

National Community Support

2018 Visual Brand Guidelines





National Community Support

National Community Support Initiative

Colour Palette

Font Typography

Nexa

Logo Signature

Graphic Design Artwork

Company Logo

Stationery Design Artwork

Business Cards

Letterhead

Profile

The National Community Support Group was established in 2017. We are an authorised and accredited service provider for the National Disability Support Scheme (NDIS). Founded in New South Wales, our services are currently available within and will become available nationally in the near future.

The National Community Support Group was formed by a passionate group of parents of special needs children in conjunction with an experienced and professional team that have extensive years of experience in social work, charity and disability care services. As our team members have a background living with or working with people of all ages and varying disabilities, most staff members at NCS Group have their own story to tell resulting from their personal experiences. We believe that our history and knowledge in this field be it from personal or professional experience, allows us to better understand others who are going through a similar situation. In saying that, we are able to better understand and meet the wants and needs of our clients.

Values and Mission

Here at the NCS Group, we wholeheartedly understand our clients. Everyone's situation is different and having pre-defined plans of support to cover many people does not work. Our mission is to provide tailor made support solutions for every individual client that will best assist them to live their lives to the fullest and regain their independence whilst maintaining quality of life. With our in-depth understanding of social and disability support services, we can work with you personally to set up exactly what you or your loved ones need to give everyone involved a positive outlook for the future. Our goal is to work together with you and help you to reach your goals. We Strive to realise this vision by providing a broad range of social services built on a mission of valuing dignity, strengthening families and connecting communities. We work with children, parents, carers, families and professionals across Sydney and NSW.



Colour Palette

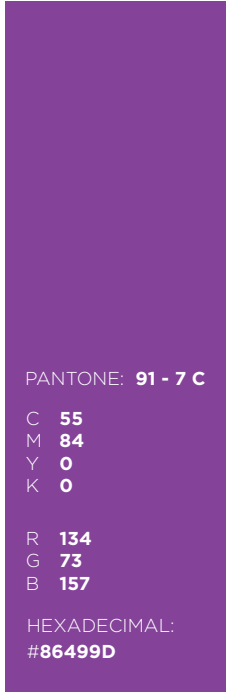
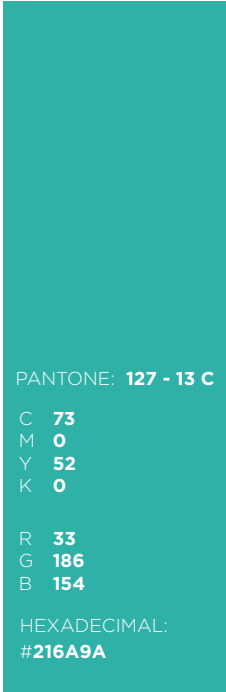


The National Community Support Colour Palette is bold and vibrant, made up of the 4 Vibrant Primary colours and 4 secondary colours to round up the brand and logo scheme. The consistent use of these core colours defines and reinforces the brands' vibrant theme and character. They should be used throughout all communications and promotional materials.

We have enlisted the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithography printing inks.

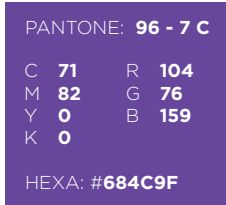
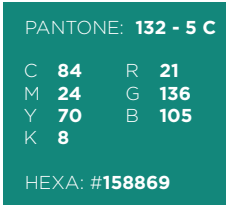
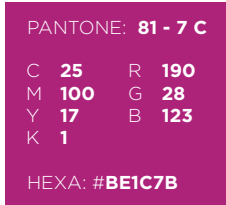
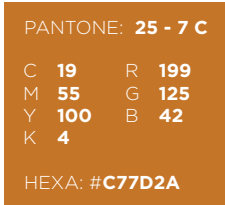
The colour palettes include specific spot colour references for coated and process match breakdowns (CMYK) for printing applications. Also included are RGB and Hexadecimal value equivalents for use in word processing and digital presentation software.

Please refer to the example poster and templates to understand how these colours work together.

