

Imagine
what's
possible



Endeavour
Foundation

Internal Style Guide

Introduction



Introduction

Welcome to the **Endeavour Foundation** Style Guide. This guide has been designed to provide an introduction to the Foundation's visual identity, as well as give a brief understanding of how we represent ourselves to our clients and the public.

This guide will give you the basic information on how to implement the Endeavour Foundation logo and brand across documents, internal collateral, marketing materials and online.

It is essential that the guidelines in this document are adhered to, in order to consistently and convincingly represent the Endeavour Foundation.

ABOUT OUR NEW LOOK

The look reflects a shift of focus for Endeavour Foundation. It captures positivity and inspiration, while being friendly and accessible. It recognises our client's individuality and has a future focus, rather than a more traditional and corporate image. In an increasingly competitive market, it is important we differentiate ourselves and show our relevance and willingness to change for our clients. By delivering a consistently excellent experience it will build confidence and trust, allowing us to become a true client connector.

Language Guide



Our brand

Our brand is our core promise, our essence, our story. Brand forms the foundation for our marketing efforts, but it also informs many other aspects of the organisation, including operations, recruitment, partnerships and fundraising. Our logo conveys our brand, but it's not the same thing as our brand. **Brand is the story we tell and the position we occupy in people's minds. It is how people talk about our organisation when we leave the room.**

There are markets and target audiences for everything but it's our job to be crystal clear about the image we're aiming for and how that influences everything from the services we offer, to client experience to visual identity and the words we use in all our communication.

Brand is a three-legged stool. It is conveyed visually, verbally, and experientially:

- **Visually** includes things like our logo, colours, photography, design and packaging.
- **Verbally** is how we talk, what we say, and which messages we convey. For example, do we speak in conservative, authoritarian tones, or are we more friendly and energetic in our copy?
- Our visual and verbal promises must align and lead to where the rubber hits the road, which is **client experience**. In other words, once we've promised something verbally and visually, the experience needs to match that promise.

The goal of brand-building is to get prospective clients to know, like and trust us so that when the need for our services arises – when they are most ready to select a service provider – they think of us first. Visuals and messaging can make or break that partnership.

How we communicate with clients, our colleagues and partners

Getting the verbal part of our brand right is really important. How do we communicate in a way that makes us stand out in an increasingly competitive market? How do we convey messages that attract and keep the right clients and speak to their needs and wants effectively?

Here are three tips to consider when crafting communications so we pique interest, create a relationship, and stand out from our competition as an authentic and trusted partner in their personal journey, rather than just a provider.

1. Take the client's point of view

Endeavour Foundation aspires to be a truly client centric organisation and all of our communications must reflect that.

Too many organisations get caught up in talking about what they do, sell, offer, or provide. They dazzle prospective clients with talk of features or a laundry list of services. But clients don't care about you. They care about what's in it for them: How does your product or service make my life better, my family safer, my mind and body healthier, my business more successful or my job easier?

Lead with benefits from the client's point of view, rather than just bragging about features. If they have to ask, "What does that do for me?" then you have not landed on the benefit yet.

When producing communications, ask yourself "So what?" For every supposed "benefit" we cite, continue probing with the question, "So why does that matter to our clients?" until you finally land on the true benefit. This approach will shift our messages from "We offer" to "You get" which is essential to our success in the market.

Create a vision for what life or work will be like when they use our services. Then link them to proof points about why you are able to make those claims through the features we offer. Remember, make your communications about them, not you!

2. Walk our talk

When an organisation makes a brand promise, they had better deliver.

Don't write a brand cheque our organisation can't cash. Always back up benefits with proof points. Why can you make those claims? What capabilities does our organisation offer that make the client believe we can enable them or their loved one to live their best life, earn income in a job they enjoy, live safely and happily in their own place?

Proof points can be our actual features or offerings, and they can also be industry statistics, press accolades, awards or client testimonials.

Backing up any benefits you communicate with proof points and clearly stating Endeavour Foundation's differentiators from the competition helps make our communications genuine and believable, rather than empty promises.

3. Be human

Einstein once said, **"If you can't explain it to a six-year-old, you don't understand it yourself."** Our communications should speak directly to the person reading it. Keep it simple, straightforward and honest.

Tone of Voice

Tone of voice is the ‘personality’ of a brand as communicated through language. It guides the things we say, and how we say them. The easiest way to consider tone of voice is to ask ‘if our brand was a person, what kind of person would it be?’

Tone of voice guidelines outline what you say, how you say it and why. Essentially, they act as a list of dos and don’ts when it comes to the verbal/textual identity of our brand.

Our Values	What We Mean	What We Say	Language Tips
	<p>We are one, valuing individual strengths and experience so we can achieve more together.</p>	<p>We want to be known as a trusted partner in each client’s personal journey. We talk about how we work together with our clients, their families, our colleagues and our extensive network of partners to offer a genuine pathway to independence for our clients. We are also consistent, presenting one united voice and view to our clients and stakeholders.</p>	<p>We use ‘testimonials’ and ‘case studies’ as a way of demonstrating how we work together to achieve more. We use words that describe the way we work together like ‘co-design’, ‘partner’, ‘collaborative’, ‘personal journey’ and ‘tailored’. We speak with one voice and use the same language consistently across all our communications touchpoints.</p>
	<p>We never stop imagining a better future for our clients.</p>	<p>We think outside the square and focus on ability. We inspire and encourage our clients and our colleagues to do this too. In all our client touchpoints, we focus on ability, possibilities and the achievements of our clients.</p>	<p>We use words and phrases that suggest possibility, for example ‘imagine’, ‘what if’, ‘picture this’, and ‘imagine the possibilities’. We take pride in sharing stories about real life clients who are living their best life according to their own interests and priorities.</p>
	<p>We care, and treat everyone with respect and kindness.</p>	<p>We demonstrate our genuine interest in our clients and colleagues. We invest time in understanding each person as an individual and we talk about taking the time to understand their lifestyle, routines and the people who are important to them. We ask lots of questions and use straightforward, everyday language so that everyone is on the same page.</p>	<p>We use words and phrases like ‘listen’, ‘support’, ‘help’, ‘care’ and ‘help you live your best life’. We also aim to cut through the noise and help our clients to understand. We avoid acronyms* and jargon, and use accessible, straightforward language. We use accessible communications as much as possible, for example Easy Read, videos and infographics. We use simple, short messages supported by images. *Internally we may need to use acronyms from time-to-time. Whenever this is done, the first reference should be in full so that everyone understands and is on the same page.</p>
	<p>We are passionate, our clients are at the heart of everything we do.</p>	<p>We want to be known as #TeamPossible – the people with bundles of enthusiasm and a real desire to make our clients happy and empower them to live their best life.</p>	<p>We express our optimism, energy and ‘can do attitude’ by always using active voice and positive language. We like to use words like ‘flourish’, ‘opportunities’, ‘ability’, ‘potential’, ‘possible’ and ‘making things happen’.</p>

Standard messaging

Whatever we say, however we say it, in whatever form, and across whatever channels – it should be from the perspective of the client and reflective of their journey.

We tell OUR story through being seen as a supporting and supportive player in THEIR story.

To assist in implementing our tone of voice, a number of boilerplate ‘blurbs’ have been developed to suit some of the more common executions. These all link to and support Purpose and Mission:

‘We are dedicated to helping people with disability to live fulfilling lives, working together to turn possibilities into reality for each individual.

We believe in ability and understand that everyone is different. We will work with you to make the most of your individual skills and interests, whether that is developing life skills, trying a new activity, work or learning.

Our goal is to ensure that we are here for you – both now and in the future – and are committed to achieving more together, making your possibilities a reality’

About Endeavour Foundation

In less than 25 words

Endeavour Foundation supports people with disability to live, learn, work and flourish according to their own interests and priorities.

In less than 30 words

Endeavour Foundation supports people with disability to live, learn, work and flourish according to their own interests and priorities. We’re here to help you live your best life.

In less than 50 words

Endeavour Foundation supports people with disability to live, learn, work and flourish according to their own interests and priorities. We’re at the heart of local communities – offering choice, opportunities and personalised support in Queensland, New South Wales and Victoria.

We’re here to help you live your best life.

Longer form

Your team possible

Endeavour Foundation supports people with disability to live, learn, work and flourish according to their own interests and priorities. We’re at the heart of local communities – offering choice, opportunities and personalised support in Queensland, New South Wales and Victoria.

We focus on ability and making things happen. Whether it’s learning life skills, living independently, socialising and making new friends, finding a job you love or exploring interests and trying new things, we work with you to make your possibilities a reality.

Live your best life

We take the time to understand you - your lifestyle, routines, dreams and the people who are important to you.

Whatever your goals – for life, work or personally – we collaborate with you and your family to develop effective, personalised support that fits in with your needs and interests.

We’re here to help you live your best life.

About Endeavour Foundation (when referencing our history/origin)

Short form

Endeavour Foundation is an independent, for purpose organisation established in 1951 with a vision to support people with disability to live their best life – starting with equal access to education and life-skills learning.

Long form – then and now

Endeavour Foundation is an independent, for purpose organisation established in 1951 with a vision to support people with disability to live their best life – starting with equal access to education and life-skills learning.

Today we focus on ability – on dreams, goals and potential. We'll collaborate with you to imagine the possibilities and then work together to make them happen.

NOTE: When talking about Endeavour Foundation's history, we no longer use the language that has in the past referred to 'courageous families' or 'mothers and children on verandahs'. This has been polarising, with some viewing it as patronising or portraying people with a disability as victims. It is important to **acknowledge our past, but not live in it**. Instead, we should talk to our commitment over many years to inclusion and equal rights for people with a disability, or our commitment to supporting people with a disability to achieve their goals. Again, it's about the achievements and outcomes for the client. It's also important where we can to reference the future – the possibilities that lie ahead.

About our services

In general we group our services under four core areas.

Home

Our home services can be referred to as:

- Supported Independent Living (SIL)
- Your home
- Home services for people with disability
- Specialist disability accommodation (SDA)

The people we support at home can be referred to as:

- Clients
- People we support at home.
- Residents

Short form

If you're thinking about moving into your own place for the first time, we can help. We provide in-home assistance ranging from support 24 hours a day, to assistance with personal care, household tasks and mealtimes. We will help you explore your options and get you to where you want to be.

Longer form

If you're thinking about getting a place for the first time, we can collaborate with you to understand your needs to allow you to achieve the independence you seek. With a focus on safety, a supported routine and making new friends, you can choose who you'd like to live with and where.

We also offer tailored in-home assistance ranging from support 24 hours a day, to help with personal care, or assistance with mealtimes and daily tasks. We invest time in understanding your lifestyle, routine and the people who are important to you so we can match you with a support worker that suits your needs.

Work

Our worksites can be referred to as:

- Social enterprises (preferred)
- Business solutions

And the people we support at work can be referred to as:

- Employees
- People we support at work

Short form

We have a range of employment and training options designed to help you reach your goals and find a job you love. With real jobs in a social and supportive environment, we can help you figure out what you want to do and the skills you'll need to get there.

Longer form

At Endeavour Foundation, we're passionate about finding opportunities for people with disability to build on their strengths and gain the skills, confidence and experience to find jobs they love. We offer pathways to both supported and mainstream employment.

With real jobs in a social and supportive environment, we can help you to figure out what you want to do and the skills you need to get there.

Learning and Lifestyle

Our L&Ls can be referred to as:

- Learning and Lifestyle hubs

And the people we support within our L&L can be referred to as:

- Clients
- People we support to access learning and development programs

Short form

Whatever your goals – for life, for work and personally – we collaborate with you to identify the skills and knowledge you need in order to achieve them.

Working with you, and with your strengths and interests, we'll co-design your learning program that gets you to where you want to be.

Long form

Whatever your goals – for life, for work and personally – we collaborate with you to identify the skills and knowledge you need in order to achieve them.

We believe that everyone has the right to develop and grow through access to learning, and what we've learned is that this works best when it's not a 'one size fits all' approach.

Working with you, and with your strengths and interests, we'll co-design your learning program that gets you to where you want to be.

Social and Community Participation

Community access can be referred to as:

- Community participation
- 1on1 Support

And the people we support within our L&L can be referred to as:

- Clients
- People we support within the community

Short form

Being connected to our communities and social networks contributes to our sense of wellbeing, purpose and quality of life.

If you're keen to try a new activity, make new friends or just to get out and about, we have many options available to you. You can choose to do more of the things you already enjoy or try something new.

Long form

Being connected to our communities and active social participation contributes to our sense of wellbeing, purpose and quality of life.

If you're keen to try a new activity, make new friends or just to get out and about more, we have many options available to you. You can choose to do more of the things you already enjoy or to get out of your comfort zone and try something new.

What would you like to do? It's up to you!

About Endeavour Foundation (when communicating with commercial customers, donors and supporters)

There will be times that we want to talk to non-disability customers about our core services. For example, in fundraising activities, people want to know what their donation will achieve for someone with disability. How we take the 'outcomes' approach and apply it to something like lotteries for example, might look like this:

About Endeavour Foundation

When you purchase lottery tickets from Endeavour Foundation, you help to provide opportunities for people with an intellectual disability to learn life skills, live independently, find a job they love, and be actively involved in their local communities.

