

Brand Guidelines

2021

Contents

1.0	FARE Mission Statement	1	3.0	Our Colours	13	6.0	Our Photography	28
1.1	FARE mission statement	1	3.1	Our colour palette	14	6.1	Photography style	29
2.0	Our Brandmarks	2	3.2	Colour breakdowns	15	7.0	Collateral	30
2.1	Primary logo	3	3.3	Colour accessibility	16	7.1	Annual reports	31
2.2	One colour logo	4	3.4	Combinations	17	7.2	Report covers	32
2.3	Reversed logo	5	4.0	Our Typography	18	7.3	Community based covers	33
2.4	One colour reversed logo	6	4.1	Headline font	19	7.4	Instagram	34
2.5	Logo without tagline	7	4.2	Body copy font	20	7.5	Strategic Plan	35
2.6	Logo without tagline other uses	8	5.0	Supporting Elements	21			
2.7	Horizontal logo	9	5.1	The speech bubble	22			
2.8	Horizontal logo other uses	10	5.2	Circles	23			
2.9	Minimum size	11	5.3	Circle rules	24			
2.10	Clear zone	12	5.3	Duotones	25			
			5.4	Illustrations	26			

1.1 Our Mission Statement

Together we can create
an Australia free from
alcohol harms

2.0 Brandmarks

The FARE logo and all it's iterations are simple and easy to follow.

2.1
Primary Logo

The FARE Primary logo consists of two colours. The navy blue and yellow version should be used where possible. Works well for use over light background colours and images.



Foundation for Alcohol
Research & Education

2.2
One Colour Logo

Sometimes the yellow full stop will be too hard to read over certain backgrounds. If this is the case, a plain navy blue version can be used.

fare.

Foundation for Alcohol
Research & Education

2.3
Primary Logo
Reversed



Foundation for Alcohol
Research & Education

2.4
One Colour Logo
Reversed

fare.

Foundation for Alcohol
Research & Education

2.5
Logo without line

Sometimes we won't need to spell out
who we are, if so this is the logo to use.



SUPPLIED FILE:
FARE Logo-Plain-Navy.ai
FARE Logo-Plain-Rev Colour.ai
FARE Logo-Plain-Rev.ai

2.6
Logo without line
- other uses

One colour

fare.

Reversed 2 colour

fare.

Reversed

fare.

2.7
Horizontal Logo

Understanding that some spaces might not fit our vertical logo, this horizontal version was created for those situations.



SUPPLIED FILE:
FARE Logo-Horizontal-Plain-Navy.ai
FARE Logo-Horizontal-Plain-Rev Colour.ai
FARE Logo-Horizontal-Plain-Rev.ai

2.8
Horizontal Logo
- other uses

One colour



Reversed 2 colour



Reversed



2.9

Minimum size

The beauty of this logo is it’s legibility. It works incredibly well at small sizes.

If you need use the tagline, the minimum size is bigger than if you need the plain logo as we want to make sure the text is legible.



2.10
Clear Zone

The width of the full stop at the end of FARE is the clear space around this logo.

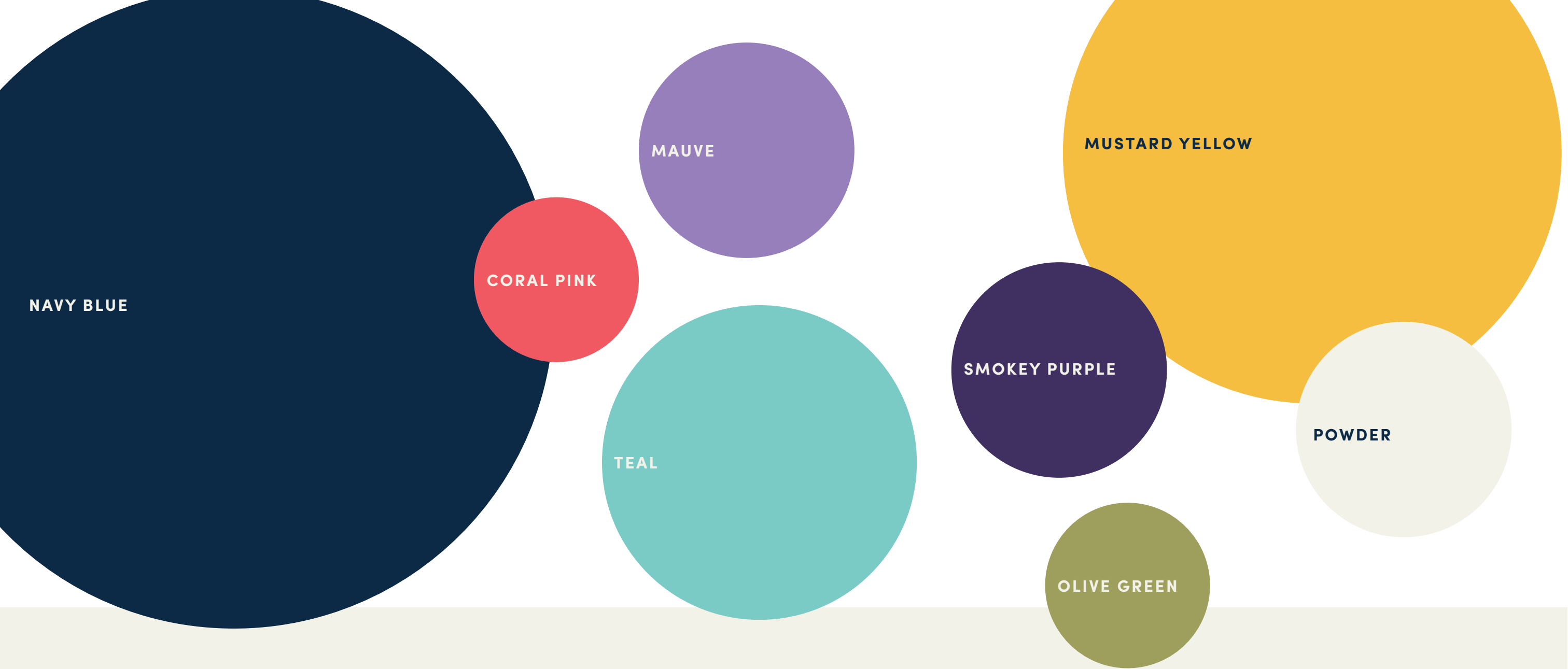
This minimum space of the full stop should be applied all the way around the logo at all times, unless stated otherwise. This ensures that no other graphic elements outside the brands own encroach on its natural space, providing clear visibility in all situations.



