Home Stretch WA

Brand Guide

October 2022

Government of **Western Australia**
Department of **Communities**

Home Stretch WA

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Home Stretch WA provides young people and foster carers with extended support and resources from 18-21 years of age.

The Home Stretch campaign was driven by the voices of young people. In particular, their experience of 'aging out' of the state care system at 18, faced with independence much younger than their contemporaries and with significantly less resources.

A three-year co-design process, Home Stretch WA Trial, was led by Anglicare WA and informed by young people with lived experience of the care system. A partnership was established with Yorganop to co-design an Aboriginal-led, culturally-safe program for its care leavers.

Using the Logo

The logo represents the service. The consistent representation of the graphic strengthens the recall of the service. Any alteration or rebuild to the logo undermines the its integrity.

PRIMARY VERSION

Use the primary version of the logo on a white or light coloured backgrounds

SECONDARY VERSION

Use the secondary version on black or dark coloured backgrounds

MINIMUM SIZE
25MM

Colour Palette

PRIMARY COLOURS

Web Content Accessibility Guidelines 2.1 Level AA Rating Pass
Green & Pink 18pt and above / 14pt bold and above

PRIMARY GRADIENT

SECONDARY GRADIENT

PURPLE   BLUE

BLUE
C80 M45 Y13 K0
R55 G125 B175
#377DAF

PURPLE
C56 M68 Y0 K0
R128 G101 B172
#8065AC

GREEN
C66 M21 Y76 K4
R99 G153 B99
#639963

PINK
C13 M64 Y40 K0
R215 G120 B125
#D7787D

BODY COPY

SECONDARY COLOURS

Apply to design, not suitable for text

BLACK
C0 M0 Y0 K80
R88 G89 B91
#58595B

SAND
C18 M15 Y35 K0
R210 G203 B171
#D2CBAB

YELLOW
C0 M23 Y85 K0
R255 G198 B64
#FFC640

BLUE
C56 M16 Y0 K0
R103 G178 B226
#67B2E2

PURPLE
C27 M69 Y0 K0
R185 G108 B172
#B96CAC

GREEN
C46 M0 Y61 K0
R143 G204 B137
#8FCC89

PINK
C0 M58 Y31 K0
R244 G137 B143
#F4898F

Typography

Professionally designed material should apply only the Solomon Sans font family by Fontfabric.

To harmonise with professionally produced work, material developed in-house or without access to Solomon Sans use the Century Gothic font family available with Microsoft Office applications. This applies to desktop produced letters, emails, documents, presentations, websites, online booking forms etc.

In the instance both font families are not available, the Arial font family is applied.

Writing

When writing the service name 'Home Stretch WA' ensure WA is included in all intances and does not get dropped.

Headline Font – Solomon Sans Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Subheading Font – Solomon Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Copy Font – Solomon Sans Normal

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Headline Font – Century Gothic Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Copy Font – Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Headline Font – Arial Bold

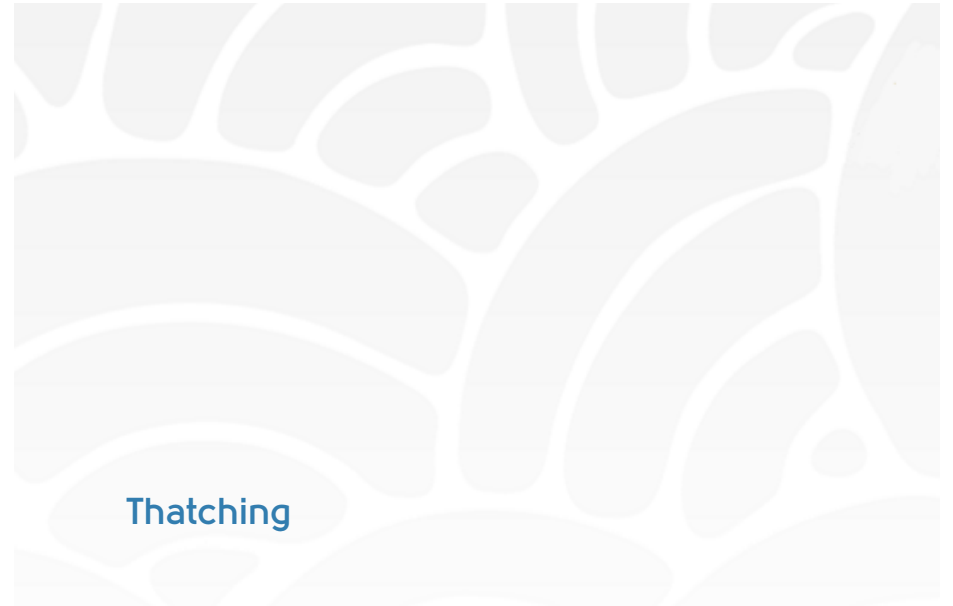AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Copy Font – Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890%@$

Graphic Elements
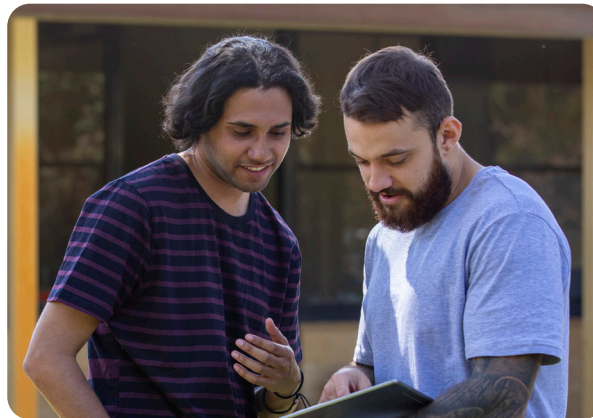
Illustrations

Thatching

Sand dots

Photography

FOCUSED ON STRENGTHS

A reliable source of support is a young person's right, imagery selected converys a young person's strength.

NATURAL, REAL & INCLUSIVE

Image selection shows natural expressions, not overly happy or sad. Select candid, natural lighted (not saturated or dark) images.
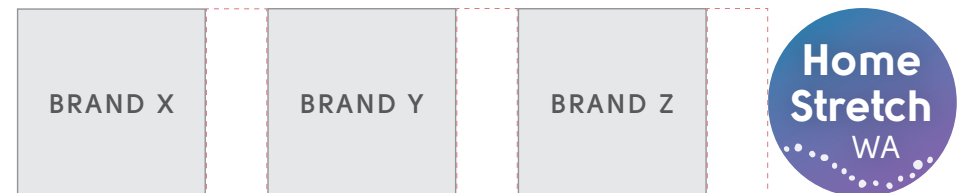
Co-Branding

The size and placement of the Home Stretch WA logo is determined by our role in the project. Discretion should be used by designers in sizing partner logos to achieve a sense of equal weight across the set. Spacing should be consistent as indicated, but designers may adjust the spacing to best complement the logos involved.

A service provider is contracted to deliver Home Strech WA

Delivered by

YOUR LOGO

Home Stretch WA is an equal partner

BRAND X

BRAND Y

BRAND Z

Home Stretch WA

Home Stretch
WA