

Building Strong Foundations for Future Generations

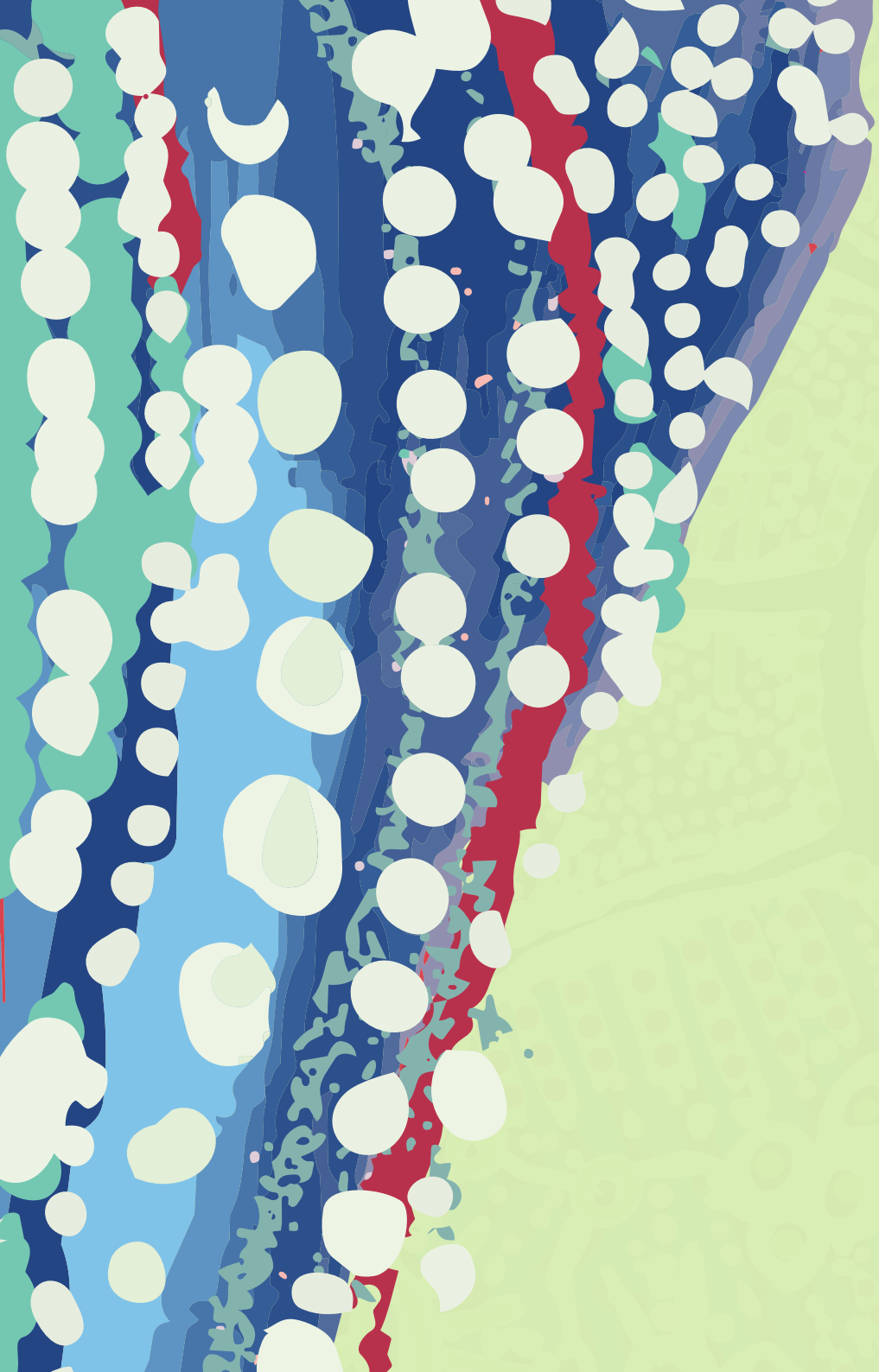
Artwork Guidelines

Version 1.0
Latest update: Oct 2026



Overview

The purpose of this document is to maintain consistency on the use of the Building Strong Foundations for Future Generations artwork across all communication channels by creatives when using the style guidelines.



