

Bravehearts STYLE GUIDE

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Bravehearts
EDUCATE + EMPOWER + PROTECT



INTRODUCTION

WHAT IS A STYLE GUIDE?

A style guide is a reference document that sets standards for our brand's visual identity.

WHY DO WE NEED ONE?

An organisation's style guide helps to present our brand consistently and professionally by ensuring that those internally and externally to our organisation adhere to the same visual style.

WHO SHOULD BE USING THIS GUIDE?

Anyone who works for Bravehearts (including external contractors and suppliers) or who is representing our brand, who designs or collates anything on which our logo appears.

WHAT IS INCLUDED IN THIS GUIDE?

This guide includes information about our Brand's visual style, including our logo, colour palette, fonts and imagery.

WHAT IS NOT INCLUDED IN THIS GUIDE?

Details about our communications standards are not included in this guide. For information about how we communicate about Bravehearts, including standard statements and written conventions, please refer to our Communications Guide.

Also omitted from this guide is information pertaining to the visual style of our sub-brands, such as Ditto's Keep Safe Adventure and 777 Marathon. Please refer to the dedicated style guides for these sub-brands.

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1. OUR BRAND PERSONALITY

Brand personality describes the tone and manner in which our organisation presents itself through written, verbal and visual communications.

Bravehearts is a leader in the child protection sector, and is driven, reliable and trustworthy to our community, clients, funding bodies, donors, peers and other stakeholders.

To support our organisational values, and our position as leaders in our sector, our visual style is professional, consistent and current, reflecting the below brand personality traits.

We project these characteristics at every contact point with our audience, consistently and continually.

Bravehearts is:

- Brave
- Compassionate
- Empathetic
- Respectful
- Energetic
- Hopeful
- Innovative
- Dedicated
- Informed
- Inclusive
- Trustworthy
- Protective



2. OUR LOGO

2.1 PRIMARY LOGO

The primary Bravehearts logo is a 2 colour process logo that features 3 components, and comes in 2 colour variations and 2 tagline variations.

The components are:

- Bravehearts wordmark
- Purple heart (replacing the 'a' in our wordmark)
- Website/tagline

The colour variations are:

- Navy (2.A)
- White (2.B)

The tagline variations are:

- Educate + Empower + Protect
- bravehearts.org.au

2.1.1 WHICH VERSION OF THE PRIMARY LOGO SHOULD I USE?

The preference is to use the navy version (2.A) of the primary logo with our website URL as the logo tagline.

The navy logo may only be used on solid white or very light backgrounds where there is ample contrast between the logo and the background.

The white version (2.B) may be used on dark backgrounds.

The versions of our logo where our tagline appears should mostly be used for internal materials unless authorised by Marketing.



2.A Primary logo (navy + website)



2.B Primary logo (white + website)



2.C Primary logo (navy + tagline)



2.D Primary logo (white + tagline)

2. OUR LOGO

2.2 MONO LOGO

The Bravehearts primary logo is available on request in 3 mono versions.

Mono versions of the logo may be used when a one colour mono print process is required.

The 3 mono versions of the logo are:

- Black (2.E)
- White (2.F)
- Bravehearts Purple (2.G)



2.E mono logos (black)



2.F mono logos (white)



2.G mono logos (Bravehearts purple)



2. OUR LOGO

2.3 CLEAR SPACE

There is a minimum amount of space surrounding the Bravehearts logo that must be kept clear of other graphic or text elements. The minimum clear space allowed is equal to the height of the 'B' in the logo wordmark (2.H), however where possible more clear space is encouraged.

The clear space requirement also indicates how close the logo can be placed to the edge of a page.

2.4 MINIMUM SIZE

To ensure legibility of the tagline, it is not permitted to reproduce the Bravehearts logo (both the version with our website and tagline) any smaller than **60mm wide in print** (2.I), and any smaller than **227px wide in digital** (2.J).

