

# Barnardos Australia **Brand Book**

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# Introduction.

Our brand reflects our core commitment to children, their rights and to their protection and safety. The way that we look, feel, and sound exemplifies our beliefs and who we are.

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We are Barnardos Australia, a leading Australian child protection charity.

We are focused on children's safety.

We are pragmatic.

We are evidence-focused.

We are caring.

We are determined.

We are solution focused.

We are real.

We believe in children.

We believe that child abuse is never ok.

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This book outlines our visual identity and tone of voice.

By applying our visual guidelines and language, you will help to build and ensure Barnardos Australia's brand is consistent, strong and meaningful.

This is a living document which will updated periodically.

Please refer to the intraweb for the latest version. Correct as at January 11, 2018



# What you need to know about our brand

- 1.** Our logo can't be changed.  
It's never altered in any way, where possible it always appears on a white background.
- 2.** We are: Barnardos Australia.  
(There is no apostrophe). Australia is important, it's not only where we are based and do our work, it's one half of our name. We must be named correctly always in the first instance, then it is permitted to drop the Australia from our name.
- 3.** Stack it up.  
We like text stacked on top of each other. Always when using our tag line and often when using our we believe statements.
- 4.** Our main font is ITC Bookman.  
It's friendly and easy to read for headline purposes and getting attention. All other font can be Arial.
- 5.** Our images are child-centric.  
Children and their stories are always central in our images. The child/child's story should be the main focus of the image. It should portray realness and capture a moment of childhood.
- 6.** Our language is clear, direct, simple and never condescending to children.
- 7.** We sound a lot like your favourite school teachers, authoritative and warm.  
Our focus is always on the truth and we never sugar coat it. We must never use language that condescends or patronises children and their families and we should not speak as though we are government.
- 8.** Use a 'We Believe' statement.  
Our beliefs are a huge part of who we are as an organisation. They are also very important to the brand. Use them to drive home a point.



# Our guiding principle is:

## **caring determination**

We should look, feel and sounds like this always.

### Brand vision

We are the leading child protection charity in Australia.

### Values

Brand positioning -  
What the brand is about

#### Child-centric

- Focus on children
- Working with families to help children

#### Evidence-based

- Research based
- Industry leaders
- Foresight and focus

#### Collaboration

- Family and community
- Breadth of knowledge
- Adaptability

### Personality

Brand positioning -  
How we come across

#### Determined

- Focus on permanency
- Unwavering and proactive approach

#### Knowledge

- 130 years of experience
- On-the-ground daily
- Industry leading

#### Caring

- Compassion
- Understanding
- Advocacy
- Solutions

#### Pragmatism

- Rational and practical
- Real world understanding and focus

**Who we  
are as an  
organisation.**



## Our origins and history.

Dr. Barnardo was an Irish philanthropist who became aware of the poverty and homeless children in London through his work in the 'ragged-schools' (charitable schools dedicated to the free education of destitute children in the 19th century). Ten year old Jim Jarvis, a student in the school, revealed to Dr. Barnardo the conditions under which he and approximately 30, 000 other homeless children were living in London's West End.

Barnardo's established his first boys home in 1870. The house took 25 boys but many others had to be turned away because of lack of money and space. One of the boys turned away was 11 year old 'Carrots' who died of cold and hunger some days after.

This tragedy sparked Dr. Barnardos to begin his life's work establishing children's homes funded by charitable donations with a policy that "no destitute boy or girl ever be refused admission". Later in his lifetime, Dr. Barnardo began to arranging foster care and placed over 4,000 children. He also worked with children with disabilities and opened a small children's hospital.

Barnardos' emphasis on education and training led to a search for opportunities in the colonies. In 1882 the first Barnardos boys sailed for Canada. In 1883, a party of eight boys left Barnardo's Stepney Home to start a new life in Australia.

Today, Barnardos Australia takes its values and direction from the work of its founder; we continue to work to prevent abuse and entry into care. Barnardos Australia operates children's family centres, permanency programs for out-of-home care, adolescent services and advocacy work.

The Barnardos family of agencies in the United Kingdom, Ireland, New Zealand and Australia have adapted to local conditions. Incorporated in Australia in 1995, Barnardos Australia still maintains its links to the Barnardos international family.



## Our international family.

Our logo and board leverages our international brand equity but still distinguishing ourselves from Barnardos around the world to ensure a local focus.

### Barnardos New Zealand



### Barnardo's United Kingdom



### Barnardos Ireland



### Barnardos Australia





# Our core values.

## Keeping the child and young person central



Children and young people are our focus and must always be safe from abuse, neglect, homelessness and reach their full potential. We recognise their critical need for stable, ongoing relationships and their right to be heard and contribute to decisions about their lives.

## Strengthening families



We believe in the importance of family for children and young people's development. We support the least intrusive intervention in family life consistent with a child or young person's safety and wellbeing.

## Pursuing social justice



Our work is informed by research and evidence about the ongoing damage to children's development caused by serious disadvantage such as poverty and racism. We work with the most vulnerable children to bring them to community standard of life. We acknowledge the intergenerational transfer of these inequities.

## Being persistent for change



When working for individual children and young people, we don't give up. We confront challenges and aim to make a difference in the community's response to children's needs. We understand that change may be difficult but we must pursue those changes that are important for individuals or groups of children.

## Taking responsibility



Workers, managers, volunteers and Board members take their work seriously and realise the impact of their work for the long-term wellbeing of individual children and young people as well as the agency. We are committed to professional standards and personal responsibility and accountability for our work and actions.

## Relating respectfully



We recognise the need for open and honest communication with children, young people and their families. We acknowledge and respect cultural differences. We aim for positive relationships between carers, partner agencies, volunteers, Board and employees.

# Our audiences.

## Clients

Children  
Young people  
Families  
Carers  
Aboriginal communities

## Vendors

External agencies  
Suppliers

## Staff

IT  
Welfare  
Marketing  
Support  
Administration  
PDC



## Supporters

Volunteers  
Trusts  
Corporates  
Community Fundraisers  
Fundraising Committees  
Individual donors  
Regular givers

## Government

Federal  
State  
Local



# **Tone of voice.**

Know what to say  
and when to say it.

## How we sound.

The style of language we choose when we talk about our organisation is a key expression of our personality, values and brand.

### We sound:

- A lot like your favourite teacher - respected, approachable, authoritative and trusted
- Like humans/people who care
- Conversational and knowledgeable
- Direct, honest and determined
- Positive, motivated and results driven
- Trustworthy

### We shouldn't sound:

- Patronising or complicated
- Judgemental
- Governmental or clinical
- Childish or immature
- Unprofessional or flippant
- Confrontational, controversial, insensitive or accusatory
- Clichéd

## How to say it

Don't say...	Do say instead...	Why
He was neglected	He didn't eat for three days	Make it real, tangible and emotive, tell the truth
Happy	Safe & nurtured	Happiness and love are emotions and we can't change peoples emotions. We can't guarantee emotional outcome but we can ensure safety
She didn't love her daughter	Children who are neglected often don't feel loved	
Barnardos are experts	We have a long history in Australia	We learn from our experience and research Use verified statistics to back up what we say





# How to tell people what we do and why.

We know we are a complicated organisation. Our work is diverse. These short summaries are used to quickly and simply define our organisation to a board audience. These statements unify us and explain who we are collectively and simply.

## Barnardos Australia in 3 seconds

**Barnardos Australia is a leading non-government, non-denominational child protection charity in Australia and we have been operating in Australia since 1921.**

## Barnardos Australia in 30 seconds

We work together with children, young people and families to break the cycle of disadvantage, creating safe, nurturing and stable homes, connected to family and community. Our intensive family support programs combat family and domestic violence, drug and alcohol abuse, mental health, poverty and homelessness, to strengthen families and keep children safe at home. When this is not possible, we also provide safe homes for children through foster care and kinship care to give children a safe place to grow up and reach their potential. Since 1985, Barnardos has pioneered open adoption for non-Aboriginal children in NSW, giving children the permanency and security they need, for life

### The why:

**Every day in Australia there are more than 145 substantiated reports of child abuse or neglect.\***

### OR begin with a statistic:

**A child dies every 2 weeks from assault**

Barnardos Australia believes that every child has the right to be safe at home. Barnardos Australia helps to stop child abuse by working with families to make them safe within their own homes or finding safe homes for abused children through foster care and adoption.

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We believe that every child deserves a safe home, free from abuse and neglect in which they can grow and develop. Because child abuse is never ok.