Work

Employment opportunities are a critical part of an inclusive and empowering community for people with an intellectual disability. By supporting us, you're supporting opportunities for people with disability to work, develop skills, earn an income, explore their interests and be involved in the community.

Home

Your support helps to build modern, accessible houses so that people with an intellectual disability can choose where and with whom they live. With a focus on safety, a supported routine and making new friends, we support people to be more independent, develop their living skills and exercise more control over their lives.

Social and community participation

Your support of our learning and life skills programs will help to enhance the independence, confidence, life skills and social participation of people with an intellectual disability. Focusing on each individual's interests, skills, and strengths, these programs contribute to a sense of wellbeing and connection with the community, while building essential skills for daily life.

Using inclusive language

The choice of language we use at Endeavour Foundation has an impact on the way we view people with disability and how they are perceived in society. It's important we're aware of the meaning behind the words we use.

We always seek to use language that is respectful of people. We shun stereotypes and use language that reflects people with disability as individuals who live, work and participate in the community.

Here are some practical tips

- Put the person first.** Say 'person' 😊 That's it; wherever possible! We are all people with defining characteristics. If you must say 'person with disability' rather than 'disabled person'. Say 'people with disability' rather than 'the disabled'. A person isn't defined by their disability – they are a person above all.
- Use the least 'labelling' term.** Ask yourself – Is there any need to describe people with other than their name and their role?
- Employees.** We employ around 4000 employees. To make things easier, let's just refer to ourselves and all our colleagues as employees. Employees who work at our social enterprise.
- Social enterprise.** The Australian government may classify many of our worksites as Australian Disability Enterprises (ADEs), if we had to put a label on them (other than a great place to work), it should simply be "social enterprise" an organisation that is formed around a social purpose and that exists to benefit the community. We should not be defined by what our employees cannot do!
- Many people with disability dislike euphemisms** like 'physically challenged', 'differently abled' or 'special needs'. Say 'wheelchair user' rather than 'confined to a wheelchair' or 'wheelchair-bound'. Wheelchairs enable people to get around – they're liberating, not confining.
- Accommodation for people with disability** should be called 'accessible' rather than 'disabled' or 'handicapped'. Ditto for parking spaces, toilets etc.
- Just because someone has disability,** it doesn't mean they are 'courageous', 'brave' or 'special'. People with disability are the same as everyone else. It is in no way unusual or unique for someone with disability to have talents, skills and abilities.
- Avoid emotive words that imply pity,** such as people 'suffer from', are 'afflicted with' or are a 'victim' of disability. For many people, disability is just a fact of life and not something to be dramatised or sensationalised. People with disability are active in their community because of their abilities, not despite their disability.
- Sufferer/suffers from** Referring to someone as a cystic fibrosis sufferer amounts to defining a person in terms of an illness. If the illness or disability must be mentioned, it would be better to say a person with cystic fibrosis. Having a disability or a serious medical condition does not automatically equate to suffering. This assumption can be patronising.
- Don't refer to people without disability as 'normal' or 'healthy'.** These terms can make people with disability feel as though they are abnormal.
- Likewise, people with disability are not, by default, 'vulnerable'.** That implies they can't deal with their day-to-day circumstances. External forces may make anybody vulnerable to certain circumstances – it's not a blanket term relating to people with disability.
- Carer.** Should be reserved for the family or friend of a person with disability who provides unpaid support. Paid workers should be referred to as support staff.
- Despite.** People with disability are active in their community because of their abilities, not despite their disability.
- Disabled.** Emphasises the disability, not the person. Use people/person with disability.
- Disadvantaged.** Don't describe a person as disadvantaged just because they have a disability. A disability needn't be a disadvantage although often society's response to a person's disability can be a disadvantage.

- **Sheltered workshop.** Endeavour Foundation does not operate sheltered workshops. We employ people in social enterprises and commercial enterprises, and many employees are people with disability. This phrase is also now an insult and should never be used.
- **Special needs.** People with disability may feel patronised if they are referred to as having special needs.
- **Supported employees.** See employee.
- **When referring to people, use the least 'labelling' term**
 - 'Service Users' = people
 - 'Accommodation users' = resident

In addition, the following guide provides further assistance in ensuring the use of suitable and inclusive language.

Inclusive Language Do's and Don'ts	
Ability	An individual with disability will also have many abilities. We choose to highlight these.
A non-verbal An epileptic A quadriplegic, etc.	<p>This use of 'a' before the noun implies that once you know the condition or diagnosis, you can categorise the person solely based on their disability.</p> <p>Instead, put the person first -</p> <p><i>A person who doesn't use words to communicate</i> <i>A woman with epilepsy</i> <i>A man who has quadriplegia</i></p> <p>Ask yourself whether mentioning the person's disability is relevant or important in this situation. Our preferred option to describe the person's role and use people's names -</p> <p><i>Tess is an artist</i> <i>Tess commutes on the train, etc.</i></p>
Blind	Use only to describe a person who is unable to see. Otherwise person with a vision impairment is preferred.
Brave	Having a disability does not equate to being brave. Don't use this word unless there are special circumstances in which an individual has demonstrated bravery.
Carer	Should be reserved for the family or friend of a person with disability who provides unpaid support. Paid workers should be referred to as support staff.
Challenged	Euphemisms, such as intellectually challenged, are overly politically correct and are not to be used.
Confined to a wheelchair	A wheelchair is not confining, it provides mobility to people who can't walk. A person uses a wheelchair and should be referred to as a wheelchair user.
Deaf	Use if a person is unable to hear. Otherwise, use person with a <i>hearing impairment</i> if preferred. However, people who communicate using Australian Sign Language (Auslan) are recognised as using an another language and may choose to refer to themselves as Deaf. This is a deliberate choice to identify with the Deaf community and value membership of this group, just as users of other languages may do.
Despite	People with a disability are active in their community because of their abilities, not despite their disability.
Disabled	Emphasises the disability, not the person. Use <i>people/person with a disability</i> .

Inclusive Language Do's and Don'ts	
Disabled toilet disabled parking space	"Disabled" is an inaccurate description. The toilet or car park is not disabled. Use <i>accessible toilet/ accessible parking space etc.</i>
Disadvantaged	Don't describe a person as disadvantaged just because they have a disability. A disability in itself needn't be a disadvantage although often society's response to a person's disability can be a disadvantage.
"Guys" (when referring to a mixed group)	Refer to people as individuals, or by their roles. e.g., <i>The group going on holiday, The cyclists, The movie goers, etc.</i>
Handicapped people	Don't describe a person as handicapped just because they have a disability. A disability in itself needn't be a handicap, although often society's response to a person's disability can be. Let's not encourage the view that disability is a handicap.
Normal	This is a statistical term used to distinguish from people with a disability, but serves to exclude people with a disability. Acceptable phrases include <i>person without a disability or the wider population</i> . It's also acceptable within specific circumstances to use descriptive terms such as <i>sighted and hearing</i> .
Patronising language	Don't describe people as <i>brave, courageous, special or suffering</i> just because they have a disability.
People with disability	While this is the preferred phrase it can be cumbersome and linguistically limiting. Variations can be used such as <i>Australians with disability, drivers with disability or mothers with disability</i> .
People with disabilities	Can imply only people with more than one disability. Use <i>people with disability</i> .
People like this These people	This kind of language implies that people with disability are outside the norm, and are exceptional or excluded in some way.
Sheltered workshop	Endeavour Foundation does not operate sheltered workshops. Endeavour Foundation employs people in both social enterprises and commercial enterprises, and a large number of employees are people with disability. N.B. This phrase is also used as an insult and should therefore be avoided.
Special needs	People with a disability may feel patronised if they are referred to as having special needs.
Sufferer Suffers from	Referring to someone as a <i>cystic fibrosis sufferer</i> amounts to defining a person in terms of an illness. If the person's exact illness or disability must be mentioned, it would be better to say <i>a person with cystic fibrosis</i> . Note that having a disability or a serious medical condition does not automatically equate to suffering. This assumption is not appropriate, and can be patronising.
The blind, the deaf, the disabled	Avoid using 'the' in this manner as it unconsciously eliminates the person and creates a generalisation based purely on disability.

Using the exclamation mark

Use it when you are genuinely excited about something

It is meant to be used when you're exclaiming something – i.e. saying something with great emotion, such as surprise, excitement, or even anger.

This punctuation should be reserved for those times when you are really hoping to convey significant excitement or joy.

But lose it when you're excited about everything

Read your communication and delete any exclamation point from any place that's unworthy of that level of excitement. If you use it everywhere, it's not only annoying, it's also going to lose its meaning.

Use it once

If you can't tear yourself away from the beloved exclamation mark, then use it once, and only once.

Pick the place that you think it fits best in your message, and delete all the others.

Use of capitals in headlines

Endeavour Foundation uses sentence case

This is the capitalization of only the first word in the headline and any proper nouns. This approach is the standard form for headlines in most publications.

It is also easier to read and is less shouty.

Proper noun = the name of a particular person, place, service or program (either ours or someone else's e.g. the government).

e.g. Proper nouns

Daily Life
 Community Participation
 Relationships and Independence
 In-Home Support
 Supported Accommodation
 Health and Wellbeing in Later life
 Work Experience Program
 Virtual Learning Program
 Our Business Solutions
 Pharmaceutical Packaging
 Document Destruction

e.g. Statements

Your team possible
 Life your best life
 Live, learn, work and flourish
 Our mission
 About us
 We offer
 Benefits of our work experience program
 Transitioning to adult life
 Your journey to independence
 Why is the NDIS important?
 Community housing
 Private rental
 Supported independent living – Level of support under NDIS

Logos Colours Fonts



Logo evolution

ENDEAVOUR

ENDEAVOUR

E N D V R
E A O
U

NDVR
Endeavour
Foundation

The logotype is a contraction of the word "Endeavour".

It's simplified and uses key letters to represent syllables in an easy read version of the word.

Logo colours



Violet 1



Purple 1



Red 1



Mid Orange 1



Endeavour
Foundation



85% Black

The Endeavour Foundation logo is the core visual element of the visual identity. Consistent use of the logo is essential in creating a united brand. The master logo is supplied as artwork and should never be altered, distorted or re-created in any way.

The colour positive version on a white background should be used in all instances where possible i.e. printed and digital collateral.

Logo usage

The Endeavour Foundation master logo files should be used at all times. This is to make sure the logo is used in a consistent manner across all communications. For the initial launch, the positive stacked logo in full colour on a white background is preferred. However at a later stage when the brand is established, the reversed version may be introduced. Please request approval from the Marketing Team if you need to use the mono reversed version. **Never** use the NDVR logotype or the words Endeavour Foundation separately i.e. You cant use one without the other.

 **PREFERRED OPTION**



POSITIVE STACKED

The positive stacked logo is full colour on a white background and is the preferred version for all online use and in print applications.

POSITIVE WIDE



 **THE REVERSED LOGOS MAY NOT BE USED UNLESS SPECIFICALLY REQUIRED. PLEASE CONFIRM WITH THE MARKETING TEAM BEFORE USING IN ANY DESIGNS.**



MONO REVERSED STACKED

The mono reversed version may only be used where reproduction limitations apply. e.g. one colour printing on t-shirts or pens.

MONO REVERSED WIDE



MONO STACKED

The mono version may only be used where reproduction limitations apply.

MONO WIDE



Logo usage



SINGULAR LETTER STACKED

The singular letter logo has the blend colours removed. This can only be used if approved by the Marketing Team for specific applications. e.g. embroidery.

SINGULAR LETTER WIDE



Minimum clear space and size



MINIMUM SIZE

The logos must never be used at a width less than indicated below:



13mm



35mm

PREFERRED SIZE

A4 covers



30mm

A5 and **DL** covers



25mm

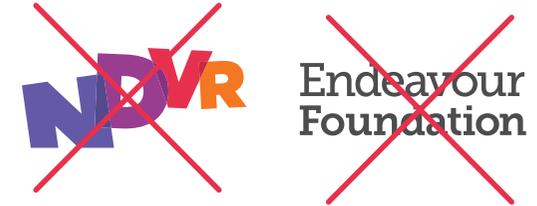
Incorrect logo usage

Never typeset, draw manually or create the logo using computer graphics.

Do not distort the logo when resizing. To maintain the correct size of the logo when resizing, hold down the shift button while pulling the outer image square. This will maintain the logo's correct dimensions.

Never place the logo over a photo.

Never use the NDVR logotype or the words Endeavour Foundation separately
i.e. You can't use one without the other



Co-branding and sponsorship

THIRD-PARTY FUNDRAISING ACTIVITIES

This Endeavour Foundation logo lockup should be used to promote any events held to raise funds for Endeavour Foundation. Display on all advertising, posters, flyers and signage.

Proudly supporting



Proudly supporting



PACKAGING/PRINTING OPTIONS

Endeavour Foundation logo lockup examples should be used when Endeavour Foundation Industries are involved in the production.

