



# Brand Guidelines

V2 12.2023



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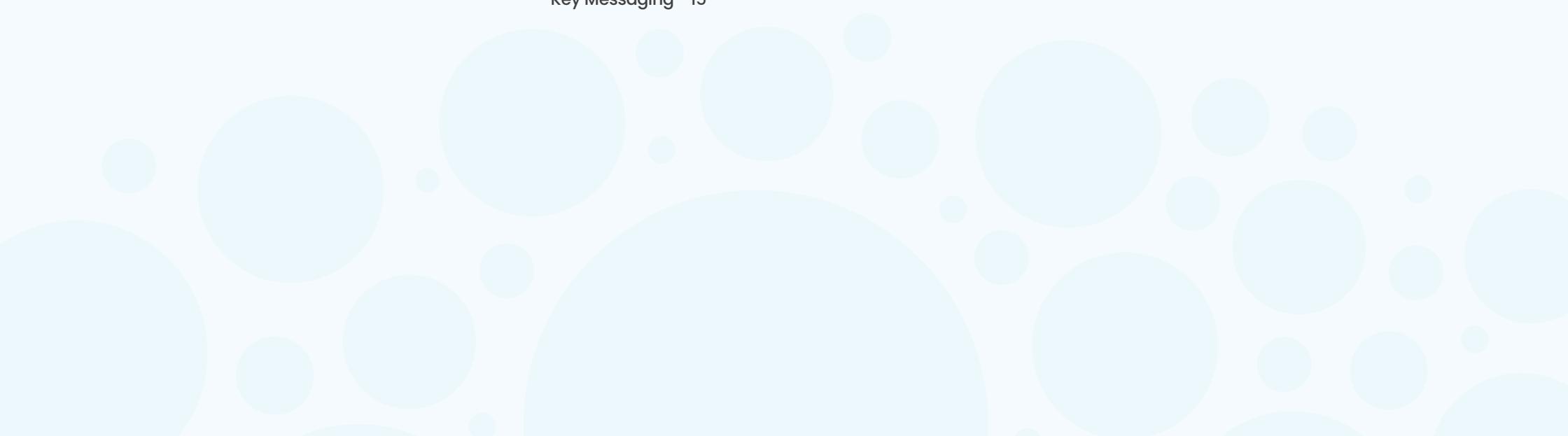
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# Elements

This section details the use of the VIEW Clubs of Australia brand elements. It will help us to express ourselves visually as a brand and has been carefully designed to support our brand strategy. While there is flexibility provided within the palette, this section should be referred to closely to ensure we build a consistent image in all our communications.

## Logo

### Primary Logo

#### Primary Logo

This is the preferred primary VIEW logo. This should always be your first choice for consideration when looking to use the logo in any situation.

##### **A** Logo Mark

The logo mark is the symbol that represents our brand.

##### **B** Word Mark

The word mark is our brand's name, and has been designed to complement the logo mark.



## Logo

### Stacked Logo

#### Stacked Logo

This logo is best used where horizontal space is limited, which will render the primary logo too small to be effectively visible, or will significantly infringe upon the space requirements of the rest of the document.



## Logo

### Horizontal Logo

#### Horizontal Logo

This logo is expected to be the least used of the logo configurations, as this logo isn't as visually prominent as the other two options. It is best suited for a narrow space such as a document header or footer.



## Logo

### Co-branded Lockup

#### Co-branded Lockup

The co-branded lockup includes  
The Smith Family logo and is to be used in  
all material for VIEW Clubs of Australia.



