

Brand Guide



Acknowledgement of Country



We acknowledge Aboriginal Peoples as the Traditional Custodians of the lands that our services are based on and pay our respects to Elders of these lands both past and present.

Anglicare WA delivers services across many Countries in WA, from Balangarra Country in the North to Minang Noongar Country in the South.

In particular, we wish to acknowledge the Custodians of the lands where our offices operate. We would like to thank the Noongar, Miriuwung Gajerrong, Tjurabalan, Yawuru, Nyikina, Ngarluma, Kariyarra, Nyiyaparli, Martu, and Wangkatja peoples for their wisdom and generosity.

Artwork by Hayley Thompson, a proud Noongar and Yuggera yorga.

Our values

All about
People

Focused on
Strengths

Fiercely
Inclusive

Trusted
Partners

Curious &
Creative

Gutsy &
Courageous



Colour



Hero colour

Anglicare WA Blue



Hero colour

Anglicare WA Orange



Secondary colour

Ocean



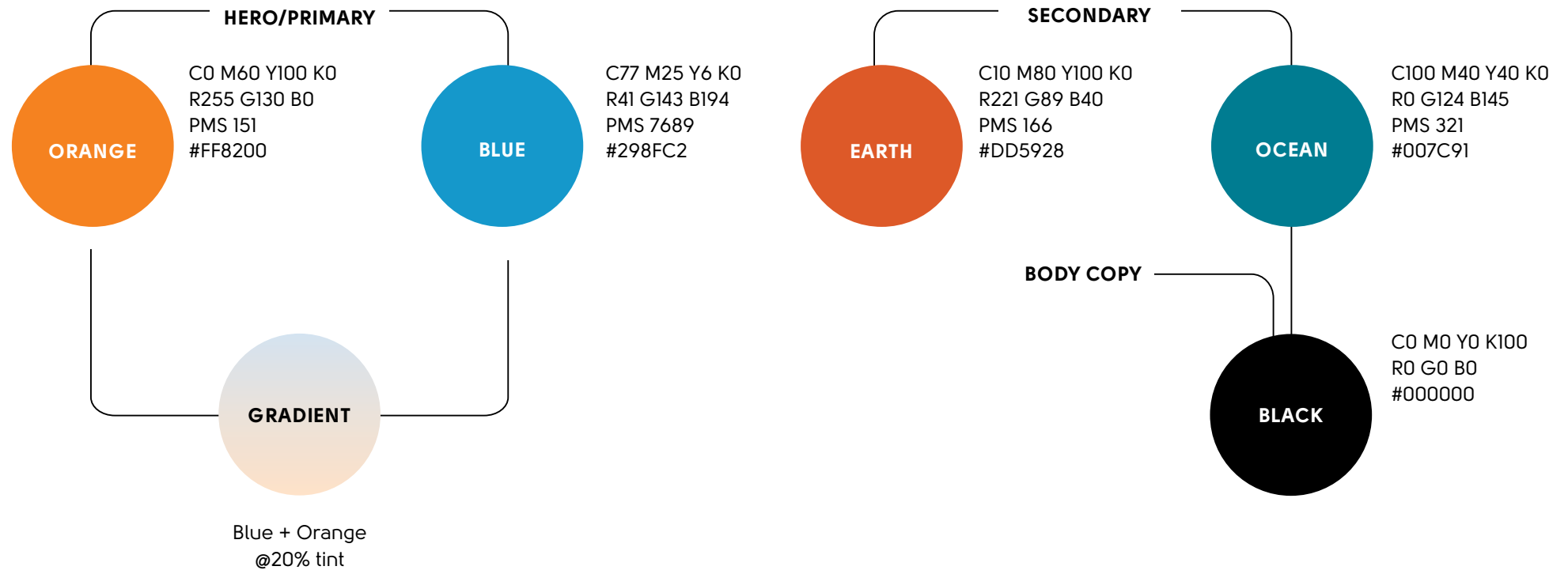
Secondary colour

Earth



Brand Colours

One of the most distinctive attributes of the Anglicare WA brand is the colours. Used carefully and consistently they are an important asset to make us recognisable and memorable.

