



## Style Guide

2021



**BETTER  
TOMORROWS**

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# 2.0

# ANGLICARE BRAND

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## 2.1

### ANGLICARE BRAND

#### Brand Promise

Our brand promise is a distillation of what we do and who we are. It's an expression of how we want people to feel about Anglicare Victoria.

The brand promise is a concise statement that reflects the emotional and functional aspects of the brand. In other words, how we want others to think and feel about Anglicare Victoria.

It's based on our commitment, vision and purpose.

Whether it's staff, volunteers or those who are just getting to know us, the brand promise gives us a clear and consistent way to engage with them.

**Our Brand Evolution defines our shared purpose....**

**Our focus is on transforming the futures of children and young people, families and adults. Our work is based on three guiding pillars, Prevent, Protect, Empower.**

# 2.2

## BRAND PILLARS

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## 2.2.1

### BRAND PILLARS

#### How we create opportunities

We have 3 key 'guiding pillars' that enable us to create opportunities to transform the futures of disadvantaged Victorian children, young people and families: Prevent, Protect & Empower...

## PREVENT

---

Our first objective is to always prevent harm & minimise the impact of disadvantage.  
Our longer-term goal is to create stronger future generations.

## PROTECT

---

We do whatever it takes to create safe, nurturing environments where children and young people can rebuild and strengthen their lives.

## EMPOWER

---

We work to achieve lasting change, creating programs/ services/tools that facilitate independence & enable disadvantaged people to forge a more positive future for themselves and those around them.



## 2.2.2

### BRAND PILLARS

#### How we make it happen

We have lots of programs and services that create opportunities to transform the futures of disadvantaged Victorians:

## PREVENT

---

### Programs

- Family support
- Family camp
- D&A counseling support (1/3 of children from broken homes are impacted by D&A)

### Communications

- Support for communities to identify children who may be in danger
- Voice of the disadvantaged
- Child score card

### Actions / Advocacy

- Collaboration with family services / other organisations

### Fundraising / Philanthropy

- Christmas Appeal

## PROTECT

---

### Programs

- Emergency care
- Foster and Residential Care
- Homeless food parcels
- Youth asylum help

### Communications

- Child score card and the number of children in care
- Good news stories around foster opportunities and successes

### Actions / Advocacy

- Looking for greater youth homeless support

### Fundraising / Philanthropy

- Child sponsorship - emergency appeal

## EMPOWER

---

### Programs

Creating leading edge programs and asserting their impact:

- TeachAr
- ParentZone
- Micro-finance loans
- Post-residential care

### Remote Support

- Building online parent learning support
- Remote buddying for children at HSC times

### Actions / Advocacy

- Lobbying to improve post 18's care
- Lobbying to improve support to disadvantaged in regional areas

### Fundraising / Philanthropy

- Active, youth led tactical initiatives
- Individual child education grants

## 2.3

### ANGLICARE BRAND

#### Brand Summary

To summarise, the Anglicare brand communicates the following:

**At Anglicare Victoria, we create opportunities to transform futures.**

**Everything we do is to protect, prevent & empower disadvantaged Victorian children, young people and families.**

## 2.4

### ANGLICARE BRAND

#### Brand Personality

Our brand personality describes who we are and it influences what we do and how we speak. It sets expectations about what it's like to interact with us.

The Anglicare Victoria brand personality has three key traits: Positive, Persistent and a Driven Leader.

#### POSITIVE

---

Energetic  
Open minded  
Caring

#### PERSISTENT

---

Pragmatic  
Solutions-oriented  
Unwavering

#### DRIVEN LEADER

---

Brave  
Inspirational  
Innovative



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# 3.0 INTRODUCTION

3.1 How to use the guidelines 15

## 3.0

### INTRODUCTION

The aim of this style guide is to empower you with communication tools to deliver the Anglicare Victoria message consistently.

We want you to use the knowledge here to help make Anglicare Victoria a well known organisation that everyone loves.

The brand identity has been carefully designed with elements that visually unite the organisation and differentiates Anglicare Victoria from their competitors.

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## 3.1

### INTRODUCTION

#### How to use the guidelines

To help you use these items effectively, we have created a range of Microsoft and InDesign templates. These templates can be obtained directly from Anglicare Victoria Corporate Office.

These guidelines have been designed to help you manage and deliver the Anglicare Victoria brand in a consistent manner. We have many stakeholders and partners who can all benefit from a united, 'big picture' approach. Together, we can create success across the state. To do that, we need a common focus and some discipline.

This document introduces and explains how to use the visual elements within the Anglicare Victoria identity: the brandmark, colour palette, typography, imagery, graphic devices and templates. Using this system, brand elements within the system and design principles, a huge array of visual interpretations can be created consistently.

While it is important that these specifications are adhered to at all times, this is not about restricting your creativity. Rather, the aim is to encourage creativity, but within some clearly defined parameters.

All of the elements and devices in this style guide are available electronically in various formats.



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# 4.0

# HOW WE LOOK

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## 4.0

### HOW WE LOOK

The Anglicare Victoria brand looks a particular way for a specific reason. How we look is designed to reflect our personality.

The look of Anglicare Victoria is deliberately positive, persistent, brave, inspirational and energetic.

We have expressed our personality through the use of colour palette, typography, graphic motion devices, imagery of children, young people and families expressing a portrait style true to the Anglicare Victoria brand.

We've built a style guide of visual elements to help everyone communicate our brand in a way that is both unique and memorable. They all work together to deliver a clear, consistent experience to everyone who comes into contact with Anglicare Victoria.

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## 4.1

### HOW WE LOOK

#### Identity overview

Anglicare Victoria's identity uses a unique set of design elements that, when used together, communicate the strategic positioning and personality of the brand.

**Logo:**  
This incorporates the major logo identity elements (Brandmark, typeface and variants)

**Tagline:**  
This is our key positioning statement (Better Tomorrows)

**Colour:**  
A bright, vibrant palette (Complimentary colours and tonal gradients)

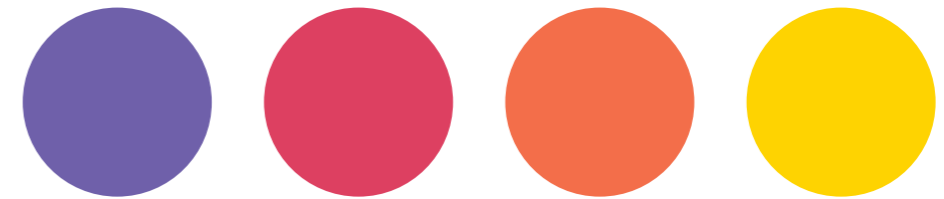
**Typography:**  
A collection of fonts (Microsoft fonts, primary & secondary digital and print fonts)

**Imagery:**  
Our library of key images (Hero people at different stages of life)

**Graphic Elements:**  
Visual elements that support and illustrate our identity (Motion ribbon, white flow keylines, header arches, base arches, picture box, shield, logo holding device)



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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



# 4.2

## TAGLINE

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## 4.2

### TAGLINE

Our tagline is a vital part of how we communicate. It serves as a snapshot and lets people know, in just a few words, who we are and what we are trying to achieve. Whenever someone comes into contact with Anglicare Victoria, we want them to know that “we are all working towards a Better Tomorrow”.

## 4.2.1

### TAGLINE

#### Recommended position & colours

Our tagline sums up the brand promise in a way that is true to the beliefs and values of our community.

Any time we communicate, we need to use our tagline as a signature.

The tagline should appear only in the lockup provided and always be on a 26 degree angle.

In most instances, the tagline should appear in the full colour “transformation”. The tagline can also appear in black or white reversed out of a dark area or image.

Primary tagline



Reverse tagline



## 4.2.2

### TAGLINE

#### Incorrect use

To further protect its integrity, the tagline cannot be redrawn, modified, altered, added to or distorted in any way.

Don't use straight

~~BETTER  
TOMORROWS.~~

Don't adjust angle

~~TOMORROWS. BETTER~~

Don't mix solid and gradient colour

~~BETTER  
TOMORROWS.~~

Don't use two solid colours

~~BETTER  
TOMORROWS.~~

Don't simplify gradient

~~BETTER  
TOMORROWS.~~

Don't adjust type formatting

~~BETTER  
TOMORROWS.~~

# 4.3

## MASTERBRAND LOGO

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## 4.3

### MASTERBRAND LOGO

The Anglicare Victoria logo is one of our most important assets and accordingly, we all need to respect its importance and use it with pride.

The Anglicare Victoria logo is a symbol of what our organisation stands for. When people see it, we want them to have consistently positive emotional associations. This inspires trust, which is the ideal starting point for any relationship.

### 4.3.1

#### MASTERBRAND LOGO

##### Anglicare logo

We take pride in our logo as it is unique and distinct, having been created through a careful and considered creative process. The following guidelines will help you to use it effectively.



## 4.3.2

### MASTERBRAND LOGO

#### Clear space

To maintain the integrity of the logo, it is protected with a defined 'clear space' area so it can stand out and do its job of identifying the organisation.

To formalise this clear space, we have created an area around the logo, defined by the height of a segment of the landmark (x). No other graphic elements (such as imagery or typography) should appear within this area.



### 4.3.3

#### MASTERBRAND LOGO

##### Usage - Minimum size

###### Standard size

A standard size (height) should be used for the majority of cases when applying the Anglicare Victoria logotype to print and digital materials.



###### Minimum size

To ensure that reproduction quality and legibility are sustained, the Anglicare Victoria logotype should appear no smaller than the minimum height in any instance.



###### Don't's

To further protect the integrity of our logo, it is not to be redrawn, modified, altered, added to or distorted in any way.

Don't adjust angle



Don't change the layout



Don't change elements



Don't adjust proportions



#### 4.3.4

#### MASTERBRAND LOGO

#### Mono colour specifications

Solid colour variants have been created for special situations only.

Mono logo



Mono logo reverse



## 4.3.5

### MASTERBRAND LOGO

#### Vertical options

The vertical logotype is created for special situations, when horizontal space is restricted and a vertical solution is required.

Full colour vertical logo



Mono vertical logo



Mono vertical logo reverse



# 4.4

## TYPOGRAPHY

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## 4.4 TYPOGRAPHY

Typography is crucial to how we express the voice of our brand. Anglicare Victoria uses typefaces that are simple, modern and friendly. To maintain consistency, these typefaces can never be substituted or replaced.



## 4.4.1

### TYPOGRAPHY

#### Primary font usage & recommendation

Our primary font is Roboto Slab Bold and Regular.

Roboto Slab is used for all print and digital communications.

Roboto Slab is used to create a grass roots personality to any Anglicare Victoria brand communication.

[This font is available on-line from Google fonts as a free download.](#)

Roboto Slab Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## 4.4.2

### TYPOGRAPHY

#### Secondary font usage & recommendation

Our secondary font is Montserrat Bold, Regular and Light.

Montserrat Bold, Regular and Light can be used for headings as well as subheadings. It's also used to pick out key areas of information within text, such as pull-out quotes, important key campaign information and copy in boxes.

Montserrat is used for all print and digital communications.

[This font is available on-line from Google fonts as a free download.](#)

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### 4.4.3

#### TYPOGRAPHY

##### Microsoft fonts

Our primary Microsoft font is Arial. This font is available for both PC and Apple platforms.

Arial Regular is the recommended weight used for internal and some external communications.

To ensure consistency across all documents created outside of the supplied Microsoft Word templates, we recommend using Arial Regular font styles utilising different sizes for hierarchy of content.

Where possible we recommend using variations in size and colour as a way of emphasizing words, rather than using Arial Bold.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

# 4.5

## COLOUR

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## 4.5 COLOUR

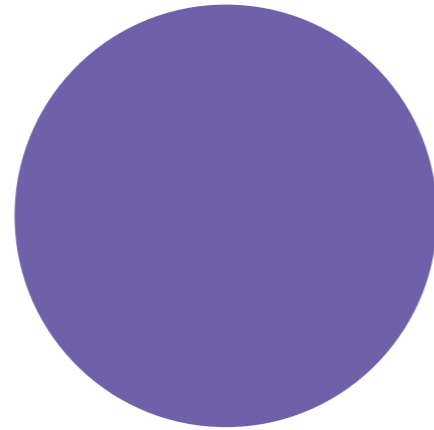
Our dynamic colour palette gives Anglicare Victoria a unique visual point of difference in the child welfare and not for profit category and differentiates us from all other charity and child welfare agencies.

## 4.5.1 COLOUR

### Primary colour palette

Our primary colour palette plays an important role in creating consistent and recognisable communications for Anglicare Victoria.

**The importance of white**  
White is an important component of the Anglicare Victoria visual identity. It provides crucial visual 'rest space' for all of the brand's visual elements to breathe. Please consider this when producing any communication.



Anglicare  
Purple

Process colour  
coated & uncoated

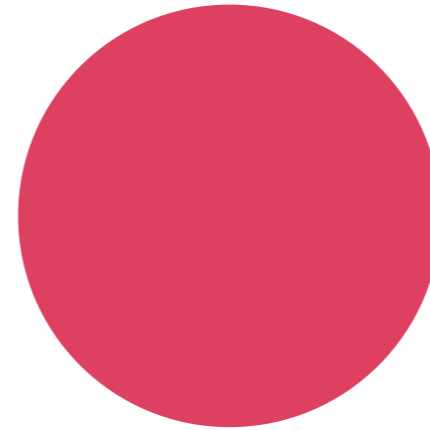
C ● 65  
M ● 70  
Y ● 0  
K ● 0

Interactive / digital

R ● 111  
G ● 96  
B ● 170

Spot colour  
PMS

2665

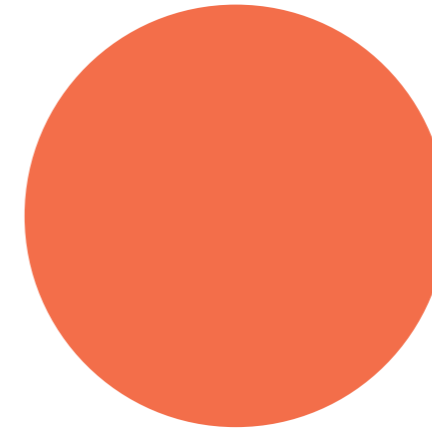


Anglicare  
Red

C ● 9  
M ● 90  
Y ● 50  
K ● 0

R ● 221  
G ● 64  
B ● 97

198

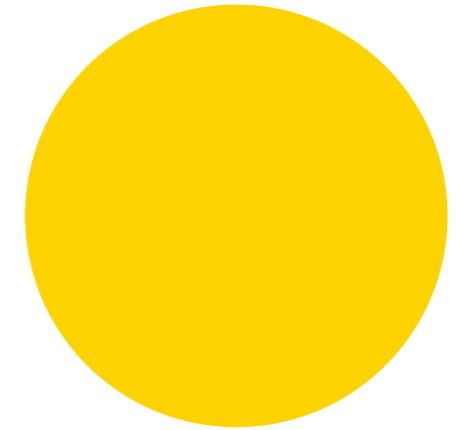


Anglicare  
Orange

C ● 0  
M ● 71  
Y ● 75  
K ● 0

R ● 243  
G ● 110  
B ● 74

1645



Anglicare  
Yellow

C ● 1  
M ● 15  
Y ● 100  
K ● 0

R ● 254  
G ● 211  
B ● 1

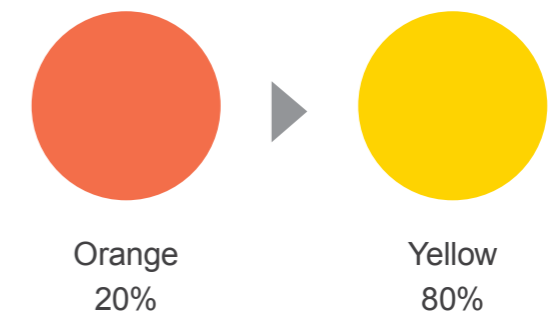
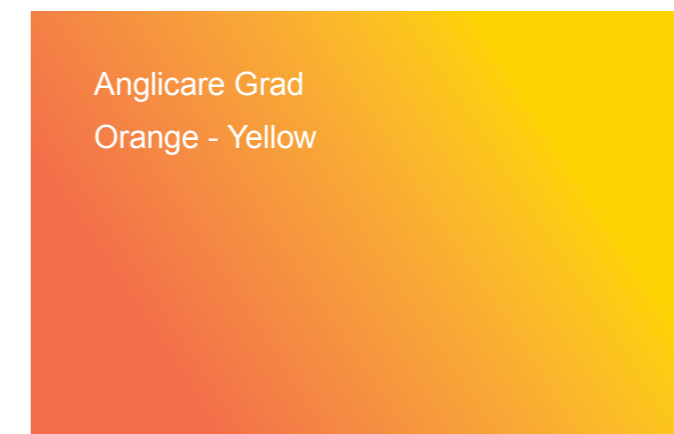
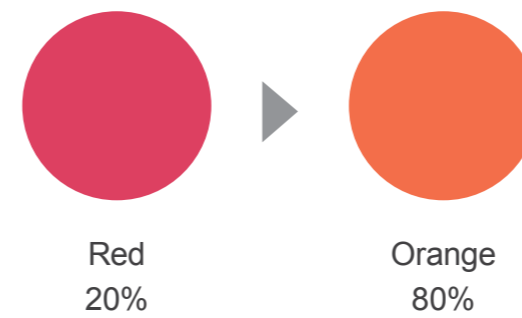
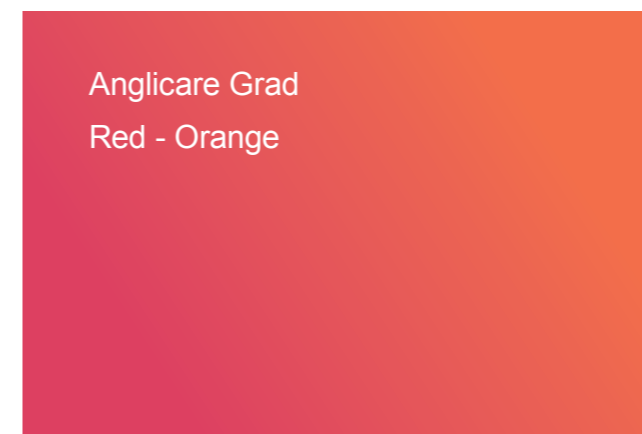
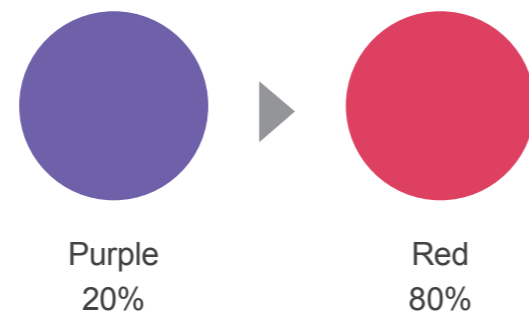
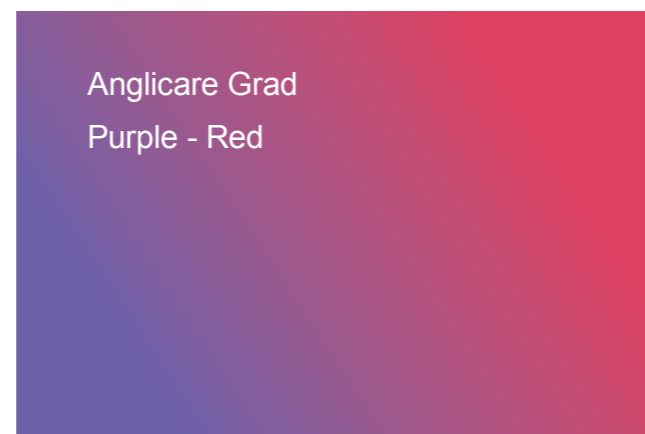
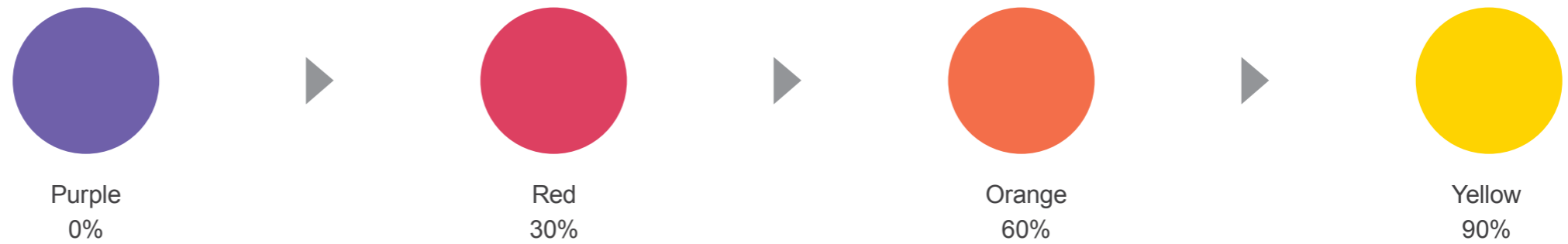
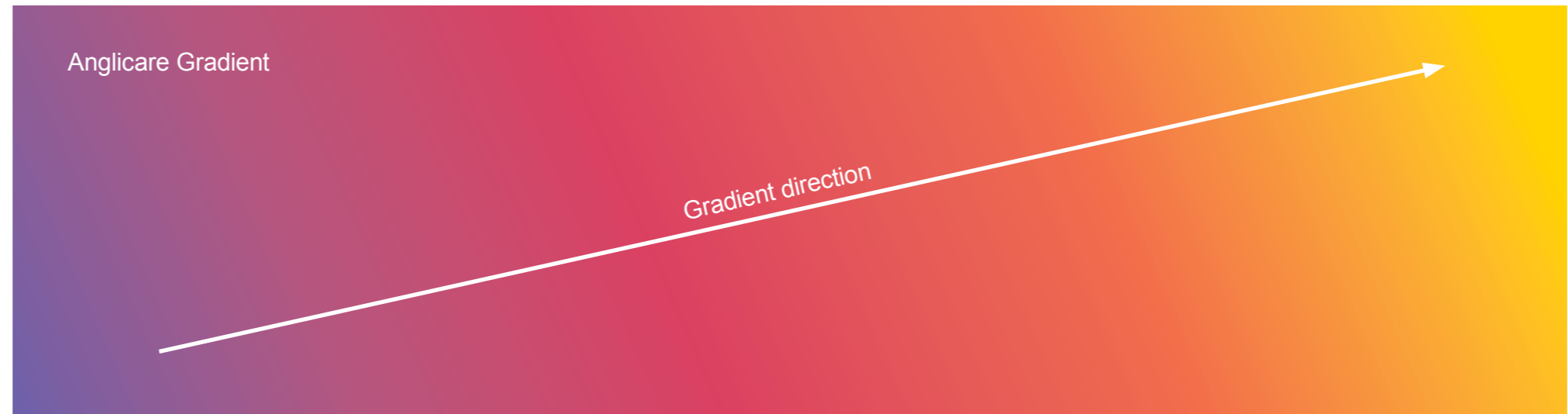
116

## 4.5.2 COLOUR

### Gradient & solid colour palette

The primary colours can also be complemented with the additional option of a supporting family of gradients if required for internal and external communication.

