
Guidestar Style Guide

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Introduction

The purpose of this style guide is to ensure consistency across all materials created under the Guidestar brand. It provides guidance on the way our brand should be presented and to make sure that multiple contributors create in a clear and cohesive way that reflects the corporate style and ensures brand consistency.

In November 2022, the new Guidestar brand was released and will continue to evolve. This first edition of the style guide is designed to provide an introduction to the new branding and how it should be applied. Templates will also be issued to ensure everyone is equipped with the necessary tools to showcase the new look Guidestar.

If you have any queries or questions please contact Tanya Smith via tanya@guidestar.au or Catherine Devine via catherineD@guidestar.au.



About Guidestar

At Guidestar, we support people with complex disability and mental health issues and people who are neurodivergent to live their best lives. We provide quality, evidence-informed services to adults and children with complex needs along with their families and networks. We strive to ensure culturally safe and trauma-informed practice with a focus on human rights and inclusion at all times.

As a NDIS registered, values-based organisation, our team of experienced psychologists, therapists, PBS practitioners and specialist support coordinators provide support, therapy and learning so that individuals can reach their full potential. We also provide training and capacity building to organisations in the community sector.

Our Vision

A society where everyone can realise their potential, achieve optimal wellbeing and live a meaningful and engaged life.

Our Purpose

To provide quality, sustainable and responsive services that uphold human rights, create opportunities, promote health and empower people to make their own choices.

Our Values

Relationships | Respect | Diversity | Innovation | Thought Leadership



Brand Background

The Guidestar brand was created with our core values, purpose and aspirations front of mind. The brand reflects our business, the context of our work and the future direction of our service offering, structure and clientele. Much thought and consideration was given to the design of the logo itself. The icon represents the 3 services areas of Guidestar – Support, Therapy and Learning.

The simplicity of the logo ensures its longevity and agility. Similarly, the font is simple and clear much like the icon. The star is a key part of the icon but illustrated in a dynamic way so the three components can be used flexibly across digital platforms, templates, imagery and promotional materials. The three component icons face inwards to represent our person-centred approach. The negative space reflects three parts that are importantly connected representing the integration of our services and our people.

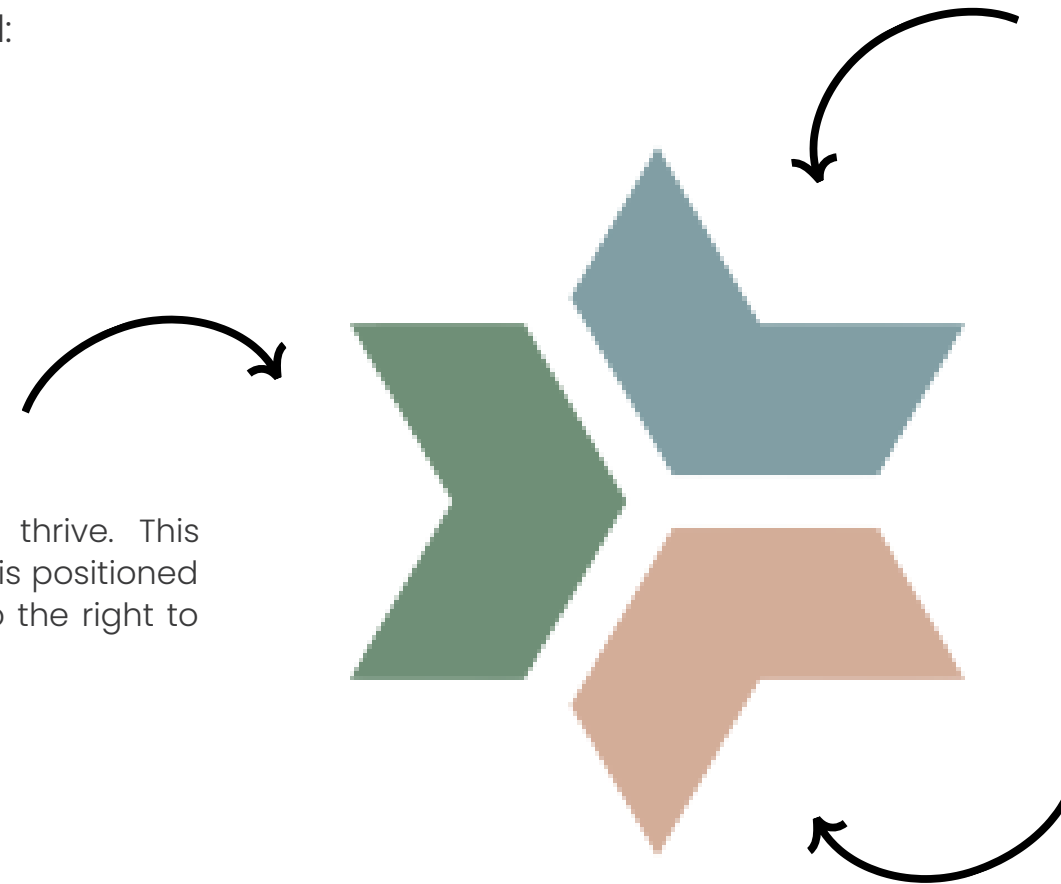
The colours are intentionally calming, earthy and natural tones that are also reflected in our workspace. Each component of the icon represents the areas of our business with the following in mind:

Sage

Therapy (grass)

HEX #6f8f76 RGB(111,143,118) CMYK(22,0,17,44)

Therapy supports our clients to grow and thrive. This component is sage in colour to reflect grass. It is positioned on the left hand side of the logo directional to the right to demonstrate moving forward.



Blue

Learning (sky)

HEX #809ea4 RGB(128,158,164) CMYK(22,4,0,36)

Through learning our clients, families and supports develop and progress. This component is coloured blue and positioned at the top of logo to represent aspirations of the sky is the limit.

Stone

Support (ground)

HEX #d4ad99 RGB(212,173,153) CMYK(0,18,28,17)

Support is our core business, the foundation of our organisation and where we started: Positive Behaviour Support, Support & Specialist Support Coordination & Professional Supervision. This component is positioned at the base of the icon to represent this.

Guidestar Logo

The Guidestar master logo is in two formats - with and without services. The master logo with services should be used unless the logo size is less than 70mm. Please refer to logo usage (page 7) for further guidelines on size.

Master logo (without services)

Use when logo is less than 70mm



Master logo (with services)

Use when logo is more than 70mm



Sub Logos

In addition to the master logos, there are sub brands for each of Guidestar's service areas - support, therapy, learning. In this initial stage of the brand rollout, the master logo should be used in all instances. Sub Brand logos will be introduced in the future for service-specific communications, once the Guidestar brand is established.

Support:



Therapy:



Learning:





Logo Usage

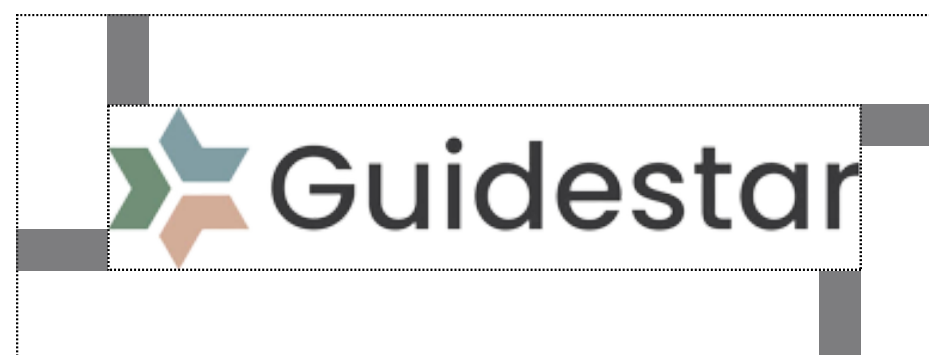
Minimum Logo Size

Although the logo can be reproduced in a variety of sizes, the logo should not be reproduced smaller than 50 mm (188px) in width for the standard Guidestar logo and 70 mm (264px) for the logo with services. Doing so will compromise the logo legibility and reproduction quality.



Logo Clear Zone

Maintaining a clear surrounding area ensures that the logo isn't crowded by other textual information. The minimum acceptable 'clear zone' is shown in the example below. Please place any other text outside the defined area.



Logo Background Colours

Please ensure the logo is on a solid white background. The only exception to this is in professionally produced materials where a white version of the logo may be used on imagery.

