

# Brand manual



Barnardos  
Australia

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# Welcome to the brand of Barnardos

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

These guidelines explain how our brand should be portrayed both visually and verbally. It covers how we should sound across a range of communication channels.

These guidelines have been set to ensure that each channel of communication has a consistent and trusted visual and verbal application.

A brand is more than just a logo and colours, it is a combined experience of these along with someone's **perception** of that experience and that can determine whether they like your brand or not.

It is every word or message, every visual representation, every staff member, every supporter, 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, and engaging to our audiences

## Key contacts

### **Sarah Spence**

Executive Leader, Engagement and Giving

### **Natalie Logan**

Head of Brand and Marketing

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

By applying our visual guidelines and language, you will help to build our brand 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.

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## About Barnardos Australia

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

At Barnardos, we aim to protect children who are at risk of abuse, neglect or danger by supporting families to keep children and young people safe at home before the issues escalate. 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 and be on equal footings with their peers.

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 are fearlessly optimistic that we can achieve brighter futures for vulnerable and disadvantaged Australian children.

**[barnardos.org.au](https://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.



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## Brand strategy

### Our organisational 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.

## Brand idea

We are fearlessly optimistic that we can create positive change to the lives of Australian children through our programs and people who bring our organisational vision to life.

## Brand positioning

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

### CHILD FOCUSED

- Always focused on children and their well-being
- Working intensively with families to help their children have positive life outcomes
- Giving children and young people the capacity to build a strong, successful future for themselves

### EVIDENCE INFORMED

- Using research-informed practices and frameworks to guide all of our work
- Proud to be industry leaders aiming for the best outcomes for children that is based on qualitative research and years of experience in the field
- Using foresight and focus at all times in our practice

### COLLABORATIVE

- Seeking to continuously strengthen all family, cultural and community connections
- Understanding of the different perspectives of the people we work and engage with
- Adaptable when working with children, young people and families

# Bringing our brand to life

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

If our brand was a person, we would be your favourite Aunt /Uncle/Grandparent or elder role model who is always there for you regardless of your situation. It's us you turn to for help, to fight for your rights, stand up for you, teach you, nurture you, pack your lunch, make sure you eat breakfast. That caring, determined, knowledgeable and person you can always depend on.

## We are determined

- Focused on doing what is best for the child and their future
- We will never give up on any child
- We will fight for what is best for each child.
- Determined to find the right way for the best outcomes for children
- Bravely helping children, families and young people navigate their way in life when the going gets tough.
- Seeking better ways to help children create better futures

## We are caring

- We show compassion at all times for the people we help
- We are understanding of all situations and reserve any judgement
- We advocate for children always
- Helping those less fortunate
- Protecting innocent children so they can live without fear
- Bringing joy and happiness back to the lives of children who have suffered significant trauma

## We are knowledgeable

- Over 130 years of experience in the field
- On-the-ground daily
- Industry leading in open adoption and use research-informed best practice in all that we do for children
- Empowering children, young people and families with programs designed for holistic capacity building
- We know our clients needs are diverse and providing tailored and holistic solutions

## Key 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.

### Child-focused, always

Our brand is always focused on the child or the young person and telling their real stories and the impact on their lives in a non-judgmental manner.

### Language

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

### Call to action statement

"Because every child needs a champion"  
Our supporters need to know clearly what we stand for, who we help, our determination for the best outcomes for children. This is a relatable call to action for all of our audiences.





