

The background of the slide features a dynamic, abstract design composed of overlapping circles in various colors. The colors include dark navy blue, teal, olive green, and burnt orange. These circles overlap in a way that creates a sense of depth and movement across the entire slide.

Updated 20th of April 2016

# CORE Community Services

## Style Guide

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This is the primary logo. To be used  
in the majority of applications. ►

FILE NAME: LOGO-CORE-CMYK-MASTER



CORE Community Services  
**Secondary Logo (Stacked)**

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Updated April 2016

In such instances where a stacked logo is required, the following logo is to be used ►

FILE NAME: LOGO-CORE-CMYK-MASTER-STACK



# CORE Community Services

## Style Guide

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Updated April 2016

FILE NAME: LOGO-CORE-CMYK-REV

The reversed version of the logo is  
to be used on dark backgrounds  
where necessary. ►



It is important the Core Community Services work well in grey-scale applications as well as in colour applications. For this reason we have created Grey-scale logos for use on both dark and light backgrounds. These logo options are illustrated below ▼

Master Mono ► LOGO-CORE-MONO



Reversed Mono Application ► LOGO-CORE-MONO-REV



# CORE Community Services

## Single Colour Logo

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Updated April 2016

Very occasionally (eg: in the case of embroidery) the Core Community Services logo will need to be produced in single colour. In such instances the logo will need to be reproduced in solid black or white as illustrated below ▼

Master Mono ► FILE NAME: LOGO-CORE-Black-embroidery



Reversed Mono Application ► FILE NAME: LOGO-CORE-White-embroidery





◀ To ensure maximum legibility at all times an area of clear space must surround the logo.

This area is determined by the width of the 'e' ascender, as illustrated in the diagram left.

The clear zone must never be stroked or filled as demonstrated below ▼



**Care**  
—  
**Opportunity**  
—  
**Respect**  
—  
**Empowerment**

## The CORE story

CORE Community Services • A place for all

We celebrate our vibrant communities and rejoice in their diversity – at the core of our organisation are the local people enriching our local communities. We are a place you can visit to ask advice, to feel safe and supported, a place that will understand your challenges and help you connect with other people. For us - you are important.



# **CORE Community Services**

## Sub Brands and Architecture

# CORE Community Services

## Brand Architecture

Updated April 2016

### LEVEL ONE ▶

Level one can be either 'horizontal' or 'stacked'.



### LEVEL TWO ▶

Second level brands are to be 'stacked' to ensure balance and consistency across these sub brands. Each sub-brand has been assigned a colour from the CORE Colour palette



CORE Community Services  
**Second Level Brands - Aged and Disability Care**

Updated April 2016



## SUB-BRAND COLOURS

ADS Sub Brand  
Master Colour - Dark Blue



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 100  | 7686 | #1D4F91 | 29  |
| 73   |      |         | 79  |
| 0    |      |         | 145 |
| 10   |      |         |     |



APPLICATION EXAMPLE  
FILE: Pattern-Aged&DisabilityCare



Files ► SUBLAGO-CORE-Aged&DisabilityCare

SUBLAGO-CORE-  
Aged&DisabilityCare-MONO

SUBLAGO-CORE-  
Aged&DisabilityCare-WhiteEmbroidery

SUBLAGO-CORE-  
Aged&DisabilityCare-BLKEmbroidery

# CORE Community Services

## Second Level Brands - Children's Services

Updated April 2016



### SUB-BRAND COLOURS

CS Sub Brand  
Master Colour - Ruby Red



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 2    | 186 | #C8102E | 200 |
| 100  |     |         | 16  |
| 85   |     |         | 46  |
| 6    |     |         |     |



APPLICATION EXAMPLE  
FILE: Pattern-Children's Services



Files ► SUBLAGO-CORE-ChildrensServices

SUBLAGO-CORE-ChildrensServices-MONO

SUBLAGO-CORE-ChildrensServices-WhiteEmbroidery

SUBLAGO-CORE-ChildrensServices-BLKEmbroidery

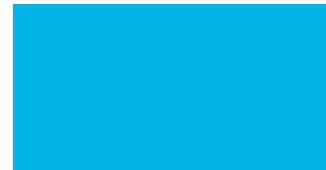
CORE Community Services  
**Second Level Brands - Community Engagement**

