

Barnardos Australia Brand Book

**Your guide to the Barnardos
Australia brand**

Updated Feb 2014



Barnardos
Australia

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Welcome

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.

We are Barnardos Australia, 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, never problem focused

We are real

We believe in children

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 be updated periodically.
Please refer to the intranet for the latest version.



The eight things you need to know about our brand

1. Our logo can't be changed.

It's never transparent, stretched or shrunk. It's always 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. Spacing is important to us - we are 2/3rds : 1/3rds (we call it the strip).

We visually represent our work and pragmatism in spacing. We space our design where we can on a two thirds and one thirds ratio. It is also important that our new logo not be seen in isolation to the brand. Read more about this on page 26.

4. 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.

5. Our font is ITC Bookman.

It's rounded, friendly and easy to read (and when it's not possible to use Bookman, Georgia and Arial are our back ups - see page 25)

6. Our images are real and positive.

Children are always central in our images. The viewer's eye should be drawn to the child. We must be able to see their individual personalities come through in each image. See page 28 for further details.

7. Our language is clear, direct, simple and never condescending to children.

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.



Guiding Principle - Caring Determination

The single idea that drives the brand forwards is caring determination.

We look, feel and sound like caring determination - always.

Brand Vision

To be 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

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.

Barnardo's New Zealand



Barnardo's United Kingdom



Barnardo's Ireland



Barnardos Australia



Values of Barnardos Australia

We believe in keeping the child and young person central. We work for what we believe to be the child or young person's best interest, in case work management, advocacy and all agency decisions.

We believe in strengthening families. We believe in the importance of a child's family having the maximum role possible consistent with child safety, and that children should be in permanent family structures. Intervention in the lives of families should be as unintrusive as possible.

We believe in relating respectfully. We work in partnership. We encourage active participation of families, children and young people and communities. We respect the unique contribution of carers, volunteers, team members and others in Barnardos and in external welfare agencies.

We believe in valuing our knowledge
We share knowledge and continue to develop expertise, drawing on our own and others' experience. Barnardos has extensive specialist knowledge in child and adolescent welfare, and we are committed to research and evaluation of what we do and how we do it.

We believe in pursuing social justice.
We work to empower the disadvantaged and oppose social injustice. We are guided by the principles of fairness in distribution of resources and power. Equal, effective and comprehensive civil, legal and industrial rights are maintained.

We believe in investing in the future.
We use our resources and knowledge to improve the future of disadvantaged Australian children and young people. We are committed to strengthening the agency, our people and practices to undertake this task.

We believe in being persistent for change.
We work creatively to make a real difference. The final test of our success is whether individually or as an agency, we have made things better for children and young people. We believe in the potential capacity of all children and young people. Clients, particularly children and young people, need consistency and unconditional care. Once we start a task in case management, advocacy or within Barnardos, we complete it.



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.



**Who
Barnardos
Australia
talks to**

Our Audience

The Barnardos Australia organisation is different things to many different people but we are always one organisation and one brand.