# Logo

## Co-branded Reverse Lockups

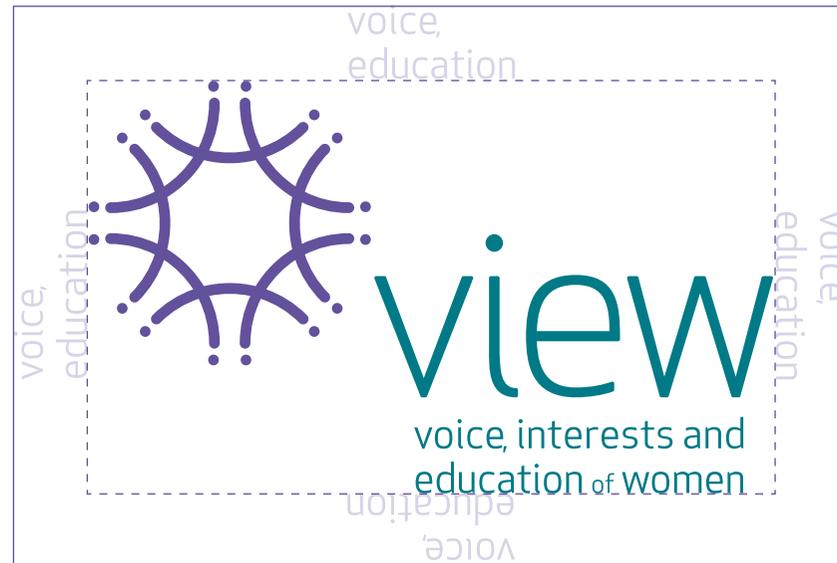


## Logo Clear Space

### Giving our logo room to breathe will make it more impactful.

In order to maximize its visual presence, the word mark requires a surrounding area clear of any other graphic elements or text.

Use the combined height of 'voice' and 'education' from the word mark to determine the minimum clear space around the logo.



## Logo Minimum Sizes

To ensure legibility at all times, the minimum size for the VIEW Clubs of Australia logo has been specified as:

### Primary Logo

- 28mm wide for printing

### Stacked Logo

- 16mm wide for printing

### Horizontal Logo

- 43mm wide for printing

Please note that the minimum sizes specified here are for a best case scenario. In practice, legibility varies depending on the application, stock and reproduction method. If in doubt, conduct a print/reproduction test prior to final output.



