

Brand manual



Barnardos
Australia

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Introduction

Barnardos Australia strives to maintain a strong and consistent brand that relates to a diverse range of audiences.

This document covers how one should portray the visual brand and how we should sound across a range of communication channels. These are guidelines set to ensure that each channel of communication has a consistent and trusted visual application.

A brand is more than just a logo and colours, it is a combined experience and it is someone's **perception** of that experience that can determine whether they like your brand or not. It is every word or message, every visual representation, every staff member, who collectively contribute to this brand experience.

Why do we need a brand manual?

- to acknowledge our history, who we are and our future direction
- to have a consistent tone of voice, look and feel across all brand channels
- to provide opportunities for people to clearly convey our messages which translates into friendly and familiar experiences
- to be a highly trusted brand and have equity in the eyes of our audiences
- to ensure our communication is valuable, understood, trusted, consistent and engaging to our audiences

Key contacts

Natalie Logan

Head of Brand and Marketing

Irene Saunders

Head of Communications

Cathy Rowe

Head of Digital Engagement

e-mail: dtp@barnardos.org.au

This book outlines our visual identity and tone of voice and how to communicate these to our audiences.

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 website for the latest version.

About Barnardos Australia

Children have been, and always are at the centre of everything that we do.

At Barnardos, we aim to reduce child abuse and neglect by supporting families to keep children and young people safe at home. We support children and young people who have experienced trauma to recover and thrive.

We connect children, young people and families to the community to ensure they never feel isolated or alone. We give children, young people and families the tools to cope with life's challenges and improve their wellbeing.

We motivate children, young people and their families to embrace learning and education so they can reach their brightest future.

We amplify the voices of young people to influence Government on the issues that affect their lives. We celebrate diversity and encourage children, young people and families to embrace their culture, history and identity.

We champion for children.

barnardos.org.au



Our history



Dr. Barnardo was an Irish philanthropist who became aware of the poverty and homeless children in London were experiencing 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, Dr. Barnardo began arranging foster care and placed over 4,000 children. He also worked with children with disabilities and opened a small children's hospital.

Dr Barnardos' wife Syrie was also instrumental in providing care for children and opened one of

the first girls home in 1876 in the UK. She helped to create a group of cottage homes, as well as a school, church and hospital, at what became known as the Barnardo's Girls Village Home in Barkingside, Essex.

Without her, an estimated 8,000 girls who lived, learned and played there would have remained in the slums of London's East End, begging and at risk of ill health and exploitation. The girls who came to the village not only had somewhere safe to grow up, but were given opportunities to develop and thrive.

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 neglect. Barnardos Australia operates children's family centres, permanency programs for out-of-home care, youth programs and advocacy work.

There are now Barnardos agencies in the United Kingdom, Ireland, New Zealand and Australia. Incorporated in Australia in 1995, Barnardos Australia still maintains its links to the Barnardos international family.



Our core values

We never
give up

We speak
up

We aim
higher

We stand
with you

We do
what's
right

Our vision

To empower every
child in Australia
to reach their full
potential.

.....

Our purpose

We support vulnerable
children to recover and
thrive.

Together, we ensure
they reach their
brightest future

Guiding brand principle

caring determination

.....
We should look, feel and
sound like this always.

Unique selling point

Barnardos provides holistic, intensive child-centric services working towards building stronger families and communities throughout NSW and ACT through programs that aim to prevent abuse and neglect within families.

Brand positioning

When people think of Barnardos, we want them to know we are:

CHILD CENTRIC

- Always focused on children and their well being
- Working with families to help children
- Giving children and young people the capacity to build a strong future for themselves

EVIDENCE INFORMED

- Research informed practices
- Industry leaders
- Foresight and focus

COLLABORATIVE

- Family and community connections
- Breadth of knowledge
- Adaptability

Brand persona

The Barnardos brand persona is the collection of traits, attitudes and values that we practice in our work and in our daily interactions with people.

If our brand was a person, we would be your favourite Aunt or Grandmother who is always there for you regardless of your situation and sometimes when parents or family are not available, it's us you turn to to help you, fight for you, stand up for you, teach you about things, pack your lunch, make sure you eat breakfast. That caring, determined, knowledgeable and trustworthy person you can always depend on.

DETERMINED

- Focus on permanency and best outcomes for children
- Unwavering and proactive approach
- We will never give up on any child
- We will fight for what is best for children

KNOWLEDGE

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

CARING

- Compassion
- Understanding
- Advocacy
- Helping those in need

PRAGMATIC

- Rational and practical
- Real world understanding and focus
- Solution and outcomes driven

Brand elements

We are Barnardos Australia

There is no apostrophe and Australia is important, it's not only where we are based and do our work but also identifies us from other Barnardos organisations. We must be named correctly in the first instance, then it is permitted to drop the Australia from our name.

Child-centric

Our brand is child-centric always, with the focus always being on the child or young person and telling their real stories and how we have made an impact on their lives.

Language

Our language is clear, direct, simple and never condescending to our audiences. We sound a lot like your firm but loving grandmother or favourite school teacher: knowledgeable yet warm.

Because every child needs a champion

This tagline is a text based extension of our brand and expresses our brand position. The tagline explains in one short line our belief that children and young people will always have someone in their corner to help them, no matter what the situation and that we will never give up on them.



What we say and how

Tone of voice

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

We sound like:

- like a favourite teacher or respected family member, approachable, knowledgeable and trusted
- people who care about others and are passionate about what they do
- conversational and knowledgeable
- direct, honest, real and determined
- positive, motivated and solution driven
- trustworthy and true advocates for children
- be compassionate about others, understand that the topics we talk about can trigger people and their lived experiences. Always have a trigger warning in place when discussing sensitive issues.

