
THE WELCOME HERE PROJECT... BRAND GUIDELINE



“ where diversity is celebrated ”



01 | LOGO



Our Master Logo

Our Master logo is a lock-up of symbols and wordmark in the below arrangements.

The logo is full colour and will not be provided in greyscale.

The logo in the first column has the web address and the acon logo. These two elements only appear on the logo for

the members sticker and when its size permits the text to remain legible.

Always use Master eps files of the logo or files exported for online use i.e SVG or PNG

Coloured - The Welcome Here Project Logo

The webaddress and the acon logo should only appear inside the pin for the membership sticker. The ACON wordmark should always accompany the Welcome Here logo on external documents and websites.



The Logo is not supplied in greyscale

No version of the logo exists in black and white.

The Logo with a stroke

When placed on coloured backgrounds the logo with a white stroke may be used for increased contrast and legibility.



Clear space & minimum size

A clear space and minimum size help The Welcome Here Project Logo stand out and ensure it's not compromised by other elements.

Clear space

The loveheart in the wordmark defines the clear space around the logo. All imagery and text should sit outside this area.

This rule applies to all versions of the logo.

Minimum size

For all print communications, the master logo minimum size is 20mm. This measurement is taken from the height of the wordmark.

Clear space: logo

Space surrounding the logo should be equivalent to the width and height of the LGBTIQ heart



Minimum size

For all communications, the master logo minimum size is H: 20mm. This measurement is taken from the height of the wordmark.



minimum size H 20 mm

Logo backgrounds

The logo can be used flexibly on coloured and image backgrounds. Never print the logo on a background colour other than those shown here.

Logo on core colour backgrounds

- White
- Grey 20%



Logo on highlight colour backgrounds

- Salmon (see colour section)
- Blue (see colour section)



Logo on image backgrounds

- Use images with neutral colours
- Ensure that the image isn't too busy



Logo Sizes

Paper

We have one consistent size for The Welcome Here Project Logo across standard paper formats.

This size is 40mm in height.

Sticker

We have one consistent size for our sticker for window displays.

This size is 120 mm x 75 mm.

Web

We don't have one consistent size for The Welcome Here Project Logo across web formats.

The minimum size is 150px.

Paper

H 40mm

Stationary, businesscards, membership envelopes. Display either with the webaddress or without.

The logos minimum size is a height of 40mm



minimum size

H 40 mm

Sticker

W 120mm x H 175 mm

The sticker features The Welcome Here Project webaddress and acon logo.



minimum size

H 175 mm

Website

Min H 150px

Displayed on our homepage and as a badge lock up for members sites. The minimum size is a height of 150px



minimum size

H 150 px

If you can't read the website address clearly use the membership badge without it

Incorrect use

To maintain brand consistency and integrity, the following should be avoided.

Always use master files of the logo.

DONT:

- A. Don't change the colour of the logo
- B. Don't change the relationship or size of any of the elements unless guided in this document
- C. Don't use the logo on an angle or distort the logo.
- D. Don't greyscale the logo
- E. Don't use any effects on the logo
- F. Don't place the logo in a box or shape without adequate spacing
- G. Don't change the order of 'Welcome' and 'Here' in the wordmark
- H. Don't use the logo on a complicated background
- I. Don't recreate the wordmark in different fonts



02 | COLOUR



Core colour palette

Our core colour palette is Blue and Salmon. We are welcoming, trustworthy, inclusive and celebratory which is reflected in our colour palette.

Blue

Blue is the dominant colour of our brand. Where possible, use the PANTONE® matching system to reproduce our blue.

Salmon

Salmon is the secondary colour of our brand and is used predominantly on our website and digital assets.

Black

The recommended colour for body copy and the feature of our photography.

White

White is a very important part of our brand. White space is important in helping create clean and uncluttered layouts. It is the preferred background for The Welcome Here Project Logo.

