



HIPPY

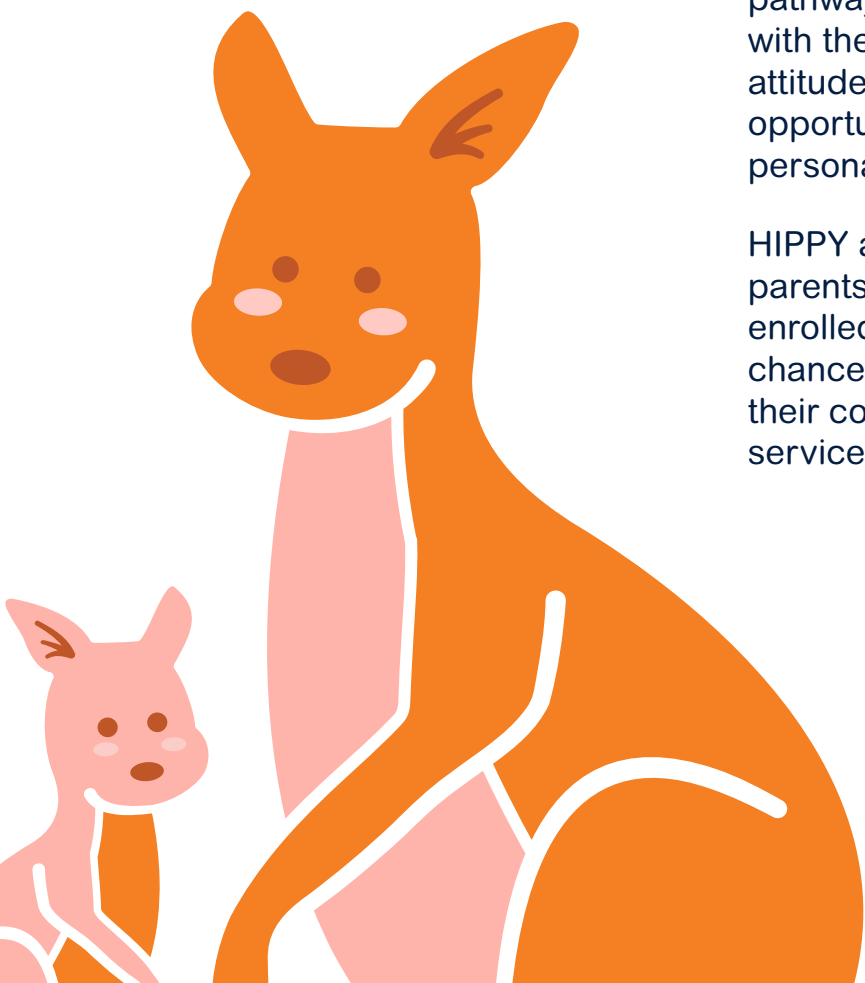
HIPPY Australia Style Guide and Guidelines
2024

HIPPY Australia

The Home Interaction Program for Parents and Youngsters (HIPPY) is a two-year, home-based early learning and parenting program that supports parents and carers as their child's first and most important teacher. HIPPY helps parents and carers feel supported and confident to teach their children and build a warm and strong home learning environment. Strong home learning environments, in turn, support children to develop a lifelong love of learning and prepares them for a positive and confident start to school.

Some parents and carers are employed by HIPPY as Tutors which provides a supported pathway to employment. Tutors support other parents/carers to become comfortable with the curriculum using a peer-to-peer relationship and encouraging a 'have-a-go' attitude. As part of their two-year role and to assist them post-HIPPY, Tutors have the opportunity to pursue training pathways tailored to their employment, training and personal goals.

HIPPY aims to strengthen communities and increase the social inclusion of those parents and children engaged in the program. HIPPY Gatherings (where families enrolled in the program come together to make connections, play and learn) offer chances for local organisations and groups to inform families of services and events in their community. Coordinators and Tutors can also provide referrals to families for other services they may find useful.



Our style guide

Our brand style guide describes the HIPPY Australia brand, our values, the visual elements and how to use them.

How do we use it?

It is an essential reference tool for presenting the HIPPY program to maximum effect both internally and to the public.

This style guide is an overview of the brand's philosophy and a toolkit of assets that are to be used when developing materials. This toolkit of assets provides certain design boundaries with which to work to create consistent and impactful work while giving freedom to its users' creativity. This guide should instruct anyone wanting to create promotional material or documents for the HIPPY program so that the brand is represented effectively.

Why do we need it?

This style guide is to be used by HIPPY Australia when creating resources, communications, advertising or promotional material.

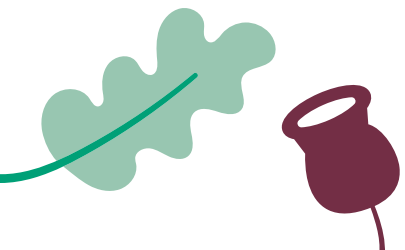
This style guide also sets out the rules of co-branding and use of the brand at both a national and a local site level.

Who will use it?

HIPPY in Australia is a large national program and is delivered in urban, regional and remote communities by numerous organisations. The HIPPY brand and its application must be able to exist in conjunction with other organisational brands (co-branding).

This guide delivers direction on how to create a unified brand; one that appears consistent every time it is presented to the public and/ or program stakeholders.

This consistency makes HIPPY easier to recognise across Australia and protects the integrity of the program.