Tagline

Because every child needs a champion

Our tagline is used in addition to our primary brandmark to succinctly extend the visual representation of the primary brand to inspire our audiences and enable them to understand what we stand for.

It serves to differentiate us from the international Barnardos organisations and emphasises our own unique ethos and values. We are there for every child, to fight for what's right for them, to be their voice, to be their guardian in all situations. **Please see the visual identity section for how it is visually represented.**

Who we talk to

Children
Young people
Families
Foster carers
Indigenous communities

Volunteers
Trusts
Corporate organisations
Community fundraisers
Fundraising committees
Individual and major donors
Regular givers

External agencies
Suppliers
Barnardos staff

Federal, State and Local governments

Talking about what we do : our value proposition

We are a complicated organisation and our work is diverse. These short summaries for elevator pitch and boiler plate are used to quickly and simply define our organisation to a broad audience across a variety of channels.

Elevator pitch

When it comes to protecting vulnerable children from abuse, we never give up, because every child needs a champion.

Boiler plate

Barnardos Australia is here because every child needs a champion. We listen, we act, and we advocate for the safety of children at risk of abuse and neglect, providing family support programs and services that empower children to reach their full potential.

When it comes to protecting vulnerable children from abuse, we never give up. We are dedicated to the prevention of trauma in children, and support families to be the best parents they can be. We help children to recover and thrive, and we find safe homes for them through foster care and open adoption.

The key issues facing Australian children - why we do the work we do

A child dies every two weeks in Australia as a direct result of abuse or neglect*.

AIHW 2018

**Every day in Australia
There are more than
1300 reports of child
abuse or neglect.**

(AIHW Child Protection 2019)

**45,000 children cannot
live at home with
their parents because it
is not safe.**

AIHW 2019

Always reference the report that the statistic comes from.

- We need to explain to our audiences what the problem is and why we need to do the work we do.
- Identify the big picture issues that drive our work. This is based on factual reports and evidence and we never make up any statistics. The statistics available are approved by the Communications team.
- Referencing the reports also show that the source of the information is impartial.
- Other statistics are available to use in order to show the depth of issues facing children, young people and families and are available from the Communications team
- Current fact sheets are available at barnardos.org.au

How we say it

Don't say...	Examples: DO SAY	Why?...
He was neglected	He didn't eat for three days	Make it real, tangible and emotive, tell the truth
She didn't love her daughter	Children who are neglected often don't feel loved	Parents can still love their children even when they are not able to care for them in the right way.
Barnardos are experts	We have a long history in Australia or we use evidence informed practices...	We learn from our experience and research Use verified statistics to back up what we say
OOHC	out-of-home care	Remove the use of welfare service language and unknown acronyms so we don't alienate our range of audiences. The abbreviation of OOHC can be used once its has been explained in the first instance.
Loving home	safe and supportive home	Parents can still love their children even when they are not able to care for them in the right way.
specific types of foster care in ads eg Intake care	Foster care	The general public do not understand the breadth of the different types of foster care and this is welfare language that will confuse our audience
We do not use Title case for headlines eg She Was Four Years Old	She was four years old.	
Kin care	Kinship care	Industry standard
Do not use ampersands (except digital) in copy	and	it is not best practice in copywriting unless its an abbreviation, a name, common shorthand expression.

Indigenous audiences

We understand that to Indigenous audiences, the term 'child protection' has negative connotations. When we use the term 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 through language used.

How to describe Barnardos Australia to Indigenous audiences:

- We are focused on the preservation of family and protecting children from abuse, violence and neglect
- We must always acknowledge the importance of heritage, culture and family
- 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
- We believe all Indigenous children have the right to know their family history and heritage.

DO NOT SAY...	EXAMPLES: DO SAY	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

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.

For more information or to obtain a copy of the latest Reconciliation Action Plan, visit barnardos.org.au

**What we
look like**

Primary landmark

Our landmark is the most important visual signifier of our brand.

The landmark must always be presented on a white background where possible to ensure consistency and visual impact. It has been designed to reflect our origins, our international affiliations yet remaining distinctly Australian.

It is imperative that this logo in never misrepresented or altered in anyway.

Third party developed designs/ partnership landmark usage: The landmark should always be used in accordance to these brand guidelines and the final artwork must be approved by the Brand and Design team.



Alternative landmarks



Mono black



Reversed on colour

Incorrect usage

Do not try to re-create the brandmark in anyway and do not alter the logo in anyway such as (but not limited to) the below examples:



Please don't:

- Use a different colour combination
- use another Barnardos logo from UK, NZ, Ireland or Scotland when talking about AU
- Outline the logo
- Rotate or twist the logo
- Re-space the elements or use a different typeface for the logo
- Use the 'people icon' in isolation of the logo
- Place the coloured logo on a background colour other than white
- Re-colour the logo
- Distort the logo to fit an application
- Apply superfluous effects to the logo eg. key lines, drop shadows etc
- Snip the logo from a website

Brandmark usage

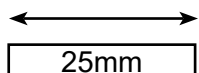
Exclusion Zone

When using the brandmark, an exclusion zone is applied to ensure visibility and impact. The exclusion zone around the Barnardos Australia brandmark is determined by the height of the 'B' in the Barnardos Australia text. If in doubt just make sure there is ample space around the logo at all times. These rules apply to all other sub brandmarks of Barnardos Australia.

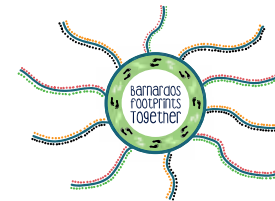


Minimum Size

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 Design team.