# Brand messaging framework

Use this framework to help structure brand messages that reflect our core values, brand promise and brand identity at all times across our various audiences

<b>Brand idea</b>	Fearlessly optimistic for the future of Australian children	
<b>Vision</b>	To empower every child in Australia to reach their full potential.	
<b>Purpose</b>	We support vulnerable children to recover and thrive. Together, we ensure they reach their brightest future	
<b>Action statement</b>	Because every child needs a champion	
	<b>Get</b>	<b>Give</b>
<b>Audience Proposition</b>	We (Barnardos) are fearlessly optimistic in our pursuit for a better future for Australian children.	You (Audience) can help vulnerable Australian children feel empowered and confident that they will have a better future.
<b>Product and service propositions</b>	<p>We will deliver programs that are evidence informed and use the latest research on best outcomes for children that have a positive, life-long impact on children and families.</p> <p>These programs build resilience and capacity so that these children and their families can navigate life on their own once more and feel empowered by their own successes, no matter how big or small they are, giving them hope for the future.</p>	<p><b>Giving opportunities:</b> The Champions Ride; Op Shop Sales; Gifts for Kids, volunteer events, all give our supporters the opportunity to give back and support the organisation in many different ways.</p> <p><b>Fundraising:</b> Financially support our programs that directly help children and families feel that they are in control again of their life and ultimately their future. This giving can occur on an individual basis, through a Trust and Foundation, philanthropic giving or a Corporate Partnership.</p> <p><b>Foster care:</b> giving children the right foundations in life so that they can feel stable, cared for and safe again. Research shows that once children feel safe, they usually thrive and go on to have meaningful lives.</p>

This Brand idea framework allows us to conceptually frame our messaging to the key audience groups in the following ways:

Translating our brand idea to key audiences					
Fearlessly optimistic					
Donors and community supporters	Volunteers	Foster families	Advocacy and organisational communications	Children and families we help	Corporate partners
<p>Those that donate to Barnardos feel a sense of connection to us via the shared belief in an optimistic future for children.</p> <p>We will be fearless for these children young people and families and fearless in our quest to achieve best life outcomes.</p>	<p>The fearlessly optimistic people that give us their time and effort, with which they are rewarded with the knowledge that we are all in it together and the idea that each day can be more optimistic than the next.</p>	<p>Fostering isn't easy and our foster parents roll up their sleeves daily and are the embodiment of being fearless and optimistic in their drive to see children be happy and thriving.</p> <p>Our foster parents are making optimistic futures everyday, they are our unsung champions for children.</p>	<p>We proudly stand up and seek to be heard on behalf of children who are not.</p> <p>We are fearlessly resolute that we will not accept anything other than a different, brighter future for children we help.</p> <p>We lobby for policy and program change that is solely focused on an optimistic outcome for the children and families who need it.</p>	<p>Asking for help takes courage, believing in yourself takes fearless optimism. Trusting that you can find your independence, safety and better times is fearlessly optimistic.</p>	<p>Aligning with a cause that deals with really hard hitting issues takes bravery.</p> <p>Aligning with us on a shared vision of an optimistic future for children in Australia is smart business sense.</p>

## Brand promise

We are advocates for all children's rights; our drive is ultimately for their safety, wellbeing and opportunity to thrive, so that children may have a life of opportunity and success.

### Insight

Australia's reputation for being 'the lucky country' is undermined by our rates of poverty, and injustices such as discrimination and family and domestic violence. Barnardos are focused on protecting the childhoods of the vulnerable children whose lives are affected by these social issues. Barnardos always puts the child first, listening to them, and forming

relationships with them that last. Barnardos builds intensive support networks around the child so that they feel empowered and can have a better and more meaningful childhood.

### Our promise to children

We will never give up on a child.  
We help children to grow up safely and create opportunities for them to feel empowered to live their best life. We are champions for all children, everyday.

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# How we say it

## 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 have three key voice traits: **Emotional, Rational and Aspirational**

We sound like:

- like a favourite teacher or respected, trusted family member, approachable and trusted
- caring and passionate
- conversational yet knowledgeable
- direct, honest, real
- positive, motivated and solution focused
- trustworthy and true advocates for children
- Understanding: we realise that the topics we talk about can trigger people and their lived experiences. (We will always have a trigger warning in place when discussing sensitive issues)

## Call to action statement (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 do and who we do it for, whilst incorporating the vision and values of the organisation.