# We are driven by our beliefs.

To ensure that our messages are heard, easy to understand and to reiterate that we are the leading child protection charity, our messages (when and where appropriate) start with 'We believe'.

## **'We believe' statements**

Our 'We believe' statements are one of our strongest brand assets. Our messages and our beliefs, differentiate us from the many competing charities in our sector.

It's important that we are consistent in the use of 'We believe' statements. This consistency will help us drive brand association with the word 'believe' and it will help drive recollection of our tagline:

We believe in children.

## **'We believe' statements must always start with a capital 'W' and end with a full stop.**

'We believe' statements can be used alone, instead of images as in some cases the statements are stronger than images alone.

Examples:

We believe every child has the right to their culture and heritage.

We believe no child should fear for their safety.

We believe families come in all shapes and sizes.

We believe all our children should know their identity.

We believe all children deserve a safe home, free from abuse and neglect.

We believe all children should get the support they need when they need it.

**We believe  
all children  
deserve a safe  
home free  
from abuse  
and neglect.**

## Our commitment to Reconciliation.

Barnardos Australia acknowledges Aboriginal and Torres Strait Islander people as the traditional custodians of Australia. We also acknowledge the past and commit to working with Aboriginal and Torres Strait Islander people to achieve:

“A united Australia which respects this land of ours; values the Aboriginal and Torres Strait Islander heritage and provides justice and equity for all”. (Vision of the Council of Aboriginal Reconciliation).

We recognise Aboriginal and Torres Strait Islander people as the first Australians, with

unique cultures, languages and spiritual relationships to the land and seas. We are strongly committed to improving the lives of children and young people and to uphold the rights of Aboriginal and Torres Strait Islander children to be cared for within their own communities and remain connected to their families, communities and culture.

Barnardos is committed to the Operating Principles of the agency, that is; keep the child and young person central, strengthen families, relate respectfully, value people's knowledge, pursue social justice and be persistent for change.

### **We will:**

- Develop policies and deliver services that are appropriate and relevant to meet the needs of Aboriginal and Torres Strait Islander children, young people, families and communities in conjunction with Aboriginal and Torres Strait Islander staff.
- Work in positive and practical ways with Aboriginal and Torres Strait Islander communities to achieve generations of success for Aboriginal and Torres Strait Islander children, young people, families and communities.
- Promote and raise awareness of Aboriginal and Torres Strait Islander issues within the Organisation and in the broader community.
- Commit to our Aboriginal and Torres Strait Islander Employment Strategy Plan.
- Demonstrate leadership in reconciliation for the organisation, reconciliation means working in a meaningful and respectful way with Aboriginal families and communities. It is a commitment of our Organisation to work in collaboration and partnership with Aboriginal and Torres Strait Islander people, organisations and communities.





## We communicate with cultural sensitivity.

We understand that to Indigenous audiences, the term 'child protection' is loaded with negative connotations. When we refer to Indigenous, we are referring specifically to Aboriginals and Torres Strait Islanders.

It is of the utmost importance to us that we never alienate Indigenous children and their families and we acknowledge that the way we describe who we are and what we do must be modified when speaking to our Indigenous audiences.

### How to describe Barnardos Australia to Indigenous audiences:

1. We are focused on the preservation of family and protecting children from abuse, violence and neglect.
2. We must always acknowledge the importance of heritage and family:
3. We understand that in Indigenous communities, the importance of family is paramount and where possible our services promote family preservation, and preventative programs and services. First and foremost we are concerned with children's safety. We believe in self determination for Indigenous communities, where possible Aboriginal children should be kept with Aboriginal agencies and communities or kin. Kinship care refers to children placed with family.

For all of the children that come into Barnardos program's and service we believe they have the right to know their family history and heritage.

DO NOT SAY...	DO SAY INSTEAD...	Why...
Child Protection	protecting children or keeping children safe	The legislation that allowed children to be removed from their families was the child protection act
Foster Care / Adoption	Kinship Care	Aboriginal children are ideally placed with family (kin) rather than fostered in the traditional sense
Use lower case for aboriginal or torres straight islander or indigenous	Capatalise 'A' for Aboriginal and TSI in Torres Strait Islander and I in Indigenous	They are pronouns!





## Designing for Indigenous audiences.

When designing marketing material for our Indigenous services or programs, where possible we incorporate a coloured strip to reflect the three colours of the Aboriginal flag - black, yellow and red. This has been an approved addition to our branding by the Barnardo Indigenous Group (BIG).

When directed by Indigenous staff, we can also use Indigenous based designs to form elements of the artwork. We cannot create the artwork ourselves. Where possible we would use original artworks by our Indigenous staff or children.

It is placed above the strip along the top edge of the design, or between the strip and the image/main text. Each colour is of equal width and must be scaled proportionally.



Black 20/20/20/100  
Yellow 0/0/100/0  
Red 15/100/100/0

**We believe  
in self  
determination  
for Indigenous  
communities.**

# Capacity building partnerships.

Barnardos will be partnering with various external Indigenous Out of Home Care agencies in accordance with the Corporate Plan 2014 -17 and will be providing a range of assistance and services as these groups are either integrated within the Barnardos organisation or, as in most cases, will transition to function as separate entities.

As we will be working together with these groups, Barnardos must respect the existing brand of the Indigenous agency when designing any collateral, and combine it with the current Barnardos branding. We need to utilise a variety of other style treatments that allow the Indigenous agency to maintain a relationship to their existing or publicly known identity, along with core visual elements from the Barnardos style guide - up until the point where they cease to be involved with Barnardos.

## Style Guidelines

**Font:** ITC Bookman font family (as per Barnardos Style Guide) and Arial

**Imagery:** Indigenous imagery which is already owned by Barnardos Australia and follows the Barnardos image guidelines unless otherwise advised or supplied by partner agency with approval from Brand and Reputation team.

**Design Style Guide:** Continue to use the same design elements such as 2/3<sup>rd</sup>s 1/3 rule, colour and the green 'strip' where appropriate.

**Mandatory:** Indigenous 'Strip' as per Barnardos Style Guide and Barnardos legals.

**Graphic elements:** Any other design elements particular to these partnerships (which may be logos, wordmarks, taglines etc) are allowed to be included in the design of any collateral being produced by Barnardos Australia (in accordance to our own brand rules) where there is a partnership with the Indigenous agency. This will help to visually explain the working relationship the group may have with Barnardos whilst sitting within the structure of the existing Barnardos brand.

(see examples on following page)

## Sample co-branding



in partnership with



## Design elements

## Indigenous design 'strip'



**Sample advertising - Barnardos  
Indigenous OOHC programs only**



## Sample advertising - co-branded with partnerships



**Sample promotional material - Indigenous  
OOHC programs administered by  
Barnardos (under contract)**



**Our visual  
identity.**



## Our logo.

Our logo is the most important visual signifier of our Brand. The logo must always be presented on a white background to ensure consistency and visual impact. When it cannot be displayed on white, please seek Brand and Reputation team approval.

## Logo usage.

### Exclusion Zone

When using the logo, an exclusion zone is applied to ensure visibility and impact. The exclusion zone around the Barnardos Australia logo is determined by the height of the 'B' in the Barnardos Australia logotype.

### Minimum Size

The logo should never be reproduced smaller than 25mm in width. The words 'Barnardos Australia' must be legible in all executions. Speciality executions smaller than 25mm require the consultation of the Brand and Reputation team.

### Third party developed designs/ partnership logo usage

The logo should always be used in accordance to the logo guidelines as set out on pg 24 and the final artwork must be approved by the Brand and Design team.



**These  
guidelines  
describe the  
key visual  
elements that  
represent  
Barnardos  
Australia.**

## Incorrect logo applications.

1. Never use a different colour combination
2. Never re-space the elements or use a different typeface for the logo
3. Never use the icon in isolation
4. Never place the logo on a background colour other than white
5. Never use a tint to colour the logo
6. Never distort the logo to fit an application
7. Never apply superfluous effects to the logo eg. key lines, drop shadows etc
8. Never outline the logo
9. Never rotate or twist the logo



1.



2.



3.



4.



5.



6.



7.



8.



9.



# Typography.

**For headlines use  
ITC Bookman Demi or  
ITC Bookman Light**

(Alternative option: Georgia Bold)

**Body copy**  
Arial Regular

**Preferred digital font**  
Arial font family

**Legals/small text/tables/emails/accessibility issues**  
Arial Narrow

To maximise readability and legibility the following should be considered:

- All type should be reproduced at a minimum size of 10 points.
- Reversed type should always be in demi or bold.
- Our fonts should never be stretched or condensed.
- All text should be set horizontally for body copy
- Text should always be aligned with a left ragged margin, no orphans or widows, no hyphenation, balance ragged lines where necessary.
- Limit the use of italics and caps in body copy.