Dominant colour - Blue

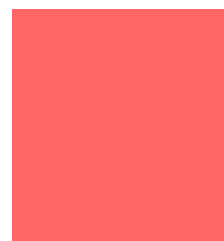
PANTONE PAGE 153C



Pantone 3125 CP
FOR PRINT
 C84 M0 Y18 K0
FOR SCREEN
 R0 G174 B199
 HEX #00AEC7



Pantone 3125 UP
FOR PRINT
 C67 M0 Y18 K0
FOR SCREEN
 R0 G171 B194
 HEX #00ABC2

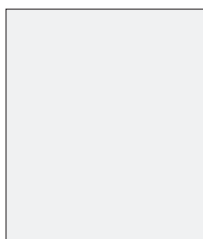


FOR PRINT
 C0 M5 Y52 K0
FOR SCREEN
 R255 G102 B102
 HEX #FF6666

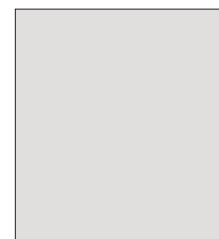
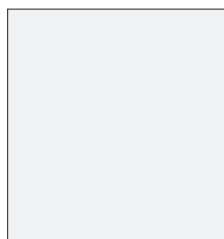


Highlight colour palette

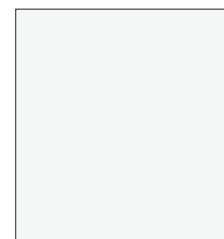
Our highlight colour palette is made up of six colours. They should support our core colour palette, and never dominate.



FOR PRINT
 C00 M00 Y00 K00
FOR SCREEN
 R00 G00 B00
 HEX #000000



FOR SCREEN
 R222 G222 B222
 HEX #dedede



FOR SCREEN
 R243 G244 B244
 HEX #f3f4f4

Black & White

We have two CMYK colour breakdowns for our black.

Text Black

Should be used for all reproduction of our type and The Welcome Here Project Logo.

Rich Black

Should be used when printing large expanses of solid black that don't require detailed registration.

FOR PRINT
 PANTONE® Black 6C
 Text Black
 C0 M0 Y0 K100
 Rich Black
 C40 M40 Y40 K100
FOR SCREEN
 R0 G0 B0
 HEX #000000

FOR PRINT
 Text White
 C0 M0 Y0 K0
FOR SCREEN
 R255 G255 B255
 HEX #ffffff

03 | TYPOGRAPHY

3

Our typefaces | Logo

Our corporate typeface for all marketing collateral is a combination of two fonts. Gotham Rounded for logomark and main headings and GT Walsheim for body copy and internal documents. It is an important part of the identity, helping to reinforce our brand alongside all of our other elements.

Clean, modern and legible, both fonts are available in a variety of weights:

GT Walsheim: Light, Regular, Medium, Bold and Heavy.

Gotham rounded has 12 different weights, however our branding utilises Bold.

Our preferred weights for sub-headings is GT Walsheim Bold. Our preferred weight for body copy is Regular.

Gotham Rounded Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

1234567890 £&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

GT Walsheim Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
1234567890 £&@?!/+ (.,:;)

GT Walsheim Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
1234567890 £&@?!/+ (.,:;)

Type principles

These are the type principles to ensure our communications are consistent and easy to read. These principles apply to all printed and digital applications.

GT Walsheim Bold

Point size

Type size is measured in points (pts). Our recommended point size for body copy is 9pt.

Line spacing

Line spacing is the space between the lines of text. Our recommended line spacing for all body copy is 0.8pt.

Paragraph spacing

Paragraph spacing is the gap between paragraphs.

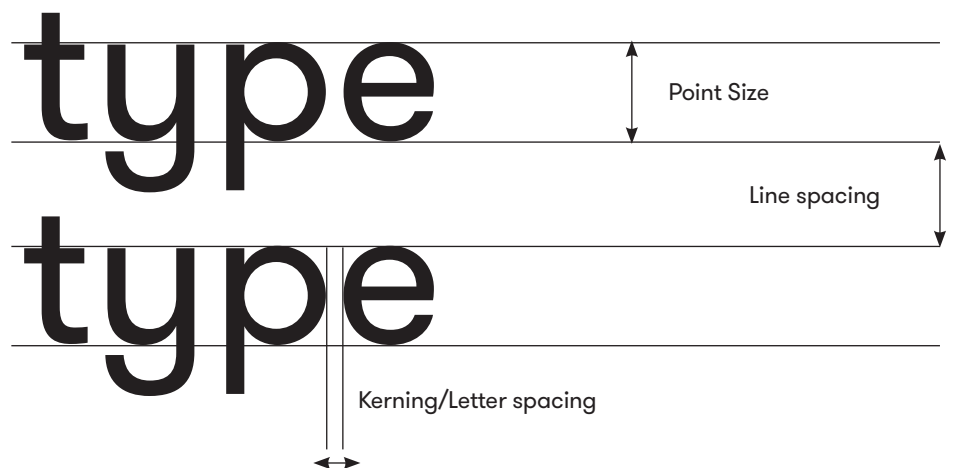
Letter spacing (tracking)

Letter spacing (or tracking) is the space between letters.