Outcomes

Outcomes for HIPPY families drive all that HIPPY Australia does. HIPPY works to achieve outcomes in four areas:

Children

Children develop a love of learning early.

Families

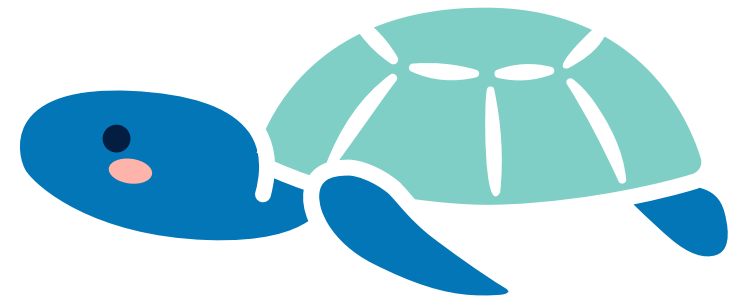
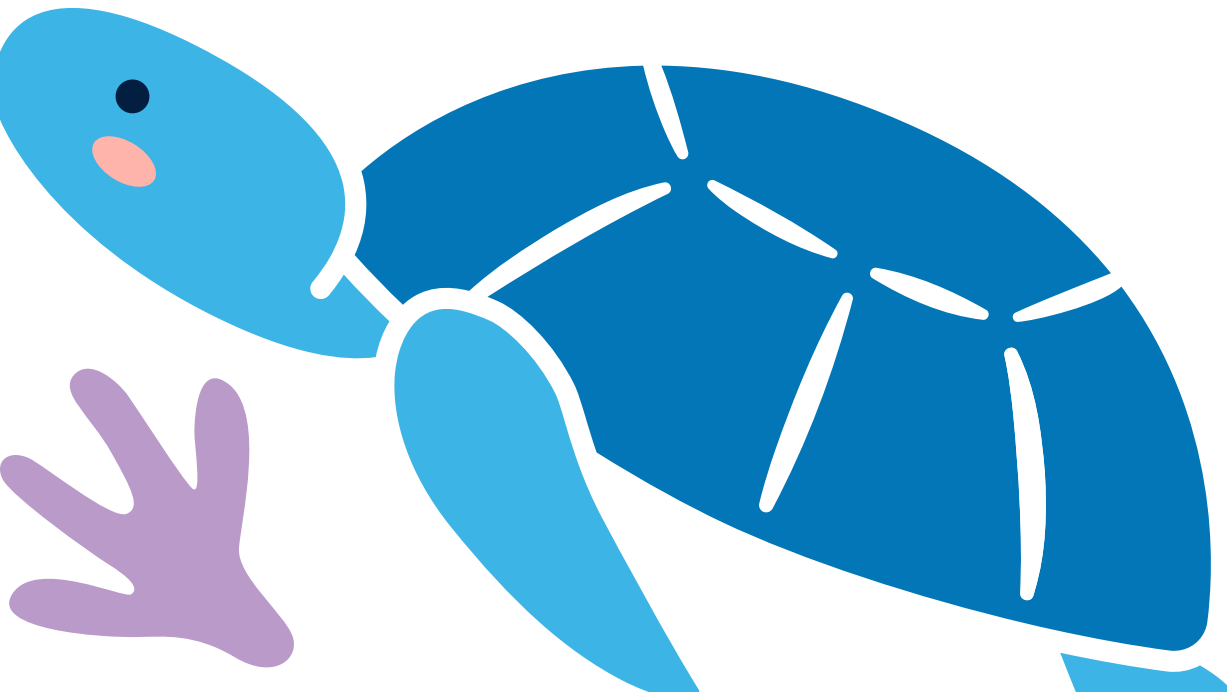
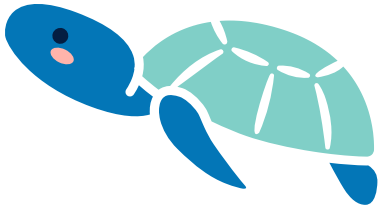
Families are empowered and engaged in their children's learning through building their own confidence, skills and knowledge.

Training & employment

HIPPY employs parents as Tutors building capacity through training, goal setting and professional development.

Communities

HIPPY and its families are engaged in their local community



Program architecture

HIPPY is an international program first developed in 1969 and is exclusively licensed by HIPPY International Ltd. to the Brotherhood of St. Laurence (BSL) for its delivery in Australia. The network of Australian HIPPY sites led by the BSL is known as HIPPY Australia.

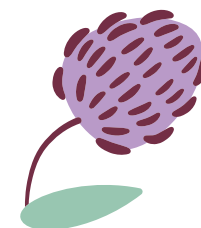
‘HIPPY Australia’ is also used to refer to HIPPY Australia national office, the department of the BSL that develops the HIPPY curriculum, trains HIPPY staff and monitors program quality. It sublicenses the program to over 60 different local organisations (HIPPY providers), which deliver HIPPY to families in their local communities.

HIPPY is fully funded by the Australia Government Department of Social Services.

HIPPY Australia’s brand

HIPPY Australia’s visual identity is a fundamental part of its brand. As a program that works with a diverse range of families including those with low levels of literacy and those who speak English as an additional language, the imagery we use is a powerful communicator of who we are and what we do. We use the HIPPY Australia brand to reach and empower parents and carers, to engage and excite children and to communicate our gentle but effective and transformative work with families to external organisations.

HIPPY Australia’s values and personality are to be clearly communicated through its brand style choices.