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 where necessary but we also invite others to also be champions for children too.

**Please see the visual identity section for how the tagline is visually represented.**

## Who we talk to

Children  
Young people  
Families  
Foster carers  
Indigenous communities

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

External agencies  
Suppliers  
Barnardos staff

Federal, State and Local governments



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# Talking about what we do - our voice traits

In our messaging it is important to emphasise why we do the work (rather than the what) due to the complex nature of our services. We can use messaging styles from these voice traits that can connect to our various audiences in three distinct ways.

## 1. Caring (emotive)

- We are creating a safe future for all children by supporting families, understanding culture and strengthening communities
- Give vulnerable children the bright future they deserve
- We will help vulnerable children change their lives for the better and live free from fear and danger
- Supporting every child, every step of the way
- Grateful and thankful to supporters always and take them on the journey of healing and give hope
- We empower every child to reach their full potential
- We care for children so that they can recover from trauma and thrive once more

## 2. Determined (action)

- At Barnardos, we know that children need safe, strong, nurturing families in order to thrive. Our work in communities is underpinned by this knowledge.
- Barnardos programs break the cycle of child abuse and neglect by supporting children and their families to navigate complex issues such as trauma, family violence, poverty, mental illness, addiction and homelessness so that children have the opportunity to have a meaningful life.
- We teach children, young people and families to be resilient and develop their capacity to build a better life
- We will ensure that children who experienced fear and danger will feel freedom and safety
- We are champions for children
- We never give up on children, no matter how hard the work is or how long it takes to achieve the best for the child
- We are dedicated to protecting and empowering Australia's children

## 3. Evidence-informed (rational)

These three key issues facing Australia's children can be used depending on your audience/ subject:

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

AIHW 2018

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

(AIHW Child Protection 2019)

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**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 in any form of communication as we are always impartial and do not make up statistics
  - ✓ Explain the problem and why we do our work
  - ✓ Identify the national issues and scale of problem
  - ✓ Use the pre-approved Barnardos issues-based Fact Sheets where possible or source alternate approved reports

## How we say it

Avoid saying:	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
a 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
It was the Dad's fault she was abused	We assisted the father to learn parenting skills so that he could care for his children properly	We don't attribute the blame to parents as they are often the victims themselves of poor parenting and stuck in a cycle.

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.**

## How we write it

Language style guidelines	
<b>Our name</b>	<p><b>We are Barnardos Australia - Do not use Barnardo's Australia</b></p> <p>We must be named correctly in the first reference to the name, then it is permitted to drop the 'Australia' from our name from that point.</p>
<b>Dictionary</b>	Australian English at all times
<b>Capitalisation</b>	<ul style="list-style-type: none"> <li>• Reduce use of capitals unless necessary and limit to use in headings only if absolutely necessary</li> <li>• Use capitals for: proper nouns and proper places, specific job titles and nationalities, the word Indigenous, First Nations, Aboriginal, Torres Strait Islanders</li> <li>• Do not use title case in headings</li> <li>• Do capitalise program names but not the word 'program'</li> <li>• Use capitals for: proper nouns and proper places, specific job titles and nationalities, the word Indigenous, First Nations, Aboriginal, Torres Strait Islanders</li> <li>• Do capitalise program names but not the word program</li> </ul>
<b>Numbers</b>	Do write out all numbers from 0-9 <b>in full</b> and use numbers from then on. Use a comma to separate numbers above 1000.
<b>&amp; or And</b>	Do not use ampersands (&) except in digital URL's or navigation menus
<b>Acronyms</b>	Write the name in full at the first instance with the acronym in brackets after it eg <b>out-of-home care (OOHC)</b> then it may be abbreviated with the acronym after that.
<b>Possessive</b>	Avoid the use of Barnardos' and use alternatives such as 'The Barnardos website' where possible
<b>Websites</b>	do not include the www or http://www
<b>Industry wording</b>	Kinship care (never kincare) and out-of-home care
<b>Using stock imagery with a named child</b>	<p>When using stock imagery AND referring to a child by name that has been changed from real life, you must include:</p> <p><b>*Models used and names changed to protect privacy</b></p> <p>You must (*) the first instance of that child's name and the footnote/ reference is at the bottom of page</p>

## Creative content framework

Having content pillars allows us to communicate with the audience consistently, with strong messaging based on their intent.

