the school volunteer program .inc.

identity
styleguide

The future success and strength of The School Volunteer Program Inc. and our new brand depends on a consistent look across all the items we produce. These guidelines provide clear instructions on how to use our identity elements correctly.

Why our identity is important

Our image is one of our most important and valuable assets. Our fresh new logo and the associated brand will help us continue our excellent work in helping and building relationships within our community. The logo has been designed to better illustrate our services and mission to a wider audience. It is youth oriented without being patronising, as well as highly professional and corporate in its colour choice and grid structure to appeal to our stakeholders and attract corporate sponsorship. All aspects of our identity and marketing communications, printed and electronic, must reflect this.

The information provided in these guidelines has been developed to ensure a consistent and expressive brand nationally and ultimately internationally. To achieve this, these guidelines must be followed and adhered to in detail by all of The School Volunteer Program Inc. team.

By cooperating in the use of these guidelines, you will reinforce the message we communicate to members of the community, both mentors and students, as well as business partners and, not least, ourselves.

This Identity Style Guide has been designed by Jayden Weston of Orange Zucchini in May 2006.

Please don't hesitate to direct any questions or comments to the designer at jayden@orangezucchini.net

Our Creative Strategy

Contents

Consistent colour use in the basic elements, text and images is essential to our new identity.

Forming the basis for the colour palette are the principle SVP Blue (PMS 2945), and a 50% Tint.

White is also an important part of our image, it is considered as one of our corporate colours.

The coated versions of these PMS colours are the reference colours for both coated and uncoated applications.

Do not reproduce our logo in half tone or tint.

PMS 2945 UC PMS 2945 UC 50%
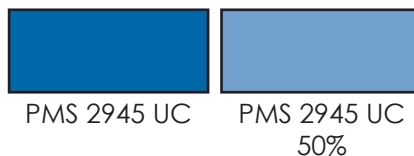
PMS stands for Pantone Matching System and is universally used to specify colours for printing purposes.

PMS Colour   **1 . 1**

The School Volunteer Program Inc. Colour Palette - 4
Colour - Cyan, Magenta, Yellow and Black

These colours are for four colour printing.

C 100
M 45
Y 0
K 14

C 100
M 45
Y 0
K 14
(50%)

CMYK Colour   **1 . 2**

RGB - Red Green Blue

These colours and their respective colour codes are for using in electronic form for on screen presentations such as PowerPoint Presentations.

R 53
G 99
B 160

R 53
G 99
B 160
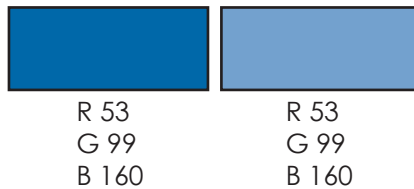
HEX Values

These colours and their values are for using on websites and electronic formats.

HEX 0069AA

HEX 74A1CE

RGB/HEX Colour   1 . 3

the
school
volunteer
program .inc.
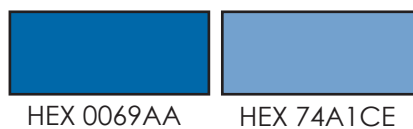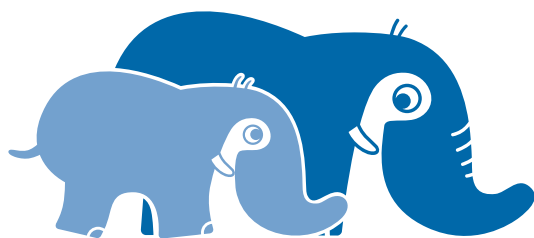
The School Volunteer Program Inc. (SVP) brand is built around our Logo. The Elephants are SVP.

The logo is a symbol of what SVP does and stands for. It represents us with a strong, positive and importantly, personal tone. The elephants act as a symbol transferring wisdom, experience and reliability to our organisation which will aid our rapid growth into the future. The core hypothesis of the logo is to educate people about mentoring and the logo represents the wisdom and trust of a mentor.

