

Brand update FAQs

What is HIPPY Australia's brand

Our brand is a powerful visual communicator of who we are and what we do. This is especially important to HIPPY as we work with a diverse range of families including those with varied levels of literacy and those who speak English as an additional language.

The HIPPY Australia brand visually communicates our support for parents and carers, engages and excites children and expresses the gentle but effective and transformative work with families to external organisations.

Our brand choices have been made to clearly communicate HIPPY Australia's values and personality.

What are HIPPY Australia's brand values?

HIPPY Australia has key brand values that shape our identity and purpose. These values influence our materials' design to effectively represent our mission and engage with families.

HIPPY Australia is:

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|----------------------|---|
| • Accessible | • Flexible |
| • Progressive | • Innovative |
| • Diverse | • Free |
| • Encouraging | • Evidence-based |
| • Community-focussed | • Proudly committed to First Nations families |

What is HIPPY Australia's brand personality?

HIPPY Australia's brand personality helps create an emotional connection with our audiences and makes us distinct from other early years programs.

HIPPY Australia is:

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|--------------|--------------|-----------------|
| • Fun | • Caring | • Truthful |
| • Friendly | • Empowering | • Respectful |
| • Supportive | • Positive | • Inspirational |

Why has the HIPPY brand been updated?

The current HIPPY brand was developed eight years ago and since then, HIPPY in Australia has seen many changes, the most important of which is the program's move to delivering Age 3. The move to a new curriculum and family profile gave HIPPY Australia the opportunity to review its brand and reflect on its identity and .

HIPPY Australia is updating its brand imagery to revitalise the brand and to meet the tastes of a distinctly different and younger audience. The new brand aims to be fun, friendly, and gentle.

We have kept some features of our current brand (such as our logo and our primary colours blue and orange) to make sure that communities can still recognise HIPPY through the changes, acknowledging the years of work that Coordinators and Tutors have done to locally build the reputation of the program.

How has the HIPPY brand been updated?

New colours

HIPPY Australia has a new colour palette (colours that we use on HIPPY materials and documents) and new design assets (images we use as part of our brand).

Our new colour palette is bright and fun as well as including soft and gentle tones. The colours complement each other and can be combined easily without clashing.

We have prioritised inclusivity and accessibility in our colour choices, and our palette is designed to serve the needs of our neurodiverse, as well as neurotypical community, incorporating softer pastels and neutral tones for a calming and soothing environment.

New imagery

In addition to our curriculum artwork developed by Lena Smith, HIPPY Australia has adopted additional animal imagery designed for a diverse audience and inspired by the animals found on the activity pack covers, ensuring a continuity of imagery. This artwork has been designed to be friendly, colourful, and attractive to children.

The artwork depicts pairs (one adult, one child) of each of the curriculum animals to emphasise how HIPPY works across generations.

Animals were chosen as subjects due to their iconic connection to Australia and because they are readily recognisable by children. In addition, the choice of wild animals was made to emphasise that HIPPY, as program, is not limited to being practiced indoors at a table, but instead is to be done out in the world and embedded into the natural course of life.

The HIPPY Australia logo

To ensure continuity between our old and refreshed looks, HIPPY Australia is keeping its logo. The blue featured in HIPPY Australia's logo will be changing slightly in line with the Brotherhood of St. Laurence's colour palette/brand change – this colour change is minimal.

Over the coming months, HIPPY Australia will start to capitalise the word 'HIPPY' on its logo. As part of this change, individual site logos will be updated to incorporate this change and the new dark blue. Updated logos and instructions on when to use them will be provided to HIPPY sites by the end of 2023.

Fonts

HIPPY Australia will continue to use Arial Rounded MT and Calibri as its fonts.

What about Lena's artwork? Can I still use it at my site?

The curriculum activity packs are at the heart of HIPPY Australia's visual identity. The ten animal designs developed by Lena Smith, a HIPPY Tutor from Moree, were selected to represent the program's Australian identity and to acknowledge Aboriginal and Torres Strait Islander cultures as a fundamental and unique part of that national identity.

Lena's artwork continues to be used on the covers of the HIPPY activity packs throughout both years of the program. HIPPY Australia will use its new animal imagery on its promotional and marketing materials such as banners and posters. Sites, however, will be provided with the option to use either the new animal imagery or the curriculum animal imagery design assets, giving you the choice to use the artwork you feel is most suitable for your communities when developing promotional materials.

Sites are requested to choose either the curriculum or the new animal images when developing promotional items rather than combining the two to avoid causing confusion.

As a Coordinator, what do I need to know?

Using up aging merchandise and promotional materials

We will be phasing out a number of promotional materials as we move to the refreshed brand. All merchandise branded with just the HIPPY Australia logo can continue to be used by sites until exhausted (e.g., lunchboxes, t-shirts, pencil cases, plastic mugs, balloons, etc.).

Any promotional materials using the old curriculum imagery (robots, superheroes, ladybirds etc.) will need to be used up by the end of 2023 and the conclusion of the Age 5 program.

If you are developing new promotional materials from this point onwards, we request that you ensure that you use the new brand (either the curriculum animals or new animal imagery).

HIPPY Australia designed promotional items

We have developed basic flyer, brochure and poster templates using the new brand that sites can use directly or as inspiration for designing their own promotional materials. These can be found on the Media and Communications page of the HIPPY Online Library (LMS).

Designing your own promotional materials/flyers

Sites are welcome to design their own promotional materials/flyers/merchandise and have them printed professionally however, these need to be approved by HIPPY Australia Communications Team via hippyaustralia@bsl.org.au

The new animal designs are available for sites to download and use from the Media and Communications page of the HIPPY Online Library (LMS).

The curriculum animal artwork continues to be available for sites to use on their promotional materials exclusively by request. If you would like copies of these images, please contact hippyaustralia@bsl.org.au with your request and include a description of how you plan to use them.

New logos

As mentioned above, HIPPY Australia will provide sites recoloured and capitalised (HIPPY) logos by the end of 2023 in preparation for use in 2024. In the meantime, you can continue to use your current HIPPY site logos. Once issued, HIPPY Australia expects sites to use their updated logo from that point on when designing new promotional materials.

New banners and merchandise

HIPPY Australia will be providing sites with new feather banners free of charge to replace their existing pop-banners. These designs should be more lightweight and less prone to damage. Sites will be sent these over the coming months.

New merchandise will become available for sites to purchase in the coming months. These will include:

- Slouch hats
- Sleeveless art smocks
- Tote bags
- Pencil cases
- Bamboo pens
- Lanyards
- Pencils
- Notepads
- Bookmarks

Childrens' t-shirts and waterproof playmats/yarning mats will also be made available in the future.

Additional questions?

Please contact hippyaustralia@bsl.org.au for any other questions you have.