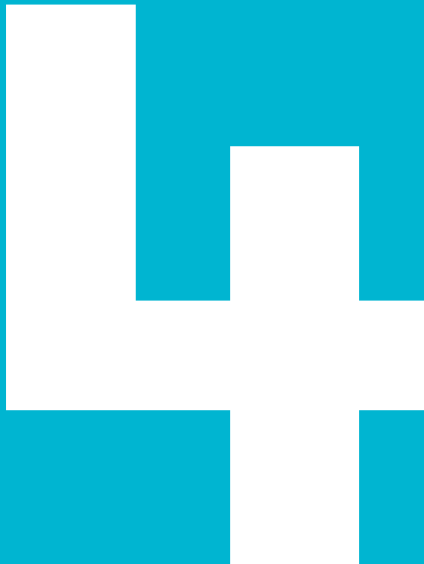
Our recommended letter spacing for all copy is -10. Minus (-) letter spacing means that the space between each letter has been reduced from the original typeface.

Alignment

Always left align type to make text easier to read.



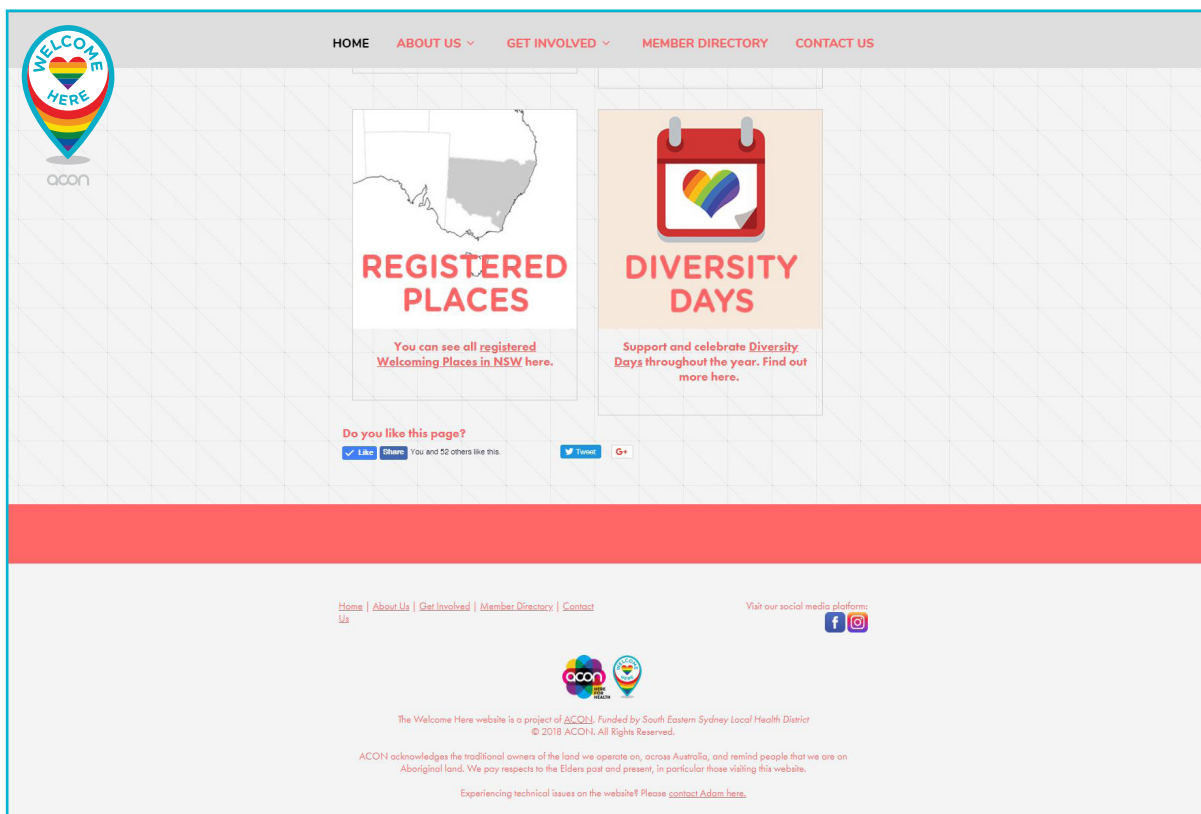