Proudly packaged by



Proudly packaged by



Proudly printed by



Proudly printed by



ENDEAVOUR FOUNDATION AND COMMUNITY SOLUTIONS GROUP LOGOS

When presenting the Endeavour Foundation and the Community Solutions Group logos' together, this proportion should be followed ensuring the top of the Community Solutions Group icon is in line with the top of the N in the Endeavour Foundation icon, and bottom of the Community Solutions Group icon is aligned to the bottom of Foundation text.



Colour palette



Stacked white tagline – Always on colour – Darker toned shape behind

Violet 1 – 71c 74m 0y 0k

Violet 2 – 73c 74m 0y 20k

Blue 1 – 74c 19m 0y 0k

Blue 2 – 80c 30m 0y 3k

**Imagine
what's
possible**

**Imagine
what's
possible**

Colour palette specifications

LOGO COLOURS

	CMYK				RGB			HEX	PMS
Violet 1	71	74	0	0	100	89	167	6459a7	7670 C
Purple 1	46	91	5	0	152	61	144	983d90	513 C
Red 1	3	95	66	0	211	40	70	d32846	1925 C
Dark Orange 1	0	82	79	0	241	86	65	f15641	7417 C
Mid Orange 1	0	66	100	0	238	118	35	ee7623	158 C
Light Orange 1	0	45	82	0	249	158	69	f99e45	1375 C
Yellow 1	0	25	100	0	255	194	14	ffc20e	1225 C
Green 1	68	12	84	0	93	169	93	5da95d	7738 C
Blue 1	74	19	0	0	0	163	224	00a3e0	299 C
Navy 1	100	75	0	34	33	61	118	213d76	294 C

DARKER TONES

	CMYK				RGB			HEX	PMS
Violet 2	73	74	0	20	80	75	138	504b8a	7671 C
Purple 2	50	91	5	17	124	52	123	7c347b	255 C
Red 2	3	95	66	20	189	40	66	bd2842	193 C
Dark Orange 2	2	92	100	2	225	60	45	e13c2d	485 C
Mid Orange 2	0	80	100	3	230	88	45	e6582d	7579 C
Light Orange 2	0	60	90	3	234	126	59	ea7e3b	1385 C
Yellow 2	0	40	100	0	248	165	49	f8a531	136 C
Green 2	75	15	90	7	70	150	82	469652	7740 C
Blue 2	80	30	0	3	8	141	198	088dc6	2925 C
Navy 2	100	80	0	50	0	39	96	002760	295 C

GREYS

	CMYK				RGB			HEX	PMS
Black	0	0	0	100	0	0	0	000000	Black C
85% Black	0	0	0	85	77	77	79	4d4d4f	Cool Grey 11 C
60 % Black	0	0	0	60	128	130	133	808285	Cool Grey 7 C
30% Black	0	0	0	35	188	190	192	bcbec0	Cool Grey 4 C
10% Black	0	0	0	10	230	232	232	e6e7e8	Cool Grey 1 C

Typography – External

Following are the basic styles we use for external collateral - Broadly we use Museo Rounded for headings and features and Lato for the body text.

Major Headings
Museo Rounded 900 or
Museo Rounded 700

Intro Para/Pullout
Museo Rounded 500

Heading 2
Museo Rounded 700

Body copy
Lato Light
Lato Regular (Reversed)

Heading 3
Museo Rounded 700

Bullets
Lato regular

Our business solutions

Endeavour Foundation is ready to support your business through a diverse range of business solutions across our sites in South East Queensland.

Food Packaging

Our accredited services are an industry standout when it comes to cost-effective and efficient food packaging. With multiple sites across Queensland, we specialise in solving large or complex packaging problems. We focus on tailoring solutions and building positive long-term relationships with our customers. We specialise in packing hard goods, granulated product, powders and liquids with HACCP and organic accreditation for leading Australian and international food companies and retailers.

We offer:

- Food blending & packaging
- Shrink/bundle wrapping & bagging
- Labelling, re-labelling & bar coding

General Packaging

We provide custom packaging solutions for a wide range of needs at our sites across Queensland. From general rectification to complex multi-stage assemblies, we provide the highest standard packaging using the latest in industry machines.

We offer:

- Collating
- Assembly
- Shrink-wrapping
- Labelling
- Kitting
- Manufacture and packing of household products
- General packing

Typography – External

Our font families should be used for all external communications. 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 Major headings	Museo Sans Rounded 900 (Black)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Major headings and headings	Museo Sans Rounded 700 (Bold)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Pull out text and intro paragraphs	Museo Sans Rounded 500 (Medium)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Large pullout text	Museo Sans Rounded 300 (Regular)

Lato

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Bold words in body copy	Lato Bold, Bold Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Reversed body copy	Lato Regular, Regular Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Body copy	Lato Light, Light Italic

Typography – Internal

Where possible, the External font sets should be used, but for all internal communications that are dependant on system fonts use Arial. 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.

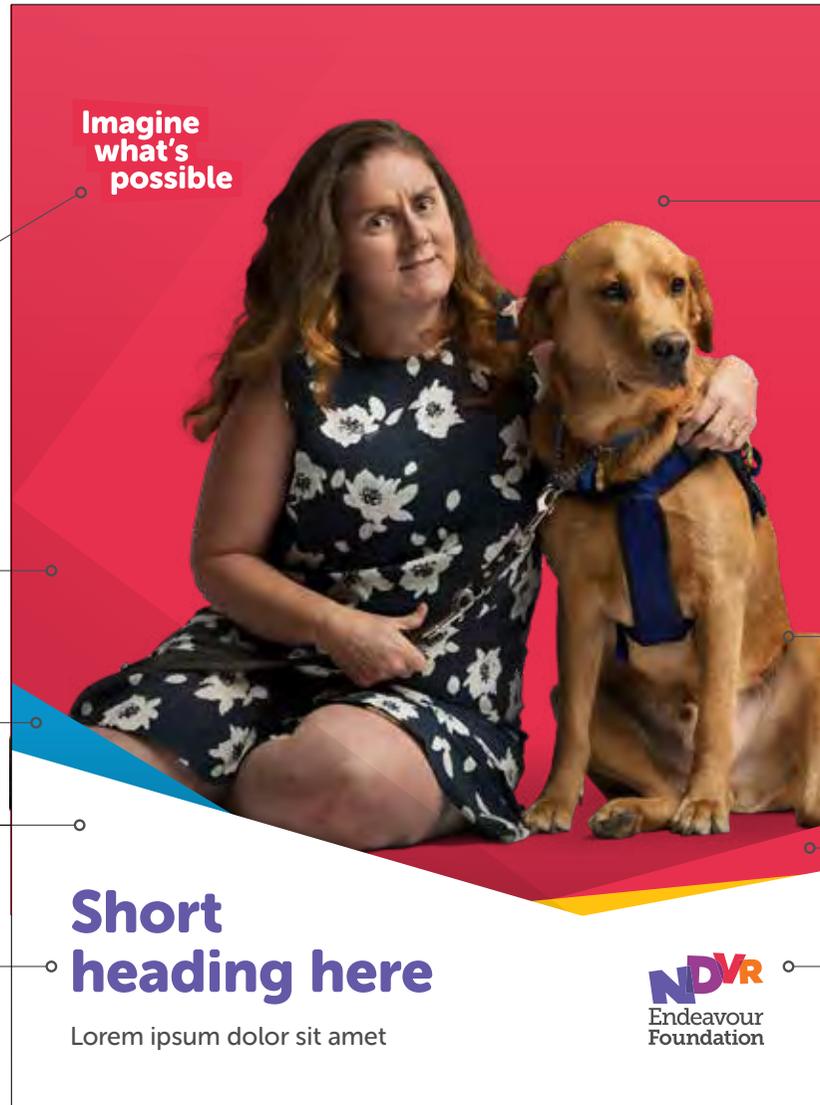
Arial

<p>Aa</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!\$&*)</p>	<p>USED FOR Major headings</p>	<p>Arial Black</p>
<p>Aa</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!\$&*)</p>	<p>USED FOR Major headings and headings</p>	<p>Arial Bold</p>
<p>Aa</p>	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!\$&*)</p>	<p>USED FOR Pull out text and intro paragraphs and body copy</p>	<p>Arial Regular</p>

Brand elements



Brand elements



Tagline
 Stacked white tagline
 Always on colour
 Darker toned shape behind

Angled shadow
 15% light grey fades off at the top
 Multiplied on top of image

Shard

Polygon
 Shape options top,
 bottom and right sides

Heading / Text
 Museo Rounded 900 (Black) / 700 (Bold) – Headings
 Museo Rounded 500 (Medium) – Sub headings
 and intro text

Short heading here

Lorem ipsum dolor sit amet



Portrait
 Deep etched studio-shot images
 Variety of people / expressions / poses / crops

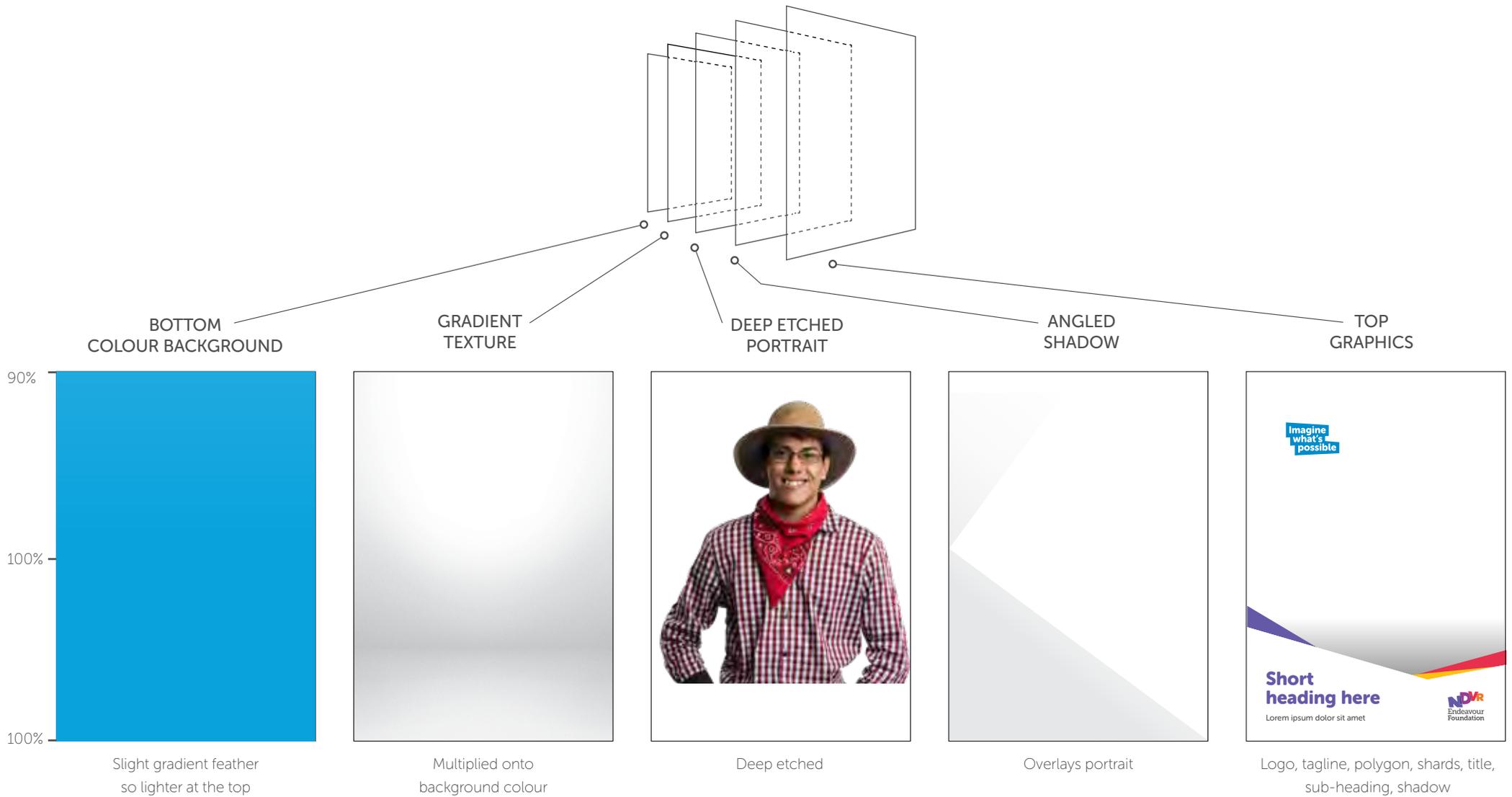
Colour Background
 Sitting on brand colour background
 with gradient texture overlaid for depth

Shards

Logo
 For the time period to establish the new brand,
 always show logo in full colour on white.

