

KIDS HOPE

BASIC VISUAL STYLE GUIDE

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Vision and Mission

Vision Statement

Hope in the life of every child.

Mission Statement

Kids Hope partners with local primary schools and churches for one-to-one mentoring of children experiencing vulnerability.

Kids Hope Narrative

Kids Hope is Australia's largest early intervention, school-based mentoring program.

Since 2004 Kids Hope has impacted thousands of Australian primary school children who, through care and support, have seen their lives transformed and now experience increased confidence, resilience and joy.

Reliable, dependable and safe one-on-one relationships with mentors have a significant positive impact on children as emotional and social development needs are met and their learning capacity is enhanced.

Kids Hope's high-quality training, structures and child-safe processes also mean classrooms, schools, families and communities are changed through the power of long-term one-on-one care and support.

Kids Hope mentors walk alongside Australian primary school children releasing them to an experience of joy.

Core Values

We value **Hope** because hope expressed through compassion and care leads to socially and emotionally resilient children.

Therefore, we practice compassion and care in mentoring relationships. We encourage and celebrate, we believe in potential and we work towards a positive future for every child.

We value **Trust** because trust is the foundation of authentic and safe relationships.

Therefore, we are reliable, committed, faithful and trustworthy in our mentoring relationships.

We value **Excellence** because quality programs lead to positive outcomes for children.

Therefore, we are evidence- and research-based. We value expertise and innovation. We train and support our mentors.

We value **Community** because working in local partnerships leads to stronger social outcomes for children.

Therefore, we work through community partnerships connecting schools and churches.

We focus on scalability and simplicity because there is an urgency to reach all children

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Language style

Kids Hope communicates in ways that convey at every level the core values, vision and heart of the organisation.

Kids Hope understands that a key motivator for people to engage long term is seeing, hearing and experiencing the positive transformational effect of the work.

Kids Hope believes that igniting hearts positively will inspire people to take long-term, committed action, which is much preferred to short-lived ongoing, transactional engagement or support based on negative sentiments such as need or pity.

Kids Hope's language – i.e., the choice of words used – is strongly guided by the brand persona of the organisation, which is best described as warm, caring, safe and fun.

The Kids Hope language is also reflected throughout the various activities, including training, partnerships, mentorship, and events.

When communicating about these activities, the

language highlights the key brand characteristics of being value-driven, high-quality, reliable, consistent and committed.

When talking about children, Kids Hope aims to ignite hearts and inspire action by communicating positive change, capacity, capability, agency (as opposed to passivity), confidence, fun and joy. In doing so KH respects and affirms the child's inherent value and dignity, and conveys a sense of restoring childhood and God's love for children.

Kids Hope avoids language that elicits pity, might cause a sense of shame in children or their carers; or language that stereotypes children, their families or backgrounds. Sentiments and words to avoid are: poor, at risk, problem kids, with issues, challenged, neglected, abused, dysfunction, lower-socioeconomic and many more.

While root causes need to be addressed, discussed and highlighted in the right communication, this should only be done when talking about activities, programs, structures and processes – rather than individual stories.

This approach avoids framing a person, family or people group as a "certain type" – in the full recognition and expectation of the redemptive and life-transforming work Kids Hope engages in.

However, individuals experiencing certain circumstances may of course describe these situations in the words they choose and so deliver an authentic voice to audiences. Kids Hope refrains from speaking on behalf of people when it comes to communicating negative circumstances, but rather provides a platform for people's authentic voices and stories to be heard.

Kids Hope will use language that points to the temporary nature of situations and always expresses the belief that transformation is possible. Kids Hope may use words including: experiencing vulnerability, current circumstances and potential when talking about the challenges mentees and their families face.

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Master Brand Mark

Kids Hope brand mark journey

When Kids Hope started operating in Australia in 2004 as a World Vision program, its brand was inherited from Kids Hope USA.

In October 2019, 15 years after the Australian launch, Kids Hope reviewed the existing brand and updated its brand narrative and values to reflect the changes of the growing organisation and its position in an unique Australian context.

