

Logo Brief

Background

Centre 360 Youth and Family Service (formerly known as The Come In Centre) seeks a new brand that reflects our organisation's focus on youth and our values. Current branding resembles a coat of arms in pink and purple. It is outdated. We are positive and proud of our work which is client focused. We seek to adopt a new brand that reflects this.

Centre 360 Youth and Family Service is a charity organisation set up by St Francis Social Services in 1981. It is one of three major programs offered by St Francis Social Services.

St Francis Social Services is the umbrella organisation presiding over three separate programs:

- Centre 360 Youth and Family Service –disadvantaged youth & families Counselling & Casework & group work
- The House of Welcome –asylum seekers, advocacy, legal aid, finance, education accommodation, casework
- The Greenlight Movement – learner driver volunteer mentor program

We are looking to update the Centre 360 Youth and Family Service logo so that it is complimentary to the other logos of the organisation.

ESSENTIALS:

1. The logo must be RED as stand alone colour or RED with a grey that matches the Greenlight Movement logo grey.
2. The RED must be: Red: #e94650 RGB: 233, 70, 80 CMYK: 2, 88, 66, 0
3. The Centre 360 youth and Family Service brand must be complementary to existing brands (colour & Font)

This program logo will sit beneath the umbrella brand of St Francis and alongside the existing House of Welcome and Greenlight logos:



Aims & Objectives:

- To ensure current & potential clients can trust our quality of service delivery
- To convey our client focus
- To update the brand of the organisation so we can stand out with pride
- To raise awareness of our organisation
- To appeal to corporates, donors & funders
- To achieve a strong brand that will reinforce marketing strategy

Target:

The Centre 360 brand will need to have a fairly strong global appeal. Our primary targets are NSW based:

- Disadvantaged youth
- Corporate / philanthropic decision makers
- Volunteers
- Government
- Schools & Parishes
- Donors & Supporters

Values we hope the brand will espouse:

- Trust
- Integrity
- Respect
- Inclusion
- Innovation
- Quality
- Positivity

How the logo will be used:

- Website
- Social Media Twitter / Facebook / Instagram / Linked In
- A4 Flyers
- Stationery – letterhead, with comps, donation forms, envelopes, business cards
- Banner
- Outdoor wall mounted signage
- Cars
- T-shirts

Deliverables:**Essential:**

- Print-ready logo artwork files for Centre 360 Youth and Family Service: EPS
- Screen-optimised logo artwork files Centre 360 Youth and Family Service JPEG, GIF, PNG

Examples of brands we like:

 <p>Save the Children Australia</p>	 <p>BOYS & GIRLS CLUBS</p>
 <p>AMNESTY INTERNATIONAL</p> 	 <p>OXFAM Australia</p>
 <p>Children's Miracle Network Hospitals</p>	 <p>NATIONAL YOUTH WEEK</p>
 <p>YSA Youth Changing the World</p>	
 <p>benevolent SOCIETY</p>	 <p>NYC NATIONAL YOUTH COUNCIL SINGAPORE</p>
 <p>СЕЛИГЕР ВСЕРОССИЙСКИЙ МОЛОДЕЖНЫЙ ФОРУМ 2014</p>	

Examples of brands we don't like:

MISSION AUSTRALIA <small>together we stand</small>	 The logo for the HELP Foundation features the word "HELP" in large, bold, black capital letters. The letter "E" is partially filled with a blue graphic of three hands rising upwards. Below "HELP" is the word "FOUNDATION" in a smaller, bold, black sans-serif font. A faint watermark "LOGO" is visible in the background.
the Goodwill Partnership	 The logo for Covenant House features a stylized white dove with its wings spread, set against a blue square background. Below the dove, the words "Covenant House" are written in a blue, sans-serif font.
RichmondPRA Together, we're better.	