3.0 Colours

The FARE colour palette is bold, bright and sophisticated, and has many colour combinations to dial up the community engagement or to ground the brand in a research based space.





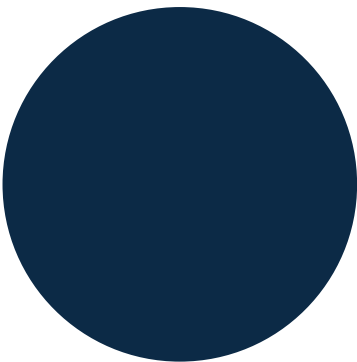
3.1 Colours

Our colour palette consists of 8 colours. All colours play a role in bringing this brand to life and the sizes of the circles above are a rough indication of the ratio of colours used in collateral.

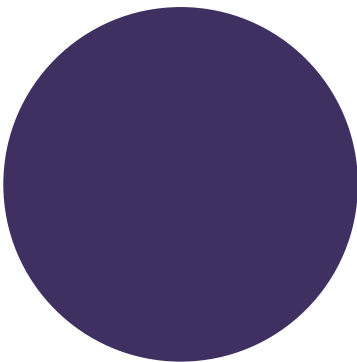
3.2

Colour breakdown

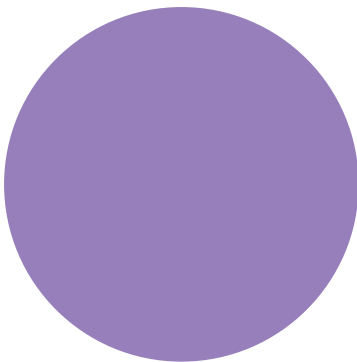
Here are the colour breakdown and values of our colours.



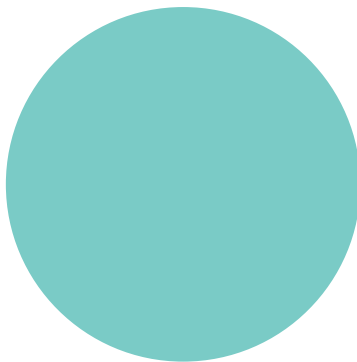
NAVY BLUE
P M S 7463
CMYK 97 . 80 . 45 . 46
R G B 15 . 43 . 70
H E X #0f2b46



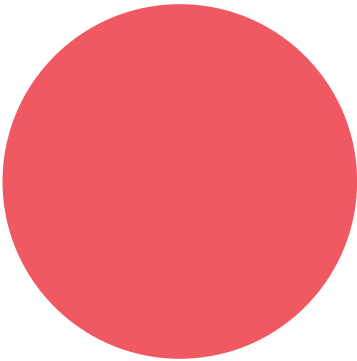
SMOKEY PURPLE
P M S 669
CMYK 85 . 91 . 33 . 23
R G B 65 . 48 . 97
H E X #403061



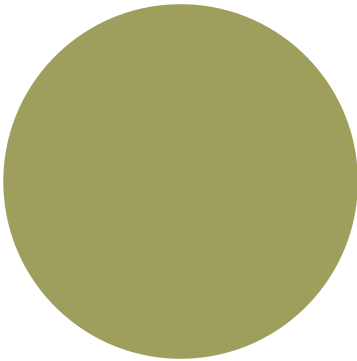
MAUVE
P M S 7446
CMYK 43 . 53 . 0 . 0
R G B 158 . 181 . 127
H E X #977fba



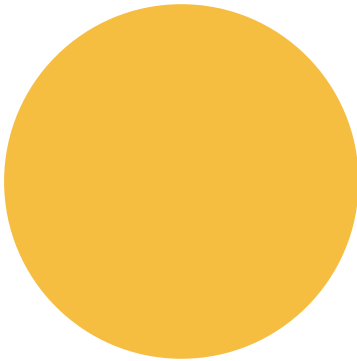
TEAL
P M S 564
CMYK 50 . 0 . 26 . 0
R G B 123 . 204 . 198
H E X #7accc6



