



Brand Guidelines

December 2023



Live4Life is protecting young lives where it matters most – empowering rural communities to improve youth mental health and reduce suicide.

This document provides the brand guidelines for the Live4Life corporate identity. To protect the integrity of our brand and ensure consistency in presentation, it is important to follow and observe the guidelines when producing any Live4Life brand material.

If you have any queries about the logo – or any of the visual identity graphic components such as typography, the colour palette or application – please contact the Live4Life Communications Team on media@live4life.org.au before producing any material or artwork. .

Brand Vision

We believe that when we bring rural communities together, we can improve young people's mental health and reduce suicide.

Brand Promise

We promise to help bring together, educate and empower regional communities to improve the mental health and wellbeing of young people, and help in the prevention of suicide.



The Brand

What Makes Us Unique

On the right is a brand value grid that provides an understanding of our four brand pillars. These pillars make up the brand's foundation and are reflected in everything we do.

You can use the brand value grid as a reference tool to ensure that we stay true to our brand vision.

BRAND PILLARS	BRAND BENEFITS	BRAND PERSONALITY	DIFFERENTIATION POINTS
Connected	We are strong advocates for suicide prevention for young people.	Inspiring	We are expert facilitators of community inclusion that encourages positive discussion of mental health and wellbeing.
Sustainable	Greater access to tools and information for people to share.	Knowledgeable	We use evidence-based suicide prevention and mental health education in regional and rural communities.
Valued	We continue to provide education relevant to local communities about improving mental health and suicide prevention.	Compassionate	We work within each community to ensure resources and education are utilised effectively.
Collaborative	We evaluate, learn and adapt to ensure we continue to improve our model.	Authentic	Led by young people and their communities, the L4L model is an award-winning evidence-based program.



Audience Profile

When developing any form of communication material, Live4Life has a range of audiences that we need to keep in mind. These include the following:



PRIMARY AUDIENCE

Young people who attend rural and regional schools and who are actively involved in their community.



PRIMARY AUDIENCE

School staff, parents and caregivers who are raising, educating, and supporting young people living in rural and regional Australia.



SECONDARY AUDIENCE

Community leaders, foundations, organisations, corporations and local governments wanting to make a positive impact in their community.



Brand

Logo

Logo Origins

Our new brand links everything back to '4'.

We are:

4 life

4 community

4 empowerment

4 inclusivity

The logo lockup consists of the brandmark and the logotype. The looping components of the brandmark represent people coming together and unity. Crews often use these motifs in their own Live4Life Crew themes.

Open to interpretation, the brandmark can also represent other things like clouds, the brain and thought bubbles.

Each component of the brandmark represents a unique individual. While each loop is different and valued, when placed together they play an important role in forming our vision.



The four loops (people) also represent the four components of the model.

The brandmark colours are bright, fun and vibrant — aligned to our tone of voice.

The font used in the logotype is a sans-serif font which complements the brandmark and gives a friendly and youthful feel.

Primary Logo – Horizontal

The Live4Life logo provides a way for young people and communities to recognise and connect with the brand. It's important to keep ALL the elements – brandmark and logotype – together in the logo.

PRIMARY LOGO – WHITE BACKGROUND



PRIMARY LOGO – BLACK BACKGROUND



Greyscale

When only one colour of ink is available for the logo, use a light colour type on a dark background or a dark colour type on a light background.

PRIMARY LOGO – WHITE BACKGROUND



PRIMARY LOGO – BLACK BACKGROUND



Logo Clearspace

A clearspace around the Live4Life logo ensures maximum visibility and impact in every communication.

The logo clearspace is equal to the height of the 'e' found in the word 'Live' in the logo.

As the term suggests, please keep this space clear of other typography and imagery.

LOGO CLEARSPACE COPY = X
X = THE HEIGHT OF THE 'e' IN LIVE



Minimum Size

To ensure optimum clarity of the Live4Life logo, a minimum size usage has been assigned to all versions. Always reproduce the logo at the minimum size or larger.

As illustrated, the minimum size is determined by measuring the height of the brandmark. And the sizing of the lettering is scaled proportionally.

In general, the logo needs to be at least 15mm high in order to ensure legibility.

It may need to be reproduced slightly smaller on occasion, eg on a small piece of merchandise such as a pen or USB.

MINIMUM HEIGHT 15MM



Logo Colour Options

The colours of the Live4Life logo are interchangeable when used against one of the brand colour backgrounds.

