



Brand Guideline

Version 2.1 Sept 2020

1 Our Brand Story

This guideline informs the master brand strategy for the Cerebral Palsy Alliance, including our products and services, fundraising, and sub-brands such as Packforce, Remarkable and the CPA Research Institute.

The Cerebral Palsy Alliance (CPA) has been enabling positive outcomes for clients with disabilities for more than 70 years. With access to the latest research and vast experience supporting clients, we have the insight to know what lies ahead for people diagnosed with a neurological or physical disability.

That means we can connect them to the right services and support, no matter where they are on their journey.

Our new brand language embodies that concept: how CPA offers the best support for the journey ahead, whatever that may be. CPA can help create opportunities, open doors, foster connections...

At CPA, we also partner with donors, volunteers, employees, researchers, innovator, students and many more individuals. This new brand language will also help us communicate their CPA journey with authority and confidence. It balances the professionalism expected from a leading service provider, with the warmth and solicitude that comes from listening to and helping so many people, for so many years.



Josie and her mum
CPA client since 2016

2 Logo



LOGO VARIATIONS

Our **primary** logo treatment uses a single colour – CPA's Green 1 – on a white background. The multi-coloured hand-print logo should no longer be used.

Our **secondary** treatment is to reverse the logo out of a solid background colour (preferably one of CPA's three primary greens) in white.

For **greyscale** applications, a solid black logo or white logo can be used.



PLACEMENT

On both printed and digital collateral, position the primary Green 1 logo in the upper left corner wherever possible. On the back cover of a document, it should be located in the lower right corner.



CLEAR SPACE

The CPA logo should always have a 'C' of clear space around it: being the height of the 'C' in Cerebral.



3 Primary Palette

CPA's primary greens and grey remain at the heart of our palette and should be evident in all materials, with Green 1 always present. The weighting of the palette has been adjusted to include a greater use of white space and Dark Grey, contributing to a fresh, modern presentation of CPA.

Green 1

Pantone 363
C76 M3 Y100 K18
R40 G133 B55
#288537

Green 2

Pantone 369
C68 M0 Y100 K0
R88 G185 B71
#58b947

Green 3

Pantone 376
C54 M0 Y100 K0
R130 G195 B65
#82c341

Dark Grey

Pantone 432
C48 M30 Y26 K75
R50 G60 B67
#323c43

WEIGHTING



USING TINTS

For charts or graphics, 25%, 50% and 75% tints of the primary palette can be used. The primary palette can also be used for photographic overlays. See Section 8 for details.

4 Secondary and Accent Palettes

Our secondary palette has been selected to interact happily with the primary greens, bring warmth, energy and contrast to the brand language and adhere to Web Content Accessibility Guidelines.

Pantone 2935
C100 M50 Y0 K15
R0 G99 B165
#0063a5

Pantone 3517
C0 M100 Y90 K5
R225 G26 B44
#e11a2c

Pantone 321
C100 M1 Y40 K7
R0 G131 B138
#00838a

Pantone 3542
C78 M100 Y2 K8
R90 G40 B132
#5a2884



Deep
Blue



Red



Teal



Purple

SECONDARY PALETTE

Any combination of secondary colours can be used to best enhance each piece of communication. Ensure they support or provide a pop of contrast alongside the primary palette, and never overwhelm it.

For charts or graphics, 25%, 50% and 75% tints of the secondary palette can be used.

The secondary palette can also be used for photographic overlays. See Section 8 for details.

Pantone 2191
C77 M12 Y0 K0
R0 G170 B228
#00aae4



Bright
Blue

Pantone 144
C0 M58 Y84 K0
R246 G134 B62
#f6863e



Orange

ACCENT PALETTE

Our accent palette should only be used only for detailing, such as highlighting an icon on printed collateral or adding a dividing line on a website). These colours should never be used for text.

For charts or graphics, 25%, 50% and 75% tints of the accent palette can be used.