2.H Minimum clear space



2.I Minimum size - print



2.J Minimum size - digital



2. OUR LOGO

2.5 OTHER VERSIONS

2.5.1 PROUDLY SUPPORTING LOGO

A 'Proudly Supporting' version of the Bravehearts with the website tagline (in both navy and white) (2.K) is available for conditional use by sponsors and supporters upon request through Marketing. Outside parties must NEVER use the primary Bravehearts logo. Please contact Marketing for more information.

2.5.2 STACKED LOGO

Our stacked logo (sans tagline) (2.L) is used primarily for thumbnails and is available for approved purposes on request through Marketing.

2.5.3 PURPLE HEART

Occasionally you may see our purple heart without our wordmark used for social media thumbnails (2.M).

2.6 FILE TYPES

The Bravehearts logos are available to download from Sharepoint > Master Documents > Marketing Hub in file types PNG and JPG. Additional file types such as EPS vector are available on request through Marketing.



2.K Proudly Supporting logo



2.L Stacked logo



2.M Purple heart

2. OUR LOGO

2.7 INCORRECT USAGE

- The Bravehearts logo (all versions) or any of the elements must not be recoloured, redrawn, re-proportioned, tilted, rotated or altered in any way.
- The logo must always appear at 100% opacity, must not be distorted or have an effect applied to them, such as a drop shadow, border or animation.
- The logo must be placed on a contrasting background to ensure all elements are legible.
- If placing the logo onto an image background, be sure the background is contrasting to the logo and the background image elements do not interfere with the legibility of the logo.
- Do not place a JPG file of the navy logo onto a coloured or image back (thus creating a white solid fill box around the logo). Instead, use a PNG file of the white logo.

If you have any concerns about the correct application of the Bravehearts logo, please contact Marketing at comms@bravehearts.org.au.



Logo does not contrast enough with background



Use a lighter background image so logo contrasts sufficiently



Do not use JPG version of logo as it will appear with a white fill box behind



Use a PNG of the white logo on a darker background

3. OUR COLOUR PALETTE

3.1 PRIMARY COLOUR PALETTE

Bravehearts' primary colour palette (3.A) is used in our logo and should be used for titles, headings, solid backgrounds, and generally as the main colour theme across digital and throughout our resources, promotional materials and merchandise.

3.2 SECONDARY COLOUR PALETTE

Our secondary colour palette (3.B) should be used for sub-headings and design flourishes.

3.A Primary colour palette

NAVY

HEX: 282560

RGB: 40/37/96

CMYK: 58/61/0/62

PMS: 274C

PURPLE

HEX: 781D7E

RGB: 120/29/126

CMYK: 5/77/0/5

PMS: 259C

3.B Secondary colour palette

TEAL

HEX: 00AC9C

RGB: 0/172/156

CMYK: 78/7/47/0

PMS: 7465C

MAGENTA

HEX: B6006A

RGB: 182/0/106

CMYK: 27/100/30/3

PMS: 227C

YELLOW

HEX: FED206

RGB: 254/210/6

CMYK: 1/15//99/0

PMS: 115C

4. OUR FONTS

4.1 FONT TYPE

Our corporate font is **Sofia Pro**. This sans-serif font is used in the Bravehearts logo wordmark and is the preferred font to use across the organisation.

If you are unable to access the Sofia Pro font, as an alternative you may use **Century Gothic**.

4.2 WEB-SAFE FONTS

When designing for digital, including websites, eDMs and the like, please use the web-safe fonts **Arial or Helvetica**. Using a web-safe font will ensure consistency of appearance across operating systems, devices and platforms.

4.2 FONT COLOURS

Titles and main headings use navy or purple from the primary colour palette, or white if on a dark background.

Sub headings use teal or magenta from the secondary colour palette.

Body text use navy or black.