**Our  
organisation's  
fonts.**

#### **General heirarchy rules**

Headings = min 220% of body copy size

Block quotes = min 180% of body copy size

Sub headings = 150% of body copy size

Captions = bold 100% of body copy size or caps at 80%

Footer and Legals = 80% of body copy size

# **ITC Bookman Demi 48pt Heading**

## **22pt Heading**

Light block quote at 15pt

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**Arial Bold Sub-Heading** or Arial Regular Sub-heading at 15pt

Body copy is 10pt Arial

Body copy is 10pt Arial

Body copy is 10pt Arial

Body copy is 10pt Arial





# Our colour palette.

Barnardos Australia colour is of critical importance to building an association with our brand. The green we have chosen closely aligns with the colour being utilised by our Barnardos in the United Kingdom, Ireland, and New Zealand, leveraging the credibility of the international Barnardos network. Green is also an emotionally positive colour which aligns to our solution branding.

## Primary colours



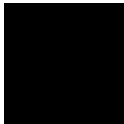
CMYK: 70/0/100/0  
RGB: 85/185/70  
PMS: 361 C  
Web: #55b946



100% white



CMYK: 70/0/100/0 at  
60% tint  
RGB: 85/185/70  
PMS: 361 C  
Web: #55b946



100% rich black  
CMYK 20/20/20/100



60% black

## Secondary colours



CMYK: 61/0/4/19  
RGB: 58/167/198  
Web: #3aa7c6



CMYK: 61/0/4/61  
RGB: 24/102/122  
Web: #186579



CMYK: 85/67/0/74  
RGB: 6/25/70  
Web: #061946



CMYK: 9/82/59/0  
RGB: 240/110/115  
Web: #de5460



CMYK: 17/10/100/0  
RGB: 225/30/55  
Web: #dbcf23



CMYK: 0/45/99/0  
RGB: 249/157/30  
Web: #f89c1e

Tints/ tones of the secondary colours are permitted to be used alongside the secondary palette at 20%, 40% and 60% as long as text is accessible and legible.

Printing note: Please note that office printers can print our green differently and inconsistently. For important documents please use a professional printing service.



# The solution.

Visual identity.

## Barnardos 'Solution' branding.

When developing marketing materials for Barnardos services and programs we primarily use the green solution based visual identity. The exception is when developing fundraising materials (see pg 52 for guidelines) or identifying various product streams.

Our solution based designs consist of the following elements:

- Green as the predominant colour for the strip, text or background colour
- Images - happy, real children and in some cases with adults doing realistic activities that look and feel Australian.
- 'We believe in children' stack
- 'We believe' statements where appropriate

## Our 'Solution' tag-line.

Our tagline should always be reproduced in the font ITC Bookman Demi. It should have each word stacked on top of each other. The 'W' should be capitalised and the statement should end with a full stop.

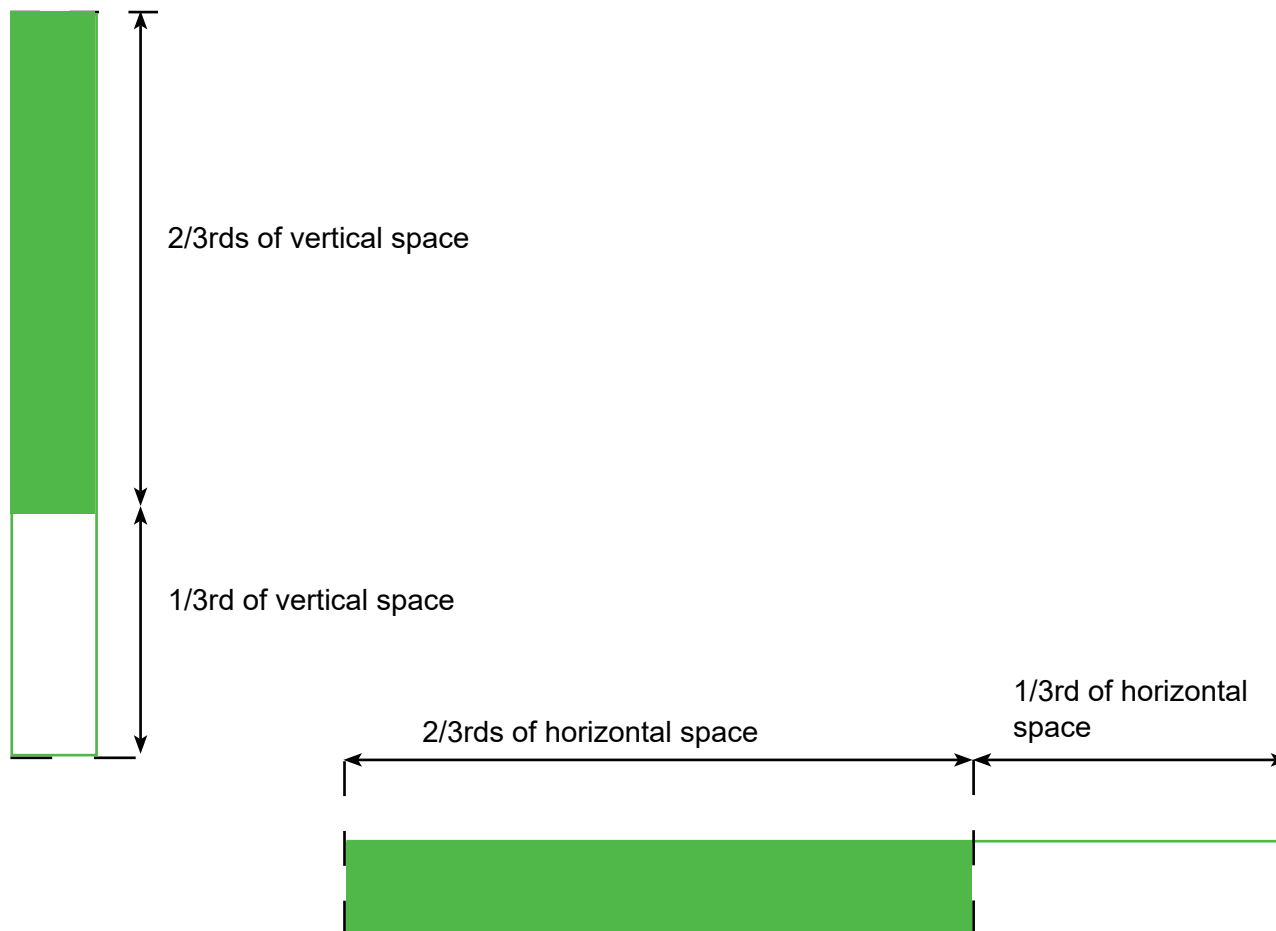
Our tagline should always be black, grey or white (please refer to colour values).



# Document spacing guide.

Whenever possible our documents should be divided into thirds as a general spacing guide. Our spacing should always be based on a 2/3rds left and 1/3rd right (or vice versa) OR 2/3rds top and 1/3rd bottom.

If a design is being used on an application which does not have bleed then the design should be encased with an outside stroke on the box.





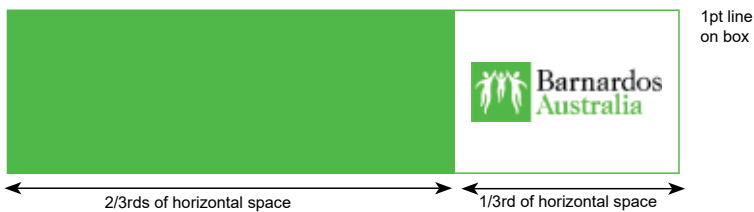
# The strip and anchored text box

A key element of the design of the brand is the green or white 'strip'. We utilise this element to enhance our brand mantra of caring determination and that the issues we deal with are serious and to be treated with gravity.

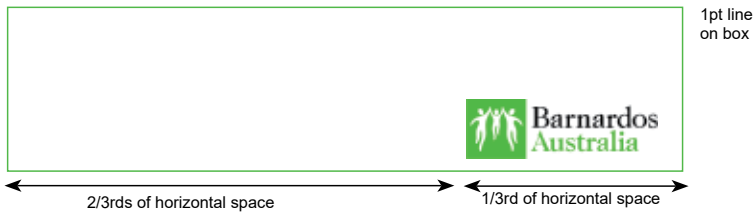
The strip may run either horizontally or vertically.