CORAL PINK
P M S 710
CMYK 0 . 80 . 55 . 0
R G B 241 . 91 . 97
H E X #f05a60



OLIVE GREEN
P M S 5835
CMYK 40 . 28 . 76 . 3
R G B 159 . 159 . 93
H E X #9f9e5d

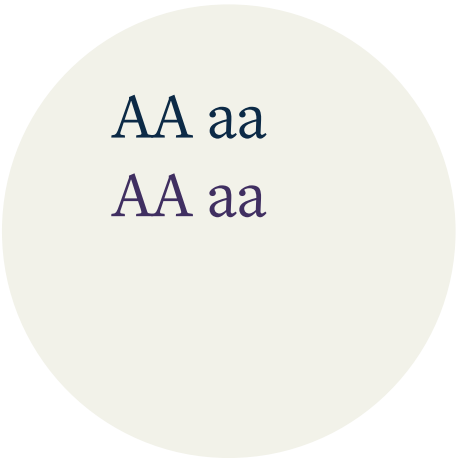
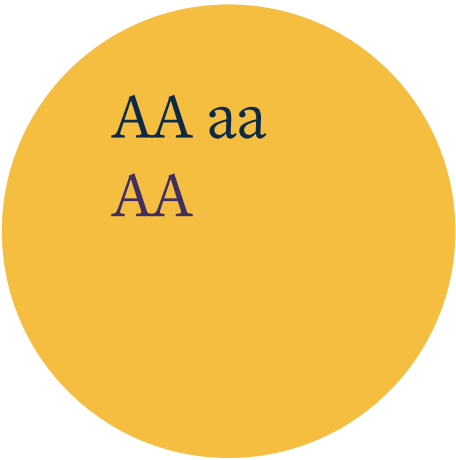
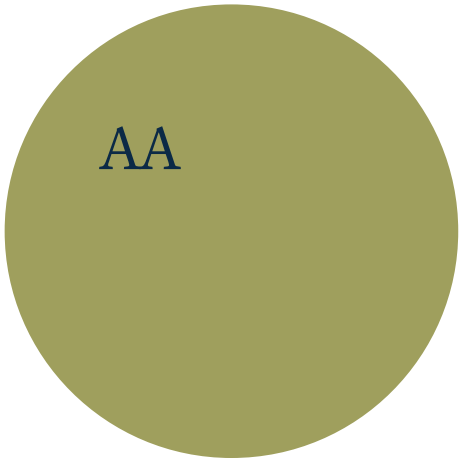
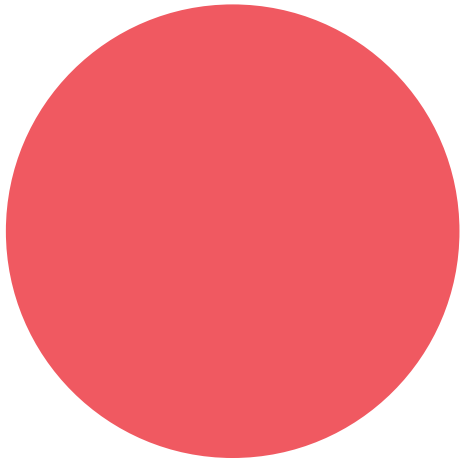
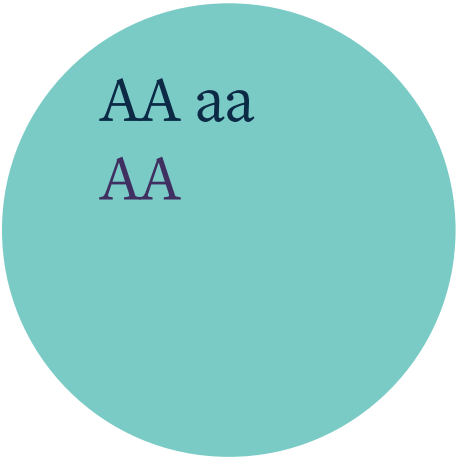
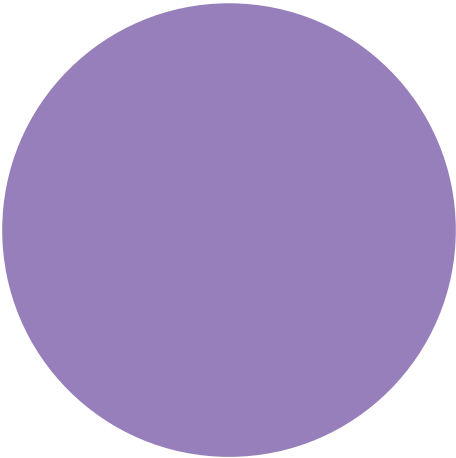
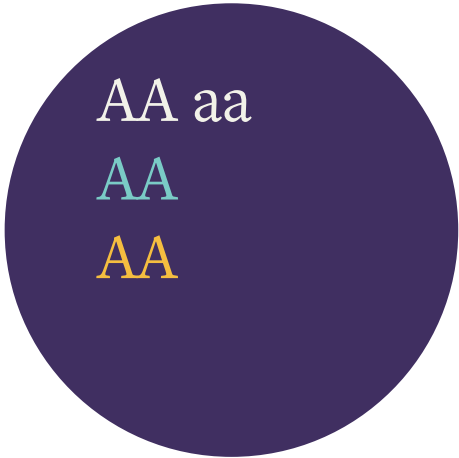
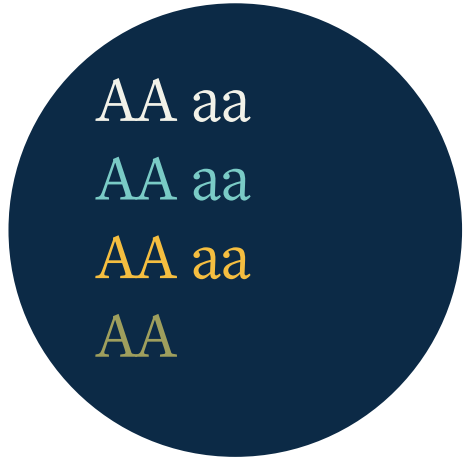


