



# BRAND GUIDELINES

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## History and Development of the Home Stretch WA Logo and Brand

**For young people leaving Out-Of-Home care in Western Australia, the Home Stretch WA brand represents the right to access extended support from ages 17½ to 21. It is a shared vision for a smoother transition into adulthood, shaped by the voices of young people and Aboriginal communities.**

Home Stretch WA gives young people aged 17½ the choice to access extended support up until they reach the age of 21.

The logo was designed by, Kat Martawan, a lived experience consultant from the Home Stretch WA Community of Practice. Kat was employed as part of the statewide rollout from 2022- 2024, bringing her lived experience of the care system and her learned expertise in design and visual art to the project. The work on the Home Stretch WA brand focused on ensuring that Home Stretch WA looked and felt like something that would engage and connect with young people, whilst supporting the team to develop new ways to communicate what Home Stretch WA is and how it works.

Feedback from lived experience young people informed the need for the visual appearance of Home Stretch WA resources to represent something meaningful for them—a symbol of a consistent and reliable service offer that was their choice to make.



## The Creation of the Brand

The development of the Home Stretch WA brand involved a collaborative process that included feedback from a diverse group of young people with lived experience in out-of-home care, sector professionals, and key stakeholders like Yorganop. The brand creation process included:

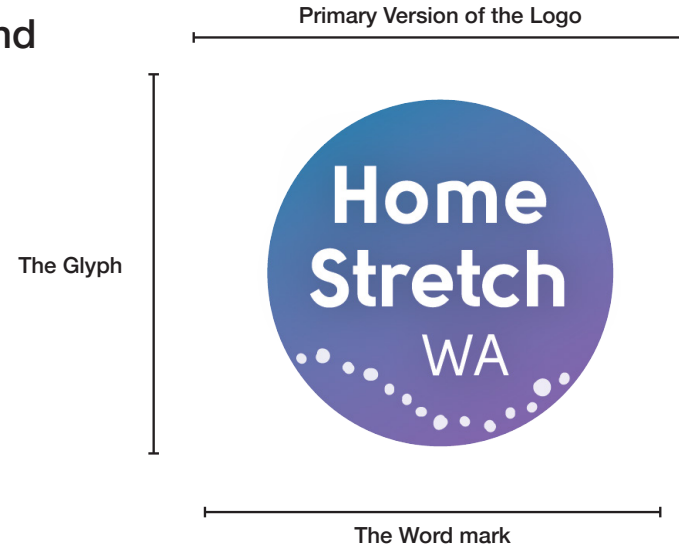
- Exploring a range of colour palettes and iconography to develop a new, distinct visual identity separate from the Department of Communities.
- Focusing on the concept of "Support Circles," which represents the lasting relationships and community connections that help young people succeed. This concept was woven into the circular logo design.
- Incorporating feedback from young people through consultations, both online and by phone, as well as from carers and workers in the out-of-home care sector.
- Recognising the importance of the Aboriginal community and the changing nature of support networks, which aligned with the imagery of sand dots representing circles that shift over time.



## Protecting the Home Stretch WA Logo and Brand

The Home Stretch WA brand represents a promise to young people—the promise of consistent, reliable support during a critical stage in their lives. Protecting the Home Stretch WA brand ensures that it continues to represent what it was created for: empowering young people to transition into adulthood with the support they need, delivered in a consistent and culturally respectful way. The Home Stretch WA brand was developed through consultation with young people with lived experience and Aboriginal communities to ensure it represents the shared vision of Home Stretch WA. The consistent representation of the graphic strengthens the recall of the service. Any alteration or rebuild to the logo undermines the its integrity.

Having a common branding used by all providers would give young people a sense of confidence and assurance in knowing what it was and how it worked before they were asked to make a choice about it, regardless of who would be providing the service. It would also allow young people involved in monitoring the roll out and the work of providers to be able to hold providers accountable to standard of practice and quality if they were to use the branding of Home Stretch.



### Secondary Version of the Logo

Use the secondary version on black or dark coloured backgrounds



## Using the Logo

The intent of the Brand/Style Guide was to translate the ideas of lived experience consultants and create a reference document that could help the Community of Practice develop a range of resources to communicate how Home Stretch WA works as part supporting the scaling of Home Stretch in WA.