Barnardos secondary brandmarks



ITC Bookman Demi 40

ITC Bookman Demi
20pt

ITC Bookman Light
15pt

Museo Sans Rounded 900 H1
Museo Sans Rounded 700 H2

Museo Sans Rounded 300 10pt body copy
Museo Sans Rounded 100 10pt body copy

Typography

Our headline font family is ITC Bookman which is a serif font that is a retrosepctive style display font that is wide and legible originally created in 1976. It is based on Bookman which was originally created in 1856. This font style reflects the long history of Barnardos and coupled with a modern secondary font, reflects the organisation looking towards a long, progressive future.

Headings

ITC Bookman Demi (min 20pt) Headings only

ITC Bookman Light (min 15pt) Headings only

Museo Sans Rounded 900 (min 15pt) - Headings only (we do not use anything over 900)

All internal MS Office templates will use Museo Sans Rounded 900 min 15pt for headlines only

Other

Desktop font

Museo Sans Rounded 100, 300, 700 (or 900 for headlines only)

Museo Sans Rounded for ALL body copy

Webfont

Museo Sans Rounded / Website : Proxima Nova / Accent font: Swister

Legals

Museo Sans Rounded 100 8pt

To maximise legibility the following should be considered:

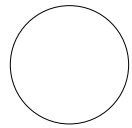
- Copy should be reproduced at a minimum size of 10 points for Vision Australia guidelines
- Reversed type should always be in a heavier weight than regular
- All text should be set horizontally for body copy and never be stretched or condensed.
- Body copy should always be aligned with a left ragged margin, no orphans or widows, no hyphenation, balance ragged lines where necessary
- Limit the use of italics and caps in copy and ensure any useage is consistent across the material being created. No ampersands to be used.

Colour palette

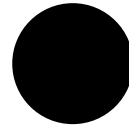
Primary colours



CMYK: 70/0/100/0
RGB: 80/184/72
Web: #50B848
PMS: 361 U



100% white

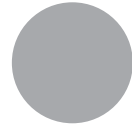


100% rich black
CMYK 20/20/20/100

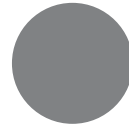
Tints of black



20% black



40% black



60% black

Secondary colours



CMYK: 40/0/88/0
RGB: 165 /207/ 81
Web: #a5cf51



CMYK: 90/45/70/42
RGB: 0 /77 /66
Web: #004D42

Accent colours



CMYK: 54/32/0/0
RGB: 115 /156/ 227
Web: #739CE3



CMYK: 100/92/35/28
RGB: 18 /41 /92
Web: #12295C



CMYK: 26/73/0/0
RGB: 199 /97 /189
Web: #C761BD



CMYK: 3/75/54/0
RGB: 234/100/101
Web: #ea6465



CMYK: 0/50/37/0
RGB: 246/151/140
Web: #f6978c



CMYK: 5/1/82/0
RGB: 249/236/75
Web: #f9ec4b

Why so green?

The primary colour of the Barnardos Australia brand is of critical importance when building a positive association with our brand.

The primary green closely aligns with the colour being utilised by Barnardos in other global locations, leveraging the trust and credibility of the international Barnardos network.

Green is also an emotionally positive colour which aligns to our 'solution' branding and is a colour that people trust.

It is also a colour associated with nurturing, growth and safety, all of these align to Barnardos' core brand values.

The secondary palette serves to work alongside the primary green to provide contrast and/or highlight information or provide a way to theme services.

They should be used thoughtfully so as to provide maximum contrast and legibility.

How the tagline should look

Because **every child**
needs a champion

Because **every child**
needs a champion



The tagline will always appear with the Barnardos Australia logo - however it does not need to be locked up at all times.

Visually, it can be dynamic and change in colours but not in its design. The lower case 'i' in the word 'child' will always be a different colour to the other letters so as to draw attention to the 'i' in child, referring to individual children. Avoid using in mono or reversed white

Audience : Fundraising

Our corporate supporters and donors are champions for children. They can connect with our brand on various levels of support and get behind the organisation as champions for children.

Audience : Children, young people, families

The children, young people and families we work for know that we will be their champion. They can easily identify, that as an organisation, we will do whatever it takes to help them and for us to achieve our organisational vision and purpose.

Audience : Staff

Barnardos staff are champions for children. They are the backbone of the organisation, they are there for children regardless and will fight for the rights and well being of children, every time for every child.

Audience : Foster carers

The tagline can refer to foster carers being the champions for children also - they embody the brand values and vision, being there for children when they need them the most.

Beause every
child needs a
champion

Visual system: The B. icon

About the icon

The B. icon is a dynamic extension of the primary brandmark when simplification is required to express the brand.

The 'B' icon can be a play on words to inspire people about our hopes for all children and young people and can be used to inject a sense of fun and playfulness in marketing materials for certain audiences or channels. eg B.Connected, B. Inspired

The B icon is derived from the capital B from the word 'Barnardos' in the logo and is not to be changed in shape and must always have the full stop with it. The full-stop can be a different colour to the solid B. It must always have a solid colour or pattern fill, never outline only.

Application

The B. icon may be used in various external communications when referring to the brand in a generic sense or in place of imagery.

It can also be used to further extend the masterbrand in a visual sense with a tangible visual system that can be used in a dynamic way and target specific audiences or celebrations/ special calendar dates. It is allowed to be dynamic and lively whereas the logo cannot be changed in print formats. This allows us to quickly change and adapt to new channels and audiences if needed and can be represented in the following ways:



Single B.

- May be various colour combinations from approved palette.
- Restricted use applies
- full stop must be used always
- Restricted use applies



Family of B.'s

- May be various colour combinations from the approved palette and full stop applied.
- Must be stacked smallest to largest.
- Restricted use applies



Dynamic B.

