

ACT FOR PEACE RATION CHALLENGE PRODUCT IDENTITY GUIDELINES

These guidelines detail the product-specific visual identity elements available for use in Act for Peace Ration Challenge communications. These product-specific elements are only one part of the complete Act for Peace visual identity guidelines, and should not be read in isolation.

PRODUCT NAME

The product is called The Act for Peace Ration Challenge. When written in copy, the product name must appear in full the first time it appears on each page, i.e. ‘the Act for Peace Ration Challenge’. Subsequent mentions on the same page may be abbreviated to ‘the Ration Challenge’ or ‘the challenge’.

TONE

Ration Challenge communications should use the Activist tone (as detailed in the full visual identity guidelines).

GRAPHIC ELEMENTS – SPECIFIC

In addition to the common graphic elements used in all Act for Peace communications, Ration Challenge communications are to use the following product-specific graphic elements:

- Ration Challenge Logo
- Ration Challenge Backgrounds
- Ration Challenge Icons & Infographics
- Ration Challenge Paper Assets
- Ration Challenge Stitching

BRAND ARCHITECTURE

We will achieve the greatest impact when all our communications build on and reinforce each other, adding to our overall brand awareness and equity. To do this, Ration Challenge communications must be instantly recognisable as Act for Peace, and the best interest of the brand as a whole always takes priority over what works best visually for the product or individual piece of communication. As such, Ration Challenge communications must use the Act for Peace visual identity system and other branding elements detailed in the full guidelines. The published URL must be www.actforpeace.org.au/rationchallenge (never www.rationchallenge.org.au).

Branding Context	Primary Branding	Support Branding
Ration Challenge		 The international aid agency of the National Council of Churches in Australia

In very limited circumstances, where space does not allow for the effective use of all three branding elements, the small space logo may be used, which includes Act for Peace and the Ration Challenge in a single logo lock-up.

PHOTOGRAPHY

A high proportion of the photographs selected for Ration Challenge communications should be of Ration Challenge participants. Social proof is a key reason to believe and is an important persuasion tool for this product. Photographs should feature participants as the ‘hero’, feel genuine or have a ‘social media’ look (i.e. not look staged) and be accompanied where possible by quotes or captions to add context and authenticity.

COLOUR RATIOS

Ration Challenge communications should use the Activist colour ratio – i.e. large areas of blue with white headlines, complemented with small amounts of secondary colours.



TYPOGRAPHY

Ration Challenge communications should use Veneer Two for all headlines. KG Second Chances should not be used. Remington Noiseless should be used for additional personality elements and details (e.g. ration book covers and details, photo captions) but not large areas of body copy.

Caecelia should be used for body copy on all printed materials. Argumentum is to be used for body copy online only.

RATION CHALLENGE – LOGO

The Ration Challenge logo is the product's identity device. It should not be redrawn, digitally altered, recoloured or manipulated.

It can be used in blue (light backgrounds), white (dark backgrounds), or black (black & white publications only). The logo should not appear in any other colours.

It should always be rotated 2 degrees – either clockwise or anti-clockwise.

It should be placed directly on to the background image or paper as a transparent stamp device (outline only - no fill). It should not be placed on a sticker device.



Blue version



White version



Black & white publications only

The Ration Challenge logo should always be accompanied by the Act for Peace logo and the NCCA identifier statement on the front cover of all publications.

In very limited circumstances, where space does not allow for the effective use of all three branding elements, the small space logo may be used, which includes Act for Peace and the Ration Challenge in a single logo lock-up.



RATION CHALLENGE BACKGROUNDS

The Ration Challenge is a food-themed product and as such, all background images used in Ration Challenge communications should fit within the food theme, and be relevant to the country and type of rations featured in the challenge that year. Generic building material backgrounds (walls, bamboo etc.) should not be used.

Ration Challenge background images should be of either:

- food packaging / food containers (e.g. rice sacks, oil drums/tins, wooden food crates)
- ration books, food receipts, warehouse distribution posters etc.

They should be identifiable as food packaging and feature writing / script / images from the featured country. Unless the background only works in natural colours, it should be recoloured to match Act for Peace's primary colour palette (i.e. blue, red and white versions should be created).

A range of Ration Challenge backgrounds suitable for the Thailand / Burma program focus will be selected.



Rice sack



Flour tin



Wooden food crate



Ration book

RATION CHALLENGE ICONS & INFOGRAPHICS

A range of product-specific icons can be used to add emphasis to key messages or calls to action in Ration Challenge publications. Illustrated country flags can also be used to provide context. Dotted lines and dashes can be used, with copy in Remington Noiseless to add emphasis to information elements in illustrated ration books etc.

The Act for Peace icon & infographics do's, don'ts and illustration rules also apply to Ration Challenge icons (p.19 of the full visual identity guidelines).



RATION CHALLENGE PAPER ASSETS

A range of paper assets representing food vouchers & coupons, receipts and other food-related paper products can be applied to add interest and detail to layouts. Where possible, these should feature writing/copy in the local language of the focus country for that year's challenge.



RATION CHALLENGE STITCHING

Special product-specific stitching can be used in addition to the other fasteners available in the Act for Peace suite of assets. As with all fastener devices, this must be applied at the correct scale and to an appropriate substrate (i.e. not applied to a metal tin).

