

Proudly Supporting Logo

- May be used conditionally and with approval by third-party fundraisers, sponsors and supporting organisations or persons.
- May be used conditionally and with approval on digital and printed materials.



Clear Space and background

- Indicated above by bounding boxes.
- Clear space should approximately equal the same height as half of the 'B' in Bravehearts.
- Logo to be placed on white or solid colour background and not on textured/patterned backgrounds or images unless approved by Bravehearts' Marketing Manager.

Restrictions

- Do not change the colours of Bravehearts' logo.
- Always proportionately resize Bravehearts' logo.
- Bravehearts' logo is to be placed in an upright position at all times.
- In the instance of dual branding, always observe the clear space requirements.
- Do not alter the tag-line font in any way.

Print Minimum Size



50mm width

Digital Minimum Size



300 px width

Other versions and file types

- The Proudly Supporting Bravehearts logo is available in file types PNG, JPG, and EPS. Additional file types available on request through Bravehearts' Marketing Manager.
- The Proudly Supporting Bravehearts logo is available in mono black or white for one-colour mono printing on request.

Questions, Assistance and Approvals

For questions, assistance with your design and approvals related to Bravehearts' branding, please contact Bravehearts' Marketing Manager, Zoe Hermans on **0431 021 531** or at **zhermans@bravehearts.org.au**

Our Brand Colours

Logo Palette

NAVY	PURPLE
HEX: 282560	HEX: 781D7E
RGB: 40/37/96	RGB: 120/29/126
CMYK: 58/61/0/62	CMYK: 5/77/0/5
PMS: 274C	PMS: 259C

Standard Approved Statements About Bravehearts

Mission + Vision Statements

- Bravehearts' Mission is to provide a coordinated and holistic approach to the prevention and treatment of child sexual abuse.
- Bravehearts' Vision is a world where people, communities and systems all work together to protect children from sexual abuse.

General Statements

- Founded in 1997, Bravehearts is an Australian charity solely dedicated to the prevention and treatment of child sexual abuse.
- Bravehearts is dedicated to preventing and treating child sexual abuse.
- Bravehearts works to prevent and treat child sexual abuse through personal safety education programs, child protection training, therapeutic and support services, research and advocacy.

Conditions of Logo Usage

- All printed and promotional materials on which the Proudly Supporting Bravehearts logo appears must be approved by Bravehearts' Marketing Manager prior to print or production.
- Bravehearts reserves the right to order the removal from circulation, any collateral or products (including digital) on which our logo (and any alternative versions, including the 'Proudly Supporting' logo) appears in a manner that:
 - a) does not visually adhere to the guidelines as stated in this document.
 - b) compromises morally and/or ethically Bravehearts' brand, Vision, Mission and/or Guiding Principles and Values.