

OUR BRAND GUIDELINES

September 2023



SUAustralia

**THIS IS
A STORY
OF HOPE**



1. OUR BRAND

Contents

1 Our Brand	1	3 Application	29
1.2 Introduction	5	3.1 Visual Assets	30
1.3 Personality	6	Vibe	30
1.4 Brand Values	7	3.2 Stationery	31
1.5 Mission Icons	8	Business cards & Name badges	31
1.6		Letterhead	32
1.7 How to tell the SU Australia story	10	3.3 Clothing	33
2 Visual Assets	11	3.4 Printed Communication	34
2.1 Logo	12	DL Brochure	34
Sub-brands	13	Postcard	35
“A Ministry of” logo	14	Annual Report	36
The idea behind the brandmark	15	3.5 Presentation	37
Clear Space + Minimum size	16	Powerpoint template	37
Brandmark incorrect use	17	3.6 Social	38
Brandmark/Wordmark on its own	18	Social Media Tiles	38
2.2 Graphic Assets	19	Social Media Story Tile Templates	39
2.3 Tagline	21	Facebook cover image	40
2.4 Colour	22		
Colour combinations	23		
2.5 Typography	24		
Using this font	24		
Supporting type family	25		
Example	26		
2.6 Photography	27		



① OUR BRAND

SU Australia works alongside churches and communities to give children, young people and their families opportunities to discover hope and life in God's big story.





What drives our SU Australia brand?

Our heart is to see young people discovering life in

GOD'S BIG STORY


This means that children and young people are always at the heart, driving everything we do.

In a world of pain, suffering and complexity we know there is another story.

A story of hope.

A story where young people are invited to be part of something bigger than themselves - to find purpose and connection.

We exist to see every child and young person given the opportunity to experience this story.



1. OUR BRAND

1.1

How we want
to be known

By churches:

The trusted partner in children and youth, exploring creative ways to offer hope and life in God's big story.

By all others:

A respected provider of people, programs and services that offer belonging, purpose and hope to children and young people.

1. OUR BRAND

1.2

Introduction

SU Distinctives (Our DNA)

Meeting young people where they're at

Everything we do is for young people. We go to the places where they are, get alongside and do life together. The expressions and experiences look different in each community across Australia, but some things remain the same. There's never any judgement; there's often laughter, a spirit of adventure and space for young people to be truly themselves.

Exploring innovative ways for connection and community

We're always looking for fresh new ways to connect with young people. There's often an idea brewing that pushes outside the status quo to bring fun, adventure and fullness of life – all in a safe and welcoming way. As a result, we often see life-giving 'community' forging long-term friendships.

Championing Bible engagement and prayer

We believe God has been faithful through all time and is still speaking today with a message of life, love and purpose. It's a daily commitment to engage with the Bible and pray, deepening faith as we pay attention to what God is up to and participate in that. We actively encourage and resource others to do the same.

Partnering with and through others

It's a big vision and we cannot do it alone. That's why we enjoy partnering with local churches of all shapes and sizes, schools, advocates and communities to bring life to local young people.

Equipping and releasing volunteer leaders

We're generous in sharing our experience, expertise and resources. We notice the potential in others and create opportunities for them to learn, lead and pursue their calling. We love seeing our volunteers have a go at leading in the context of 'team', while growing as disciples of Jesus.



1. OUR BRAND

1.3

Personality

The characteristics of SU Australia that make us who we are.

This icon suite also gives an indication of how icons should be styled.



Creative

We think outside the box. Never satisfied with the status quo. Thoughtful and intentional.



Capable

We get things done well. Respected for expertise and experience. Professional and reliable.



Friendly & Relational

We relate to people from all walks of life. Approachable and engaging.



Humble

We are not pretentious. Happy to be in the background, encouraging and supporting others.



Authentic

We are comfortable in our own skin. True to our own values. We love God, love people. No judgement, just support.



Go-Getter

We are willing to have a go and work hard. Ready for an adventure, to try new things.



Playful

Always up for a laugh. Makes everyone feel at ease. Brings joy and fun.

1. OUR BRAND

1.4

Brand Values

As a unified national movement, we are guided by our principles.



Engaging Life

We are active participants in God's mission, engaging children, young people and families in their life stage and context.



Loving God

We get things done well. We are respected for expertise and experience. We are professional and reliable.



Developing People

We relate to people from all walks of life. We are approachable and engaging.



Engaging Life

We are not pretentious. We are happy to be in the background, encouraging and supporting others.



Creating Belonging

We are comfortable in our own skin. We are true to our own values. We love God, love people. We don't judge, just support.

1. OUR BRAND

1.5

Mission Icons

SU Australia is committed to supporting children, young people and their families through a range of ministries including camps, missions, chaplaincy, internships, training, SRE/RI and cultural work.

The expressions and experiences look different in each community across Australia.



Camps

SU camps offer safe, inclusive and action-packed experiences for children, young people and their families to discover life in God's big story.



Chaplaincy

School chaplains are trained to work in the early intervention and prevention space, providing social, emotional and pastoral support for students, families and staff.



Culture

Supporting our vibrant diversity, the culture team provide training to develop skills and confidence for all to listen, engage and live well with people who are different to them.



Internships

Internships through local churches across Australia or at Camp Coolamatong (Victoria), develop young people's leadership skills, grow their faith and equip them to serve.