MUSTARD YELLOW
P M S 142
CMYK 4 . 26 . 86 . 0
R G B 243 . 189 . 64
H E X #f3bd40



POWDER
P M S 663
CMYK 0 . 0 . 5 . 5
R G B 242 . 241 . 230
H E X #f2f0e6

AA = large text
aa = small text



3.3

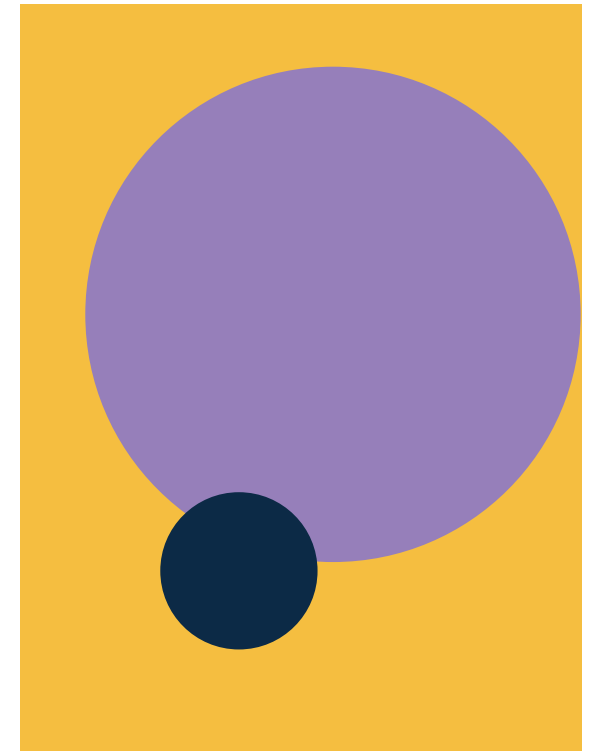
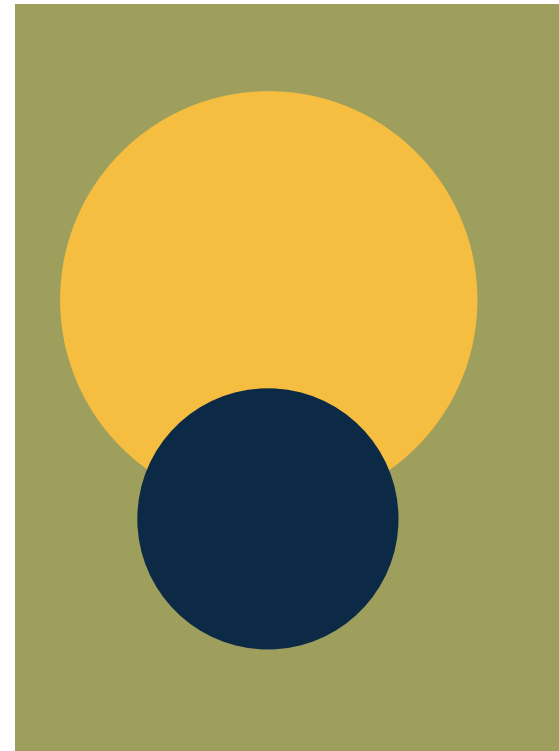
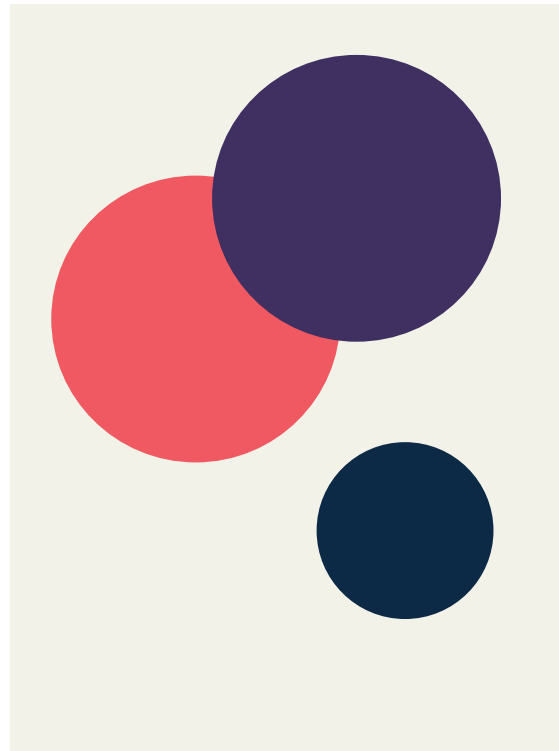
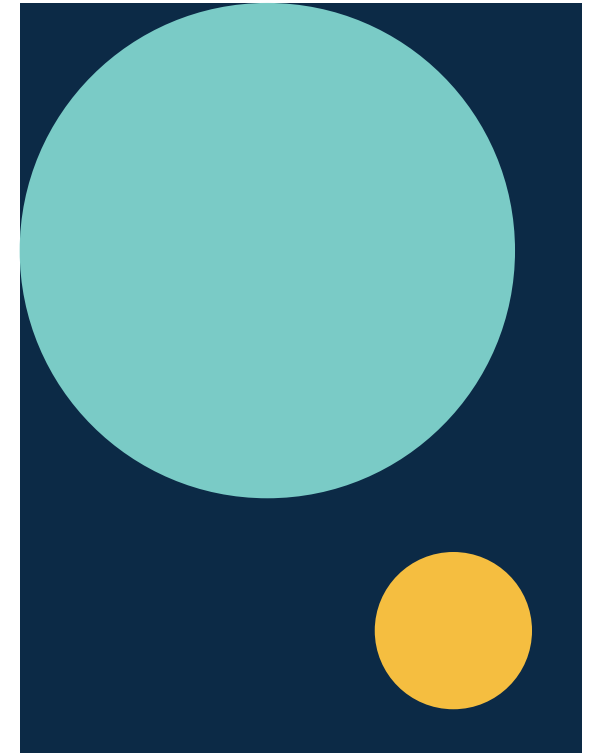
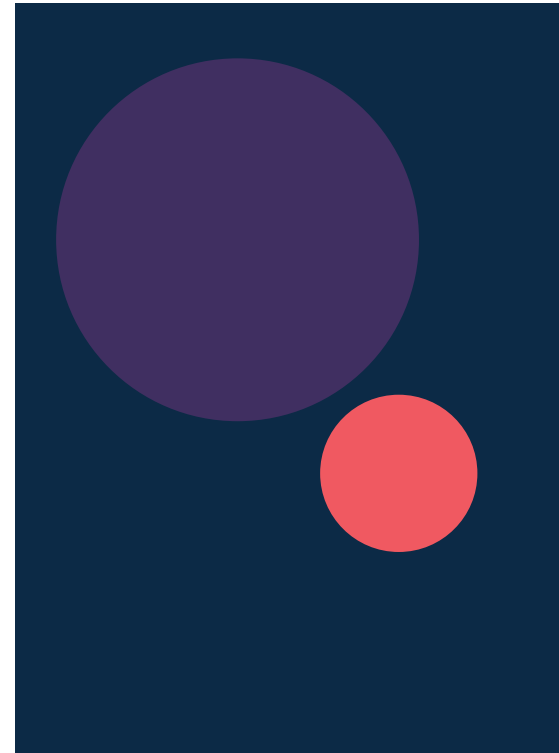
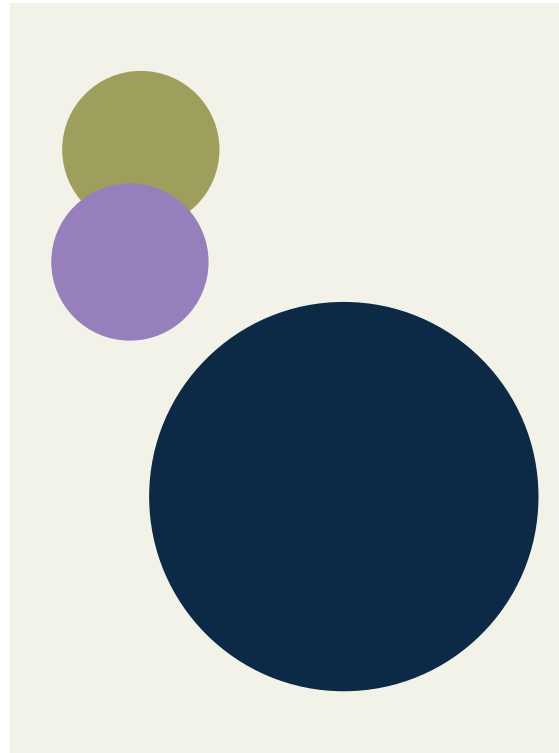
Accessibility