PRIMARY COLOUR PALETTE

 <p>PANTONE: 91 - 7 C</p> <p>C 55 M 84 Y 0 K 0</p> <p>R 134 G 73 B 157</p> <p>HEXADECIMAL: #86499D</p>	 <p>PANTONE: 127 - 13 C</p> <p>C 73 M 0 Y 52 K 0</p> <p>R 33 G 186 B 154</p> <p>HEXADECIMAL: #216A9A</p>	 <p>PANTONE: 68 - 8 C</p> <p>C 1 M 97 Y 0 K 0</p> <p>R 236 G 20 B 144</p> <p>HEXADECIMAL: #EC1490</p>	 <p>PANTONE: 17 - 7 C</p> <p>C 1 M 37 Y 86 K 0</p> <p>R 248 G 172 B 63</p> <p>HEXADECIMAL: #F8AC3F</p>
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SECONDARY COLOUR PALETTE

 <p>PANTONE: 96 - 7 C</p> <p>C 71 R 104 M 82 G 76 Y 0 B 159 K 0</p> <p>HEXA: #684C9F</p>	 <p>PANTONE: 132 - 5 C</p> <p>C 84 R 21 M 24 G 136 Y 70 B 105 K 8</p> <p>HEXA: #158869</p>	 <p>PANTONE: 81 - 7 C</p> <p>C 25 R 190 M 100 G 28 Y 17 B 123 K 1</p> <p>HEXA: #BE1C7B</p>	 <p>PANTONE: 25 - 7 C</p> <p>C 19 R 199 M 55 G 125 Y 100 B 42 K 4</p> <p>HEXA: #C77D2A</p>
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Font Typography

The following typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for the National Community Support brand across all communications and promotional materials. The Nexa Light and Nexa Bold fonts have been selected for their versatility and legibility for large amounts of body copy. With its easy to read sanserif properties, this font provides vast design flexibility for all graphic communications. Leading is at its most suitable once set to 18pts. Kerning must remain in its default setting.

NEXA LIGHT

This weight type must be used in the main body of text as it is highly legible and is directly related to the logo and overall company brand.

NEXA BOLD

This font must always be used as the bold text inside a paragraph or sentence. It is also used for all headings and titles. This is chosen as it is not too thick for the internal text setup and easy to read.

PARAGRAPH TYPOGRAPHY + QUOTATION

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled.

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker looking at its layout."

The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

TYPEFACE PREFIXES



NEXA LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

NEXA BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Logo Signature

To ensure legibility, the company icon should appear no smaller than 15mm in the width on printed materials or 40 pixels in the width on web or digital platforms. The full lock-up should be scaled proportionately.

Exclusion Zone

The exclusion zones are determined as shown. The measurements used are a capital 'N' from the word 'National'. It is imperative that no other elements, whether it be text, image or graphic, encroach on this space.

PRIMARY LOGO



**National
Community
Support**



SECONDARY LOGO



**National
Community
Support**



Improper Use of Logo Signature

Avoid any instances which may cause any of the Logos to become altered or modified in any way. The following are some examples of situations to avoid. Approved electronic files can be provided by contacting the company office.



Do not make the logo at any time a flat colour. Use only the approved colours and backgrounds.



Do not add alter the position of the title from the approved location.



The horizontal and vertical scale should always change proportionately. Never stretch or condense the Signature.



Do not position the Signature on backgrounds with insufficient contrast. The logo must always contrast well with the background colour.



The size relationships between the Signature elements should remain constant. If any elements of the Signature should increase or decrease, all other elements should change proportionately.



The axis of the Signature should never be skewed unless authorised by the management team at Olive.



The Signature should not appear as a screen.



Never create an outline around the Signature.



The Signature should not appear with drop shadows.



Graphic Design Artwork

- The 4 primary colours should be applied as part of the graphics. The secondary colours are only to be used in contrast with the primary colours and never on their own.
- Logo should always be applied and represented in accordance with given colour scheme.
- Logo only displayed in all white when on the coloured branding background, otherwise original logo is to be used.



Graphic Design Artwork & Stationery

Example applications of the design and overall artwork of National Community Support Branding:

Branding colours should be the core focus. It is recommended to keep all branding and marketing documents predominantly white aside from company branding colours to avoid over-crowded designs and maintain professionalism.

Note:

- The branding colours need to appear on all graphic artwork.
- If an image is applied in the artwork. Title can be placed over the image.
- Spacing is very important to the National Community Support group brand. Please adhere to the example posters/graphics as to where the spacing is applied with images, content and titles.



Photo Library

The imagery is emotion-based featuring moments of children happily interacting with their families. Photos can be busy and crowded, these have been specifically selected and need to be well positioned when used in order for text/content and logo to remain legible.

If other imagery is to be used, consider the same style and applied with branding colours shown below, and overlaid as seen in above cover design. They should be applied at an appropriate opacity (55% opacity illustrated below). The opacity for each colour will inevitably vary if different images are used. All photos should be reviewed by an National Community Support employee and be verified for printing and marketing.