Missions

Working alongside churches, SU missions and outreach, share the love and message of Jesus in creative and relevant ways while equipping and releasing more young people into ministry.



SRE-RI

Special Religious Education (SRE) or Religious Instruction (RI) encourages students to explore the Christian faith from the Bible.



Training

SU Institute of Training (SUIT) offers nationally recognised qualifications and courses in chaplaincy, youth work and pastoral care — both online and in-person.

1. OUR BRAND

1.6

Our tone of voice

In keeping with our brand personality and heart to see more children, young people and their families discover life in God's big story, our tone of voice is...

Active Inclusive
Trustworthy
Conversational Relational
Upbeat Friendly Humble
Direct Simple

1. OUR BRAND

1.7

How to tell the SU Australia story

A photograph of two women laughing and talking on a beach. The woman on the left has dark hair in a bun and is wearing a light blue shirt. The woman on the right has blonde hair and is wearing a dark grey t-shirt with sunglasses on her head. The background shows a sandy beach and the ocean.

DISCOVERING LIFE

Our Tagline

Our tagline is 'discovering life'. This can be used in all contexts that we work in. It is encouraged to use the tagline in written communications to reinforce this message, such as fundraising letters and supporter newsletters.

When writing, specifically to Christian audiences (churches, prayer partners, staff, volunteers and Christian supporters), we can use the phrase "discovering life in God's big story". This phrase, however, would not be suitable in some contexts i.e. A letter to a school principal regarding their chaplaincy service. In that case, the 'discovering life' tagline is more appropriate.

[View our writing & grammar style guide at su.org.au/branding](https://su.org.au/branding)

SU Australia

When referring to our movement we always write 'SU Australia' not SUA, Scripture Union or Scripture Union Australia. 'SU' and 'Australia' should not be broken over two lines.

② VISUAL ASSETS

2. VISUAL ASSETS

2.1

Logo

The core colour is mid-blue as shown, but the logo may be used in other colours as needed.

Where possible, try to stick with the colours in the SU Australia colour palette.

Primary
logo



With
tagline



Stacked logo



With tagline

2. VISUAL ASSETS

2.1

Logo

Sub-brands



1. OUR BRAND

2.1

Logo

“A Ministry of” logo

A ministry or event associated with SU Australia is sometimes referred to as the House of brands.

When SU Australia is facilitating an event or ministry which has its own branding, one of the two logos shown should be used



Preferred version: “A ministry of”



Alternate version: “Supported by”

2. VISUAL ASSETS

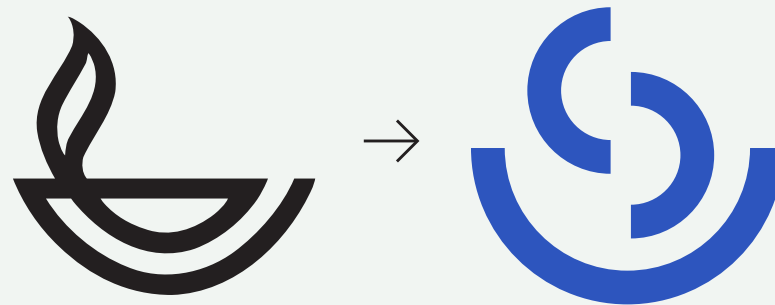
2.1

Logo

The idea behind the
brandmark



The mark is a stylised monogram,
combining the letters 'S' and 'U'



It is also a lamp, referencing the long-standing
existing symbol and paying homage to the
brand's heritage as well as international
networks.

And if you close one eye and tip your head,
you may also see a smile :-)

2. VISUAL ASSETS

2.1

Logo

Clear Space
+ Minimum size

Clear space
without tag



28mm

Minimum size



Reversed



2. VISUAL ASSETS

2.1

Logo

Brandmark
incorrect use



DO NOT rearrange logo elements



DO NOT use colours not specified in these guidelines



DO NOT distort or skew the logo



DO NOT adjust proportions of logo elements



DO NOT rotate the logo



DO NOT apply any special effects



DO NOT use parts of the logo



DO NOT place logo on busy backgrounds

2. VISUAL ASSETS

2.1

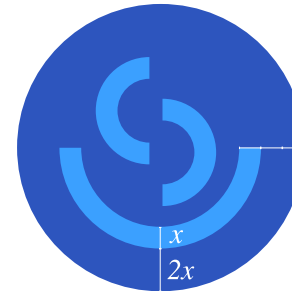
Logo

Brandmark/Wordmark on its own

On some occasions, the SU Australia brandmark may be used on its own, without the accompanying wordmark.

Before you do this, ask yourself, 'is it already clear to the audience who is communicating to them?' – in other words, the brandmark on its own may be utilised only when the full name/ logo has been used elsewhere.

It's ok to be a little bit flexible with the colour of the logo, but blue is the core colour and should be used the most.



When using the brandmark in a circle, the 'U' shape should mirror the circle outer and be an equal distance from the edge (being double the thickness of the U-line) as shown.



This 'rondel' version may be used on occasions where the organisation name needs to accompany the brandmark, but there's not enough room for the primary logo.