Legibility of text online is very important, so all text needs to use the following accessibility rules. This page shows the text / background colour and the text size that can be used to pass accessibility guidelines.

Only the colours that pass the test are shown here.

3.4 Combinations

It is important that any colour combinations used are harmonious. Here are a range of complementary colour combinations that you can use. There are plenty of colours to choose from, so it's essential that we exercise some restraint and refrain from creating excessively multi-coloured layouts. Note that our navy blue is always featured.



4.0 Typography

The pairing of such a mature serif typeface with an open and honest sans serif is a beautiful thing.

Freight Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

4.1 Headline typeface

Our headline font is Freight Pro. It's a serif typeface that adds some formality and seriousness to our brand.

Freight Pro Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Freight Pro Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Sofia Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

4.2 Body copy typeface

Our body copy is Sofia Pro, which is a lovely geometric font with rounded curves.

This font family is elegant, friendly and contemporary and absolutely ideal for use in small sizes.

Sofia Pro Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Sofia Pro Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

A large, thick, yellow curved line starts from the top left, curves around the title, and ends near the bottom left. A smaller yellow circle is positioned below the end of this line. The background is a solid purple color.

5.0 Supporting Elements

Supporting elements are a useful tool in building on our brand identity. The beauty about these are they can be dialed up or down depending on the collateral. And we have many elements at our disposal to keep the design fresh and enticing every time.

5.1

The speech mark

This speech mark was born out of the idea that our community has stories to share. And we want to share those stories.

The gradient forms a really lovely colour pattern that can be blown up large to form interest on backgrounds, or it can simply weave into photographs and backgrounds.

These are just some examples of how they can be used. Further application use is displayed in the collateral section.

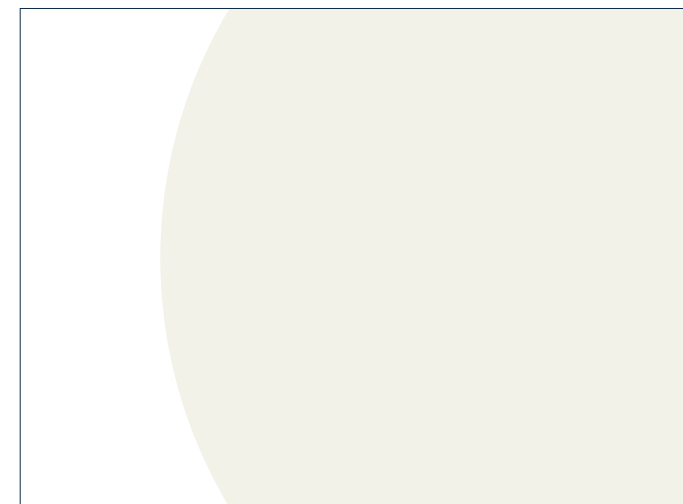
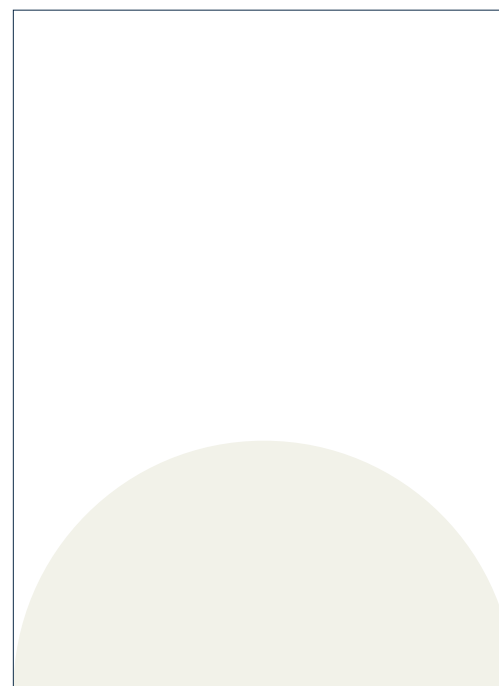


