

Corporate Identity Manual

Helping you to maintain the
Newlife Foundation corporate brand





Introduction

What is a corporate identity?

Corporate identity is what it says - a visual means of identifying an organisation. Corporate identity and by extension, corporate image can help to improve image, support new service development, strengthen relationships with students and the community and boost recognition.

Corporate identity is a strategic asset that helps to achieve the longer-term communication goals. It cannot therefore be used as a short-term tactical tool like advertising or PR which can be changed at short notice if required. As with any fixed asset, corporate identity needs to be checked and maintained to keep it in good working order. Logos and names are only a part, albeit a very obvious part, of an organisation's identity.

Why have a corporate identity?

In an increasingly complex and competitive marketplace, the organisation's corporate identity stands as one of its most vital assets. A clear statement of visual and perceptual branding is the focal point of a organisation's public image, and is the sum of all impressions made to the outside world, whether through print, broadcast, or interactive media.

A strong visual identification program, achieved through graphical means, coordinates each element of a organisation's public image. Through this identification, the organisation projects a unified character that works effectively to reinforce all of its various activities, whether through advertising, promotions, trademarks, local media, public signage or any other context where a clearly discernible and immediately identifiable presence is crucial.

Graphic design is one of the most important contributions in the development and distribution of a corporate identity. It involves the conception and organisation of visual materials that establish an organisation's public image and extend the organisation's mandate through aesthetic and perceptual means. The purpose of these guidelines is to define the graphic design standards of the Newlife Foundation corporate identity, and to illustrate how these standards are applied.

These standards should be regarded as working tools designed to assist all who are responsible for the implementation and control of the Newlife Foundation visual identity. Adhering to the these graphic design standards will ensure continuity to a high standard of quality, and a clear, consistent and effective identity for Newlife Foundation.

Corporate Colours

Why use the correct colours?

The Newlife Foundation logo is one of the primary ways we identify and differentiate our organisation and our services. Colour is a fundamental element of the Newlife Foundation logo, and of the Newlife Foundation identity as a whole. Therefore, it is critical that careful attention be paid to the proper use of the Newlife Foundation colours to ensure that a consistently positive and professional image is projected at all times.

When printing in a solid colour eg; screen printing onto promotional merchandise, Pantone 219C (pink) and Pantone 2925 (blue) should be used on white items and a white logo on coloured items. Please make sure the correct version of the logo is used as illustrated below.



FULL COLOUR
ON WHITE BACKGROUNDS



MONO PRINTING
ON DARK BACKGROUNDS



MONO PRINTING
ON LIGHT BACKGROUNDS

note:

Always use the Pantone® and CMYK Process numbers to specify colours for print. The colours used in this guide are for illustrative purposes only, and are not intended to match the actual print colours. Always consult the latest Pantone® colour system publications for colour indications.

note:

RGB Colour values are for screen use only and should be used when identifying the Newlife Foundation corporate colors in screen-based media such as Powerpoint presentations and web graphics.

Logos

Which logo to use, and when

On the Newlife Foundation Web Site there is a repository of all Newlife Foundation logos in various formats. Each of these formats has been specifically designed to achieve the optimum logo clarity in certain applications, therefore it is important to use the right logo format for your application.

.eps (postscript) format

Use for all print applications to a postscript printer. Logos in this format have been vector drawn and can be reproduced at any size making it ideal for signage. If you are ever giving a logo to an outside party, this is the format which must be used.

.jpg (jpeg) format

Use for screen applications such as presentations, web pages etc.
This format should only be reproduced at the size it was created.

Click the link to an image, and then choose "save file" to download a logo.

note:

The images next to the links are for illustration purposes only: Under no circumstances should the images themselves be used or reproduced in any form.

Space around the logo

The clear space surrounding any Newlife Foundation logo is also an integral part of the look and feel of the Newlife Foundation signature as a whole.

Don't crowd the logo: always maintain an empty gutter area around the logo equal to at least 1/4 of the width of the logo you are using.



Logo Treatments

How not to use the Newlife Foundation logo

It is critical that careful attention Newlife Foundation paid to the proper use of the Newlife Foundation colours to ensure that a consistently positive and professional image is projected at all times. The logo should preferably be used on a plain white background.

Do not redraw, use the old the logo, or use any other fonts - use **ONLY** the provided artwork.



Do not squash, stretch, or distort the logo in any way.



Do not reproduce the text logo over a strong pattern or high contrast area that will interfere with legibility.



How To Use The Logo

Additional texts to add, based on the type of activity

If the activity has been solely organised by yourselves can you add the text 'In Aid Of' above the logo as shown below. The typeface can be in the same style as the content of your document. However, please keep in mind the exclusion area guidelines referenced on page 4 area when placing the text.

In Aid Of



Charity Information Text

Please also include the following text to the bottom of any material that includes our logo (this must be on the same page and never on the reverse), again, in the same type style as the rest of your document.

'Newlife Foundation for Disabled Children - Registered Charity: Number 1001817'