2. VISUAL ASSETS

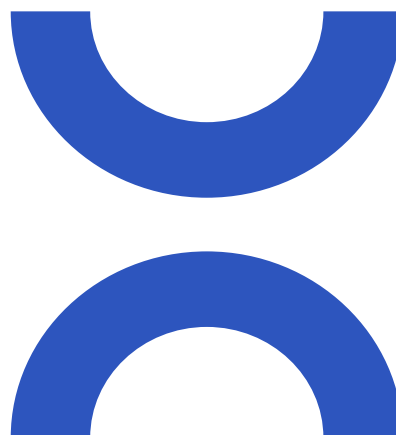
2.2

Graphic Assets

The S shapes or are used as elements of interest.



✓ Only use the two 'S' shapes.



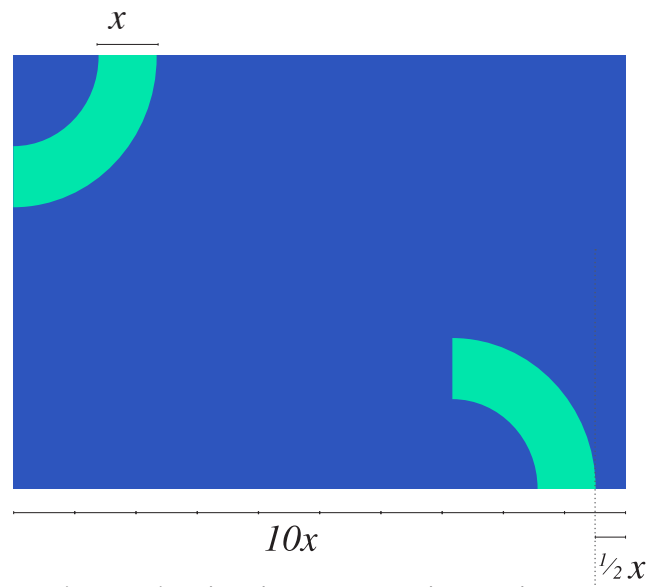
✗ Do not use the U shape – right-side-up OR upside-down.

2. VISUAL ASSETS

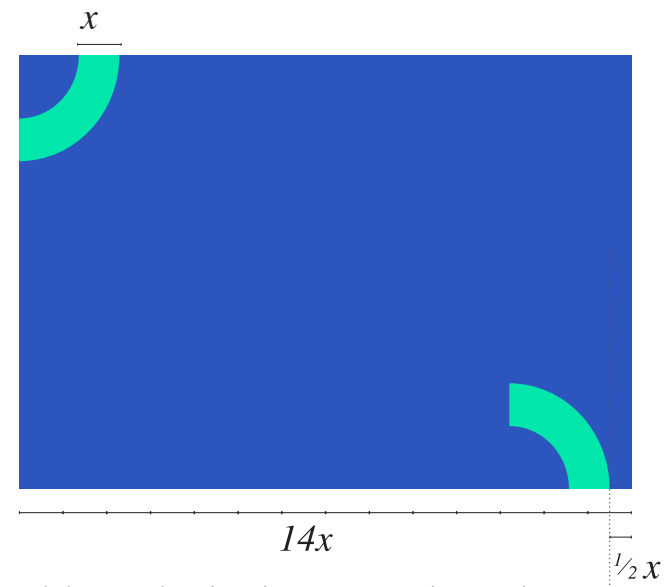
2.2

Graphic Assets

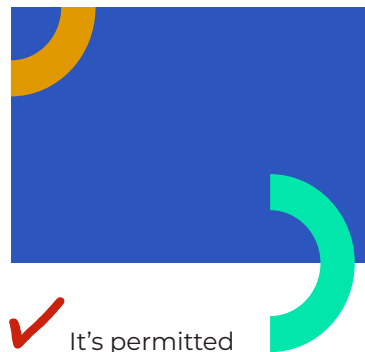
Examples of how the S shapes may and may not be applied.



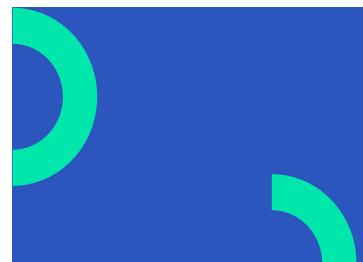
Maximum size the elements may be used in proportion to the page they're on



Minimum size the elements may be used in proportion to the page they're on



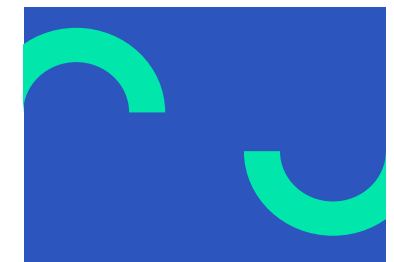
✓ It's permitted to use a combination of colours, it's permitted to let assets 'spill over' the edge of a box – **if it's connecting two graphics or a box and a background.**



✗ Do not show more than half the shape (less than half is acceptable).



✗ Do not use more than two shapes in one tile



✗ Do not use the U shape –right-side-up OR upside-down. Only use the two 'S' shapes.

2. VISUAL ASSETS

2.3

Tagline

Letters can be equal font size OR the tagline width can be equal – with 'LIFE' much bigger – as shown.

**DISCOVERING
LIFE**

**DISCOVERING
LIFE**

Discovering Life

2. VISUAL ASSETS

2.4

Colour

The SU Australia palette is fun, bold, bright and positive. The blues and yellows express a coastal / outdoors feel, the dark purple and green for Chaplaincy have been selected to sit comfortably in the schools space, and the warm, Australian colours used in the Generate branding carry through from the established palette.