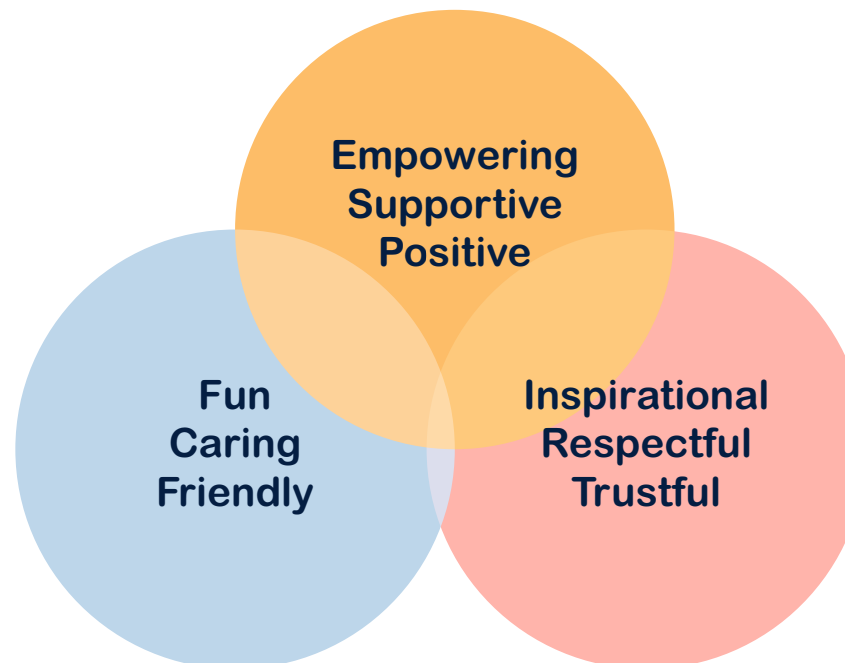
Brand values

HIPPY in Australia holds several key brand values that shape its identity and purpose. These values can be incorporated into the program's design and communication materials to effectively represent its mission and engage with the target audience.

- Accessible
- Proudly reflects its commitment to First Nations families
- Innovative
- Progressive
- Flexible
- Free
- Diverse
- Evidence-based
- Encouraging
- Community focused

Brand personality

The brand personality of HIPPY in Australia helps create an emotional connection with the audience and distinguishes it from other early years programs.



The HIPPY Australia logo



The HIPPY Australia logo is generally only used HIPPY Australia national office. In situations when sites feel that they have the need to use the HIPPY Australia logo, they should contact their HIPPY Site Advisor.

Logo Story:

The two figures represent a HIPPY child and a family member doing HIPPY with the child, looking at an activity pack or storybook together. They are portrayed close together to emphasise that HIPPY is helping to grow the relationship between them, and they are smiling as they are enjoying the activity they are doing and the time they are spending together. The triangle at the top represents both the roof of the home as well as visually referencing the mortar boards that some sites use when families graduate, illustrating how the program leads to achievement.

HIPPY Australia logo variations

Here are our full colour national level brandmarks for use in national marketing and communications.

All communications and media developed by HIPPY Australia (print and digital) will be branded with the HIPPY Australia logo.

These logos have been created to print in 4 colour process (CMYK). This is because our brand colours can be consistently and accurately reproduced in CMYK. There is a mono version for each version of the logo when four colour process printing is not available.

Version A Primary

Standard



Mono



Version B Stacked

Standard



Mono



Version C Centred

Standard



Mono



HIPPY tagline

A tagline is a concise written statement of the desired market position, conveying the unique attributes, benefits and promise of a brand.

The HIPPY Australia tagline is – Families Learning Together

The 'Families Learning Together' positioning line is always used as part of the HIPPY Australia logo.

Families Learning Together

Minimum clear space

The minimum clearance space around the logo is defined to prevent visual clutter with other elements on the page.

This clear space is determined by a height 'x' as shown in the diagram.



Minimum scale

On occasions where the logo needs to be reduced in size, the minimum size is determined by the length of the logo.

To ensure that the reproduction quality and legibility is sustained, no smaller than 29mm for the length of the logo is permitted for both print and online environments.

This applies to all forms of the HIPPY logo.

On occasions where the Brotherhood logo needs to be reduced in size, the minimum size is determined by the length of the logo

To ensure that the reproduction quality and legibility is sustained, no smaller than 17mm for the length of the logo is permitted for both print and online environments.



Note: For more detailed information on variations, correct sizing and use of the Brotherhood of St. Laurence logo, please go to the BSL's Brand Style Manual.

Logo incorrect usage

The following examples indicate mis-usage of the HIPPY logo is crucial to follow this guide in order to create brand consistency.



Stretch

Do not stretch the logo. When resizing the logo ensure it is always done proportionally.



Rotate/warp

Do not warp or Rotate the logo. Keep the logo to it's original orientation.



Change colour

Do not change the colour of the corporate HIPPY logo. See page 24 for site logo colours



Grayscale

Do not reproduce the logo in grayscale. Use the mono logo on page 11 for black and white.



Reposition landmark or logotype

Keep the Brandmark and logotype in their original placements.



Adjust scale

Do not adjust the scale components in the logo. Keep original proportions.



Delete tagline

Do not delete the HIPPY tagline and have the brandmark and logotype.



Delete landmark

Do not delete the HIPPY brandmark and just have the logotype.

Co-branding at HIPPY Australia & BSL

All HIPPY materials may be subjected to co-branding.