5 Typography

A B C
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY TYPEFACE: FOCO

Our primary corporate typeface is Foco: a friendly, legible family that should be employed for all CPA materials, on- and offline. Foco Bold is used for headlines and Foco Light for body copy. Foco Regular can be used for body copy online to enhance legibility.

SECONDARY TYPEFACE: ARIAL

Arial should be used wherever Foco isn't available to CPA staff or CPA audiences: for example, internally produced PowerPoint presentations or any email communication.

We can also use Arial for body copy on our websites, to support Foco and maximise load speeds.

E F G
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

6 Hero Graphic

Our hero graphic – the journey lines – visualise CPA travelling with an individual on their particular journey, whether they're a client, donor, volunteer, researcher, student or employee. These dynamic lines offer incredible flexibility and can represent a great range of themes: medical innovation, growth, personalised support, positive outlook...

The journey lines can be drawn in all manner of configurations, though their interaction should always reference the idea of CPA creating opportunities for clients. That may be shown by one line diverting vertically or by the space between the three increasing as they travel across the page

PRIMARY TREATMENT

The journey lines primarily operate as a trio, in each of CPA's primary greens.

SECONDARY TREATMENT

More or less lines can be used to best express the particular message. And they can be treated with colours from the secondary and accent palettes, provided Green 1 is evident: in the logo, headline typography, panels of colour or iconographic elements.

CONSTRUCTING THE JOURNEY LINES

On A4 documents, the journey lines should be created with:

- An 8pt stroke
- Round cap and joins
- Vertical or horizontal lines only (not loops or circles), reflecting CPA's authority and surety.

Use the specifications above for other formats, with the line weight scaled proportionally to the document's size.

7 Lozenge Device

A lozenge device has been introduced to connect key messages with the journey lines. The device can be used to frame subheadings and product names, or as a call to action on digital materials.

CPA Locations

CONSTRUCTING THE LOZENGE

- Lozenges are primarily Green 1, 2 or 3 and the same colour as the journey line they're placed on. For programs or products that use a particular secondary colour as an identifier (such as HABIT-ILE, shown opposite), a combination of primary and secondary colours can be used
- To construct the lozenge, scale the journey line stroke weight by 500% (for example, an 8pt journey line will scale to a 40pt lozenge)
- Text should be set in Foco Bold and occupy a third of the lozenge height. Use sentence case for subheadings (shown above) and uppercase for product names (shown opposite)
- Use lozenges sparingly (one or two at most on a page) and make sure they're only being used for key information.



8 Photography Treatments

Overlay and underlay treatments have been introduced to unify CPA's photo library, provide an anchor for headlines and key messages, and reference the concept of CPA creating opportunities: the photography appears more vibrant as it emerges from the overlay or underlay, highlighting the positive experiences of CPA clients.



Ronan
CPA client since 2015



Kerrie
CPA client
since 2012



Nicole
CPA client since 2015

SPECIFICATIONS

- CPA Dark Grey for corporate collateral (products and services, Packforce, Training Alliance and Research)
- The secondary palette can be used for specific divisions of CPA: teal or orange for fundraising and purple for Remarkable
- Overlays: multiplied at 60%-80% opacity
- Underlays: 100%

A NOTE ON CAPTIONS

If the photography features CPA clients, captions should be included to illustrate their continuing journey with CPA.

9 Hero Iconography



Our hero iconography takes its direction from the journey lines, with each icon drawn in a single, continuous stroke. Hero icons can be treated in any of the primary or secondary colours, used at small scale or enlarged to become an illustrative element.

Primary icons have been created to represent our key areas of expertise and general calls to action. If you require a new primary icon, please contact the Brand team.