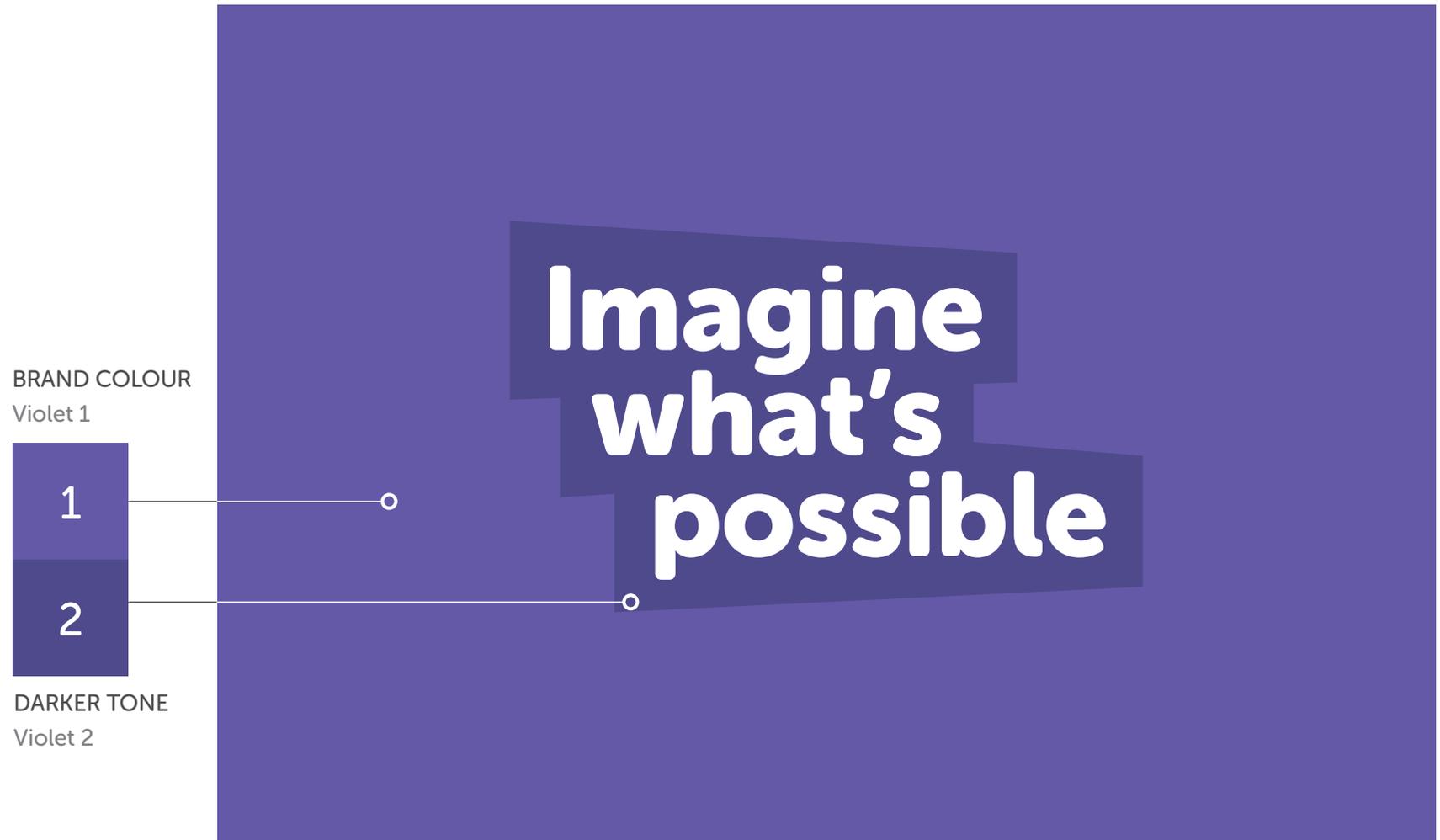
Construction of elements

Templates will be composed with several elements to create depth and texture



Tagline

The tagline is stacked Museo Rounded 900 text sitting on jaunty angled panels. The text is always white sitting on one of the 10 brand colours. The panel is coloured a slightly darker colour of the background. See the next page for the colour specification.



Tagline

<p>1</p> <p>2</p> <p>PURPLE</p> <p>Imagine what's possible</p>	<p>MID ORANGE</p> <p>Imagine what's possible</p>	<p>GREEN</p> <p>Imagine what's possible</p>
<p>RED</p> <p>Imagine what's possible</p>	<p>LIGHT ORANGE</p> <p>Imagine what's possible</p>	<p>BLUE</p> <p>Imagine what's possible</p>
<p>DARK ORANGE</p> <p>Imagine what's possible</p>	<p>YELLOW</p> <p>Imagine what's possible</p>	<p>NAVY</p> <p>Imagine what's possible</p>

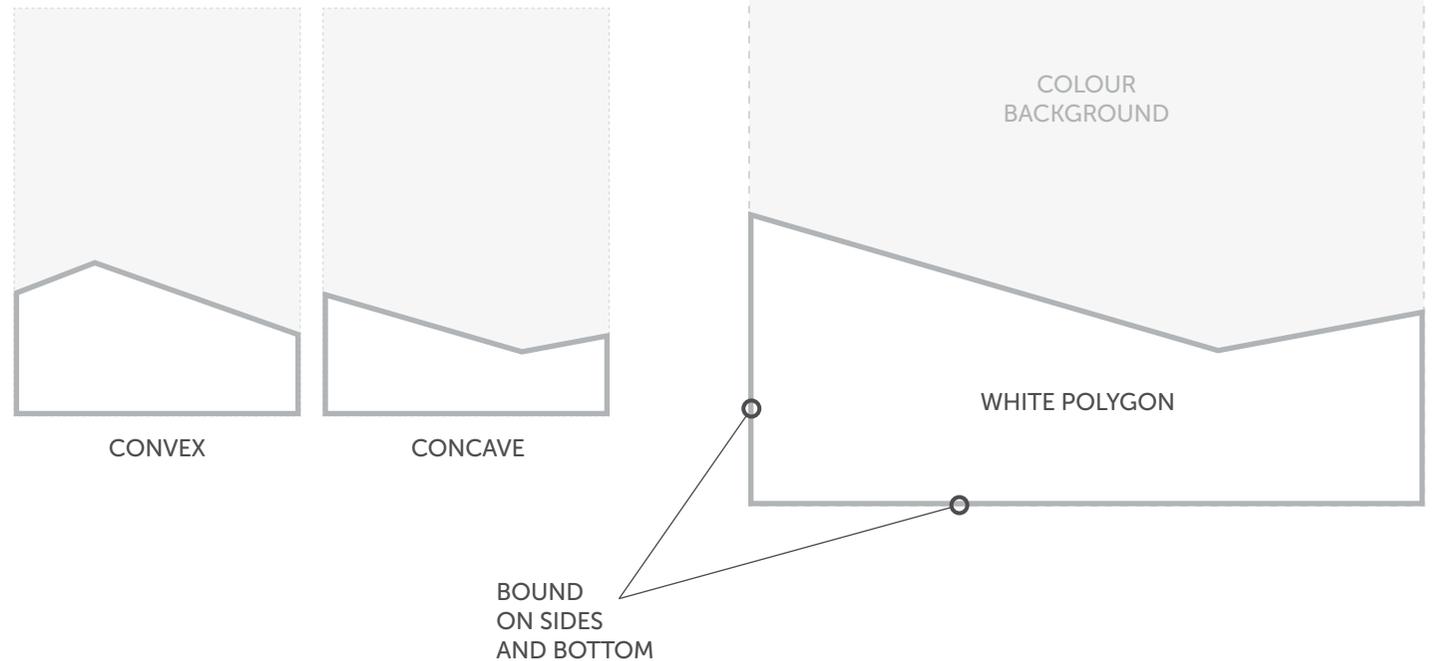
Polygon

To create a dynamic white space for the full colour logo to sit on, we have developed the **polygon** graphic device with either four or five sides.

It is usually bound on three of the sides by the document edges. The fourth/fifth sides overlay the coloured background (which can be any of the 10 brand colours).

It can be either a concave or convex shape, allowing some flexibility for varying dominance of images, colour, headlines, logo and white space depending on the piece's communication objectives.

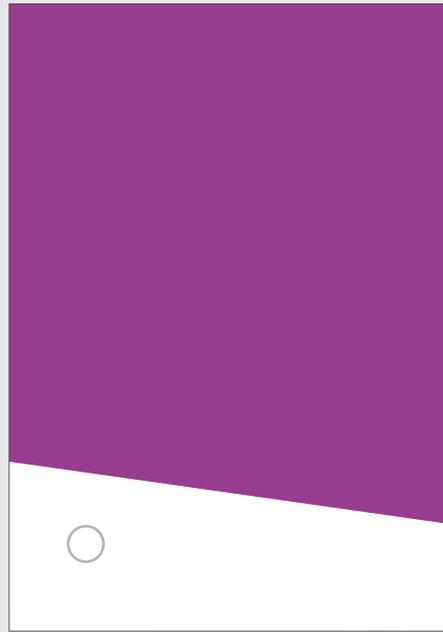
Sets of polygons have been created for bottom (usually portrait) and side options (usually landscape).



