

Brand Guidelines

Version 2.0



Changing Places
Transforming Lives

About US

Changing Places is a project to advocate for public toilets with full sized change tables and hoists in major public spaces across Australia to meet the needs of people with severe and profound disabilities.

Primary logo

The Changing Places logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

To ensure legibility and accuracy of the Changing Places logo, it should always be rendered in full colour on a white background wherever possible.

The logo can also appear on dark and light colour backgrounds. Always ensure there is significant contrast between the logo and background colour.



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Secondary logo



The Changing Places secondary logo is a condensed version of the primary logo.

To ensure legibility and accuracy of the secondary logo, it should always be rendered in full colour on a white background wherever possible.

The logo can also appear on dark and light colour backgrounds. Always ensure there is significant contrast between the logo and background colour.



Symbol



The symbol is directly taken from the primary logo. We use it when we wish to make a confident statement of who we are, without having to use our primary or secondary logo.

The symbol is to be applied only on selective and limited brand touch points and collateral, for example merchandise where there isn't enough room to use the primary or secondary logo.

To ensure legibility and accuracy of the symbol it should always be rendered in full colour on a white background wherever possible.

The logo can also appear on dark and light colour backgrounds. Always ensure there is significant contrast between the logo and background colour.



Clear space

Clear space ensures the impact of the Changing Places logo is not diminished by being crowded by other design elements or logos.

In special circumstances it may be necessary to use less clear space. For example, the reproduction of the logo on a pen.

This includes looking for the ideal placement when layering the logo on an image so the logo is clearly visible and identifiable.

The same clear space rules apply to the the secondary logo and the symbol.

| | | |
|-------|--|---|
| 50% Y | | |
| Y |  | Changing Places Transforming Lives |
| | | |

Incorrect usage

Our logo is very important to us. We have spent a lot of time carefully crafting it to be a perfect embodiment of our brand.

We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form and within the rules specified in this guide.

Take into consideration when using the logo not to alter, tweak, or take any personal creative freedom that breaks the specific rules set out in this guide.

The same clear space rules apply to the the secondary logo and the symbol.



Colours


Blue
CMYK 98 50 0 0
RGB 0 114 188
#0072bc

90%  70%

Black
CMYK 100 0 0 0
RGB 0 0 0
#000000

90%  70%

White
CMYK 0 0 0 0
RGB 188 188 188
#ffffff

5%  15%

The Changing Places corporate colour palette consists of three primary colour and tints. For consistency, only use the exact colour specifications outlined here.

For printed material, use the four-colour process (CMYK) breakdown for each colour.

For on screen applications (e.g. web and PowerPoint), use the RGB or HEX breakdown.

Typography

Open Sans Extrabold

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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = _ -

Open Sans Semibold

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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = _ -

Open Sans Semibold

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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = _ -

Open Sans Semibold

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 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = _ -

Open Sans Extrabold – Use for major headings, sub-headings and where emphasis is required in large text.

Open Sans Semibold – Use for major headings, sub-headings, body copy where emphasis is required without using bold type.

Open Sans Regular and Light – Use for major headings, sub-headings, large amounts of body copy.