In order for colours to retain their vibrancy, please ensure to use the **RGB version** of the colour any time you are working with the SU Australia brand in a digital space.

Pantone 7455 RGB 45 /85 /190 CMYK 87 /68 /0 /0 HEX # 2a6acb	Pantone 2171 RGB 59 /160 /255 CMYK 64 /30 /0 /0 HEX # 3ba0ff <input checked="" type="checkbox"/> Tints ok <input checked="" type="checkbox"/> Best as RGB	Pantone 7563 RGB 224 /153 /0 CMYK 11 /44 /100 /0 HEX # df9827	Pantone 7408 RGB 255 / 202 / 0 CMYK 0 /20 /100 /0 HEX # ffc907
Pantone 2612 RGB 122 /44 /135 CMYK 64 /99 /8 /1 HEX # 7a2c87 <input checked="" type="checkbox"/> Tints ok up to 75%	Pantone 3533 RGB 0 /230 /171 CMYK 62 /0 /50 /0 HEX # 00e6ab <input checked="" type="checkbox"/> Tints ok <input checked="" type="checkbox"/> Best as RGB	Pantone 2617 RGB 73 /35 /96 CMYK 84 /100 /24 /20 HEX # 482366	Pantone 7465 RGB 63 /180 /152 CMYK 70 /0 /50 /0 HEX # 39bb9d
Pantone 7417 RGB 255 /82 /51 CMYK 0 /82 /84 /0 HEX # ff5233 <input checked="" type="checkbox"/> Best as RGB	Pantone 621 RGB 208 /221 /212 CMYK 18 /6 /16 /0 HEX # d0ddd4 <input checked="" type="checkbox"/> Tints ok	Pantone 173 RGB 220 /70 /20 CMYK 8 /87 /100 /1 HEX # dc4614	Pantone 2350 RGB 202 /34 /14 CMYK 13 /97 /100 /3 HEX # ce2a1e

For best results exporting to RGB: Please make sure your document is set to RGB have applied the following Colour settings.
Color Settings: North American General Purpose 2 **Working Spaces RGB:** sRGB IEC61966-2.1 **CMYK:** U.S. Web Coated (SWOP)v2

2. VISUAL ASSETS

2.4

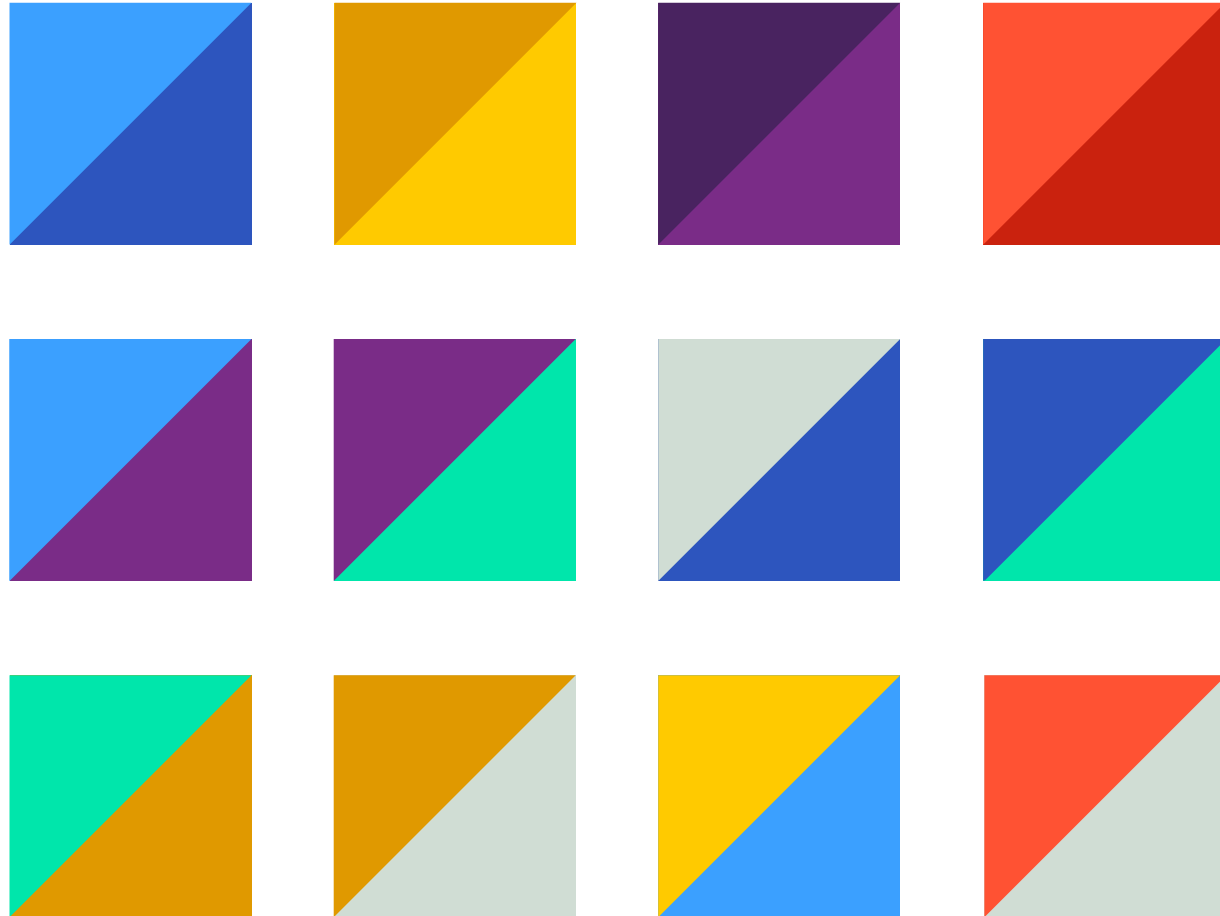
Colour

Colour combinations

SU Australia communications should feel bright and positive.