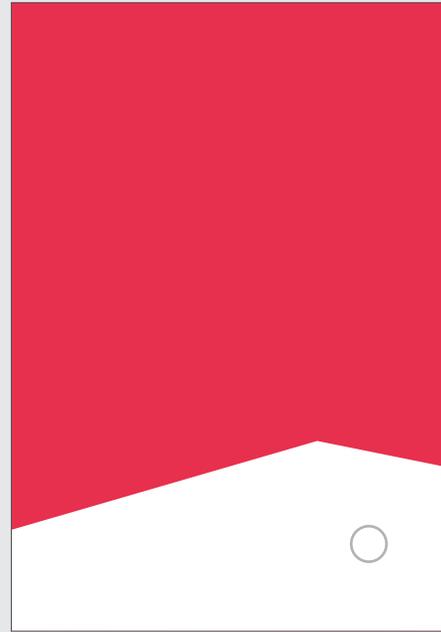
Polygons – bottom



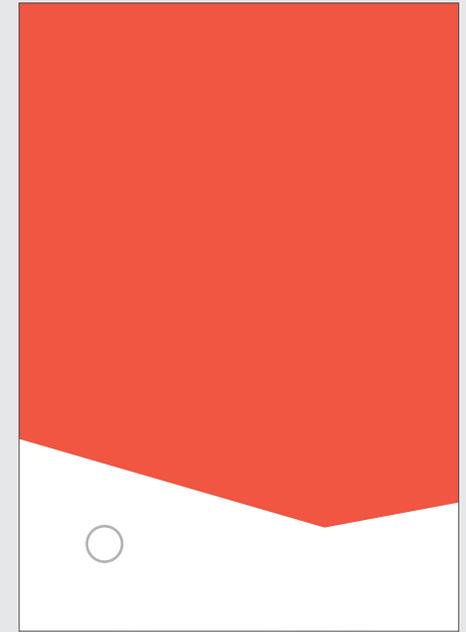
1-STRAIGHT RIGHT



2-STRAIGHT LEFT



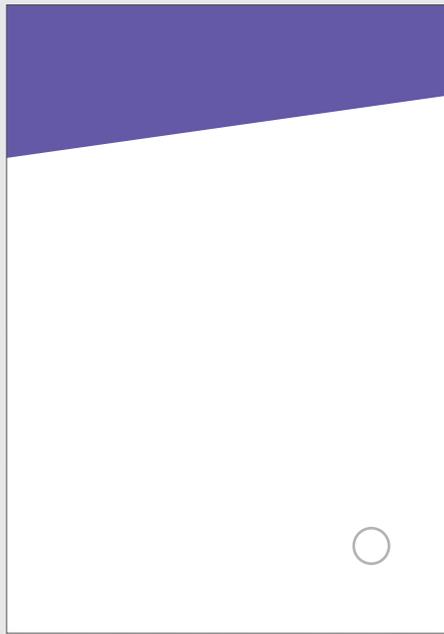
3-CONVEX RIGHT



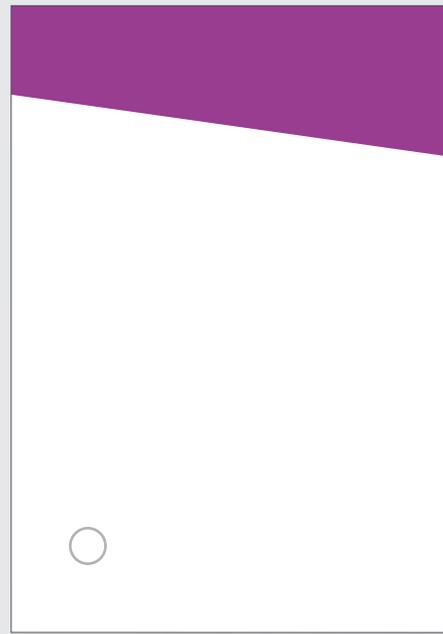
4-CONCAVE LEFT

Right/left refers to side with more white space

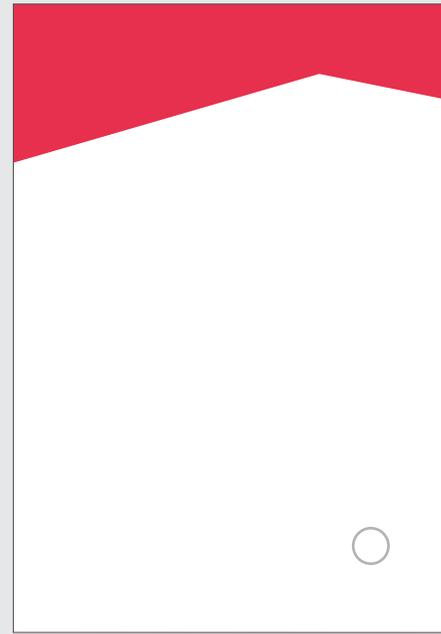
Polygons – large white space



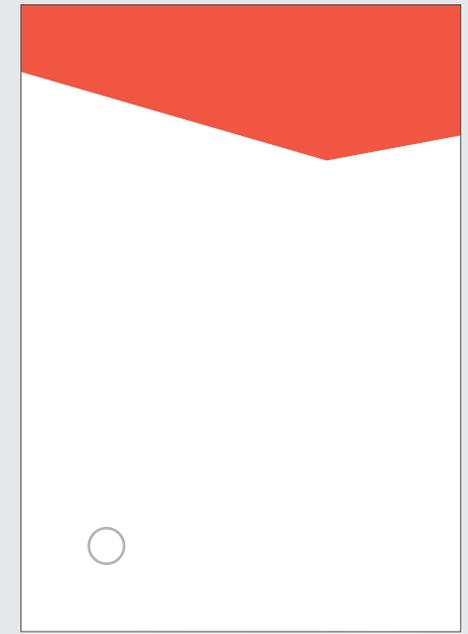
1-STRAIGHT RIGHT



2-STRAIGHT LEFT



3-CONVEX RIGHT

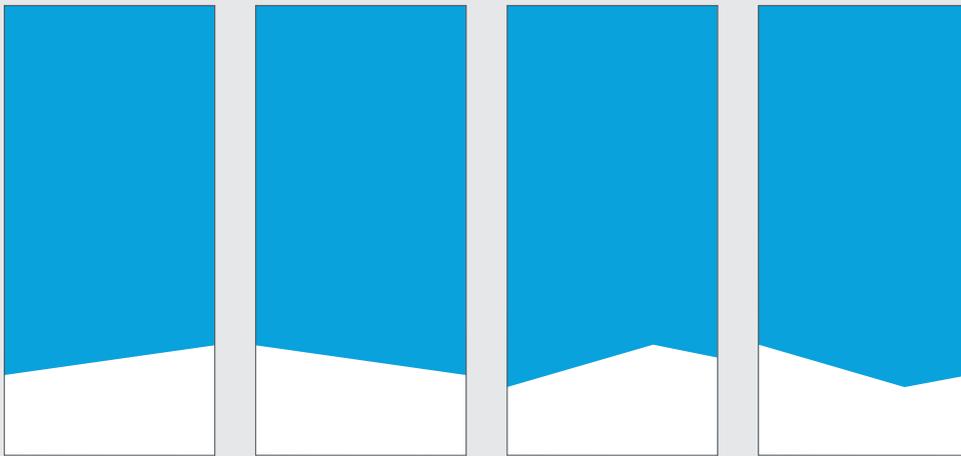


4-CONCAVE LEFT

Polygons – DL tall

Polygons – vertical banners

Use these when you need to feature a logo at the top

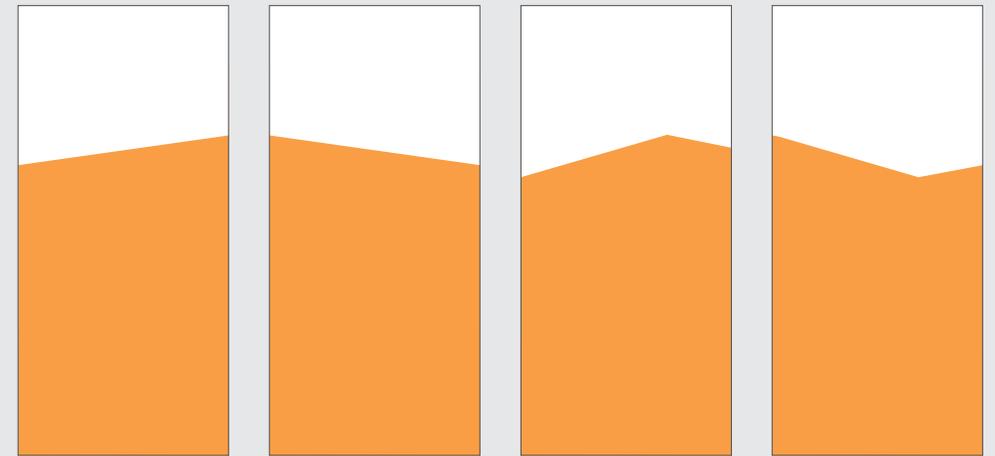


1

2

3

4



1

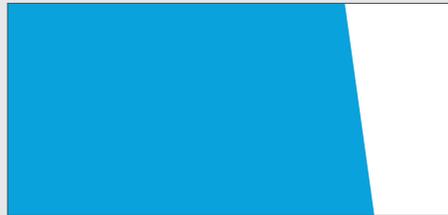
2

3

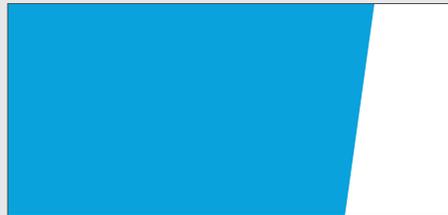
4

Polygons – wide

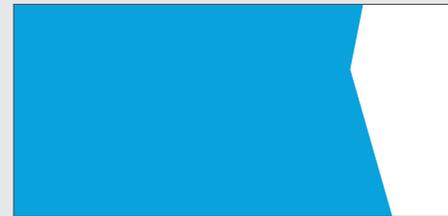
1



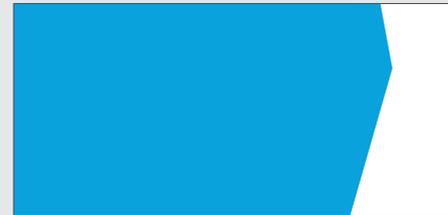
2



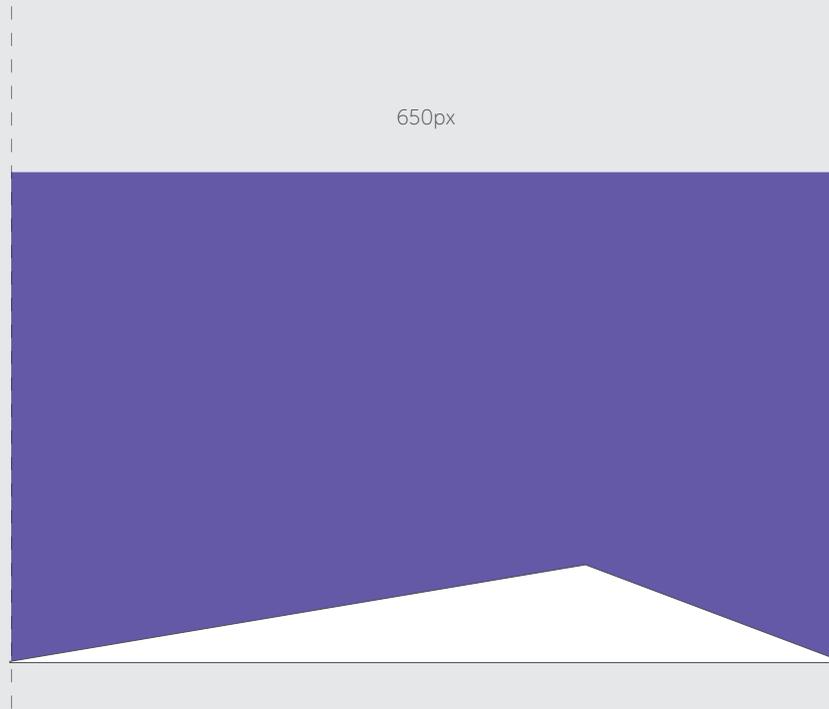
3



4



Polygon – EDM

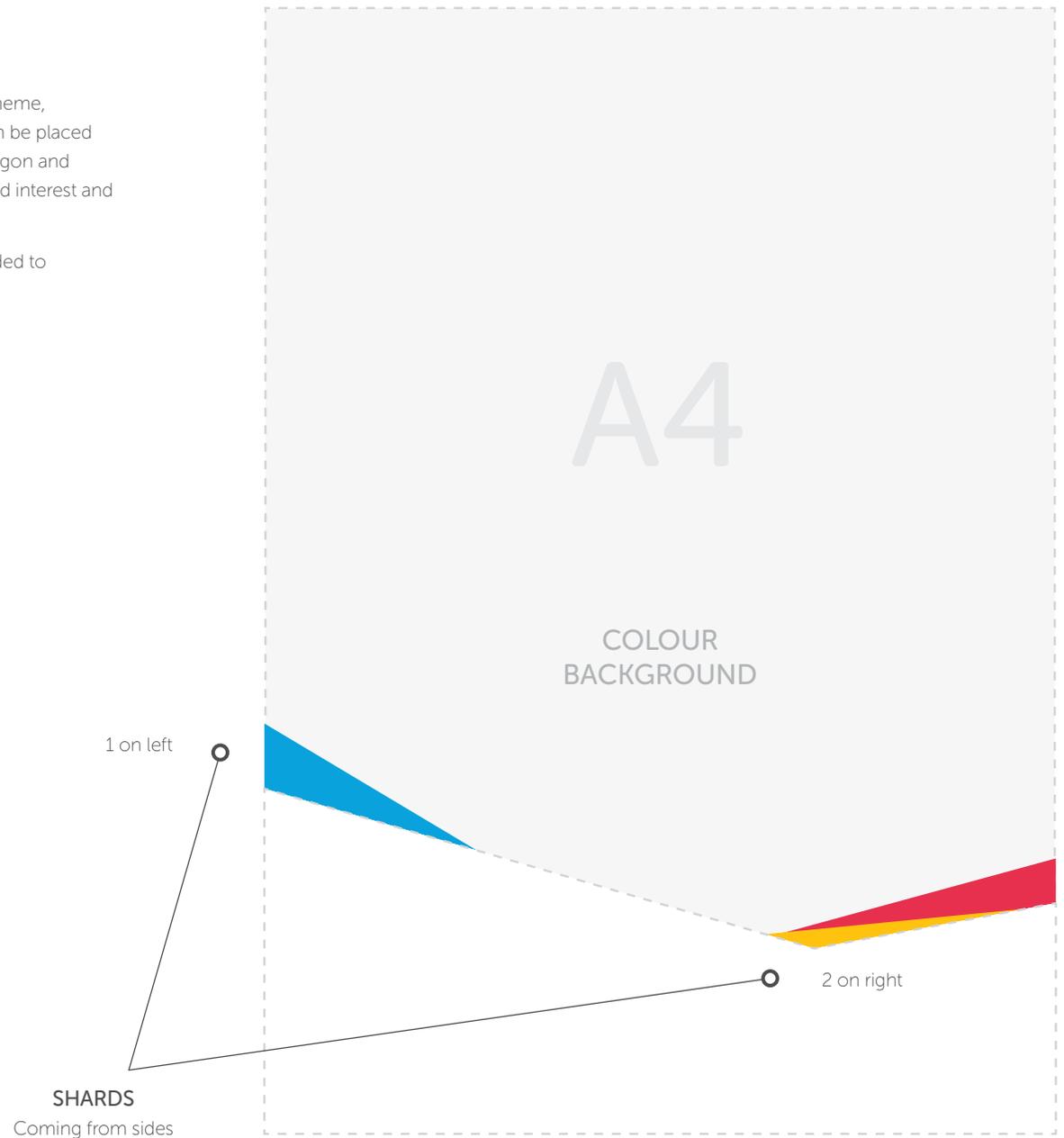


Central section cut up as image

Shards

To further extend the angle theme, additional shard elements can be placed at the intersection of the polygon and colour background. These add interest and dynamic fun to layouts.

Typically, three shards are added to a polygon.



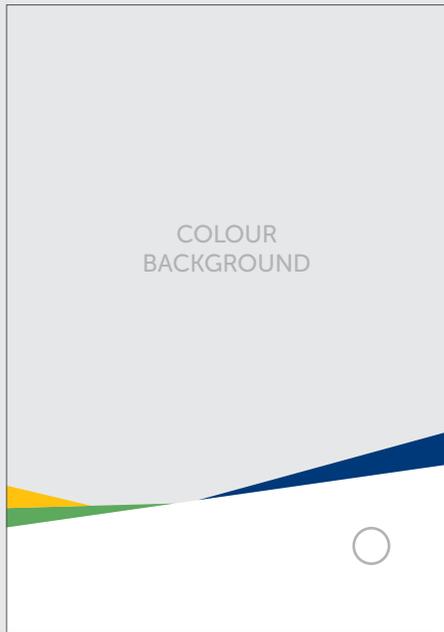
Shard colours

While shard colours can be any from the set of 10, they should be chosen to compliment the background colour.