General Usage

- Any modification, such as scaling, should always be made to the logo as a whole.
- Do not reproduce the logo using any colour other than the palette of the original artwork.
- Do not rotate, flip or distort the logo or make any of its elements three-dimensional.
- Do not add special effects to the logo such as shadows or glows.
- Do not mimic the logo in the text using different fonts, colours or other text-enhancing tools.



Font

Online Communications (eg. emails), Presentations and Documents:

The Calibri system typeface has been selected for all free text. Free text covers all materials produced by members of the Guidestar team including emails, presentations and documents.

Calibri 16pt – heading

Calibri Light 14 – subheading

Calibri Light 11 – body text

Professionally Produced Communication materials:

The Poppins font family has been selected for professionally produced communications, including websites, printed materials, marketing collateral.

Poppins Medium bolded (free size) – significant titles

Poppins Medium 38pt – headings

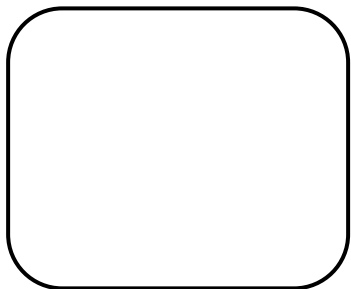
Poppins Medium 26pt – subheadings

Poppins Thin bolded 14pt – body text



Colour Palette

Guidestar’s colour palette is based on the colours used in the Guidestar logo – stone, sage and blue.



COMMUNITY
HEX #FFFFFF
RGB(255,255,255)
CMYK(0,0,0,0)

PANTONE
11-0601 TPG



DIVERSITY
HEX #3A3A3C
RGB(58,58,60)
CMYK(3,3,0,76)

PANTONE
446C

Primary Colours



SUPPORT
HEX #D4AD99
RGB(212,173,153)
CMYK(0,18,28,17)
PANTONE
7590C

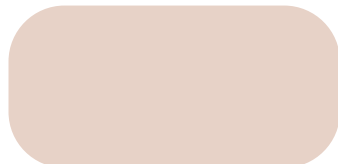


THERAPY
HEX #6F8F76
RGB(111,143,118)
CMYK(22,0,17,44)
PANTONE
2407C



LEARNING
HEX #809EA4
RGB(128,158,164)
CMYK(22,4,0,36)
PANTONE
2177C

Secondary Colours



SUPPORT 2
HEX #E7D2C7
RGB(231,210,199)
CMYK(0,9,14,9)
PANTONE
5585C

OR 55% OPACITY OF
COLOUR ABOVE



THERAPY 2
HEX #B0C2B4
RGB(176,194,180)
CMYK(9,0,7,24)
PANTONE
5655C

OR 55% OPACITY OF
COLOUR ABOVE



LEARNING 2
HEX #B9CACD
RGB(185,202,205)
CMYK(10,1,0,20)
PANTONE
5445C

OR 55% OPACITY OF
COLOUR ABOVE

Tertiary Colours



SUPPORT 3
HEX #AA8A7A
RGB(170,138,122)
CMYK(0,19,28,33)
PANTONE
4725C



THERAPY 3
HEX #59725E
RGB(89,114,94)
CMYK(22,0,18,55)
PANTONE
5615C



LEARNING 3
HEX #667E80
RGB(102,126,131)
CMYK(22,4,0,49)
PANTONE
7544C

Design Elements



Design elements are used to help form Guidestar's personality and define its look and feel. These elements are used throughout communications including templates, marketing materials and online. These elements give character and personality to our materials and will become recognisable with the Guidestar brand.

Logo Icon

The icon is the only element of the logo that can be used independently as follows:

- In documents such as Word and PowerPoint the icon can be used on subsequent pages following the master logo used at first interaction (ie. first page of a letter or first slide of a presentation).
- Over imagery in solid white in marketing materials and templates that are professionally produced.



Lines

Lines can be used in professionally produced communications as follows:

- Weight can vary depending on the surrounding elements (standard is 2pt)
- Able to be vertical or horizontal
- Can be in any of the primary brand colours



Arrow from Logo

The 3 components that make up the logo's icon can be used independently in professionally produced communications as follows:

- Able to make any of the brand logo colours (Support, Therapy, Learning and Diversity)
- Able to lower opacity to 55%



General Usage of Elements

Not to be distorted | Able to rotate | Able to flip

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