



Australian Government
Department of Veterans' Affairs

VETERANS' Health Week

Veterans' Health Week (VHW) Logo Guidelines

Logo and branding requirements

You are **required** to use the VHW logo (shown below) on any promotional or information materials for your VHW events if you are:

- a recipient of Department of Veterans' Affairs (DVA) funding for VHW events
- an organisation holding a registered VHW event
- holding a non funded event for VHW.

Use of the Australian Government Coat of Arms alone is **not permitted**.

Suitable products only

Promotional products using this logo must be compatible with the VHW aims of promoting a healthy lifestyle. For example, use of the VHW logo on a beer stubby cooler would be unacceptable.



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65mm

VHW Logo minimum size

Logo usage

The minimum size for use of the VHW logo is 65mm in width (shown at left). The file can be scaled up to 3x its original size and still maintain high resolution for printing. Please ensure that the proportions of the logo are maintained when scaling. Do not stretch or distort the logo. No alterations to fonts, colours, or other graphical elements of the logo are permitted.

The logo is available for download in high-resolution PNG file format from the VHW website (dva.gov.au/vhw).

To obtain logo files for commercial application, please contact your DVA VHW Coordinator (details at dva.gov.au/vhw).

Further information

Please contact the DVA VHW National Coordinator at vhw@dva.gov.au to:

- clarify any aspects of these guidelines
- confirm suitability of proposed promotional products under these guidelines, or
- request approval to use the logo and branding in a way contrary to these guidelines.