Logo
_____

LogoType
_____

the
school
volunteer
program .inc.
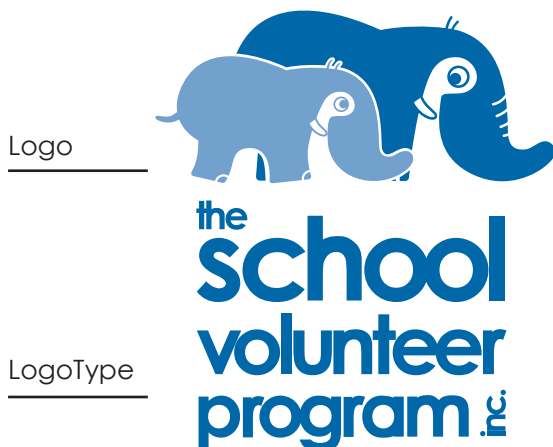
The School Volunteer Program Inc. logo is made up of two elements, the Logo and the LogoType. It is always seen either 'stacked' with the Elephants above the LogoType, or individually well apart form each other.

When both the Logotype and Logo are used together as in this example, use the supplied electronic Logo image file to make sure the logo appears the same throughout our material.

Elements of Our Logo   2 . 2

69 mm

63 mm

34.5 mm

31.5 mm

17 mm

16 mm

Logo Dimensions   **2 . 3**

x

x
x

x
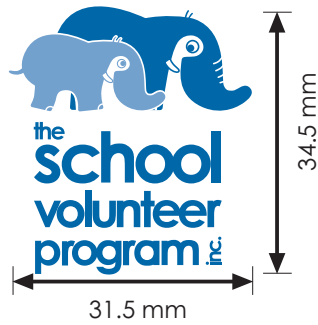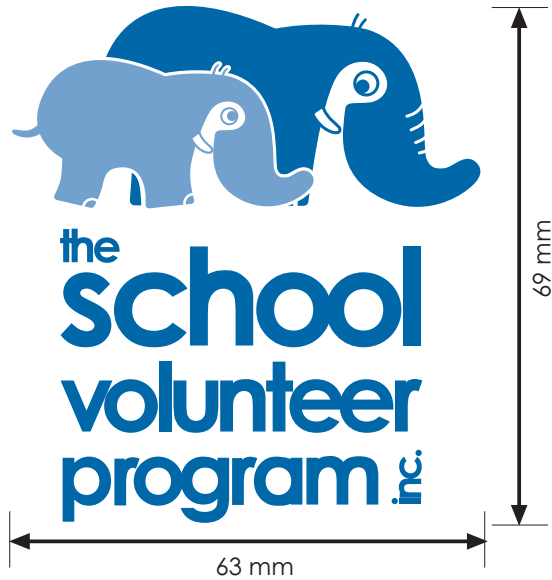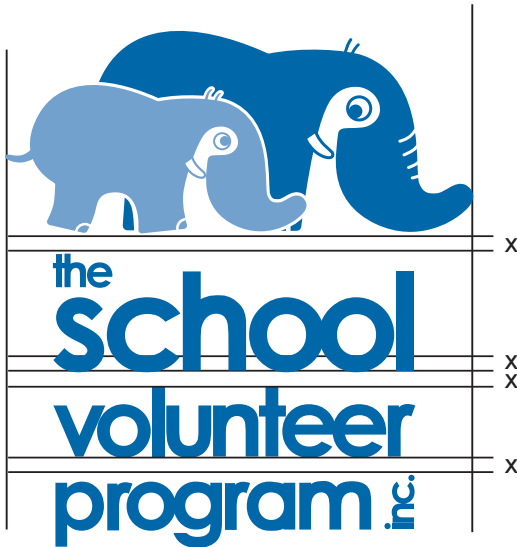
The space between the Logo and the LogoType should be equal to the width of the 'school' LogoType's strokes.

To maintain visual symmetry there is 'x' distance between 'school', 'volunteer' and the dot of the 'inc.' in the Logotype.