The gradient must always travel in an upward direction and from the dark to lighter colour - reinforcing the 'positive' nature of the Anglicare Victoria brand identity.



# 4.6

## BRAND IMAGERY

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## 4.6 BRAND IMAGERY

Imagery for Anglicare Victoria has been extended to create a library of pictorial resources for you to use. Beyond the photographs of children, young people and families, taken by professional photographer, we have provided a recommendation on how to use purchased stock images.

## 4.6.1

### BRAND IMAGERY

Hero brand images - 5-20yrs & family

Our imagery captures the spirit of people who share a passion and vision for better futures.

The shots are designed to be natural and should use minimal styling and natural lighting.



## 4.6.1

### BRAND IMAGERY

Hero brand images - 5-20yrs & family



## 4.6.2

### BRAND IMAGERY

Purchased images - recommendation for stock library

When purchased images are required they should represent real children and families that are supported by Anglicare Victoria.

These images should capture the spirit of people who are seeking better futures.

The images should be natural and should use minimal styling and natural lighting.



### 4.6.3

#### BRAND IMAGERY

##### Hero images

##### Environment portraits 1 - Index

The brand hero images have been provided digitally and correspond to the numbers below each image. These are defined into two groups:

- Portrait in an environment
- Portraits close-up



Family\_75A4520\_FA



Family\_75A5064-FA



Single\_Parent\_Family\_75A3141-FA



Youth\_75A4219-FA



Child\_75A4754



Child\_75A4913-FA



SingleParent\_75A3950-FA



Teen\_75A4573-FA



Teens\_75A3538-FA



FAMILY\_75A5002-FA



Mother\_75A2963-FA



TeenGirl\_75A5138-FA

### 4.6.3

#### BRAND IMAGERY

##### Hero images

##### Environment portraits 2 - Index

The brand hero images have been provided digitally and correspond to the numbers below each image. These are defined into two groups:

- Portrait in an environment
- Portraits close-up



Mother\_75A2956-FA



Child\_Girl\_75A3729-FA



Family\_Dog\_75A3795-FA



Child\_Swing\_75A3406-FA



Mother\_Daughter\_75A3752-FA



Teens\_75A3990-FA



Father\_Son\_75A4446-FA



Youth\_75A4928



Child\_Boy\_75A5241\_FA



Father\_Son\_75A3118-FA



Mother\_75A4953-FA

## 4.6.4

### BRAND IMAGERY

#### Hero images

#### Close up portraits - Index

The brand hero images have been provided digitally and correspond to the numbers below each image. These are defined into two groups:

- Portrait in an environment
- Portraits close-up



Child\_Girl\_75A3385-FA



Child\_75A4754-FA



TeenGirl\_75A5138-FA



Youth\_75A4219-FA



Child\_Boy\_Smile\_75A5257-FA



Mother\_75A2956-FA



Teen\_boy\_75A3237-FA



Child\_75A4913-FA



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# 5.0 CORPORATE STATIONERY

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## 5.0

### CORPORATE STATIONERY

We have also provided a set of Microsoft word templates for Anglicare Victoria corporate stationery. Like most organisations, we have several documents that we use daily to communicate with others such as letters, business cards and other templates.

The following section provides examples of commonly used business communications and details on how they should be set up to ensure we maintain the same look and feel.

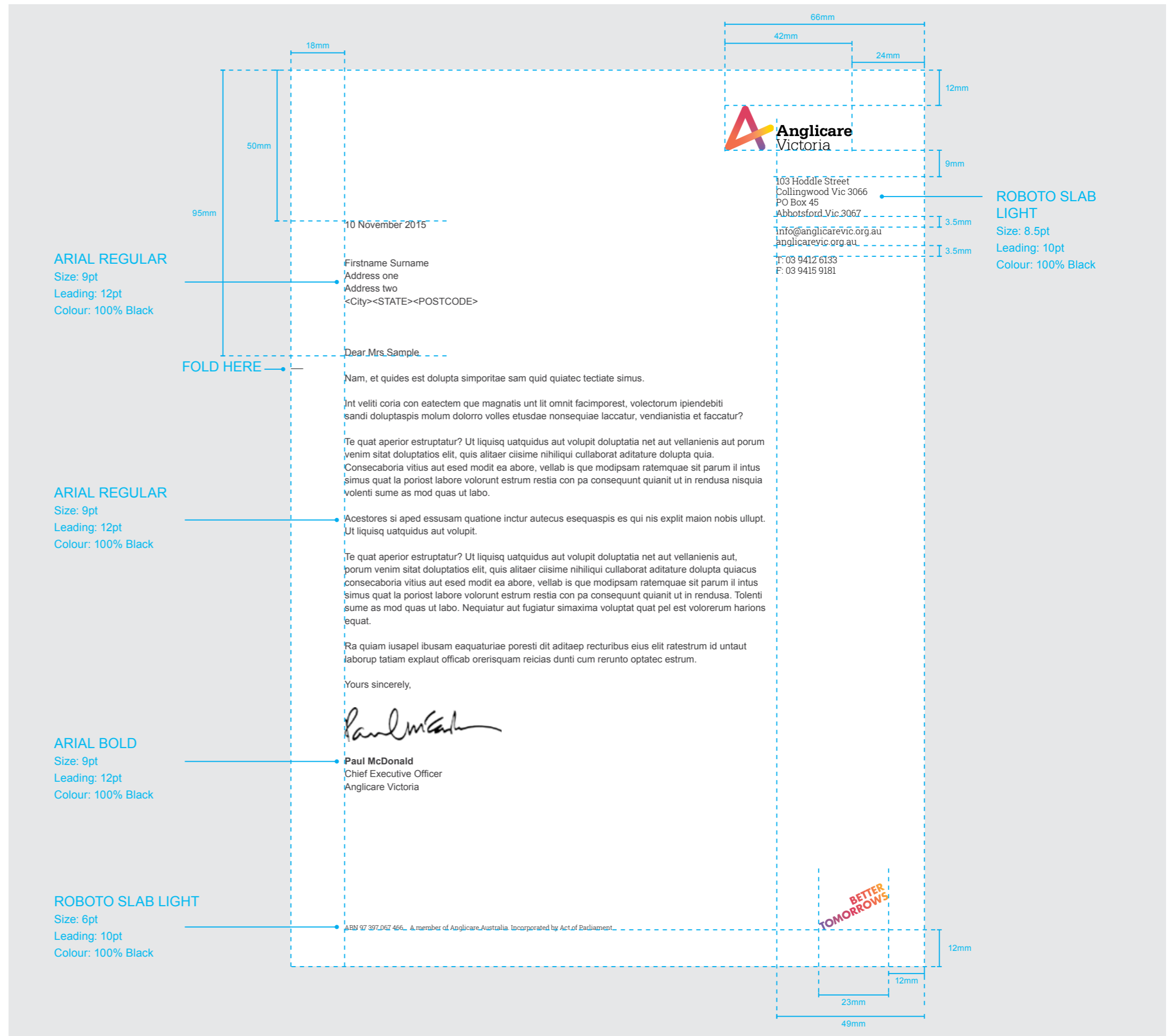
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# 5.1 CORPORATE STATIONERY

## Letterhead - Standard

Specifications: A4  
w:210mm x h:297mm

The template can be found in the folder:  
Letterhead Templates



# 5.1

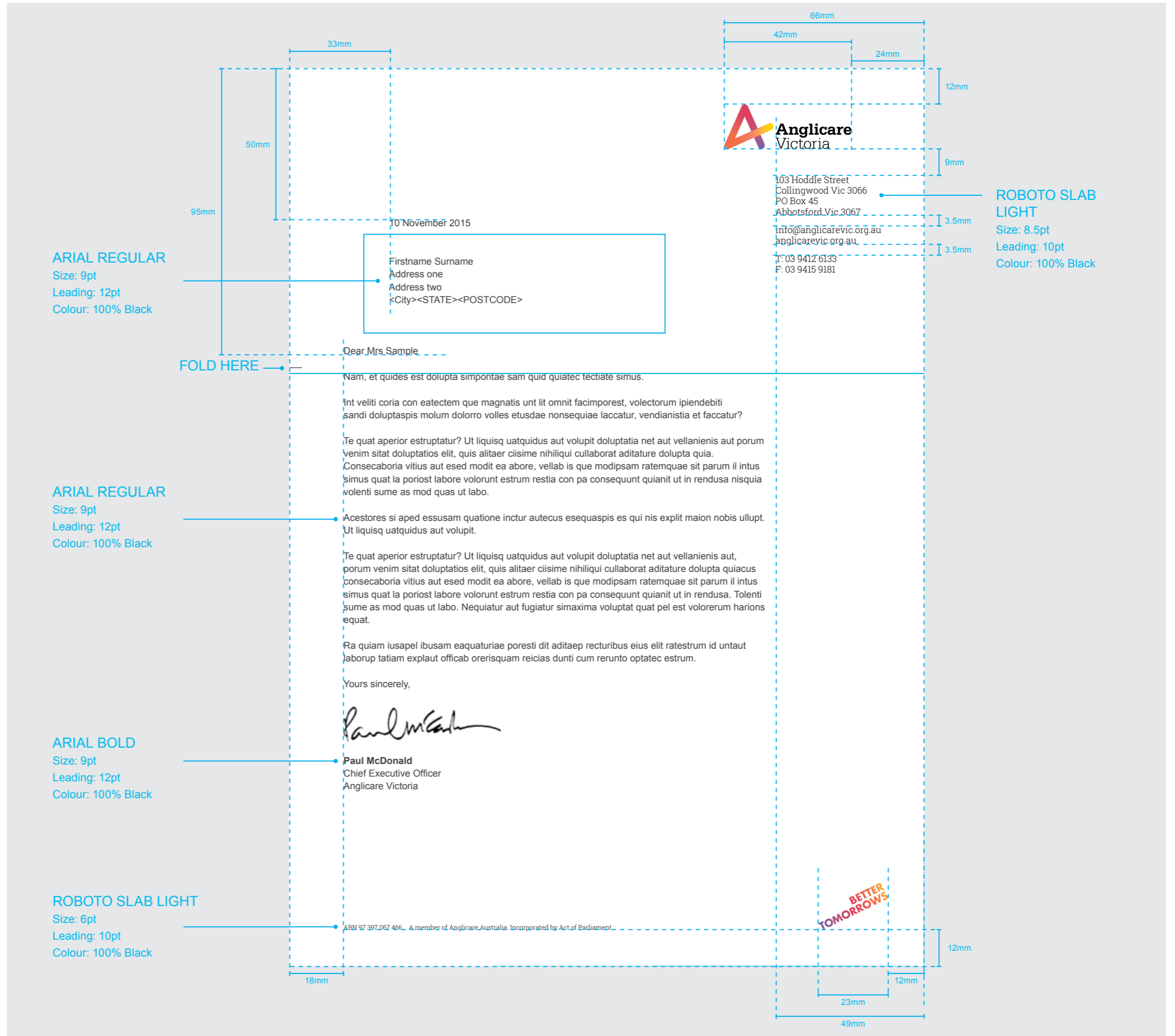
## CORPORATE STATIONERY

### Letterhead - Window envelope

Specifications: A4

w:210mm x h:297mm

The template can be found in the folder:  
Letterhead Templates



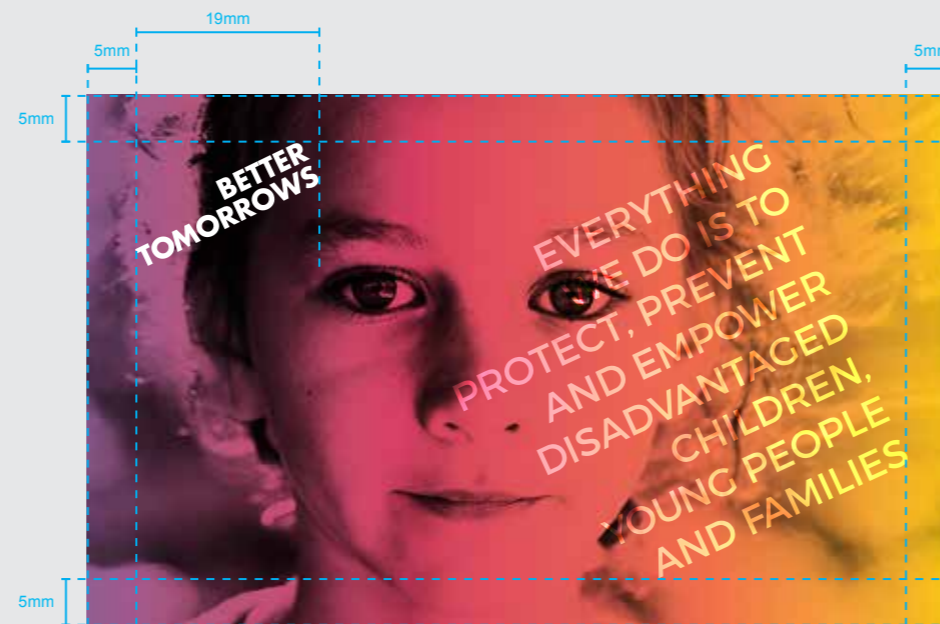
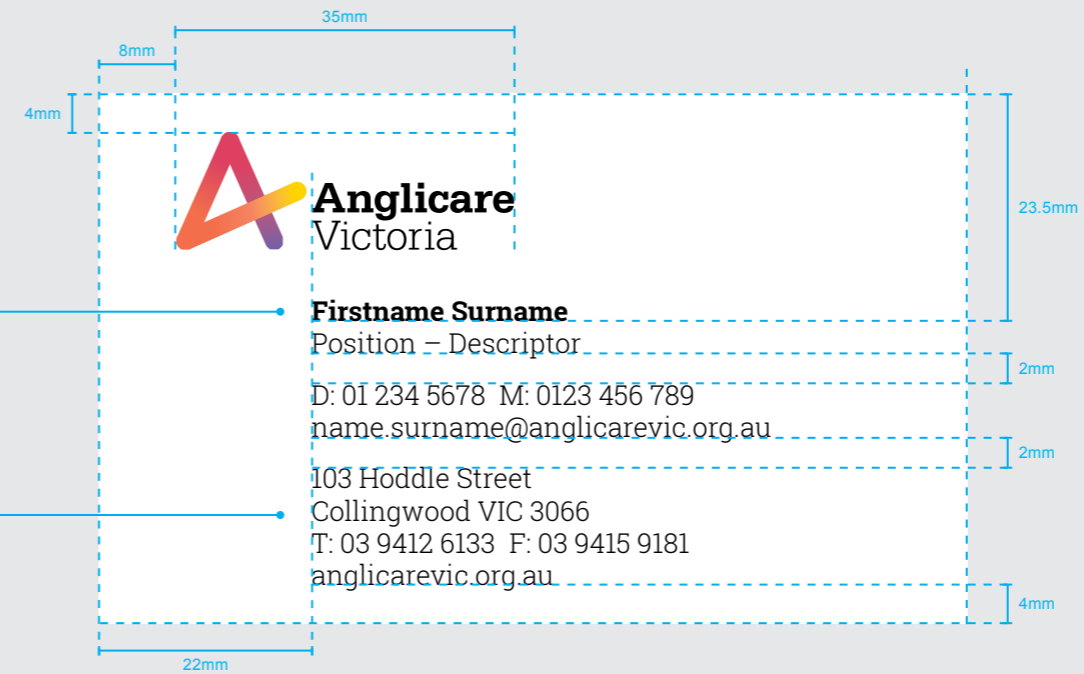
## 5.2 CORPORATE STATIONERY

### Business Cards

Specifications:  
w:90mm x h:55mm

**ROBOTO SLAB BOLD**  
Size: 8pt  
Leading: 9.5pt  
Colour: 100% Black

**ROBOTO SLAB LIGHT**  
Size: 8pt  
Leading: 9.5pt  
Colour: 100% Black



BUSINESS CARD BACK  
OPTION 01

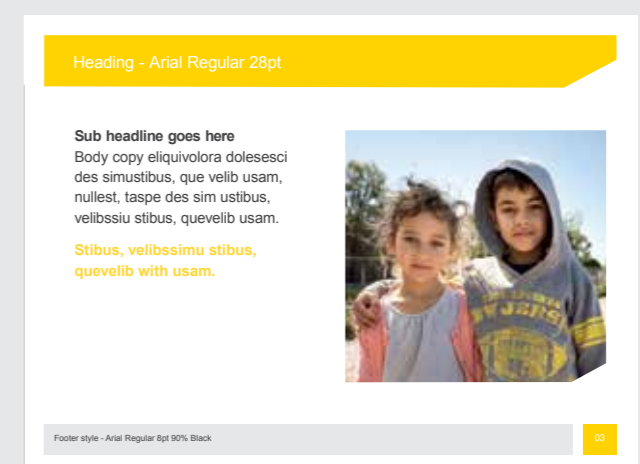
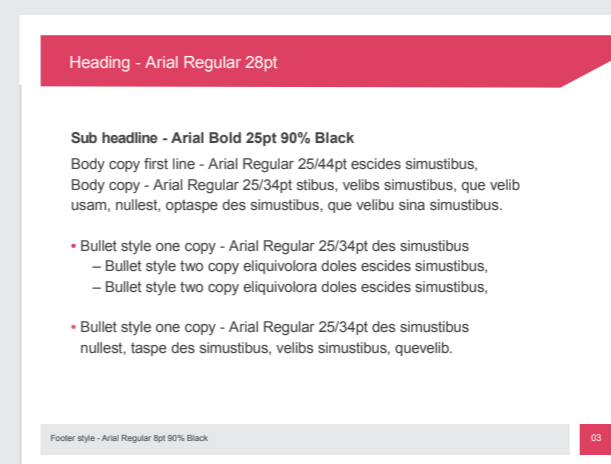
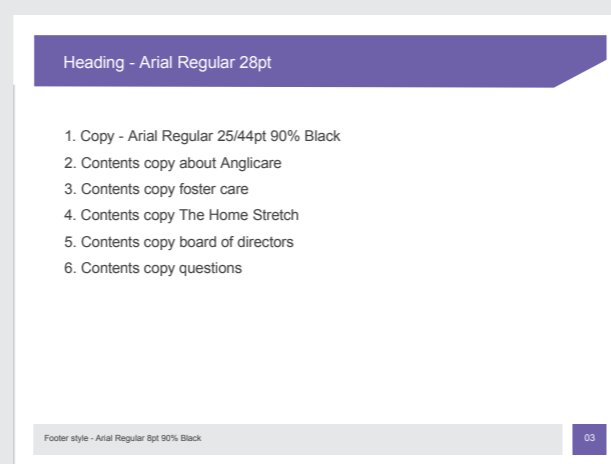
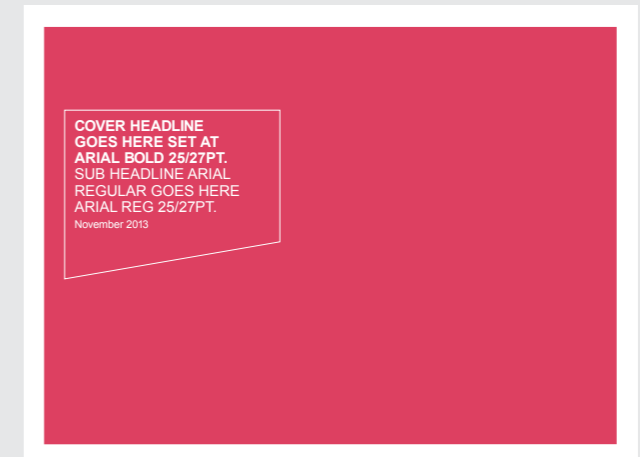
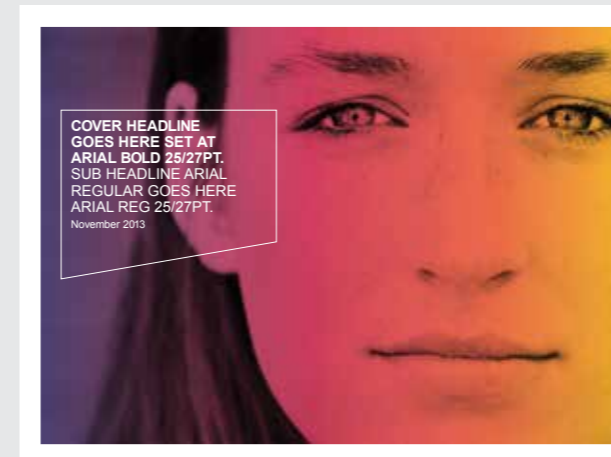
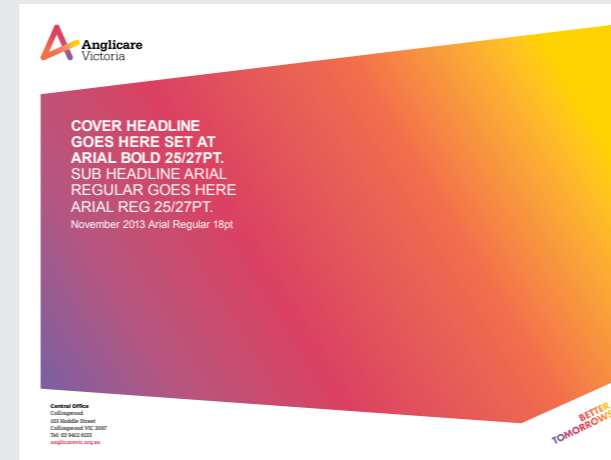
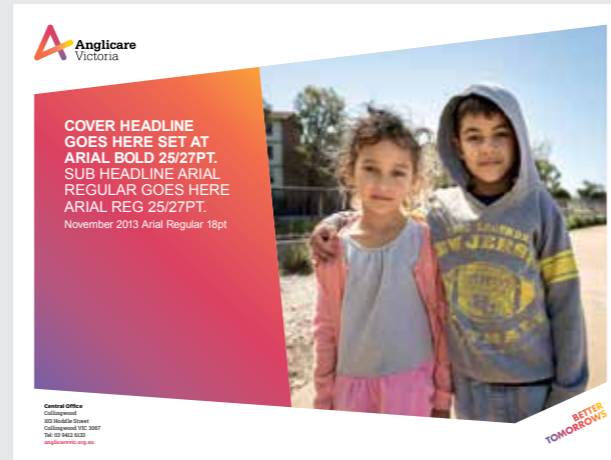


BUSINESS CARD BACK  
OPTION 02

## 5.3 CORPORATE STATIONERY PowerPoint Template

For presentations, we have provided a PowerPoint template for your use. This provides a platform to maintain a consistent Anglicare Victoria brand identity.