HIPPY in Australia is a program of the Brotherhood of St. Laurence and, as such, print and digital media developed by HIPPY Australia and designed for a national audience will be co-branded with both HIPPY Australia and BSL logos.

Co-branding is to be used on (but is not limited to):

- Program resources and materials;
- The HIPPY Australia website;
- National promotional/marketing materials

It is a requirement that, where possible, the HIPPY Australia and BSL logos used match in layout: e.g., a stacked logo must be combined with a stacked logo.

HIPPY merchandise, due to limitations of print space and its role of focussing members of the public to the program without deeper context, is not subject to co-branding.

The HIPPY Australia licence and funding acknowledgement must also be used when co-branding.

For the required acknowledgment text, please refer to the Acknowledgments section on page 21.

Example



The Home Interaction Program for Parents and Youngsters is funded by the Australian Government Department of Social Services. The Brotherhood of St. Laurence holds the licence to operate HIPPY in Australia.

The views expressed here are those of the author and do not necessarily represent the views of the Australian Government or officers of the Department of Social Services. [on appropriate documents]

HIPPY was developed at the NCJW Research Institute for Innovation in Education at the Hebrew University of Jerusalem and the HIPPY Programs are affiliates of HIPPY International.

Co-branding at HIPPY Australia Local providers

HIPPY Australia provides a suite of logos to each site for their use. These site logos can be used in any local promotional materials, on websites etc. as required to promote the program. The site logo usage must be in line with the HIPPY brand style guidelines.

Coordinators should always check with their Site Advisor before using the logo on publications.

Subject to approval, site logos can be used in any local promotional materials and on websites etc. as required to promote the program.

HIPPY Australia staff may ask sites to remove the HIPPY site logo from certain publications that do not adhere to the brand style guidelines. In such cases, the logo must be removed and an alternative discussed.

Logo colour palette

The HIPPY logo palette has been developed to reflect HIPPY Australia's heritage as part of the Brotherhood of St. Laurence with inspiration from the colours of childhood and Indigenous Australia.

A monochrome option for printing black and white or on dark coloured backgrounds is also available.

Aboriginal & Torres Strait Islander colour palettes

To be used by service providers when highlighting links to Aboriginal and Torres Strait Islander communities. Sites are free to select a logo for use depending on what they see as most appropriate for their community.

Standard
site logo



Aboriginal Palette
site logo



Torres Strait
Palette site logo



Monochrome
Palette site logo



Incorrect usage of logos

It is important to maintain the integrity of the HIPPY site logo by using it in the correct ways. Care should be taken to never stretch or recreate the logotype. When resizing the logo, ensure it is always done proportionally.

HIPPY site name type

Arial Rounded MT Bold is available on all PCs.

Name: **Arial Rounded MT Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Bidwill



Dallas Broadmeadows

File types

JPG file

JPG files are available for the three versions of HIPPY sites' logos.

EPS file

EPS files are also available on request from the marketing team. No font other than Arial Rounded MT Bold can be used for the site name.

The size, position, tracking and centring of the type is set up correctly in the EPS and should not be altered in any way.

Co-branding at HIPPY sites & HIPPY providers

Print and digital media developed by local HIPPY sites and designed for use in their communities must be co-branded with one of the four HIPPY site logos (HIPPY blue and orange site logo, Aboriginal site logo, Torres Strait Islander site logo or mono (all black) logo) and the HIPPY provider's logo. All logos must comply with clearance space requirements as previously outlined.

Example materials that are to be co-branded include (but are not limited to) are:

- Fliers
- Brochures
- Posters
- Signage

As HIPPY is a program exclusively licensed to the Brotherhood of St. Laurence in Australia, the licence and funding acknowledgement must be used on all materials branded with the HIPPY site logo.

For the required acknowledgment text, please refer to the Acknowledgments section on page 21.

Example



Provider
logo here

The Home Interaction Program for Parents and Youngsters is funded by the Australian Government Department of Social Services. The Brotherhood of St. Laurence holds the licence to operate HIPPY in Australia.

The views expressed here are those of the author and do not necessarily represent the views of the Australian Government or officers of the Department of Social Services. [on appropriate documents]

HIPPY was developed at the NCJW Research Institute for Innovation in Education at the Hebrew University of Jerusalem and the HIPPY Programs are affiliates of HIPPY International.

Approvals

As with other materials developed by sites, sites are required to send their completed designs to the HIPPY Australia communications team for approval via HIPPYAustralia@bsl.org.au.

Coordinators that have questions or are looking for clarification regarding the style guide and the HIPPY brand's application can contact the HIPPY Australia communications team via the HIPPYAustralia@bsl.org.au email.

Approval of materials

For all materials created, regardless of the audience, Coordinators are required to contact the HIPPY Australia Communications team for approval.

Materials that use the same template regularly (such as a weekly newsletter) will only require approval for the first use unless the template changes.

Please note that the HIPPY Australia logo is generally only used by HIPPY Australia national office. In situations when sites feel that they have the need to use the HIPPY Australia logo, they should contact their HIPPYAustralia comms team. No sites other than those operated by the Brotherhood of St. Laurence sites should use the Brotherhood of St. Laurence logo

For all media-related enquiries, please refer to the HIPPY Australia Media Policy and Procedures available online.

Mandatory standards

All materials developed by HIPPY Australia and HIPPY sites should conform to certain mandatory standards. The brand style guide supports HIPPY Australia's understanding of the mandatory standards required of it and at sites.