Updated April 2016



### SUB-BRAND COLOURS

CE Sub Brand  
Master Colour - Light Blue



| CMYK              | PMS | WEB     | RGB              |
|-------------------|-----|---------|------------------|
| 67<br>2<br>0<br>0 | 298 | #41B6E6 | 65<br>182<br>230 |

- CORE Sapphire
- CORE Mid Blue
- CORE Aqua



**APPLICATION EXAMPLE**  
FILE: Pattern-CommunityEngagement



Files ► SUBLAGO-CORE-CommunityEngagement

SUBLAGO-CORE-CommunityEngagement-MONO

SUBLAGO-CORE-CommunityEngagement-WhiteEmbroidery

SUBLAGO-CORE-CommunityEngagement-BLKEmbroidery

CORE Community Services  
**Second Level Brands - Multicultural Communities**

Updated April 2016



**SUB-BRAND COLOURS**

MC Sub Brand  
Master Colour - Orange



CMYK PMS WEB  
0 165 #FF671F  
70  
100  
0



**APPLICATION EXAMPLE**  
FILE: Pattern-MulticulturalCommunities



Files ► SUBLAGO-CORE-MulticulturalCommunities

SUBLAGO-CORE-  
MulticulturalCommunities-MONO

SUBLAGO-CORE-  
MulticulturalCommunities-WhiteEmbroidery

SUBLAGO-CORE-  
MulticulturalCommunities-BLKEmbroidery

# CORE Community Services

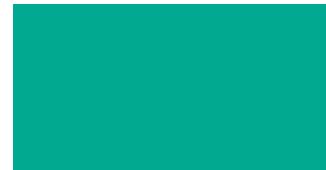
## Second Level Brands - Youth Services

Updated April 2016



### SUB-BRAND COLOURS

MC Sub Brand  
Master Colour - Emerald Green



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 86   | 3268 | #00AB8E | 0   |
| 0    |      |         | 171 |
| 53   |      |         | 142 |
| 0    |      |         |     |

- Dark green
- Mid Green
- 'Tints' of the Master Colour



**APPLICATION EXAMPLE**  
FILE: Pattern-YouthServices



Files ► SUBLINK-CORE-YouthServices

SUBLINK-CORE-YouthServices-MONO

SUBLINK-CORE-YouthServices-WhiteEmbroidery

SUBLINK-CORE-YouthServices-BLKEmbroidery

# CORE Community Services

## Creating Second Level Brands

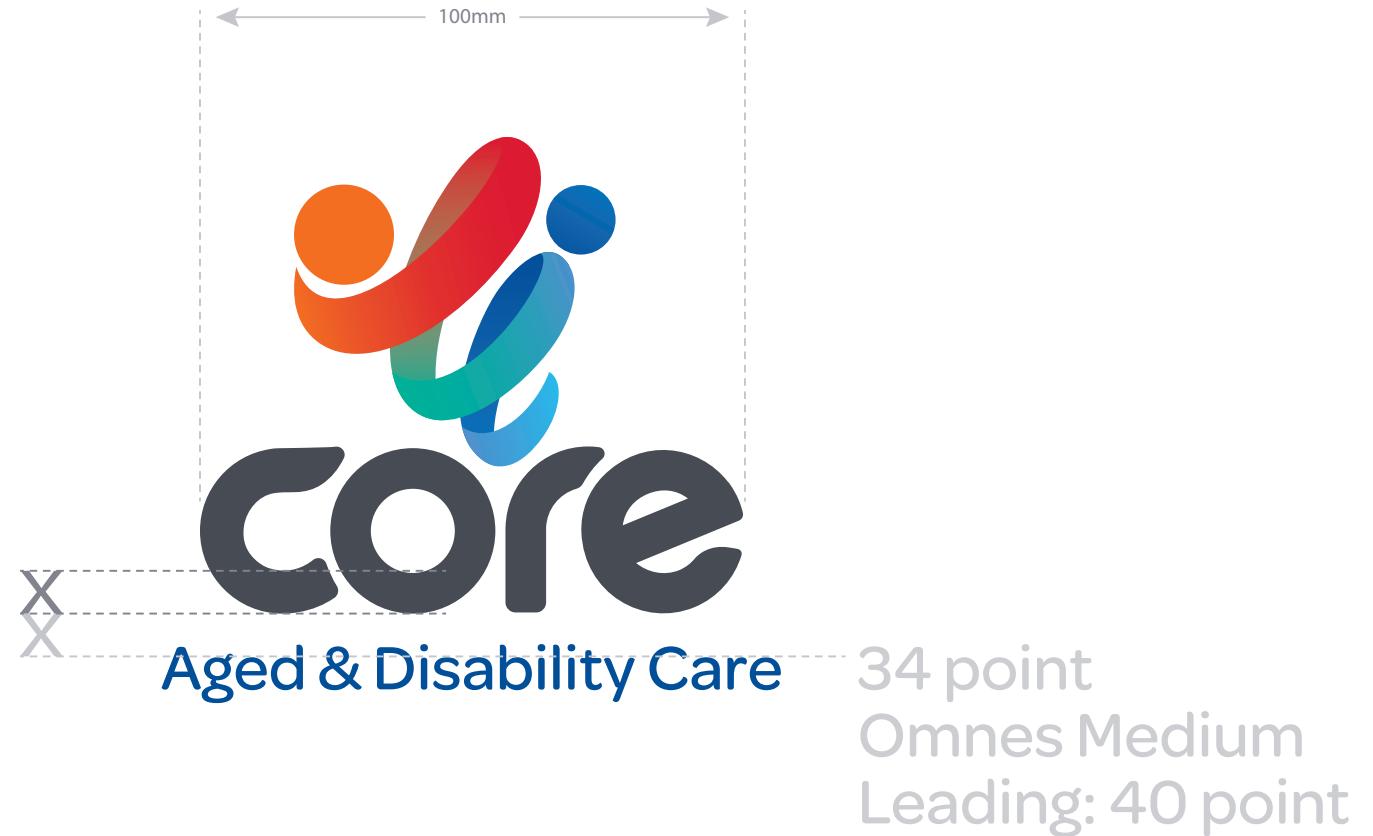
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Updated April 2016

