Sunny Street

Colours

Colours

USAGE

The two primary colours are SS Pink and SS Yellow.

SS Light Pink is to be used sparingly, and predominately as an inter lap of the two colours when used in block graphical elements.

SS PINK

C 0   **R** 237
M 100   **G** 12
Y 30   **B** 110
K 0

HEXIDECIMAL
#ED0C6E

SS LIGHT PINK

C 0   **R** 250
M 27   **G** 198
Y 8   **B** 205
K 0

HEXIDECIMAL
#FAC6CD

SS YELLOW

C 2   **R** 253
M 10   **G** 219
Y 94   **B** 34
K 0

HEXIDECIMAL
#FDDB22

3

Imagery

Imagery

USAGE

The imagery should always feel light, uplifting and joyful.

We want to avoid the stereotypical dark and dreary imagery that's usually associated with homelessness.

The imagery should include light tones and pops of colour. It should always be uncluttered, instead it should have a feeling of openness to the space.

We want to paint a brighter future with the images we use.

Logo

Primary Logo

LOGO AND VARIATIONS

The logo has been specifically created to reflect Sunny Streets identity.
You must never recreate, change or typeset it. You should never alter the size or position of the logotype letters.
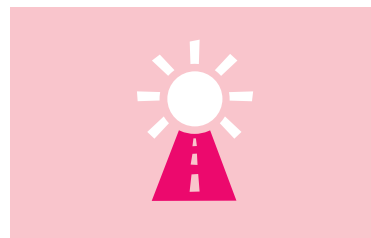
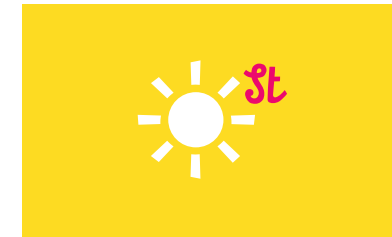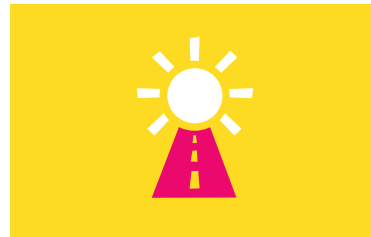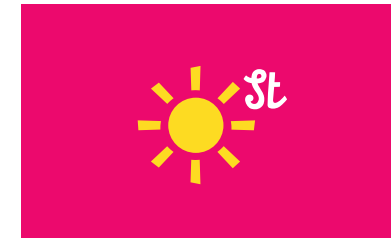## MONOCHROMATIC

