

1. Introduction

2. Language Guide

- i. Our brand
- ii. How we communicate
- iii. Tone of voice
- iv. Using the exclamation mark
- v. Using inclusive language
- vi. Use of capitals in headlines

3. Logos, Colours, Fonts

- i. Logo evolution
- ii. Logo colours
- iii. Logo usage
- iv. Minimum clear space and size
- v. Incorrect logo usage
- vi. Colours palette
- vii. Colours palette specifications
- viii. Typography

4. Brand Elements

- i. Brand elements
- ii. Construction of elements
- iii. Tagline
- iv. Polygon
- v. Shards
- vi. Angled shadow
- vii. Portraits
- viii. General photography
- ix. Icons
- x. #teampossible

5. Brand Collateral

- i. T-shirt design
- ii. A4 Brochure cover design
- iii. A5 Brochure design
- iv. DL Brochures
- v. Factsheet design
- vi. Wide-format ad design
- vii. EDM design
- viii. Vertical banner design
- ix. MREC – Logo animation
- x. Stationery design
- xi. Powerpoint design

6. Signage

- i. Endeavour Foundation Industries
- ii. Learning and Lifestyle
- iii. Retail Stores
- iv. Recycle Markets and Recycle Recovery centres

7. Websites

- i. Endeavour Foundation Intranet
- ii. Endeavour Foundation website
- iii. Endeavour Foundation Disability Research Fund website

Easy read

Easy Read is a way of making information easy for people with low literacy to read and understand. The key features include:

- simplified language and grammar
- minimal punctuation
- simplified font, layout and design
- images that illustrate headings and key messages
- page numbers.

Typography

Always use Arial fonts as it is clear and easy to read. Museo Sans Rounded 900 can be used for the main heading.

Museo Sans Rounded

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:?!\$&*)	USED FOR Headlines and document titles. Minimum 24pt	Museo Sans Rounded 900 (Black)
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Arial

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:?!\$&*)	USED FOR Headings Minimum 16pt	Arial Bold
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Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:?!\$&*)	USED FOR Pull out text and intro paragraphs and body copy Minimum 14pt	Arial Regular
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Use of colour

Do

- use high contrast colours, so your text stands out.
- use some colours as a background, but not as a typeface, e.g. yellow.
- make white writing big and bold. Use a solid dark background.

Do not

- overuse bright colours.
- use a lot of different colours in the one document.



Language - choosing your words

Inclusive communications

- Remember that your readers will have different life situations, experiences and cultures
- Choose language that is widely understood
- Give examples that will be familiar to the reader
- Name the person first, e.g. 'a person with disability', not 'a disabled person'

Tips

1. Think before you start
Begin by asking yourself a few questions. Who is the information for? What are the important things you want to tell people? Are you expecting a response? This will help you keep focus on what's important.
2. Keep it short
When it's time to start writing keep it short - under 1000 words is a good target with sentences under 15 words each. Imagine you're talking to someone as you write, and avoid difficult or jargon words.

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Be clear

- Focus on facts
- Give clear instructions
- Write only the key points
- Present information in a sequence of clear steps
- Use one idea per sentence
- Use clear examples that highlight the point you are making

This form is about how we can use your

- photo
- video
- information.

Write your name.
Sign your name.
Write the date.

Be direct

- Address readers as 'you'
- Use 'we' for the writer of the material

 Our organisation can help people with a disability.

 We can help you.

Be specific

Be specific with

- dates
- time
- size
- amount

 You must tell us soon.

 You must tell us before 26 August 2013.

Be consistent

Use the same word to talk about the same thing.

 This money is for your house.
You must tell us who lives in your home.

 This money is for your house.
You must tell us who lives in your house.

Use nouns instead of pronouns where possible

 We will give it to them.

 We will give the report to the government.

Use lists

Use bullet points or numbers

The best tram stop is on Smith Street.

- Take route number 6
- Get off at stop number 22

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Keep language simple

- Choose shorter words
- If you need to use a difficult word, write the meaning in the glossary ('Words in this book')

 support	 specialist
 help	 doctor

Use a word instead of a phrase

 make a choice
 choose

Use short, simple sentences

 After attending the function, everyone will reconvene at the hotel.
 You will meet the group. You will have dinner. You will go back to the hotel.

Use active sentences, not passive

 You will be told (passive).
 We will tell you (active).

Use numerals for numbers, not words

Use two spaces on either side of the number

 There were thirteen people at the meeting.
 There were 13 people at the meeting.

Keep language familiar

Choose words based on 'everyday' spoken language

 You should not eat poultry.
 You should not eat chicken or turkey.

Use standard Australian spelling

 color
 colour

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Limit punctuation

Do not use

- brackets (brackets)
- hyphens ---
- ampersand &
- slashes \ / (except in web links)
- excessive detail
- slang or jargon
- catchy marketing phrases
- contractions of words (e.g. Write 'it is'; not 'it's')
- abbreviations (e.g. Write 'For example' not 'e.g.')
- acronyms unless the acronym is more common than the full version (e.g. ATM versus 'automated teller machine' or NSW versus New South Wales). Do not punctuate acronyms (e.g. Write NSW, not N.S.W.). Explain any acronym you use at the start of the document and/or in the glossary ('Words in this book').

This guidance is from **Clear Written Communications - The Easy English Style Guide**, published by Scope (Vic) Ltd. In 2015.

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Easy read - A4 design

Images

- Positioned on left, then the text
- Meaningful to the reader.
- Make the key message easier to understand.
- Leave space around the image.

Images to avoid

- Avoid tables or diagrams that are hard to understand.
- Be aware some illustrations or cartoons can be seen as childish.
- Do not use images purely for decoration.

NDIS rate increases 2018/2019







The government has increased the prices for services provided under the National Disability Insurance Scheme (also called the NDIS).

The new prices take effect from 1 July 2018.

What does this mean for you?
You do not need to pay any additional money.

The government will increase the funds in your NDIS plan to cover the prices increases. This may take a few weeks.

Who can you talk to if you have more questions?
If you have any questions, please talk to your site manager or employment coach.

You can also contact the NDIA directly on 1800 800 110.

Page 1 of 4

Main heading

- Brand colours and shards
- Museo Sans Rounded 900 at least 24pt

Margin

- 10mm border
- Text starts at 95mm

Font

- Sub headings Arial Bold at least 16pt
- Body copy Arial Regular 14pt
- Use bold for important words or phrases

Alignment

- Left align all text, including headings
- Do not centre text
- Do not justify text
- Do not use multiple columns of text

Spacing

- Use double line spacing between paragraph lines.
- Insert extra space between lines of text with images.