At a minimum these standards look like the following:

HIPPY Australia materials

Promotional materials

All HIPPY materials developed by HIPPY Australia must include:

- One of the HIPPY Australia logos (suitable to the material's layout);
- The Brotherhood of St. Laurence logo;
- The licence and funding acknowledgement text (found in the Acknowledgements section below); and
- An acknowledgement of Country and Traditional Custodians.

Curriculum materials

In addition, curriculum materials (activity packs and storybooks) must be recorded as intellectual property of the Yissum Research Development Company using the copyright statement found in the Acknowledgements section below.

HIPPY site materials

All materials developed by HIPPY sites must include:

- One of the four HIPPY site logos provided to sites;
- The HIPPY provider organisation's logo; and
- The licence and funding acknowledgement text (found in the Acknowledgements section below)

All newly developed materials should be sent to the HIPPY Australia comms team for approval before publication or printing.

Acknowledgements

The licence & funding acknowledgement

The licence and funding acknowledgement below must be included on all materials developed by HIPPY Australia and HIPPY sites. The acknowledgement text is to be placed at the bottom of materials as part of the fine print. The text must remain legible and be no smaller than 6pt in size.

‘The Home Interaction Program for Parents and Youngsters is funded by the Australian Government Department of Social Services. The Brotherhood of St. Laurence holds the licence to operate HIPPY in Australia.’

‘The views expressed here are those of the author and do not necessarily represent the views of the Australian Government or officers of the Department of Social Services.’

‘HIPPY was developed at the NCJW Research Institute for Innovation in Education at the Hebrew University of Jerusalem and the HIPPY Programs are affiliates of HIPPY International.’

In addition, HIPPY curriculum materials (activity packs and storybooks) must be recorded as intellectual property of the Yisum Research Development Company and include the following statement:

‘Copyright © [year of creation] by Yisum Research Development Company of the Hebrew University of Jerusalem Ltd. All rights reserved. Exclusively licenced to HIPPY (C.Y) International Ltd.’

Acknowledgements of Country & Traditional Custodians

As part of HIPPY Australia’s commitment to First Nations Australians, all documents developed by HIPPY Australia will include a written acknowledgement of Country.

At a minimum, this statement will acknowledge Traditional Custodians of the land and Elders past and present. However, it is strongly encouraged that authors make their acknowledgements meaningful and personal where appropriate.

HIPPY Australia encourages sites to use Acknowledgements of Country and Traditional Custodians in their own materials while recognising differing organisational standards may apply.

Primary brand colours

These colours make up the corporate brand of HIPPY Australia. The palette has been developed to Reflect HIPPY Australia's heritage as part of the Brotherhood of St. Laurence with inspiration from the colours of childhood and Indigenous Australia.

HIPPY BLUE

C:100 | M:72 | Y:0 | K:73
R:4 | G:30 | B:66

#041E42

HIPPY ORANGE

C:0 | M:61 | Y:97 | K:0
R:245 | G:128 | B:37

#F58025

HIPPY WHITE

C:3 | M:2 | Y:2 | K:0
R:245 | G:245 | B:245

#F5F5F5

Secondary colours

The following colours as well as the brand colours make up the palette for the Australian animals and additional assets. These colours have been chosen to create maximum impact, avoid colour clashes and over saturation. The colours are not to be altered as they have been selected to generate unity with the brand colours.

HIPPY BURGUNDY

C:42 | M:88 | Y:53 | K:34
R:115 | G:46 | B:69
#732E45

HIPPY PINK

C:22 | M:79 | Y:40 | K:2
R:194 | G:87 | B:113
#C25771

HIPPY CORAL

C:0 | M:63 | Y:53 | K:0
R:244 | G:126 | B:109
#F47E6D

HIPPY SOFT CORAL

C:0 | M:36 | Y:24 | K:0
R:155 | G:180 | B:171
#FFB4AB

HIPPY RUST

C:19 | M:77 | Y:100 | K:7
R:191 | G:86 | B:39
#BF5627

HIPPY ORANGE

C:0 | M:61 | Y:97 | K:0
R:245 | G:128 | B:37
#F58025

HIPPY YELLOW

C:0 | M:29 | Y:68 | K:0
R:253 | G:189 | B:103
#FDBD67

HIPPY DUST

C:15 | M:13 | Y:21 | K:0
R:214 | G:209 | B:196
#d6d1c4

HIPPY GREEN

C:82 | M:12 | Y:69 | K:1
R:0 | G:160 | B:119
#00A077

HIPPY AQUA

C:48 | M:0 | Y:25 | K:0
R:128 | G:206 | B:200
#80CEC8

HIPPY BLUE

C:100 | M:72 | Y:0 | K:73
R:4 | G:30 | B:66
#041E42

HIPPY MID BLUE

C:87 | M:49 | Y:4 | K:0
R:3 | G:118 | B:183
#0376B7

HIPPY SKY BLUE

C:65 | M:10 | Y:2 | K:0
R:60 | G:180 | B:229
#3CB4E5

HIPPY SOFT BLUE

C:24 | M:8 | Y:2 | K:0
R:190 | G:214 | B:234
#BED6EA

HIPPY PURPLE

C:27 | M:42 | Y:0 | K:0
R:185 | G:154 | B:200
#B99AC8

Aboriginal & Torres Strait Islander colour palettes

These colours are to be used for the Aboriginal and Torres Strait Islander HIPPY site logos only. They are not to be used for general brand use and application.

