

7. Video

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

Typography

Our font families should be used for all external communications including video and animations. This ensures the consistent look and feel of all literature off and online. To ensure a consistent look, make sure fonts are used in a logical manner and the weights of the font have been considered, using heavier weights for headers and highlighting key messages.

Museo Sans Rounded

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$%*)	USED FOR Titles and call to action	Museo Sans Rounded 900 (Black)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$%*)	USED FOR Call to action	Museo Sans Rounded 700 (Bold)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$%*)	USED FOR Captions and titles	Museo Sans Rounded 500 (Medium)

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

Captions

Caption all of videos to make them more engaging on social media and accessible for people with disability. Captions are to be designed to be as legible as possible.

Caption

Text setting

Font: Museo Sans Rounded 500
 Align: Middle alignment
 Fill: Pure white
 Shadow: 75% at 135 degrees

Style

- Always single line of captioning.
 - Full stop at the end of every sentence.

Size

Will change depending on camera settings used. Will just need to use your best judgement.

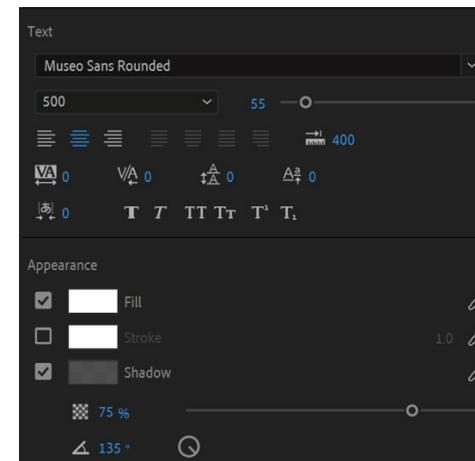


Watermark

Transparent

Gradient

Black gradient feather to taper off and to be positioned behind caption.



Text settings

Premier Pro

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

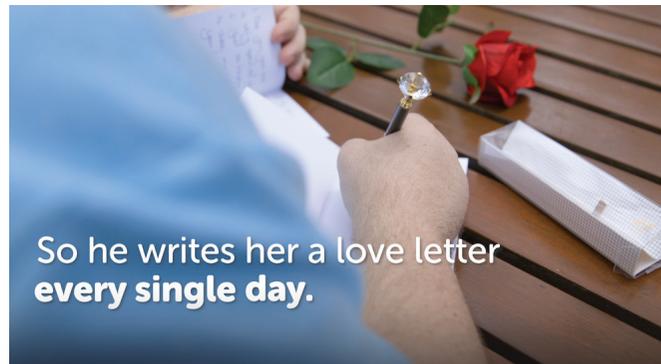
7. Websites

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

Music

Music is an important tool to convey emotion in videos. It should enhance the video without overpowering or taking away from the content. We have a subscription to the Motion Array music library to use when creating content for Endeavour Foundation.

Titles



Text on screen
 Museo Sans Rounded
 (500 and 900)
 slight drop shadow



Full page graphic
 Combination of brand colours and elements

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

Closing title

with Call to Action

Note: Do not include www in the URL



○ —————
Museo Sans rounded 700
RGB 77 77 79



○ —————
Museo Sans rounded 700
RGB 77 77 79



○ —————
Museo Sans rounded 900
(main call to action)
Museo Sans rounded 700
RGB 77 77 79

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

Animation

Any animations included are generally quite subtle.

Colour grading style

We generally incorporate the following in our style:

- Slightly overexposed
- Rich, but not overdone colour and saturation
- Often ever so slightly blue toned

Available branded assets

Contact corpcom@endeavour.com.au to access the following assets:

- Static logo
- Animated logo
- Watermark logo
- Caption gradient
- Access to our music library (if needed)
- Any other assets needed on a case-by-case basis