The following guide shows how to create second level 'CORE' brands.

NOTE: This guide requires logo to be 100mm wide during creation. ►

Use the height X to determine the space between logo and 'sub-branding' text.





# CORE Community Services

## Colours and Fonts

# CORE Community Services

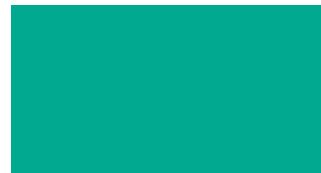
## Primary Colour Palette

Updated April 2016

The primary colour palette is made of 'jewel' colours; Emerald Green, Ruby Red and Sapphire. These colours, are rich, warm inviting and vibrant.

Any tint or Cool Grey 10, Warm Grey 2 or Dark Navy can be paired with the CORE primary and secondary colour palette. These colours form the brand 'neutral' options, providing balance and harmony to the overall brand.

Emerald Green



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 86   | 3268 | #00AB8E | 0   |
| 0    |      | 171     |     |
| 53   |      | 142     |     |
| 0    |      |         |     |

Ruby Red



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 2    | 186 | #C8102E | 200 |
| 100  |     | 16      |     |
| 85   |     | 46      |     |
| 6    |     |         |     |

Sapphire



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 90   | 285 | #0072CE | 0   |
| 48   |     | 114     |     |
| 0    |     | 206     |     |
| 0    |     |         |     |

Cool Grey 10



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 40   | CG10 | #63666A | 99  |
| 30   |      | 102     |     |
| 20   |      | 106     |     |
| 66   |      |         |     |

Warm Grey 2



| CMYK | PMS | WEB    | RGB |
|------|-----|--------|-----|
| 6    | WG2 | CBC4BC | 203 |
| 7    |     | 196    |     |
| 10   |     | 188    |     |
| 11   |     |        |     |

Dark Navy



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 95   | 533 | #1F2A44 | 31  |
| 72   |     | 42      |     |
| 15   |     | 68      |     |
| 67   |     |         |     |

# CORE Community Services

## Secondary Colour Palette

Updated April 2016

Whilst the primary colour palette forms the 'hero' colours for the CORE brand - a palette of secondary colours has been provided for use. These colours have been selected to compliment the hero colours and provide brand flexibility.

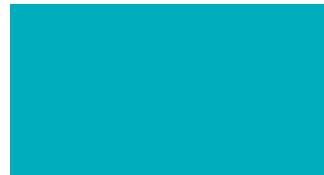
NOTE: Secondary colours should be selected carefully and used sparingly. It is important that the brand does not look 'rainbow' and it is recommended that no more than four colours be used in a layout.