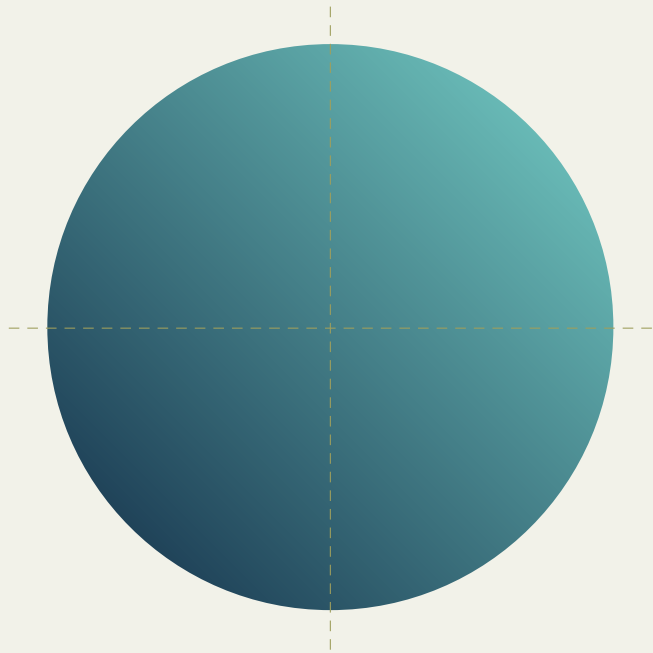
5.2 Circles

Circles are an obvious place to start for brand extensions as there is one signing off our logo.

We can draw on the gradients that our speech marks produce to create lovely colour combinations on backgrounds that would otherwise be quite plain.

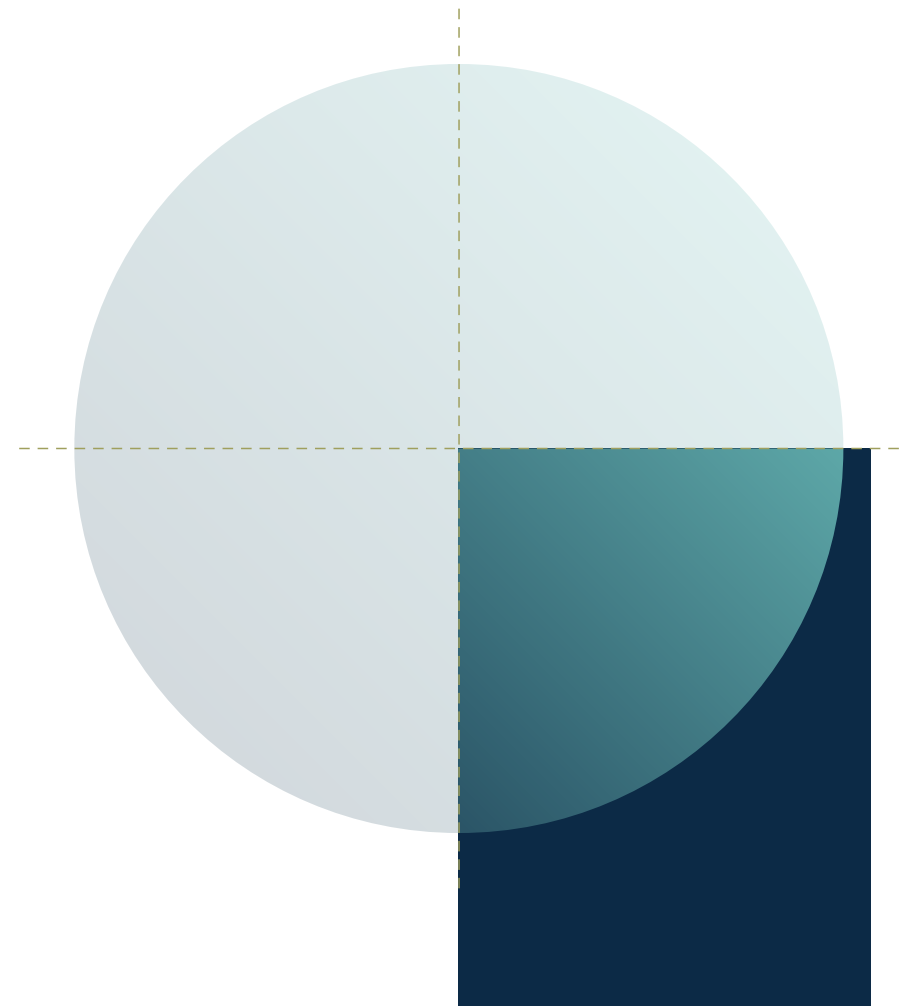
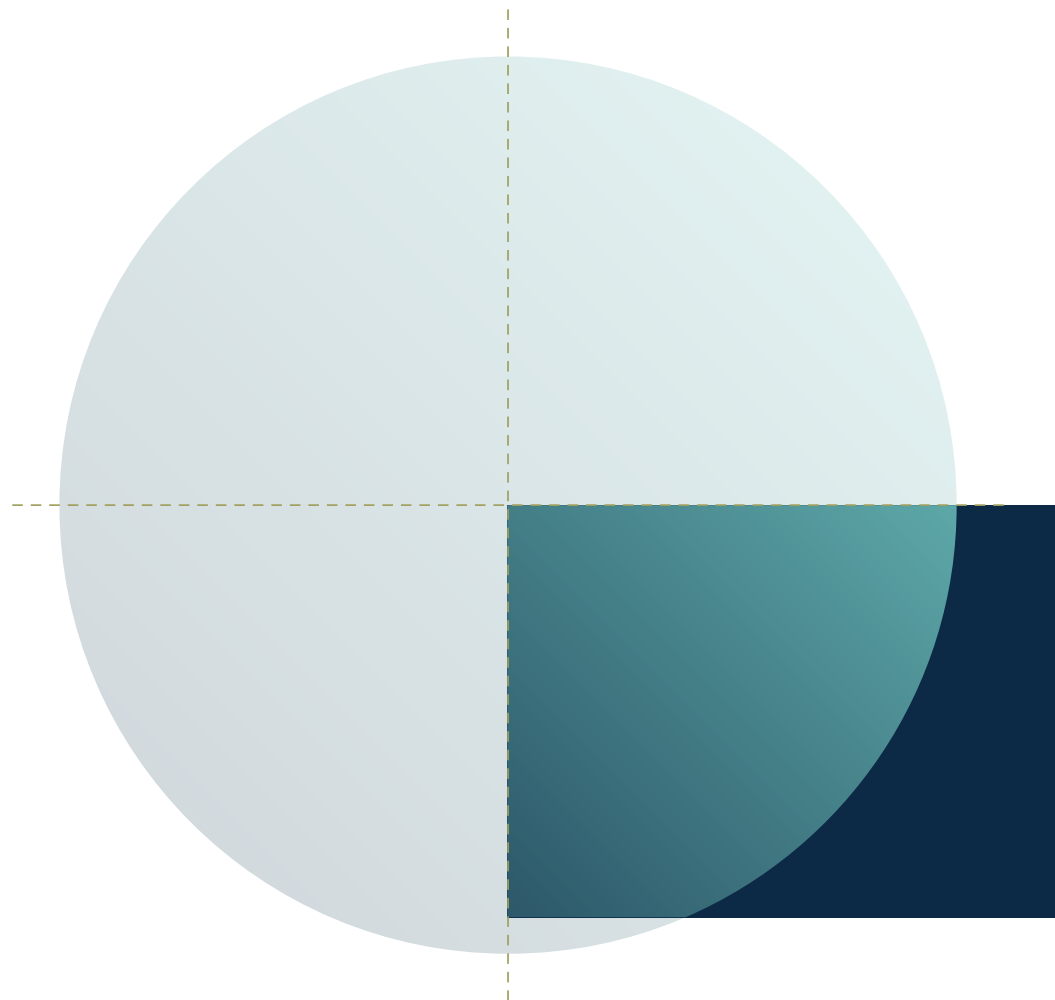
How we use these will become clear in the collateral section, but some handy rules have been drawn up on the next page.





