

# Brand Guidelines



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## Logo Formats

The Anglicare WA brand logo has been designed in a variety of formats to allow it to adapt to different situations.

The available formats are detailed on the following pages. Only these formats may be used and they may not be altered or rebuilt in any way.



## Logo Horizontal

Use the primary version of the logo where possible.



PRIMARY VERSION



## Logo Vertical

When the primary version of the horizontal logo does not fit into the design layout and look the vertical version of the logo can be used.



## Integrity of the Logo

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: Relative proportions altered



Incorrect: Relative proportions altered



Incorrect: Horizontally distorted



Incorrect: Vertically distorted



Incorrect: Text arrangement changed



Incorrect: Inappropriate background



Incorrect: Logo in restrictive box



Incorrect: Logo not horizontal

## Minimum Sizes

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



MIN WIDTH 30MM



MIN WIDTH 30MM



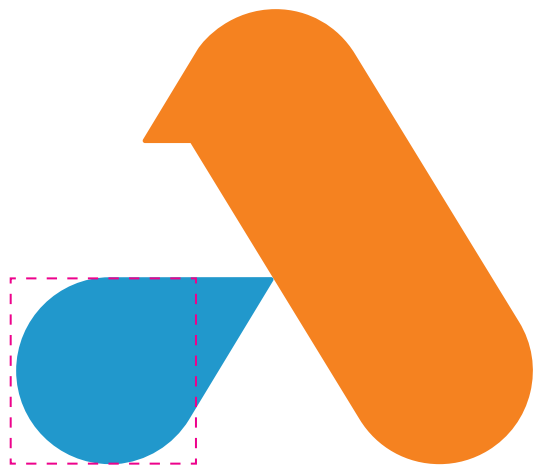
MIN WIDTH 15MM



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.





## Logo Clearance

The minimum required clearance is determined by the dimension of the sky blue balloon within the A of the logo.



HORIZONTAL LOGO



VERTICAL LOGO

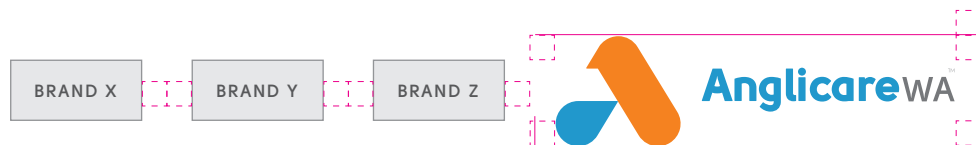
## Co-branding

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.

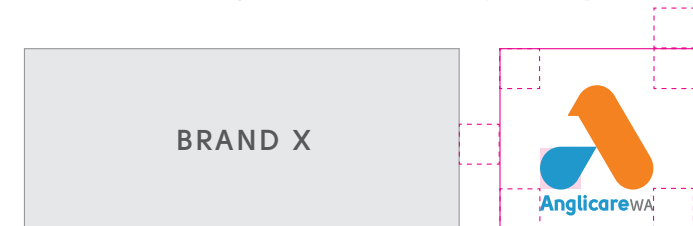
Spacing should be consistent as indicated, but designers may adjust the spacing to best complement the logos involved as shown here for the horizontal format.

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

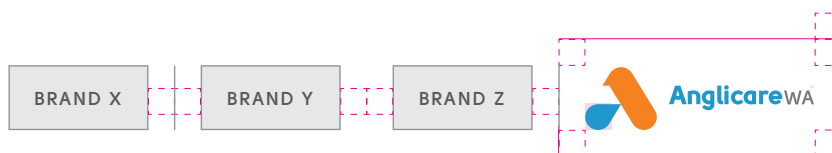
Anglicare WA is the lead agency



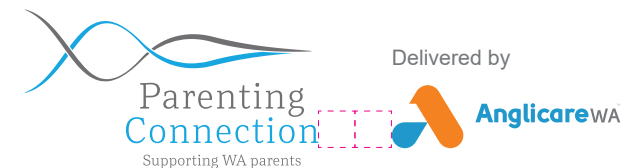
Anglicare WA is the junior partner



Anglicare WA is an equal partner



Anglicare WA subcontracted the work



# Design Elements

The Anglicare WA Brand Theme is the message thread that holds together all of our marketing communications, helping to build an understanding of what we do.

May 2021



## 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 and feature copy should be set in Solomon Sans Black. All text should be set in Solomon Sans Normal.