To highlight key information that is short in length, an anchored text box can be utilised as in the example below. It should be a rectangle or square shape and can have different edges.

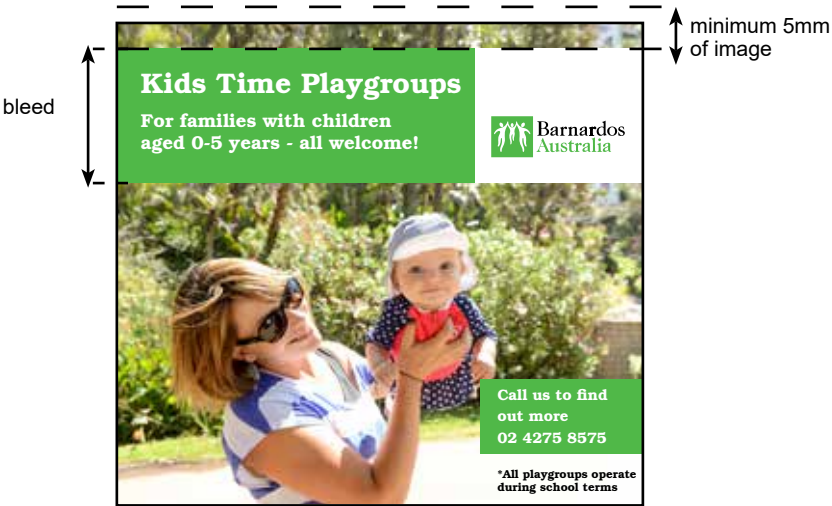
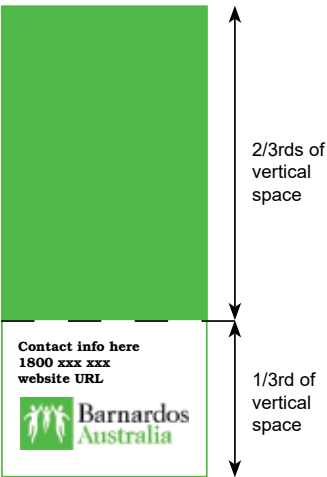
## Horizontal strip



## White option



## Vertical strip



## Anchored text box - 2/3rds



## Anchored text box - 1/3rd





# Mandatory inclusions.

## Legal information

The following text must be used on all designs:

A Company Limited by Guarantee | Registered Charity | ABN 18 068 557 906 | Models used and names changed to protect privacy | HO\_0000

## Phone numbers

When promoting foster care we use the phone number: 1800 663 441  
For general head office enquiries or for donations use: 1800 061 000

## URLS

**barnardos.org.au** is our URL, we never include www.

When promoting foster care our URL is **barnardos.org.au/wecare**

**email address is : wecare@barnardos.org.au**

## Contact details space

Most Barnardos products require a dedicated space for our contact information as below.

1800 061 000  
barnardos.org.au

    **Barnardos  
Australia**

ABN 18 068 557 906 | A Company Limited by Guarantee.  
Registered Charity | Models used for privacy | HO\_0000


Contact Us

30-24 Kerr Pde,  
Ashmore NSW 2144

Monday-Friday  
9.00 am - 5.00 pm

Phone 02 9616 1776  
Fax 02 9749 1050  
wecare@barnardos.org.au

1800 061 000  
barnardos.org.au

ABN 18 068 557 906 | A Company Limited by Guarantee.  
Registered Charity | Models used for privacy | HO\_0000

Example: bottom 1/3rd space of the back panel of a DL brochure



# Our images.

Our images should be either purchased from a licensed image company eg; iStock or Getty images, obtained by a Barnardos conducted photo shoot (with all permission forms collected and filed at Barnardos) or supplied by a Barnardos staff member from their own photographic device. We do not distribute these purchased images to third parties and the image gallery is managed by the Brand and Design team.

When using stock images the following line must be included in the legals:

Models used to protect privacy.

## ‘Solution’ brand imagery

The imagery used to market our programs and services must be carefully chosen to reflect our ‘child centric’ brand vision. Our primary focus is to communicate positive outcomes and show Barnardos as the solution by using images of Australian looking, happy, real children and sometimes adults with children.

Our images should focus on a child captured in a moment of their childhood, preferably in an outdoor setting. They must be candid and as realistic as possible and portray the child in a real way, as if it could be a photo in a family’s album. The child in focus should be looking at the camera.

Images involving an adult (family member, parent or care giver) should show interaction with the child but have the child as the main focus. The child should be looking into the camera even if the adult is not, but all subjects should have some of their faces showing ie not the back of the adult’s head.

In all imagery, it is important to allow space around the child’s face and to NOT crop tightly. All images should also realistically represent the mixed ethnicities of Australia but it can vary depending on the material being produced and for which audience.

## Fundraising imagery

When fundraising, our images must present the problem rather than the solution. Our purchased images remain child centric but must be dynamic, impactful and capture emotions. See our fundraising image section (pg 52) for more information.

ALL IMAGES are managed by the Brand and Design team.

Please email [ntp@barnardos.org.au](mailto:ntp@barnardos.org.au) for access to approved imagery or to submit signed Media/Photography permission forms and associated images.

## Photography of real children

### Photography of children in care

This includes, but not limited to, children in temporary, permanent, crisis or respite foster care) who can NEVER be used in advertising campaigns, social media or any other promotional activity. Fundraising is the only exception - see the fundraising section for details.

Photography of children in our support programs may only be used for internal or business communication or on our social media platforms to promote the program or organisation ONLY if an Image Permission Form has been completed by their parent or legal guardian. Images of children in our support programs can NEVER be used in external facing advertising print material.

### Photos of real children in social media

All images of real children posted on our social media platforms must have written permission from their parent/legal guardian and /or caseworker. For privacy purposes, we will change their names if necessary and not reveal any identifying information about them or their families.

### Children of staff

Barnardos Australia staff members often submit photos of their children from events and activities. A Media/Photography permission form must be completed by their parent or legal guardian before being used for any purpose and be stored with that image.

## Getting it right.



### Using children's drawings

Children's drawings are permitted to be used in selected approved marketing collateral for our regular givers (warm acquisitions) and regular donors and with prior discussion/approval from the Brand and Rep team. When referencing a real child's story, the drawing will be drawn by that child where possible.

It is up to the Brand team's discretion as to how the drawings are used within the existing Barnardos Brand guidelines and whether they are appropriate for the audience or collateral. They will be used primarily to highlight certain information or apply an effect to a graphic element. It should not define the look and feel of the item being produced.





# Putting it all together.

Our brand elements in action.



## Getting it right.

**Image:** focused on a single child doing something child-like, outdoors, real.

**Tagline:** reversed out of image.

**Strip:** is 2/3rd green, one third white, over image.

**Logo:** on a white background and within the 1/3rd white space.

**Legal's:** information included in Arial font and subtly.

**Text:** contained within the strip.

**Anchored text box:** used to highlight key information.



**Children in the Newcastle area are waiting right now for someone to adopt them.**

Barnardos Australia's Find-a-Family program is looking for suitable parents for children who desperately need a new family to care for them.

**If you've ever considered adopting, start your parenting journey and call us today.**

**Adopt with Barnardos.**

**1800 663 441**  
[barnardos.org.au/adoption](http://barnardos.org.au/adoption)

ABN 18 068 557 906 | A Company Limited by Guarantee | Registered Charity (M10000000) (used to protect privacy) | FAV - 10 00633\_NW

**Barnardos Australia**

## Getting it wrong.

**Image:** focused on the adult. Child is secondary. Inside and artificially lit. Looks staged.

**Tagline:** missing.

**Strip:** all green - missing spacing rule, strip also sitting beside the image not on top.

**Logo:** Over an image – a big no, no!

**Legal's:** information missing.

**Text:** body copy font size in green space is too small reducing readability. Call to action over the image.



**We believe Short Term Foster Carers make a huge difference.**

Barnardos Australia needs carers for children aged 0-12 years.