The template can be found in the folder: [PPT Presentation Template](#)

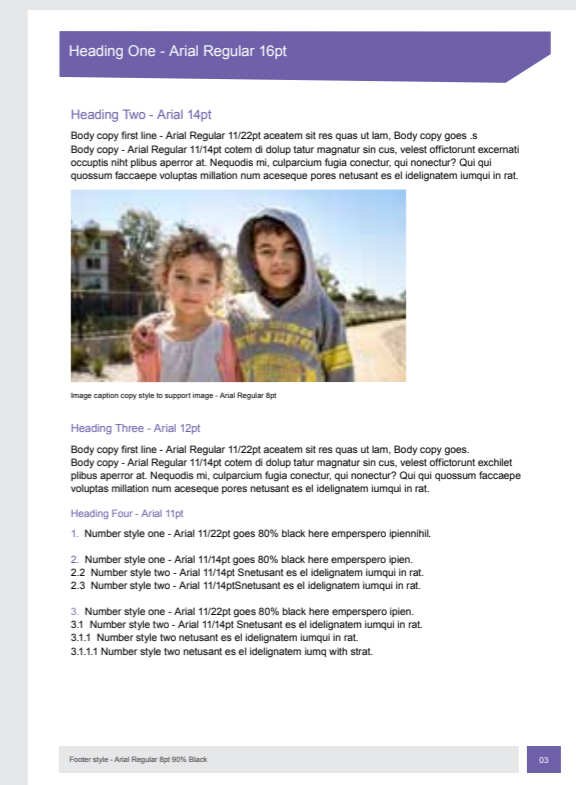
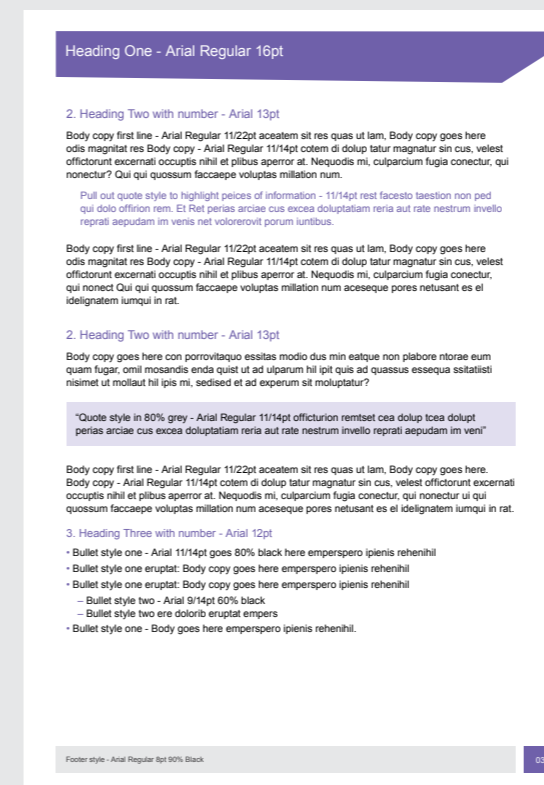
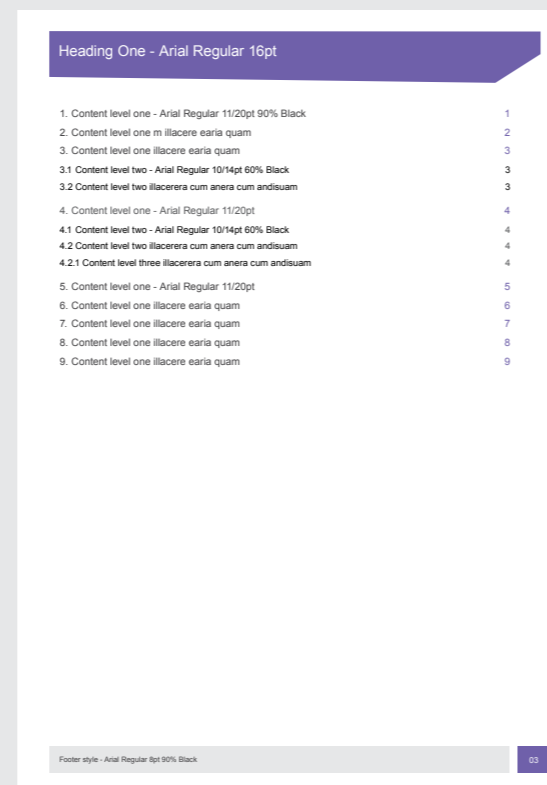
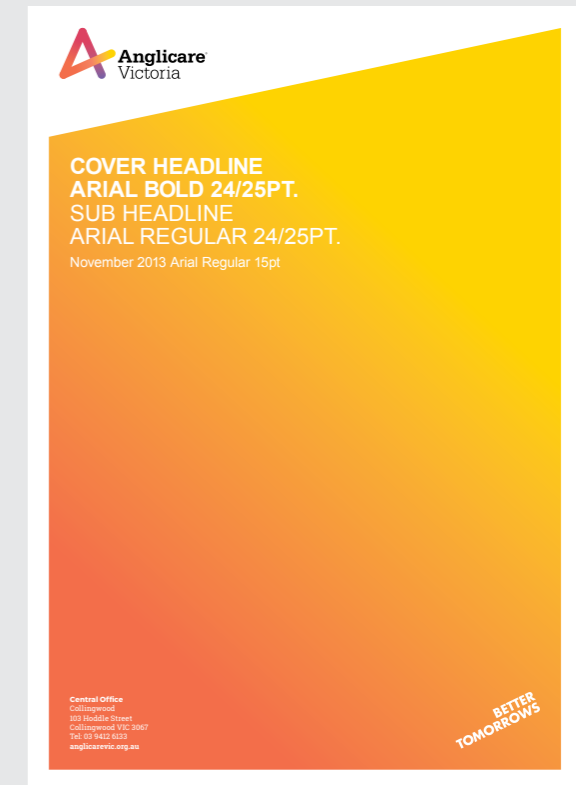


## 5.4 CORPORATE STATIONERY

### MS Word master template

An MS Word master template has been created to assist with internal documents and maintain a consistent Anglicare Victoria brand identity.

The template can be found in the folder: Proposal Template



## 5.5 CORPORATE STATIONERY

### Stickers

We have provided 3 alternative sticker layouts to cover a wide range of applications. There are a number of recommended dimensions for X, however the files can be scaled to suit non standard formats.

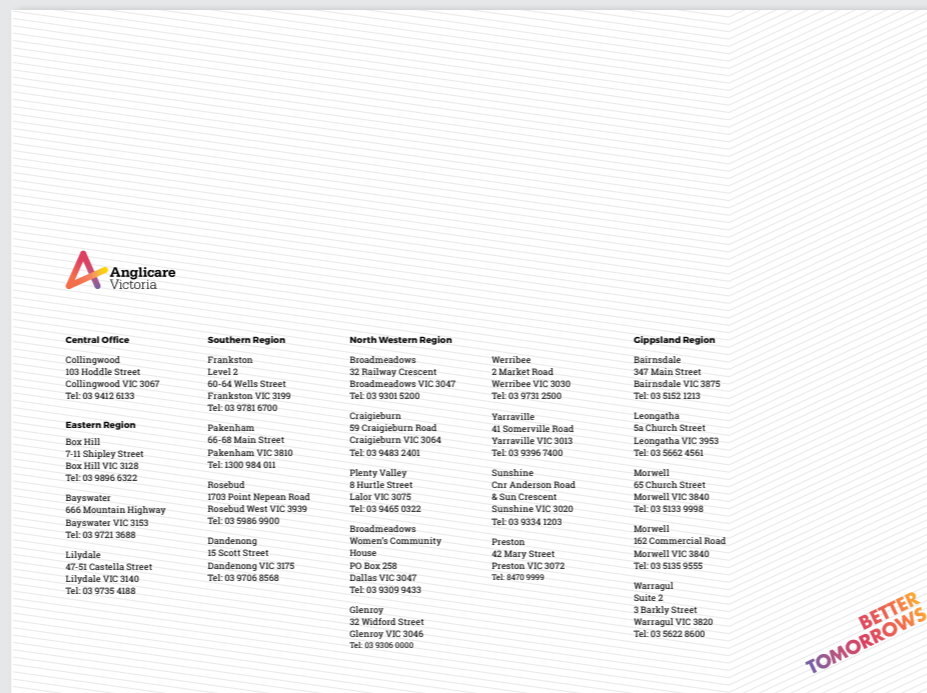
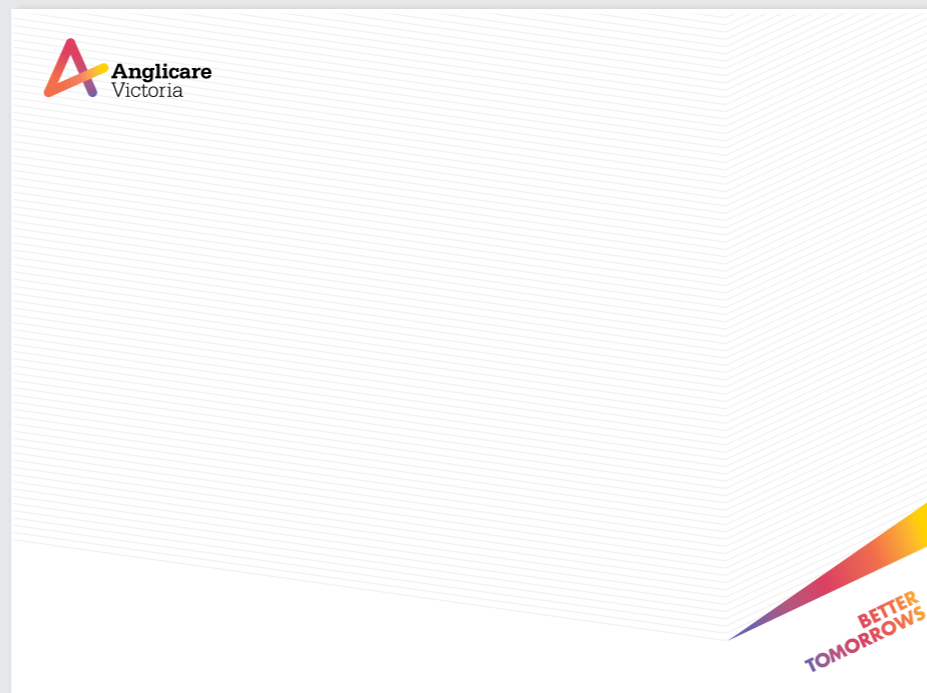


Page Size	X
A5	6mm
A6	4mm
A7	3mm
Business Card (90mmx55mm)	2mm



## 5.6 CORPORATE STATIONERY Folders

A universal A4 folder template has been provided with all of the Anglicare Victoria locations listed along with a space for business cards.





BETTER  
TOMORROWS

# 6.0

# DL BROCHURES

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## 6.0

### DL BROCHURES

Included in the DL brochures are a set of templates. There are two types with several variations to choose from, giving you flexibility for single or multiple images. These brochure styles are mandatory with any brochure design created.

**BETTER  
TOMORROWS**

# 6.1

## DL BROCHURE - ADVANCED

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## 6.1.1

### DL BROCHURE

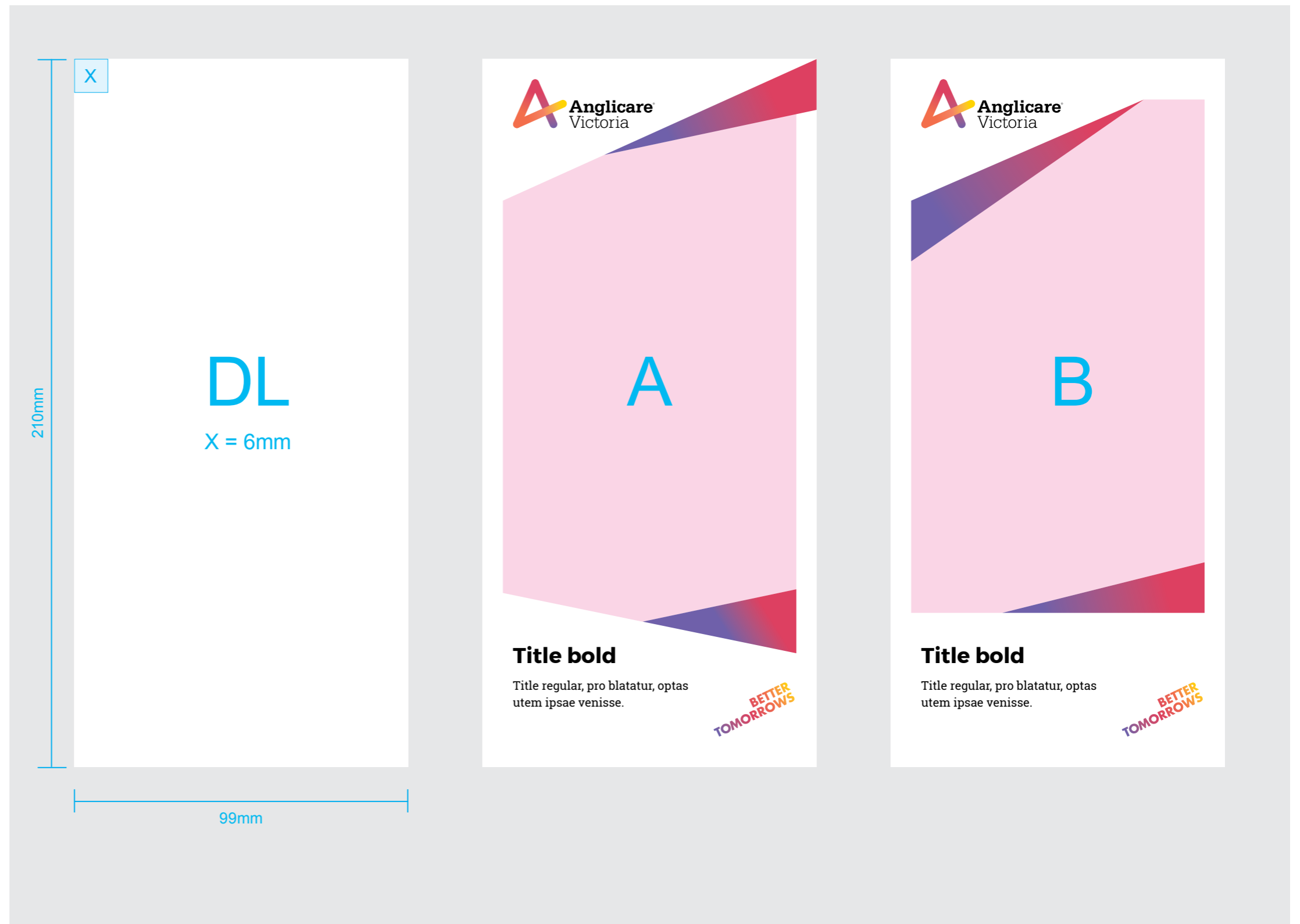
#### Overview

The border dimension X is used to calculate the scale and position of the brand elements on the desired format.

The standard proportions for a DL page are 99mm by 210mm - determining X = 6mm

In the event that the DL page size is adjusted please calculate X to equal 6% of the page width and round up to the nearest even number.

We have created two alternate layouts for the DL brochure. Both deliver the same messaging strategy and can be interchangeable. Please select the most appropriate design and colour combination to compliment the key image.



## 6.1.2

### DL BROCHURE

#### Typography

In conjunction with the Anglicare Victoria core brand, there are two fonts that can be used with the DL Brochures. These are: Roboto Slab and Montserrat.

Typography is always 100% black when used on a white background and white when appearing on a colour swatch.

We have provided a list of recommended font sizes when populating the content of DL Brochures.

In certain situations these can be adjusted, but must respect the Anglicare Victoria core brand hierarchy when determining new font sizes.

<b>Title bold</b>	18pt/20pt	Montserrat Bold
<b>Title regular</b>	10pt/14pt	Roboto Slab Regular
<b>DISPLAY BOLD</b>	22pt/22pt	Montserrat Bold Uppercase
<b>DISPLAY REGULAR</b>	22pt/22pt	Montserrat Light Uppercase
<b>Headline bold</b>	12pt/16pt	Montserrat Bold
<b>Sub heading bold</b>	8pt/12pt	Montserrat Bold
<b>Body bold</b>	8pt/12pt	Roboto Slab Bold
<b>Body regular</b>	8pt/12pt	Roboto Slab Regular

#### Colour palette

Colour is an important part of the Anglicare Victoria brand and should be used to compliment the image and message.

From within the Anglicare colour gradient, we have created three separate colour gradients and three flat colours.

The file path of each template is superseded with a code that corresponds to its colour swatch, denoting a gradient or flat finish and colour combination.



Anglicare Grad  
Purple-Red



Anglicare Grad  
Red-Orange



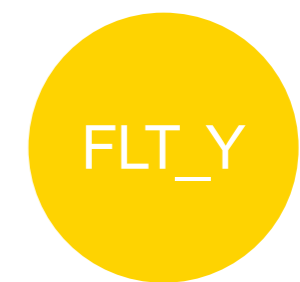
Anglicare Grad  
Orange-Yellow



Anglicare  
Purple



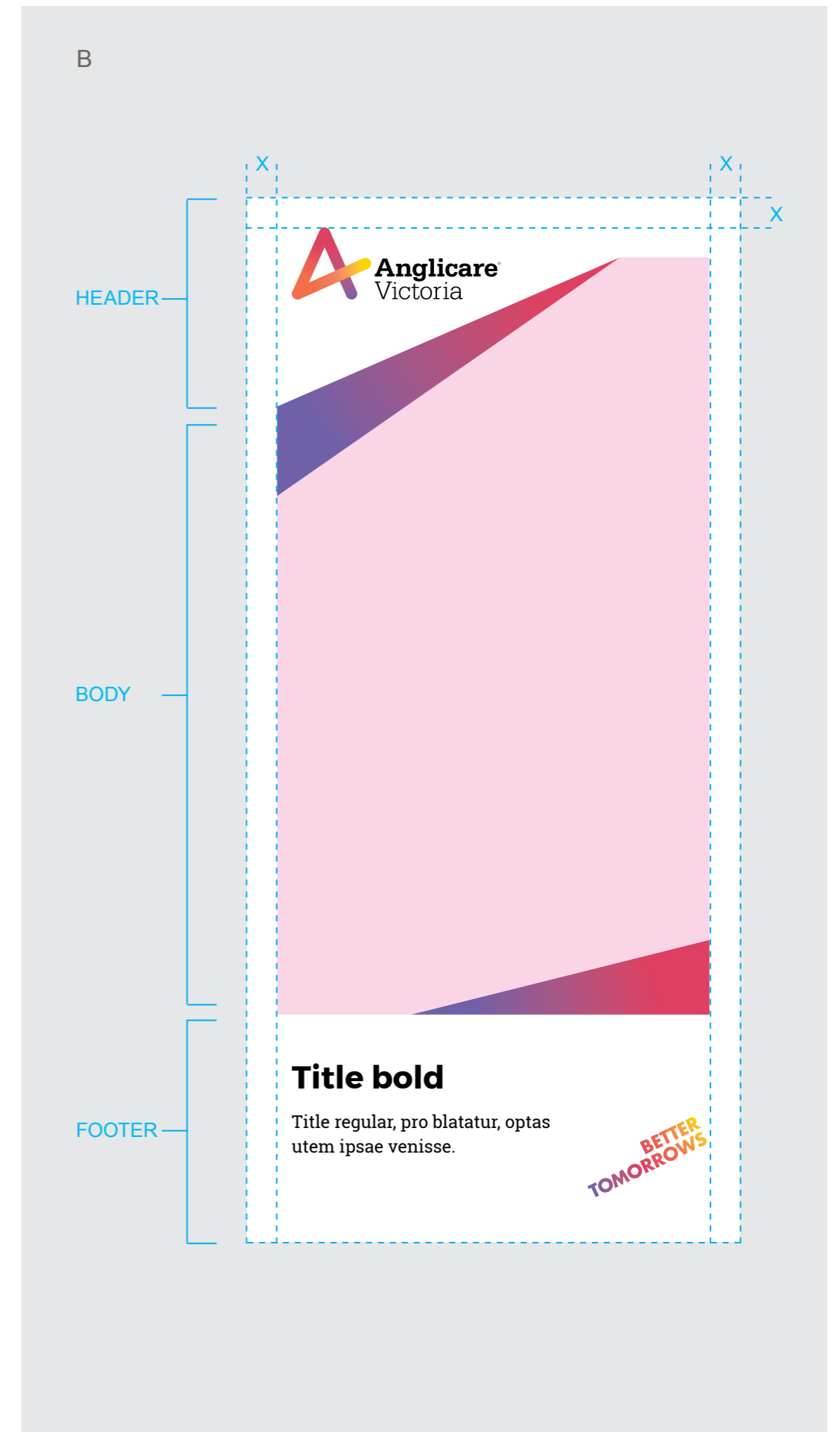
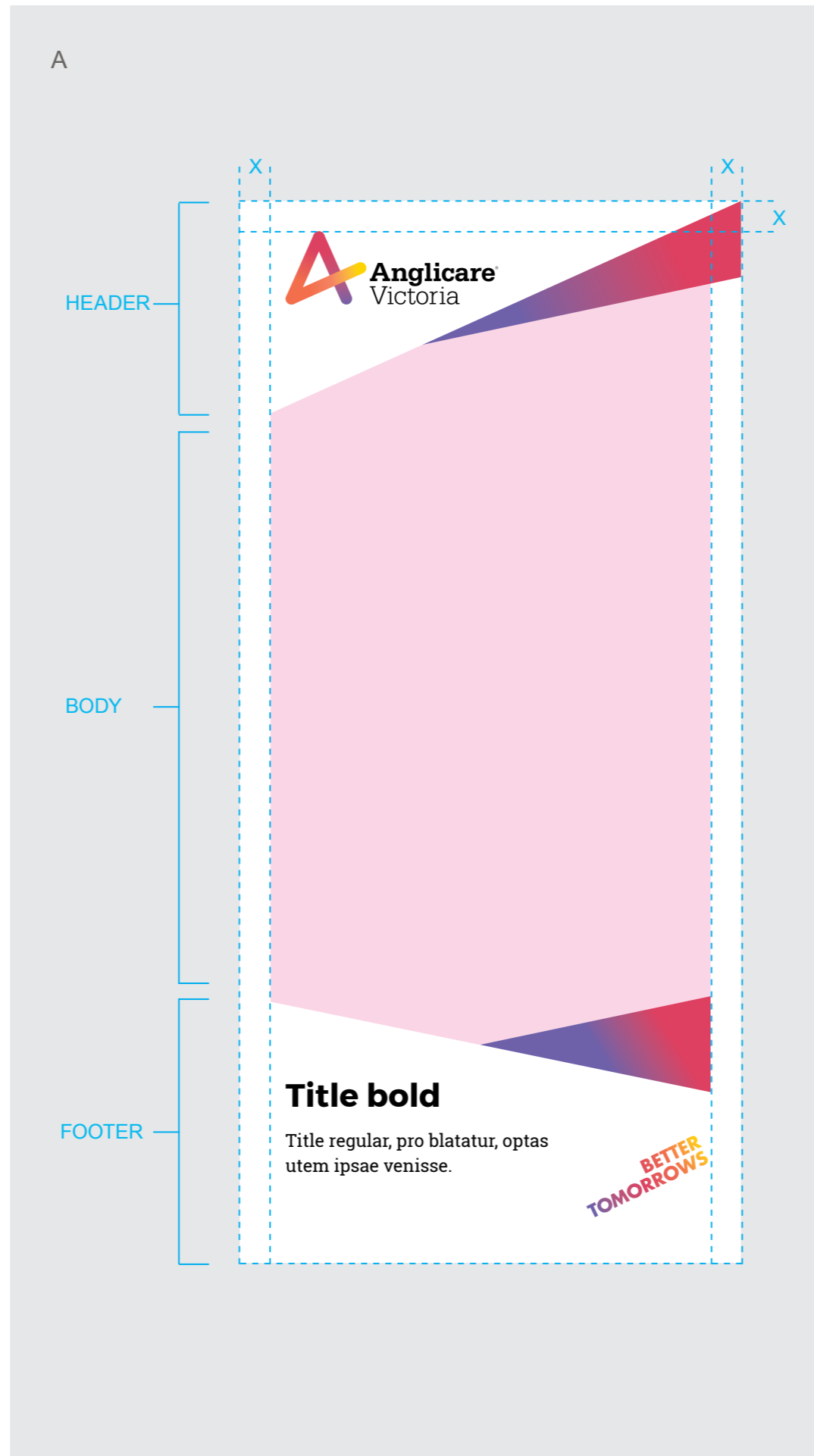
Anglicare  
Red