The Logo Spacing   2 . 4

the
school
volunteer
program .inc.
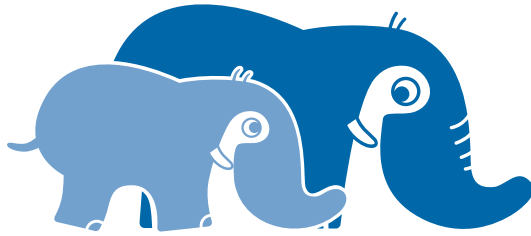
This logo is for light or a white coloured background.

The School Volunteer Program's corporate identity revolves around the Logo and LogoType. Choose the logo which is most appropriate and clearly visible on the required background.

White Background   **2 . 5**

This Logo is for using on its own in a colour context.

This Logo is for using on its own in black and white (Logo -Versions of).

The Logo on its own   2 . 6

This Logotype is for using on its own in a colour context.

the
**school
volunteer
program** .inc.

This Logotype is for using on its own in black and white.

the
**school
volunteer
program** .inc.

The Logotype on its own   2 . 7

The vertical configuration of the logo has been designed for maximum impact. This configuration must not be altered under any circumstances.

The spacial relationship in the below examples create unacceptable results.

Unacceptable Versions   **2 . 8**

Neither the Logo nor Logotype may be seen flipped, reversed or on its side.

Unacceptable Versions   2 . 9
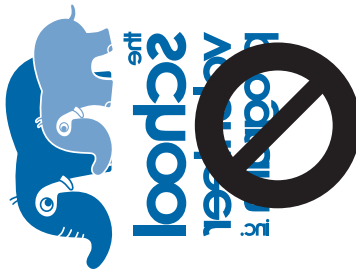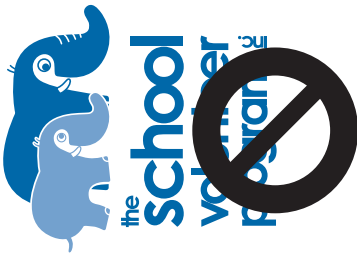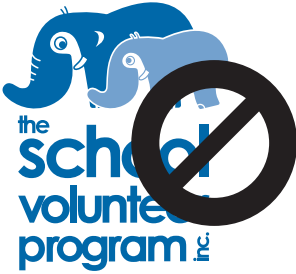
This logo is for the SVP Blue or dark coloured background.

This logo is for black and white use and should always appear on a white or light background.

Different Backgrounds **2.10**

For the logo to achieve maximum impact, it must be kept free from conflicting elements. The "Area of Isolation" is the minimum free space that must surround the logo. The area of isolation equals the height of the tallest strokes in the word 'school' in the LogoType, extended on all four sides around the parametre of the logo.

Area of Isolation   **2.11**

the
school
volunteer
program .inc.
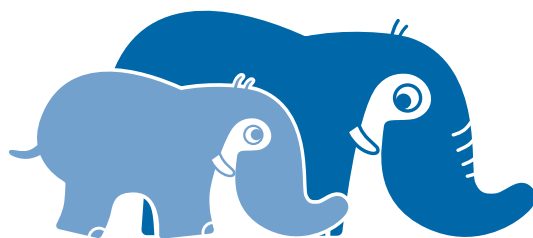
Mentors caring
for young people.

This is an optional secondary logo available for applications requiring more explanation, for example when the logo only appears once with limited other details.

Yellow Pages ads, front covers of Annual Reports and Shopping Centre Stalls are possible uses for the Secondary Logo.

the
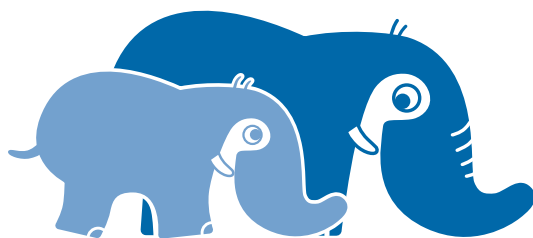
school
volunteer
program .inc.

Mentors caring   x
for young people.   x

The placement of 'Mentors caring for young people' is centred and the minimum distance below equal to the height of the line 'Mentors caring'. This may never appear any closer.

The School Volunteer Program Inc. Logotype will remain unaltered, and 'Mentors caring for young people' shall appear in SVP Blue 50% Tint.