**We provide training, support and \$385 per week per child.**

**We provide training, support and \$385 per week per child.**

**Call Amber today**  
**1800 663 441**  
[barnardos.org.au](http://barnardos.org.au)

**Barnardos Australia**

**Examples of  
promotional  
materials.**

# Primary promotional products.

## Print



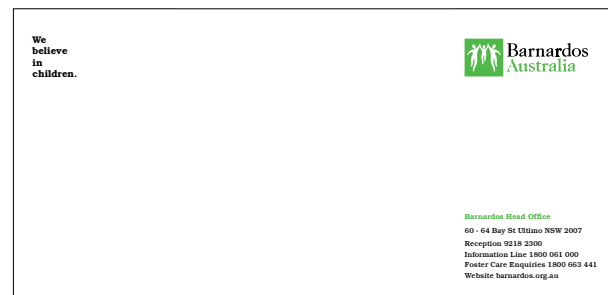
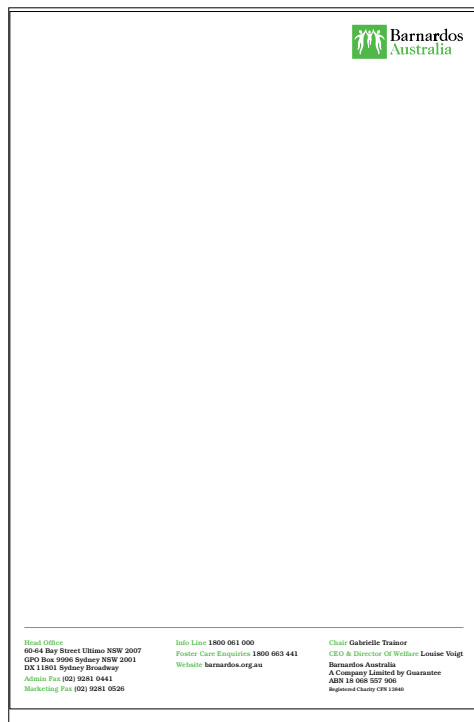
## Digital



## Social Media



## Corporate stationery.



## Pre-designed templates.

Templates for medium-impact promotional, strategic or management communications are available on the Barnardos IntraWeb for download.

<http://intraWeb.barnardos.org.au/marketing/WelcomePages/BrandResources.html>



Our business cards are always printed in colour with a matt cello finish.  
Letterhead is primarily to be printed professionally in full colour.

## Video.

All Barnardos Australia videos, whether produced in-house or by an external supplier, should finish with an end screen consisting of our logo on a white background, and our URL as shown below.

When there is a need to have a call to action, the 2/3rd end screen design should be used.

End screens should be designed by the Brand and Rep team where possible.

All videos produced for a digital platform eg facebook must have subtitle captions of the text included using our font guidelines.

Animations are also used as an alternative way to explain the complex stories of our children without identifying them due to privacy reasons.



End screen (no CTA)



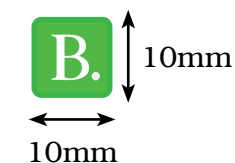
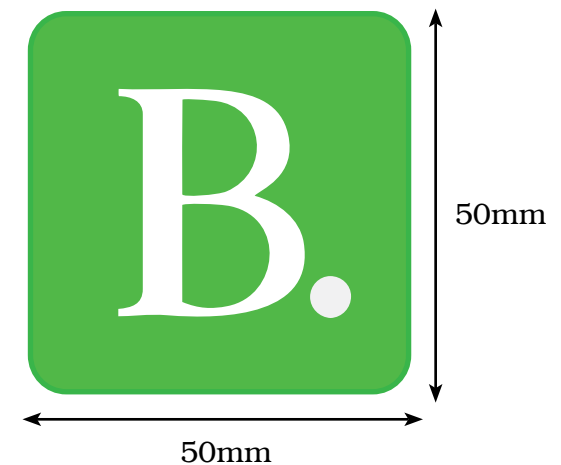
End screen (with CTA)

## Barnardos digital icon.

The social media and online icon was developed to be used for online purposes only to best represent the Barnardos Australia brand and logo in one compact icon.

The smallest reproduction of this icon allowed is a favicon (16px x 16px)

It can also be used as the icon that represents the Barnardos Australia logo in an icon format such as for mobile applications and other online systems that require a small square representation.





# Our sub-brands.

Sub-brands are created in special circumstances when a Barnardos event or program needs to sit separately to the Barnardos brand, in order to service or attract a different audience. The creation of a sub-brand only happens with approval from the CEO and Marketing Director. Sub-brands can be created by either the Brand and Design team or external consultants, with approval from the Brand and Design team.

# Barnardos Mother of the Year.

Barnardos Mother of the Year - an annual event run by Barnardos Australia to celebrate mothers nationally. It was recently re-branded so that the use of the Barnardos green as the campaign colour ensures the parent branding is visible and the Mother of the Year logo should always be locked up with the Barnardos Australia logo as shown in the example to show the brand connection. The logo is always on a white background and locked up with the Barnardos and ALDI logos.

## Minimum Size

25mm wide

The logo should never be reproduced smaller than 25mm in width. The words must be legible in all executions.

Speciality executions smaller than 25mm require the consultation of the Brand and Reputation Manager.

## Exclusion Zone

When using the logo, an exclusion zone is applied to ensure visibility and impact. The exclusion zone around the MOTY logo is determined by the height of the 'M' in the Mother of the Year logotype.

## Font

Gotham font family (all weights) may be used in campaign collateral for BMOTY. Be careful of the THIN weight due to its reduced legibility



Barnardos  
Mother  
OF THE  
year



25mm



Gotham  
GOTHAM

Gotham  
GOTHAM

## Logo usage for videos



25% opacity from white

## Watermarks

The Barnardos Mother of the Year logo and the Barnardos Australia logo may be used as a copyright watermark feature on a coloured background or image background on video footage/ stills only.

The logo(s) should always be the reversed white version set at an opacity of 25% located on the right hand side of the screen.

## Colours



The additional colour used in this campaign is the Barnardos Pink  
CMYK 0/58/34/0

# Barnardos Gifts for Kids.

Barnardos Gifts for Kids Christmas Appeal is an annual gift appeal where donors buy a gift or giftcard online. The gifts are given to children in Barnardos programs.



## Minimum Size

25mm wide

The logo should never be reproduced smaller than 25mm in width. The words must be legible in all executions.

Speciality executions smaller than 25mm require the consultation of the Brand and Design team.



## Imagery

Images should follow the lead of the Barnardos Australia brand guidelines until a specific campaign image gallery is created

Illustration can also be used to compliment the photos.

# MyStory.

MyStory is a product developed by Barnardos Practice Development Centre which has its own brand.

## MyStory logo minimum size

Minimum sizes have been specified for each of the three logo formats, see right.

## MyStory logo clear space

The clear space is based on the width of a dot (from within the logo symbol). It is recommended that type, graphic patterns or edges of other graphic elements do not fall within this area.

Establish the size of the logo before defining the clear space.

## Illustrations

Illustrations are used as an alternative to images. Illustrations should be active and expressive.

## Colour palette

MyStory has two distinct colour palettes – cool and warm – that are used in combination with white, grey and black.

## Typefaces

- Spade Rounded for display headings; and
- Verdana for subheadings and body copy.

For further information please refer to the **MyStory Style Guide** or contact the **Marketing and Communication Officer** at the **Barnardos Practice Development Centre**.

## Minimum size

1. Master logo  
(preferred logo format)



2. In-line logo



3. Stacked logo



## Clear space



## Illustrations



## Colour palette

### Cool colours

Teal Pantone 3262  
C85 M0 Y38 K0  
R77 G176 B174  
Hex 4db0ae

Green Pantone 360  
C63 M0 Y97 K0  
R133 G186 B83  
Hex 85ba53

Blue Pantone 2995  
C86 M8 Y0 K0  
R57 G167 B227  
Hex 39a7e3

### Warm colours

Pink Pantone 233  
C12 M100 Y0 K0  
R181 G21 B135  
Hex b51587

Orange Pantone 165  
C0 M76 Y100 K0  
R211 G99 B143  
Hex d3632b

Red Pantone 192  
C0 M100 Y75 K4  
R194 G30 B63  
Hex c21e3f

## Typefaces

Headlines set in  
Spade Rounded

Subheadings set in  
Verdana Regular sentence case

Body copy is set in Verdana Regular.

**Use Verdana Bold for second level subheadings or to highlight body copy.** Morbi interdum mollis sapien. Sed ac risus hasellus lacinia, magna ullamcorper laoreet lectus

# Achieve.

The Barnardos Children's Support Program (BCSP) Achieve has been launched to promote education and provide practical assistance with school books or uniforms, fees or equipment, special tuition or excursions.