Anglicare  
Yellow

### 6.1.3 DL BROCHURE Layout - A & B

Header:Body:Footer:



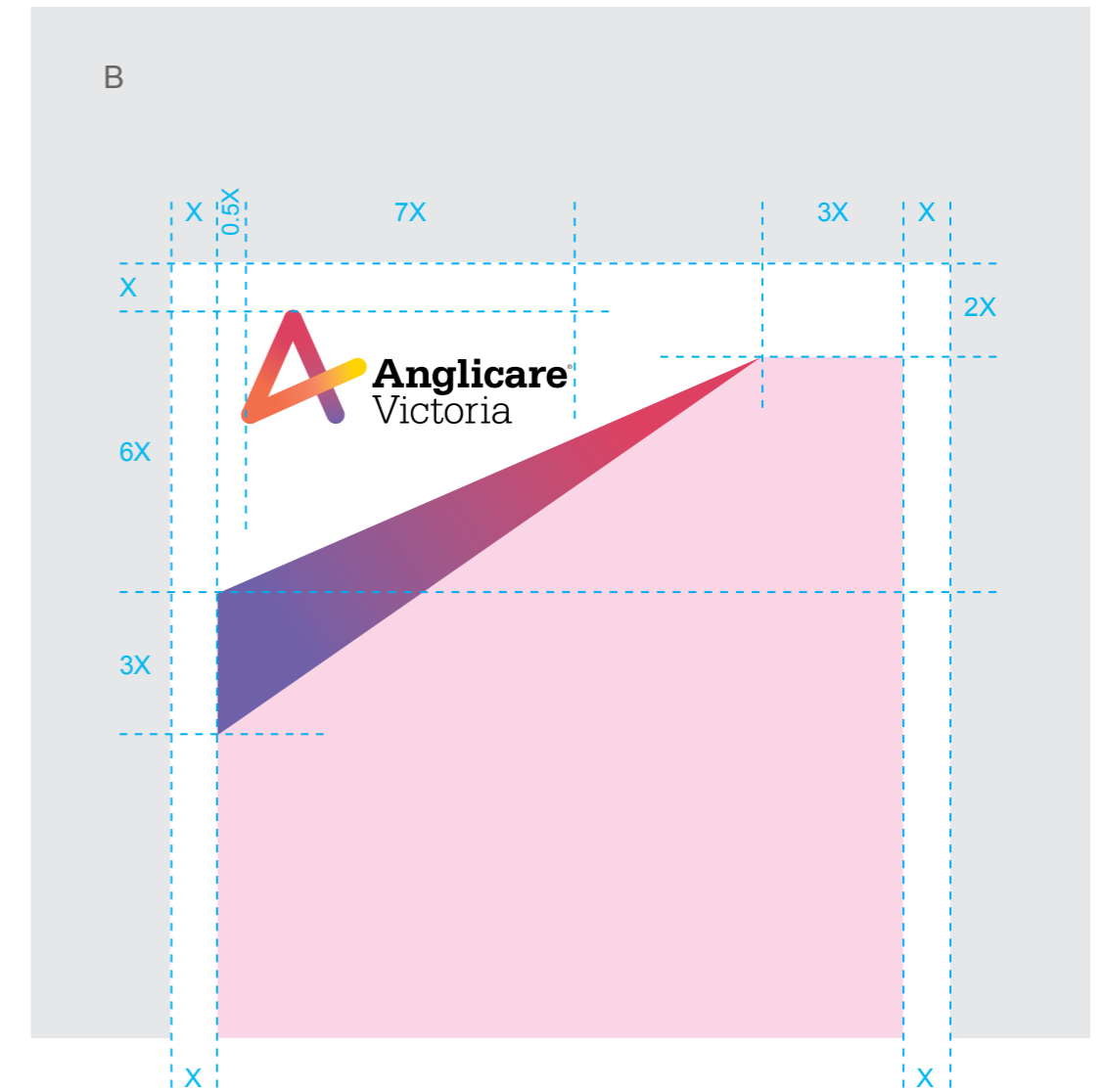
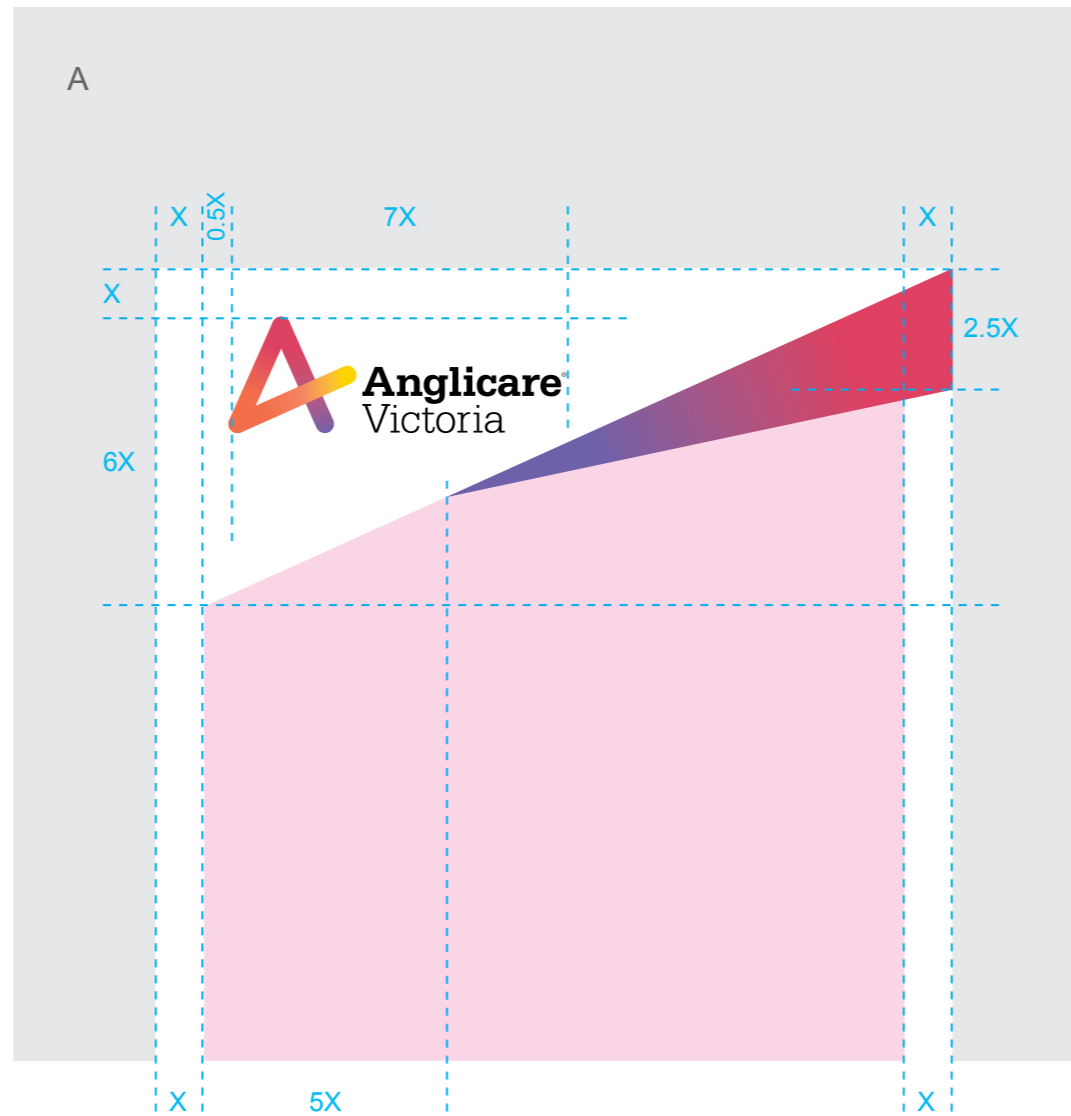


## 6.1.4 DL BROCHURE Header - A & B

The header consists of the Anglicare Victoria logo and accent colour.

The scale and position of the elements are calculated by determining the desired format and using the appropriate 'X' value. (See section 6.1.1 for more details)

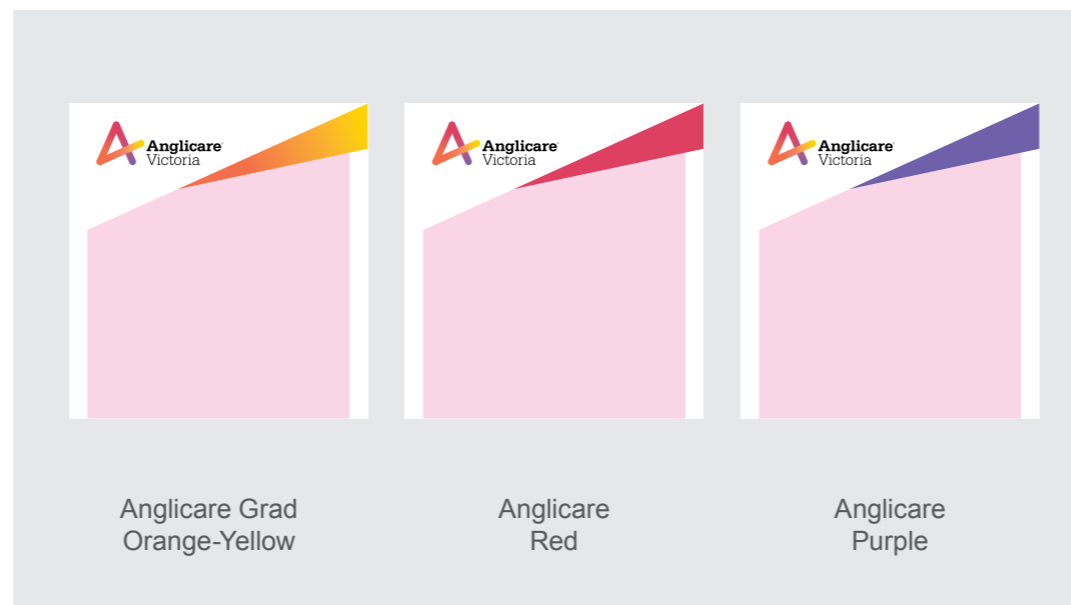
The Anglicare Victoria logo width is 7X and positioned 1.5X from the left edge and X from the format top.



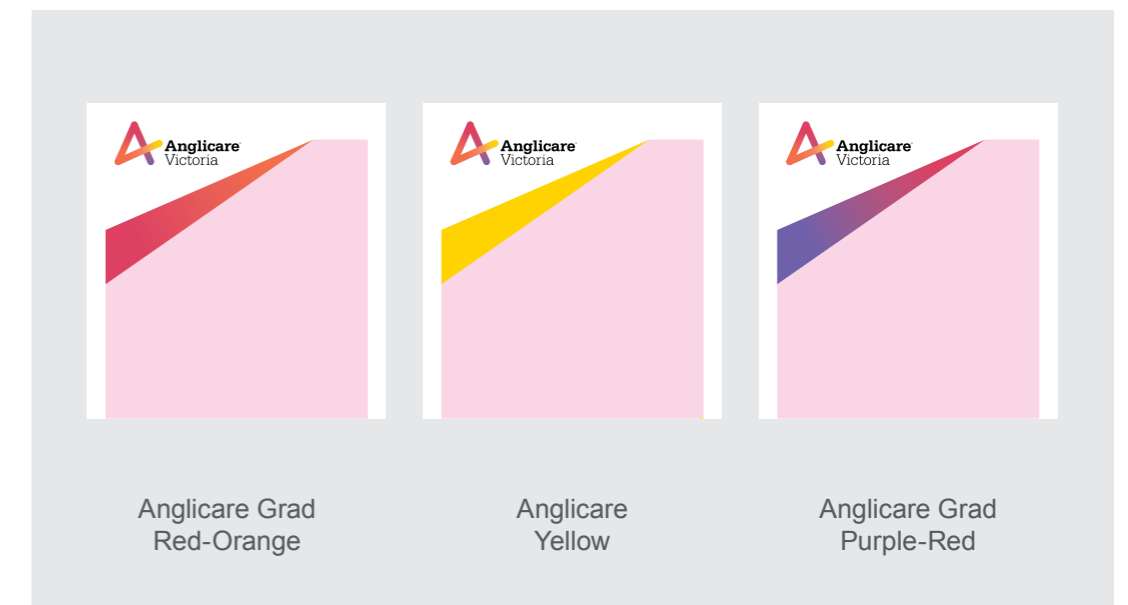
A - Header colour examples:

The accent colour triangle can be selected from 6 different options (see section 6.1.2).

When using colour/gradients, a single swatch should be selected and used throughout the design system.



B - Header colour examples:



## 6.1.5 DL BROCHURE

### Footer - A & B

The footer contains the secondary information and 'Better Tomorrows' signature.

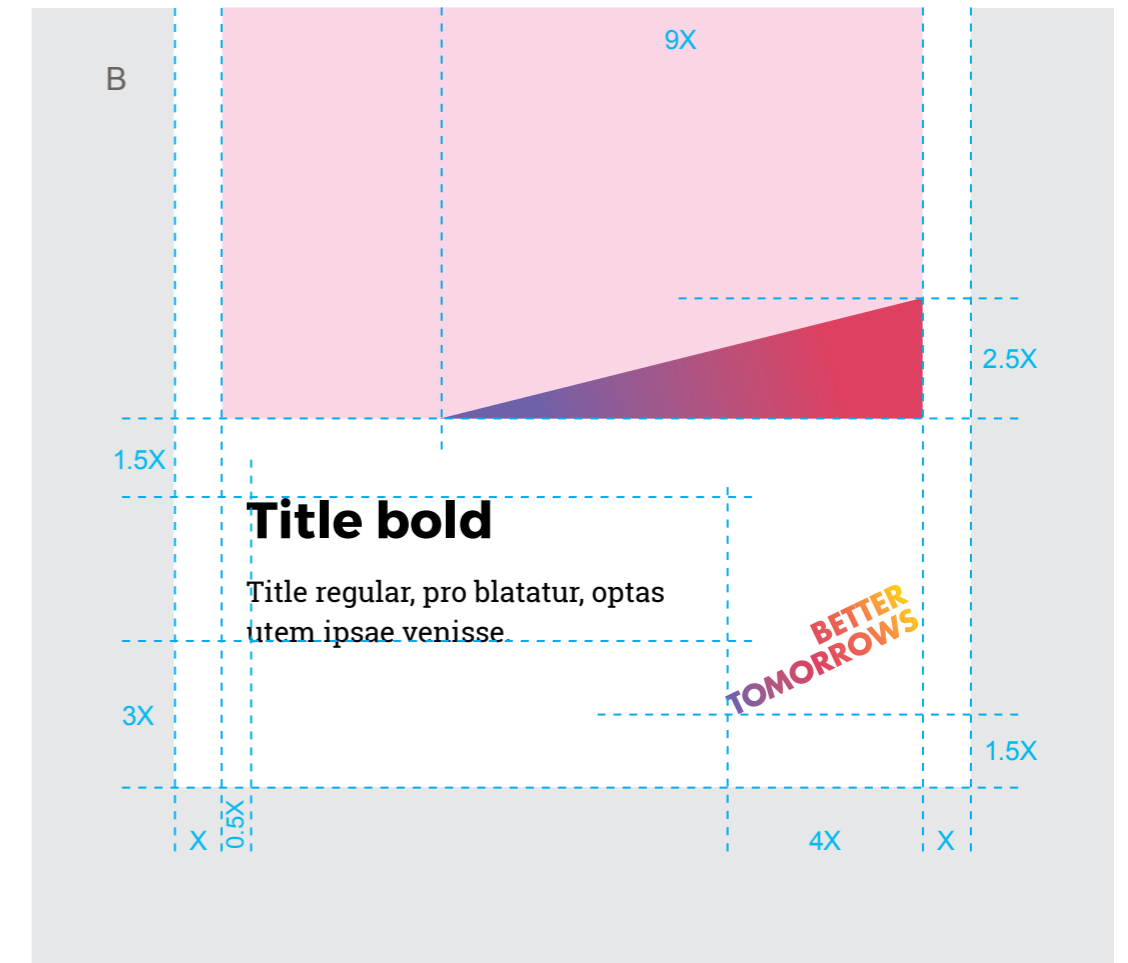
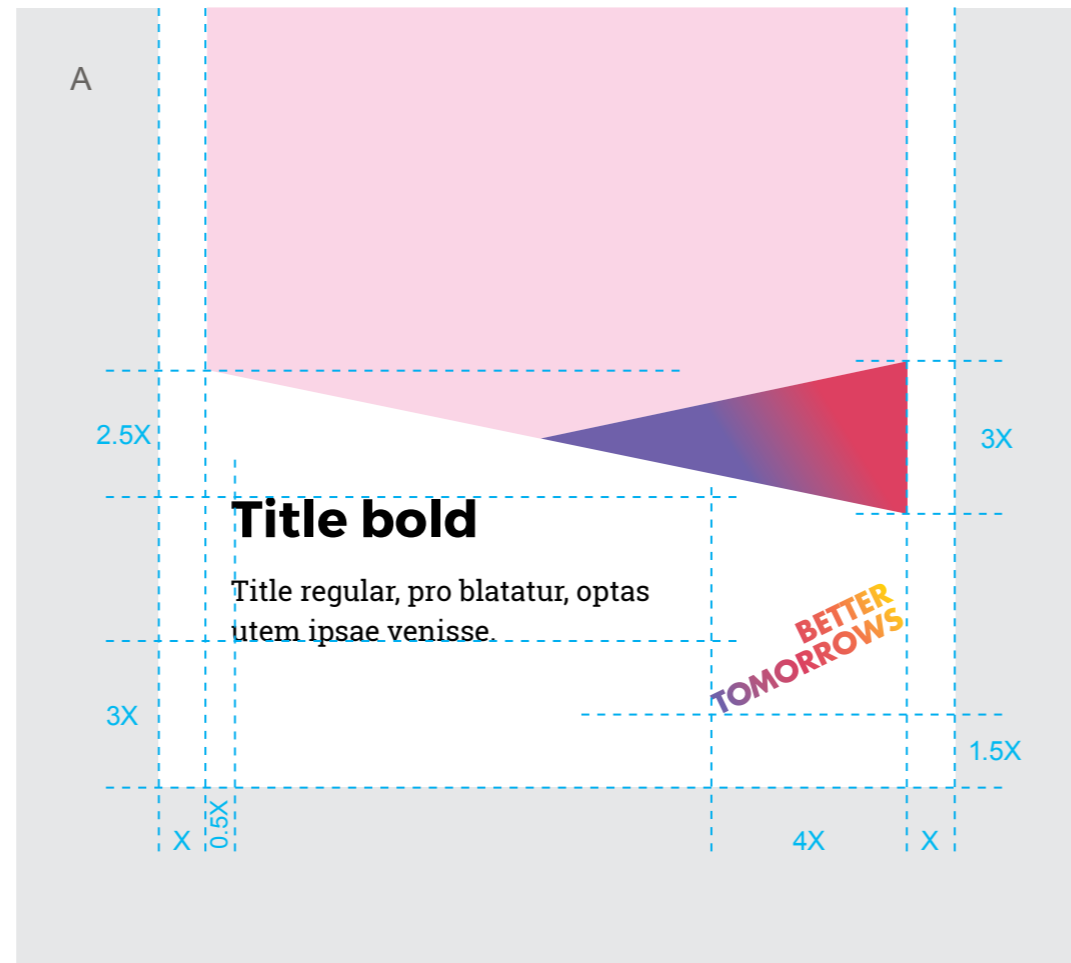
The 'Better Tomorrows' signature width is 4X and positioned X from the right edge and 1.5X from the format bottom.