COLOUR VARIATIONS

Logo Usage

GRAPHIC ELEMENTS

The logo can be broken down into the separate graphic elements as shown below.
These should only ever be used in these colour codes. The shapes themselves should never be manipulated.
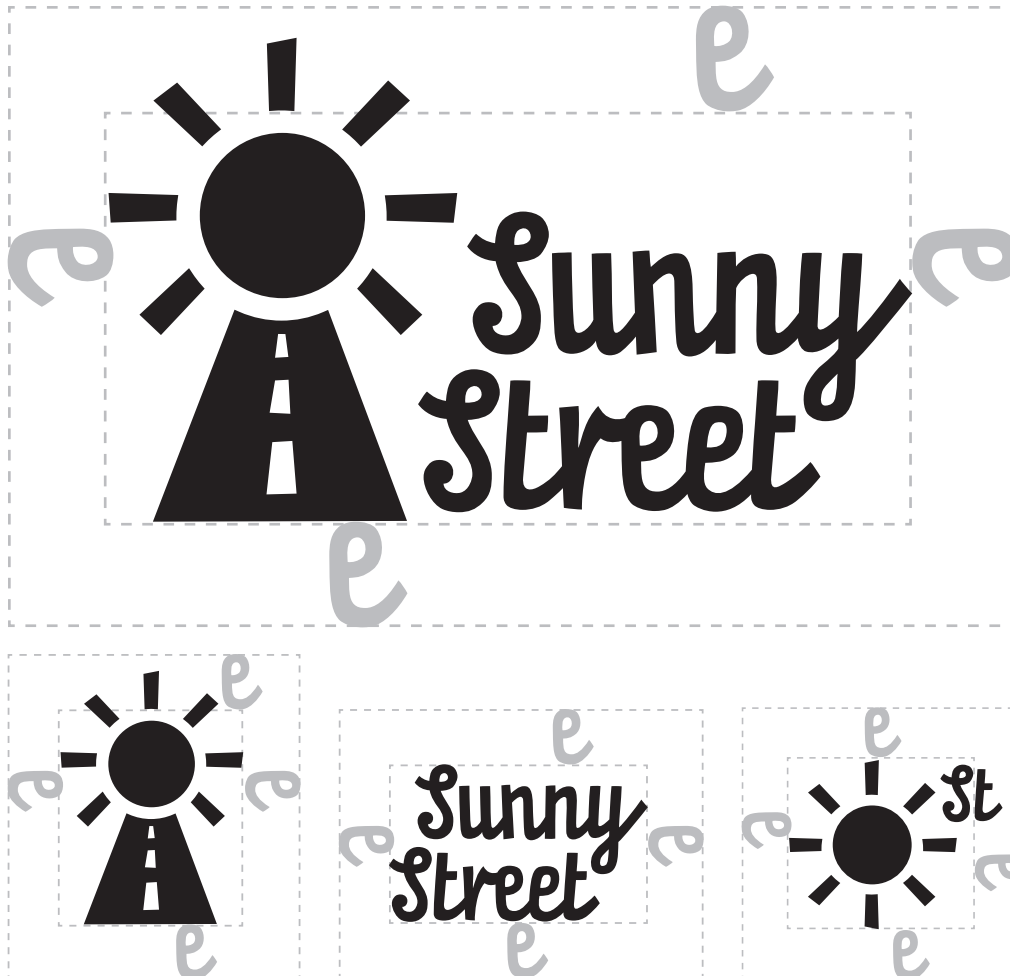Graphics can be used over photography, blocks of colour and in partial use for point of sale and promotional material.

Logo Usage

CLEAR SPACE

Using the 'e' from the logo as a clear space measurement, do not have anything impede that space as below.

LOGO SIZE

The logo must be no smaller than 25mm in height at any given time due to legibility.

25mm

Logo Usage

WHAT NOT TO DO

Do not use any other treatment to the logos such as in the examples below.

Distort the logo

Rotate or change the logo from its original form.

Add elements

Use any other colour but the signature pink and yellow (and their approved inversed colours sets) unless specified for a promotion.

Typography

Typography

TYPEFACE

Prater Script Pro – Regular
ABCDEFGHIJKLMNOPQERSTUVWXYZ
abcdefghijklmnopqerstuvwxyz
1234567890!@#$%^&*

GIBSON - SEMIBOLD

ABCDEFGHIJKLMNOPQERSTUVWXYZ
abcdefghijklmnopqerstuvwxyz
1234567890!@#$%^&*

GIBSON - REGULAR

ABCDEFGHIJKLMNOPQERSTUVWXYZ
abcdefghijklmnopqerstuvwxyz
1234567890!@#$%^&*

USAGE

Headlines & highlights -
Prater Script Pro Regular, tracking -60 optical.

Sub headlines -
Gibson SemiBold All Caps, tracking + 10 optical.

Body copy -
Gibson Regular, tracking + 10 optical.

How To Use It

Happy to help

n

x

A GREAT NEW INITIATIVE IS BEING LAUNCHED ON THE SUNSHINE COAST

To help improve the health of those currently experiencing homelessness and for the less fortunate in our community.

Sunny Street is a GP and nursing mobile outreach unit providing primary healthcare and complex coordination services for homeless and vulnerable individuals and families. Our mission is to facilitate community connectivity and improve access to health care options.