To improve in quality  
To make fuller, more meaningful, rewarding  
To add greater value

Enhance, develop, improve, refine, cultivate

## Minimum Size

25mm wide

The logo should never be reproduced smaller than 25mm in width. The words must be legible in all executions.

Speciality executions smaller than 25mm require the consultation of the Brand and Reputation Manager.

## Exclusion Zone

When using the logo, an exclusion zone is applied to ensure visibility and impact. The exclusion zone around the Achieve logo is determined by the height of the 'A' in the Achieve logotype.



## Typeface

### Headings

Preferred option: **ITC Bookman Demi**

Alternative option: Georgia Bold

### Body copy

Arial

### Legals/small text/tables/emails/accessibility issues

Arial Narrow

### To maximise readability and legibility the following should be considered:

- Our fonts should never be stretched or condensed.
- All text should be set horizontally.
- Text should always be left aligned.

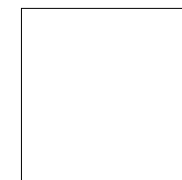
## Achieve colour palette



CMYK: 0/97/62/0  
RGB: 229/24/69  
WEB: #E51845



CMYK: 75/6/40/0  
RGB: 26/175/168  
WEB: #1AAFA8



100% white



90% black



# Enrich.

The Barnardos Children's Support Program (BCSP) Enrich has been launched to promote healthy lifestyles and improve outcomes for the nutrition, health, well-being and resilience of children and their school communities.

To improve in quality  
To make fuller, more meaningful, rewarding  
To add greater value

Enhance, develop, improve, refine, cultivate

## Minimum Size

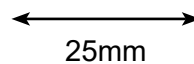
### 25mm wide

The logo should never be reproduced smaller than 25mm in width. The words must be legible in all executions.

Speciality executions smaller than 25mm require the consultation of the Brand and Reputation Manager.

## Exclusion Zone

When using the logo, an exclusion zone is applied to ensure visibility and impact. The exclusion zone around the Enrich logo is determined by the top half of the 'R' in the Enrich logotype.



## Typeface

### Headings

Preferred option: **ITC Bookman Demi**

Alternative option: Georgia Bold

### Body copy

Arial

### Legals/small text/tables/emails/accessibility issues

Arial Narrow

**To maximise readability and legibility the following should be considered:**

- Our fonts should never be stretched or condensed.
- All text should be set horizontally.
- Text should always be left aligned.

## Enrich colour palette



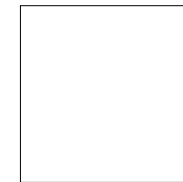
CMYK: 61/0/4/19  
RGB: 58/167/198  
WEB: #3AA7C6



CMYK: 61/0/4/61  
RGB: 24/102/122  
WEB: #186579



CMYK: 85/67/0/74  
RGB: 6/25/70  
WEB: #061946



100% white



60% black



100% rich black  
CMYK: 20/20/20/100

# The problem.

Visual identity.

This visual identity may only be used when developing creative for Fundraising projects, campaigns or Community Fundraising projects.

## Our Fundraising proposition - The belief that drives us.

Everything Barnardos Australia does centres around stopping child abuse in Australia. It's what our welfare staff, who are on the front line working with our children, young people and families do - every day. It's where the money we raise goes. Too many children die from abuse and neglect and we must fight to stop it. Because child abuse is never ok.

## Our fundraising problem.

Child abuse is too big for most Australian's to digest so we need to make the problem "bite size" but still immediate and ultimate.

## Our fundraising visual identity.

- We must communicate that child abuse in Australia is the problem and Barnardos is the solution and together we must stop it now.
- We present the symptoms of child abuse and Barnardos as the "cure" (or the stop).
- We make child abuse an Australian and local problem by ensuring our images of children have an Australian look and feel and can be sad or neutral.
- We trigger the viewer's protective instincts for Australian children through powerful imagery and storytelling, often using real stories with names changed.
- We describe abuse as the abuse of 'Australian children' (where appropriate).
- We need to create a sense of urgency, that help is needed immediately.
- We use more story - imagination is stronger than words.
- We use the tagline 'Because child abuse is never ok.'
- We use a black strip instead of green.
- We use the URLs **stopchildabuse.org.au** or **barnardos.org.au/stop**

**Everything  
Barnardos  
Australia does  
centres around  
stopping  
child abuse.**

# Fundraising proposition: Emotional context.

Fundraising relies on engaging with the emotions of donors.

In order to motivate donors to give, we must make them feel like our problem is urgent and that they must give **now**.

## The problem

### Fundraising Ask

- Real Need
- High arousal
- Emotional response
- Dark
- Unresolved
- Urgency

### Desired response

- I am needed!
- I CAN help!

## The solution

### Solution

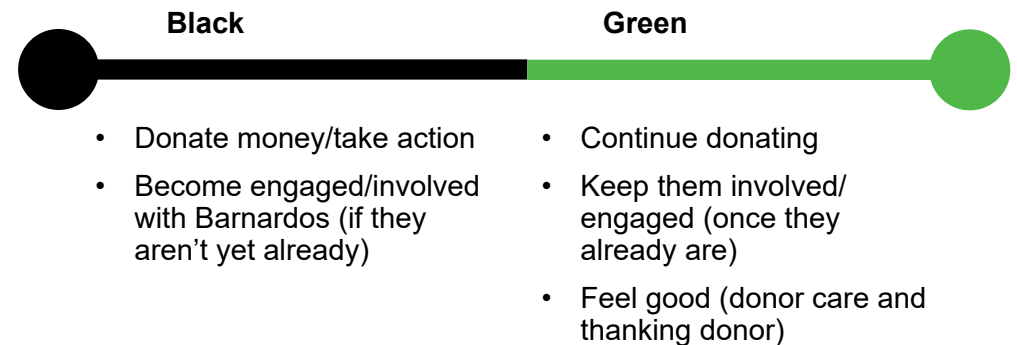
- Positive outcome
- Low arousal
- Passive engagement
- Bright
- Happy
- Ongoing

### Desired response

- I am making a difference

Not sure if you use black or green?

Ask: 'What do you want your donor/supporter to do?'





# Barnardos Australia fundraising proposition - Putting it together and making it real

**Determine who  
you are talking to**

Your message is going to be different depending on your audience.  
You'll speak differently to a corporate than a community fundraiser



**Explain the  
problem**

I.e: Australian children are dying/Australian children are hurting  
(you can be creative here - you don't have to be literal)



**If it helps,  
quantify it**

I.e Every 15 days a child dies in Australia as a direct result of abuse



**We  
stop  
child  
abuse.**



**Tell the donor how  
they are going  
to help**

By donating/ signing up/  
going to...  
you will help Barnardos  
protect more Australian  
children from the pain  
and suffering of abuse etc



**Tell your audience  
what you want  
them to do**

Give?  
Volunteer?  
Sign up?

**The problem  
and the  
solution.**

# Difference between the problem and the solution.

Fundraising looks, feels and sounds different to our normal Barnardos 'green and happy' designs. Instead of using a green strip, we use a black strip with white text.  
(The same 2/3rds design and strip sizing and spacing guidelines still apply.)

Black represents strength and authority, yet is also representative of death and grief. These issues are at the core of Barnardos and re-iterate our fundraising messages.

## Black = Problem

## Green = Solution

What fundraising looks like

### Getting it right

- Emotive, sad images, names.
- Black strip.
- Story in headline.
- Problem focused wording.
- Fundraising URL and phone number in green solution colour.



### Getting it wrong

- Happy child/ren imagery.
- Green strip.
- Solution focused wording.
- Foster care URL and phone number.



**Fundraising  
uses emotive  
images and a  
black strip to  
highlight the  
problem.**

	<b>Problem</b>	<b>Solution</b>
<b>Emotion</b>	Sad	Happy
<b>Focus</b>	Problem	Solution
<b>Strip colour</b>	Black	Green
<b>URL</b>	barnardos.org.au/stop	barnardos.org.au or barnardos.org.au/wecare
<b>Phone number</b>	1800 061 000	Dependant on service being promoted
<b>Tone of voice</b>	Urgent, authoritative, serious	Positive, reassuring, upbeat
<b>Stack/Tagline</b>	Because child abuse is never ok.	We believe in children.
<b>Headline</b>	Tells the story of a child	Promotes a service



**How we sound.**

# How we sound.

In order to make a donor give, our fundraising messages must communicate that child abuse is real and children are dying from abuse and neglect in Australia.

We communicate the stories of real victims (with their names changed for privacy) who have been helped by Barnardos Australia. Their stories are true, brutal, and confronting.