This page illustrates the recommended colour ways that provide the most contrast, allowing for clarity and impact. The logo font colour is always white.

BLUE LOGO MARK ON PURPLE BACKGROUND



PURPLE LOGO MARK ON BLUE BACKGROUND



YELLOW LOGO MARK ON RED BACKGROUND



RED LOGO MARK ON YELLOW BACKGROUND



Secondary Logo – Stacked

A stacked version helps in situations where the horizontal logo will not fit into a necessary shape or size, eg when placed on a circular badge, sticker or token. Using the stacked logo will ensure optimum clarity.

While this version of the logo exists, we recommend using the horizontal logo as standard.



Incorrect Logo Applications

DO NOT DISTORT, ANGLE OR ROTATE THE LOGO.



DO NOT USE THE FULL COLOUR LOGO ON ONE OF THE BRAND COLOURS.



DO NOT APPLY A TRANSPARENCY TO THE LOGO.



DO NOT CHANGE THE FONT IN THE LOGOTYPE.



DO NOT CHANGE THE COLOUR COMBINATION OF THE 4 ELEMENTS IN THE LOGO MARK.



DO NOT CHANGE THE PROPORTIONS OR LOCATION OF THE ELEMENTS IN THE LOGO LOCKUP.

Co-Branding and Partnerships

When Live4Life is collaborating with a partner or particular community, the partner logo sits to the right of the Live4Life logo.

Please ensure the partner logo:

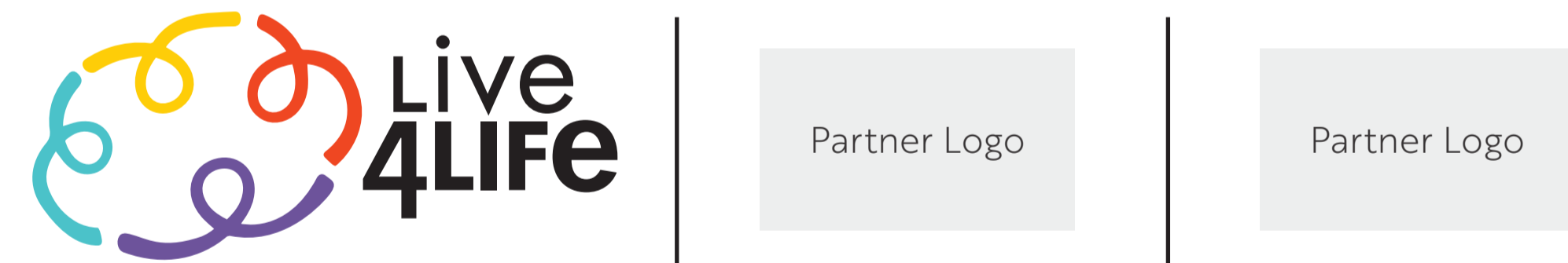
- is the same height as the Live4Life logo
- is centre aligned with the Live4Life logo
- leaves clearspace around the Live4Life logo

Ensure the separating line between the logos matches the height of the Live4Life logo and is half the width of the 'l' in the word 'Live'.