## Logo

### What not to do

Don't stretch it

Don't re-colour it

Don't separate the elements

Don't outline it

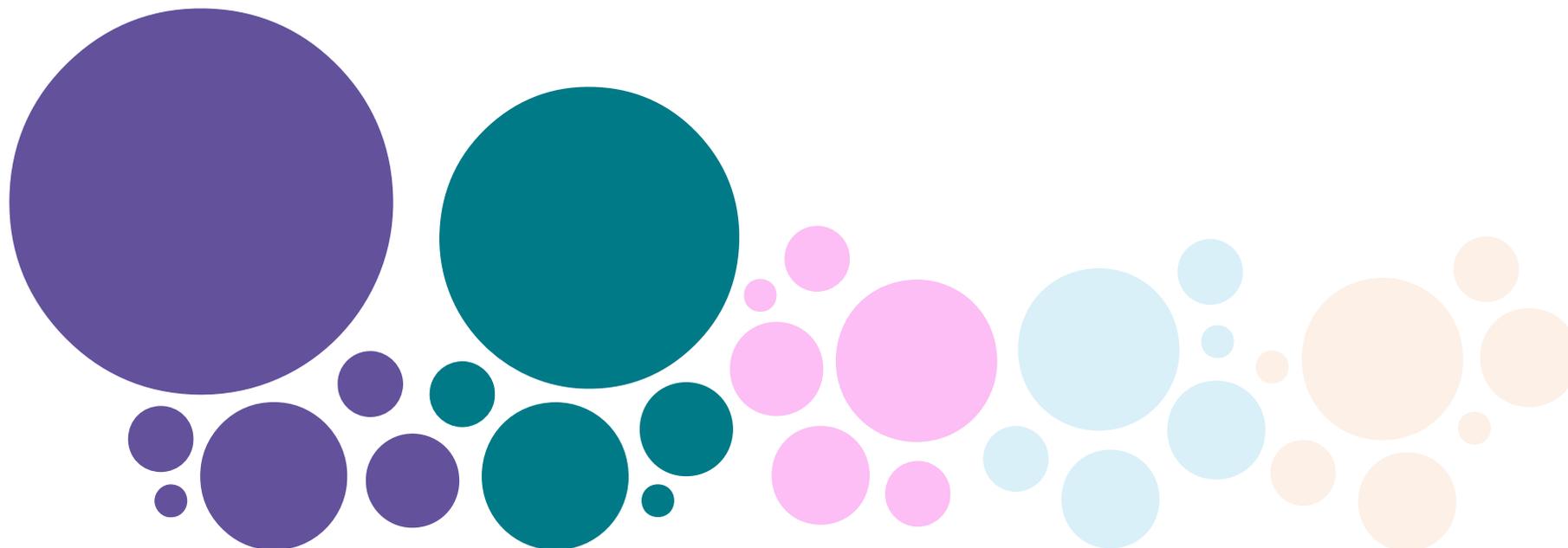
Don't add to it

Don't re-proportion it

Don't re-draw it

Don't add new colours

If you're not sure, please ask.



	Purple	Green	Pink	Blue	Peach
PMS Coated	668	7474	243	656	7506
PMS Uncoated	273	327	243	656	7506
CMYK Coated	69 / 76 / 0 / 6	100 / 0 / 40 / 27	3 / 28 / 0 / 0	13 / 0 / 1 / 0	0 / 5 / 7 / 0
CMYK Uncoated	72 / 75 / 17 / 0	100 / 0 / 45 / 20	3 / 28 / 0 / 0	13 / 0 / 1 / 0	0 / 5 / 7 / 0
RGB	90 / 68 / 122	0 / 122 / 135	252 / 190 / 245	217 / 240 / 249	252 / 239 / 230
HEX	#63519C	#008688	#FCBEF5	#D9F0F9	#FCEFE6
50% Tint	#B1A9CE	#80C2C9	#FDDEFA	#ECF8FC	#FDF7F2
25% Tint	#D8D4E7	#BFE1E4	#FEEFFC	#F5FBFD	#FEFBF9
15% Tint	#E8E5F0	#D9EDEF	#FFF5FD	#F9FD FE	#FFFDFB

