

White Ribbon Australia Brand Tool Kit

V01 — June 2016 [DRAFT]



Introduction

The White Ribbon Campaign is the largest global male-led movement to stop men's violence against women. White Ribbon has been operating in Australia since 2003 engaging and enabling men to lead this social change.

The White Ribbon Campaign is working to prevent the most common and pervasive form of male violence – that towards women. By preventing men's violence against women, all of society benefits.

Alarming, statistics show that one in three Australian women report having experienced physical or sexual violence since the age of fifteen. These women are our mothers, our daughters, our wives, our girlfriends, our colleagues and friends. The White Ribbon Campaign's aim is to stop this insidious violence.

As a first step, White Ribbon encourages Australian men to swear an Oath to 'stand up, speak out and act to prevent men's violence against women.' The White Ribbon Oath is an active commitment which guides positive attitudes towards women and drives signatories to, in the words of Mahatma Gandhi, "be the change you want to see in the world". This change takes time, but action begins today.

The White Ribbon Campaign in Australia is led by Ambassadors who, through living the White Ribbon Oath, act as positive role models in their communities. These men have taken up the challenge to help bring about attitudinal and behavioural change, individually and collectively.

Women are also key to the campaign. They support and expand the Campaign through their communities and networks as White Ribbon Advocates.

White Ribbon works to change the attitudes and behaviours which lead to violence against women through awareness raising campaigns, community events, and initiatives with schools, universities, workplaces, and sporting codes.

The White Ribbon Campaign's existence in Australia relies on the support and generosity of individuals, corporate and community partners, governments and the community at large.

The overall look and feel of White Ribbon is clean, outcome focused, current and male focused and positive. It should reflect the integrity of the of the brand.

Our Visual Tone

Ultimately, the visual goal of White Ribbon's communication devices is to bring about awareness and change and do the most good with every dollar donated. To achieve this, communication and advertising designs should be economical, efficient and effective - doing the job at hand, which means clearly communicating the desired message.

All White Ribbon's communication should be well designed, and as powerfully persuasive and motivating as possible. The White Ribbon look and logo should always be polished and refined.

We use photos and videos to communicate our vision and illustrate the potential for change in our society.

People are the focus of our images. Our images capture real moments from the lives of our ambassadors, our community, partners, supporters and present the work White Ribbon is doing. It creates a warm and honest tone and illustrates something that we can relate to. Lively, not static. Engaging not posed. The emphasis is on the everyday interactions. Impact full images should contain direct eye contact with the viewer, positive engagement and a clear shot. Group shots should have one person as the focal point, the emphasis with group shots should be the interactivity between the subject, making sure that there is level eye contact between them.

Images evoke a feeling and create a mood. Positive and empowering. Powerful and dramatic. Direct and urgent. No matter what the context and message, the viewer should empathies with the subject, feel part of the image or want to know more about them.

Where possible the White Ribbon brand should appear. This can be a logo in the background, people wearing t-shirts or banners in the image. It is also important as White Ribbon is a male lead campaign that there are men in the images.

Our Logo

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

The preferred way to use the White Ribbon Australia logo is over a black/dark background. Every attempt must be made to do this.

If the logo must be placed on a light background or color options are limited then the White Ribbon Australia logo can sit within the black rectangle.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space



Logo Exclusion Zone

The minimum clearance area is determined by the width of the ribbon.

No type, images or other graphic elements may appear within this area.

Please note this is a minimum clearance area. Additional clearance should be given if possible or appropriate.

These rules apply total White Ribbon brandmarks.



Our Logo

The White Ribbon logo was approved for national use. No person may, in any circumstance, alter or modify the White Ribbon logo.

The logo is a unit. The reduction or enlargement of part of the symbol is never allowed.

The logo is registered distinctively in black and white and should only appear in its black rectangle or on a black background.

The logo should always be printed upright to ensure readability and clarity.

The only exception are:

When the logo is used in artistic design requiring it to be reversed, in this case it must be signed off as a request by the CEO.

The White Ribbon Australia logo is a registered trademark of White Ribbon Australia.



Our Ribbon

When used on it's own the ribbon icon should always sit on a black or high contrast background. If this is not possible then a black outline can be used to ensure clear visibility.



Partners Logo

White Ribbon Australia could not succeed without the support of its partners.

Where a partner wished to promote the partnership they can use the Official partner / White Ribbon logo.

The cobranded graphic relationship that has been established between White Ribbons landmark and that of the major partner, upholds the integrity of both parties when used on collateral.



Co Branding

Where the White Ribbon brand-mark is to be used with its partners the configuration shown opposite should be used.



In Support of Logo

The in support logo has been created for people and organisations in the community who want to support White Ribbon and looking to promote the brand.

This logo cannot be altered in any way and must appear on the black background.

If using the in support logo users can use the stand alone ribbon.



Incorrect Logo Usage

DON'T:

1. Change colours of any element of logo.
2. Change colour of background.
3. Change sizes of any element of logo.
4. Remove any element
5. Attempt to recreate the logo.
6. Remove the black background
7. Change logo's orientation.
8. Change the logos proportions to background

* These rules apply to all White Ribbon Australia logos including the ribbon icon



Typography



When typesetting larger text such as headings and pull out quotes the font size and leading should be the same value.

x **Making women's
safety a man's
issue too** x

Our Taglines

White Ribbon has two slogans which can be used with promotions:

Stand up, speak out and act to prevent men's violence against women

Making women's safety a man's issue too

They were created to visually express the importance and benefits of the brand. These slogans must remain in tact and accompany the White Ribbon logo when being used.

01

Stand up, speak out and act to prevent men's violence against women

02

Making women's safety a man's issue too