Refer to page 16 for more information.

Aboriginal colour palette

Black

C:100 | M:100 | Y:100 | K:100

R:255 | G:255 | B:255

#000000

Yellow

C:2 | M:23 | Y:91 | K:0

R:250 | G:197 | B:50

#FAC532

Red

C:12 | M:84 | Y:78 | K:2

R:212 | G:77 | B:66

#D44D42

Torres Strait Islander colour palette

HIPPY Orange

C:0 | M:61 | Y:97 | K:0

R:245 | G:128 | B:37

#F58025

HIPPY Blue

C:100 | M:72 | Y:0 | K:73

R:4 | G:30 | B:66

#041E42

Green

C:80 | M:33 | Y:71 | K:17

R:51 | G:118 | B:92

#33765C

Colour accessibility

At HIPPY, we prioritise inclusivity and accessibility, and our colour palette is thoughtfully designed to accommodate the needs of the neurodiverse community, as well as our neurotypical community. We recognise that individuals with neurodivergence often gravitate towards softer pastels and neutral tones, fostering a calming and soothing environment for those with sensory sensitivities. Our chosen colours reflect this intention.

Aa^x Aa[✓]	Aa^x Aa[✓]	Aa[✓] Aa[✓]	Aa[✓] Aa[✓]
Aa^x Aa[✓]	Aa[✓] Aa[✓]	Aa[✓] Aa[✓]	Aa[✓] Aa^x
Aa^x Aa[✓]	Aa[✓] Aa[✓]	Aa^x Aa[✓]	Aa^x Aa[✓]
Aa[✓] Aa[✓]	Aa[✓] Aa^x	Aa[✓] Aa[✓]	Aa[✓] Aa^x

Note: It's important to recognize that colour preferences may vary among individuals, including both neurodivergent and neurotypical individuals. Therefore, it is not accurate to make broad generalizations about colour preferences for any specific group of individuals.

Typography

Typography is an important part of the HIPPY visual language. Consistency is essential in order to build a strong national program brand.

The following type faces are for use when developing HIPPY communications. The minimum font size is 8 point.

Systemf font

Calibri
Headlines and bodycopy

Our everyday / body text font is Calibri, the default font for Microsoft programs and available on most computers. It is to be used when Arial Rounded is unlikely to be available for use.

Light	Bold	Italic
AaBbCcDd	AaBbCcDd	<i>AaBbCcDd</i>
123456789	123456789	<i>123456789</i>
!@#\$%^&*	!@#\$%^&*	<i>!@#\$%^&*</i>

Brand font

Arial Rounded
Headlines, Subheadings and bodycopy

Our brand typeface and heading font is Arial Rounded MT. The font has soft, gentle curves and rounded edges, which makes it friendly yet clear. This font is also to be used in the HIPPY curriculum.

Light	Bold	Italic
AaBbCcDd	AaBbCcDd	<i>AaBbCcDd</i>
123456789	123456789	<i>123456789</i>
!@#\$%^&*	!@#\$%^&*	<i>!@#\$%^&*</i>

Typography & accessibility

Typography plays a crucial role in ensuring readability and accessibility for all individuals, including those with dyslexia.

When designing materials for the HIPPY program, the following guidelines should be considered:

Tracking

Tracking: The British Dyslexia Association suggests a tracking (letter spacing) of 35% as ideal for legibility. This spacing between letters improves readability and reduces crowding.

Font size

For body text, the suggested font size ranges between 12 and 14 points. Headings should be at least 20% larger than the body text to create visual hierarchy and aid in scanning and comprehension.

Line spacing

To enhance readability, it is recommended to use larger line spacing. The British Dyslexia Association suggests a line spacing of 1.5/150%, which provides sufficient separation between lines and improves legibility.

Emphasis & formatting

Avoid underlining and italics, as they can make the text appear crowded and run together, making it harder to read. Instead, use bold formatting for emphasis or to highlight important information.

Capitalisation

Avoid using all capital letters or continuous uppercase letters for body text. Lowercase letters are generally easier to read and comprehend.

By adhering to these typography guidelines, HIPPY Australia will ensure that our materials are accessible, legible, and inclusive for all participants in the HIPPY program.

Curriculum design assets

The curriculum activity packs are at the heart of HIPPY Australia's visual identity. The ten animal designs were developed by Lena Smith, a Tutor from HIPPY Moree. Her artwork was 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.

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.

Our use of Aboriginal art acknowledges our commitment to and belief in reconciliation, self-determination for First Nations peoples and our view that Aboriginal and Torres Strait Islander cultures are a fundamental and indisputable part of broader Australian culture and identity. Fifty of the HIPPY sites in Australia have a specific focus on working with Aboriginal and Torres Strait Islander families. materials are accessible, legible, and inclusive for all participants in the HIPPY program.



Curriculum design assets usage

The curriculum design assets can be used by HIPPY Australia and HIPPY sites on promotional and marketing materials in situations where it has been identified that the imagery will resonate more strongly with the audience. For other audiences, using the curriculum design assets is discouraged in situations where there is not the opportunity to explain the context and meaning of the imagery to the HIPPY program.

The curriculum design assets are available for download on the HIPPY Online Library on the LMS.



HIPPY Australia design assets

HIPPY is designed for diverse communities and this is recognised in our artwork, which is inspired by the animals found on the activity pack covers, ensuring a continuity of imagery.