NB: Be sure to use the supplied digital Logo to avoid discrepancies in typography when reproducing all Logos.

Spacing   2.13

In normal text, 'The School Volunteer Program Inc.' is written in regular case with capital letters on all words. 'The School Volunteer Program Inc.' is never written all in CAPITALS.

Other ways of writing in normal text:

'The School Volunteer Program Inc.' is not 'he' or 'she' but 'we'. In normal text, the name 'The School Volunteer Program Inc.' can be replaced with 'we', 'us' or 'our'.

Compliance with the following typographic guidelines is imperative for general cohesiveness, clarity and a professional image throughout our brand. These guidelines have been specifically designed to cater for both young and elderly audiences.

Use of our name   **3 . 1**

Century Gothic
Century Gothic Bold
Century Gothic Italic
Century Gothic Italic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
,.?/";:[]{}|!@#$%^&*()_+-=
0123456789

Century Gothic will be used for all of The School Volunteer Program Inc's correspondence.

Century Gothic has a very strong and modern presence on a page. Its design is both stylish and technically appropriate for a clear and professional image while maintaining a high level of readability at all pt sizes.

Sans serif fonts are proven to be the easiest to read as body copy for elderly or visually impaired people.

6 pt SVP

8 pt SVP

10 pt SVP

12 pt SVP

14 pt SVP

16 pt SVP

18 pt SVP

20 pt SVP

22 pt SVP

24 pt SVP

26 pt SVP

28 pt SVP

30 pt SVP

32 pt SVP

34 pt SVP

36 pt SVP

38 pt SVP

Font Sizing   **3 . 3**

Sizing
Headings
Font: Century Gothic Bold
Pt size: 12-36 pt
Tracking: 0
Leading: 16-40

Body Text
Font: Century Gothic
Pt size: 8-12 pt
Tracking: 0
Leading: 12

Alignment
Texts are aligned at the left margin. Omit text alignment at the right margin.

Indenting
Do not indent the text at the start of a new paragraph; insert one blank line between paragraphs.

Emphasis
To avoid messy texts, use underscores, italics and bold print in a logical manner.

For online and electronic correspondence such as e-mails, Arial Narrow should be substituted when necessary (see Electronic - Typography).

Telephone and Facsimile numbers

Phone numbers are referred to as 'Phone:' facsimile numbers as 'Fax:'. The area code is shown in brackets, followed by a space and the digits in a group of 3, 2 then followed by a group of 3.

Mobile phone numbers are referred to as 'Mobile:' and appear in a group of 4 followed by two groups of 3 digits.

Telephone numbers with an international dialling code appear as above, with the dialling code in front with no brackets.

Example
Phone: (09) 999 99 999

Example
Mobile: 0400 999 999

Example
Phone: +61 (09) 999 99 999

Phone Numbers   3 . 5

As the contact details of all of our offices will vary, use this as a template, just update the details.

The 'Mentors caring for young people.' is a common footer which always appears on our letterheads, please use the supplied image file.

Details
Font: Century Gothic
Pt size: 8 pt
Tracking: 0
Leading: 10 pt
Aligned centre
Colour: SVP Blue

National Patron and WA Patron
Font: Century Gothic
Pt Size: 7 pt
Tracking: 0
Leading: 8 pt
Aligned centre
Colour: SVP Blue 50% Tint

SVP Office Title Street and Postal Address
Telephone +61 (08) 999 99 999 **Fax** (08) 999 99 999 **E-mail** email@bigpond.net.au **Website** www.svp.org.au **ABN** 49 909 145 779

National Patron His Excellancy, Mayor General Michael Jeffery AC CVO MC (Retd)
Governor-General of the Commonwealth of Australia"

WA Patrons Mrs Ruth Reid AM
The Hon. Desmond Heenan

Mentors caring for young people.