We aim to trigger the viewer's emotions and senses by transporting them into these real stories of abuse using strong language and tone. Imagination can be stronger than words, so use less words and more story. We keep it real. Always.

We treat our headlines as stand-alone micro stories, asking:

- 'Can the viewer sense the immediate danger and threat?'
- 'Do they know a child is fearful or hurting?'
- 'Are their protective instincts triggered?'

Our headlines/micro stories should be powerful, eg:

- 'What did 2 year old Max do to deserve this?', 'Child abuse is killing our kids', 'Child abuse destroys childhoods.'

**When  
fundraising  
we must  
communicate  
to our  
audience that  
child abuse is  
real.**

**What we look  
like.**

Our visual identity.

# Our fundraising colours.

We use different colours in our designs when fundraising.

We never use our Barnardos green when presenting the problem, instead we use black and white to demonstrate the problem. Instead of a green strip, we use a black strip with white text.

Black represents strength and authority, yet is also representative of death and grief. These issues are at the core of Barnardos and re-iterate our fundraising messages. This is different to the Barnardos green designs which represent the solution.

We use Barnardos green in the call to action of the fundraising message (eg. Donate today) either as a green box with white text, or with green font on white background, as this represents that by donating, the donor is part of the solution. Orange can be used on occasion, mostly in digital applications.

Research shows that people are most likely to click on an orange or red donation button, so we use orange only in limited cases when asking people to donate. Approval from the Brand and Reputation Manager is required before using orange.



CMYK: 20/20/20/100

Rich black must always be used in print based collateral to avoid a washed out grey colour.  
(do not use the 100% black default swatch)



White



**Green**

CMYK: 70/0/100/100

RGB: 85/185/70



CMYK: 0/45/99/0

RGB: 249/157/30

Orange (Only used with approval from B+R Manager for donate/action items)

**Black  
represents  
strength and  
authority,  
yet is also  
representative  
of death  
and grief.**

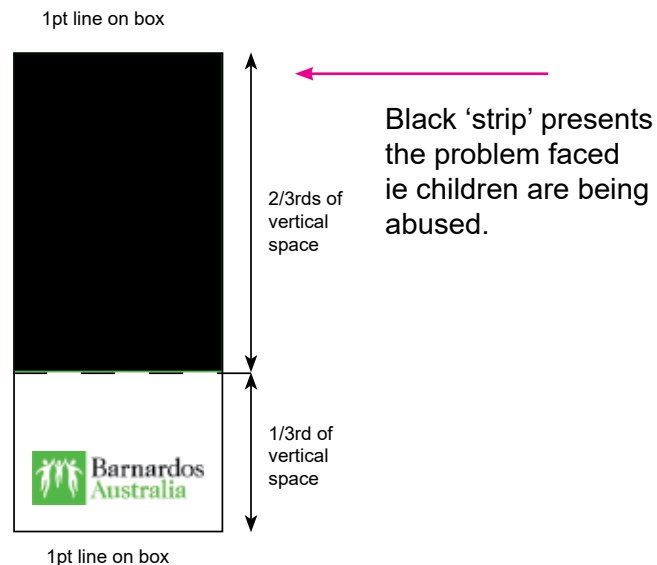
# The fundraising design elements

We follow the same spacing rules of the green strip: 2/3rds one third but adopt the fundraising colours of black and white.

## Horizontal



## Vertical



## Our fundraising fonts

Our font remains as ITC Bookman, as per the brand guidelines outlined on pg 25.

The main difference is that we use white text on a black background.

## Mandatory inclusions

The standard Barnardos legal disclaimer must be added to every design, with the exception of digital ads which don't require the legals as they link to the website, which features them.

Example shown of the contact details at the bottom 1/3rd space of the back panel of a DL brochure





# Our images - triggering senses and emotions.

## Choosing a fundraising image

When choosing an image, ask - "does it trigger a feeling of trauma, grief or neglect?"

We use stock images to tell our fundraising stories and to illustrate the symptoms and stories of child abuse. We aim to capture moments and describe trauma, grief or neglect - through our senses. We use the story of a real child but change their name for privacy. Our photos are tactile, capturing how child abuse looks, smells, sounds and feels.

If there is no child in the photograph, you must be able to hear, smell or feel their presence. Use it to give a 'feeling of what's happened and trigger our protective maternal/paternal instincts to want to help this child or situation.

Photos must always reflect Australia in setting and choice of child.



**Destroyed childhoods - trigger feelings of neglect and trauma**



**Childhood faces of Australian children - trigger feelings of trauma, grief and neglect**



**Symptoms of abuse - trigger feelings of trauma - DM only**

**We use images to tell our fundraising stories and to illustrate the symptoms of child abuse.**

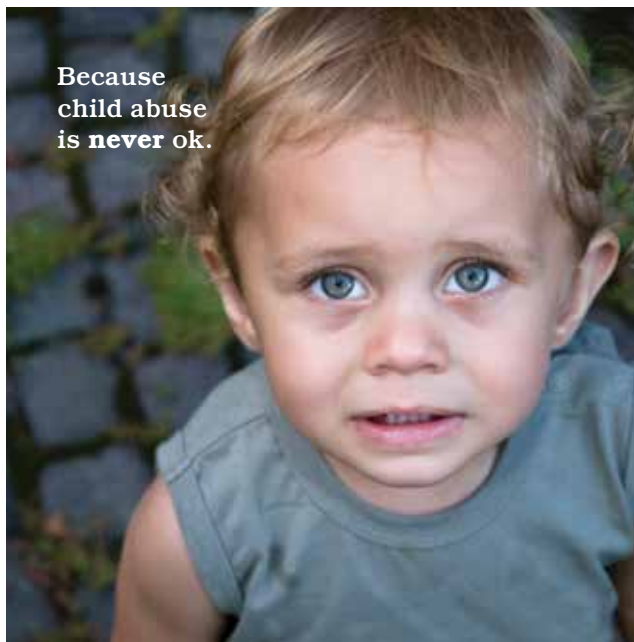
# Our tagline: the belief that drives us.

'Because child abuse is never ok.' is our fundraising tagline.

It is a powerful statement which summarises and communicates how we feel as an organisation.

The tone reflects our fundraising voice which is serious and authoritative.

The tagline is used in a similar way to our brand tagline (We believe in children.) and can be used either within text, or as a stack on an image when a message needs to be enhanced.



## Mono

**Because  
child abuse  
is never ok.**

## Reversed

**Because  
child abuse  
is never ok.**

## Colour

**Because  
child abuse  
is never ok.**

# Stacked tagline.

## When do I use the stack?

When designing for fundraising purposes, we use the stack when our message needs to be enhanced.

## Which version do I use?

"Because child abuse is never ok." stack uses the ITC Bookman font in medium weight with the word 'never' in demi weight. 'Because' always has a capital B and the statement should end with a full stop.

Placement of the fundraising stack follows the same guidelines as the 'We believe in children' stack but the two should never appear in the same design.

Always use an EPS file - do not recreate this file to ensure correct scaling.



# Community Fundraising: Visual identity

CFR groups respond to different styles of messaging and imagery

**Problem**

**Neutral**

**Solution**



eg:Auxillary Committees

eg:People participating  
in running events

eg:Bake Sale  
Fundraiser at a local  
school

## Images.

Images must follow the overall guidelines of the Barnardos brand and will be selected, or approved for use, by the Brand and Design team.

Images for CFR and Foster Carer recruitment need to be quite neutral or sad looking so as to not turn off potential CFR audiences with emotions that are too strong or ones they simply cannot relate to. The CFR neutral images can be desaturated to enhance the images feeling of sadness, neglect or neutrality.

CFR designs can be for an audience that sit anywhere within the 3 sections of Solution v Problem sliding scale but each audience needs to be identified firstly so that the appropriate design can be delivered to that audience.

**Example of  
neutral imagery**  
(Community  
Fundraising  
or Foster Care  
recruitment only)



All images are managed by the Brand and Design team  
please seek approval at [dtp@barnardos.org.au](mailto:dtp@barnardos.org.au)

# Community Fundraising (CFR).

## How we talk to our community fundraisers

- Focus the CFR message around child abuse.  
It helps people 'get' Barnardos.
- Use images and messages that disturb but do not distress.  
Otherwise they switch off.
- Support the scale of the problem with facts and numbers.  
So they see why help is needed.
- Use case studies to help people understand what Barnardos does.  
Shows the impact their donation will have.
- Empower people to want to participate urgently.  
Otherwise inertia takes over.
- Get the overall messaging right before adapting to organisers vs participants.  
Event details will come later.
- Inspire them with the efforts of others.  
So they feel what it's like to be a child's 'hidden' hero.
- Re-state their value with ongoing contact and give new reasons to stay involved.