#### Footer A

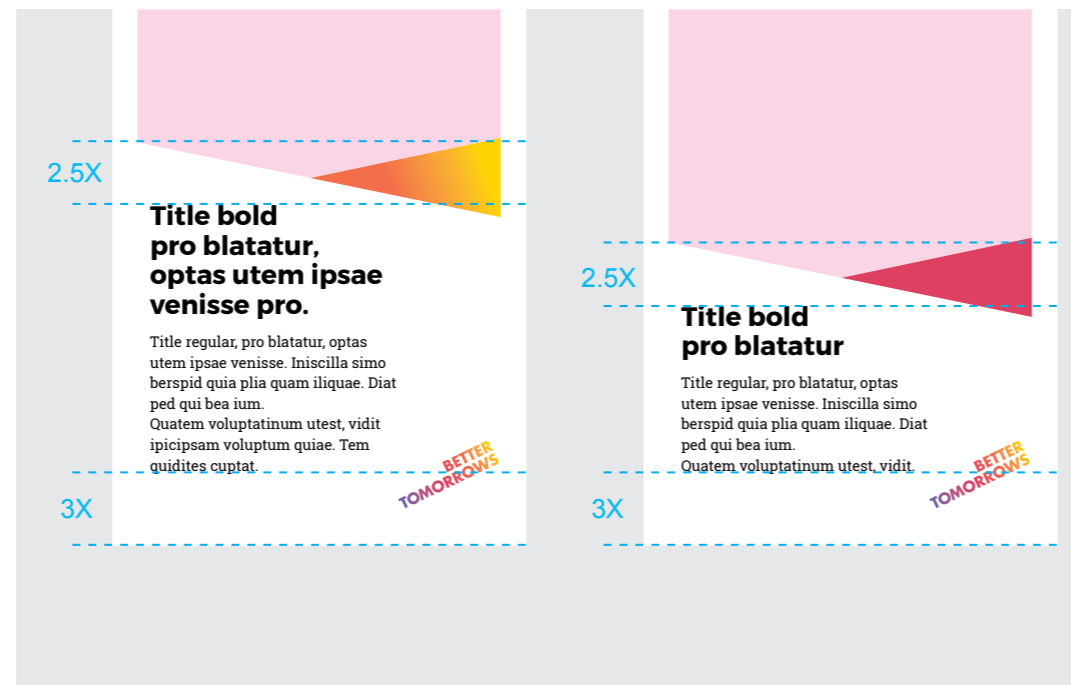
The secondary text is positioned 3X from the format bottom with a 1.5X left margin, 5X right margin and 2.5X top margin (relative to the bottom left corner of the image container)

#### Footer B

The secondary text is positioned 3X from the format bottom with a 1.5X left margin, 5X right margin and 1.5X top margin (relative to the bottom of the image container)



A - Adjusting footer length



B - Adjusting footer length



The length of the secondary information can be adjusted according to the messaging requirement.

#### Footer A

As the text box height increases, always ensure that the 2.5X margin is retained above the headline text.

#### Footer B

As the text box height increases, always ensure that the 1.5X margin is retained above the headline text.

Please see typography section 6.1.2 for the corresponding text weights and sizes for each format.

## 6.1.6 DL BROCHURE

### Back cover

The DL back cover should always contain the Anglicare call to action box. This provides brand information, contact details, ideology, CTA's and reinforces the Anglicare Victoria brand components across all DL brochure media.

The Anglicare Victoria call to action box should always sit with X margin to the left, bottom and right of the DL brochure and 1.5X clearspace above.

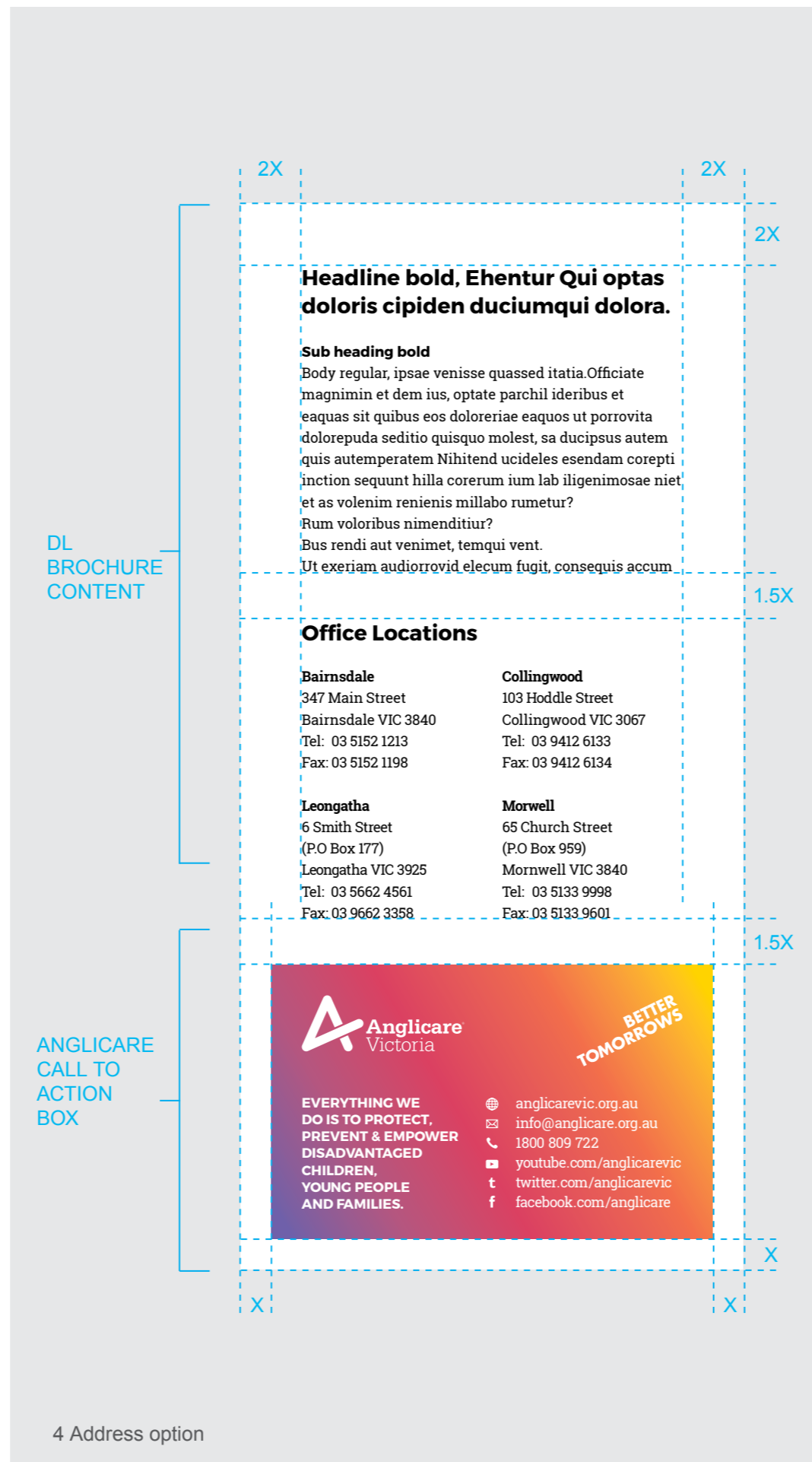
#### Anglicare Victoria Call To Action Box

This graphic box is fixed and is not to be edited or adapted. This box contains the following:

- 'What we do' descriptor
- Website info
- Generic info email
- You tube details
- Twitter feed details
- Facebook details
- Logotype and Tagline

#### Office address details

Office addresses can be added above the Anglicare Victoria call to action box. A 1.5X margin should be above and below the contact details - with the option to add 4, 3 or 2 addresses.



## 6.1.7 DL BROCHURE

### Panel composition

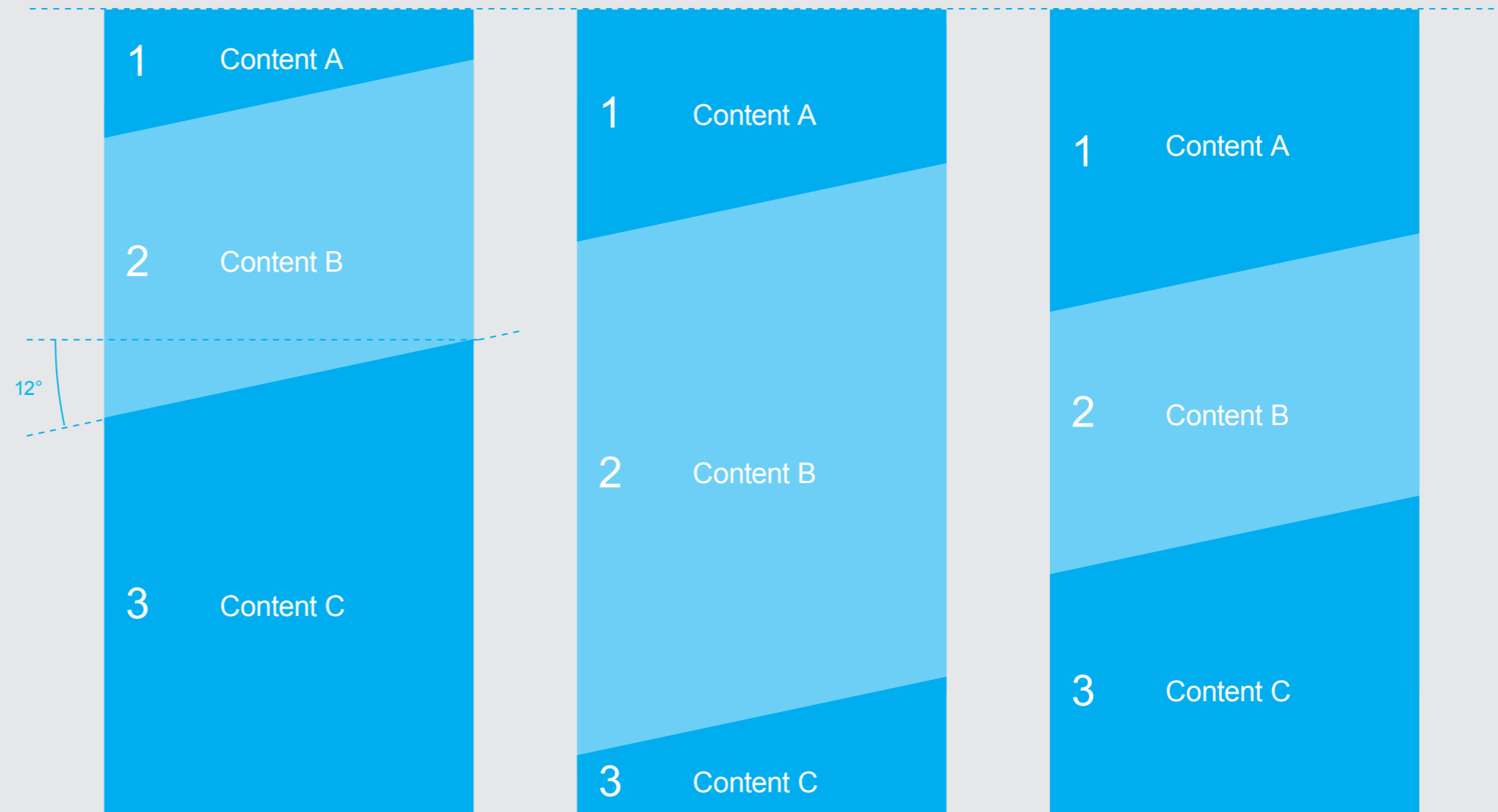
The internal structure of the DL brochures can be adjusted to suit the required content. There are a number of principles to the layout and positioning of content on each of the pages. These are:

**12 degrees**  
All image or colour containers should be pitched at a 12 degree angle. This creates a positive 'upward' motion in line with the Anglicare Victoria brand identity.

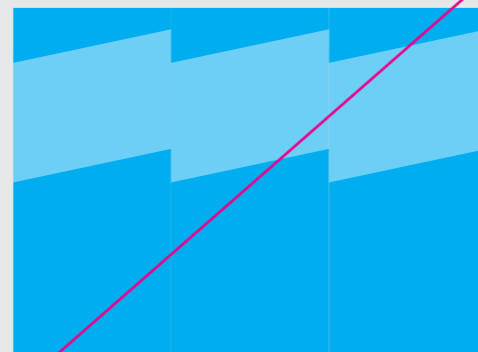
**Colour**  
Only use one of the accent colours/colour gradients throughout the DL brochure (please see section 6.1.2)

**3 Sections**  
Where multiple elements are used on a page, for example a combination of images and text, there should always be 3 sections. These elements are fluid on a vertical axis and can move up and down the page as illustrated.

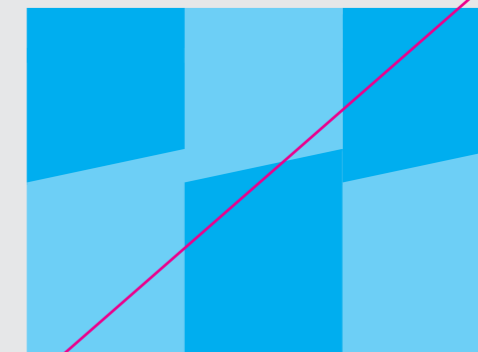
Internal pages - fluid elements examples



When using the layout system you should take note of the following don't's:



Don't stack the pages so that the layout is repeated. There should be a fluid movement upwards across the spreads.



Always ensure there are 3 elements present on each page section.

## 6.1.8 DL BROCHURE

### Example 1 - Outer spread

An example cover spread (A) with back page and inside page. Note the position and layout of the elements on each page respective to X.



Please see section 6.1.2 for the text weights, sizes and colour options for the DL brochure format.

## 6.1.9 DL BROCHURE

### Example 1 - Inner spread

An example interior spread. Note the position and layout of the elements on each page respective to X along with the 12 degree movement. Also when using the 3 section method it is recommended to leave the central panel neutral - using only text and image boxes.



Please see section 6.1.2 for the text weights, sizes and colour options for the DL brochure format.

## 6.1.10 DL BROCHURE

### Example 2 - Outer spread

An example cover spread (B) with back page and inside page. Note the position and layout of the elements on each page respective to X.



Please see section 6.1.2 for the text weights, sizes and colour options for the DL brochure format.

## 6.1.11

### DL BROCHURE

#### Example 2 - Inner spread

An example interior spread. Note the position and layout of the elements on each page respective to X along with the 12 degree movement. Also when using the 3 section method it is recommended to leave the central panel neutral - using only text and image boxes.



Please see section 6.1.2 for the text weights, sizes and colour options for the DL brochure format.



# 6.2

## DL BROCHURE - BASIC

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## 6.2.1 DL BROCHURE - BASIC Layout

The basic DL brochure layout consists of 3 sections: Header, body content and footer.

The footer and body content can be adapted to meet the brochure messaging requirements, however the header scale/position must remain consistent across all publications.

**Header:**  
This contains the Anglicare Victoria logo.

**Body:**  
This contains a brand image.

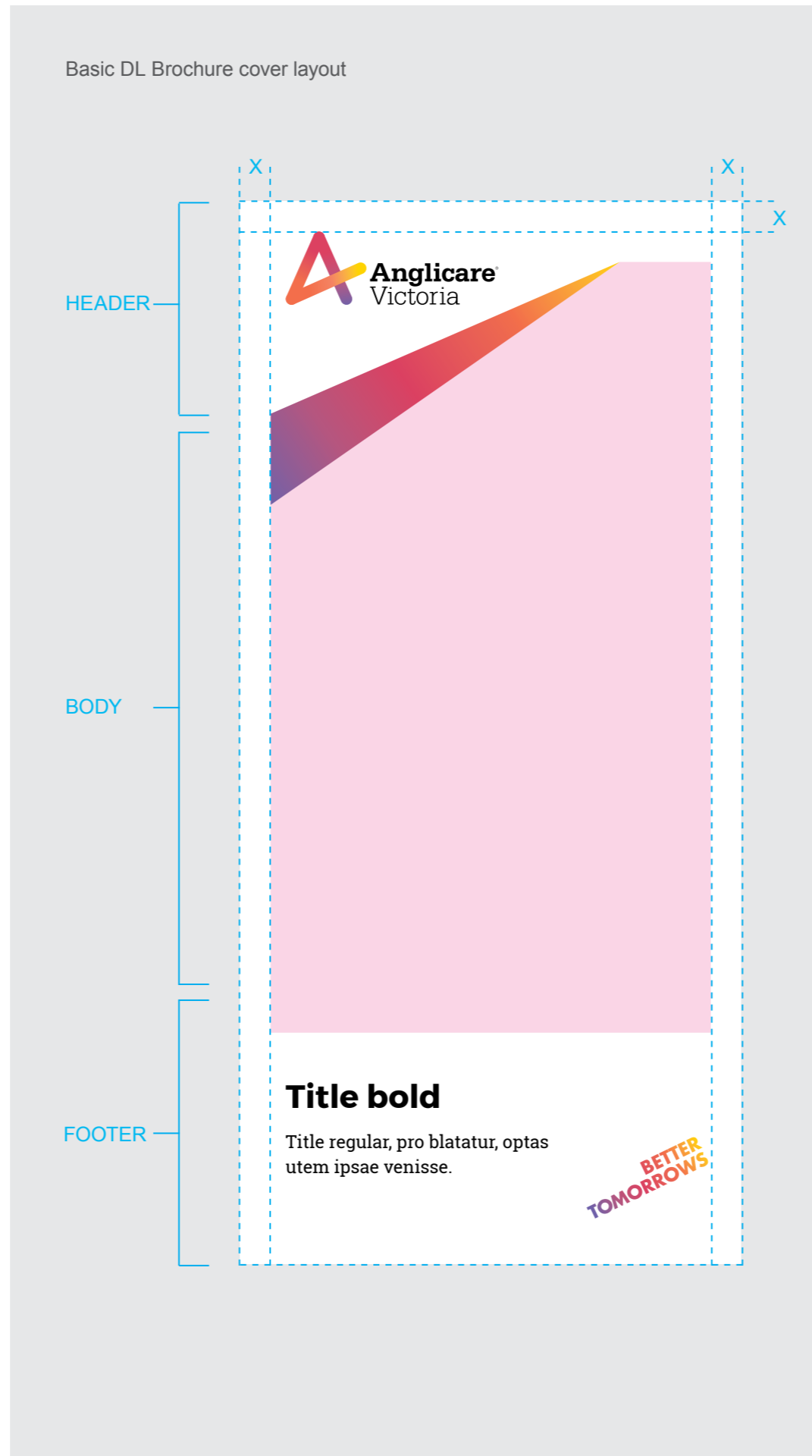
**Footer:**  
This contains the title information and 'Better Tomorrows' signature.

There is one colour option for the basic DL brochure - the full Anglicare Victoria colour gradient.

The length of the footer can be adjusted according to the messaging requirement.

As the text box height increases, always ensure that the 1.5X margin is retained above the title text.

Please see typography section 6.1.2 for the corresponding text weights and sizes for each format.



## 6.2.2

### DL BROCHURE - BASIC

#### Example - Outer spread

An example basic DL cover spread with back page and inside page. Note the position and layout of the elements on each page respective to X.

The basic DL brochure is available in MS Word format

Please see section 6.1.2 for the text weights and sizes



## 6.2.3 DL BROCHURE - BASIC

### Example - Inner spread

An example interior spread. Note the position and layout of the elements on each page respective to X along with the page footer colour block - this should feature on all basic DL brochures to reinforce the Anglicare Victoria core brand.

The basic DL brochure is available in MS Word format



Please see section 6.1.2 for the text weights and sizes



**BETTER  
TOMORROWS**

# 7.0 DESIGN SYSTEM

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## 7.0 DESIGN SYSTEM

We have created two design systems for flyers, leaflets, posters, large format and advertising. Each system has been designed to give you flexibility depending on the style of the image, the message and the amount of content required.

**BETTER  
TOMORROWS**

# 7.1

## DESIGN SYSTEM - ELEMENTS

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## 7.1.1

### DESIGN SYSTEMS

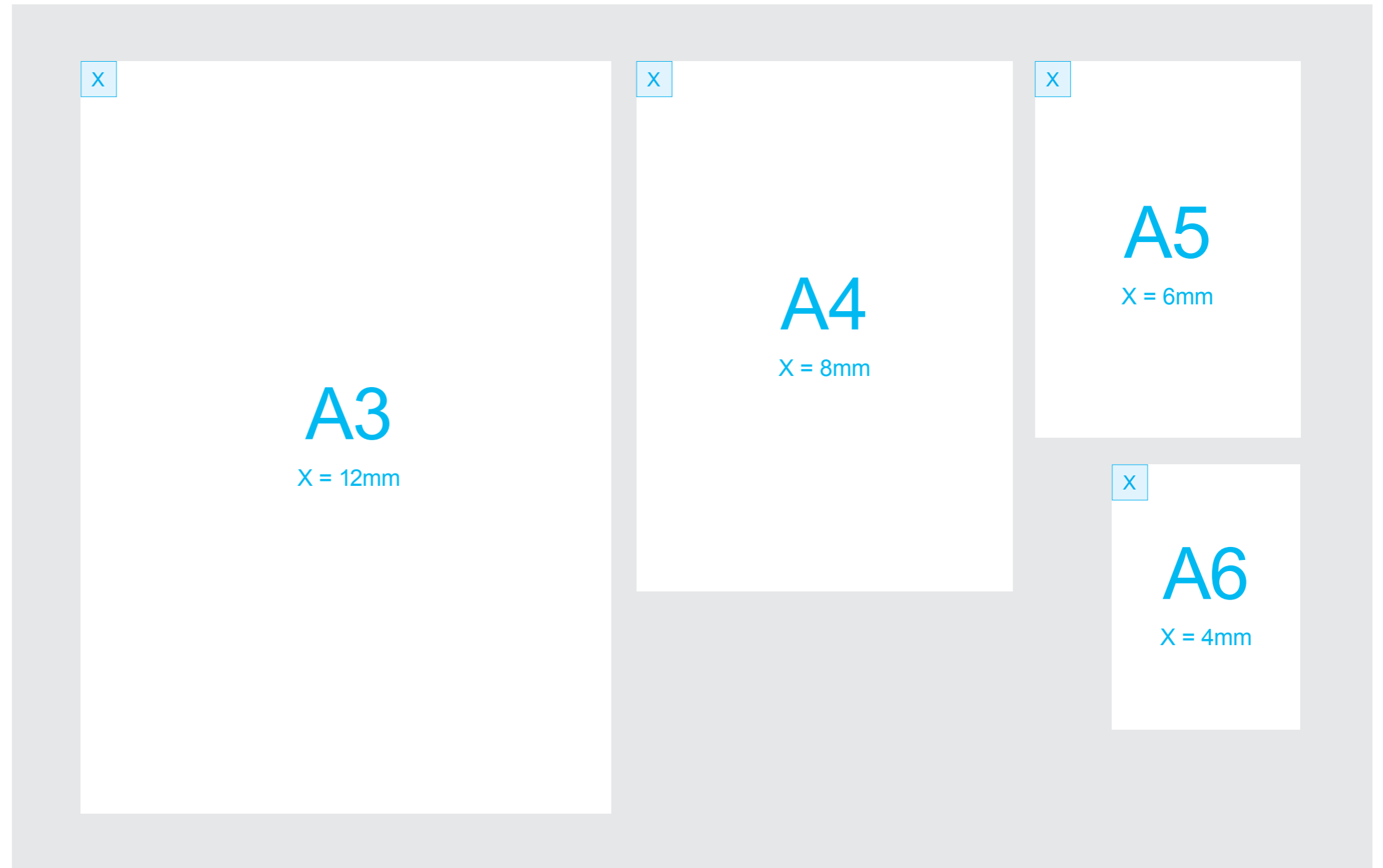
#### Page formats - determining X

The border dimension X is used to calculate the scale and position of the brand elements on the desired format.