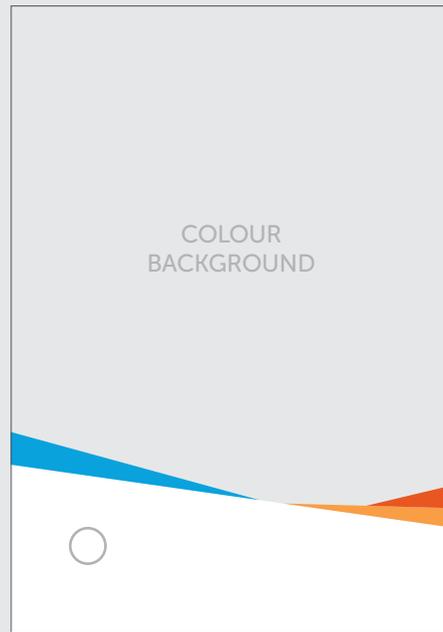
Here are some suggested combinations.



Shards – bottom



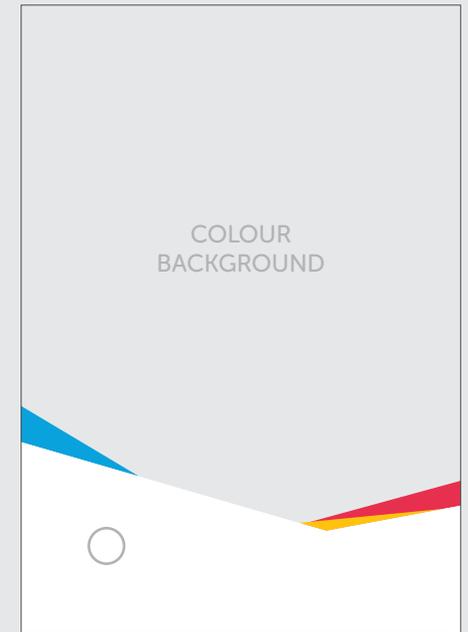
1-STRAIGHT RIGHT



2-STRAIGHT LEFT



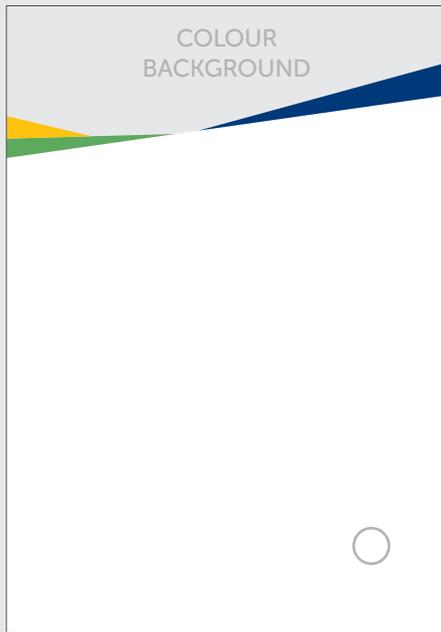
3-CONVEX RIGHT



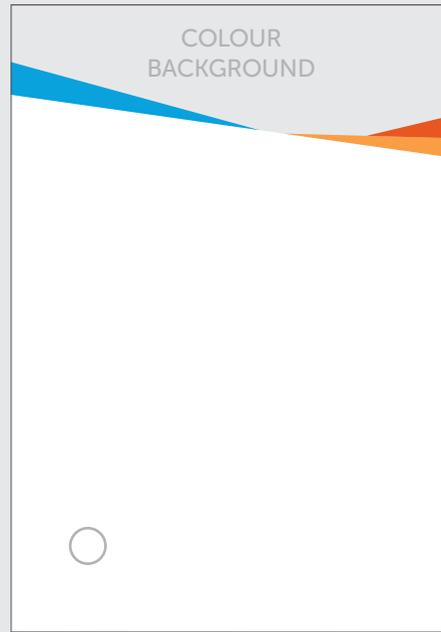
4-CONCAVE LEFT

Right/left refers to side with more white space

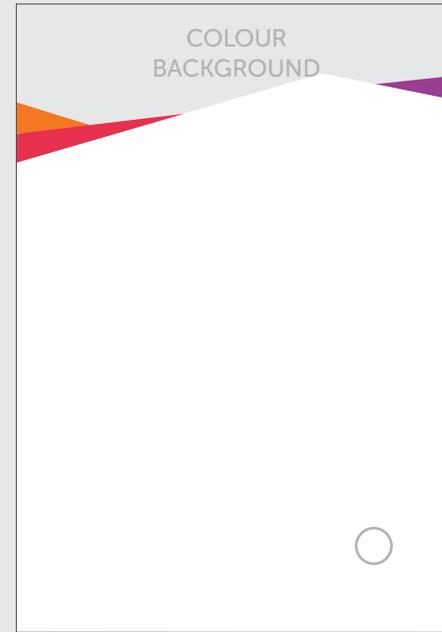
Shards – large white space



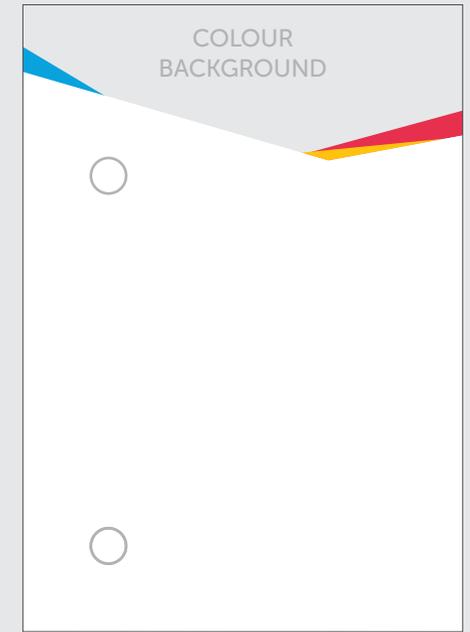
1-STRAIGHT RIGHT



2-STRAIGHT LEFT



3-CONVEX RIGHT



4-CONCAVE LEFT

Right/left refers to side with more white space

Shards – DL tall

Shards – vertical banners

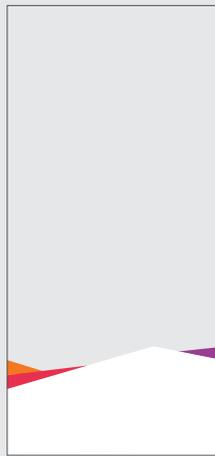
Use these when you need to feature a logo at the top



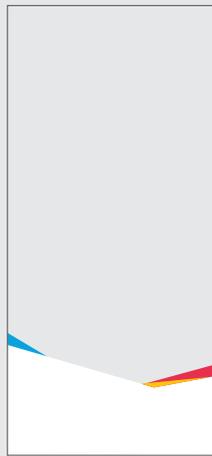
1



2



3



4



1



2



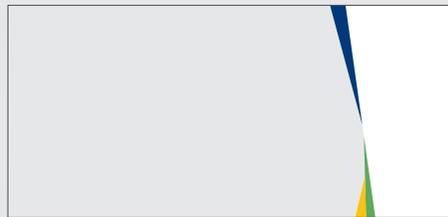
3



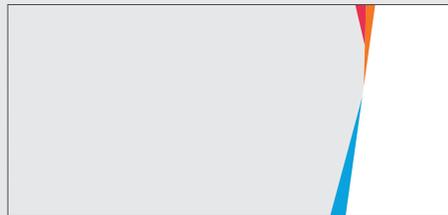
4

Shards – wide

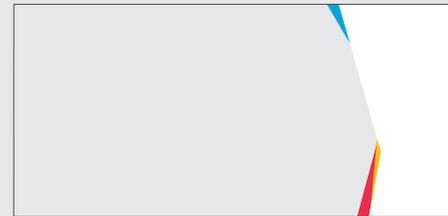
1



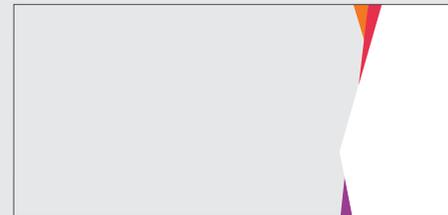
2



3



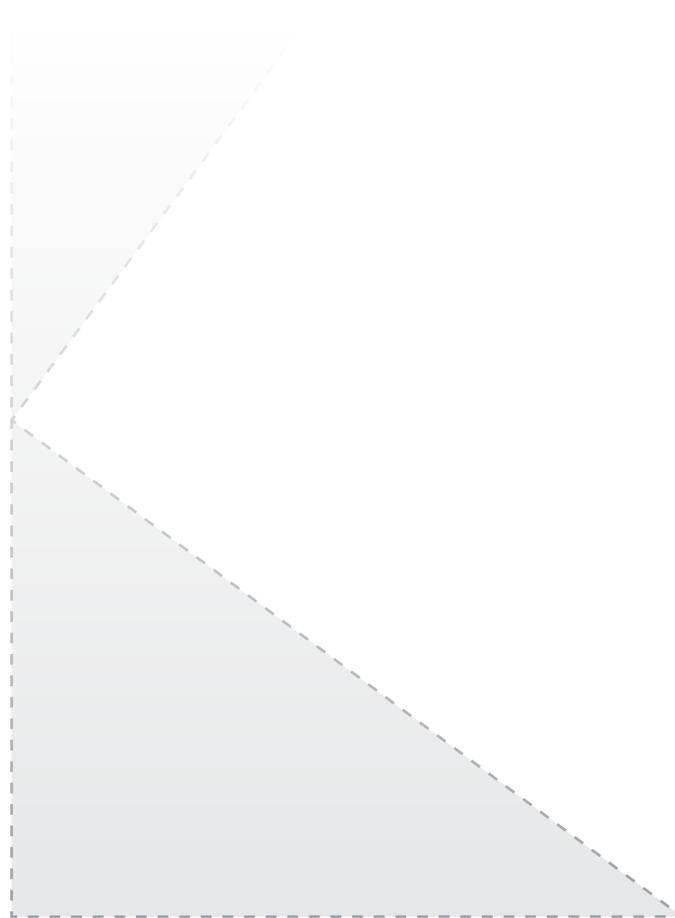
4



Angled shadow

The angled shadow is used to add interest and texture to the flat background colour.

It can also be used to add interest to white text pages. It is 10% Black with a gradient feather to taper off. The position and feather may be adjusted to suit the layout.



Portraits

Our hero portraits are not self-serving—they are client-serving. It also allows us to do numerous shots of a variety of clients and use them across a range of collateral. The colour backgrounds may be changed to suit the material and image. It focuses on our people and their beauty and uniqueness.