An updated brand and logo was developed, that represents the core values of the organisation, while retaining a distinct visual connection to the brand's origin.

Visual language

The new Kids Hope logo utilises a modern, clean and lighter font to convey a sense of Hope and Joy, reflecting the children's experience.

The words 'Kids Hope' form a springboard from which a child rises into a hopeful future, while the iconic Kids Hope heart is retained to illustrate the encapsulating quality of love that propels children to reach their full potential – giving

them 'wings to soar'.

Kids Hope brand colours have been updated to convey warmth and care, while also communicating solidity, safety and faithfulness.

'Aus' was removed from the name 'Australia' added to signify Kids Hope's mission to be available for every primary school in Australia, and position the organisation as a national brand.

Logo 2004–2019



Logo 2019

Kids Hope, springboard and solid foundation



Soaring child carried by love and care

A national brand and presence

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Logo

Master logo – should be produced in full colour on a white background whenever possible.



Variations

Greyscale



1 Colour Black



Colour Reversed



White Reversed



Minimum size

Minimum width uses of the logo are
A4: 30 mm / DL: 20 mm



Clear space zone

The logo must have a clear space zone to retain integrity and clarity. Ensure this zone is clear.

The clear space zone uses a buffer around the logo measuring the width of the H in HOPE, except for the bottom of logo which uses the H height from the bottom of the word HOPE.



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Incorrect logo use



Don't distort proportions



Don't change colours



Don't move logo parts



Don't place on busy backgrounds



Don't rotate the logo



Don't add effects such as drop shadows

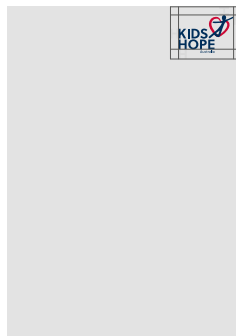


Don't creep into the clear space zone

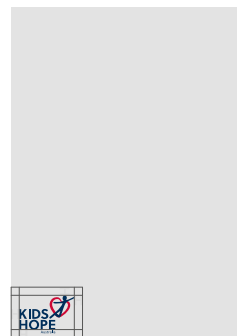
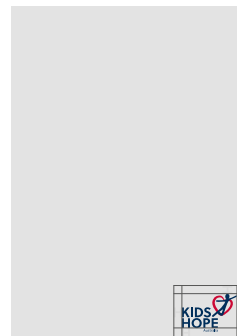
Positioning

As a preference, on A4 documents, posters and collateral, the Kids Hope logo should be placed in either top or bottom, right or left corners. However, there is the option to position the logo centrally if the design works better with this option. Examples of typical digital ad formats.

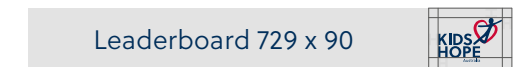
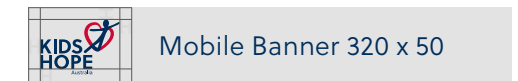
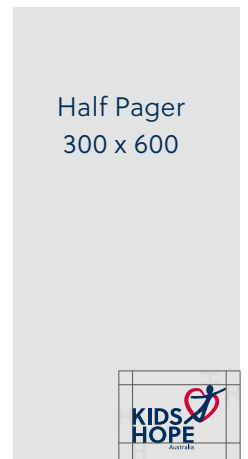
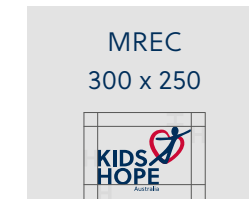
Preference



Optional



Digital Ads



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Colour palette

Primary swatches

The primary swatches for Kids Hope's brand are Red (Pantone 200CP) and Navy (Pantone 295CP). They are chosen from the 'Pantone+ Color Bridge Coated' swatch set to ensure the closest match between printed and digital materials.

Percentages of colour may also be used for design elements such as feature text boxes and graphs, for example 25%, 50%, 75%. Light grey (Black 10–30%) can also be used.