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Artwork Summary

In the instance where the full artwork story cannot be used, please use the summary (right) and create a link so the full story can still be accessed.

If the artwork is reproduced include the following artist acknowledgement: "**Artwork by Eastern Arrernte man Pat Caruso and Kaurna, Narungga and Kokatha man Steven Warrior**"



Building Strong Foundations for Future Generations

Created by Kaurna, Kokatha and Narungga Artist Steven Warrior in partnership with Eastern Arrernte Artist Pat Caruso

This artwork represents the living heartbeat of Aboriginal-led health research across South Australia, a collective movement grounded in culture, Community, truth, and shared responsibility for future generations, situated on Kaurna Yerta (Kaurna Country) while honouring the diverse Aboriginal Nations and Traditional Custodians whose knowledge, leadership and lived experiences continue to shape Aboriginal health research across the State.

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At the centre of the artwork sits a powerful gathering piece, symbolising Aboriginal Community authority, leadership, and connection. The concentric circles reflect generations of knowledge, lived experience, and cultural wisdom that continue to guide the direction of Aboriginal health research. The 10 white solid rings embracing the meeting place represent the 10 principles to come out of the stakeholder engagement. This centre is not symbolic of a single organisation or institution, but of Community itself, the rightful place where priorities are determined, voices are heard, and decisions begin.

Radiating outward from the centre are pathways and connected nodes, representing the many organisations, researchers, health systems, and Communities walking together in partnership. Each pathway signifies collaboration, co-design, and shared stewardship, reflecting the commitment of signatories to reshape systems and conduct research in ways that are culturally safe, accountable, and Community driven.

The flowing movement throughout the artwork evokes waterways, songlines, and knowledge systems, illustrating that Aboriginal knowledge is living, connected, and continuously carried across generations. The intricate dot work reflects the diversity of Communities, experiences, and stories across South Australia, while also symbolising data, communication, and the exchange of knowledge grounded in respect and reciprocity.

The branching forms extending from the central gathering place represent growth, leadership, and intergenerational impact. They symbolise the investment in Aboriginal researchers, future leaders, and Community capability, acknowledging that the work undertaken today creates pathways for the next 10 generations.

The use of blue tones throughout the artwork reflects healing, water, and life, while the layered earth colours ground the work in Country, culture, and continuity. Contrasting



vibrant pathways signify innovation, transformation, and the strength of Aboriginal people driving systems reform across sectors and across the State.

The artwork acknowledges the enduring health knowledge embedded in Kaurna cultural practices, including the use of native plants such as Karra (River Red Gum), Emu Bush, Native Mint and Tea-Tree. These healing traditions reflect generations of evidence gathered through observation, practice and connection to Country, underscoring that Aboriginal knowledge systems have long informed approaches to health and wellbeing. The inclusion of these medicinal plants symbolises the relationship among cultural knowledge, healing and contemporary Aboriginal-led research.

Embedded within the artwork is the understanding that research must privilege Indigenous knowledges, uphold Indigenous Cultural and Intellectual Property (ICIP), and honour Indigenous Data Sovereignty. The visual connections illustrate that research is not isolated work; it is relational, accountable, and tied to Community outcomes and wellbeing.

This artwork honours more than ten years of work and leadership that shaped the original Accord, while looking forward toward a future where Aboriginal Communities continue to lead research priorities, influence policy and practice, and create meaningful health outcomes for Aboriginal people across South Australia.

It is a visual declaration of unity, responsibility, and hope, a commitment to doing Aboriginal health research the right way.

Eastern Arrernte Artist Pat Caruso

Artist Bio

Pat was born creative, a skill he has expertly applied in product creation and life cycle management across his career working with brands including Harris Scarfe, Vili's Family Bakery, Hyundai and BHP.

Pat's family background is of an Eastern Arrernte person whose connection to country and community was disrupted by his mother's removal in Alice Springs in the mid-1950s. Despite this event, he strongly identifies as both a person of Eastern Arrernte background and the Sultan family.

Pat has spent 20 years reconnecting to his roots, taking his children, communities, and clients on a profound journey of knowledge sharing and reflection, and encouraging us all to embrace all facets of our unique identities.

Through We Create Print Deliver, an advertising and business agency he founded in 2015, Pat is building a legacy that honours his cross-cultural identity. As Founder and Director of We Create Print Deliver, Pat is in his element. Passionately working with a multitude of industries daily; Defence, Retail, Not-for-Profit, Food and Beverage.