TOWARDS 2025 STRATEGIC AREAS OF FOCUS				
SOCIAL JUSTICE AND SAFETY • LEARNING AND EDUCATION • IDENTITY AND CONNECTION • SOCIAL AND MENTAL WELL-BEING				
Content Pillars	Advocacy	Empowerment	Relationships	Practices
<b>Audience Need</b>	I understand the bigger picture and how my support is making a positive impact on current social issues such as the protection of children.	I support the empowerment of those less fortunate and know that my donations to Barnardos are creating opportunities for children who really need it.	I want to feel connected to the Barnardos cause, and know that they are genuinely supporting vulnerable and disadvantaged children and are making an impact to their lives.	I trust Barnardos and know that my donations are being used to protect and empower children, young people and families in an honest and open way.
<b>Barnardos solution</b>	<p>We represent a forward-thinking organisation that fights for children's rights. We have previously supported critical social movements, including allowing adoption by same-sex couples and child privacy, submitting reports to the government on a number of occasions.</p> <p><b>A future with rights and freedoms</b></p>	<p>We invest time and resources in the education, safety and well-being of children in need, enabling them to thrive and work towards meeting their life potential, giving them access to equal opportunities for success.</p> <p><b>A future with optimism and opportunity</b></p>	<p>We genuinely care about the children we help, offering non judgemental, one-on-one caseworker experiences, holistically supporting children through their journey of healing or empowerment. We will provide whatever care is needed for that individual child.</p> <p><b>A future with strong connections</b></p>	<p>We are an ethical, not-for-profit, for impact organisation that offer full transparency on where finances are distributed back into our programs to help children and families. We take full accountability for our actions.</p> <p><b>A future with accountability and agility</b></p>
<b>Examples of content that will fulfil audience needs</b>	<ul style="list-style-type: none"> <li>Top-level visibility on the situation in Australia, and the impact donations have on children's lives.</li> <li>Top-level Barnardos wins eg positive changes caused by our efforts.</li> <li>Supported causes and movements, detailing submissions.</li> <li>Content on representative appearances eg CEO (videos, quotes, photos etc.)</li> <li>First hand accounts</li> <li>Having a voice on current social issues, particularly those aimed at younger audiences.</li> </ul>	<ul style="list-style-type: none"> <li>Success stories of individual children/ youth or families who have utilised the Barnardos services and turned their lives around</li> <li>Advocacy from previously supported youths, allowing them to represent the success of programs we offer.</li> <li>Visibility on our education and learning opportunities for children/ youth such as Homework clubs</li> <li>Stories from diverse minority groups that have felt empowered from the programs, allowing for deeper connections with their communities and families</li> </ul>	<ul style="list-style-type: none"> <li>Child-focused programs and their impact</li> <li>Supported playgroups offering parenting support, connection to culture, community and education.</li> <li>Identifying and understanding the challenges of parenting and preventing these cyclical behaviours</li> <li>Case studies and success stories of family restoration.</li> <li>In-depth breakdown of available relationship support services.</li> <li>Show positive change with early-intervention</li> <li>Stories of long-term support and social impacts</li> </ul>	<ul style="list-style-type: none"> <li>We are transparent on funding distribution.</li> <li>Evidence-informed programs</li> <li>Sharing research and findings on our cause of child empowerment.</li> <li>Variation of program offerings and the impact they have on the community or individual</li> <li>Evidence-informed decision making visibility.</li> <li>Identifying the scale of issues we work to solve</li> <li>Case workers direct experiences.</li> <li>Being the gold-standard in the child well-being sector.</li> <li>Explain the importance of being child-focused</li> </ul>