The intent was not to brand the Roll-out or the Project broadly, but to create a range of young person facing resources that were relevant and engaging for them, and to give the Community of Practice an identity that wasn't tied to Anglicare WA. The logo and colour scheme would be offered to Home Stretch WA providers to use with their own logos so that they wouldn't have to confuse young people with multiple agency logos on their forms and paperwork

It is in this spirit we encourage the proper use of the Home Stretch WA logo, keeping its integrity at all times.



Do not use the WA to the side of the logo, or in any way manipulate the relationship between the words and the circle icon.



Do not reproduce the logo word mark in any other font or colour than the one specified.



Do not amend the logo colour unless into black and white.



Do not rotate in any way



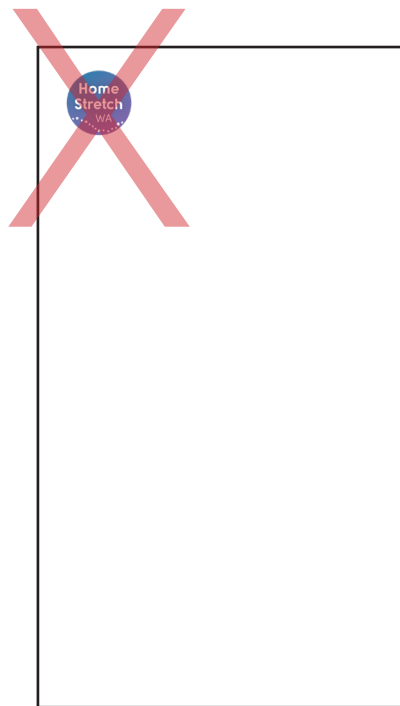
## The Exclusion Zone

The logo and the icon's exclusion zone is equal to the space between the Icon and the Word mark.



## Logo Placement

The logo should be placed on the right side. It can be used on top, middle or bottom of the layout. The Home Stretch WA logo can also be used align on the center, but never on the left side.





# Colours

The colours used in the original Home Stretch WA roll-out documentation and forms were instantly recognisable by young people as representing ‘the Department’, and while for some their experiences of support through the Department of Communities have been positive, for many it represents a part of their life they are wanting to move on from.



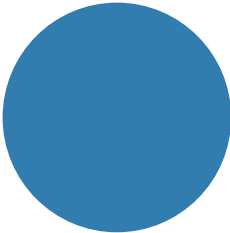
Gradient



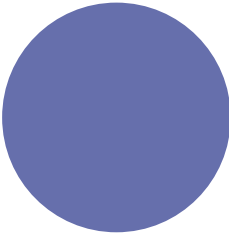
Blue

Purple

## Primary Colours










Blue  
#377DAF  
R55 G125 B175  
C80 M45 Y13 K0



Purple  
#676FAB  
R103 G111 B171  
C67 M59 Y6 K0

## Secondary Colours (Apply to design, not suitable for text)

						
BLACK	SAND	YELLOW	BLUE	PURPLE	GREEN	PINK
C0 M0 Y0 K80 R88 G89 B91 #58595B	C18 M15 Y35 K0 R210 G203 B171 #D2CBAB	C0 M23 Y85 K0 R255 G198 B64 #FFC640	C56 M16 Y0 K0 R103 G178 B226 #67B2E2	C27 M69 Y0 K0 R185 G108 B172 #B96CAC	C46 M0 Y61 K0 R143 G204 B137 #8FCC89	C0 M58 Y31 K0 R244 G137 B143 #F4898F

# Typography

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

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 instances 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%@\$

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Headline Font – Century Gothic Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890%@\$**

Copy Font – Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890%@\$

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Headline Font – Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890%@\$**

Copy Font – Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz1234567890%@\$

# Home Stretch WA Styling

## Focused on Strengths

A reliable source of support is a young person's right, imagery selected conveys 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 the 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 Stretch WA



YOUR LOGO

Home Stretch WA is an equal partner

BRAND X

BRAND Y

BRAND Z