These assets have 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.

The HIPPY Australia design assets, due to their broad appeal, are to be the primary assets used on HIPPY resources and promotional and marketing materials.

Design asset usage

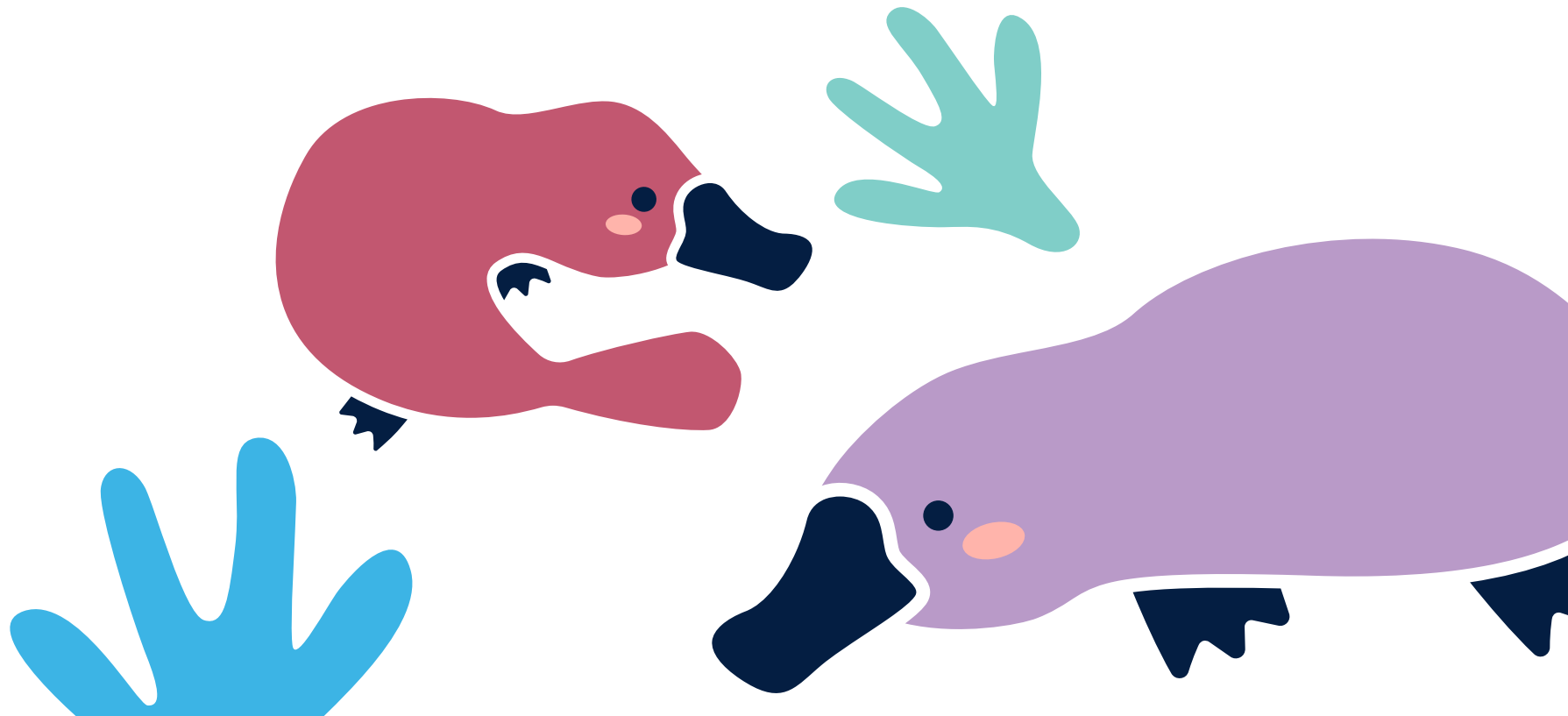
- **On marketing materials**, the design assets will be used alongside photos.
 - This acknowledges that the design assets alone are not able to communicate HIPPY's values and content.
- HIPPY Australia design assets should, where possible, be applied in their pairs (i.e., the adult and child versions of an animal placed next to each other).
 - This highlights the importance of relationships to the program.
- Only one set of design assets are to be used per product/material HIPPY Australia design assets cannot be 'mixed and matched' with the curriculum design assets. Images of the front covers of the activity packs may be used on documents using the HIPPY Australia design assets.



Accessing the design assets for use

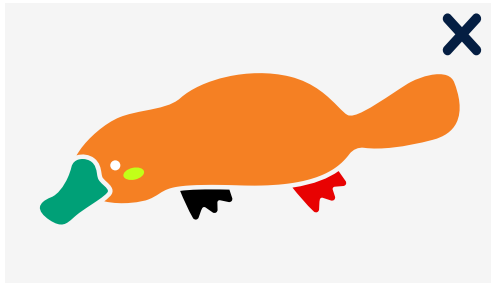
The HIPPY Australia design assets are available for sites to download on the HIPPY Online Library on the LMS. These assets are available as JPG files. EPS files are available on request.

Both the HIPPY Australia design assets and 'cut-out' curriculum design assets (i.e., image files of the animal rather than the complete Lena Smith painting) are available for sites to use.