## Indigenous audiences

We acknowledge 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 incorrect or culturally inappropriate language being 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 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 all children's safety. We believe in self determination for Indigenous communities, where possible Aboriginal children should be kept with Aboriginal family, agencies, 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.
- The Barnardos Aboriginal Cultural Unit, Gurung Wellama, has been created to allow a stronger partnership with First Nations children and families and it is represented in a co-branded way with its own visual identity that connects the values and story of the framework, designed by Aboriginal artists for Aboriginal people. Brand guide is available from the Brand and Marketing team.

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 of the type of work we do.

## 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:

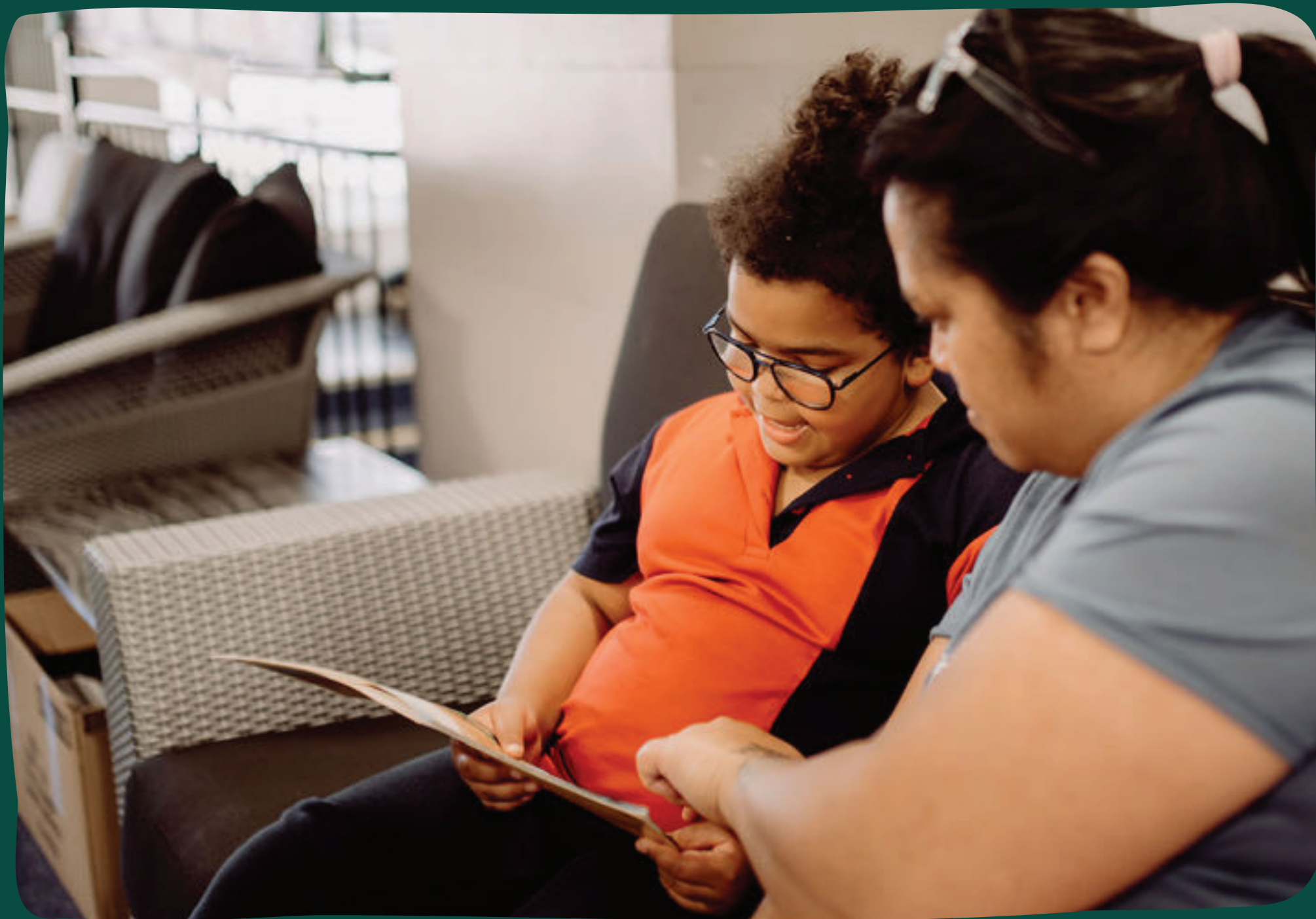
"A united Australia which respects this land of ours; values the Aboriginal and Torres Strait Islander heritage and provides justice and equity for all". (Vision of the Council of Aboriginal Reconciliation).