Pat's diverse experience in the industry generates business opportunity for We Create's clientele. In addition to working in We Create, Pat is a Board member of Operation Flinders Foundation.

He is also a sought after First Nations artist creating individual pieces with painted medium and digitally.



Kaurna Kokatha and Narungga Artist Steven Warrior

Artist Bio

As an Aboriginal man, it is important for me to know and acknowledge who I am and where I come from. I am a proud Kaurna/Narungga/Kokatha man. I grew up on Narungga Country, the Yorke Peninsula of South Australia.

After completing high school, I moved to Adelaide and worked as an Aboriginal Community Education Officer for over eight years. Many of the families I worked with experienced intergenerational trauma from the past mistreatments of our people, and it was very rewarding to see their resilience shine through to achieve success.

When I was presented the opportunity to take up a role as an Indigenous Liaison Officer for the Air Force, I said yes! I was inspired by strong role models in my family and community. My great-grandfather volunteered and served in WW1, my great grandfather was a champion footballer who won five medals whilst working on railways in the mid-north and my great nanna who raised 12 children. My elders achieved great things at a time when our people did not have the most basic human rights. I strive always to follow their example. I am now a Royal Australian Air Force Flight Lieutenant, former Indigenous Liaison Officer (ILO) for RAAF Base Edinburgh and broader South Australia. I was the first full-time commissioned officer to be appointed to the role.



Full Artwork

The artwork can be used across all the South Australian Aboriginal Health Research Accord 2026-2036 collateral. Below is a list of guidelines around the usage of the artwork.

- The artwork can be used in either landscape or portrait orientation where it sees fit.
- Cropping and scaling is allowed.
- Elements of the artwork can be pulled out from the artwork.
- The opacity of artwork can be changed, and the artwork can be used for watermarks and backgrounds.



Vertical cropping is allowed





Horizontal cropping is allowed



Centre cropping is allowed



Diagonal cropping is allowed



Organic shape cropping is allowed

Authorised Use

Cropping and Scaling

The Building Strong Foundations for Future Generations artwork must be used in its specified proportions and its size must only be increased or decreased in accordance with these proportions.



