

Updated 20th of April 2016

CORE Community Services

Style Guide

CORE Community Services

Master/Primary Logo (Horizontal)

Updated April 2016

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)

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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FILE NAME: LOGO-CORE-CMYK-REV

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



CORE Community Services

Grey-scale Logo

Updated April 2016

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

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



CORE Community Services

Clear space

Updated April 2016



◀ 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





Files ► SUBLOGO-CORE-Aged&DisabilityCare

SUB-BRAND COLOURS

ADS Sub Brand
Master Colour - Dark Blue



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

- CORE Sapphire
- CORE Mid Blue



APPLICATION EXAMPLE
FILE: Pattern-Aged&DisabilityCare



SUBLOGO-CORE-Aged&DisabilityCare-MONO

SUBLOGO-CORE-Aged&DisabilityCare-WhiteEmbroidery

SUBLOGO-CORE-Aged&DisabilityCare-BLKEmbroidery



Files ► SUBLOGO-CORE-ChildrensServices

SUB-BRAND COLOURS

CS Sub Brand
Master Colour - Ruby Red



- CORE Dark Red
- CORE Red
- CORE Orange

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



APPLICATION EXAMPLE
FILE: Pattern-Children's Services



SUBLOGO-CORE-ChildrensServices-MONO

SUBLOGO-CORE-ChildrensServices-
WhiteEmbroidery

SUBLOGO-CORE-ChildrensServices-
BLKEmbroidery



Files ► SUBLOGO-CORE-CommunityEngagement

SUB-BRAND COLOURS

CE Sub Brand
Master Colour - Light Blue



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