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.

Externally we represent our commitment to culture with a portfolio called Gurung Wellama which has been created as part of the Footprints Together Framework.

For more information or to obtain a copy of the latest Reconciliation Action Plan, visit [barnardos.org.au](http://barnardos.org.au)





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# 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 brand-marks



Mono black



Reversed on colour

## Incorrect logo 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 Barnardos AUSTRALIA
- 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

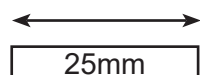
## Exclusion Zone

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.

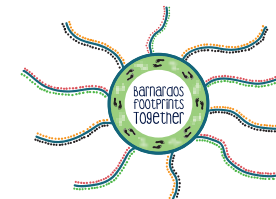


## Minimum Size

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.



## (Secondary brand marks)





# ITC Bookman Demi 40

**ITC Bookman Demi  
20pt**

ITC Bookman Light  
15pt

**Museo Sans Rounded  
900 20pt**

**Museo Sans Rounded  
900 15pt**

Museo Sans Rounded 300 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. We also use Museo Sans Rounded to reflect our modern organisation, purpose and mission.

### Headings

**ITC Bookman Demi (min 20pt)**

ITC Bookman Light (min 15pt)

**Museo Sans Rounded 900 (min 15pt)**

(do not use anything over 900 weight or go below 15pt at 900 for legibility)

### Desktop font

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

Museo Sans Rounded for ALL body copy (print and online)

### Webfont

Museo Sans Rounded / Website : Proxima Nova / Accent font: Swister/ ITC Bookman for headings

### Legals/ Footnotes

Museo Sans Rounded 100 8pt min.

To maximise legibility of body copy the following should be considered:

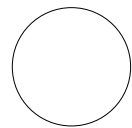
- Copy should be reproduced at a minimum size of 10 points for Vision Australia guidelines
- Reversed type should always be in a heavier weight than regular
- All text should be set horizontally for body copy and never be stretched or condensed.
- Body copy should always be aligned with a left ragged 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.

# Colour palette

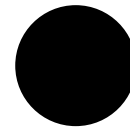
## Primary colours



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



100% white

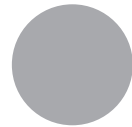


100% rich black  
CMYK 20/20/20/100

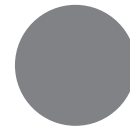
## Tints of black



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



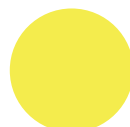
CMYK: 26/73/0/0  
RGB: 199 /97 /189  
Web: #C761BD



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.

\*Tints and tones of all Barnardos colours may be used at the discretion of the Design team

## Tagline: How it works

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.

Because every  
child needs a  
champion

### 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.

## Graphic device: The B. icon

### About the icon

The B. icon is a dynamic extension of the primary brand-mark 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 master-brand 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.





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## 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 brand-mark. The font used in the logo can be used on headings in marketing collateral when referring to the program.

