

Our logo

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Our logo is the most important visual signifier of our Brand. The logo is always be presented on a white background to ensure consistency and visual impact.

The decision to change our logo from Barnardos to Barnardos Australia was a conscious decision based on research around a lack of understanding of who we are and what we do. Focus groups revealed Barnardos alone was too vague and linked too closely to the different range of services provided by our partner organisation in the UK.

The change of the logo to Barnardos Australia instils confidence in our audience that we are nationally recognised and therefore trustworthy. It reinforces a key message that we are here to help our local community. When talking about our organisation make sure you refer to us as Barnardos Australia in the first instance and Barnardos thereafter to ensure a local focus.

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 Manager.



Misuse of our logo

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 eg. key lines, drop shadows etc
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.



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