<https://www.myfonts.com/fonts/font-fabric/solomon-sans/>

### 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

To harmonise with professionally produced work, material developed in-house or digitally without access to Solomon Sans should always use the Arial font family available with Microsoft Office applications.

This applies to desktop produced letters, emails, documents, presentations, websites, online booking forms etc.

#### Headline Font – Arial Bold

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890%@\$

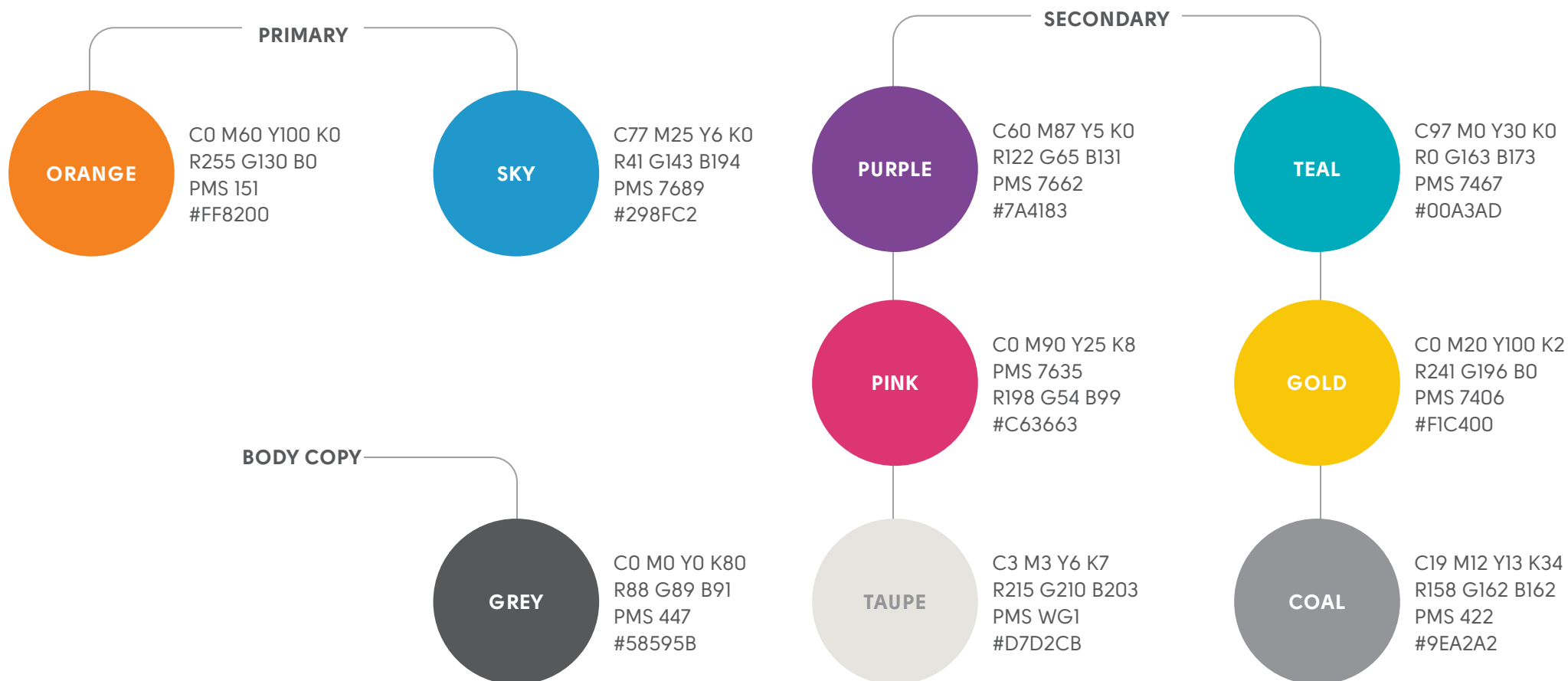
#### Headline Font – Arial Regular

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890%@\$

## Brand Colours

One of the most distinctive attributes of the Anglicare WA brand is the colours.