EXPERTISE AREAS



Top to bottom:
Early Diagnosis
Everyday Living
Therapy
Life Coaching
and Experience

Top to bottom:
Respite
Health and Wellbeing
Supported
Employment
Supported
Accommodation

CTA/COMMUNICATION



Top to bottom:
Phone
Mail/Email
Website
Time

Top to bottom:
Location
Chat/Quote
Calendar
Document

10 Supporting Iconography

Supporting icons have been developed to complement our hero iconography. These don't require a continuous stroke, meaning they can be more readily created on an ad hoc basis. Supporting icons can be treated in any of the primary or secondary colours and should only be used at small scale (not enlarged as an illustrative element).

Supporting icons have been created to represent a range of topics. If you require a new supporting icon or guidance on creating one, please contact the Brand team.



Top to bottom:

Direction

Location

Globe/global themes

Sign post/milestone

Top to bottom:

Medical information

Accessibility

Technology

Care/support

Top to bottom:

Staff/workplace

Government/agencies

School/community

Classroom/education

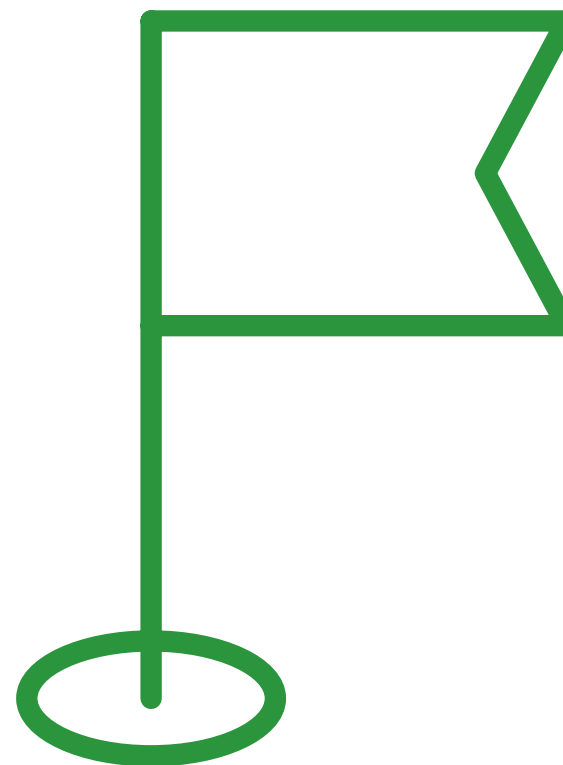
Top to bottom:

Time

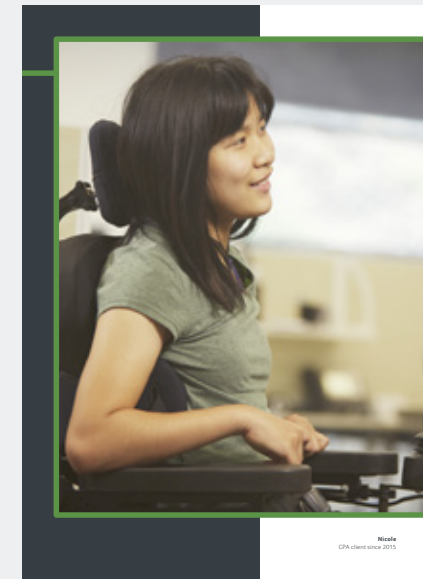
Date

Food/meals

Infants



11 Collateral Examples



QUICK TIPS FOR DOCUMENT COVERS & PHOTOGRAPHY

- On A4 documents, the CPA logo should be 28mm high
- Explore cropping and framing options that visualise CPA creating new opportunities, such as increasing image height as the journey lines move through the photograph (as shown left)
- Panels of Dark Grey can also be used to reference that concept (as shown above right)
- Explore options that allow the journey lines to continue throughout a document, wrapping from cover to internal pages for example

11 Collateral Examples



CPA FUNDRAISING

CPA Fundraising collateral shows a greater use of our secondary palette and iconography to bring fun and energy to the creative.

Collateral for CPA Fundraising can employ:

- Photographic overlays or underlays in Teal or Orange
- A mix of primary and secondary colours within the journey lines
- Illustrative combinations of iconography and journey lines.