- The fill of the B. can be changed to suit a particular creative or campaign only eg mardi Gras or Reconciliation week
- Must be approved by Brand and Design prior to production
- Restricted use applies as listed.

Stationery



Illustrations

A suite of hand-drawn illustrations have been designed by Barnardos that can be used for top of funnel brand-marketing pieces.

The illustrations should be used together in groups such as the example below. The use of the illustrations is not for internal or low impact external communications. There are positive icons and negative ones but they are all child-centric and should be used in an appropriate manner in the set colour schemes.

These are not to be changed or reproduced in different variations of the colour schemes that have been set. They should be used with restraint so as to enhance the key messages or themes or to represent our brand visually in a generic capacity.



Iconography

Icons are used across digital and print platforms to enhance or simplify communications on all platforms.

Barnardos has a range of complicated services and programs, and as such icons are especially suited for digital platforms to convey a message quickly and clearly.

Icons should be consistent across channels and use the appropriate colours and fonts. They can sit on various shapes/ colours and backgrounds but the icon itself needs to be clear and easily identifiable - not hand-drawn but simple thin line style. The background shape that houses the icon should be hand-drawn in style where possible otherwise rounded edges should be used or plain circle shape.



Free-form shapes

A key element of the design of the brand is the organic hand-drawn rectangle. It can be supplemented with organic shapes other than rectangles. This is an evolution of the previous rectangle strip that was used for brand communications.

This element is used to highlight important information or as a decorative background/ border feature. They may run either horizontally or vertically and placed where it does not interfere with the image or be anchored to an edge.

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 style edges.

The shape can also be used as an image frame.



Barnardos Buddies

The Barnardos Buddies are a set of hand-drawn, in-house designed characters used primarily across the Fundraising Individual Giving program for regular givers. The program uses its own logo also on all marketing collateral in conjunction with the Barnardos Australia primary landmark. The font used in the logo can be used on headings in marketing collateral when referring to the program.

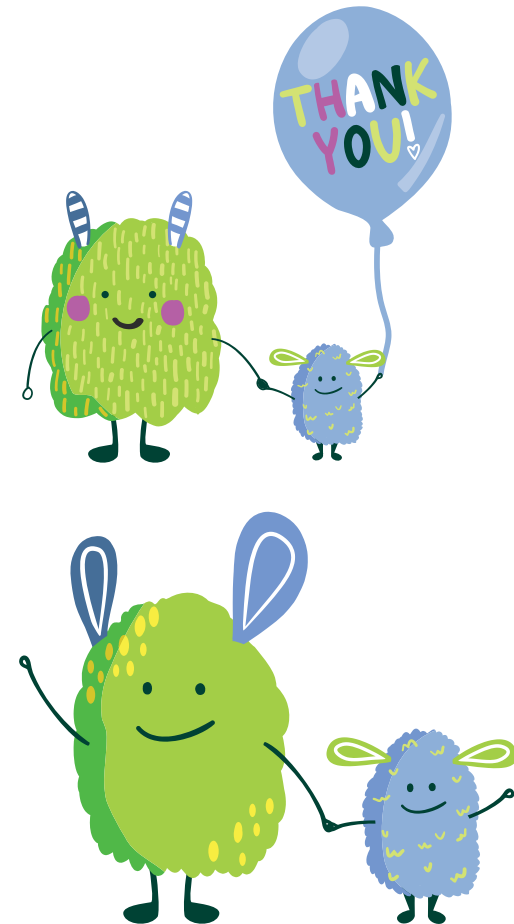
They represent the children, young people, families and foster carers that are in our programs in a non-gender, non-identifying way so that we can tell our stories without compromising privacy yet remain engaging to our audiences of all ages.

Copyright 2019

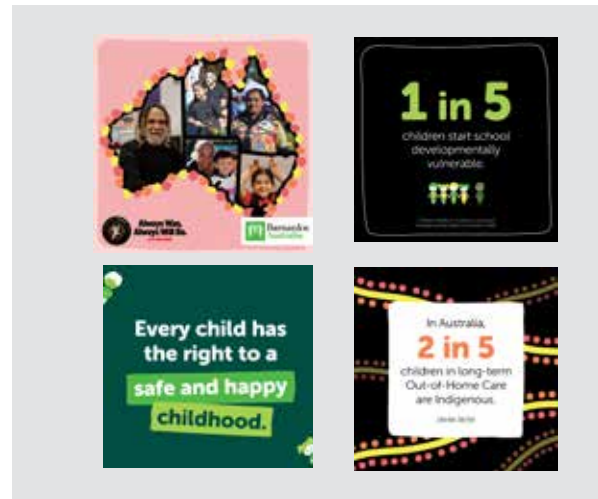
Trademark pending 2021



**BARNARDOS
BUDDIES**



Brand examples 2020-21



Solution and Problem identity

The 'Solution'

When developing marketing materials for Barnardos services and programs we primarily use the green coloured, solution based visual identity and messaging. This is so that when speaking to our client service users, Barnardos is offering solutions on how they can be assisted by our services and programs and how Barnardos has had social impact.

Alternatively It can be when a donor already identifies with the cause, has an understanding of the problems children face and want to be part of the 'solution' to help stop child abuse.

Our solution based designs consist of the following basic elements:

- Green as the predominant colour in the design
- Imagery - happy, real children and in some cases with adults doing realistic activities. wThe images need to look and feel Australian as much as possible
- Our tagline
- For approved key messages please contact the Communications team ntp@barnardos.org.au
- Secondary colour palette can be used as additional ways to highlight information or to enhance creative design

Examples of 'solution' brand application



The 'Problem'

When developing marketing materials for audiences who do not know about Barnardos or need to understand why they need to help us or donate to our cause, we need to educate them on what the problem actually is and why Barnardos must do the work that we do. This is often the case with fundraising audiences. The fundraising teams can determine at what level of 'problem' the audiences needs to identify with and can brief in the design team accordingly.