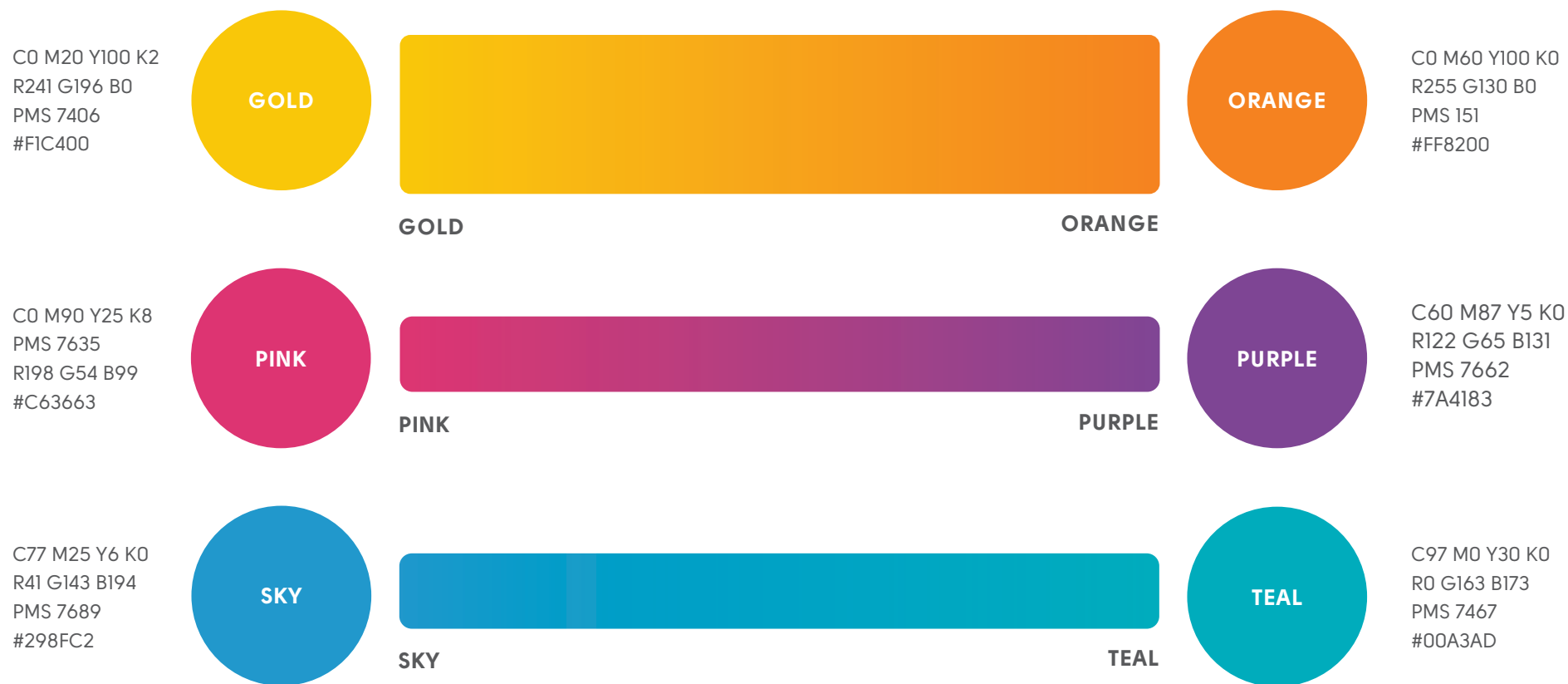
Used carefully and consistently they are an important asset to make us recognisable and memorable.



# Gradients

Sometimes gradients are used, the primary one being Gold to Orange.

Gold to Orange is used on backgrounds and balloons. The following two gradients are used on balloons.



## Balloon Graphic

Part of the logo has been pulled out and rotated to use as a balloon graphic. This works best used large in varying sizes and brand colours and gradients.





# Photography

## FOCUSED ON STRENGTHS

We believe in and amplify the strength of people and communities.

## 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.



## Website & Social Media Icons

Social media icons are used inside circles, in the order shown and in the brand colours. The icons accompany the Anglicare WA website if not already mentioned in the text of the collateral and if space permits.

anglicarewa.org.au



STACKED WEB & SOCIALS ON WHITE

anglicarewa.org.au



STACKED WEB & SOCIALS ON ORANGE

## Iconography

Icon style uses simple, curved edges in our brand colours. Examples below, contact Marketing if you need something specific.



# Background

## ORANGE

If using an Orange background, use the brand gradient and white text.



## TAUPE

Use Sky for headlines and highlighted text.