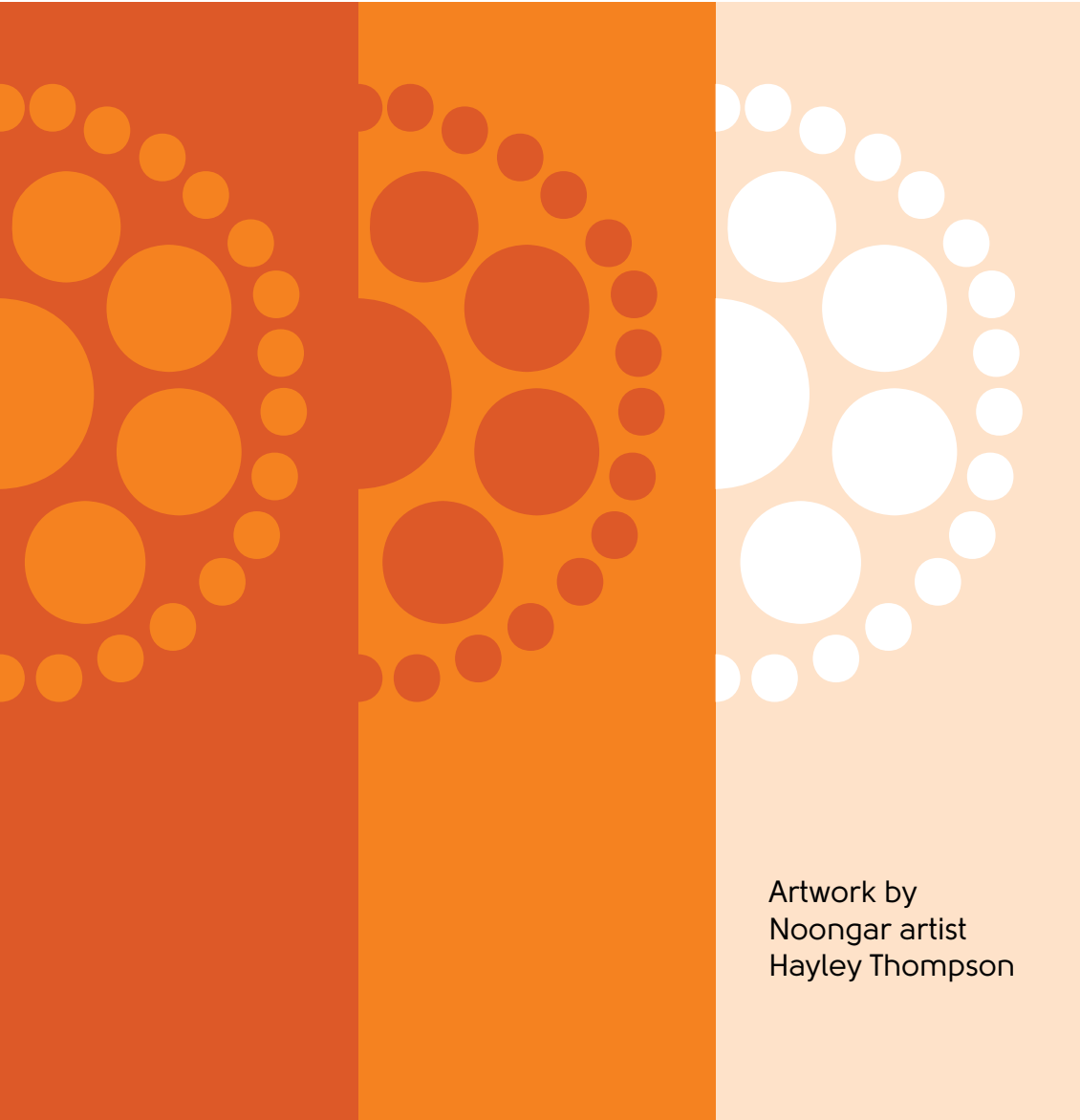


TINTS
All colours can be used as tints from 10%-90%

Graphic device

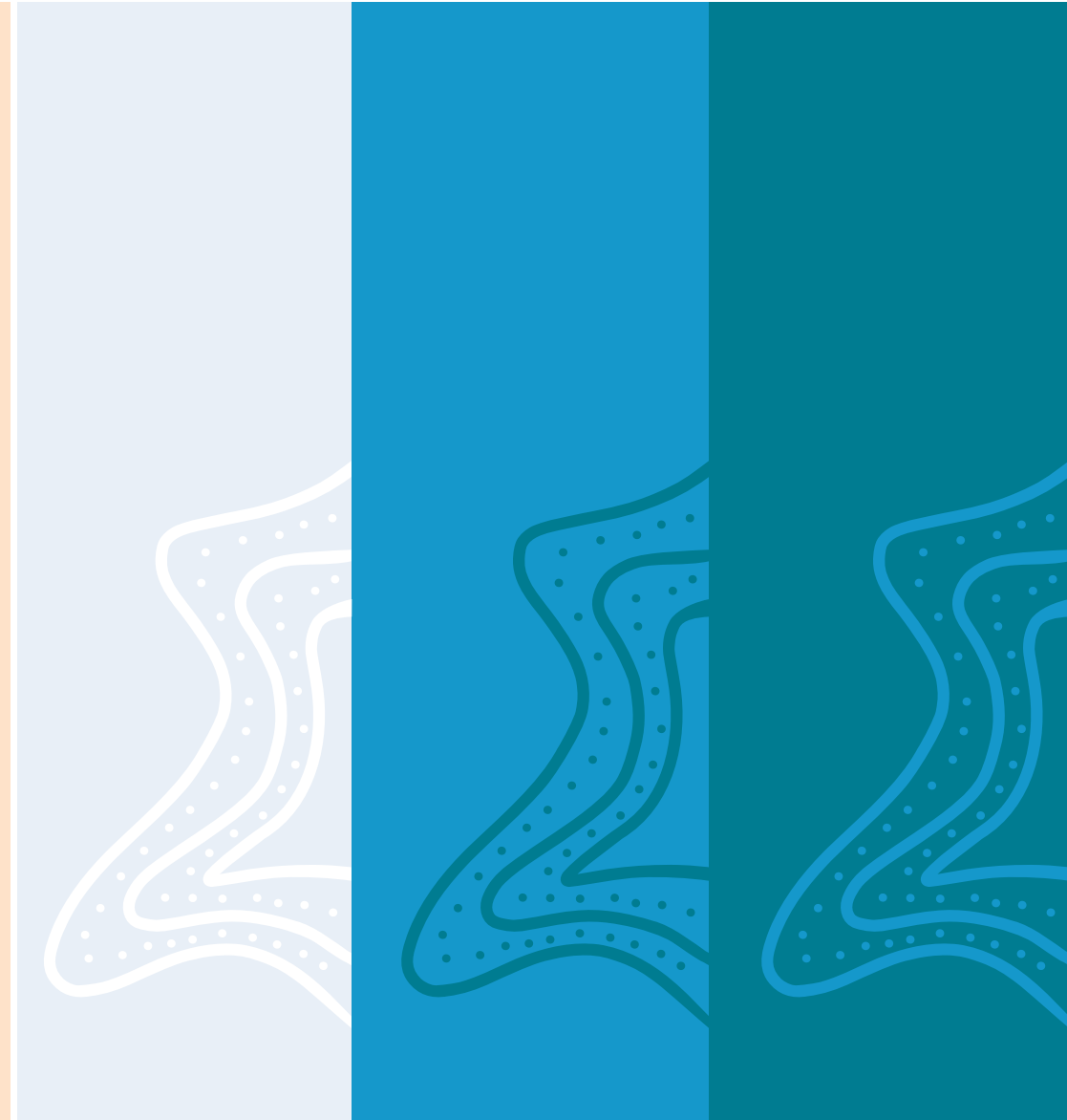
These two icons, representing earth and ocean can be scaled, cropped and re-coloured in any way (please do so in a considered way and check with marketing team if you're unsure how to use them). They must never be warped, distorted or unconstrained proportionally.

EARTH ICON



Artwork by
Noongar artist
Hayley Thompson

OCEAN ICON



Typography Designed

Professionally designed material should apply only the Solomon Sans font family by Fontfabric.