Preferred font for titles and main headings

Substitute font for titles and main headings

Fonts for sub headings

Fonts for body text

Titles and Main Headings

use **Sofia Pro (bold)** in primary colour palette's **navy** or **purple** (or white if on dark background)

Titles and Main Headings

use **Century Gothic(bold)** in primary colour palette's **navy** or **purple** (or white if on dark background)

Sub Headings

use Sofia Pro (bold) in secondary colour palette's **teal** or **magenta** (or white if on dark background)

or

Sub Headings

use century Gothic (bold) in secondary colour palette's **teal** or **magenta** (or white if on dark background)

Body text

use Sofia Pro (regular) in **navy** or **black** (or white if on a dark background)

or

Body text

use Century Gothic (regular) in **navy** or **black** (or white if on a dark background)

5. OUR IMAGERY

Bravehearts' brand personality is depicted through key imagery used across our marketing collateral, digital platforms, education and training resources, external documents and branded materials.

Approved, royalty-free images are available for organisation-wide use from our Image Bank, which can be found on Sharepoint > Master Documents > Marketing Hub > Image Bank.

5.1 USING OUR IMAGE BANK

Please use images sourced from our image bank only. These images are royalty-free and have been carefully selected to reflect diversity, as well as Bravehearts' brand personality.

If you require a specific image or cannot find a suitable image to use within our image bank, please contact the Marketing Manager to discuss your needs.

Examples of imagery reflecting our brand personality such as hopeful, brave, and energetic.



6. OUR SUB-BRANDS

Bravehearts has several sub-brands representing our various programs and services. These sub-brands have their own visual style and/or logo usage guidelines, which should be referenced in conjunction with this guide.

6.1 KEY SUB-BRANDS

The following are considered key sub-brands (6.A) of Bravehearts and have their own dedicated style guides:

- Ditto's Keep Safe Adventure (education program)
- 777 Marathon (fundraising event)

6.2 MINOR SUB-BRANDS

The following are minor sub-brands (6.B) of Bravehearts. Please refer to the single page logo usage guidelines for these sub-brands.

- Bravehearts Day (fundraising event)
- Beyond Brave (redress service)
- Turning Corners (therapeutic service)
- The Courage Project (therapeutic service)

6.A Key sub-brands



6.B Minor sub-brands

Bravehearts Day



7. ACNC REGISTERED CHARITY TICK & DGR STATUS

Bravehearts is an ACNC (Australian Charities and Not-for-Profits Commission) registered charity and is endorsed as a deductible gift recipient (DGR), which means Bravehearts is entitled to receive donations that are deductible from a donor's income tax.

Displaying the ACNC Charity Tick and promoting our DGR status is encouraged, as it is a way for the public to easily identify that Bravehearts is a registered charity with a commitment to transparency and accountability. It may also encourage donors to support us if they know their donations are tax deductible.

7.1 DISPLAYING THE REGISTERED CHARITY TICK

There are two versions of the Registered Charity Tick available for use (7.A) - full colour (for placement on white or light backgrounds) and reversed (for placement on dark backgrounds).

If you wish to display the Registered Charity Tick, you **MUST** also display our ABN and ACN beneath the Tick:

- ABN 41 496 913 890 ACN 607 315 917

Along with the wording:

- All donations over \$2 are tax deductible.

It is also encouraged to display the wording:

- Bravehearts is an Australian Registered Charity.

Please see the example on the right (7.B), which shows the correct way to display the Tick, along with the wording.

7.A ACNC Registered Charity Tick



7.B Correct way to display the ACNC Registered Charity Tick, our ABN and ACN and accompanying wording.



Bravehearts is an Australian Registered Charity
All donations over \$2 are tax deductible
ABN 41 496 913 890 ACN 607 315 917

8. ASSOCIATED DOCUMENTS & ASSETS

Use this style guide in conjunction with Bravehearts' Communications Guide and any sub-brand style and communications guides relevant to your department.

8.1 USING OUR MARKETING HUB

Assets and associated documents referenced in this style guide can be found on Sharepoint > Master Documents > Marketing Hub.

In the Marketing Hub you will also find useful templates, logos, and other marketing resources for your use.

Questions about this style guide and other branding concerns may be referred to Marketing via email - comms@bravehearts.org.au