Letterhead

Details
Font: Century Gothic CAPS
Pt size: 12 pt
Tracking: 0 plus one line space
Leading: 12
Colour: Black

Private and Confidential Details
Font: Century Gothic
Pt Size: 6 pt
Tracking: 0
Leading: 0
Aligned left
Colour: Black

FACSIMILE

TO

FAX NO

FROM

SUBJECT

DATE   PAGES
FOLLOWING

Facsimile   **3 . 7**

Name
Font: Century Gothic
Pt size: 11 pt
Tracking: 0
Aligned centre
Colour: SVP Blue

Position/Title
Font: Century Gothic
Pt size: 7 pt
Tracking: 0
Aligned centre
Colour: SVP Blue 50% Tint

Details
Font: Century Gothic
Pt size: 7 pt
Tracking: 0
Aligned centre
Colour: SVP Blue

Business Card   **3 . 8**

E-mail signatures are important in order to maintain cohesiveness across our correspondence.

Century Gothic is used for all E-mail correspondence.

If any "This message is intended for" or "Incase you received this in error" messages are required on any e-mail correspondence, they should also appear in Century Gothic 10 pt, one line space down from the bottom of the signature.

Name Surname
Position

name@bigpond.com.au
www.svp.org.au

Address Line 1
Address Line 2
City, State, Postcode

Phone: +61 (08) 935 44 025
Fax: (08) 935 44 026

the
school
volunteer
program INC.

the
school
volunteer
program INC.

Lee Patrick
Operations Manager

SVP Head Office
112 Stoneham Street
Tuart Hill   WA   6060
Phone   +61 (08) 944 48 646
Fax   (08) 944 48 645
E-mail   svpwa@bigpond.net.au
Website   www.svp.org.au

Mentors caring
for young people.

SVP Head Office 112 Stoneham Street, Tuart Hill WA 6060
Phone +61 (08) 944 48 646   **Fax** (08) 944 48 645   **E-mail** svpwa@bigpond.net.au   **Website** www.svp.org.au   **ABN** 49 909 145 779
National Patron   His Excellency, Major General Michael Jeffery AC CVO MC (Retd)   **WA Patrons**   Mrs Ruth Reid MA
                         Governor-General of the Commonwealth of Australia   The Hon. Desmond Heenan

Mentors caring for young people.

Stationary   4 . 1

The School Volunteer Program Inc.'s stationery range is designed to reflect our professionalism in a refined and consistent manner.

Electronic versions of all of the pieces; our letterhead, business cards, compliments slips and envelopes is included at the rear of this manual.

When selecting paper stock obviously cost is a large factor. Whenever possible choose smooth very brilliant white paper. Below are some recommendations for paper stock selections in order to maintain an overall high quality look and feel. All paper stocks have been chosen for their bright whiteness and Laser Safeness. Laid, linen, hammered, woven or gloss stocks may not be substituted. The School Volunteer Program Inc. uses only white paper for all correspondence unless otherwise stated in this manual.

Letterhead
A4 Knight Smooth 140 GSM - White

Business Card
90 x 55 mm Knight Smooth 280 GSM - White
or
White Matt Laminated

Compliments Slip
DL Knight Smooth 90 GSM - White

Envelopes
A4 Knight Smooth 90 GSM - White
DL Knight Smooth 90 GSM - White

A4 Display Folder
Knight Smooth 280 GSM - White
or
White Matt Laminated

Paper Selection   4 . 2

The School Volunteer Program Inc. has two preferred suppliers of our chosen corporate paper stock.

In Western Australia
Rebel Paper
4 Coolibah Way
Bibra Lake, 6163
Phone: (08) 949 42 626
E-mail: contact@rebelpaper.com.au

In Victoria
KW Doggett Fine Paper
67 Gower Street
Preston, 3072
Phone: (03) 847 02 222
E-mail: vicsales@kwdoggett.com.au

In New South Wales
KW Doggett Fine Paper
5 Leeds Street
Rhodes, 2138
Phone: (02) 973 63 011
E-mail: nswsales@kwdoggett.com.au

Paper Suppliers   **4 . 3**

A4 Letterhead

Logo Dimensions
39 x 41 cm

Logo Positioning
The logo is centered and appears 5 mm from the top of
the page.