11 Collateral Examples



Cerebral Palsy ALLIANCE

HABIT-ILE INTENSIVE THERAPY

**New skills,
new pathways,
new discoveries**

Drawing on the latest global neuroplasticity research, HABIT-ILE accelerates learning and provides lasting and significant functional improvement. Available in Australia exclusively with Cerebral Palsy Alliance.

CPA INTENSIVES



Super Learning starts here

HABIT-ILE is a breakthrough intensive therapy program for kids who experience challenges with hand and gross motor function. Clinically proven to provide lasting functional improvement, the program runs over nine fun-filled days and connects new skills through stronger neural pathways.

HABIT-ILE ran for the first time in Australia in 2017, with astounding results. At the start of the program, each child chose skills to focus on. Nine days later, their performance of these skills were significantly and statistically improved (measured by the Canadian Occupational Performance Measure).

Why it works: using play to retrain brain

HABIT-ILE uses playful, engaging methods to motivate kids, based on a program we tailor to their personal interests and goals, whether that's learning to ride a bike, wheel bike, tying shoelaces, or walking up and down stairs more independently.

We also use LooptMATE, cutting-edge wearable gaming technology available exclusively at CPA. LooptMATE makes learning new skills fun and interactive, helping to motivate kids to achieve their goals.

Who's HABIT-ILE best for?

HABIT-ILE is designed for children between 6 to 12 who have cerebral palsy or a similar condition (SMFCS) 1-6. Children fine-tune and perfect their gross motor skills between these ages, so it's a key time to work on strengthening and building skills.

Program Details

HABIT-ILE runs over a nine-day period and includes:

- 66 hours of one-on-one therapy including pre- and post-assessments
- The creation of a personalized program based on your child's interests and goals
- Lunch each day and a celebration BBQ for the whole family on day 9

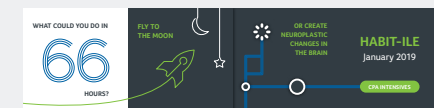
About CPA Intensives

CPA Intensives optimize your child's outcomes by activating their super learning abilities, creating neuroplastic changes in the brain that are clinically proven to provide lasting and significant functional improvement.

Cerebral Palsy ALLIANCE

Learn more about HABIT-ILE and register for our next session in Sydney during January 2019

Call us 1300 868 378 Email us info@cpaalliance.org.au Visit us www.cpaalliance.org.au



CPA INTENSIVES

CPA Intensives collateral (such as that shown here for HABIT-ILE) introduces an extra layer of detail, using the journey lines to reference the power of the intensive experience. From a single line, we zoom in through the Intensive experience, revealing finer details, repeating pathways and new skills.

Collateral for CPA Intensives should feature:

- Green 1 highlights and headlines, Dark Blue journey lines, and a strong use of Dark Grey for background panels
- A 'CPA Intensives' lozenge in Green 1 or white
- Journey line treatments that 'zoom in' to reveal finer lines and additional layers of detail.

12 Paper Stocks

UNCOATED

Ecostar 100% Recycled

Covers: 250–350gsm

Text: 120–140gsm

COATED

Ecostar 100% Silk

Covers: 250–350gsm

Text: 130–150gsm

ECOSTAR IS...

- A bright white stock that's laser guaranteed and suitable for offset and digital printing (including HP Indigo)
- Made from 100% recycle post-consumer waste
- Certified by the Forest Stewardship Council
- Made with carbon neutral processes.

If we print 1,000 A4 20 page booklets on EcoStar rather than a non-recycled paper, our environmental impact is reduced by:

- 124kg of landfill
- 18kg CO₂ and greenhouse gases
- 3,627 litres of water.

To ensure our printed collateral looks and feels consistent, and that we're doing the best we can by the environment, we always aim to print on specific paper stocks.



Please contact the Brand team if you have any questions or require access to any of our brand assets: marcomms@cerebralpalsy.org.au



Cerebral Palsy
ALLIANCE