Unless the designer has a particular requirement for a different weight, headline should be set in Solomon Sans Black. All body text should be set in Solomon Sans Normal.

Speak to marketing to access Solomon.

Decorative Font

A seasonal 'decorative' font may be chosen by Anglicare WA's brand team. The decorative font is not to be used excessively, only when necessary, to enhance a one-off creative campaign that requires it.

Decorative fonts are not to be used on any of our 'evergreen' service-based collateral.

Headline Font – Solomon Sans Black

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890%@\$**

Subheading Font – Solomon Sans Bold

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890%@\$**

Copy Font – Solomon Sans Normal

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890%@\$

Typography

In-House & Digital use

Materials developed in-house or digitally without access to Solomon Font should use the Arial font family as the alternative, for example with Microsoft Office applications.

Headline Font – Arial Bold

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890%@\$**

Headline Font – Arial Regular

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890%@\$

Logo Formats

The Anglicare WA brand logo has been designed in a variety of formats to allow it to adapt to different situations. Only these two formats (horizontal and vertical) may be used and they may not be altered or rebuilt in any way.

Horizontal



Vertical



Logo integrity

The logo is the sole image that represents the organisation. The consistent representation of the logo strengthens the value and equity of the brand. Any alteration or rebuild to the logo undermines the brand's integrity. Marketing approves all external use of the logo and welcomes requests for internal application of the logo. Below are some examples of incorrect use.



CORRECT



Incorrect: Horizontally or vertically distorted



Incorrect: Relative proportions altered, text arrangement changed



Incorrect: Inappropriate background



Incorrect: Logo in restrictive box



Incorrect: Logo not horizontal

Terminology

Anglicare WA

CORRECT

Anglicare

Incorrect: Name missing 'WA'

AWA

Incorrect: Acronym is confusing for public

Logo Spacing

To ensure clarity and reliable reproduction, the logos should never appear below these minimum widths.



Logo Minimum Sizes

To ensure clarity and reliable reproduction, the logos should never appear below these minimum widths.



MIN WIDTH 30MM



MIN WIDTH 30MM



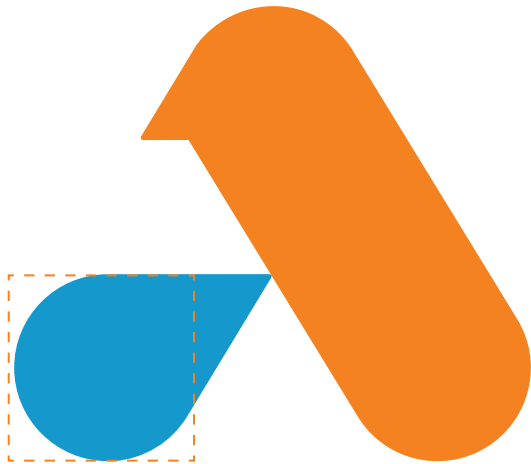
MIN WIDTH 15MM



MIN WIDTH 15MM

Logo Clearance

The logo must have adequate clear space around it. The minimum required clearance is determined by the dimension of the sky blue balloon within the A of the logo, as shown below. This ensures the clear space is to scale with the size of the logo.



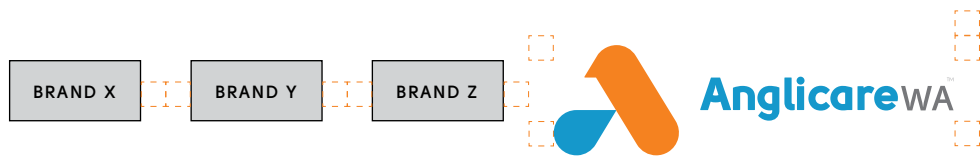
Using the sky blue balloon as a base, this is applied as the clearance area around the logo.



