# Bridge to Better Health

# Brand Guidelines

This document sets out the basic guidelines for the successful implementation of our brand identity.

Our objective is to provide a flexible framework of practical guidelines that ensure global consistency, whilst providing scope for creativity and initiative.

A strong brand is one of the most valuable assets an organisation owns. It can mean the difference between a stakeholder trusting us or not. It is the visual and written expression of everything we are, and everything we promise to deliver to our community.

To make our brand truly impactful it needs to be applied consistently. Everyone has a part to play in doing this, and to bring our brand to life, these elements are here to help you.

# Welcome

# Brandmarks

01

## The Logo

This is our Logo. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. The Logo consists of a Symbol and a Wordmark. The Logo, Wordmark, and Symbol are important expressions of our brand identity. They have each been carefully designed and constructed to achieve visual harmony.

Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.
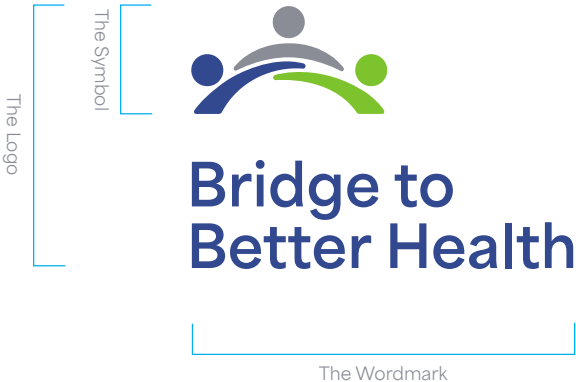
Horizontal

Stacked

The Symbol

The Wordmark

The Logo

The Logo

The Symbol

The Wordmark

The logo may also be centred

# The Symbol

Our symbol is shorthand for the brand. The symbol is symmetrical and balanced in harmony. Often it is the first image to introduce the brand, in use cases such as an App Icon or our Social Media Avatars.

Our identity is a persistent evolution of our brand and its services. The symbol represents the relationship between ADRA, Mentors and local communities.

### The Caring Mentor
The 'Caring Mentor' blends the Caregiver's warmth with the Sage's wisdom, offering compassionate, empowering guidance with a practical, no-nonsense approach.

## Logo Colour Options

The Colour Logo is our primary logo colourway and should be used wherever possible. Its use is limited to light coloured backgrounds - Warm White, or a 10% Tint of Calm Blue or Zest Green.

When full colour reproduction is not possible, the logo can be used in monotone (Warm White) on dark backgrounds or images.

Colour Logo Options



Colour Logo on Light Background - Warm White



Colour Logo on Light Background - 10% Calm Blue



Warm White on Calm Blue



Colour Logo on Light Background - 10% Zest Green



Warm White on Zest Green

# Exclusion Zone & Minimum Size

The exclusion zone ensures legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, ensuring the Logo has ample room to breathe.

The exclusion zone is equal to width of the Symbol. If you are using the Symbol instead of the logo, the same exclusion rules apply. The Symbol's exclusion zone the width of the Symbol.

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Use the min-imum sizes indicated here for small-scale applications of the Logo and Symbol.

Exclusion Zone



Minimum Size



37px / 13mm

125px / 44mm

125px / 28mm

# Colour

02

# Primary Colour Palette

Our brand is underpinned with a colour palette that pulls from the natural environment - water and grass. These accent colours are complemented by neutral colours which represent the secondary role that ADRA plays between mentors and local communities.

| Calm Blue | RGB R50 G72 B143 | HEX #32488F | CMYK C83 M58 Y10 K2 |
| Zest Green | RGB R125 G195 B45 | HEX #7DC32D | CMYK C51 M2 Y91 K0 |
| Warm Grey | RGB R138 G141 B150 | HEX #8A8D96 | CMYK C49 M39 Y33 K2 |
| Warm White | RGB R249 G249 B247 | HEX #F9F9F7 | CMYK C2 M1 Y2 K0 |
| Warm Black | RGB R28 G28 B28 | HEX #1C1C1C | CMYK C72 M66 Y65 K77 |

# Colour Combinations

Our colours help bring our brand to life, so we should use a variety of combinations to keep it looking fresh.

Shown here are examples that should act as guidance on how we can use different colour combinations when building creative.

Warm Black
on Warm White

Warm White
on Green Zest

Warm White
on Calm Blue

Calm Blue
on Warm White

Warm White
on Warm Grey

# Secondary Colour Palette

Other colours that may be used as secondary colours in manuals or other publications.

| Cherry | RGB R255 G117 B148 | HEX #FF7594 | CMYK C1 M55 Y20 K0 |
|---|---|---|---|
| Cornflower | RGB R249 G219 B120 | HEX #F8DA77 | CMYK C2 M13 Y50 K0 |
| Slate | RGB R227 G227 B227 | HEX #E3E3E3 | CMYK C10 M7 Y5 K0 |

# Colour Usage Examples

These examples show how our colour palette should be applied to maintain a consistent look and feel across larger brand initiatives, key moments, and campaigns.