Our Problem based designs may consist of the following basic elements:

- The use of black or dark green from the palette to infer the gravitas of the issue. The darker colours should always be complimented by the approved colour palette and they can be used to lighten the sombre or serious tone where suitable.
- Imagery - sad or neutral looking children, in realistic settings, with their face within the composition and not cropped too tightly, no other adults where possible as we do not want to take the focus away from the child, and not too shocking so that the viewer switches off. The image should have an Australian look/feel to it where possible and the child or young person looking to camera or showing some kind of vulnerability in their pose - see Imagery guidelines for more information
- Use approved statistics from our fact sheets , Comms team toolkit or reports from the Comms team.
- Secondary colour palette should be used to highlight key information only - avoid the Barnardos primary green as it is the 'solution' colour.
- The problem should be identified first and can then be followed up with the solution ie How Barnardos or the donor can help Australian children.
- Avoid darker text colours on black due to illegibility issues eg BA green text on black

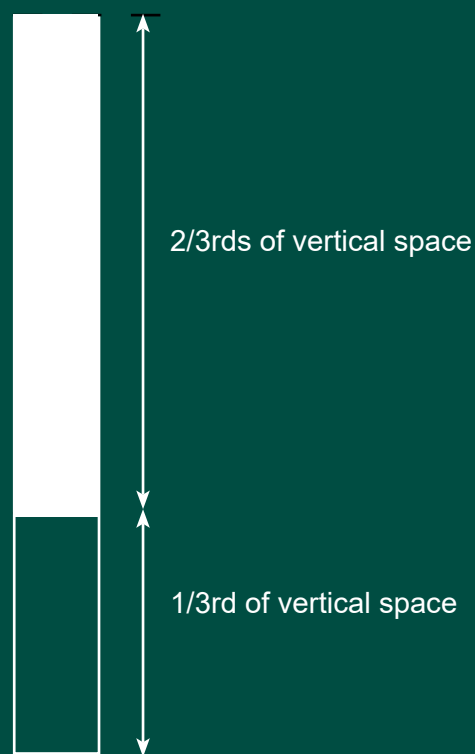
Examples of 'problem' brand application



Spacing guide

It is preferred that where possible our collateral 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.



Mandatory inclusions

Legal information

The following text must be used on all designs in the correct font:

A Company Limited by Guarantee | Registered Charity | ABN 18 068 557 906 | Models used (and names changed) to protect privacy | HO_XXXXX (job number)

About Barnardos - Boiler plate

This should be included on all print collateral where possible for external communications.

Indigenous acknowledgement

This should be included on all marketing collateral where possible for external communications.

"Barnardos Australia acknowledges the Traditional Custodians of the land on which we live and work. We acknowledge Elders past and present, and acknowledge the children because they are our future. We acknowledge that this land was and always will be Aboriginal land."

Social Media icons and hashtags must also be included on print and digital where required or if space allows.

Specific contact numbers

Foster care: 1800 663 441

Donations: 1800 061 000

URLS

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

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

email address is : wecare@barnardos.org.au

Individual giving email: support@barnardos.org.au

Ensure these items are used consistently across all print materials and digital where applicable.

Communication materials

External promotional pieces

All external marketing promotions need to be either designed or approved by the Brand and Design team. If a third party is designing the materials then the Brand and Design team need to be consulted at the start of the project to ensure the third party understands branding requirements and to assist with creative concept development. The team then approve all final art files prior to printing or public distribution.

Any communication materials that have visual representations of the Barnardos brand need to come from the in-house design team where possible. This ensures the brand is always consistent, trusted and true to the vision of the organisation.

Internal promotional pieces

Barnardos staff have access to a range of pre-designed templates and MS Office documents that are available on the Intranet and should be used at all times. These can be colour or black and white. This enables staff to create their own items where needed that are already on brand.

For custom designs please contact the Brand and Design team.

Stationery

All Barnardos branded stationery is designed by the Brand and Design team. (Stock levels are managed by the relevant office managers) and is printed in full colour by professional printers. Business cards have a matt cello finish for longevity and printed materials should use recycled, uncoated paper where suitable. We support sustainable print practices where possible.

Logo files

If you require a logo file for any reason please email **ntp@barnardos.org.au** or submit a **job request via Jumppl** stating who, why and where the logo will be used and in what format (print or digital). The final art file will need to be viewed by the Brand and Design team once available by the third party involved in the request.

Pre-designed templates for staff

Templates for medium-impact promotional, strategic or management communications are available on the Barnardos Intranet for download. These templates should always be used when preparing internal documents.

<https://barnardosau.sharepoint.com/sites/Brand-Hub>



Photography/ filming of children (not stock)

All images of children (who are not sourced from stock galleries) under the age of 16 used in print or digital 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.

We will NEVER use images of children who have been or are in out-of-home care (OOHC) in any collateral unless it has been allowed by the parent or guardian for a specific reason.

We can use images of the children in some of our support programs such as the Homework Clubs only with the correct permissions and only if they are not in OOHC.

Media permission

These forms are available for download from the Intranet and all models must complete one PRIOR to filming or photoshoot.

One copy should be sent to ntp@barnardos.org.au and one kept with the child's centre manager at Barnardos along with an image of the model.

For further information contact Head of Communications or Head of Brand and Marketing.