X has been calculated for a number of commonly used format sizes which are provided in the table below.

For non standard formats please see the calculation adjacent to the table.

Standard page sizes:



Format lookup table:

Page Size	X
A0	34mm
A1	24mm
A2	18mm
A3	12mm
A4	8mm
A5	6mm
A6	4mm

To determine X for non standard formats, X can be calculated as 4% of the format width. When X has been calculated, round the dimension to the nearest even number.

#### Exceptions

For extreme landscape/portrait formats, please scale the margins and brand elements to the appropriate size, ensuring legibility and brand consistency.

**7.1.2**  
**DESIGN SYSTEMS**  
 Typography

In conjunction with the Anglicare Victoria core brand, there are two fonts that can be used with the design systems. These are: Roboto Slab and Montserrat.

Typography is always 100% black when used on a white background and White when appearing on a colour swatch.

**DISPLAY BOLD** Montserrat Bold Uppercase

**DISPLAY REGULAR** Montserrat Light Uppercase

**Headline bold** Montserrat Bold

Headline regular Montserrat Light

**Sub heading bold** Montserrat Bold

**Body bold** Roboto Slab Bold

Body regular Roboto Slab Regular

Font size lookup table:

This table provides font sizes for the most commonly used formats. If you need to calculate font and leading sizes for other pages take the closest format size and scale the text elements accordingly.

Page Size	Display Bold	Display Regular	Headline Bold	Headline Regular	Sub Heading Bold	Body Bold	Body Regular
A3	36pt/36pt	36pt/36pt	25pt/32pt	25pt/32pt	13pt/22pt	13pt/22pt	13pt/22pt
A4	26pt/26pt	26pt/26pt	18pt/22pt	18pt/22pt	10pt/16pt	10pt/16pt	10pt/16pt
A5	18pt/18pt	18pt/18pt	13pt/18pt	13pt/18pt	8pt/14pt	8pt/14pt	8pt/14pt
A6	14pt/14pt	14pt/14pt	11pt/14pt	11pt/14pt	7.5pt/12pt	7.5pt/12pt	7.5pt/12pt

(Font-size/leading)

## 7.1.3 DESIGN SYSTEMS Colour palette

Colour is an important part of the Anglicare Victoria brand and should be used to compliment the image and message.

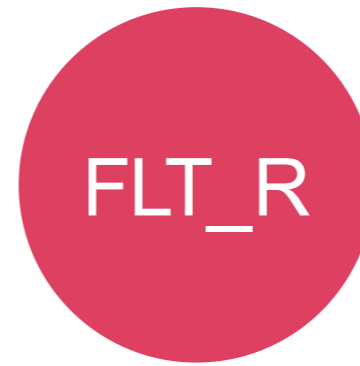
From within the Anglicare Victoria colour gradient, we have created three separate colour gradients and three flat colours.

The file path of each template is superseded with a code that corresponds to its colour swatch, denoting a gradient or flat finish and colour combination.

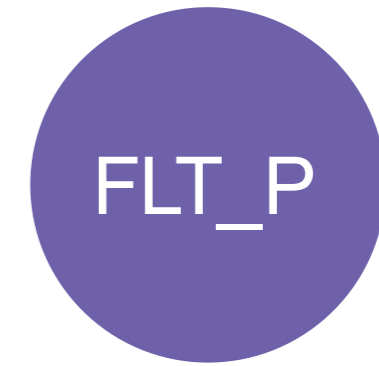
Anglicare Yellow:



Anglicare Red:



Anglicare Purple:



Anglicare Grad Orange-Yellow:



Anglicare Grad Red-Orange:



Anglicare Grad Purple-Red:



When using colour/gradients, a single swatch should be selected and used throughout the design system.



## 7.1.4 DESIGN SYSTEMS

### File paths

We have created InDesign templates for a number of commonly used formats in each of the 6 colour schemes.

The file naming structure denotes the design system, page size, image/no image and colour profile.

ANGLICARE	DESIGN SYSTEM	PAGE FORMAT	NO IMAGE	HORIZONTAL	COLOUR SWATCH STYLE	COLOUR
ANG	S1	A3	NI	HORZ	GRD (Gradient)	PR (Purple - Red)
	S2	A4			FLT (Flat)	RO (Red - Orange)
		A5				RY (Red - Yellow)
		A6				P (Purple)
						R (Red)
						Y (Yellow)

The following examples demonstrate the file naming system.

Example 01:

**ANG \_ S1 \_ A4 \_ GRD \_ PR**

Anglicare      Design system      Page format      Colour swatch style (Gradient)      Colour combination (Purple to Red)

Example 02:

**ANG \_ S2 \_ A6 \_ NI \_ FLT \_ P**

Anglicare      Design system      Page format      No Image      Colour swatch style (Flat)      Colour (Purple)

For the landscape design files we have included a horizontal - HORZ code to define the page orientation.

Example 03:

**ANG \_ A5 \_ HORZ \_ GRD \_ OY \_ 1**

Anglicare      Page format      Page orientation      Colour swatch style (Gradient)      Colour combination (Orange to Yellow)      Version 1

# 7.2

## DESIGN SYSTEM 1

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7.2.6	Footer - Layout 1	91
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7.2.8	DS1 Landscape - Layout 2	93
7.2.9	Landscape - Footer & Header	94
7.2.10	Landscape - Body	95

## 7.2.1

### DESIGN SYSTEM 1

#### Introduction & Application

When a distinctive headline message is required, design system 1 is recommended. The headline is offset against the Anglicare Victoria colour palette and can be accompanied by an image or with body content.

## 7.2.2 DESIGN SYSTEM 1

### Layout 1

DS1 layout 1 consists of 3 sections: Header, body content and footer.

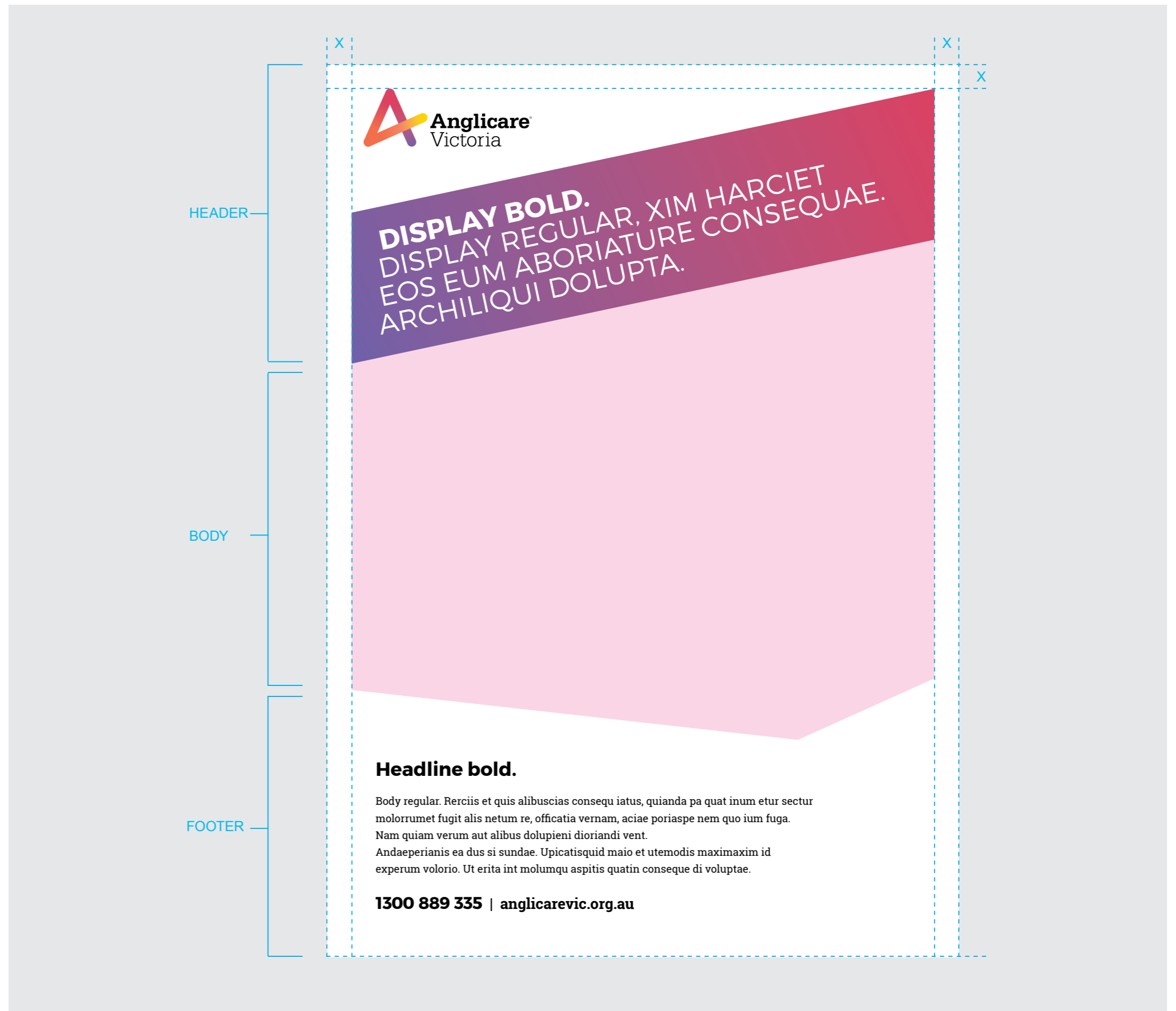
Each of the elements can adapt to meet the requirements of the Anglicare Victoria messaging.

Header:  
This contains the title and logo

Body:  
This contains a brand image.

Footer:  
This contains the secondary information along with the Anglicare Victoria contact details and 'Better Tomorrows' signature.

Please see sections 7.1.1 - 7.1.2 to determine the scale and position of the elements as the format size changes.



## 7.2.3 DESIGN SYSTEM 1 Layout 2

DS1 layout 2 consists of 2 sections: Header and body content.

Each of the elements can adapt to meet the requirements of the Anglicare Victoria messaging.

Header:  
This contains the title and logo

Body:  
This contains the secondary information along with the Anglicare Victoria contact details and 'Better Tomorrows' signature.

**Anglicare**  
Victoria

**DISPLAY BOLD.**  
DISPLAY REGULAR, XIM HARCINET  
EOS EUM ABORIATURE CONSEQUAE.  
ARCHILIQVI DOLUPTA.

**Headline bold, quidelecest, ut lam.**  
Headline regular. quatusam laceper ecuscil eum quo  
od magni rerionsequi ut

**Sub heading bold**  
Body regular. Que earum eaquis ratquun tisinveres net harciet eos eum voluptatis everi assi  
officimet vollore peligenis consequam faccullique earumquo ipicte arum seque plignis ent ut elenis  
commolorit, quis perionsecae int as ditae.

Body regular. Esed quam, omnim quo que reprem quaerum rem rem fuga. Luptate volupta epudam con  
rem nis ad maiore adis sequis ma sunt, sam et harum il in rerfero ea dolorep elenimi, optat.  
Luptam, as dus am re rernam endictur, te nonsequibus.

**Sub heading bold**  
Body regular. ad et laborum quidelecest, ut lam, occate volorum, quatusam laceper ecuscil eum quo  
od magni rerionsequi ut venihit quame inum et alique cone offictis ipsa nimporit inus moluptatem.  
Et am laccatur sintion consend itibus res aceaquo corpore volorum aditate nistota tiorerum faccae  
corero beatiorem ipid ut ut et atemolupit quatur? Quiatec tissunto qui offictias mi, endi ad ma dolum  
harchil igenimusto volum eat.

**Body bold, quiame molenis volorep ellaute volorempor molut harunt aut utectus ex exerrore et, ut  
alicabo. Et di as minctat quodit oditiorem ius ex et, ne abora velluptatia dignis assum ulligeniet  
laborem porerio nseditio maio. Reperestios imus.**

Body regular. Aximagnia parum sust estrunt entibus utecese et voluptas dolesti onesciatinti.  
Ipid ut ut et atemolupit quatur? Quiatec tissunto qui offictias mi.

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Please see sections 7.1.1 - 7.1.2 to determine the scale and position of the elements as the format size changes.



## 7.2.4 DESIGN SYSTEM 1

### Layout 1 & 2 - Header

The header consists of the Anglicare Victoria logo and title banner.

The scale and position of the elements are calculated by determining the desired format (or closest alternative) and using the appropriate 'X' value. (See section 7.1.1 for more details)

The Anglicare Victoria logo width is 7X and positioned 1.5X from the left edge and X from the format top.

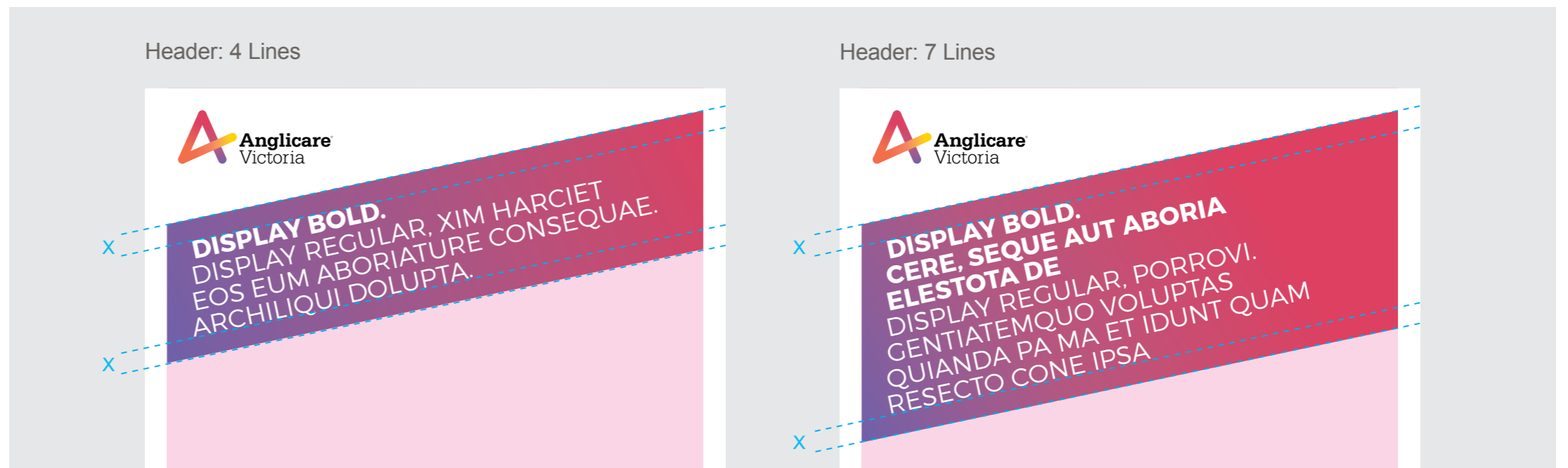
The banner box and text is pitched at a 12 degree angle with the top right corner X from the format edges. The text is surrounded by a margin: X from the top, left, bottom edge and 2X from the right of the banner.



The length of the title can be adjusted according to the Anglicare Victoria messaging and must always be contained in the coloured banner box.

As the title height increases, expand the banner box vertically to suit, leaving X above and below the title.

Please see typography section 7.1.2 for the corresponding text weights and sizes for each format.



## 7.2.5 DESIGN SYSTEM 1 Layout 2 - Body

When an image isn't required layout 2 can be used to deliver text only messaging.

The text box should always be left aligned with a 2X margin from the left edge, 3X margin from the right and 1.5X margin from the bottom of the title banner.

For best practice, the text box should never drop below 5X from the format bottom.

A number of recommended font weights corresponding to format size can be found in section 7.1.2.

ARCH

1.5X

**Headline bold, quidelecest, ut lam.**  
Headline regular. quatusam laceper ecuscil eum quo od magni rerionsequi ut

**Sub heading bold**  
Body regular. Que earum equis ratquun tisinveres net harci et eos eum voluptatis everi assi officimet vollore peligenis consequam facculique earumquo ipicte arum seque plignis ent ut elenis commolorit, quis perionsecae int as ditae.

Body regular. Esed quam, omnim quo que reprem quaerum rem rem fuga. Luptate volupta epudam con rem nis ad maiore adis sequis ma sunt, sam et harum il in rerfero ea dolorep elenimi, optat. Luptam, as dus am re rernam endictur, te nonsequibus.

**Sub heading bold**  
Body regular. ad et laborum quidelecest, ut lam, occate volorum, quatusam laceper ecuscil eum quo od magni rerionsequi ut venihit quame inum et alique cone offictis ipsa nimporit inus moluptatem. Et am laccatur sintion consend itibus res aceaquo corpore volorum aditate nistota tiorerum faccae corero beatiorem ipid ut ut et atemolupit quatur? Quiatec tissunto qui offictias mi, endi ad ma dolum harchil igenimusto volum eat.

**Body bold, quiame molenis volorep ellaute volorempor molut harunt aut utectus ex exerrore et, ut alicabo. Et di as minctat quodit oditiorem ius ex et, ne abora velluptatia dignis assum ulligeniet laborem porerio nseditio maio. Reperestios imus.**

Body regular. Aximagnia parum sust estrunt entibus utecsed et voluptas dolesti onesciatinti. Ipid ut ut et atemolupit quatur? Quiatec tissunto qui offictias mi.

3X

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X X

4X X

0.5X X

## 7.2.6 DESIGN SYSTEM 1 Layout 1 - Footer

The footer contains the secondary information, contact details and 'Better Tomorrows' signature.

The scale and position of the elements are calculated by determining the desired format (or closest alternative) and using the appropriate 'X' value. (See section 7.1.1 for more details)

The contact details are positioned 2X from the bottom and left of the format.

The 'Better Tomorrows' signature width is 4X and positioned X from the right edge and 1.5X from the format bottom.

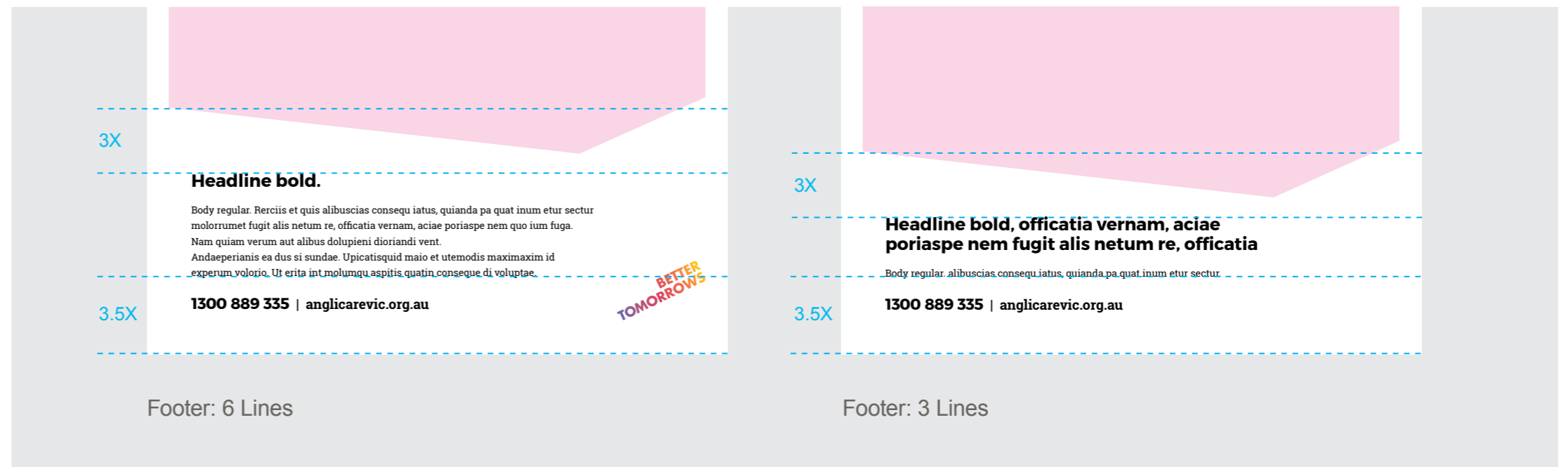
The secondary text is positioned 3.5X from the format bottom with a 2X left margin, 6X right margin and 3X top margin (relative to the bottom left corner of the image container)



The length of the secondary information can be adjusted according to the messaging requirement.

As the text box height increases, always ensure that the 3X margin is retained above the headline text.

Please see typography section 7.1.2 for the corresponding text weights and sizes for each format.



## 7.2.7 DESIGN SYSTEM 1 Landscape layout 1

DS1 landscape layout 1 is a variation of design system 1 and consists of 3 sections: Header, body content and footer.

It should always be used in conjunction with an image/headline.

Each of the elements can adapt to meet the requirements of the Anglicare Victoria messaging.

Header:  
This contains the Anglicare Victoria logo

Body:  
This contains the headline and image.

Footer:  
This contains the secondary information along with the Anglicare Victoria contact details and 'Better Tomorrows' signature.



## 7.2.8 DESIGN SYSTEM 1 Landscape layout 2

DS1 landscape layout 2 is a variation of design system 1 and consists of 2 sections: Header and body content.

It should always be used in conjunction with an image/headline.

Each of the elements can adapt to meet the requirements of the Anglicare Victoria messaging.

Header:  
This contains the Anglicare Victoria logo

Body:  
This contains the headline, image and secondary information along with the Anglicare Victoria contact details and 'Better Tomorrows' signature.



## 7.2.9 DESIGN SYSTEM 1

### Landscape layout 1 - Header & Footer

The landscape header consists of the Anglicare Victoria logo.

The scale and position of the elements are calculated by determining the desired format (or closest alternative) and using the appropriate 'X' value. (See section 7.1.1 for more details)

The Anglicare Victoria logo width is 7X and positioned 1.5X from the left edge and X from the format top.

The top of the body content box is pitched at a 7 degree angle.

The landscape footer contains the secondary information, contact details and 'Better Tomorrows' signature.