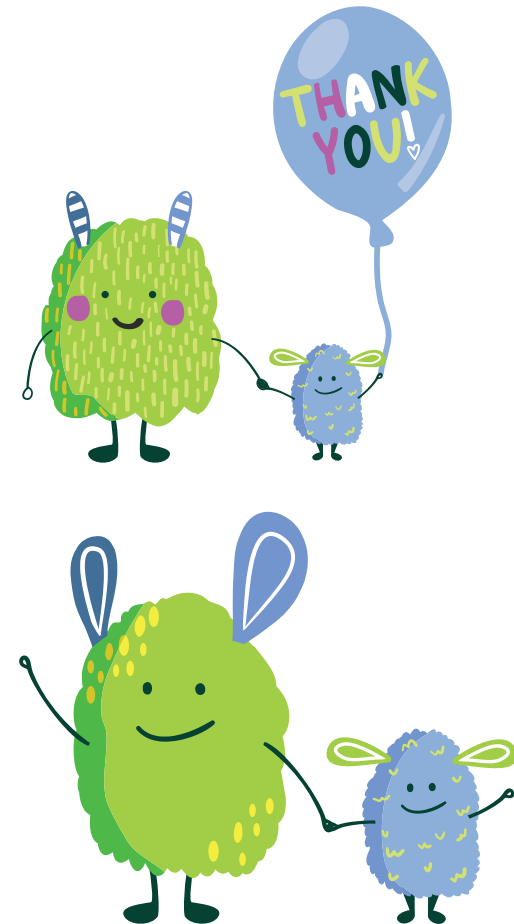
They represent the children, young people, families and foster carers that are in our programs in a non-gender, non-identifying way so that we can tell our stories without compromising privacy yet remain engaging to our audiences of all ages.

Copyright 2019

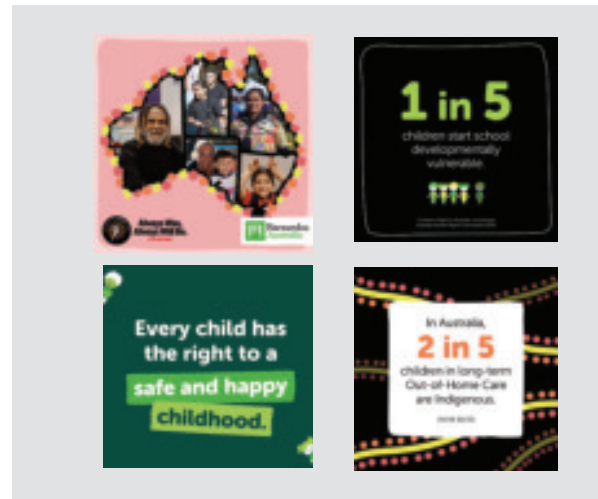
Trademark pending 2021



**BARNARDOS  
BUDDIES**



## Brand application examples



# 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](mailto: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

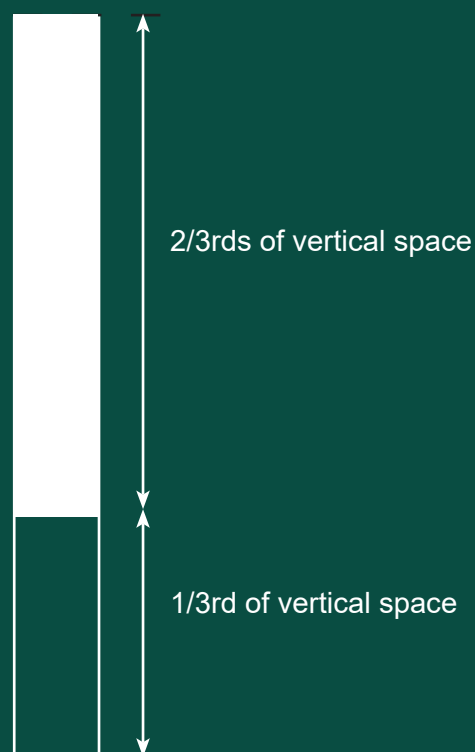
## Examples of 'problem' brand application



## 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 that are used in an external setting 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](mailto: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.