- CORE Sapphire
- CORE Mid Blue
- CORE Aqua



APPLICATION EXAMPLE
FILE: Pattern-CommunityEngagement



SUBLOGO-CORE-CommunityEngagement-MONO

SUBLOGO-CORE-CommunityEngagement-WhiteEmbroidery

SUBLOGO-CORE-CommunityEngagement-BLKEmbroidery



Files ► SUBLOGO-CORE-MulticulturalCommunities

SUB-BRAND COLOURS

MC Sub Brand
Master Colour - Orange



CMYK	PMS	WEB
0 70 100 0	165	#FF671F

- CORE Red
- CORE Mustard



APPLICATION EXAMPLE
FILE: Pattern-MulticulturalCommunities



SUBLOGO-CORE-MulticulturalCommunities-MONO

SUBLOGO-CORE-MulticulturalCommunities-WhiteEmbroidery

SUBLOGO-CORE-MulticulturalCommunities-BLKEmbroidery



Files ► SUBLOGO-CORE-YouthServices

SUB-BRAND COLOURS

MC Sub Brand
Master Colour - Emerald Green



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

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



APPLICATION EXAMPLE
FILE: Pattern-YouthServices



SUBLOGO-CORE-YouthServices-MONO

SUBLOGO-CORE-YouthServices-WhiteEmbroidery

SUBLOGO-CORE-YouthServices-BLKEmbroidery

CORE Community Services

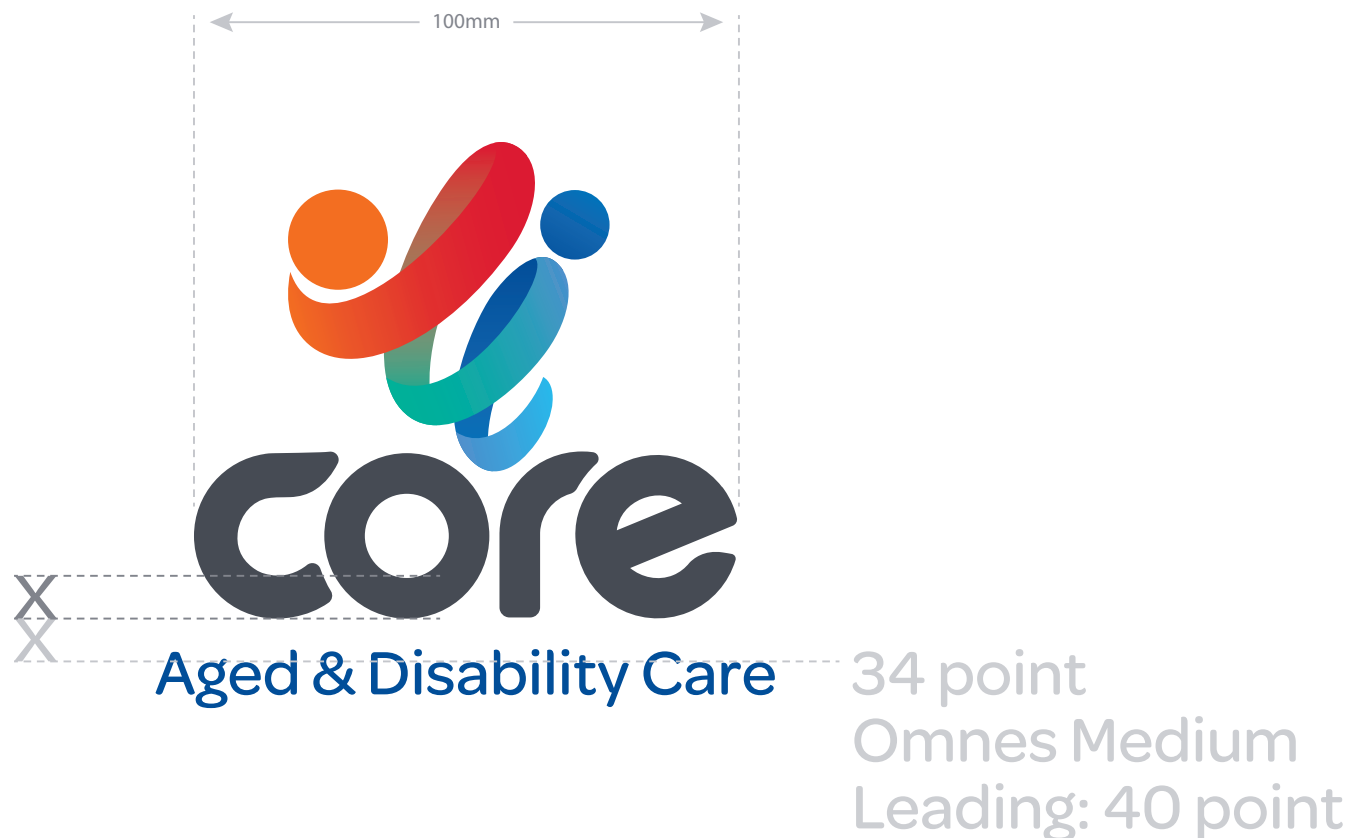
Creating Second Level Brands

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 0 53 0	3268	#00AB8E	0 171 142

Ruby Red



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

Sapphire



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

Cool Grey 10



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

Warm Grey 2



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

Dark Navy



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

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 5 65 26	3295	#007864	0 120 100