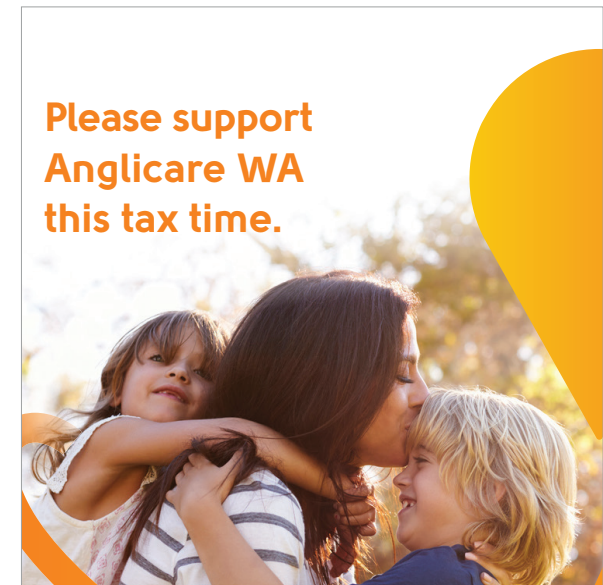
Use 80% Black for body text.



## WHITE

Use Orange for text on White backgrounds or Sky for smaller text.

Or 80% Black if Orange doesn't suit.



## Writing

When writing the word Anglicare WA in text, please always use a space between the words and use an uppercase A and WA. Ensure the organisation name is on one line and Anglicare and WA split across two lines.

Anglicare WA provides a wide range of services in family violence, homelessness, financial stress, relationships, mental health, disability, youth services and parenting. We draw on our experience to develop customised services for each community.

**CORRECT**

Our advocacy is focused on poverty and inequality, housing and homelessness, Aboriginal recognition and justice, family violence, investing in young people, and strengthening community services. Anglicare WA contributes to social change in WA.

**INCORRECT**

# Design Templates

May 2021



## Branded Resources for Staff

<https://anglicareorgau.sharepoint.com/sites/Marketing>

### **TEMPLATES**

Templates available on Sharepoint: Flyers, Posters, Certificates, Newsletter, Report Document, Powerpoint etc.

### **BROCHURES & INFO SHEETS**

Available on Sharepoint. If you have a brochure that would benefit from being placed onto a info sheet layout, please contact Marketing. Get in touch with Marketing to update contents and for professional printing.

### **PROMOTIONAL MERCHANDISE**

Items: pull up banners, teardrop banners, A frames, table cloths, canvas bags, badges/pins, marquees, walking banners and vehicle signage. We have merchandise available for events (such as pens), please enquire what items we have in stock. Let us know if you have particular items in mind - we source quotes, create the artwork and ensure merchandise is delivered by your deadline.

### **FLYERS, POSTERS, POSTCARDS, BOOKLETS, ADVERTISEMENTS ETC**

Contact Marketing to create artwork for your service or event.

## Social Media Content & Media Queries

We warmly welcome photos and content for our social media platforms, please send them through to [marketing@anglicarewa.org.au](mailto:marketing@anglicarewa.org.au). Please direct media queries received to [media@anglicarewa.org.au](mailto:media@anglicarewa.org.au) or if you have a potential media opportunity please get in touch to discuss.

# Business Card



## GENERIC BUSINESS CARD



## APPOINTMENT BUSINESS CARD



# Brochure

## About your rights at Anglicare WA



FRONT COVER

INSIDE SPREAD

### Our commitment to you

Anglicare WA dreams of a just and fair society where all people thrive.

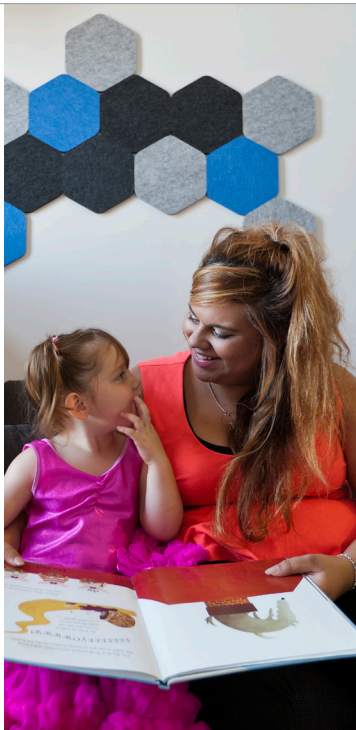
Individuals and families make valuable contributions to the community. We recognise this and want to build on their strengths.

We are serious about providing quality services and to ensuring that people understand their rights and responsibilities.