Imagery

Our images should be sourced from:

- a licensed image company eg; iStock/Getty images, AUSSTOCK, Shutterstock, Stocksy
- obtained by a Barnardos 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 our purchased images to third parties and the image gallery is managed by the Design team centrally from head office.
- Sensitive licenses must be purchased where applicable if representing the model as 'abused'.
- When using stock images the following line must be included in the legals:

***Models used to protect privacy**

or where the image and name is used together:

***Models used and names changed to protect privacy**

- 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. Photos should not use filters.
- When we are talking about the 'problem', we can use sad or neutral looking children in the images to reflect these important issues facing children and impart the seriousness of what they have experienced.
- Our images should focus on a child captured in a moment of their childhood, preferably in a realistic 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 or Instagram feed.
- The child's face must be clear and visible to the camera and not obscured by physical objects, light flares or cropping etc.
- We do not use images of children with their back to the camera or body parts cropped off.
- The image should be in a natural environment that depicts the kinds of scenes that our children would be part of in daily life.
- Images involving an adult (family member, parent or care giver) should show interaction with the child and all subjects should have some of their faces visible and not cropped.
- In all imagery, it is important to allow space around the child's face and to NOT crop too tightly.

We like our images to be culturally diverse, emotive, natural and Australian.



Digital brand guidelines

Digital guidelines

Digital guidelines have been developed to ensure brand consistency and relevance across all of our digital platforms.

Creative treatments will differ to that of print based formats due to screen resolutions, different formats, outputs and media channels being used.

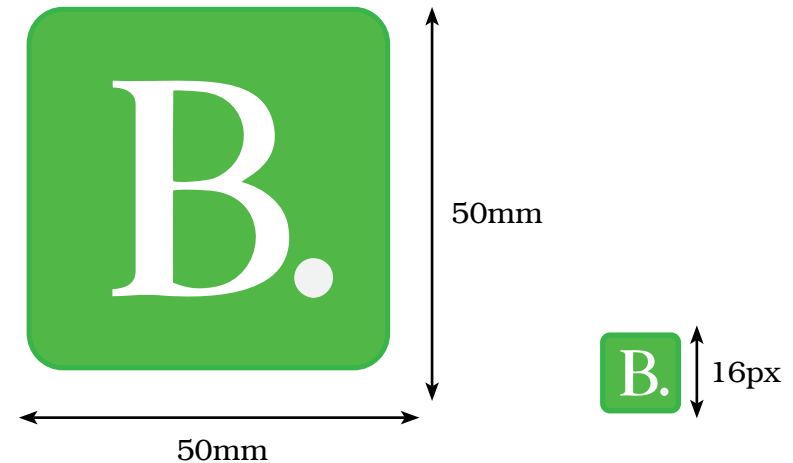
Barnardos master brand: digital icon

The digital icon can only be used on digital channels to best represent the Barnardos Australia brand and logo in one compact icon. It uses the capital B of Barnardos font from the logo.

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

This icon can be used to represent the Barnardos Australia logo for mobile applications and other online systems that require a small square representation.

It can also be reversed in white on a dark background/colour display



Social Media

Social media accounts must all follow a cohesive and consistent tone and be relevant in content and visual identity to the master brand of Barnardos.

Posts should follow the main brand guidelines and use the approved colour schemes. Social Media Managers should have an up to date response bible to ensure correct and consistent messaging when commenting publicly on social media platforms.

All social media channels are maintained by the Digital Engagement Team, creative for those channels is approved by Head of Brand and Design with content sourced and approved by Head of Communications. All users must adhere to the Barnardos Social Media Policy.

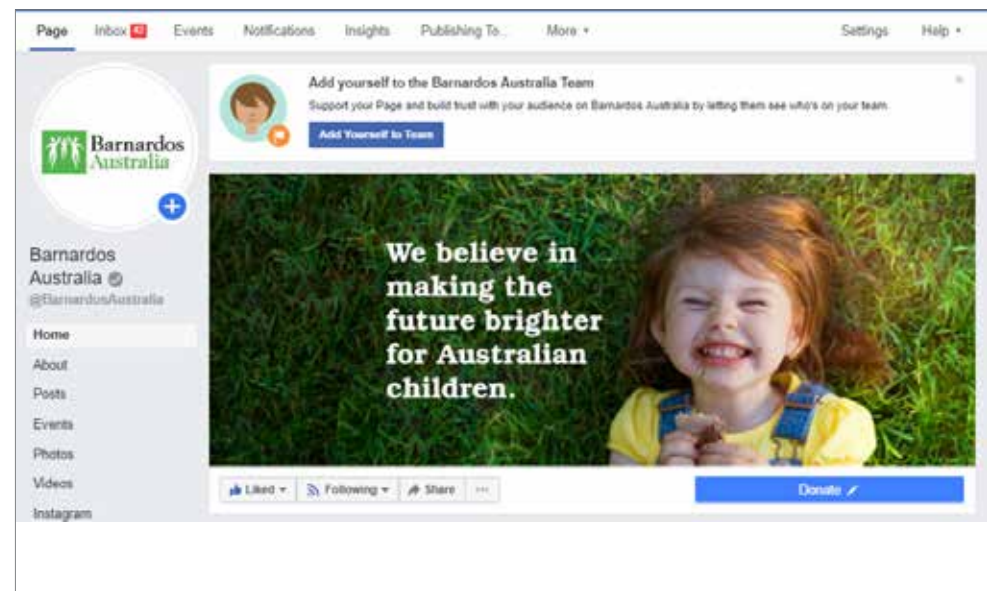
Responses must be approved by Comms or reference the Barnardos Response document.

facebook guidelines

Check for the latest online guidelines for cover and profile photo:
www.facebook.com/help

The Barnardos Australia logo should always be the Facebook profile image and must fit within the circular dimensions and be in full colour.