Have fun with the colour palette!

Here are some examples of the most effective colour combinations.



2. VISUAL ASSETS

2.5

Typography

Our hero typeface is Montserrat ExtraBold.

Using this font

- This typeface is for titles, hero copy. It should not be used for body copy, or pieces of copy that are more than about 15 words

Main heading typeface: Montserrat ExtraBold

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

0123456789

GOD'S BIG STORY

234789!@#%()?&*

2. VISUAL ASSETS

2.5

Typography

Supporting type family

Montserrat is a Google font and can be downloaded for free.

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%()?'*&

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%()?'*&

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%()?'*&

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%()?'*&

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%()?'*&

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%()?'*&

2. VISUAL ASSETS

2.5

Typography

Example

This is an example how copy should be treated in printed documents, although note there is flexibility when it comes to type treatment.

Please refer to type layout in the 'Application' section of this guide for more ideas.

HEADING

Main heading
Montserrat Extrabold
45pt font size, 0 or -10pt tracking

This is the intro copy paragraph. This is the intro copy paragraph. This is the intro copy paragraph. This is the intro copy paragraph.

Introduction
Montserrat Semibold
14pt font size, 20pt leading

L1 Heading

L1 Heading
Montserrat Semibold
16pt font size, 17pt leading

L2 Heading Smaller as Shown Here

This is the body copy paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat sem velit, vitae imperdiet ex cursus ac. Lorem ipsum dolor sit amet.

L2 Heading
Montserrat Semibold
12pt font size, 15pt leading

- This is an example of a bullet point. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Second bullet point

Body
Montserrat Regular
9pt font size, 12.5pt leading

L3 Heading

More body copy paragraph. Lorem ipsum dolor sit amet, adipiscing elit.

L3 Heading
Montserrat Semibold
10pt font size, 13pt leading,
25pt tracking ALL CAPS

This is how text will appear in a box. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat sem velit, vitae imperdiet ex cursus ac. Integer vulputate, odio at bibendum pharetra.

“Children, young people and families can experience God's love and good news.”

Pull Quote
Montserrat Bold Italic
15pt font size, 18.2pt leading

Box
SU Australia Grey (50% Tint)

2. VISUAL ASSETS

2.6

Photography

Please follow these photographic principles when sourcing or shooting for SU Australia.

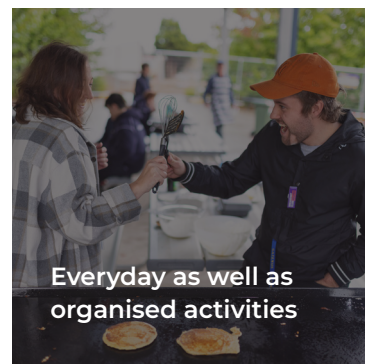
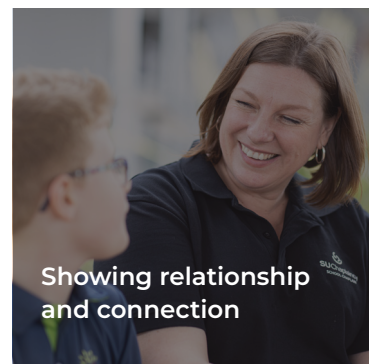
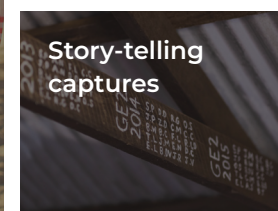
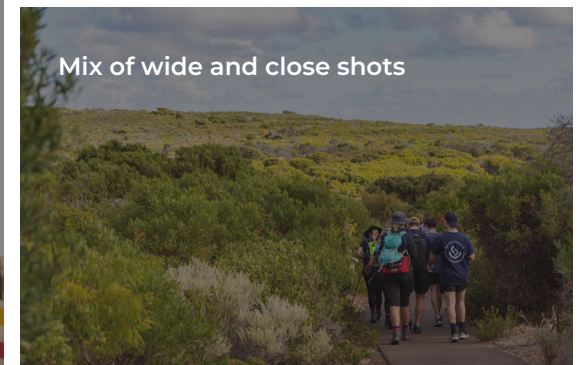
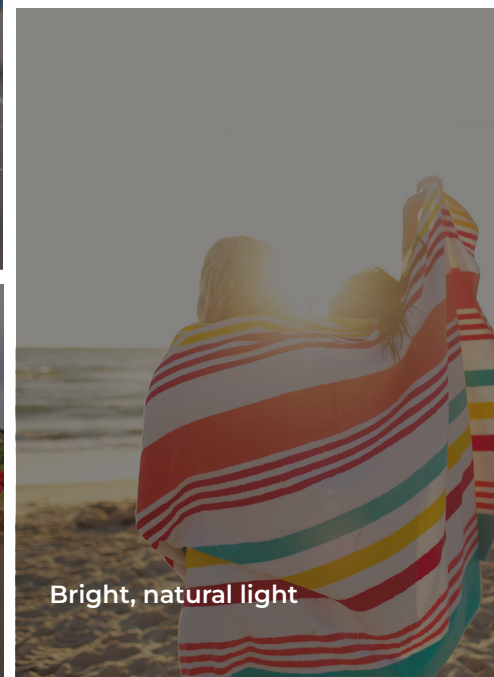
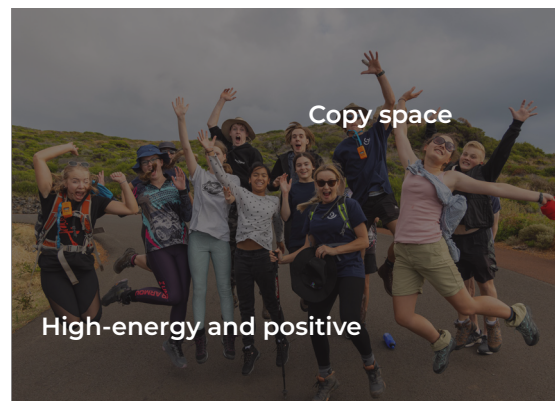
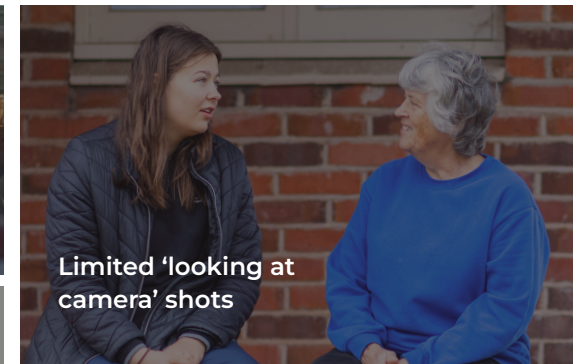
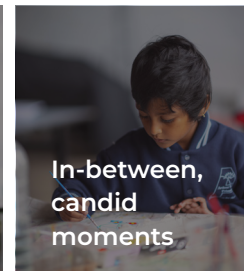
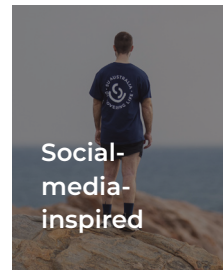