The service is both owned and operationally managed locally by the Medical Director, Dr Nova Evans, and the Nursing Director, Sonia Goodwin.

x

x

Maroochydore, Sunshine Coast, QLD   **info@sunnystreet.org**

Headlines -
Prater Script Pro - Regular

Sub headlines -
Gibson SemiBold

Body copy -
Gibson Regular

Body copy highlight -
Gibson SemiBold

Spacing

Headline > sub headline space = the height of a lowercase letter,
without an ascender or descender, from the headline.

Sub headline > Body copy = 2 x the height of a capital letter from the sub headline.

Body copy > Sub headlines/Highlights = 2 x the height of a capital letter from the sub headline.

Audience & Voice

Audience & Voice

THOSE WHO NEED HELP

Specifically those who are homeless and have little, to no access to proper health care.

This can be one of the most trying and confronting times for someone in this situation and we want to help give them a glimmer of hope.
We want them to know we care.
We want to educate them on how we can help.
We want to be positive about their future.

THOSE WHO WANT TO HELP

We want to educate the world on the great work we do at Sunny Street. We want people to be interested in finding out more about the organisation.

We want them to know we care, and we know they do too.
We want to start a positive conversation around the people suffering in these conditions.
We want to shed light on their situations.
We want to invoke them to help in any way they can.

VOICE

Keep the tone of the conversation casual, personable, and fun.
We should always be speaking in a positive and sincere way.
We want the joy in the work we do to shine through our voice.

Use words like:
Happy, bright, friend, guidance, direction, positive, path, health, help, strength, shine, wellbeing, energised, future ect.

Never speak negatively.
Stay away from words like:
Sick, sad, grief, stress, alone, unhappy, suffering, ect.

Social Media

Social Media

INSTAGRAM AND FACEBOOK
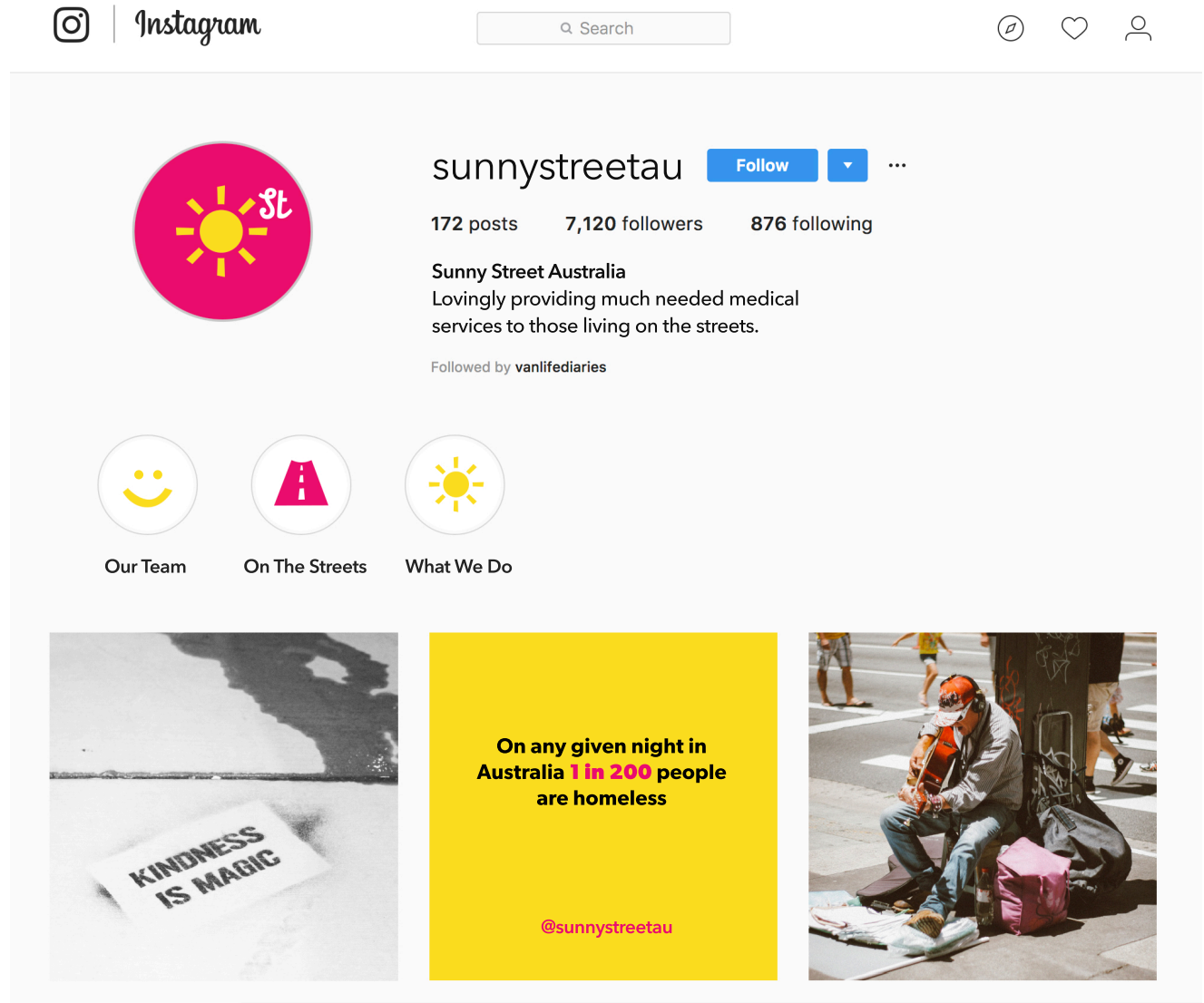
Showcase what you do and who you are.
Let people get to know your team and their faces so they can form a deeper connection with the people behind the brand.