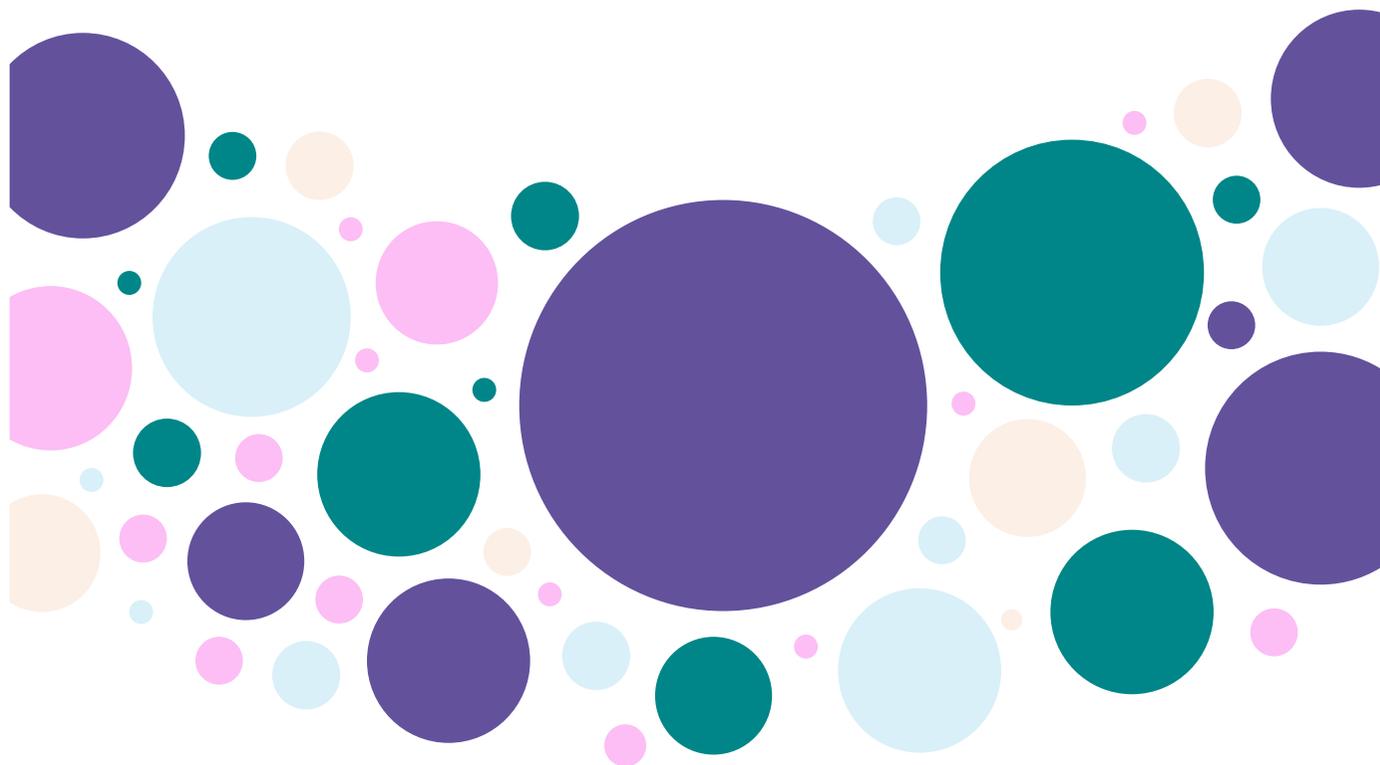
## Graphic devices

### Dot Pattern

The Dot Pattern is a highly recognisable graphic element used to create visual interest and serve as a placement for photography and colour.

The dots are made up of all five primary and secondary colours in the brand colour palette.

In the instance of the dots being in solid colour only, the primary colours are used in the larger dots and the secondary colours are used in the smaller dots.



## Graphic devices

### Dot Pattern

#### The Dot Pattern can be used to feature our photographs.

The photography and solid colour dots are used variably in size to create a dynamic graphic device.

Photography is always to be used in the largest hero dots, over solid colour.



## Elevator statement

VIEW is a national women's organisation with 14,000 members in close to 300 communities. Members are connected by a common purpose to improve the life outcomes of Australian children and young people in need. VIEW exclusively supports The Smith Family by sponsoring the education of young Australians experiencing disadvantage, and volunteering, fundraising and advocating on their behalf.

VIEW's supportive network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children experiencing disadvantage.

OR

VIEW is a women's volunteer organisation with 14,000 members across Australia exclusively supporting The Smith Family's work. VIEW's support network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children experiencing disadvantage.

## Support and friendship through a common purpose

VIEW's supportive network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children and young people experiencing disadvantage.

## Sponsoring students

VIEW is The Smith Family's largest community sponsor of Learning for Life students. Members support the educational outcomes of more than 1,700 children and young people experiencing disadvantage. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.

## Volunteering

VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family. They generously give their time to:

- read to children in schools
- help at The Smith Family's after school Learning Clubs
- mentor students; and
- use their craft skills to make school resources for students in need.

## Fundraising

Local and national activities organised by VIEW raise vital funds for The Smith Family. This work contributes more than \$1.5 million every year to The Smith Family's programs for young people experiencing disadvantage.

## Advocating

VIEW raises awareness about and advocates for Australian children experiencing poverty. The collective power of the organisation's 14,000-strong national voice helps more Australians to learn about The Smith Family's work.

VIEW Members engage with their local MPs and Councils to promote VIEW Clubs and their connection with The Smith Family.