2. VISUAL ASSETS

2.6

Photography

Apply discretion when using imagery of children under 18 in swimming gear; it's better to use shots of kids fully clothed wherever possible.



③ APPLICATION

3. APPLICATION

3.1

Visual Assets

Vibe

When using brand assets, ensure that what you produce feels clean and uncluttered. Try to use colours that complement (or exist within) the photos.

Templates

Canva, Word and PDF templates are available for use.

For access, head to the 'Marketing' tab of MySU, or email brand@su.org.au.

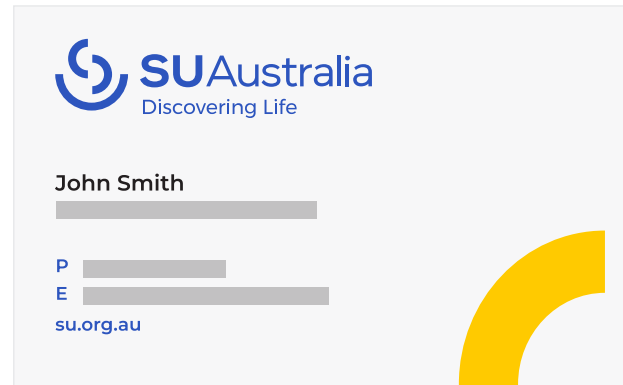


3. APPLICATION

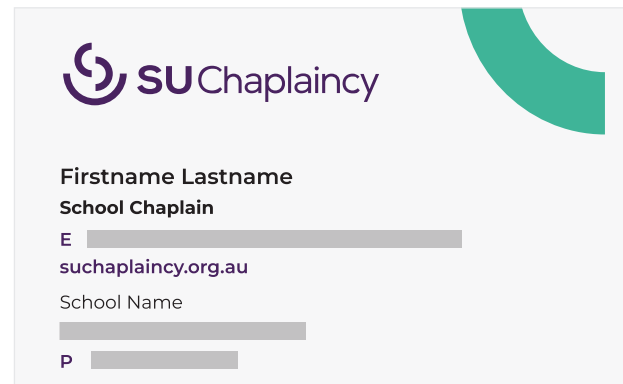
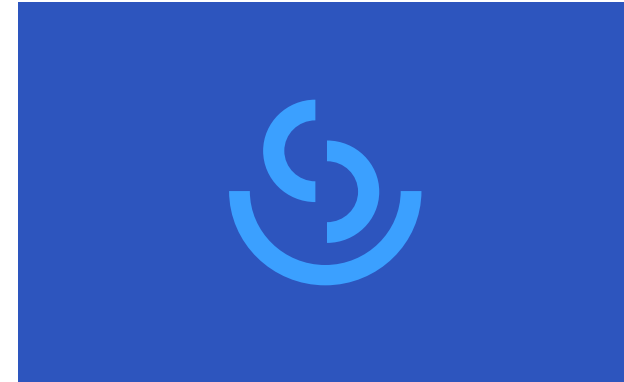
3.2