Your brand colours are a big part of your voice on social media. There's no need to overuse your logo, use your colours instead.
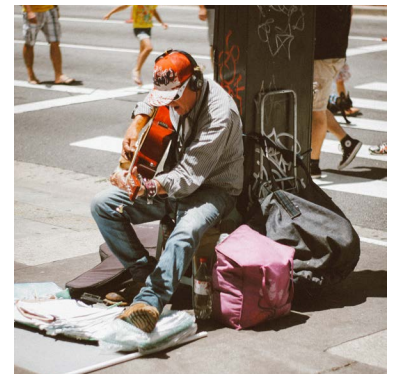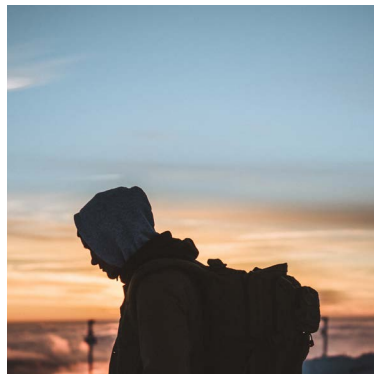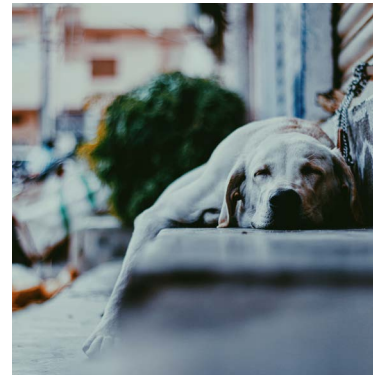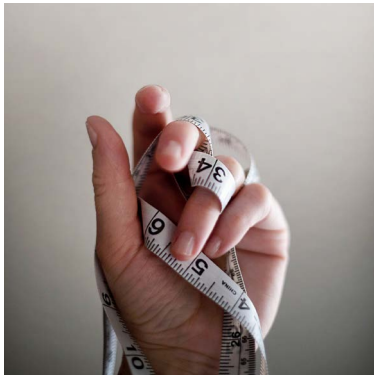
We want posts to be shared and traceable back to your account which is best achieved by simply adding in your handle to the bottom of your posts, as in the example adjacent.
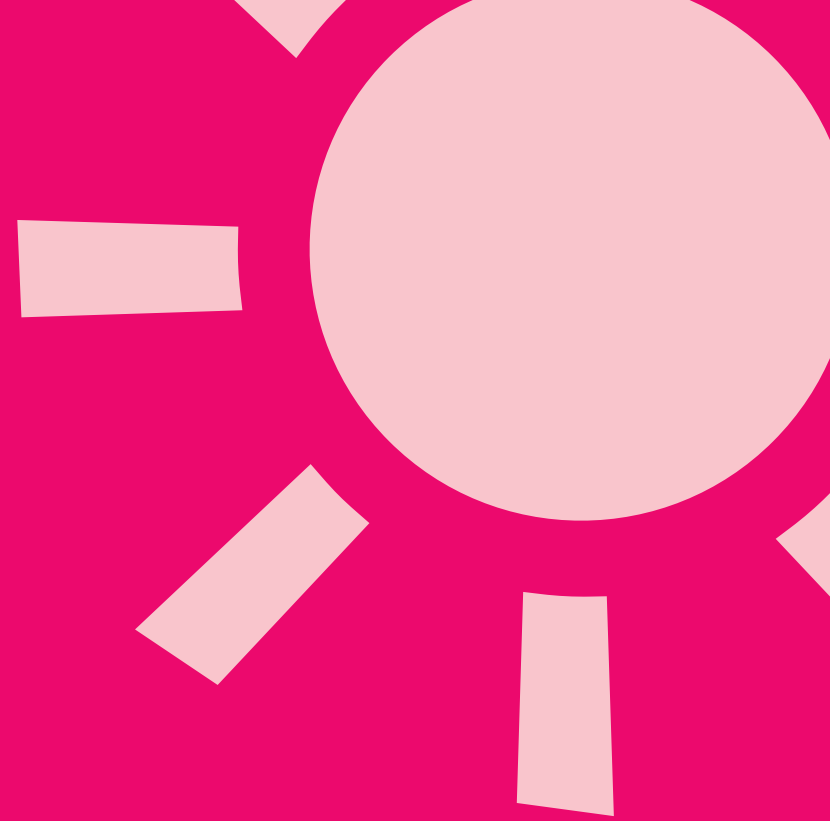
Refer back to the image guidelines when picking photos for use on social media. You'll find a range of imagery on the following page that will help set the tone of your feed. Stay away from overlaying copy on top of images unless for a campaign or collaboration.