Opacity is allowed

Colour washes in brand-approved colours are allowed



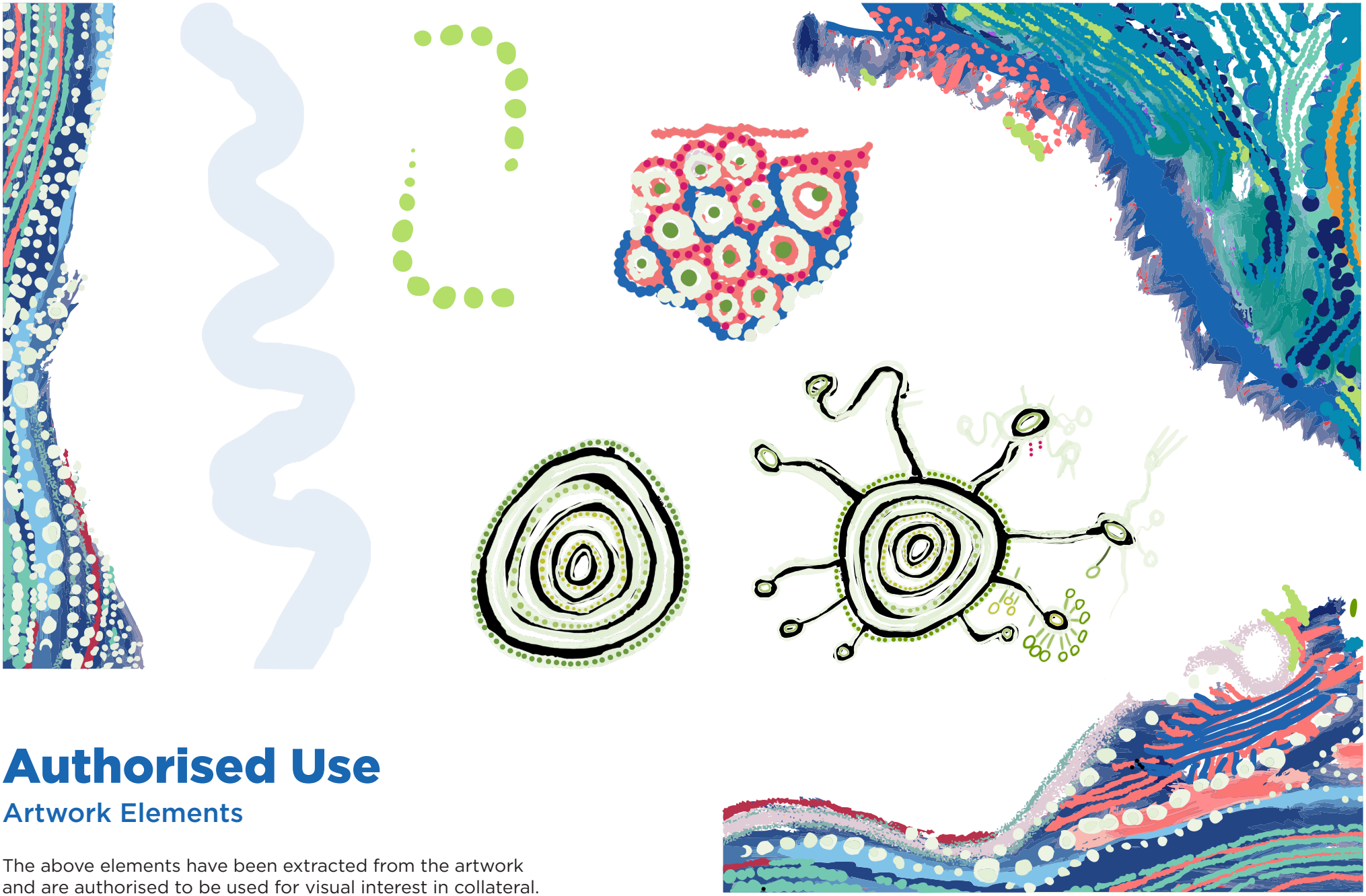


Opacitated gradients in brand-approved colours are allowed

Authorised Use

Opacity

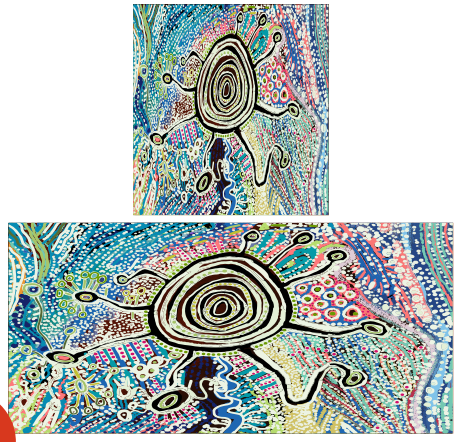
The Building Strong Foundations for Future Generations artwork must be used in its specified proportions and its size must only be increased or decreased in accordance with these proportions.



Authorised Use

Artwork Elements

The above elements have been extracted from the artwork and are authorised to be used for visual interest in collateral.



The artwork must not be warped and its size cannot be increased or decreased outside of its proper proportions.



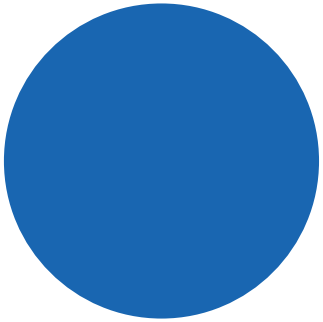
The artwork colours must not be altered or manipulated outside of brand approved opacity and opacity gradients.



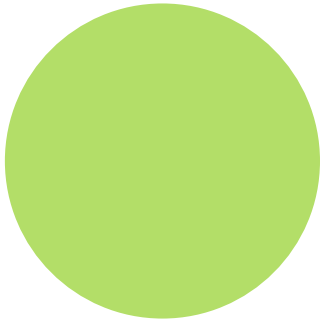
Do not cover the artwork with text or images.

Unauthorised Use

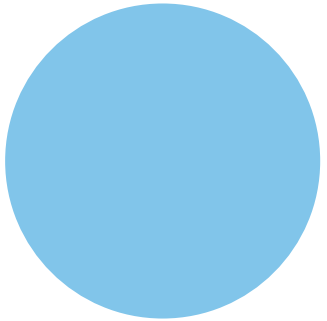
The Building Strong Foundations for Future Generations artwork must be used in accordance with the guidelines stated in this document. The above examples of misuse are prohibited and extends across all materials and collateral of the artwork.