5.3 Circle rules

There is a simple rule around these circles.
Create any size you like, but make sure the centre
point lines up with any corner of your artwork.



5.4 Duotone images

Sometimes, images are sourced externally and are of poorer quality. Turning those images into a duotone in our brand colours is a great way to bring them back into line with our style.

How these duotones can be used is displayed in the collateral section.



5.5 Illustration style

This illustration style is hand drawn and free-forming. It provides a lovely contrast between the sweeping graphics and bold gradients of colour.

These are used when there isn't an image, but the subject matter is clear to have an illustration. You will see these in play in the collateral section.



5.5 Illustration style

This set is slightly more detailed, so they pattern has been purposefully taken out.





6.0 Photography



6.1 Photography

Photography is real and human. Subjects are not looking at camera, like we are sneaking a look into their everyday lives. It's using regular, relatable people - ranging in ages and ethnic backgrounds.

Please note that this photography shown is indicative only. We have not purchased the rights for any of these images.

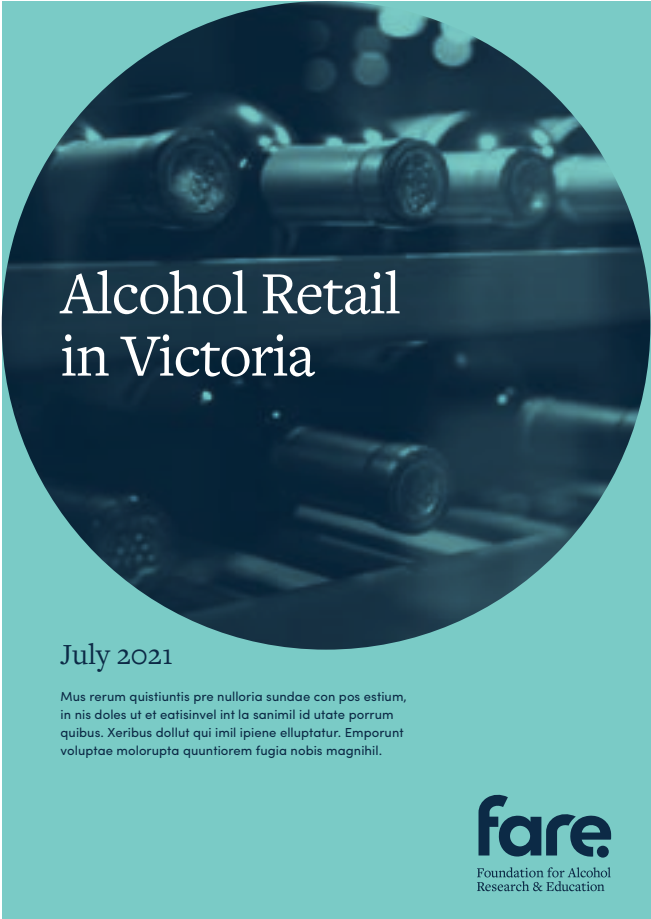
Images found on [stocksy.com](https://www.stocksy.com) and [gettyimages.com](https://www.gettyimages.com)