Stationery

Business cards &
Name badges



SU Australia Business Card



SU Chaplaincy Business Card



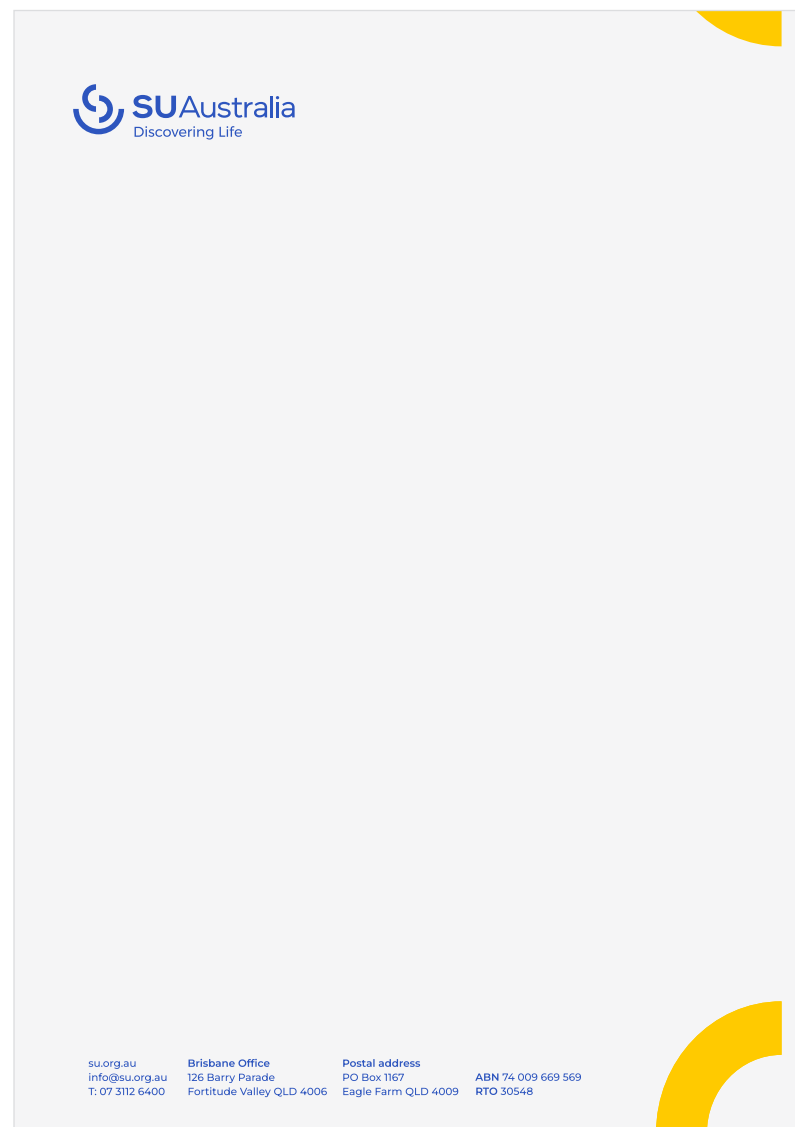
SU Australia Name Badge

3. APPLICATION

3.2

Stationery

Letterhead



3. APPLICATION

3.3

Clothing

There's flexibility when using the SU Australia logo on Tees and caps.

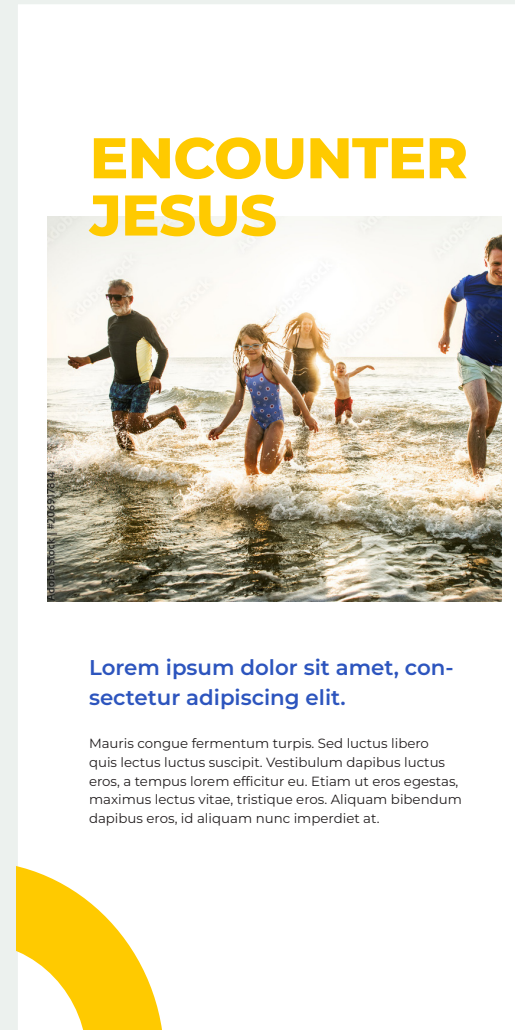


3. APPLICATION

3.4

Printed Communication

DL Brochure



Speakers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In a sem eget orci ornare sodales vel nec dolor. Etiam ut eros egestas, maximus lectus vitae, tristique eros.