Secondary - Dark Green



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 100  | 3295 | #007864 | 0   |
| 5    |      | 120     |     |
| 65   |      | 100     |     |
| 26   |      |         |     |

Secondary - Aqua



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 86   | 7466 | #00B0B9 | 0   |
| 0    |      | 176     |     |
| 32   |      | 185     |     |
| 0    |      |         |     |

Secondary - Dark Blue



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 100  | 7686 | #1D4F91 | 29  |
| 73   |      | 79      |     |
| 0    |      | 145     |     |
| 10   |      |         |     |

Secondary - Orange



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 0    | 165 | #FF671F | 255 |
| 70   |     | 103     |     |
| 100  |     | 31      |     |
| 0    |     |         |     |

Secondary - Dark Red



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 7    | 201 | #9D2235 | 157 |
| 100  |     | 34      |     |
| 68   |     | 53      |     |
| 32   |     |         |     |

Secondary - Mid Green



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 99   | 3278 | #009B77 | 0   |
| 0    |      | 155     |     |
| 69   |      | 119     |     |
| 0    |      |         |     |

Secondary - Light Blue



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 67   | 298 | #41B6E6 | 65  |
| 2    |     | 182     |     |
| 0    |     | 230     |     |
| 0    |     |         |     |

Secondary - Light Blue



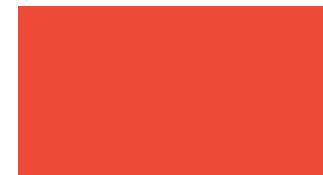
| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 68   | 279 | #418FDE | 65  |
| 34   |     | 143     |     |
| 0    |     | 222     |     |
| 0    |     |         |     |

Secondary - Mustard



| CMYK | PMS | WEB     | RGB |
|------|-----|---------|-----|
| 0    | 130 | #F2A900 | 0   |
| 32   |     | 32      |     |
| 100  |     | 100     |     |
| 0    |     | 0       |     |