The Cover Photo should be evergreen branded content or image with tagline. When there is a campaign running this can be interchanged with campaign artwork but should be clear and uncluttered in design and respect the safe space for mobile devices.



facebook.com/BarnardosAustralia

Instagram guidelines

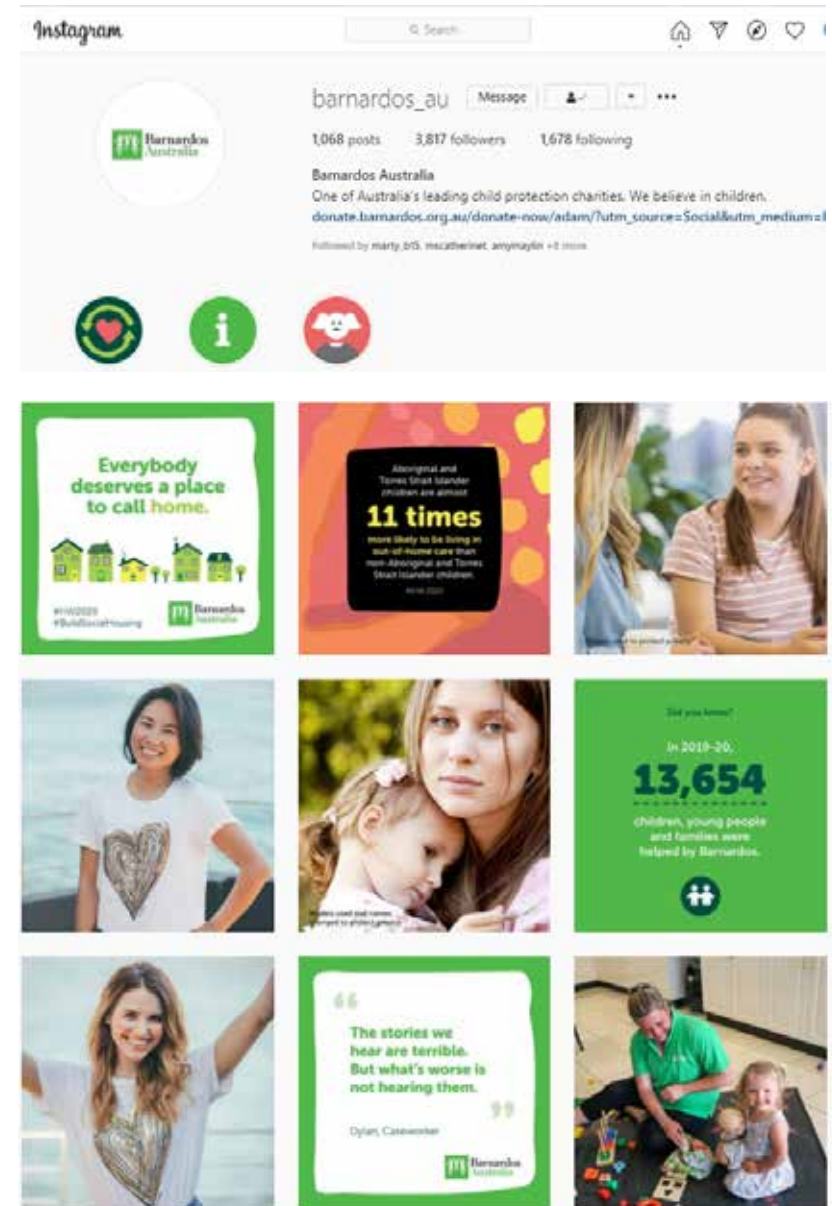
The profile image should always be the Barnardos logo displayed clearly in the circular dimensions and never cropped so that part of it cannot be seen or is distorted in any way.

Content is managed by the Head of Digital Marketing and posts are always designed or approved by the Brand and Design team.

The Instagram grid on the home page should follow a distinctive branded pattern so as to enhance the masterbrand of Barnardos to ensure consistency at all times.

#BarnardosAustralia #barnardos #barnardosau
 #barnardosaustralia #fostercare #fostercareau
 #openadoption #adoption #fostercareadoption
 #fostercareawareness #fosterchildren #
 community #ThingsThatMatter #WeBelieve
 #childrenareourfocus #createbetterfutures
 #support #donate #AskBarnardos

instagram.com/barnardos_au
 @barnardos_au



YouTube guidelines

The profile image on cover page should always be the Barnardos logo displayed clearly and never distorted

Content is managed by the Head of Digital Marketing and Head of Communications. This channel is where all video content that is owned and created by Barnardos Australia is showcased.

youtube.com/barnardosaustralia



Twitter guidelines

The profile image should always be the Barnardos logo displayed clearly in the circular dimensions and never cropped so that part of it cannot be seen or distorted in any way.

Content is managed by the Head of Digital Marketing and copy is approved by the Head of Communications.

#fostercareau #fostercare #barnardos #barnardosau
#barnardosaustralia #webelieveinchildren
#childrenareourfocus #openadoption #adoption
#fostercarers #fosterparents #community
#ThingsThatMatter #WeBelieve #createbetterfutures
#teambarnardos #children #AskBarnardos

twitter.com/barnardos_au



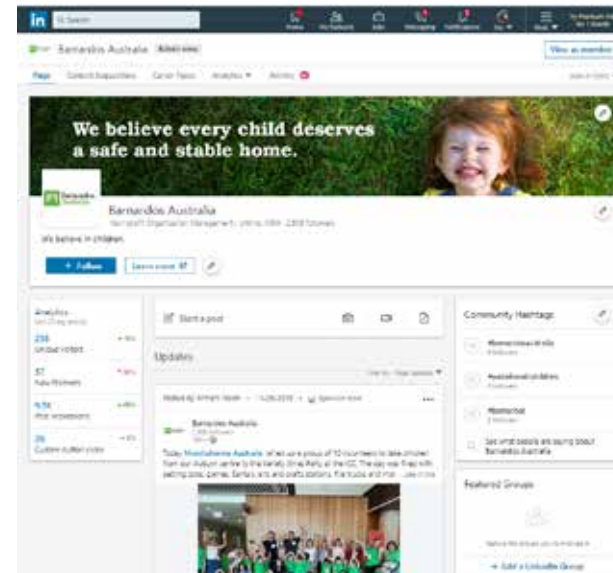
Linked IN guidelines

The profile image should always be the Barnardos primary brandmark, never cropped and always centred.