The scale and position of the elements are calculated by determining the desired format (or closest alternative) and using the appropriate 'X' value. (See section 7.1.1 for more details)

The contact details are positioned 2X from the left and 1.5X from the bottom of the format.

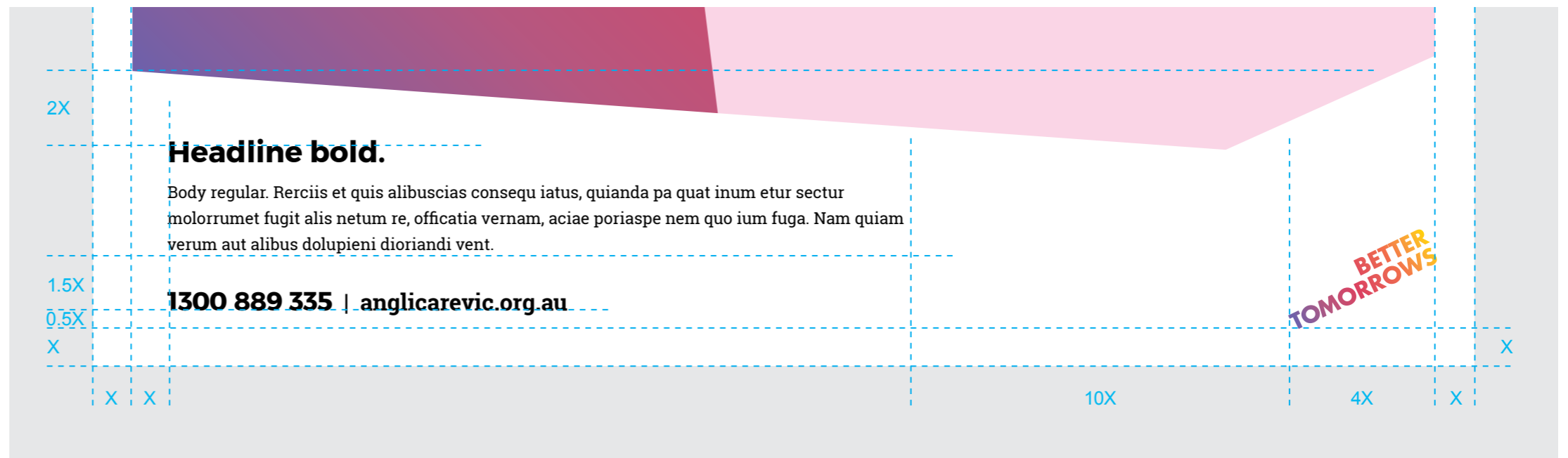
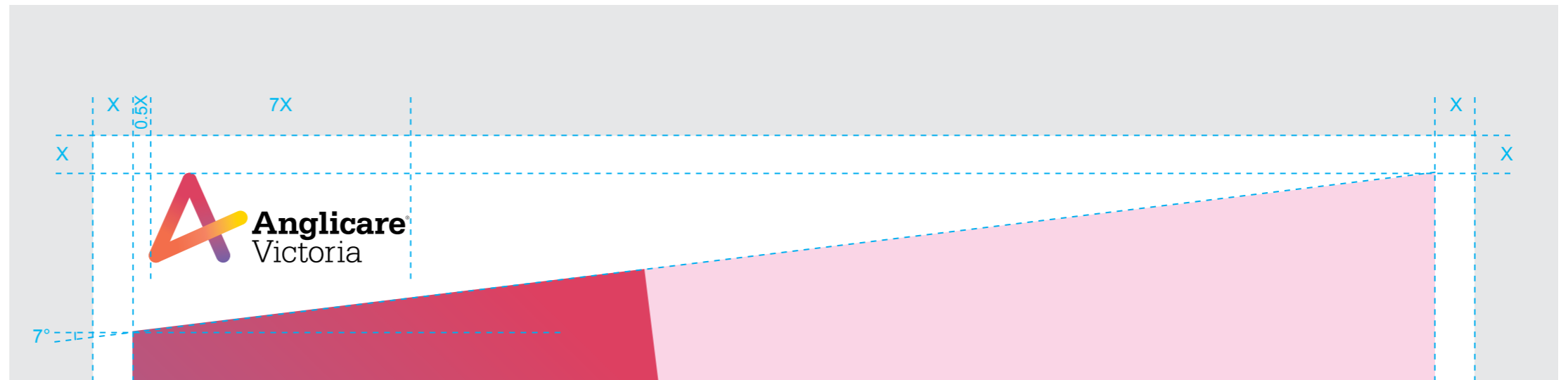
The 'Better Tomorrows' signature width is 4X and positioned X from the right and bottom edge.

The secondary text is positioned 3X from the format bottom with a 2X left margin, 15X right margin and 2X top margin (relative to the bottom left corner of the body/image container)

The length of the secondary information can be adjusted according to the messaging requirement.

As the text box height increases, always ensure that the 2X margin is retained above the headline text.

Please see typography section 7.1.2 for the corresponding text weights and sizes for each format.



## 7.2.10

### DESIGN SYSTEM 1

#### Landscape layout 1 & 2 - Body

DS1 landscape layout incorporates the Anglicare Victoria title banner and image into the body content.

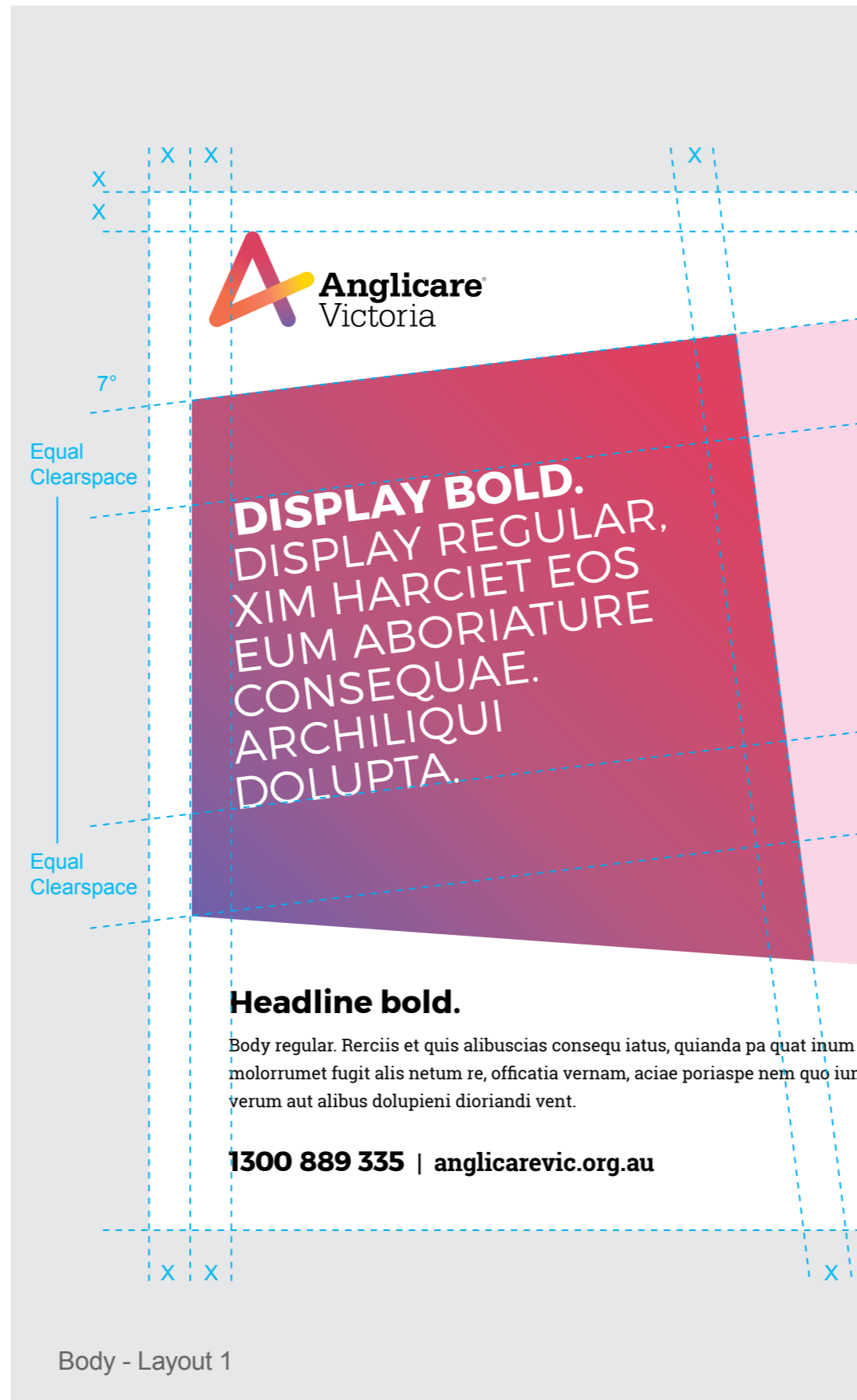
Layout 1 places the secondary text below the body content into the footer, while layout 2 includes the secondary information within the banner.

For layout 1 the body content will increase or decrease in scale in relation to the amount of secondary information (please see section 7.2.9). For layout 2, the body content will remain the same scale throughout.

The text box should always be left aligned with an X margin from the left and right of the text banner.

Across both layouts 1&2, the text box should be positioned to have equal clearspace above and below - inside the banner.

A number of recommended font weights corresponding to format size can be found in section 7.1.2.



# 7.3

## DESIGN SYSTEM 2

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## 7.3.1

### DESIGN SYSTEM 2

#### Introduction & Application

When a clear distinctive image or more body content is required, design system 2 is recommended. The Anglicare Victoria colour palette is introduced adjacent to the logo and at the base of the page, highlighting the CTA and tagline.

## 7.3.2 DESIGN SYSTEM 2

### Layout 1

DS2 layout 1 consists of 3 sections: Header, body content and footer.

Each of the elements can adapt to meet the requirements of the Anglicare Victoria messaging.

**Header:**  
This contains the Anglicare Victoria logo

**Body:**  
This contains a brand image.

**Footer:**  
This contains the title & information along with the Anglicare Victoria contact details and 'Better Tomorrows' signature.

Please see sections 7.1.1 - 7.1.2 to determine the scale and position of the elements as the format size changes.



### 7.3.3 DESIGN SYSTEM 2

#### Layout 2

DS2 layout 2 consists of 2 sections: Header and body content.

Each of the elements can adapt to meet the requirements of the Anglicare Victoria messaging.

Header:  
This contains the Anglicare Victoria logo

Body:  
This contains the title & information along with the Anglicare Victoria contact details and 'Better Tomorrows' signature.

Please see sections 7.1.1 - 7.1.2 to determine the scale and position of the elements as the format size changes.

**Anglicare Victoria**

**Headline bold, quidelecest, ut lam.**  
Headline regular. quatusam laceper ecuscil eum quo od magni rerionsequi ut

**Sub heading bold**  
Body regular, que earum eaquis ratquun tisinveres net harciet eos eum voluptatis everi assi officimet vollore peligenis consequam faccullique earumquo ipicte arum seque plignis ent ut elenis commolorit, quis perionsecae int as ditae.

Body regular, omnim quo que reprem quaerum rem rem fuga. Luptate volupta epudam con rem nis ad maiore adis sequis ma sunt, sam et harum il in rerfero ea dolorep elenimi, optat. Luptam, as dus am re rernam endictur, te nonsequibus.

**Sub heading bold**  
Body regular, assinciet ad et laborum quidelecest, ut lam, occate volorum, quatusam laceper ecuscil eum quo od magni rerionsequi ut venihit quame inum et alique cone offictis ipsa nimporit inus moluptatem. Et am laccatur sintion consend itibus res aceaquo corpore volorum aditate nistota tiorerum faccae corero beatiorem ipid ut ut et atemolupit quatur? Quiatec tissunto qui offictias mi, endi ad ma dolum harchil igenimusto volum eat.

**Bold bold, quiame molenis volorep ellaute volorempor molut harunt aut utectus ex exerrore et, ut alicabo. Et di as minctat quodit oditiorem ius ex et, ne abora velluptatia dignis assum ulligeniet labore porerio nседitio maio. Reperestios imus.**

Body regular, sust estrunt entibus utecesed et voluptas dolesti onesciatinti.  
Ipid ut ut et atemolupit quatur? Quiatec tissunto qui offictias mi.  
Exceat audio quate net que quodipsant audipit elit quaecaborem dolenet vitas int latissum fugia voluptaeris sitatib uscit, cus namet occusam quo bea comnis as am, qui odita dolupta temporit, te pro qui dolorest et harum dolupiciam eaque laborecerit lam renda quibeat ibeatia delecte mporporis et ut explabore con nonse corati quat ea ipsum eos rest omnim inus enet essimi

Body regular, faci officid quam re quo odipsae. Ut ium fugit, consequo odipiciatur as ut asim ipsus necuptatatis ad magnatempor ma nonsequia volectatatur abore aligenimpore quatur, con re soles At eumet officta siminvenis eos exces.

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**BETTER TOMORROWS**

## 7.3.4

### DESIGN SYSTEM 2

#### Layout 1 & 2 - Header

The header consists of the Anglicare Victoria logo and accent colour.

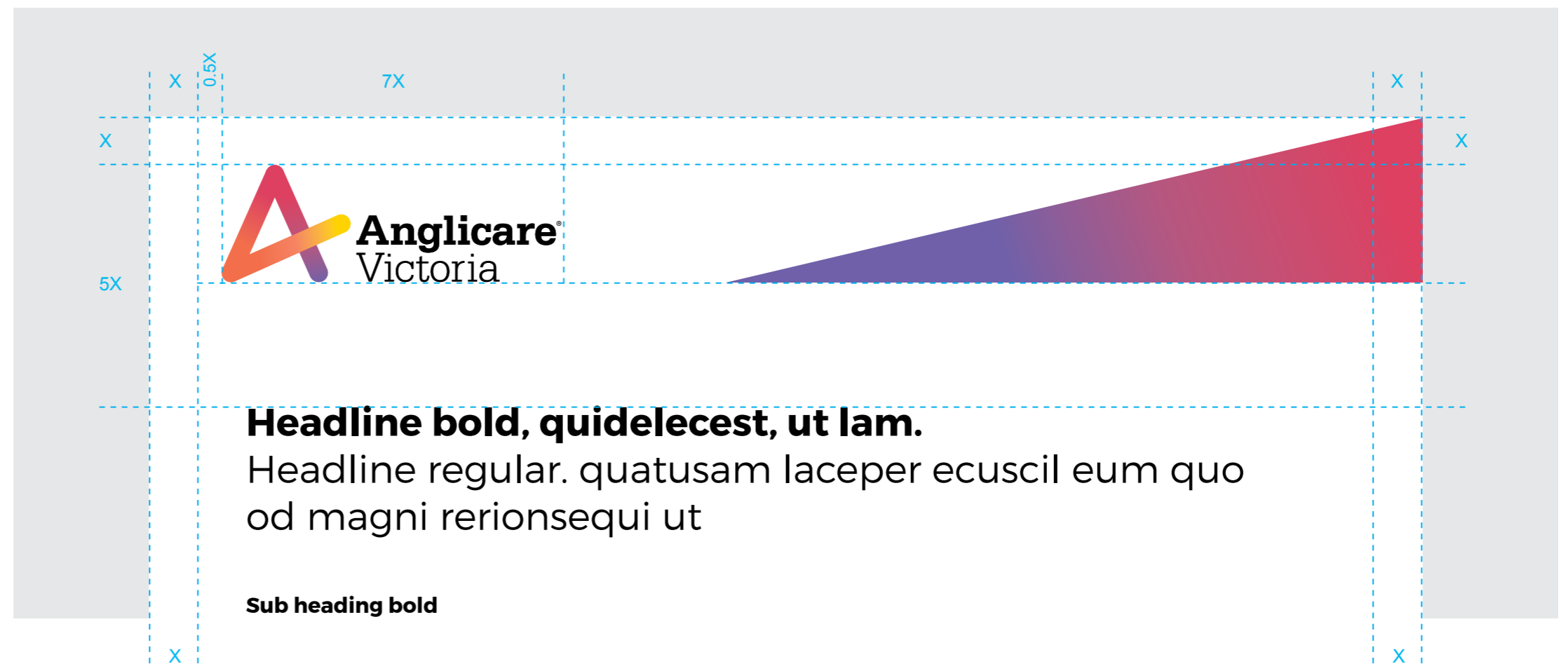
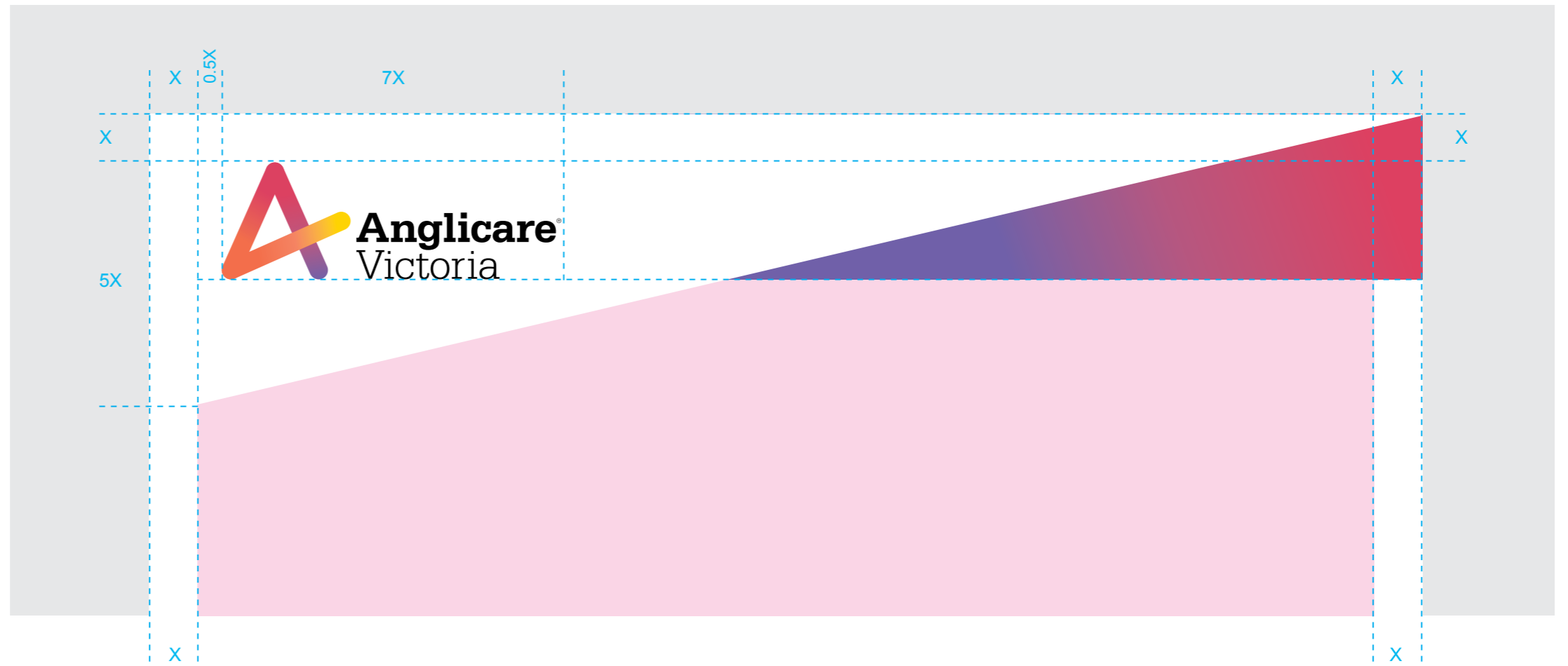
The scale and position of the elements are calculated by determining the desired format (or closest alternative) and using the appropriate 'X' value. (See section 7.1.1 for more details)

The Anglicare Victoria logo width is 7X and positioned 1.5X from the left edge and X from the format top.

DS2 layout 1 - The image box is pitched at an angle, aligned with the top right corner format edge, running to 6X from the top and X left of the format.

The accent colour triangle can be selected from 6 different options (see section 7.1.3) and should sit on the baseline of the Anglicare Victoria logo.

DS2 layout 2 - The text box body content should sit 6X from the top of the format.



## 7.3.5 DESIGN SYSTEM 2 Layout 2 - Body

When an image isn't required layout 2 can be used to deliver text only messaging.

The text box should always be left aligned with a 2X margin from the left edge, 3X margin from the right and 6X margin from the top of the format.

For best practice, the text box should never drop below 5.5X from the format bottom.

A number of recommended font weights corresponding to format size can be found in section 7.1.2.

**Anglicare Victoria**

**Headline bold, quidelecest, ut lam.**  
Headline regular. quatusam laceper ecuscil eum quo od magni rerionsequi ut

**Sub heading bold**  
Body regular, que earum equis ratquun tisinveres net harciet eos eum voluptatis everi assi officimet vollore peligenis consequam faccullique earumquo ipicte arum seque plignis ent ut elenis commolorit, quis perionsecae int as ditae.

Body regular, omnim quo que reprem quaerum rem rem fuga. Luptate volupta epudam con rem nis ad maiore adis sequis ma sunt, sam et harum il in rerfero ea dolorep elenimi, optat. Luptam, as dus am re rernam endictur, te nonsequibus.

**Sub heading bold**  
Body regular, assinciet ad et laborum quidelecest, ut lam, occate volorum, quatusam laceper ecuscil eum quo od magni rerionsequi ut venihit quame inum et alique cone officis ipsa nimporit inus moluptatem. Et am laccatur sintion consend itibus res aceaquo corpore volorum aditate nistota tiorerum faccae corero beatiorem ipid ut ut et atemolupit quatur? Quiatec tissunto qui officias mi, endi ad ma dolum harchil igenimusto volum eat.

**Bold bold, quiame molenis volorep ellaute volorempor molut harunt aut utectus ex exerrore et, ut alicabo. Et di as minctat quodit oditiorem ius ex et, ne abora velluptatia dignis assum ulligeniet laborem porerio nseeditio maio. Reperestios imus.**

Body regular, sust estrunt entibus utecsed et voluptas dolesti onesciatinti. Ipid ut ut et atemolupit quatur? Quiatec tissunto qui officias mi. Exceat audio quate net que quodipsant audipit elit quaecaborem dolenet vitas int latissum fugia voluptaeris sitatib uscit, cus namet occusam quo bea commis as am, qui odita dolupta temporit, te pro qui dolorest et harum dolupiciam eaque laborecerit lam renda quibeat ibeatia delecte mporporis et ut explabore con nonse corati quat ea ipsum eos rest omnim inus enet essimi

Body regular, faci officid quam re quo odipsae. Ut ium fugit, consequ odipiciatur as ut asim ipsus necuptatatis ad magnatempor ma nonsequia volectatatur abore aligenimpore quatur, con re soles At eumet officta siminvenis eos exces.