Standard layout for letter writing
Left 25 mm   Right: 25 mm
Top: 45 mm   Bottom: 45 mm

Single Sided Only. May be used for multiple pages.

Paper
A4 Knight Smooth 140 GSM - White
or a substitute Bright White paper

The letterhead must be printed in colour, professionally
because the Logo must be the correct SVP Blue. If it
must be printed on an office printer, print it in black
because a standard office printer cannot reproduce the
SVP Blue correctly.

25 mm

65 mm

25 mm

55 mm

the school volunteer program inc.

Design Rationale

The School Volunteer Program Inc. New Identity

As outlined in my Research Report, SVP's new brand required a youthful yet professional treatment which would convey their competitive advantage; to present SVP as a fully established and operational organisation that truly brings benefits to all parties involved. It must appeal to mentors, students, stakeholders as well as attract corporate sponsorship. Various design considerations allow the new logo and the associated stationary range to portray this, and more.

The two elephants walking side by side symbolises The School Volunteer Program Inc's core activities and values. Elephants are renowned for their leadership and wisdom, as well as their herd mentality working and moving together, these qualities are transferred to the organisation to present SVP in a unique and lively manner. The cute elephants are designed to appeal to children of all ages without being patronising.

The elephant logo in combination with the clear and bold logotype is positioned in a very professional, corporate balanced structure with equal significance applied to both elements. The circular font and cute, curvy elephants portray freshness, liveliness and a youthful exuberance while its strict grid and alignment maximizes its professionalism and strength.

40 mm

16 mm

8 mm

Head Office 112 Stoneham Street, Tuart Hill WA 6060
Telephone +61 (08) 944 48 646   **Fax** (08) 944 48 645   **E-mail** svpwo@bigpond.net.au   **Website** www.svp.org.au   **ABN** 49 909 145 779
National Patron   His Excellency, Mayor General Michael Jeffery AC CVO MC (Retd)   **WA Patrons**   Mrs Ruth Reid AM
Governor-General of the Commonwealth of Australia   The Hon. Desmond Heenan

Mentors caring for young people.

Letterhead Layout   4 . 5

A4 Facsimile

Logo Dimensions
39 x 41 mm

Logo Positioning
The logo is centered and appears 5 mm from the top of the page.
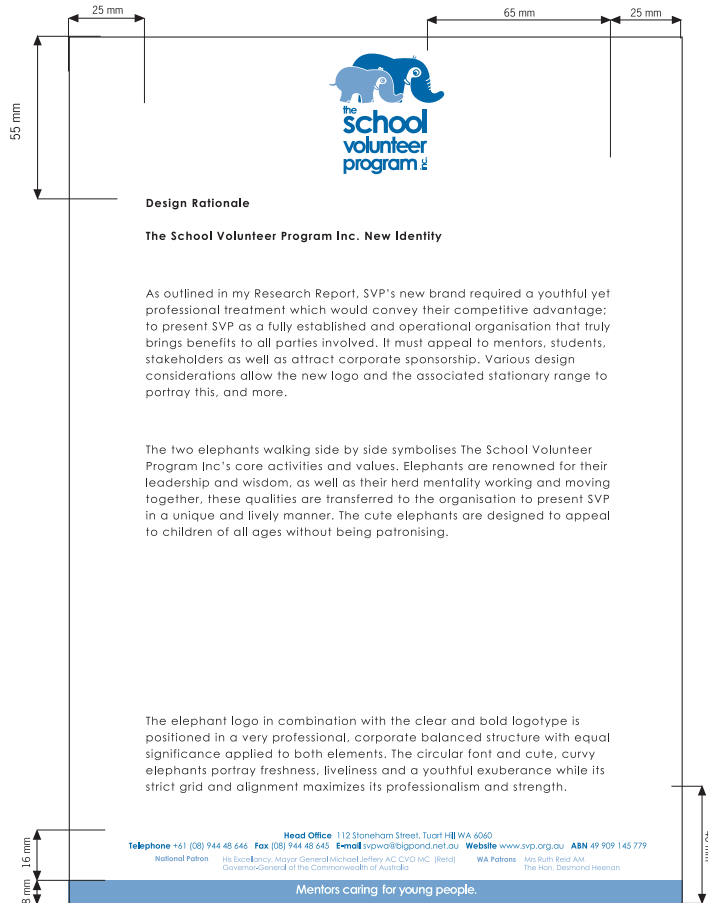
Standard layout for letter writing
Left: 35 mm   Right: 35 mm
Top: 45 mm   Bottom: 60 mm

Facsimile   **4 . 6**

Business Card

Logo Dimensions
30 x 30 mm

Logo Positioning
The logo is centered and appears 8 mm from the top of the page.

