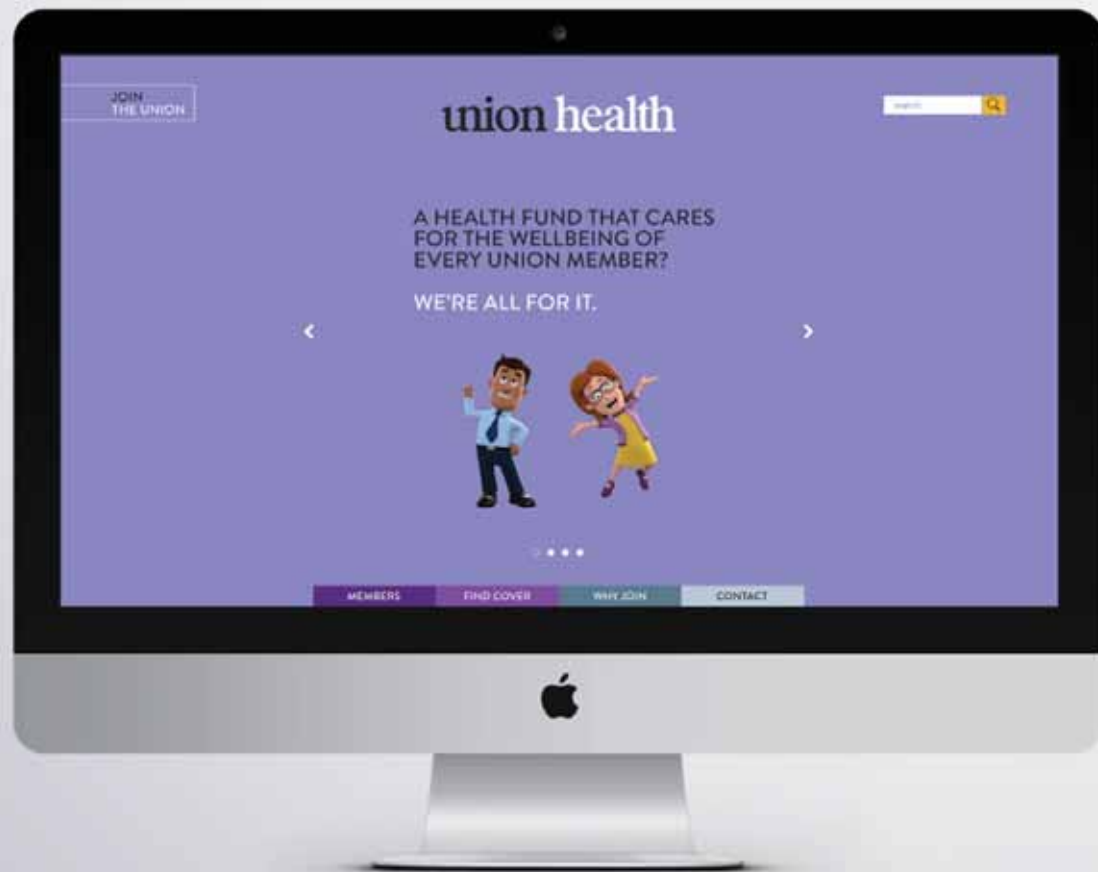


👍 Like    💬 Comment    ➦ Share

👍❤️👎 3,675

Write something...

# APPLICATION EXAMPLES



## APPLICATION EXAMPLES

**IT'S TIME FOR A FAIR HEALTH FUND**

One that returns more profits to its members.  
One that's owned and operated by regular Aussies.

It's time to have more hospitals to choose from.  
More extras you actually want to use. And faster  
reimbursement time for claims.

It's time for a health fund to treat you and your  
family more fairly.

To return premiums to you, not put them in  
shareholders' pockets. To give back more benefits  
than NIB, Medibank and Bupa. And to give you  
the freedom to visit your preferred specialist, not  
one that's on a short list.

It's time for all union members to have their own  
health fund. One that's made exclusively for you  
and is backed by TUH, the most trusted health  
fund in Australia.

So if you're in a union or work in the construction,  
health, public or any other unionised sector and  
you're ready for your health to be treated fairly,  
make the switch today.

Because when it comes to uniting together for a  
fairer health fund.

**WE'RE ALL FOR IT.**

**union health**

# APPLICATION EXAMPLES



A HEALTH FUND THAT CARES  
FOR THE HEALTH OF ALL  
UNION MEMBERS.

WE'RE ALL FOR IT.



union health

Hello Mr Smith,

As a union member, we think it's time for your health and your wallet to be treated fairly. That's why we've created Union Health; a brand new health fund that's backed by TUH; Australia's most trusted health fund.

Because we're owned by members and not stakeholders, you and your family will have access to the fairest health cover in Australia. This means our profits are returned to you in the form of better products. You'll have the freedom to choose your own specialist, not one that's on a shortlist. What's more, we also give back more benefits than NIB, Medibank and Bupa.

So if you're ready for your health to be treated fairly, join the health fund made specifically for all union workers.

Because when it comes to creating a health fund that works for all members, we believe it's fairer together.

Union Health

DISCOVER MORE AT  
[UNIONHEALTH.COM.AU](http://UNIONHEALTH.COM.AU)



JOIN  
THE UNION



[Contact Us](#) | [Unsubscribe](#) | [Privacy](#)

You received this at [email@gmail.com](mailto:email@gmail.com)  
because you signed up for Union Health emails.

© 2018 Union Health



FOR MORE INFORMATION ON THE UNION  
HEALTH BRAND STYLE GUIDE & APPLICATION  
PLEASE CONTACT:

CAMILLA GRAY - [CAMILLA.GRAY@TUH.COM.AU](mailto:CAMILLA.GRAY@TUH.COM.AU)

**union** health