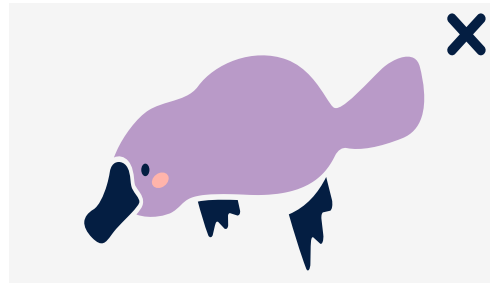
Design assets incorrect usage

The following examples indicate mis-usage of the animals. It is crucial to follow this guide in order to create brand consistency.



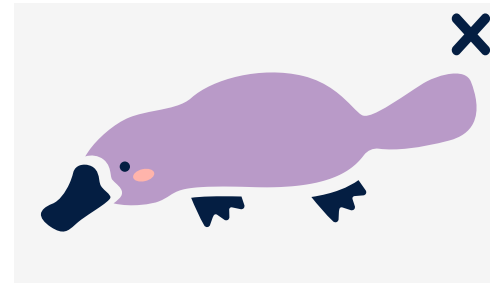
Change Colour

Do not adjust or change the colour of the animal.



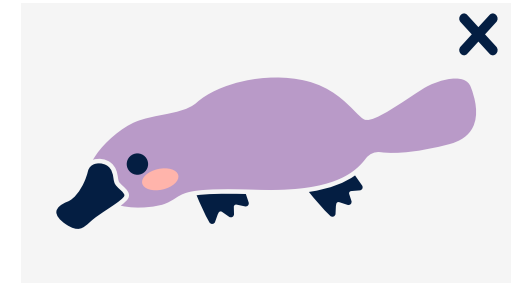
Warp Shape

Do not warp, manipulate or distort the shape on any element of the animal.



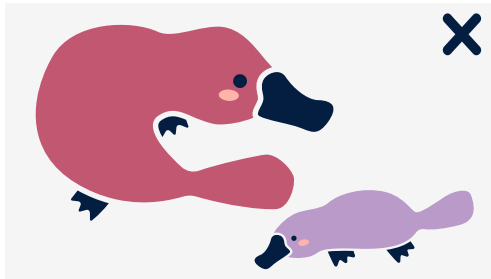
Adjust Spacing

Do not adjust the spacing of any element on the animal.



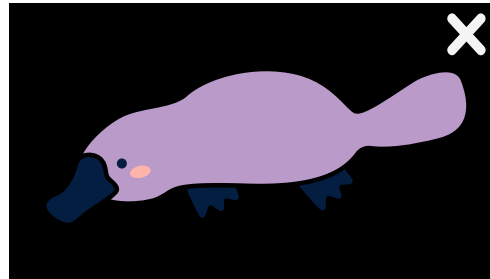
Adjust Scale of Elements

Do not increase or decrease the scale of any element on the animal.



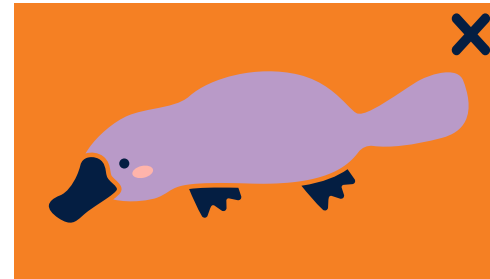
Adjust Proportions

Do not make the scale of the baby animal larger than the adult animal this is so the hierarchy remains consistent throughout the brand.



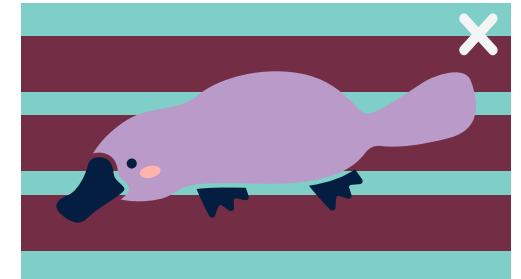
Dark Backgrounds

Do not place animals on dark coloured backgrounds. This is so the shape of the animal is still distinguishable.



Vibrant Backgrounds

Do not place animals on vibrant coloured backgrounds. This is so the shape of the animal is still distinguishable.



Busy Backgrounds

Do not place full animals on photo-based or patterned backgrounds. This is so the shape of the animal is still distinguishable.

Secondary assets

The following secondary assets consist of native flora that have been design to compliment the HIPPY Australia design assets.

Usage

These assets are to be used in conjunction with the animal graphics. The following assets are used to support the animal graphics and not overpower them. The secondary assets are not to be altered or manipulated.

Colours

There are no set colours for the secondary assets. However, the chosen colours need to be from the animal colour palette.

Scale

The secondary assets should never be larger than either the adult or baby animal.



Photography

Photography is a key pillar of HIPPY Australia's visual identity. While the logo and animal design assets can communicate elements of the brand's personality, they cannot adequately depict program delivery and the change the program aspires to make with families in their lives. For this reason, it is important to incorporate photographs throughout documents aimed at external audiences.

Desired imagery

- Strong, candid portraiture that shows subjects engaged.
- Subjects include families, HIPPY staff and community events.
- Preference is given to imagery that includes two or more people engaged in activity.
- Images of families depict diversity, connection, closeness and enjoyment through interaction.
- Imagery feels warm, open, optimistic and hopeful

HIPPY Australia's stock of photos are only to be used by HIPPY Australia national office. HIPPY sites may use their own photographs when developing promotional materials.

All individuals using photos must ensure that the required permissions have been given and recorded.





HIPPYAustralia
Families Learning Together

For further information, support or to request any files, please contact:
Our communications team at HIPPYAustralia@bsl.org.au