Paper
90 x 55 mm Knight Smooth 280 GSM - White

30 mm

Lee Patrick
Operations Manager
SVP Head Office
112 Stoneham Street
Tuart Hill   WA   6060
Phone   +61 (08) 944 48 646
Fax   (08) 944 48 645
E-mail   svpwa@bigpond.net.au
Website   www.svp.org.au

Mentors caring
for young people.

2 mm

10 mm

8 mm

8 mm

A feature of all our presentations is the Elephant logo and the associated grid it constructs. Below is a guide for a grid which should form the basis for printed material such as brochures and reports or electronic displays such as our website.

In future publications 'minimalism' and the focus on uncluttered, symmetrical white space must be maintained.

The grid features a central vertical column aligning with the borders of the Logo and Logotype.

The SVP Blue bar should also appear on all publications along the bottom of the page or screen, in SVP Blue 50$ tint.

Grid   **4 . 8**

Signage Grids   **5 . 1**
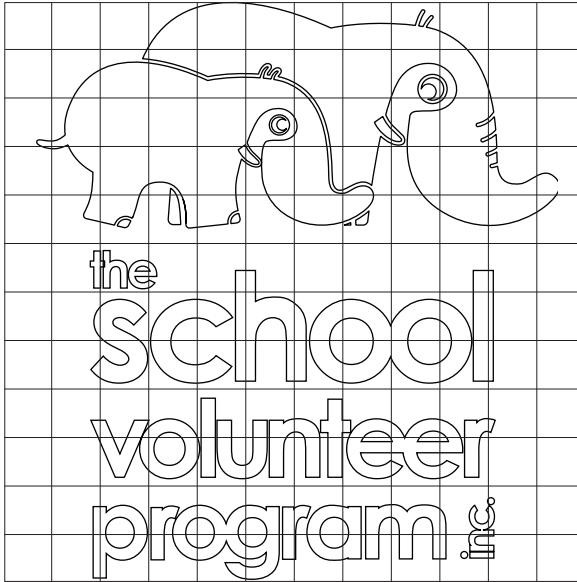
Specific Images

The School Volunteer Program Inc. has a small but growing library of pre-approved images for use in printed and electronic publications. New photographs should continue to be added from all of our programs and activities. Each application should have a creative concept that supports the brief and one which clearly communicates the community values developed and outlined in this guide. It is imperative that any image chosen should be selected specifically for the target audience of the particular publication, be it for students, mentors or our corporate stakeholders, and this should be reflected by the choice of images used.

Images (be it photographs, illustrations or graphics) should be chosen with care. We advise images featuring children be used with particular care to align with The School Volunteer Program Inc.'s motives and legal responsibilities.

Images used should be professional quality photographs and images of our programs and events such as; mentors working with children, mentors working together, mentors training and our SVP team at work should be featured.

Using Images   6 . 1

It is important to choose products that reflect our organisation's personality and professionalism as well as providing something of intrinsic value to customers. Therefore quality products should only be used with professional reproduction methods to enhance The School Volunteer Program Inc. brand.

When reproducing the Logo and Logotype on any kind of merchandise, they should appear in their respective colours and strictly adhere to the guidelines set out in this manual. In circumstances when the SVP Blue can not be reproduced, it is permissible to use the colour of the physical material, for example engraving on glass.

Embroidery stitching must be in blue as close as possible to the SVP blue, or all in black or white.

Merchandise   **6 . 2**

Name

TITLE

Event Name

Mentors caring for young people.