## Key messaging.

Message to drive engagement

**Aussie kids are dying from abuse.**

Message to encourage action

**Can you help us keep them safe?**



**Putting it all  
together.**

Our fundraising designs.



# How it comes together.

All designs must follow this checklist to ensure our fundraising designs are effective and consistent.

1. Story of real child abuse (from an approved Barnardos case study).
2. Name of real child (if used) changed (to protect privacy).
3. Headline is impactful and relates to image (demi font).
4. Image must trigger senses and be Australian looking (where possible).
5. Stock image used (to protect privacy).
6. Black strip.
7. The ask sits under the headline and is clear - ie. Help is needed now.
8. The CTA is clear (Donate now/Donate today) and highlighted in either a green box or green text, representing donating to Barnardos as being part of 'the solution'.
9. Fundraising/Donation URL and/or phone number used.
10. Legals include 'names changed and model used to protect privacy'.



**We need to create a sense of urgency, that help is needed immediately.**

# Examples of fundraising designs.

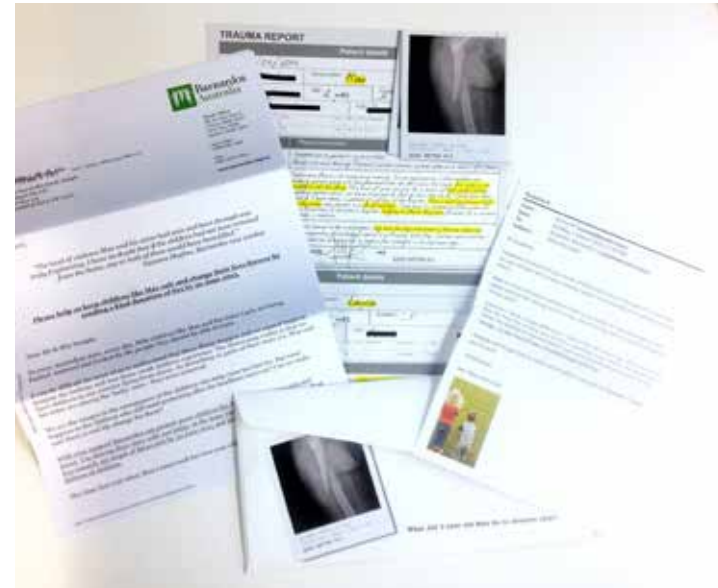
## Outdoor

Billboard - Max and Layla Tax Appeal FY15



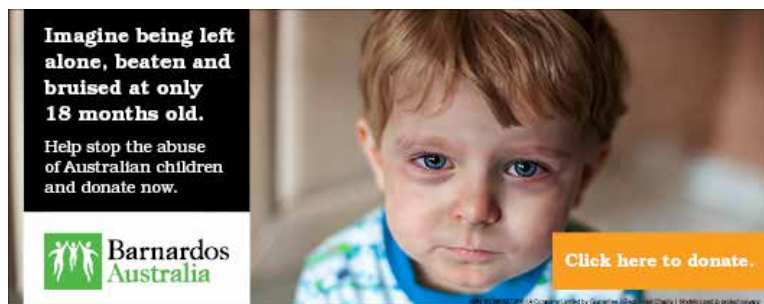
## Direct Mail Appeal

Max and Layla Tax Appeal FY15



## Digital

Direct Marketing Appeal 2017



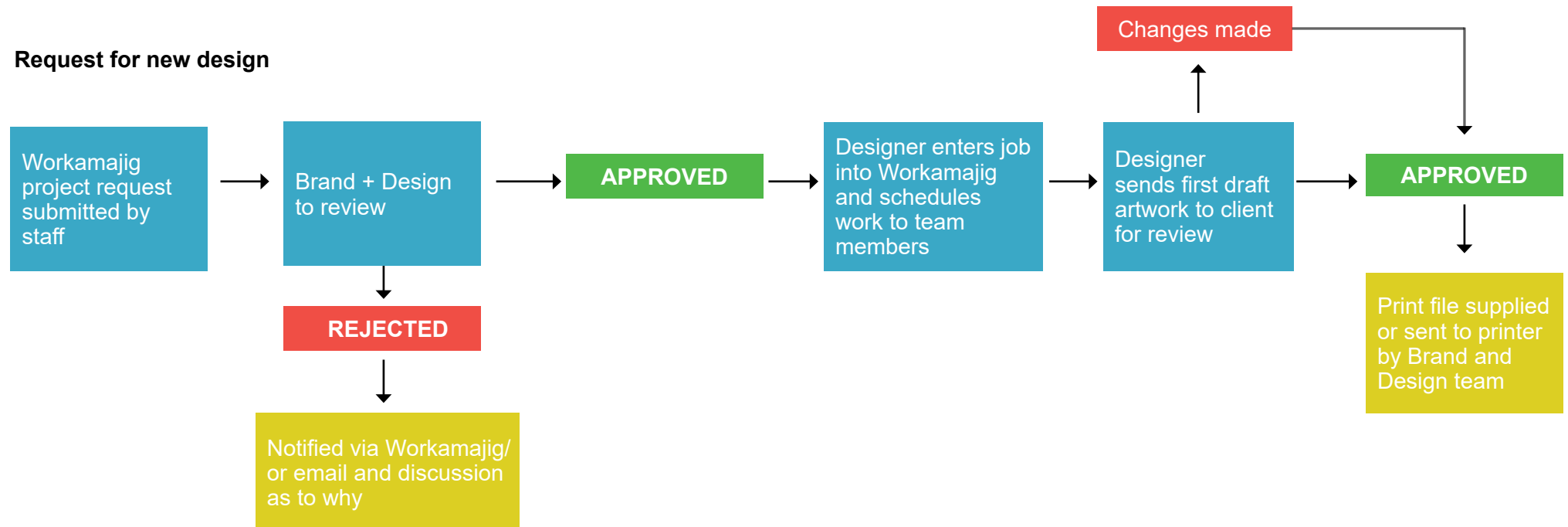
# Brand approval process.

All branding and design items (internal or external) must be approved by the Brand and Reputation team.

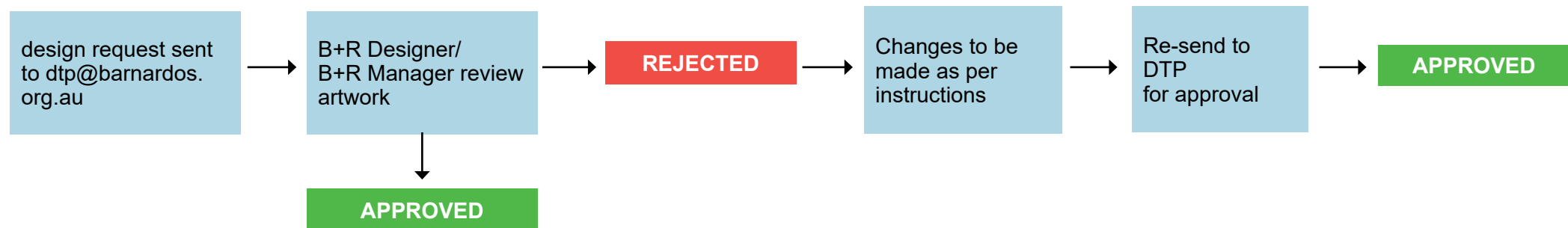
Any image used either individually or within a design representing Barnardos Australia must be approved by the Brand and Design team.

Email [ntp@barnardos.org.au](mailto:ntp@barnardos.org.au)

## Request for new design



## Approval of a design produced externally or use of an image/ case study



## For more information

**Sarah Spence**

Head of Marketing and  
Communications  
sspence@barnardos.org.au  
02 9218 2363

**Irene Saunders**

Media Relations Manager  
isaunders@barnardos.org.au  
02 9218 2344

**Natalie Logan**

Senior Brand and Design Producer  
nlogan@barnardos.org.au  
02 9218 2339

**Alana Indratheb / Alex Hawes**

Design and Content Co-ordinators  
aindratheb@barnardos.org.au  
02 9218 2389  
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02 9218 2390

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**All Barnardos  
Australia  
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materials  
must be  
approved by  
the Brand and  
Design team.**