We want your feed to organically flow into your followers feeds so use imagery where possible and add in different quotes, facts and statistics on every other post. This will help engage your followers to interact with your brand without being overwhelmed by it.

Use the tone of voice outlined on pg. 15 to talk to your audience through your captions. Start a conversation. Ask questions. Use references to pop culture where possible, this will help followers connect with the brand.

sunnystreetau

Follow

172 posts 7,120 followers 876 following

Sunny Street Australia
Lovingly providing much needed medical services to those living on the streets.

Followed by **vanlifediaries**

Our Team On The Streets What We Do

On any given night in Australia **1 in 200** people are homeless

@sunnystreetau

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Social Media

Collateral

Stationery

LETTERHEAD

SUNNY STREET
04XX XXX XXX | info@sunnystreet.org
Maroochydore 4558 Sunshine Coast, QLD

BUSINESS CARD

Sonia Goodwin
Nursing Director
0433 392 549
info@sunnystreet.org
Maroochydore 4558
Sunshine Coast, QLD

Dr Nova Evans
Medical Director
04XX XXX XXX
info@sunnystreet.org
Maroochydore 4558
Sunshine Coast, QLD

Merchandise

T-SHIRT DESIGN

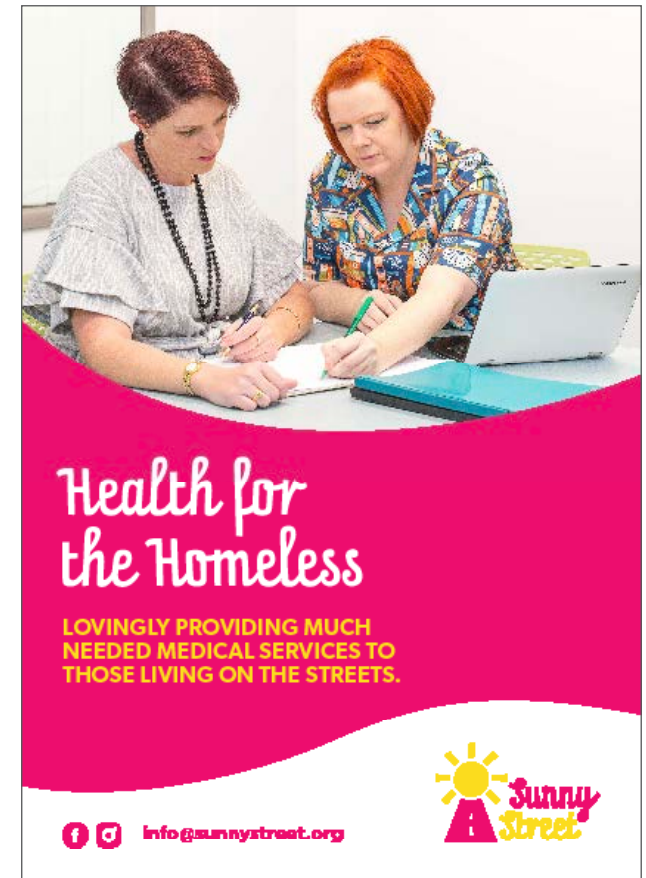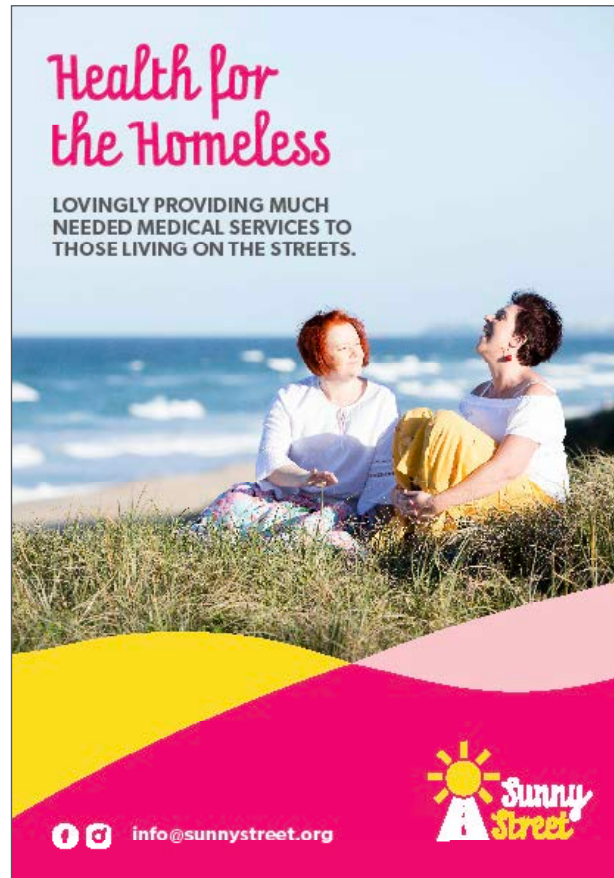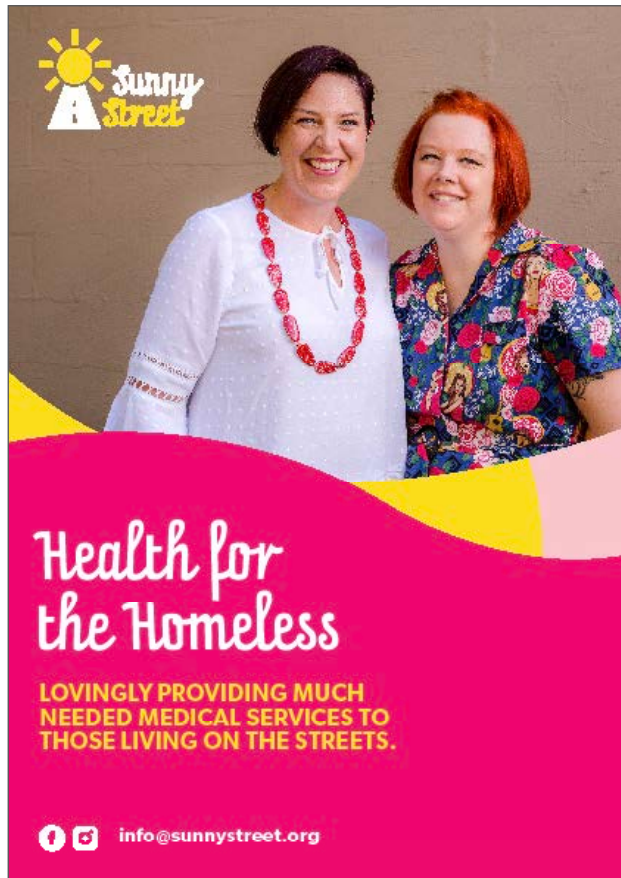# Promotional

