

Our fresh new brand



You've probably seen Endeavour Foundation's new logo and heard we're changing it, but let's take a refresher on branding and get into the detail of what our new branding means.

Why?

Because it's exciting and meaningful for us and people we support, and vital to our amazing shared future.

A fresh chapter begins

Once upon a time, people thought a brand was a logo. Yes, a logo is part of a brand, a very important part. But a brand is so much more.

Our brand is *our story*: it's how we look and sound, how we think and behave, what our clients and the world think of us, and what we think of ourselves.

Like any story, our brand story has twists and turns, excitement and surprises. Sometimes there are lessons learned along the way that help us grow and change to be more of what we can be—refreshed, rejuvenated, reinvigorated. That's happening here, and it's an exciting chapter for all of us.

The Endeavour Foundation brand is changing, and our visual branding (the things we see) is a sign to the world that what they can't see as easily—the real and daily life of our organisation—is also changing. We're responding to what our clients need us to be, and what we need us to be.

So, what's branding again?

Our **visual branding** includes our logo, tagline, the design elements you see across all our branded work, the way we take photos and how we use them.

Our **written branding** is the way we speak, what we say and how we say it, the voice we give to our clients, and the voice we use whenever we speak.

But what inspired this part of the story? Did someone just make it up? Where did it come from?

Settle back and get ready to take a journey into our brand's latest chapter—the what and why and how of our Endeavour Foundation brand story.

Why are we changing?

As the National Disability Insurance Scheme (NDIS) rolls out, our purpose remains true and continues to drive our vision for the future. Our plans are client-focused, placing the people we support at the centre of our organisation. By truly understanding what our clients want, need and value, we can use our expertise and capabilities to deliver a relevant, rewarding and differentiated client experience.

We've been researching and planning a course for the future. We've focused on laying the foundations so we have a clear direction that ensures our services have relevance and appeal to our clients—now and into the future.

We listened to what our clients had to say about their lives and Endeavour Foundation. There was a lot of positive feeling towards us and we also discovered we have lots of opportunity to improve.

Our challenge now is to build relevance with both our current and potential clients.

Why would someone choose us over our competition?

We all know this new NDIS world means our clients get to choose their provider, which is empowering for them and great for us when we put our best foot forward and make sure our branding reflects our true story.

When our brand tells the truth, our clients see us as the provider of choice. When they choose us, we get to fulfil the promise our brand story made to them.

Brand is so much more than a nice design—it's going before us to make promises we will keep.

When our brand tells the truth, our clients see us as the provider of choice.

How we captured our brand story



• **purpose**

• **mission**

• **values**

• **brand**

We worked with many of you and other stakeholders to understand and document all of the parts of Endeavour Foundation to understand the whole. We began with our purpose, mission and values, then documented what our brand means and stands for as a result of living these values.

Purpose

At Endeavour Foundation, we're dedicated to helping people with disability to live fulfilling lives, working together to turn possibilities into reality for each individual.

**Why do we exist?
To make possibilities a reality.**

Mission

**We partner
with people
to aspire
for more.**

We believe in ability and understand that everyone is different. We'll work with our clients to make the most of their individual skills and interests—whether that's developing life skills, trying a new activity, work or learning.

Our goal is to ensure we are here for them—both now and in the future—and we're committed to achieving more together, making their possibilities a reality.

Our values

Our values are an integral part of how we represent ourselves to our clients.

We share and live these values, which convey a genuine, trustworthy and honest face of our organisation.

• **one**

• **imaginative**

• **care**

• **passionate**



Our role

We provide services for those who need support in home and daily life, learning, work, social and community participation, or relationships and independence.

Our role is to live the Endeavour Foundation brand by influencing the conversation—bringing the brand to life and...

...making every client's possibilities a reality.

We can do this by:

- sharing and living the values

- engaging with our clients on their journey

- delivering the experience that our clients want

Our brand



A photograph of two women with glasses, smiling and engaged in conversation. The woman on the left is wearing a purple top and has her hands clasped. The woman on the right is wearing a yellow top and has her hand raised as if gesturing. The background is a bright, out-of-focus window.

Brand Heart

What is our core and
the heart that keeps us
going every day?

Making it real.

We're turning
imagination
into reality

Brand promise

**Together
we are
more.**

Empowering and client-focused, our brand promise makes just one simple, deliverable promise:

Together we are more.

We're so much more than the sum of our individual parts.

We want Endeavour Foundation to be known for this. We work together with our staff and the community, and we listen to our clients and empower them to make the most of their individual skills and interests. We achieve more together and make their possibilities a reality as a team.

Brand how

We use our imaginations and live our brand values to add some 'new possibilities' into every facet of what we do with, and for, the people of Endeavour Foundation:

our clients and our colleagues.

Brand outcome

If we focus on our brand promise, use our imaginations and live our brand values, we'll achieve better, more wonderful lives for every person in the organisation—both our clients and our colleagues. Endeavour Foundation will be the supplier of choice, and known for making possibilities a reality in our community.

**...better, more wonderful
lives for every person.**

Brand tagline

**Imagine
what's
possible**

Brand tagline

Our new brand tagline is made up of positive, inspiring words that leap beyond the usual way our competitors speak. It is aspirational, inviting everyone involved with Endeavour Foundation to imagine—especially for those for whom the organisation exists to provide care.

We aim to be the best service provider, 'making it real' with our clients and delivering above and beyond. By delivering excellent client experience through our people, services and communication, we will help to make new opportunities accessible for each individual.

**Imagine
what's
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The big question



If Endeavour Foundation is about making people's lives better, then the big question to answer is:

What makes my life better?

For a client



What would make my life better? Not what, but who.

I do.

It's me who makes my life better—but like everyone sometimes, I need some people on my journey.

For a client

So, which people help me to meet my potential and do things I dream of doing, to live my life the way I want to live it, to feel the way I want to feel about myself and the world? I want **to imagine what's possible for my life.**

If you can be a part of making my possibilities a reality, **I choose you** to be on my team, my #TeamPossible.



For a team member



What would make my life better? Not what, but who.

I do.

But the job I do, and the people I work with, play a big part.

For a team member

That's my colleagues as well as the people I'm here to support. Work is so much of my life. When my work is awesome, my life gets better and better, and my possibilities become a reality.

I choose to be a part of this team, my #TeamPossible.



Join our team?

We are people making possibilities a reality for people with disability.

We are #TeamPossible.
Join us.