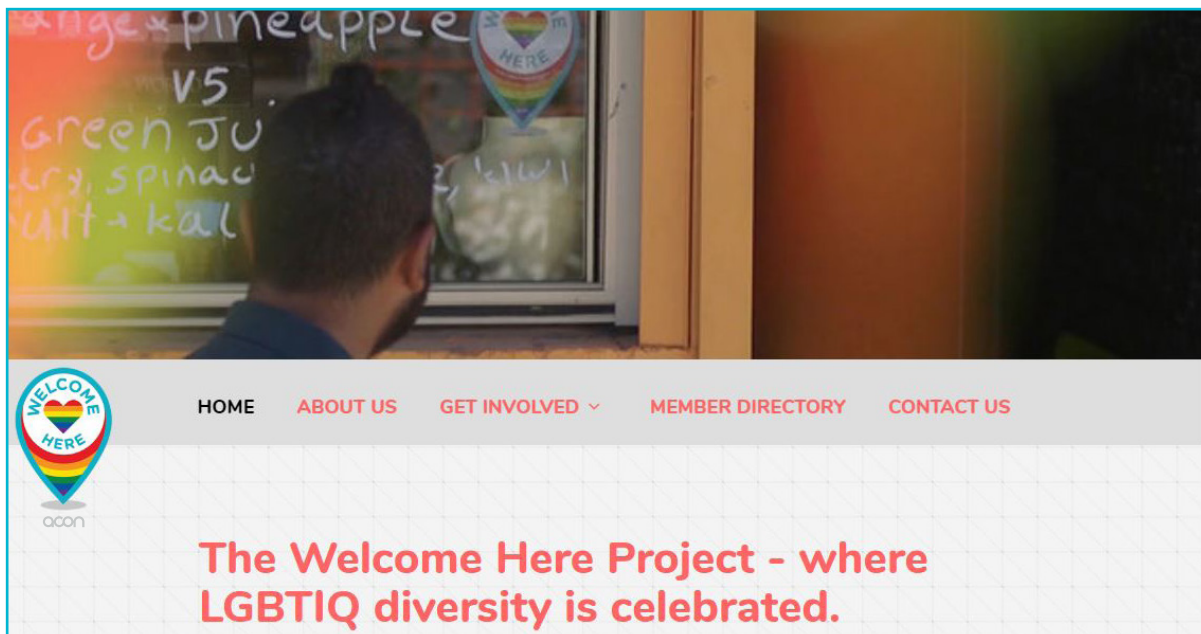
04 | WEBSITE



The The Welcome Here Project Logo

Displayed in the nav and in the footer of our website.

- * Positioned within the Nav with the ACON wordmark underneath it
- * Displayed within the footer with no webaddress or acon wordmark. The ACON (symbol) logo should be displayed next to it.