### We are committed to:

- Promoting social justice, respect, compassion, empowerment, independence, integrity and non-discrimination
- Promoting access and equity
- Respecting diverse cultures and religions
- Ensuring our staff are positive and respectful
- Ensuring our clients and their families feel safe accessing our services
- Providing universal access to all of our services
- Providing timely and relevant information
- Continuous improvement in our service delivery to all people
- Meaningful participation by all in the development of our services

Anglicare WA is legally obliged to report concerns when we believe a client, staff member or member of the community is at risk of harm.



### If you access Anglicare WA services, you have the right to:

- Be treated with respect
- Feel safe and be protected from any inappropriate behaviour
- Receive our services without discrimination
- Discuss any concerns you have and have them resolved where possible
- Receive information and options
- Provide feedback to our services
- Have your privacy respected

### Feedback and complaints

You have the right to question, complain or share ideas about our services.

We encourage you to give us feedback and promise to provide a safe environment for you to be heard. We are interested in what you have to say and we will ensure that your concerns are dealt with respectfully and quickly.

You can progress your complaint by speaking to the person the complaint is about if you feel comfortable to do so. If you would rather not do that, or you have tried and are still concerned that the issue is not resolved, you can speak to the program coordinator or manager. After this option, there is a range of additional steps which the coordinator or manager will inform you about.

Please remember we are keen to learn and improve. Your feedback helps us to do that.

OUTSIDE SPREAD

### Contact us

#### Family Housing Enquiry Line

08 9528 0735

Anglicare WA works together with people, families and their communities to enhance their abilities to cope with the challenges of life and relationships.



### Supporting Western Australians in need:

- Aboriginal Communities
- Counselling and Separation Services
- Disability Services
- Family and Domestic Violence
- Financial Assistance
- Housing and Homelessness
- Mental Health Services
- Parenting Support
- Sexual Abuse Support Services
- Youth Services

Supported by



anglicarewa.org.au  
f t y o i n

## Family Housing



Helping families to help themselves





# Info Sheet



## About your rights at Anglicare WA

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We are serious about providing quality services and to ensuring that people understand their rights and responsibilities.

### We are committed to:

- promoting social justice, respect, compassion, empowerment, independence, non-discrimination and integrity
- promoting access and equity
- respecting diverse cultures and religions
- ensuring our staff are positive and respectful
- providing universal access to all of our services
- providing timely and relevant information
- continuous improvement in our service delivery to all people
- meaningful participation by all in the development of our services

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[anglicarewa.org.au](http://anglicarewa.org.au)



### If you access Anglicare WA services, you have the right to:

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- be protected from any inappropriate behaviour
- receive our services without discrimination
- discuss any concerns you have and have them resolved where possible
- receive information and options
- provide feedback to our services
- have your privacy respected

You have the right to question, complain or share ideas about our services.

We encourage you to give us feedback and promise to provide a safe environment for you to be heard. We are interested in what you have to say and we will ensure that your concerns are dealt with respectfully and quickly.

You can progress your complaint by speaking to the person the complaint is about if you feel comfortable to do so. If you would rather not do that, or you have tried and are still concerned that the issue is not resolved, you can speak to the program coordinator or manager. After this option, there is a range of additional steps which the coordinator or manager will inform you about.

Please remember we are keen to learn and improve. Your feedback helps us to do that.

### Give us feedback!

You can provide a compliment, complaint or suggestion by:

- telling any staff member
- calling on 1300 11 44 46
- emailing us at [complaints@anglicarewa.org.au](mailto:complaints@anglicarewa.org.au)
- filling out an online form at [www.anglicarewa.org.au](http://www.anglicarewa.org.au)
- writing to:  
Complaints Department c/o  
General Manager -  
Practice Excellence  
Anglicare WA Inc.  
GPO Box C138  
East Perth WA 6892  
Mark as "Confidential"

The agencies below will be able to provide you with assistance and support when lodging a complaint:

- HaDSO 6551 7600
- Ombudsman's Office 9220 7555

### Get in touch with us

C / - Sambell Centre  
23 Adelaide Terrace  
East Perth, WA 6004  
GPO Box C138,  
East Perth WA 6892  
T 1300 11 44 46  
F 08 9325 8969  
E [info@anglicarewa.org.au](mailto:info@anglicarewa.org.au)

[anglicarewa.org.au](http://anglicarewa.org.au)