LOGOS WITH CLEARSPACE GUIDE



MULTIPLE PARTNER LOGOS





Brand Colours

Brand Colours – Primary Palette

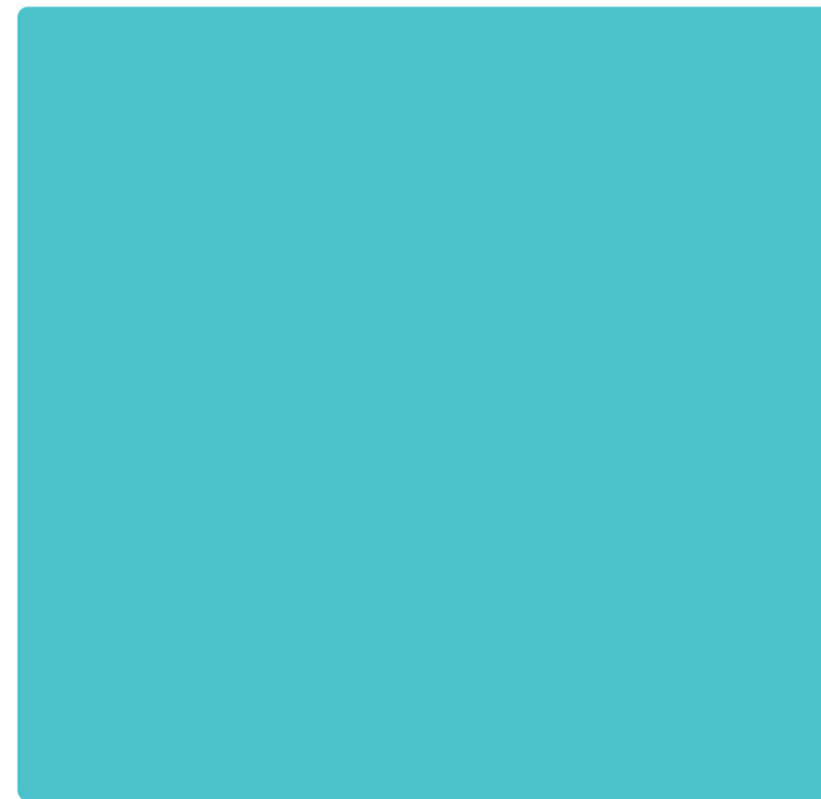
Five colours make up the Live4Life Brand logo, four colours within the brandmark and black in the logo type.

The following colours make up the primary colour palette for Live4Life.



Live4Life Purple

CMYK/ 67,78,6,0
RGB/ 111,84,155
HEX/ #6f549b



Live4Life Blue

CMYK/ 63,0,23,0
RGB/ 75,195,202
HEX/ #4bc3ca



Live4Life Red

CMYK/ 0,88,100,0
RGB/ 239,70,35
HEX/ #ef4623



Live4Life Yellow

CMYK/ 0,19,100,0
RGB/ 255,205,3
HEX/ #ffcd03



Black

CMYK/ 0,0,0,100
RGB/ 35,31,32
HEX/ #000000



Secondary Colour Palette

When required, the Live4Life Green can be used across assets as a highlight colour. When reversing the logo out of a large area of black, it is best to use the Rich Black breakdown below.



