



Eating Disorders Families Australia

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# **EDFA Style Guide**

## **2019**

# About EDFA

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Eating Disorders Families Australia (EDFA) has been established by a group of Australian parents who have cared for and treated a young person with an eating disorder, to advocate for the needs and roles of other parents during this experience. Parents and families of children under 18 years are seen by the service system to be vital to treatment and recovery, but not necessarily equipped or supported to be a part of this process. Parents and families of adult children over 18 years have an even less clear mandate and yet have a vital role to play in their family member's well being and recovery.

Eating Disorders Families Australia (EDFA) acknowledges that not all parents and families are prepared to access their own resources and support or capable of playing a central role in the treatment and recovery of their family member with an eating disorder. However, it is best practice for all parents and families to be given the option and support to maximise their role in the care team. Such collaborative approaches result in better long-term outcomes for our loved ones, more resilient families and less impact on our health system.

Eating Disorders Families Australia (EDFA) sees parents and families of people with eating disorders as parents, carers, siblings, extended family or significant others.

# Logo

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Eating Disorders Families Australia

## Primary Logo

The primary logo should be used when placed on a white or light coloured background.



Eating Disorders Families Australia

## Black Logo

The black logo should be used when being printed with no colour or if the primary logo does not suit it's surroundings.



Eating Disorders Families Australia

## Reversed Logo

The reversed logo is to be used when on dark colours or images.



## Logo Use



### Clear Space

When placed near any objects the logo should have X amount of clear space around it (as shown above).



20mm



10mm

### Minimum Size

The logo should never be smaller than 20mm wide when being used with the word mark.

If the logo needs to be smaller it should not include the word mark and should be no smaller than 10mm wide.

# Logo Unacceptable Use



Always ensure logo is sitting at the vertical position, never change the angle of the logo.



Never use coloured logo when sitting on top of a dark solid colour or image. Use the reversed logo instead.



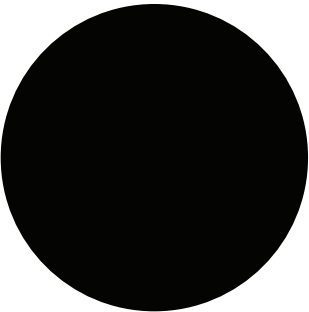
Never use a different colour for the logo, only use the fully black or white logo if a single colour is needed.



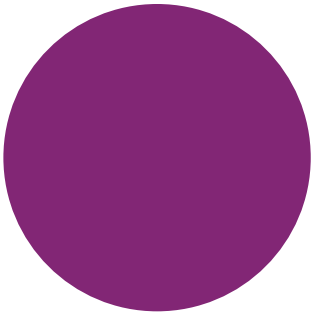
# Brand Colours

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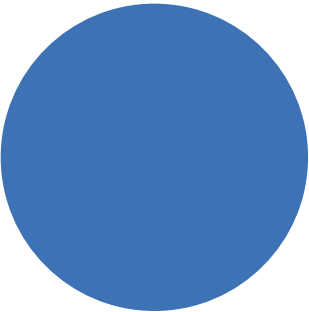
## Primary



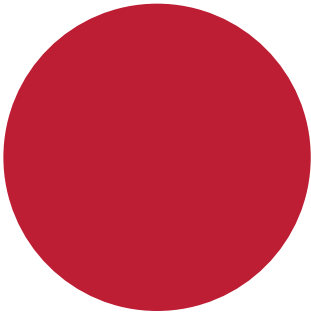
Black  
R:0 G:0 B:0



Purple  
R:129 G:38 B:118

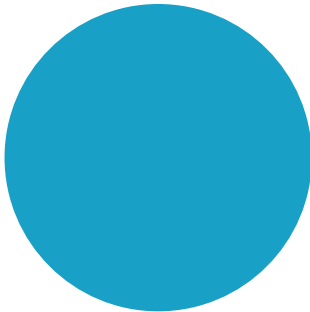


Blue  
R:69 G:116 B:178

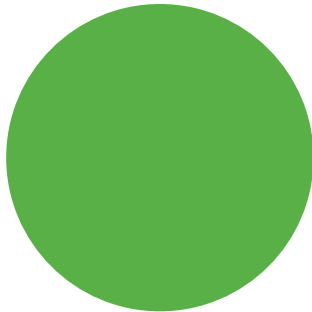


Red  
R:188 G:17 B:50

## Secondary



Light Blue  
R:0 G:161 B:199



Green  
R:95 G:177 B:16

Tints of these colours can also be used.



# Typography

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The EDFA logo uses Avenir Next Condensed Medium

Headings can also use this typeface to ensure a sense of consistency. When Avenir Next Condensed is used as a heading in conjunction with the logo it is important to ensure the heading is of a larger size to create hierarchy.

Heading 1 can also be used for short amounts of text such as small portions of information.

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In the possibility where heading 1 does not work effectively Avenir Next Demi-Bold should be used.

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Body copy should always be set to Avenir Next Regular and must always be left aligned.

Logo Typeface / Heading 1

**Avenir Next Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567891 !@#\$%^&\*()

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Heading 2

**Avenir Next Demi-Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567891 !@#\$%^&\*()

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Body Copy

**Avenir Next Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567891 !@#\$%^&\*()

Note: In instances where the above fonts do not work appropriately or are not available any style from the Avenir or Avenir Next family can be used.

# EDFA Stationery



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Email Signature





**strive**  
**BENDIGO**

The Strive logo utilises a simple word-type to represent the organisation. Using a lower-case geometric typeface the logo aims to easily communicate the aims of Strive. As the EDFA logo is included within Strive's logo it is important that Strive remains simple and does not clash with the logo to the right.

# EDFA Strive Logo Variations



**Primary Logo**

**strive**  
**BENDIGO**



**Small use Logo**

This logo is to be used when the size of the placed logo makes the word mark on the EDFA unreadable

**strive**  
**BENDIGO**



**Logo (no location)**

**strive**



**Small use Logo (no location)**

**strive**





**strive**

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Support Teach Reassure Inform Validate Empower

Letterhead



**strive**

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