BANNER EXAMPLES WITH IMAGERY

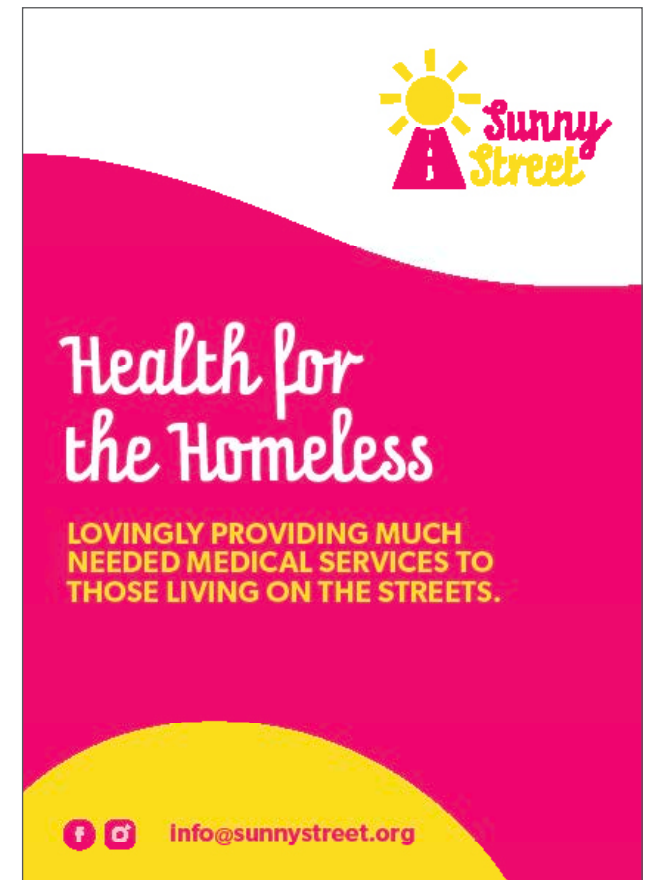# Promotional

BANNER EXAMPLES WITHOUT IMAGERY

Promotional

POSTER EXAMPLES WITH IMAGERY

Promotional

POSTER EXAMPLES WITHOUT IMAGERY

Health for the Homeless

LOVINGLY PROVIDING MUCH NEEDED MEDICAL SERVICES TO THOSE LIVING ON THE STREETS.

info@sunnystreet.org

Sunny Street

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