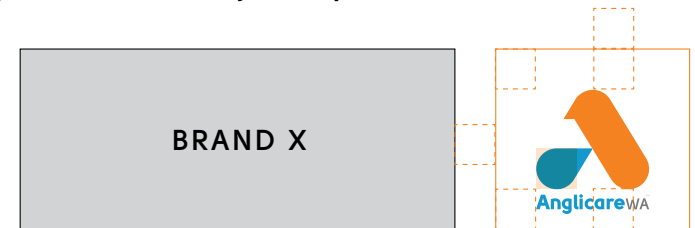
Co-branding

The way in which the Anglicare WA logo appears with the brands of other partners in a project needs to be consistent. The presentation is determined by our role in the project, and the sizes and spacing of the logos need to meet a few geometric rules. Discretion should be used by designers in sizing partner logos so as to achieve a sense of equal weight across the set. Spacing should be consistent as indicated, but designers may adjust the spacing to best complement the logos involved as shown here for the horizontal format.

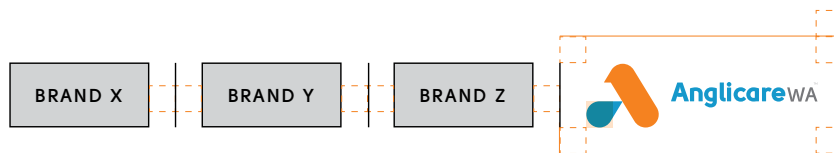
Anglicare WA is the lead agency



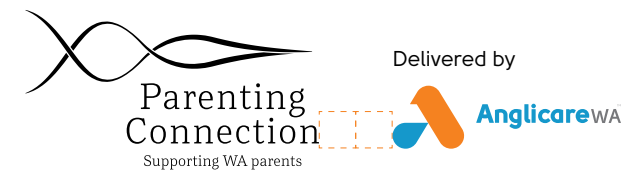
Anglicare WA is the junior partner



Anglicare WA is an equal partner



Anglicare WA subcontracted the work



The ideal placement of the logo is on the bottom right hand side.

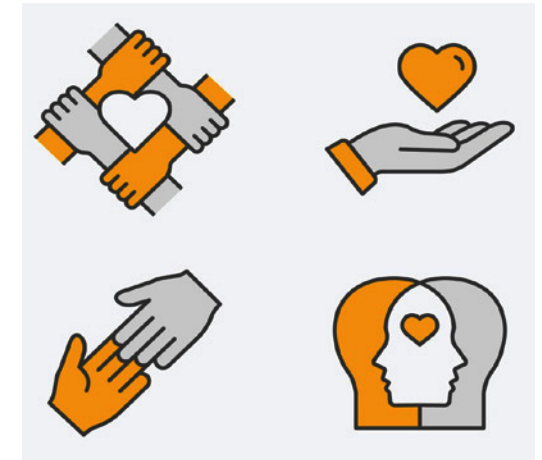
Iconography

Icons are stylised using simple black keyline. Icons also be styled on occasion using the coloured and grey example (right). Reach out to marketing@anglicarewa.org.au if you need a specific icon or assistance.

OPTION A



OPTION B



Icons searchable:
[istockphoto.com/portfolio/M-Vector?mediatype=illustration](https://www.istockphoto.com/portfolio/M-Vector?mediatype=illustration)

Website & Social Media Icons

Social media icons accompany the Anglicare WA website if space permits.



STACKED WEB & SOCIALS ON ORANGE



STACKED WEB & SOCIALS ON WHITE

Photography

NEUTRAL, NATURAL & REAL

Image selection do not convey emotions of overly happy or sad. Select images that are candid and clean. The colours use natural light - not overly saturated or dark.

Preference use of our own photography with real clients / services in action rather than stock shots.



✓ Diverse cast with candid poses avoids the cliché stock image feel.



✓ Depth of field in imagery helps to create a powerful point of focus



✗ Avoid unnatural poses which give the image a strong stock image feel.



✗ The cooler tones of this images makes it not feel Australian.



✓ Trees and colour of the sky in the background feel Australian.



✓ Background and correct type of uniform makes this Australian.



✗ Buildings in the background feel European, makes it feel unAustralian



✗ Avoid imagery that shows illegal or potentially dangerous behaviour.



✓ Background and warmer tones makes this feel Australian.



✓ Background and warmer tones makes this feel Australian.



Brand Guide

Should you require any design assets,
please reach out to the Brand and Communications team.

marketing@anglicarewa.org.au

anglicarewa.org.au
[@anglicarewa](https://www.instagram.com/anglicarewa)