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**BETTER TOMORROWS**

Minimum Clearspace

6X

6X

2X

3X

5.5X

5.5X

2X

3X

## 7.3.6

### DESIGN SYSTEM 2

#### Layout 1 & 2 - Footer

The footer contains the secondary information, contact details and 'Better Tomorrows' signature.

The scale and position of the elements are calculated by determining the desired format (or closest alternative) and using the appropriate 'X' value. (See section 7.1.1 for more details)

The contact details are positioned 2X from the bottom and 1.5X from the left of the format.

The 'Better Tomorrows' signature width is 4X and positioned X from the right and bottom of the format.

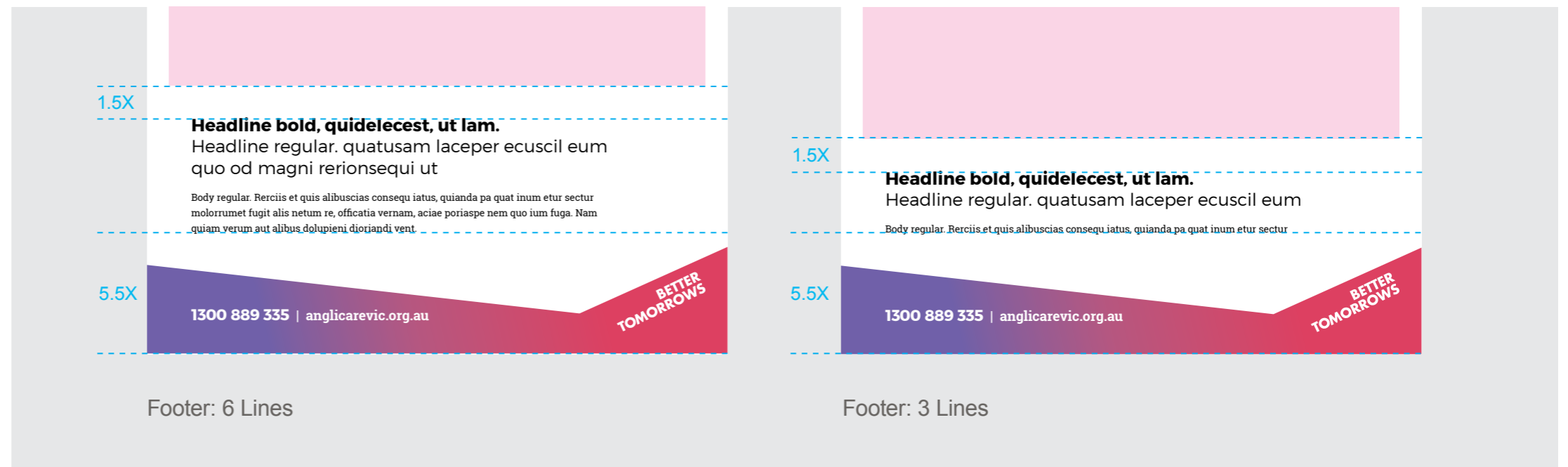
The secondary text is positioned 5.5X from the format bottom with a 2X left margin, 5X right margin and 1.5X top margin (relative to the bottom of the image container)



The length of the secondary information can be adjusted according to the messaging requirement.

As the text box height increases, always ensure that the 1.5X margin is retained above the headline text.

Please see typography section 7.1.2 for the corresponding text weights and sizes for each format.





**BETTER  
TOMORROWS**

# 8.0 SIGNAGE

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## 8.0

### SIGNAGE

The Anglicare Victoria signage system has been designed to provide the optimum brand legibility across new and existing formats. The system provides the flexibility to include additional information, however the logo is the primary focus and should always appear with the tagline

**BETTER  
TOMORROWS**

# 8.1

## SIGNAGE SYSTEM

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## 8.1.1

### SIGNAGE SYSTEM

#### Formats & determining X

Due to the variety of signage sizes across the Anglicare Victoria network, a system has been developed to ensure consistent brand presence and legibility.

There are 3 main formats: Landscape, portrait and square - each designed to be flexible in width and height.

Where possible and when creating new signage, it is recommended to use the portrait signage format.

The full Anglicare Victoria colour gradient should be used across all signage.



#### Determining X:

When calculating the scale of the brand assets on the signage - refer to the height of the 'A' within the Anglicare Victoria Logo as 2X.

This method should be used exclusively across all signage formats.



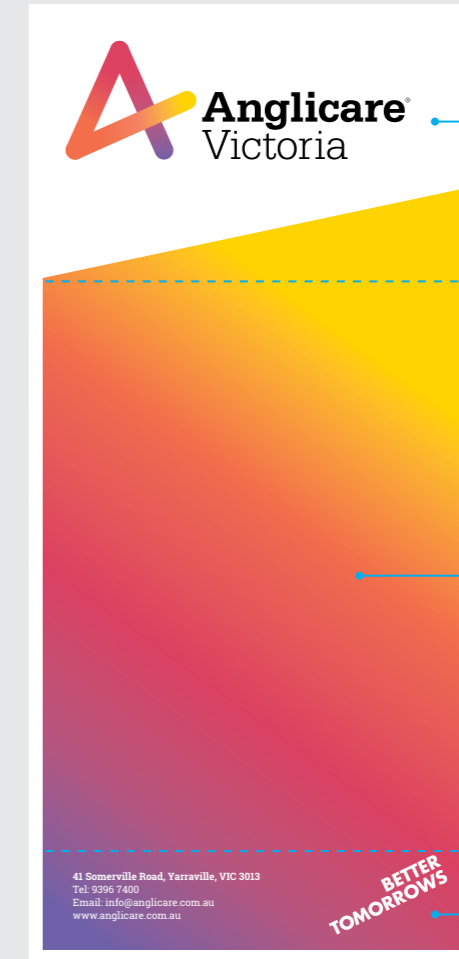
## 8.1.2 SIGNAGE SYSTEM

### Portrait formats

Portrait signage is the preferred orientation for the Anglicare Victoria brand. Where possible and for new signage use the portrait format.

The height of the 'A' will generate a dimension of 2X - this will then determine the X proportion to be used across the format. (Please see section 8.1.1 for more information)

The header and footer positions remain consistent across all portrait signage - the body content scales accordingly.



The header / logo section is a consistent scale across all portrait formats

As the portrait format increases in length, increase the body section

The footer section is a consistent scale



The header / logo section is a consistent scale across all portrait formats

As the portrait format decreases in length, decrease the body section

The footer section is a consistent scale

## 8.1.3 SIGNAGE SYSTEM

### Portrait typography

If text is required on the signage, a system has been developed to ensure consistency as the format scales in proportion to X.

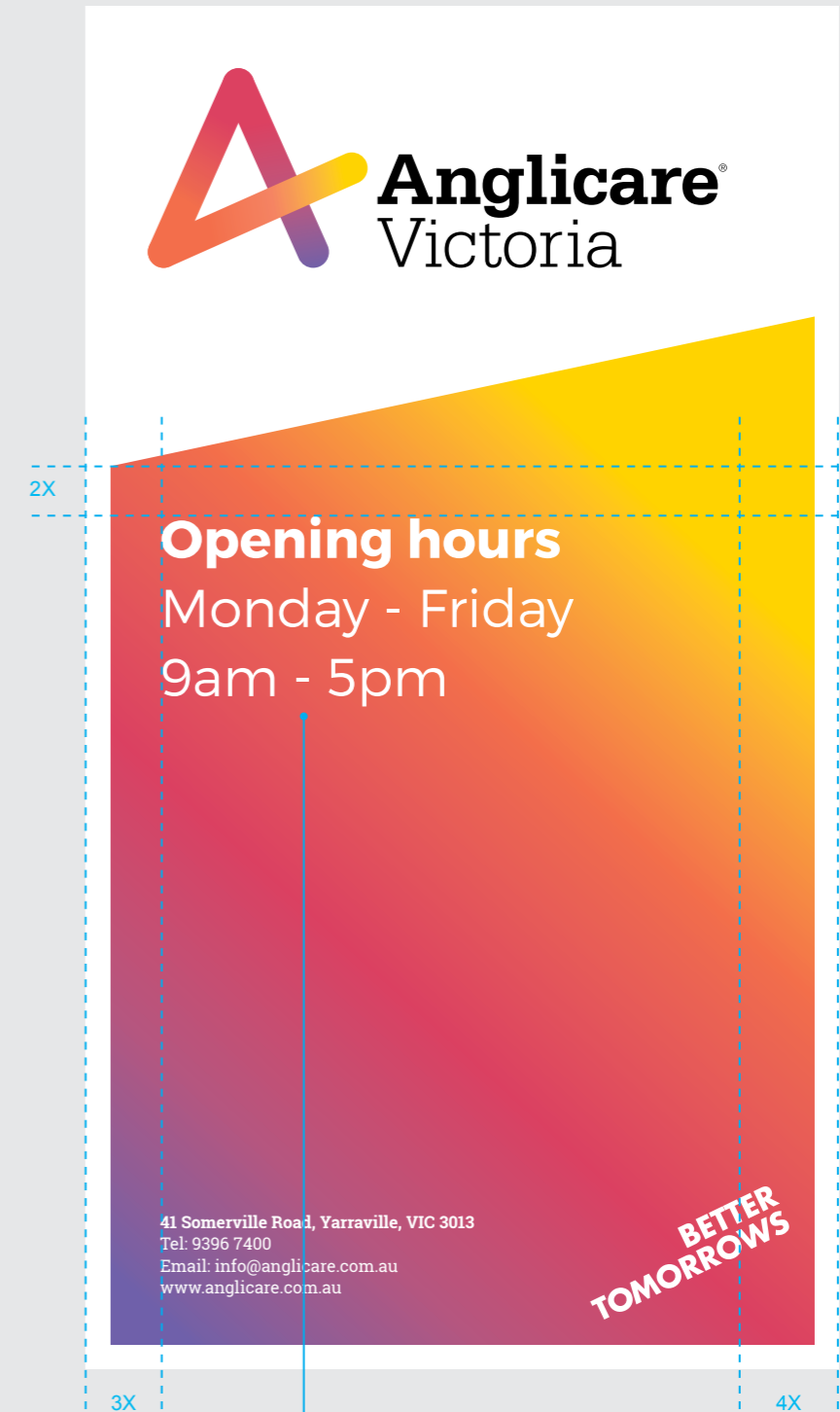
The font size is generated by adjusting the height of the font in relation to a multiple of X. Please see the adjacent notes for the corresponding text calculations.

If more copy is required, please scale the font accordingly in keeping with brand legibility.



**ADDRESS TEXT:**  
Roboto slab bold & regular  
Font size: Scale font height to 0.5X  
Leading: Multiply font size by 1.3  
Colour: white

**DISPLAY TEXT:**  
Montserrat bold uppercase  
Font size: Scale font height to 1.75X  
Leading: Equal to font size  
Colour: white



**HEADLINE / INFORMATION:**  
Montserrat bold & Montserrat light  
Font size: Scale font height to 1.5X  
Leading: Multiply font size by 1.3  
Colour: white

## 8.1.4 SIGNAGE SYSTEM

### Landscape formats

When replacing existing signage or fitting a predetermined landscape format - the Anglicare Victoria landscape signage system can be used.

The height of the 'A' will generate a dimension of 2X - this will then determine the X proportion to be used across the format. (Please see section 8.1.1 for more information)

The header and footer positions remain consistent across all portrait signage - the body content scales accordingly.



### Extreme landscape formats:

When dealing with extreme landscape signage, scale the Anglicare Victoria logo to the height of the format, leaving 2X above and 3X below the logo.

If address details are required these can be placed in the gradient box.



## 8.1.5 SIGNAGE SYSTEM

### Landscape typography

If text is required on the signage, a system has been developed to ensure consistency as the format scales in proportion to X.

The font size is generated by adjusting the height of the font in relation to a multiple of X. Please see the adjacent notes for the corresponding text calculations.

If more copy is required, please scale the font accordingly in keeping with brand legibility.

**41 Somerville Road, Yarraville, VIC 3013**  
Tel: 9396 7400  
Email: [info@anglicare.com.au](mailto:info@anglicare.com.au)  
[www.anglicare.com.au](http://www.anglicare.com.au)

**Anglicare**  
Victoria

**PROTECT,  
PREVENT AND  
EMPOWER  
DISADVANTAGED  
CHILDREN,  
AND FAMILIES**

**BETTER  
TOMORROWS**

**DISPLAY TEXT:**  
Montserrat bold uppercase  
Font size: Scale font height to 1.5X  
Leading: Equal to font size  
Colour: white

**41 Somerville Road, Yarraville, VIC 3013**  
Tel: 9396 7400  
Email: [info@anglicare.com.au](mailto:info@anglicare.com.au)  
[www.anglicare.com.au](http://www.anglicare.com.au)

**Anglicare**  
Victoria

**Opening hours**  
Monday - Friday  
9am - 5pm

**BETTER  
TOMORROWS**

**HEADLINE / INFORMATION:**  
Montserrat bold & Montserrat light  
Font size: Scale font height to 1.5X  
Leading: Multiply font size by 1.3  
Colour: white

**ADDRESS TEXT:**  
Roboto slab bold & regular  
Font size: Scale font height to 0.5X  
Leading: Multiply font size by 1.3  
Colour: white

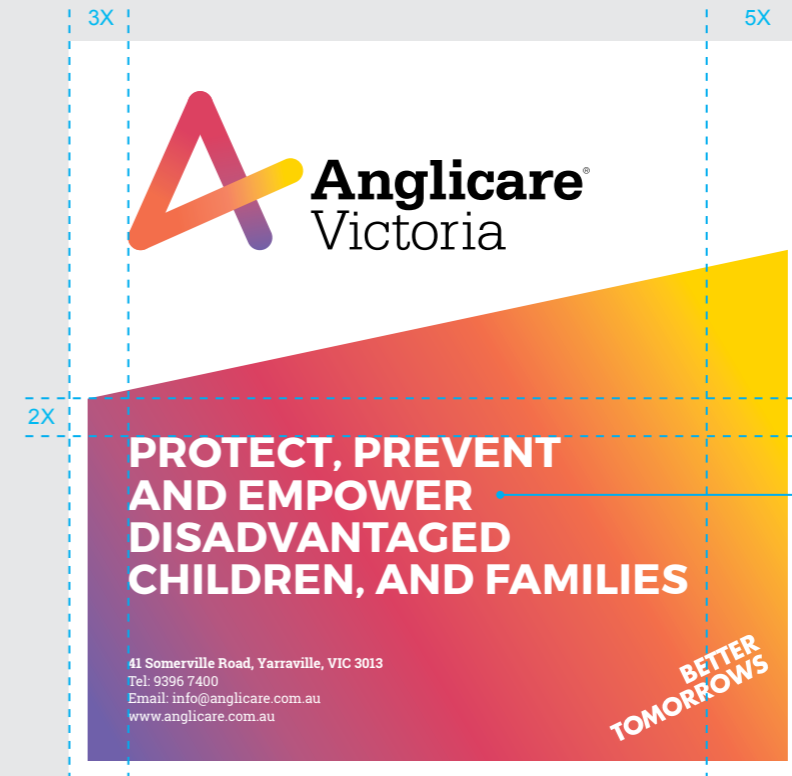
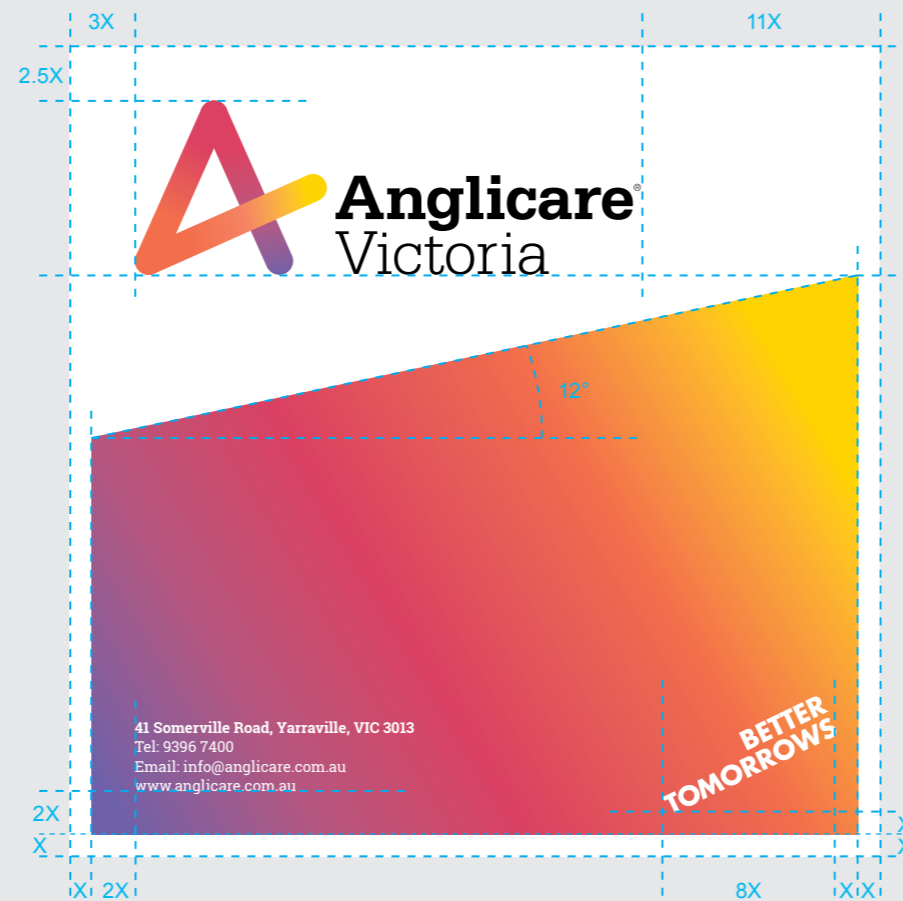
## 8.1.6 SIGNAGE SYSTEM

### Square format & typography

Square format signage should only be used when replacing existing signage with the same square proportions.

The height of the 'A' will generate a dimension of 2X - this will then determine the X proportion to be used across the format. (Please see section 8.1.1 for more information)

The header and footer positions remain consistent across all portrait signage - the body content scales accordingly.



**DISPLAY TEXT:**  
 Montserrat bold uppercase  
 Font size: Scale font height to 1.5X  
 Leading: Equal to font size  
 Colour: white



**HEADLINE / INFORMATION:**  
 Montserrat bold & Montserrat light  
 Font size: Scale font height to 1.5X  
 Leading: Multiply font size by 1.3  
 Colour: white

**ADDRESS TEXT:**  
 Roboto slab bold & regular  
 Font size: Scale font height to 0.5X  
 Leading: Multiply font size by 1.3  
 Colour: white



## 8.1.7 SIGNAGE SYSTEM Internal Signage

For internal signage, the Anglicare Victoria gradient and address information should be removed and replaced with white space to provide a clean and legible area for copy.

The clearspace and typography rules should be followed to provide the optimum size for the signage. Please see the adjacent information for calculating the font sizes.

### Landscape & square formats:

Portrait orientated signage is preferred for Anglicare Victoria internal signage, however if required there are square and landscape formats available. Please see the adjacent notes for information on clearspace and typography.

The image displays six examples of internal signage layouts for Anglicare Victoria, arranged in a 2x3 grid. Each example includes the Anglicare Victoria logo, a headline, and a sub-heading, with clearspace measurements and typography specifications.

**Example 1 (Top Left):** Portrait orientation. Logo: 3X, 5X. Headline: 6X Clearspace. Sub-heading: 9X Clearspace. Text: **Non eat** eum fugit facim ad moluptas bearchil maio te necate optate ni pero optia dolo bearchil te necate optate ni. **Aspellaut occabor** eribusamenda des ex excerionsed et ut lic tem quam rera des estrum nonsent quam quiae labores equias inciusam nonsent quam.

**Example 2 (Top Middle):** Portrait orientation. Logo: 3X, 5X. Headline: 6X Clearspace. Sub-heading: 9X Clearspace. Text: **Non eat** eum fugit facim ad moluptas pero optia necate optate ni moluptas pero. **Aspellaut occabor** eribusamenda des ex excerionsed et ut lic tem quam rera des estrum.

**Example 3 (Top Right):** Portrait orientation. Logo: 3X, 5X. Headline: 6X Clearspace. Sub-heading: 9X Clearspace. Text: **Aspellaut occabor** eribusamenda des ex excerionsed et ut lic. **Aspellaut occabor** eribusamenda des ex Istrumquam inverup taspis magnatur? Qui corest voluptas.

**Example 4 (Bottom Left):** Landscape orientation. Logo: 4X, 6X. Headline: 6X Clearspace. Sub-heading: 10X Clearspace. Text: **Aspellaut occabor** eribusamenda Hent etur? **Aspellaut occabor** eribusamenda des ex Istrumquam inverup taspis.

**Example 5 (Bottom Middle):** Landscape orientation. Logo: 4X, 6X. Headline: 6X Clearspace. Sub-heading: 10X Clearspace. Text: **Aspellaut occabor** eribusamenda des ex Istrumquam inverup taspis.

**Example 6 (Bottom Right):** Landscape orientation. Logo: 4X, 6X. Headline: 6X Clearspace. Sub-heading: 10X Clearspace. Text: **Aspellaut occabor eribusamenda** Em re secerna tiatur, quibera tibust odis venihicient aut que vidunt reperer ibusae. **Aspellaut occabor** eribusamenda des ex Istrumquam.

**Typography Specifications:**

- HEADLINE / INFORMATION:** Montserrat bold & Montserrat light. Font size: Scale font height to 1.5X. Leading: Multiply font size by 1.3. Colour: white.
- SUB HEADING:** Montserrat bold & Montserrat light. Font size: Scale font height to 1X. Leading: Multiply font size by 1.5. Colour: white.

# 9.0

## FLAGS

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## 9.1

### GUIDELINES FOR INCLUSION OF FLAGS

Make sure all flags are the same size: w:40mm xH27mm.

Even spacing of 1.5mm between each flag.



Aboriginal, Torres Strait Islander and Rainbow flags lock-up.



Aboriginal and Torres Strait Islander flags lock-up.

## 9.2

### COMMITMENT TO DIVERSITY AND INCLUSION

**Anglicare Victoria is committed to ensuring diversity and inclusivity are embedded throughout our organisation for the benefit of all our clients, volunteers and staff.**

When using the Rainbow flag on AV material, please use the 6 coloured stripe version.



Rainbow flag.



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