Secondary - Aqua



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

Secondary - Dark Blue



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

Secondary - Orange



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

Secondary - Dark Red



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

Secondary - Mid Green



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

Secondary - Light Blue



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

Secondary - Light Blue



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

Secondary - Mustard



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

Secondary - Red












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

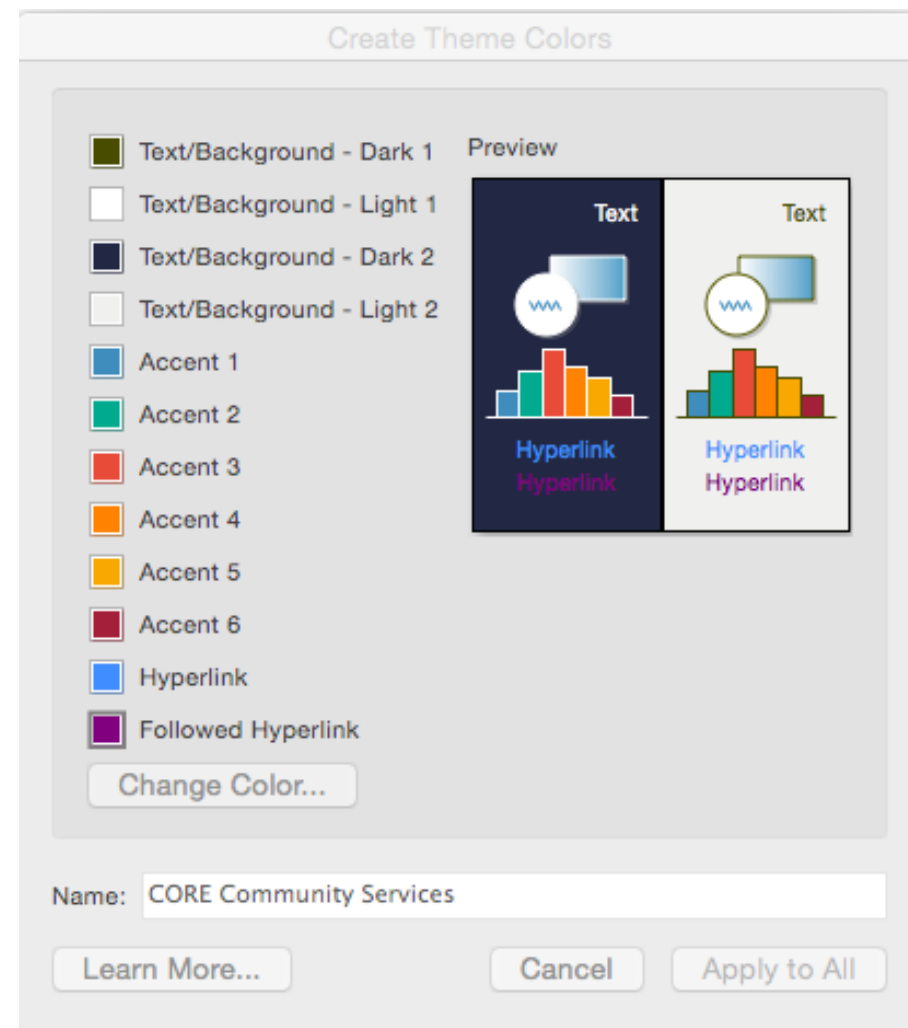
CORE Community Services

SRGB Colour Palette for Microsoft Applications

Updated April 2016

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

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



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 where ever possible. Omnes is suitable for use in headings, subheadings and body copy. If unavailable, please use *Varela Round* (Google web font) or *Arial Rounded*.

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

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.

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* /

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.

Nunito Light / Nunito Regular /
Nunito Bold

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*.

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

CORE Community Services

Business Card Front and Back - Template Layout Guide

Updated April 2016

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)

Name to go here

Position/title

Home Modification & Maintenance

Sub Brand eg: Aged & Disability Care

CORE Community Services

9607 2844

name@corecs.org.au

Address

Unit 1, 44 Dampier Pl, Prestons NSW 2170



corecs.org.au

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

CARE • OPPORTUNITY • RESPECT • EMPOWERMENT



Aged & Disability Care
CORE Community Services
8717 1500
infoadc@corecs.org.au
22 Nelson St, Fairfield NSW 2165
corecs.org.au
After Hours Emergency:
0419 012 682

CARE • OPPORTUNITY • RESPECT • EMPOWERMENT

SORRY WE MISSED YOU!

Date: _____ Time: _____ am/pm

Staff Name: _____

Your Next Service: _____ at: _____

Please contact our office to confirm services

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Colour: Grey (40%) -
C=40 M=30 Y=20 K=66



Aged & Disability Care
CORE Community Services
8717 1500
infoadc@corecs.org.au
22 Nelson St, Fairfield NSW 2165
Office Hours: 9am-5pm, Monday-Friday
corecs.org.au

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