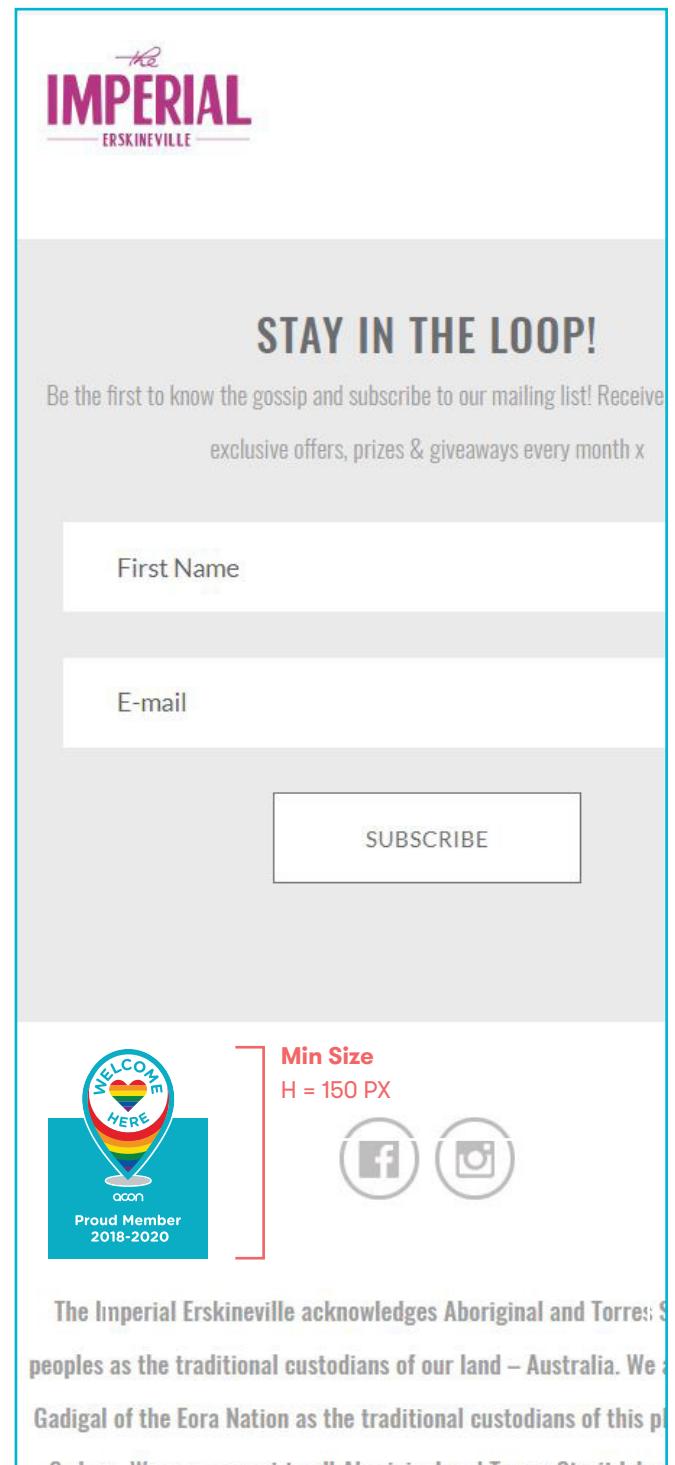
Membership Badge

We want you to proudly show your membership to your patrons by displaying a membership badge on your website.

Below are guiding principles to ensure our communications are consistent and the logo legible to read. These principles apply to all members websites.

The Welcome Here Membership badge can be displayed in the footer of members websites. Make sure the text is legible. Keep a minimum H of 150px at all times.

*** Display the membership badge in the footer of websites at the Min H 150px.**



Membership Badge

Below are guiding principles to ensure our communications are consistent and the logo legible to read. These principles apply to all members websites.

The Welcome Here membership badge can be displayed on different pages of members websites.

Make sure the text is legible. The badge is supplied at W 900 × H 900px. Maximum H is 900px. Please don't distort the logo when resizing.

Max dimensions H 900 px

Min H 150px



EXPLORE YOURSELF SUNDAYS – THE ULTIMATE SUNDAY PARTY THAT
UNITES OUR QUEERDOM! FIND OUT MORE

Max Size
H = 900 PX

The Welcome Here Project

BLOG

Edi doluptatem quae excerum aut quia vendeles veligene commnienim sequare mquidero con nonsed quam aut voluptidebit, estrum que ipiciunti volorehendus dempe es nulparg iumquate mquidero con nonsed es

EXPLORE YOURSELF SUNDAYS – THE ULTIMATE SUNDAY PARTY THAT
UNITES OUR QUEERDOM! FIND OUT MORE

Packing Guide to Heaps Gay's Rainbow Mountain in Thredbo

BLOG

Baby it's cold outside... but never fear; winter is about to heat up with a sizzling festival in store... What happens when Thredbo and LGBTQIA party starters, Heaps Gay jump into bed together with a whole lot of SNOW

TELL ME MORE



THE END