0800 445522

## Advertisement



10 X 2



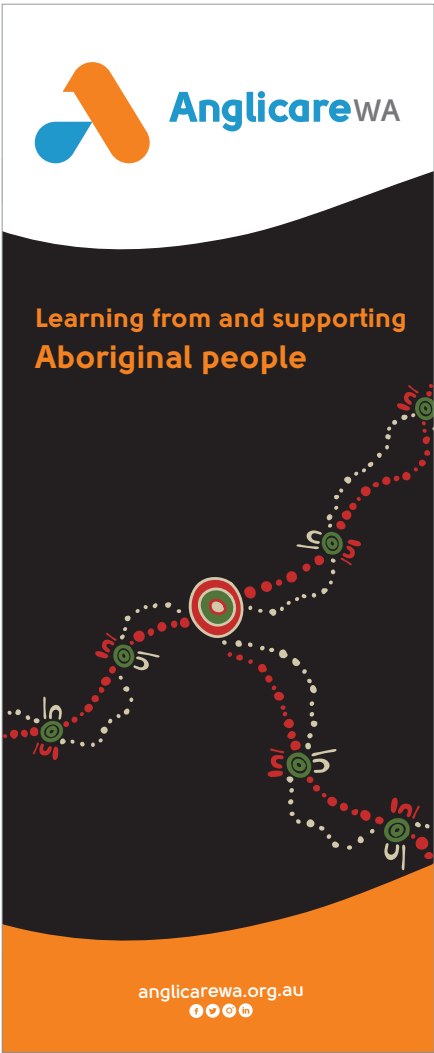
10 X 6

# Pull Up Banner



SERVICES LIST (

Template edits available - no text list, delete services not available at the location and photo depicting the local community



RECONCILIATION



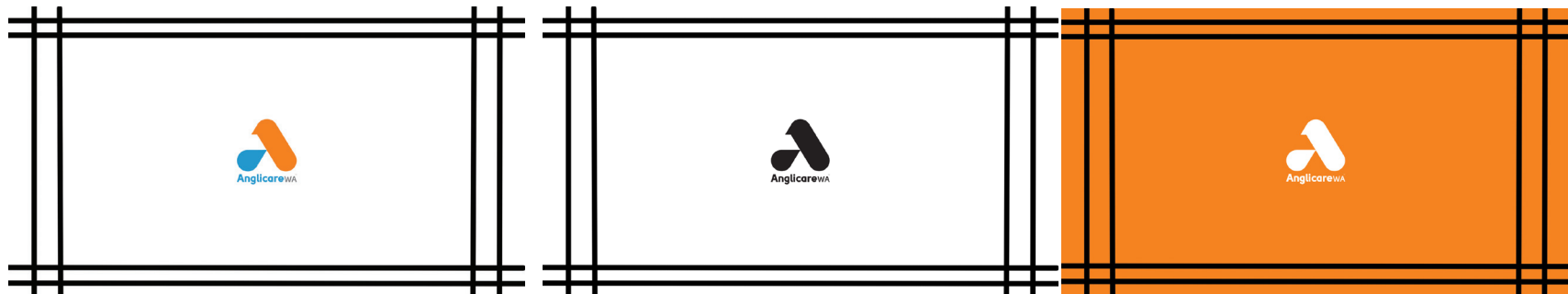
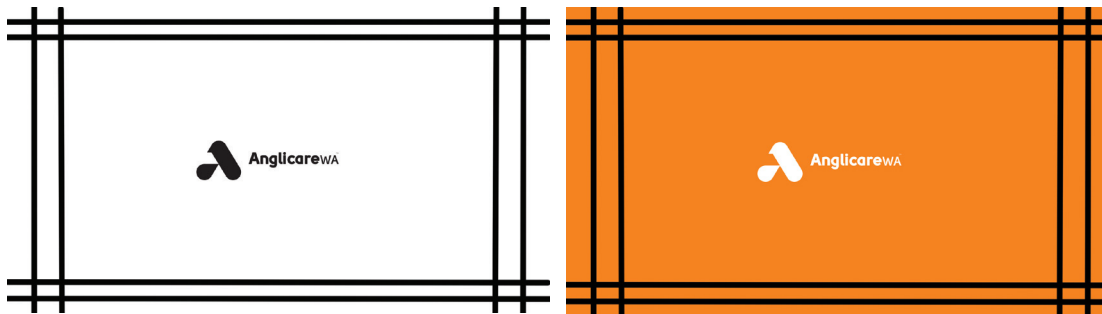
MEDIA



ALL WELCOME

## Video Guidelines

Alternative full frame graphics with Anglicare WA logo



# Thank You

Should you require any design assets,  
please reach out to the marketing team.

E: [marketing@anglicarewa.org.au](mailto:marketing@anglicarewa.org.au)