Mrs. Patrick

MENTOR

Sportsfun Across
Generations

Mentors caring for young people.

the
**school
volunteer
program** inc.

Name Tags **6 . 3**

Our Name Tags are designed to be printed on standard sized business card sheets of 90 mm x 55 mm to slip into Standard Plastic Pin-on Name tag holders available from any office supply store such as Office Works or even Big W.

Use the supplied Template and adjust the relevant fields.

Name - The person's name goes here. It is compulsory that names appear with Mr., Mrs., Ms. or Miss.

Century Gothic Bold - 18pt

TITLE - The person's position within The School Volunteer Program Inc. goes here. Usually 'Mentor' or SVP staff roles such as 'Operations Manager'.

Century Gothic - 10pt

Event Name - The name of The School Volunteer Program

Century Gothic - 10pt

 Inc. Event or Program goes here. E.g.; Sportsfun Across Generations or Crimes Against Society Education (C.A.S.E.)

Name Tag Typography   6 . 4

All of our advertising must work to strengthen our new brand. In order to do this there are two types of ads The School Volunteer Program Inc. produces.

Group One
"Who is The School Volunteer Program Inc.?"
Designed to create a general awareness of The School Volunteer Program Inc. and get the Logo known and recognised, as opposed to advertising particular products or services. The audience is the broader community. These ads must uphold a friendly, organised and professional theme.

Group 2
"What can The School Volunteer Program Inc. do for me?" These ads are aimed at specific target audiences and are used to promote our specific SVP services and programs; for example M.A.G.I.C. or the core mentoring program.

Advertising   **6 . 5**

The School Volunteer Program Inc. PowerPoint Template is available on the SVP Supplement Mini-Disc at the back of this manual.

In order to maintain a strong and consistent brand the templates must be used for all of our internal and external presentations.

All of our presentations must adhere to all the typographic guidelines, Imagery and Logo/Logotype constraints and guidelines outlined in this manual.

When using pictures, diagrams or video make sure they are necessary and support the message being conveyed.

Images included should be 72 Dpi in JPEG, GIF or PNG format.

Video clips drastically ad to the overall file size of the presentation, and any clips used must be high quality.

Insert pictures into PowerPoint using File>Insert>Picture, do not cut and paste from other programs.

If the same image is used multiple times in the presentation, use and copy and paste, not Insert. PowerPoint stores an image once in its memory regardless of how many times it appears. If the file is inserted several times it treats it as separate files, increasing the presentations file size.

Use WINZIP to compress presentation when transferring over networks or e-mail etc.

Do not use WordArt, to emphasize text use Bold.

Text should not appear on images, it is too hard to read.

The final slide in the presentation should display our logo.

PowerPoint Presentations   6 . 6

PowerPoint Presentation Typography

First level text
Century Gothic 24 pt

Second level text
Century Gothic 20 pt

Third level text
Century Gothic 18 pt

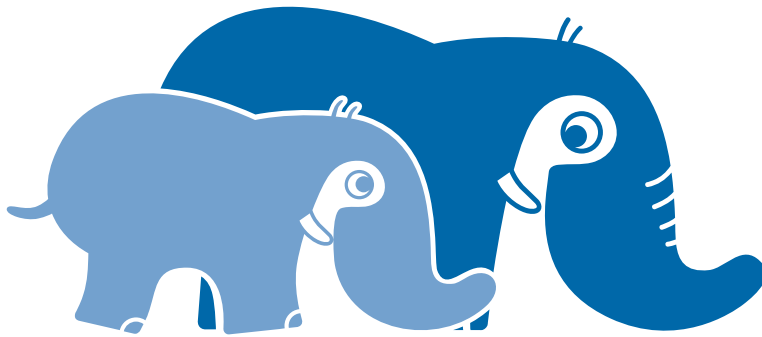Bullet points should be circle and appear in the same colour as its associated text.

The School Volunteer
Program Inc.

Sportsfun Across Generations

			x
			y
			x
			y
			x
			x
z		z	

PowerPoint Template - Extras   6 . 8

Supplement Mini-Disc   **6 . 9**