Bridge to Better Health empowers participants to take control of their health through simple, sustainable lifestyle changes that can be applied to anyone, including entire families.



"I have witnessed great changes in my life through this lifestyle medicine and after 7 weeks of following the program, I have decided to continue with it because of its positive impacts."

– Monika, Fiji



Bridge to Better Health focuses on improving health outcomes by encouraging healthier habits like better nutrition, regular exercise, stress management, and sleep.

# Typography

**03**

## Main Typeface

Our headline and body copy typeface is Area Normal.

### Alternative Typefaces

In situations where it is not possible to use Area Normal, Arial can be used. We only use it when these fonts are not available, such as Google Docs or MS PowerPoint, Word or Outlook.

This avoids any incompatibility issues when documents are sent out to third parties who do not have these fonts. It ensures documents are seen as we intend them.

Do not use Arial on professionally designed materials such as brochures and signage.

Headline Typefaces

# Area Normal Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1234567890#&$¢%@!?*

# Area Normal Blk

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1234567890#&$¢%@!?*

Body Typeface

# Area Normal

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1234567890#&$¢%@!?*

## Type Hierarchy

Attention to written copy is essential for both legibility and visual appeal. To create a clear hierarchy, ensure noticeable size differences between various types of information. Limiting the number of text sizes enhances clarity. Adhere to the specified line height, tracking, and text arrangement outlined in this document to maintain consistent branding throughout.

### Headlines

When creating headlines, a large or a small font can be used depending on the amount of text. Try using at least a 200% difference in size. For example a 12pt base size, would imply the minimum next size would be 24pt.

Headline Large
**Area Normal - Bold**
100% Line Height
Metric +5 Tracking

Headline Small
**Area Normal - Bold**
110% Line Height
Metric +5 Tracking

Subheadline
**Area Normal - Bold**
120% Line Height
Metric +5 Tracking

Body Text
**Area Normal - Regular**
120% Line Height
Metric 0 Tracking

Pull Quotes
**Area Normal - Bold**
120% Line Height
Metric 0 Tracking
Line stroke width 1pt

# Building healthier habits

## Bridge to Better Health focuses on improving health outcomes by encouraging healthier habits.

**We empower participants to take control of their health through simple, sustainable lifestyle changes that can be applied to anyone, including entire families.**

Bridge to Better Health is holistic, addressing general well-being rather than targeting specific conditions like smoking or heart disease. It empowers participants to take control of their health through simple, sustainable lifestyle changes that can be applied to anyone, including entire families.

> **The good thing about this project is that the fact that it's implemented in this community – the Lololo Pine Station, so everyone is adopting this healthy lifestyle.**
>
> Monika Raikatalau

## Digital Hierarchy

For digital applications of our font, follow the examples here that are consistent with our website. When using Area to typeset headings on the web, set the letter spacing to +5.

Headings
**Area Normal - Bold**
Size: 28pt
Case: Sentence

Sub Copy
**Area Normal - Regular**
Size: 13pt
Case: Sentence

Buttons
**Area Normal - Bold**
Size: 16px
Case: Sentence

Headings
**Area Normal - Bold**
Size: 20pt
Case: Sentence

Body Text
**Area Normal - Regular**
Size: 10pt
Case: Sentence

Buttons
**Area Normal - Bold**
Size: 16px
Case: Sentence

# Headings a couple of lines if needed

Sub copy looks like this. A couple of lines if needed. Integer neque eget purus sagittis aliquam.

Get started

## Headings a couple of lines if needed

Lorem ipsum dolor sit amet, consectetur quis amet adipiscing elit, sed do eiusmod temport interdum sed euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Purus sed tortor mauris at nulla.

Get started

# Type Misuse

Good typography is extremely important in both internal and external communications. It adds clarity to messaging and instils confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography. When using our typefaces, avoid the following:

Do not stretch or distort type

❌

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Do not outline text

❌

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Do not kern too tightly

❌

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Do not tighten tracking or leading too tightly

❌

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Do not justify paragraphs

❌

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Do not use fonts outside of approved brand fonts

❌

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

# Imagery

04

# Imagery Styles

Like our brand voice photography direction is to achieve a balance of professional and authentic.

To achieve this balance look for imagery that uses natural colours and grading e.g. avoid over saturated or studio-lit photos.

Use a combination of shot sizes including extreme close up, medium shots, and full shots.

# This brand was created in partnership with The Good Studio.

## The brand was then modified by ADRA.

### The Brand Guidelines have been recreated by WatersDesigns.

www.thegoodstudio.com.au
www.watersdesigns.com.au