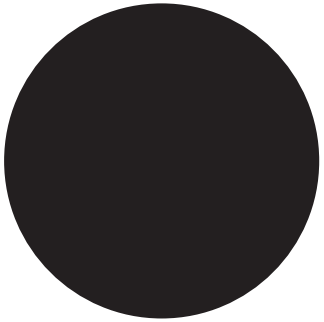
Blue
CMYK: 90/61/0/0
RGB: 25/102/177
HEX: 1966B1



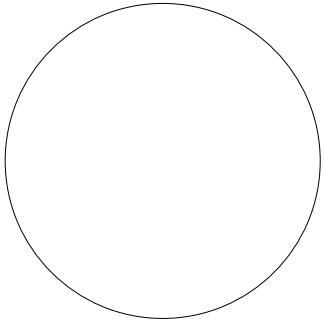
Green
CMYK: 33/0/75/0
RGB: 179/222/104
HEX: B3DE68



Light Blue
CMYK: 46/8/1/0
RGB: 129/197/234
HEX: 81C5EA



Black
CMYK: 100/100/100/100
RGB: 0/0/0
HEX: 000000



White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

Colour Palette

Primary

For printed material, use 4-colour process (CMYK) breakdown for each colour.
For on-screen application (eg. web and PowerPoint), use the RGB or HEX breakdown.

Primary colours are to be used for all collateral with secondary colours as required. When colours are being used as backgrounds, use a 50% tint (Blue can also be used at 100% for backgrounds).

Turquoise
CMYK: 54/0/39/0
RGB: 110/206/178
HEX: 6ECEB2

Orange
CMYK: 4/47/95/0
RGB: 238/150/46
HEX: EE962E

Coral
CMYK: 0/70/42/0
RGB: 225/114/118
HEX: FF7276

Teal Blue
CMYK: 82/30/20/0
RGB: 0/142/177
HEX: 008EB1

Yellow
CMYK: 2/9/100/0
RGB: 225/222/0
HEX: FFDE00

Colour Palette

Secondary

For printed material, use 4-colour process (CMYK) breakdown for each colour.
For on-screen application (eg. web and PowerPoint), use the RGB or HEX breakdown.

Secondary colours can be used where additional colours are required in conjunction with the primary colours. When colours are being used as backgrounds, use a 50% tint.

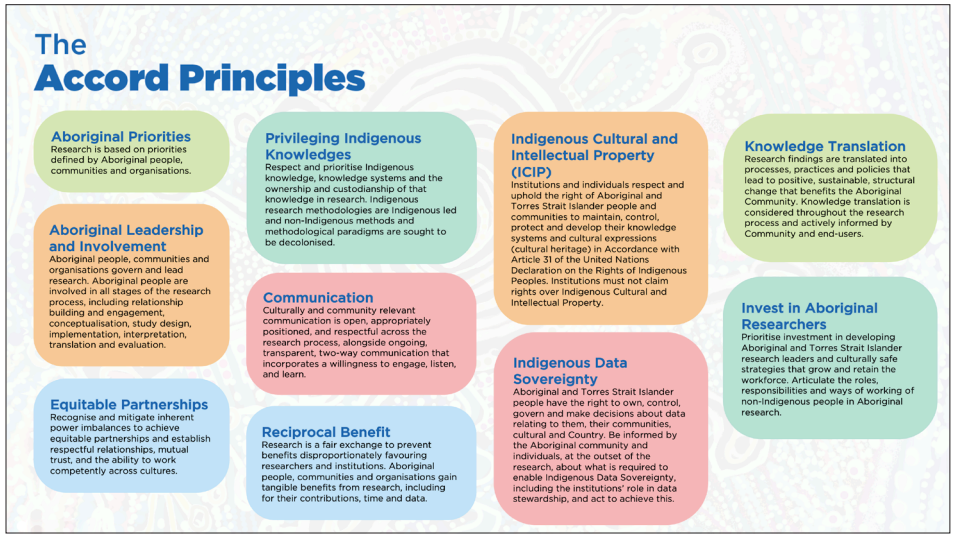
Gotham Ultra	**Aa**	**This is a headline**
Gotham Medium	**Aa**	**This is a sub heading**
Gotham Regular	Aa	This is body text