Secondary swatches

For use on categorised collateral.

Example uses:

- School Information
- Training Materials
- Church Information
- Mentor Updates

AA accessibility

Colours have been selected and tested to ensure legibility and AA accessibility standards in combination with the Kids Hope navy text color.

It is recommended for text to be Extra Bold, as per the heading style, and to avoid the body text style in conjunction with secondary colours for AA accessibility.



Red

Pantone 200 CP
CMYK 3/100/70/12
RGB 186/12/47
HEX #BA0C2F



Navy

Pantone 295 CP
CMYK 100/69/8/54
RGB 0/40/85
HEX #002855



Light Grey

Black 10–30%



Blue

Pantone 299 CP
CMYK 86/8/0/0
RGB 0/163/224
HEX #00A3E0



Green

Pantone 368 CP
CMYK 65/0/100/0
RGB 120/190/32
HEX #70BE20



Yellow

Pantone 7409 CP
CMYK 0/31/100/0
RGB 240/179/35
HEX #F0B323



Orange

Pantone 151 CP
CMYK 0/60/100/0
RGB 255/130/0
HEX #FF8200



Pink

Pantone 252 CP
CMYK 27/67/0/0
RGB 201/110/207
HEX #C964CF

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Fonts

Fonts for online and printed materials

Soleil is the font to be used for headings across all communications. It is used in various weights (see visual example).

Soleil is used in CAPS only for the Kids Hope name header and document Heading 1. From Heading 2 it is used in sentence case only.

Soleil Light is used for general paragraphs or continuous passages of body on printed materials. Body text can be Navy or Black.

Montserrat Regular is used for general paragraphs or continuous passages of body on webpages and web-apps. Body text can be Navy or Black.

Captions can be coloured in Red to add variety on the page, but for low vision audiences, Navy would be more legible.

Font paragraph style names and visual examples

LOGO SOLEIL BOLD CAPS

HEADING 1 SOLEIL EXTRA BOLD CAPS

Heading 2 Soleil Extra Bold

Heading 3 Soleil Semi Bold

KH Body text Soleil Light
KH Body text KH Body text KH Body text KH Body text
KH Body text KH Body text KH Body text KH Body text
KH Body text KH Body text KH Body text KH Body text

KH Body text Montserrat Regular
KH Body text KH Body text KH Body text
KH Body text KH Body text KH Body text
KH Body text KH Body text KH Body text

Captions

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Graphic device

The soft heart



The graphic device of a soft heart is derived and extracted from the Kids Hope masterbrand.

The soft heart device is designed to be flexible and add interest. It can be enlarged and cropped off the page. It should not be rotated and the shape should be retained for consistency.

The soft heart can appear on any collateral, but it should not overpower the master logo or create visual clutter. A minimal use approach should be taken. The soft heart can be only used in brand red, white and light grey.

Brand assets

The logos in Adobe Illustrator (.eps) format are for use by designers and for professional printing.

The JPG and PNG versions of these logos can be used for Microsoft documents and digital formats.

List of provided logo assets

KidsHope-Logo-colour.eps
KidsHope-Logo-colour.png
KidsHope-Logo-colour.jpg

KidsHope-Logo-white-reversed.eps
KidsHope-Logo-white-reversed.png
KidsHope-Logo-white-reversed.jpg

KidsHope-Logo-colour-reversed.eps
KidsHope-Logo-colour-reversed.png
KidsHope-Logo-colour-reversed.jpg

KidsHope-Logo-black.eps
KidsHope-Logo-black.png
KidsHope-Logo-black.jpg

KidsHope-Logo-greyscale.eps
KidsHope-Logo-greyscale.png
KidsHope-Logo-greyscale.jpg

KidsHope-SoftHeart-red.eps
KidsHope-SoftHeart-red.png
KidsHope-SoftHeart-grey.eps
KidsHope-SoftHeart-grey.png

Font Styles

Soleil Extra-Bold
Soleil Bold
Soleil Semi-Bold
Soleil Light
Montserrat Regular