Linked IN is managed by the Head of Digital Engagement.

The cover image should be the same as that of the other social media channels or be reflective of a specific campaign that relates to the Linked IN audience.

[linkedin.com/company/barnardos-australia](https://www.linkedin.com/company/barnardos-australia)



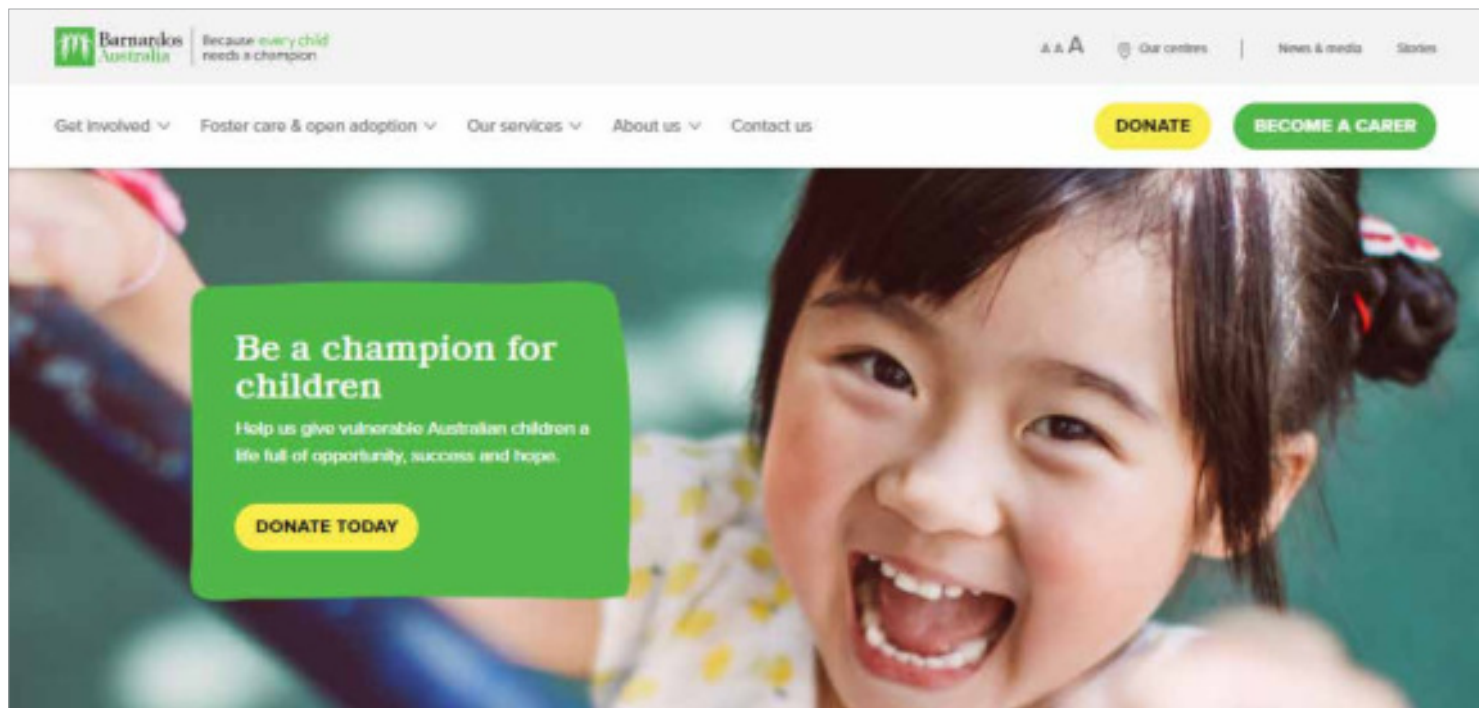
Website

barnardos.org.au

The Barnardos Australia website is the primary place for external audiences to connect with our brand, our services offered and information about our impact. It is the place where people can go to access specific information about the organisation.

The site is managed by the Digital Engagement team with IT support

Digital UI Guide for barnardos.org.au available soon on frontify.com



Electronic direct-marketing (EDM)

When designing electronic marketing mail, a number of systems are used in Barnardos so we must be conscious of this when designing a template and to try and match them to each other as best as possible.

All EDMS must have the BA primary brandmark shown.

The creative used must follow the brand guidelines at all times.

The footer should include the below information each time and be designed to a set template for consistency.

EDMS are designed and created by the Digital Engagement team and approved by Head of Brand and Marketing, and Head of Communications.

There should be limited amount of text over the image so that it is more effective on mobile view and follow other best practices such as including an unsubscribe option.

Thank you receipts generated to donors are also generated automatically once they are entered into the customer journey for donors. These also follow a template that has been approved by the Head of Brand and Marketing.

Donation buttons and CTA areas should use more active colours in the brand palette such as yellow, red, oranges where possible rather than more passive colours such as blues and greens. The Digital UI guide dictates our DONATE buttons in our brand yellow at all times.

Primary brand EDM Vision 6