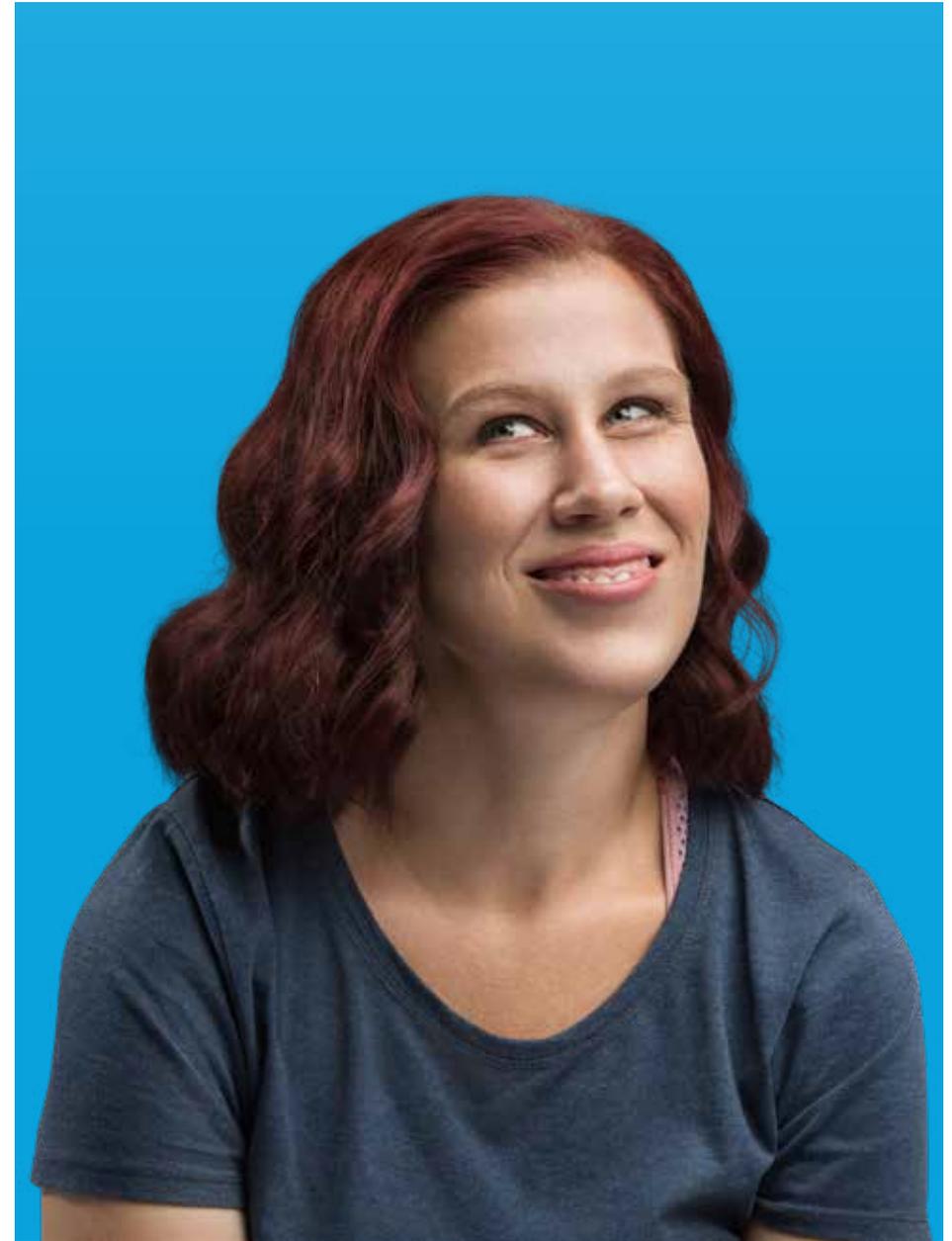


Client-focused candid portraits

Focus on unique beauty

Jubilant, active expressions

Joyful, hopeful and positive expressions



Portraits – Photography and retouching brief

PHOTOGRAPHY BRIEF

- Candid portraits not studies.
- Show clients with mix of ages, genders and abilities.
- Jubilant active expressions.
- Joyful, hopeful, positive expressions.
- Also shoot some staff images for internal / recruitment uses.
- Aim for a variety of poses to create visual interest across many images—avoid arms by sides straight-to-camera stiff poses (see next page for details).
- Mix of close ups to full length.
- Plan for images to suit skinny vertical banners and wide web banners.
- Mix of looking to camera and just off.
- Use directional studio lighting creating depth and character.
- Avoid floodlit flat lighting.
- Crop images in design, **NOT** while shooting

RETOUCHING BRIEF

- Portraits on colour background should always be deep etched.
- Deep etching should be of a high quality, especially around hair.



✓ Correct



✗ Drop crop top and sides in camera

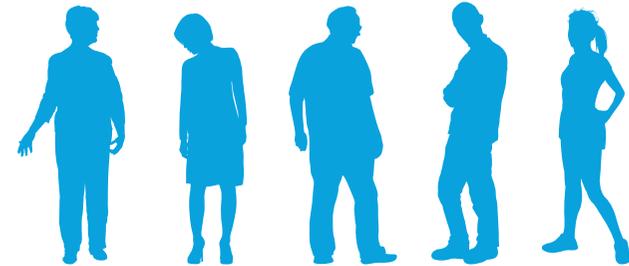


Portraits – poses

Strive for interesting, dynamic poses that communicate the individual's personality and a sense of joy. A variety of compositions across many collateral items will keep it interesting. Avoid square to camera, arms-by-sides, stiff poses.



Interesting angles, tilts – faces to camera and away



Expressive hands and arms



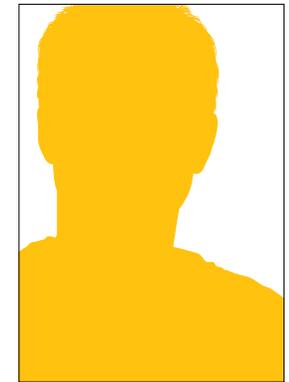
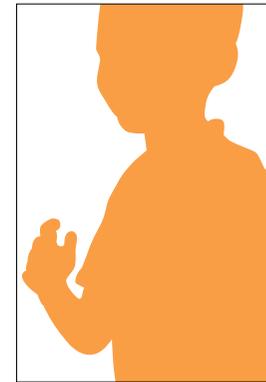
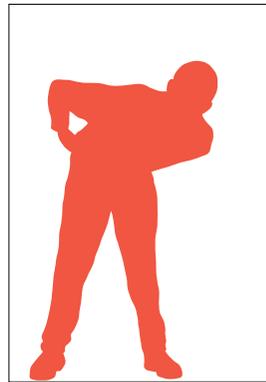
Active bodies and compositions



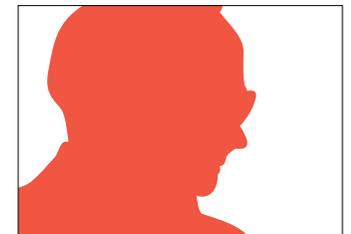
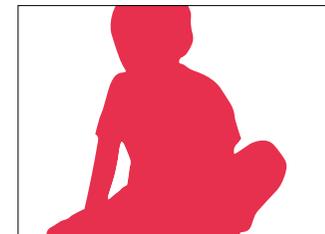
Portraits – crops

To provide exciting options, use a variety of shots—from full-length to closeup. Crop images in the design, not while shooting with the camera. You may crop out the bottom, but not the sides of the body or the top of the head. This will give you maximum flexibility for image use.

Scale from full length to intimate portraits



Plan for wide format



General photography

Still with a focus on the client—feature action, engagement and purposeful endeavour. Include staff in images aimed at internal audience or for recruitment.

Image containers may use angled lines to suit the design—see brochure and magazine examples.

Industrious

Fulfilled

Engaged

Happy



Icons

ORGANISATIONAL VALUES AND BEHAVIOURS



SERVICE AREAS



@ENDEAVOUR



Icons



Telephone



Email



Website

Icons - social media



Facebook

Hex: #1877F2

RGB: 24.119.242

CMYK: 83.52.0.0

PMS: 2727C

PMS 2382U

<https://en.facebookbrand.com>



Twitter

Hex: #1DA1F2

RGB: 29.161.242

CMYK: 69.26.0.0

PMS: 2382C

https://about.twitter.com/en_us/company/brand-resources.html



LinkedIn

Hex: #0077B5

RGB: 0.119.181

CMYK: 100.23.0.19

PMS: 641

<https://brand.linkedin.com>



Youtube

Hex: #FF0000

RGB: 255.0.0

CMYK: 0.95.100.0

<https://www.youtube.com/intl/en-GB/yt/about/brand-resources/#logos-icons-colors>



Pinterest

Hex: #E60023

RGB: 230.0.35

CMYK: 3.100.98.0

PMS: 2035

<https://business.pinterest.com/en/pinterest-brand-guidelines>

Icon / logo lockups

@Endeavour and Values lockup (internal use only)



Endeavour Foundation and Values lockup (internal use only)



#TeamPossible

A team campaign will be developed for internal engagement naming ourselves #TeamPossible. This will be used across various internal elements including our Rewards and Recognition program. The name is set in Museo Rounded 500 (Medium) and is available in two versions—plain text for sitting with the logo or tagline, or on jaunty panels for more impact where it appears on its own. It can be reproduced in any of the brand colours sets.



#TeamPossible



#TeamPossible

With tagline



#TeamPossible

With logo



On own

Brand Collateral



T-shirt design



A4 Brochure cover design



A5 Brochure design

About Endeavour

Endeavour Foundation is an independent, for purpose organisation, established in 1951 by a small group of families who wanted equal access to education and life skill learning for their children.

Our 30 sites in Queensland, Victoria and New South Wales enable 2,288 supported employees to develop important skills and experience being part of the workforce.

Brandon's story

My mum is very proud of me. Even though I have an intellectual impairment, I still try for things. So I don't let it affect me really. I work for Endeavour Foundation. I get paid and I get treated so well. The best part of my work day is when the supported employees make you laugh. I love music. I like to keep busy. I don't want to be bored, I hate sitting and doing nothing.

Imagine
what's
possible

Business solutions

Enjoy professional business solutions as a commercial client

Our business solutions

Endeavour Foundation is ready to support your business through a diverse range of business solutions across our sites in South East Queensland.

Food Packaging

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- Collating
- Assembly
- Shrink-wrapping
- Labelling
- Kitting
- Manufacture and packing of household products
- General packing

Document destruction

As one of the largest document destruction services in Queensland, operating from nine locations across the State, we can deliver confidential destruction of documents and archive boxes and tailor recycling solutions to your specific business requirements. Choose Endeavour Foundation for your document destruction needs and enjoy no contracts, no rental charges and no mess.

*NAID AAA accredited locations

Printing, mailing & Col

We provide a comprehensive printing and mailing services for customers ranging from small businesses to large government departments and corporations.

Whether you need a one-off service or have ongoing requirements, we have services to meet your needs. With skilled and experienced staff, we provide personalised services and ensure completion and efficient delivery.

HOME

DAILY LIVING

SOCIAL & COMMUNITY PARTICIPATION

RELATIONSHIPS & INDEPENDENCE

WORK

LEARNING

Contact us today for a competitive quote!

1800 117 247
 business.solutions@endeavour.com.au
endeavour.com.au/business-solutions

DL Brochure design

Hey Ipswich!
**Welcome to your
 new Endeavour
 Centre.**



Imagine
 what's
 possible

1800 112 112
 endeavour.com.au



**Interested in
 more than
 'just a job'?**
Join our team.



Imagine
 what's
 possible

1800 112 112
 endeavour.com.au




Check out both our paid
 and volunteer opportunities
 by heading to our website.
endeavour.com.au

Alternatively, forward your CV
 and let us know how you can
 help us make a difference.
careers@endeavour.com.au



1800 112 112
 endeavour.com.au
 careers@endeavour.com.au

Factsheet design



Learning skills for life

Imagine what's possible

Some people with intellectual disability exhibit behaviour that can concern their family and friends. This behaviour may cause physical or emotional harm, or limit the person's ability to engage fully with the community.

Our Specialist Behaviour service provides specialised support and training to people with a disability, their families and staff in situations where the needs of an individual are complex. We employ multiple, evidence-based approaches to improve the persons wellbeing, overall quality of life, and to reduce behaviour that can cause concern.

Our team also provides human relations and sexual education, detailed assessments of sexual knowledge and anger management training. Support can be on an individual basis or provided in small group settings.

All members of our Specialist Behaviour Service have extensive experience and training in contemporary behaviour support practices, and routinely help people with a range of disabilities, ageing and mental health conditions.

Assessment, planning and support

Depending on the needs of the individual, there are three types of Positive Behaviour Support Plans we can develop:

- Brief consultancy, assessment and positive behaviour support recommendations. This service is available where a rapid response is required to new or emerging concerns.
- Detailed consultancy, assessment and the development of detailed positive behaviour support recommendations. This includes training family members, carers and support staff - both in the implementation of the plan and in monitoring the plan's progress.
- A detailed Positive Behaviour Support plan which is independently reviewed by another Specialist Behaviour decision makers when consent for the use of restrictive of the effectiveness of the plan, including reassessment and review when needed.

Restrictive Practices Services

In Australia, the use of behavioural interventions that limit human rights are being eliminated, in many areas through legislation and policy. Eliminating these interventions and replacing them with Positive Behaviour Support aims to promote human rights, individual wellbeing and reduce challenging behaviour.

Our Positive Behaviour Support Plans are fully compliant with State or Territory restrictive practice laws. These are designed to reduce the impact of challenging behaviours by promoting the best for the person with a disability, whilst ensuring that all lawful obligations are addressed.

For more information:

1800 112 112 | hello@endeavour.com.au | endeavour.com.au




Specialist Behaviour Service

Imagine what's possible

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Wide-format ad design

Hey Ipswich!
Experience the new Endeavour Foundation.

At our Learning and Lifestyle centre, we can help you develop important daily skills to live independently, get out and about in your community and learn new things. Come and visit us at 45 East Street, Ipswich.

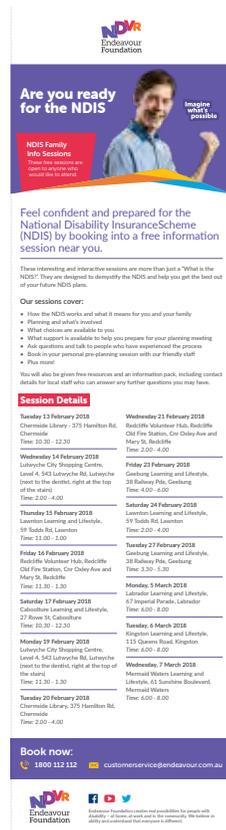
Imagine what's possible

Imagine what's possible with Endeavour Foundation.

1800 112 112 endeavour.com.au

NDVR
Endeavour Foundation

External email design



Feel confident and prepared for the National Disability Insurance Scheme (NDIS) by booking into a free information session near you.

These interesting and interactive sessions are more than just a "What is the NDIS?". They are designed to demystify the NDIS and help you get the best out of your future NDIS plans.

Our sessions cover:

- How the NDIS works and what it means for you and your family
- Planning and what's involved
- What choices are available to you
- What support is available to help you prepare for your planning meeting
- Ask questions and talk to people who have experienced the process
- Book in your personal pre-planning session with our friendly staff
- Plus more!