Live4Life Green

CMYK/ 79,4,66,0
RGB/ 0,173,129
HEX/ #6f549b



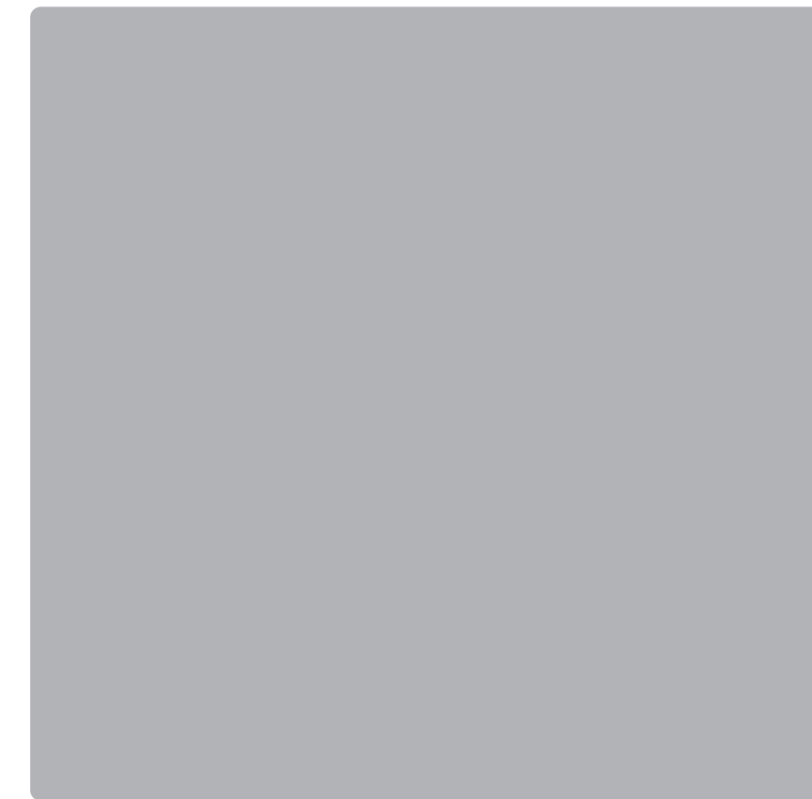
Rich Black Background

CMYK/ 30,30,30,100
RGB/ 10,2,3
HEX/ #0a0203



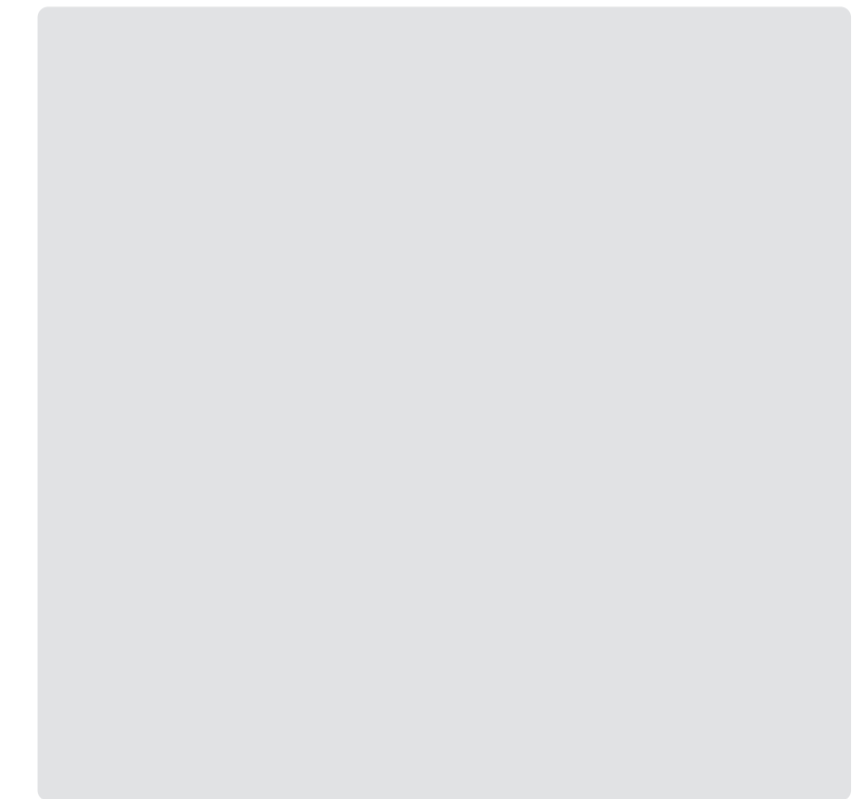
Mid Grey

CMYK/ 0,0,0,70
RGB/ 109,110,113
HEX/ #6d6e71



Light Grey

CMYK/ 0,0,0,35
RGB/ 177,179,182
HEX/ #b1b3b6



Light Grey

CMYK/ 0,0,0,12
RGB/ 226,227,228
HEX/ #e2e3e4



Typographic - rapphy

Typography

Live4Life typography uses the font family Brother 1816, a sans-serif font. A contemporary font, Brother 1816 is available in a range of weights that deliver excellent clarity in any medium.

We recommend the use of Brother 1816 Light and Regular fonts for longer text passages, along with Medium and Bold fonts for headlines, call-to-actions and signifying hierarchy in paragraphs.

When Brother 1816 isn't accessible, we recommend using Open Sans Font as a substitute. This is a free font, available on Google Fonts (link below).

The Onbase Regular font is recommended to highlight important words in headlines only.

To access Brother 1816:

<https://fonts.adobe.com/fonts/brother-1816>

To access Open Sans:

<https://fonts.adobe.com/fonts/brother-1816>

HEADLINES AND HIGHLIGHT COPY

Brother 1816 Bold
Brother 1816 Medium
Onbase Regular

BODY COPY

Brother 1816 Light
Brother 1816 Regular

SECONDARY HEADLINES FONT

Open Sans Bold
Open Sans Medium

SECONDARY BODY COPY FONT

Open Sans Light
Open Sans Regular

Type Styles

The way type is treated will vary according to content. Within each type family, there are multiple weight options that provide a degree of flexibility.

Here is a basic guide on how to apply these fonts in a way that creates hierarchy and ensures that visual balance is achieved.

Aa

TYPE STYLE	WEIGHT	SIZE	LINE HIGHT	TRACKING
Heading_01	Bold	32	38	0
<i>Heading_02</i>	Regular	43	47	0
Heading_03	Bold	20	24	0
Heading_04	Medium	18	22	0
Body copy_01	Light	14	20	-10
Body copy_02	Regular	10	16	-10