7.0 Collateral

7.1
Annual Reports



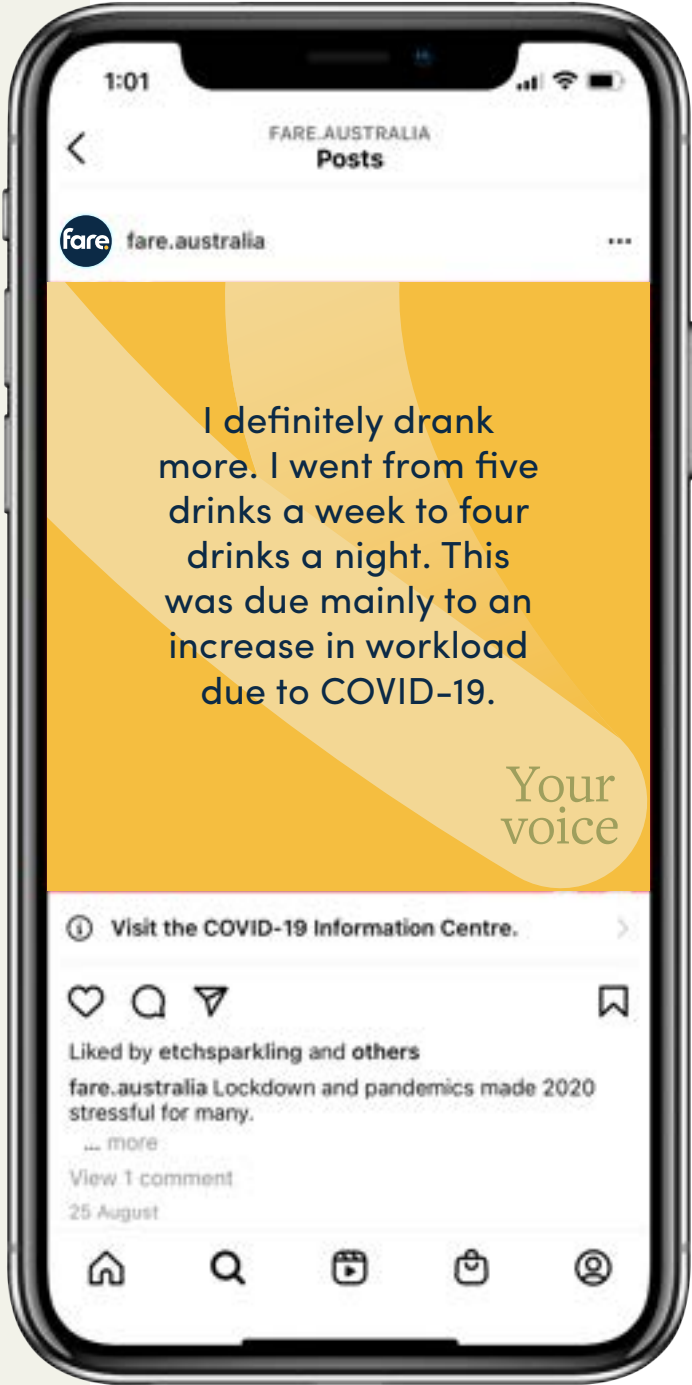
7.2
Report Covers



7.3
Community
based covers



7.4
Instagram



 <p>Together, we did it!</p>		
 <p>For most of Australia, there are no measures in place ensuring alcohol companies verify people's age when they buy alcoholic products. online.</p>	<p>Children exposed to alcohol advertising are more likely to start drinking earlier in life and more heavily.</p> 	<p>I definitely drank more. I went from five drinks a week to four drinks a night. This was due mainly to an increase in workload due to COVID-19.</p> <p>Your voice</p>
<p>It was only when my daughter set the table and included 'mummy's gin glass' that I realised that was the last drink I needed.</p> <p>Your voice</p>	 <p>Every alcoholic drink increases the risk of developing cancer in the mouth, throat, breast, liver and bowel.</p>	<p>The alcohol industry shouldn't be using a global health crisis as an opportunity to sell more alcohol at the detriment of community health.</p> 



Strategic Plan

2021 – 2023



Strategic objectives and outcomes

Strategic Objectives	Outcomes
Evidence-informed policy We shape, drive and support the development of evidence informed policy and programs that contribute to an Australia free from alcohol harms.	Decision-makers implement policies and programs that put the health and wellbeing of Australians first.
People-powered advocacy We engage in advocacy that elevates the voices of people with lived-experience and values aligned organisations.	People's voices are heard by decision-makers in government. Companies that sell alcohol products are accountable for the harms their products cause.
Health promotion programs We develop and deliver programs to engage Australians in a conversation about alcohol harms and the health and wellbeing benefits of reducing drinking.	Australians engage with honest and accurate information to prevent and minimise alcohol harms in their lives and their communities.



Who we are

The Foundation for Alcohol Research and Education (FARE) is the leading not-for-profit organisation working towards an Australia free from alcohol harms. We approach this through developing evidence-informed policy, enabling people-powered advocacy and delivering health promotion programs.

Australians are impacted by alcohol harm every day, including through injury, violence, Fetal Alcohol Spectrum Disorder (FASD) and chronic diseases such as cancer.

Far too many Australians die each year because of alcohol.

By working together, we can change this.

Working with local communities, values-aligned organisations, health professionals and researchers across the country, we strive to improve the health and wellbeing of everyone in Australia.



Thank you