Graeme Marshall
Pastor, Blacktown Baptist Church

Mauris congue fermentum turpis. Sed luctus libero quis lectus luctus suscipit. Vestibulum dapibus luctus eros, a tempus lorem efficitur eu. Etiam ut eros egestas, maximus lectus vitae, tristique eros.



Sue Bingham
Pastor, Blacktown Baptist Church

Mauris congue fermentum turpis. Sed luctus libero quis lectus luctus suscipit. Vestibulum dapibus luctus eros, a tempus lorem efficitur eu. Etiam ut eros egestas, maximus lectus vitae, tristique eros.



Terry Montana
Pastor, Blacktown Baptist Church

Mauris congue fermentum turpis. Sed luctus libero quis lectus luctus suscipit. Vestibulum dapibus luctus eros, a tempus lorem efficitur eu. Etiam ut eros egestas, maximus lectus vitae, tristique eros.

JUNE 5-7 2022

3. APPLICATION

3.4

Printed Communication

Postcard

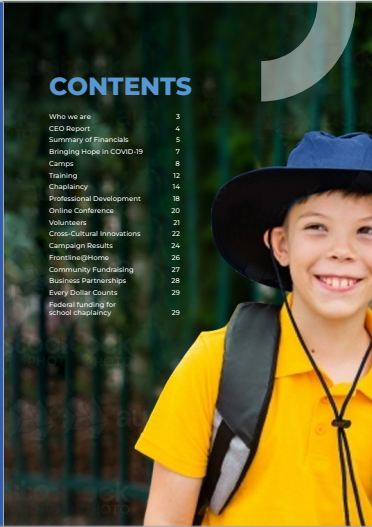


3. APPLICATION

3.4

Printed
Communication

Annual Report



3. APPLICATION

3.5
Presentation

Powerpoint template

This example is for SU Chaplaincy. A template for SU Australia would follow a similar layout with the same style, but using more blues and yellows and of course, the SU Australia logo.

WHAT IS SCHOOL CHAPLAINCY ALL ABOUT?

SUChaplaincy

School chaplains support young people in one of the most high pressure environments – the schoolyard.

Today there are approximately **570** Chaplains in 865 Queensland schools.

CHAPLAINS help students deal with issues like:

- Self-image
- Friendships
- Family breakdown
- Parent separation
- Loneliness
- Bullying
- Grief + Loss

A CHAPLAIN PROVIDES:

- social, emotional and spiritual support,
- Educational support,
- Role modelling and mentoring,
- Extra-curricular activities (breakfast clubs, programs),
- Community development

A CHAPLAIN PROVIDES:

- social, emotional and spiritual support,
- Educational support,
- Role modelling and mentoring,
- Extra-curricular activities (breakfast clubs, programs),
- Community development

YOUR SUPPORT IS NEEDED

The Federal Government funding has been a great help, but it only covers part of what is needed to pay our school chaplains.

Your support can help keep chaplains in schools to continue bringing hope to a young generation.

SU Australia respected provider of people, programs and services that offer

BELONGING, PURPOSE & HOPE

to children and young people.

Pie Chart Example

Developing People
We place a high value on people and foster whole-of-life discipleship.

Creating belonging
We build connection and community with people from all walks of life. That sense of belonging is deepened as we are creative and have fun, while prioritising safety and integrity.

Engaging life
We are active participants in God's mission, engaging children, young people and families in their life stage and context.

Loving God
God is at the heart of all we do, restoring all things through Jesus.

Empowering teams
We work in relational teams, championing volunteerism and growing missional leaders. We actively partner.

THANK YOU

SUChaplaincy

3. APPLICATION

3.6

Social

Social Media Tiles

Use Montserrat Bold to highlight key words in messages and scriptures.

Limit font sizes to two or three.

Keep tiles simple.



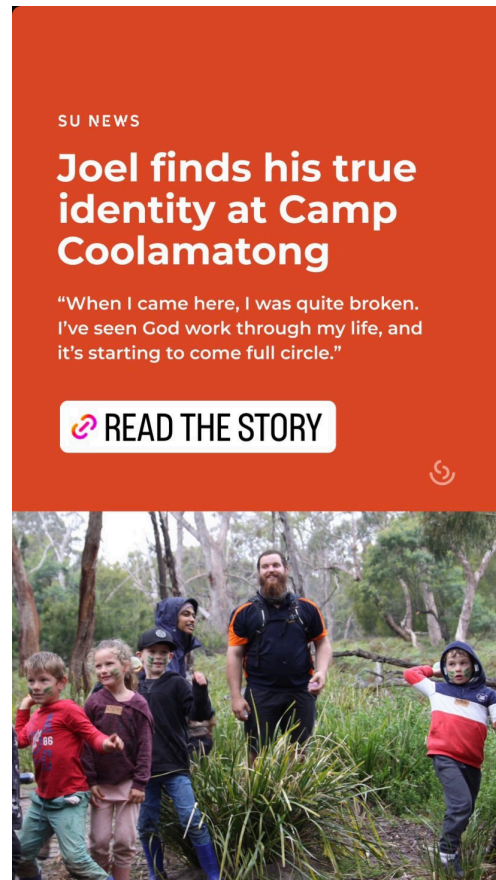
3. APPLICATION

3.6

Social

Social Media Story Tile Templates

Upload Montserrat Bold to Instagram if you can, but if that's too tricky, use SF Display (an Instagram font).



3. APPLICATION

3.6

Social

Facebook cover image





Have a brand question?
Contact us: brand@su.org.au