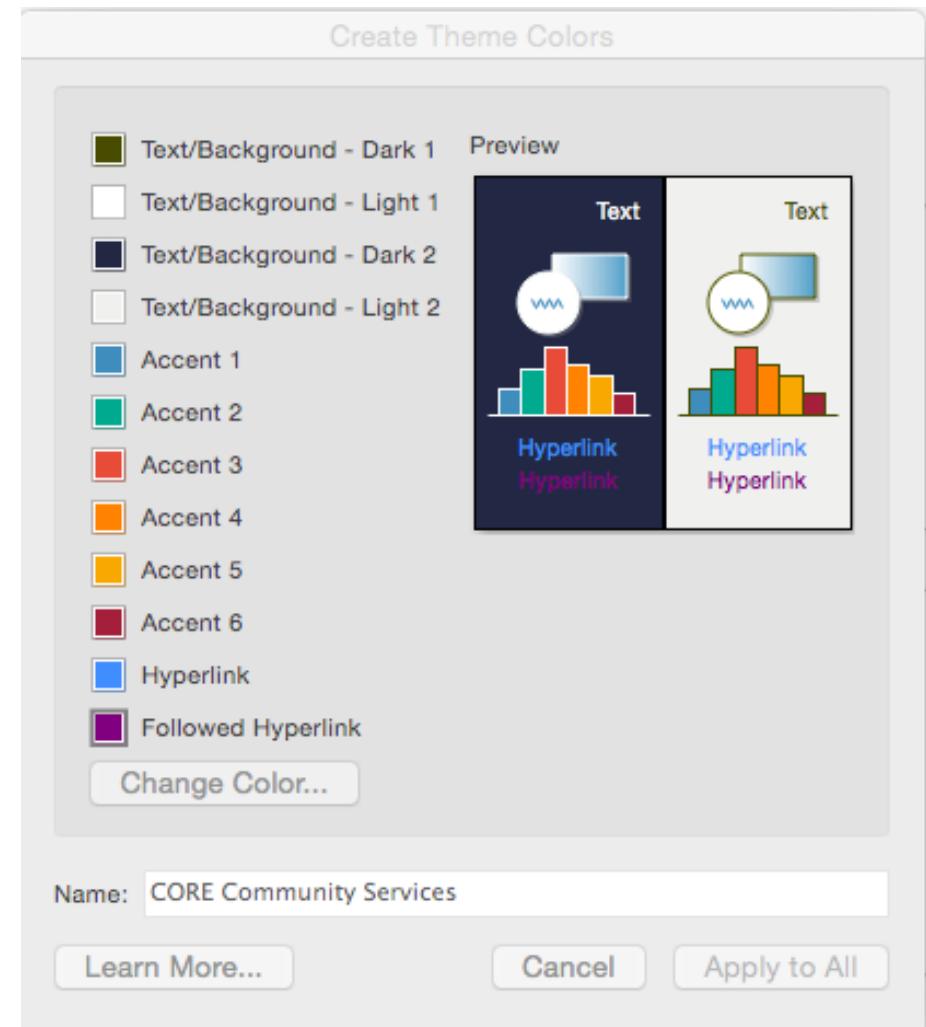
Secondary - Red



| CMYK | PMS  | WEB     | RGB |
|------|------|---------|-----|
| 1    | 7417 | #E04E39 | 224 |
| 83   |      | 78      |     |
| 85   |      | 58      |     |
| 0    |      | 0       |     |

To ensure maximum colour consistency, sRGB colours for use in Word and Power Point are as follows:

|   |                 |   |                  |   |                   |
|---|-----------------|---|------------------|---|-------------------|
|  | 0<br>170<br>143 |  | 63<br>141<br>222 |  | 164<br>32<br>53   |
|  | 232<br>75<br>55 |  | 255<br>131<br>0  |  | 248<br>168<br>0   |
|  | 34<br>40<br>68  |  | 71<br>76<br>85   |  | 242<br>240<br>239 |



## Primary Font

The Omnes font family is the primary font to be used in the Core Community Services brand. It is the 'hero' font and is to be used wherever possible. Omnes is suitable for use in headings, subheadings and body copy. If unavailable, please use *Varela Round* (Google web font) or *Arial Rounded*.

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## Support Font

The time-tested font, *Helvetica Neue*, will be used as a support font for the Core Community Services brand. It is to be used for body copy and sub-heading support when *Omnes* is not appropriate to use or some font differentiation is required.

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**Omnes Light / Omnes Regular / Omnes Medium /  
Omnes Medium Italic / Omnes Semi-bold /  
Omnes Bold / Omnes Bold Italic**

**Helvetica Neue Light / Helvetica Neue Light Italic /  
Helvetica Neue Regular / Helvetica Neue Italic /  
Helvetica Neue Medium / Helvetica Neue Medium Italic /  
Helvetica Neue Bold / Helvetica Neue Bold Italic /**

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### **Web Substitute**

Designed specifically for legibility of the web, The Google Web Font *Nunito* has been selected for use as Headings and highlight copy on your website/s.

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### **Web Substitute**

Designed specifically for legibility of the web, The Google Web Font *PT Sans* has been selected for use as body copy on your website/s. If Google Web Fonts are not available for use, please substitute *Lucida Grande*.

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**Nunito Light / Nunito Regular /  
Nunito Bold**

**PT Sans Regular / PT Sans Italic /  
PT Sans Bold / *PT Sans Bold Italic***

### Headings

To ensure font consistently in Word and PowerPoint applications, it is recommended CORE Community Services uses Microsoft default fonts.

For headings the font Calibri has been selected.

For body copy it is recommended Arial be used.

Calibri Light / Calibri Regular / *Calibri Italic* /

**Calibri Bold / Calibri Italic /**

Arial Regular / **Arial Bold /**

**Arial Black**

# CORE Community Services

## Business Card Back

Updated December 2015

Below are the 'Backs' for the corporate brand and individual sub-brands.



Generic/Corporate



Community Engagement



Multicultural Communities



Youth Services



Aged and Disability Care



Children's Services

FONT: Ommes-medium, Size (12.8 pt), Line spacing (15.36 pt)

Please note: Colour of name must correlate with the primary colour of the sub brand (as seen in the colour chart below)



FONT: Ommes-medium, Size (8 pt), Line spacing (9.6 pt)

FONT: Ommes-regular, Size (8 pt), Line spacing (9.6 pt)  
Colour: Grey (100%) - C=40 M=30 Y=20 K=66

FONT: Ommes-medium, Size (8 pt), Line spacing (9.6 pt)

FONT: Ommes-regular, Size (7 pt), Line spacing (8.5 pt)  
Space after paragraph (0.5)

FONT: Ommes-regular, Size (10 pt), Line spacing (12 pt)

Please note: Colour of web address must correlate with the primary colour of the sub brand (as seen in the colour chart below)

-  Aged and Disability Care
-  Children's Services
-  Community Engagement
-  Multicultural Communities
-  Youth Services