You will also be given free resources and an information pack, including contact details for local staff who can answer any further questions you may have.

Email elements

Size

Width 650px

Images / icons

Do not clutter with unnecessary images and/or icons

Colour usage

For headers / titles use three colours only from the title graphic

Title

Always white text
Museo Sans Rounded 900
650 wide

Main heading

Same colour as background
colour of title graphic, e.g. Navy

Section heading

White text, Arial Black,
panel behind text to be same
colour as larger shard eg Blue

Call out box

Panel (square corners) - #e6e7e8
thin border - #bcbec0

Endeavour Foundation Express

February 2018

Welcome to our 19th edition of the Endeavour Foundation Express.

In this edition, we share some of the wonderful work happening across the organisation including:

- Meet the team – Susan Deegan
- Find out who has featured in the news!
- Learn Connect pilot launch
- Our Ayr clients are having a horsing good time

People

Bundaberg man retires at 90 after dedicating 27 years to our local retail store

Retired cane farmer and Bundaberg Recycled Clothing store volunteer of 27 years, Mario, also known as Morrie, has called it a day just two days shy of his 90th birthday.

After Mario retired all those years ago, he decided he wanted to give back to his community. So it was at the Bundaberg Endeavour Foundation Recycled Clothing (ERC) store that he found himself every Wednesday afternoon.

[READ MORE](#)

Meet the team

Name: Susan Deegan

What is your role? Support Worker

What service/s do you work in? I work at our Alexandra Hills Learning and Lifestyle.

How long have you been with Endeavour Foundation? 15 years

What do you enjoy about your role / working for Endeavour Foundation? The people I work and engage with every day.

Portrait

Deep etched studio-shot images
Variety of people / expressions / poses / crops

Line

Line - colour of larger shard eg, blue

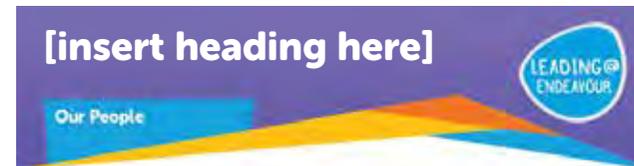
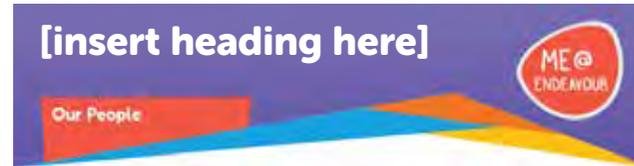
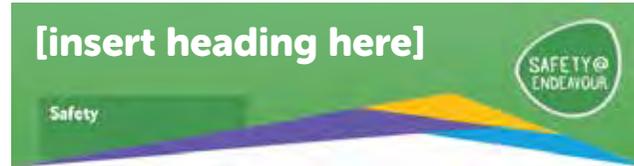
Heading / Text

Headings - Arial Black, colour - same as top shard, eg Violet
Text - Arial regular, #4d4d4f

Background colour

Main body of email - #ffffff
Area outside email - #e6e7e8

Internal email headers

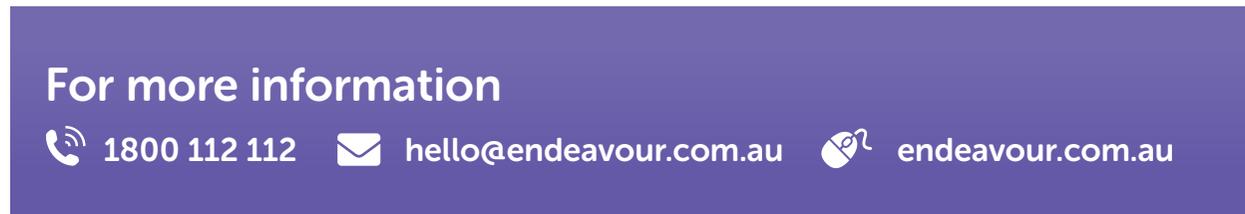


Email footers

Internal



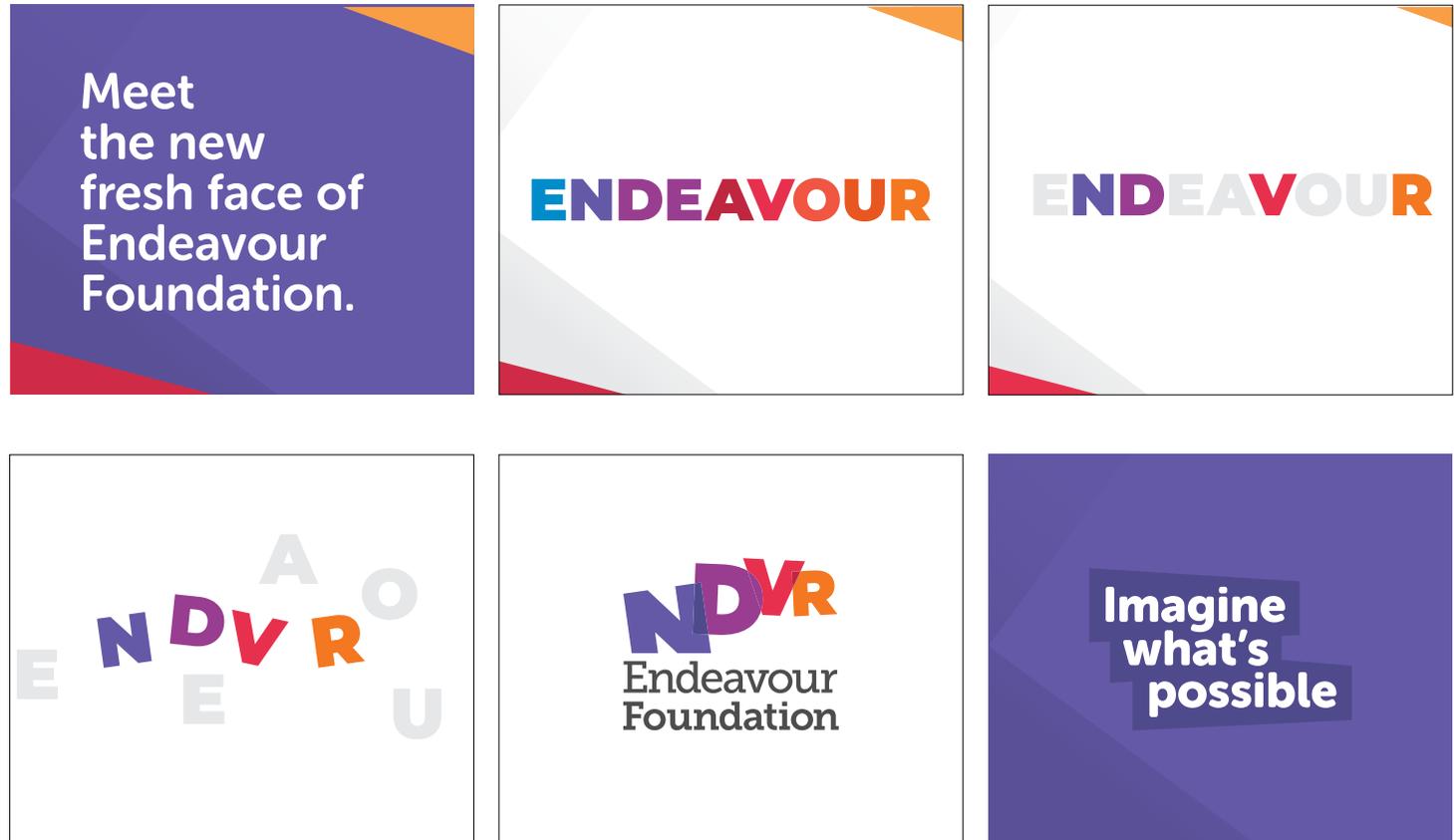
External



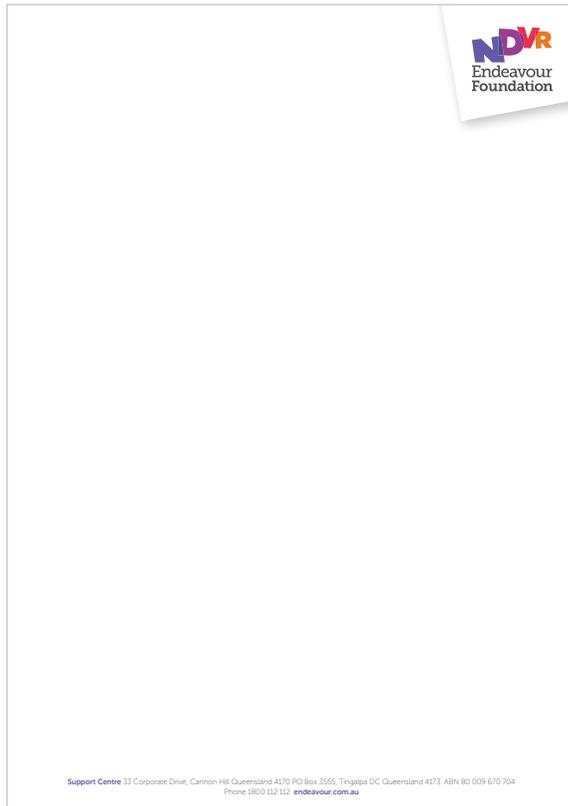
Vertical banner design



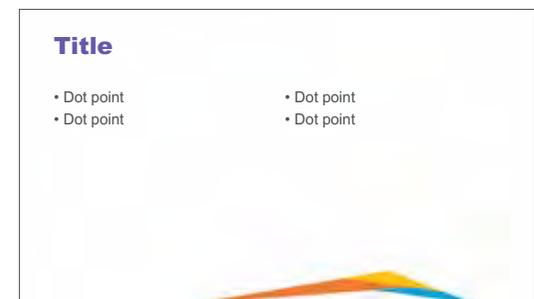
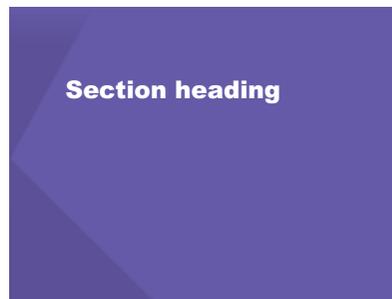
MREC – Logo animation



Stationery design



Powerpoint design



Standard (4:3)

Widescreen (16:9) (preferred)

Easy Read



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

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

Arial

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

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.

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

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

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.

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.

Video



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

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

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.

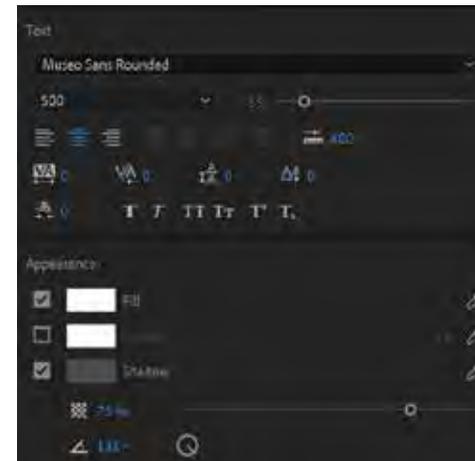


Watermark

Transparent

Gradient

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



Text settings

Premier Pro

Titles



Text on image

Museo Sans Rounded
(500 and 900)
slight drop shadow



Text on solid colour

Museo Sans Rounded
(500 and 900)
no drop shadow



Full page graphic

Combination of brand
colours and elements

Accessible colours

WCAG 2.1 Guidelines

WCAG 2.1 guidelines state that colours should have a text-to-background contrast ratio of 4.5:1 for normal text and 3:1 for larger text to meet AA requirements or 7:1 for normal text and 4.5:1 for large text to meet AAA requirement.

AAA and AA standards are both acceptable but where possible aim to use AAA standards as it maximises accessibility.

(<https://accessible-colors.com>)

AAA colour combinations

Text

Graphical Objects, eg buttons

White on Violet	
<i>*Large text only</i>	
White on Purple	
<i>*Large text only</i>	
White on Red	
<i>*Large text only</i>	
White on Navy	
Dark Grey on Yellow	
<i>*Large text only</i>	
Dark Grey on White	
Dark Grey on Light Grey	
<i>*Large text only</i>	
Violet on 10% black	
<i>*Large text only</i>	
Violet on White	

Text

Graphical Objects, eg buttons

Purple on White	
<i>*Large text only</i>	
Purple on 10% black	
<i>*Large text only</i>	
Red on White	
<i>*Large text only</i>	
Yellow on Navy	
<i>*Large text only</i>	
Navy on Yellow	
<i>*Large text only</i>	
Navy on Light Grey	
Navy on White	

***Large text is defined as 14 point (typically 18.66px) and bold or larger.**

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

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
- Access to our music library (if needed)
- Any other assets needed on a case-by-case basis

More information

If you have any questions or would like more information about our style guide, collateral, logos or how implement the Endeavour Foundation logo, please contact designservices@endeavour.com.au.