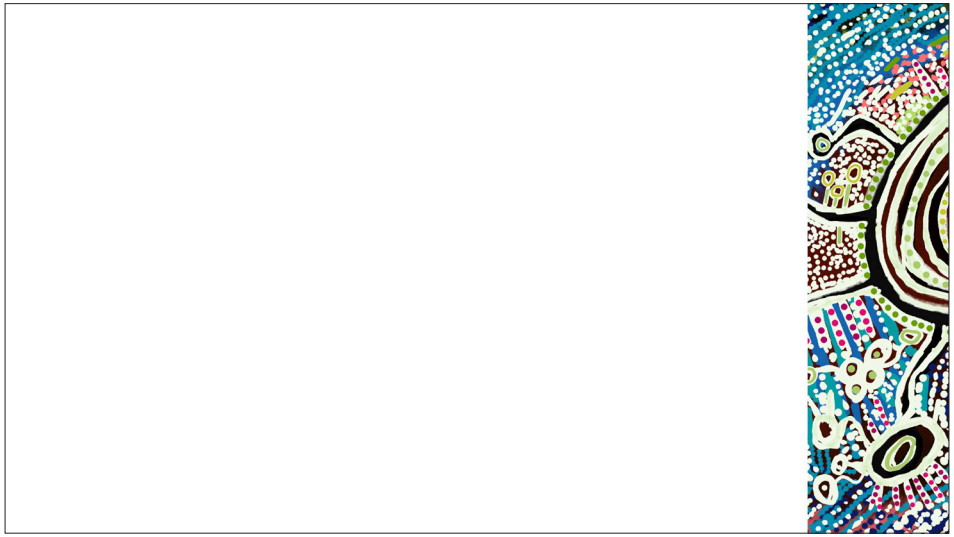
Typography

The brand font is Gotham (various weights). The typeface can be left, right or centre aligned. When selecting a weight, the hierarchy of the text should be relative to the thickness of the font. If Gotham is not available, either Figtree (Google font) or Century Gothic can be used.

Powerpoint









Brand Application Examples



Brand Application Examples

Copyright and Licensing

Copyright in the 'Building Strong Foundations for Future Generations' artwork ("Accord Artwork") is held by The trustee for PATRICK & JAMIE-LEE CARUSO FAMILY TRUST, trading as "We Createstudio" ("We Create"), as the copyright has been assigned to We Create by the artists.

All SA Aboriginal Health Research Accord 2026-2036 signatories (each an "Accord Signatory") will be permitted to use the Accord Artwork in accordance with this Style Guide, provided that they first sign a Licensing Agreement with We Create to define the way in which they use and reproduce the Accord Artwork, in both print and digital formats, including (but not limited to) websites, social media, printed collateral, merchandise, and related materials.

The Licensing Agreement will require each Accord Signatory to commit to:

- only use the Accord Artwork as stipulated in this Style Guide; or
- obtain the prior written approval of We Create if they want to use the artwork outside the guidance in the Style Guide.

The Licensing Agreement will provide for ongoing rights to use the Accord Artwork, and will extend beyond expiry of the Accord in December 2036, provided that the Accord Signatory continues to comply with terms of the Licensing Agreement.

Contact

For further clarification, please contact the artist Pat Caruso of
We Create Studio at pat.caruso@wecreatestudio.com.au
or SAHMRI on +61 8 8128 4000 or hello@sahmri.com



The South Australian

Aboriginal Health Research Accord 2026-2036

Aboriginal Research the Right Way

SAHMRI South Australian Health & Medical Research Institute
Government of South Australia SA Health
Adelaide University
Flinders University
Aboriginal Health Council of South Australia Ltd.
SAACCON South Australian Aboriginal Community Controlled Organisation Network
Cancer Council
Heart Foundation
The Hospital Research Foundation Group
ariia Aged Care Research & Industry Innovation Australia
Health Translation SA Research Action Impact
SAWCAN
phn Adelaide An Australian Government Initiative
ANZ Data Australia & New Zealand Dialysis & Transplant Registry
Bb Bellberry Limited supporting research and ethics