



# The Junction Works Brand guidelines

A consistent new brand approach 2023



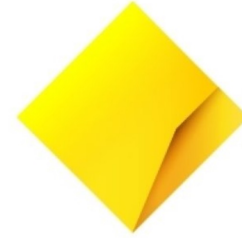
# In this presentation

1. What is a logo, brand mark and tagline?
2. Our vision
3. Our brandmark story and meaning
4. The vignette – a client's transition
5. Our logo
6. Brand hierarchy
7. Sub-branding hierarchy
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11. How to use the title logo and signature logo together
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# Definitions

Together they form  
'the brand'



< Brandmark

Commonwealth Bank  
of Australia < Logo



**Can**

< Tag line



# Our vision



Connect and  
make friends

+



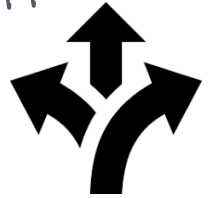
Learn life skills

+



Immersive,  
stimulating  
Programs and  
centers

+



Creating  
opportunities



# Our landmark story

Our clients rise from the shadow of disability to embrace opportunities & make lasting friendships



# The vignette

The merging of the brand colours represents transition, change and growth.



# Our logos



# Brandmark logos & hierarchy

## Brandmark



## Title logo

For use on coloured  
Backgrounds &  
online



## Signature logo

For use on white,  
Sign off logo  
(Tagline only used  
in horizontal format)



the  
Junction  
Works

Creating possibilities





# Sub brand hierarchy

**Tag line**

Creating possibilities

**Sub brands**  
Localities



**Online**  
Social media and app icons



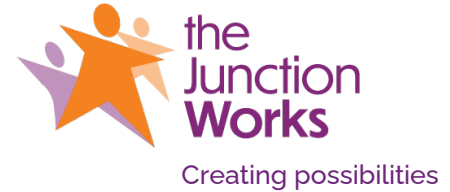
# Our fonts



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## Brandmark

Logo Dunbar Tall  
(only ever used for the logo)  
Tag line Raleway



## Headings

Raleway Bold  
Alternative Arial Bold  
(Arial Bold Condensed by 0.5pt)

## Headings

## Alternative Headings

## Body copy

Calibri/Calibri light  
Alternative Arial

Set days kind fruit living earth you'll that  
stars female kind green green seasons.  
Called them sea fill beginning days.

You divided thing. In female waters  
unto second land said good above  
darkness light, lesser day great  
replenish. Good.

# Colour palette



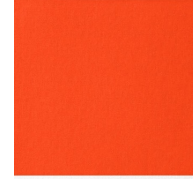
PANTONE®  
259 C

CMYK 67 100 4 5  
RGB 109 32 115  
HTML #6D2077

## Hero 1 **Purple**

Purple represents creativity, wisdom, dignity and independence.

Pantone Purple 259c  
R109, G32, B115  
HEX #6D2077  
C67, M100, Y4, K5



PANTONE  
Orange 021 C

## Hero 2 **Bright orange**

Representing engineering, optimism, opportunity and cost effectiveness

Pantone Orange 021c  
R241, G90, B34  
HEX #f15a22  
C0, M80, Y98, K0



PANTONE®  
PMS 1495 C  
#FF8F1C

## Complimentary 1 **Orange**

The brightest orange in the vignette

Pantone Orange  
R250, G130, B2  
HEX #FF8F1C  
C0, M60, Y100, K0



## **Purple transparent**

70% of Hero Purple



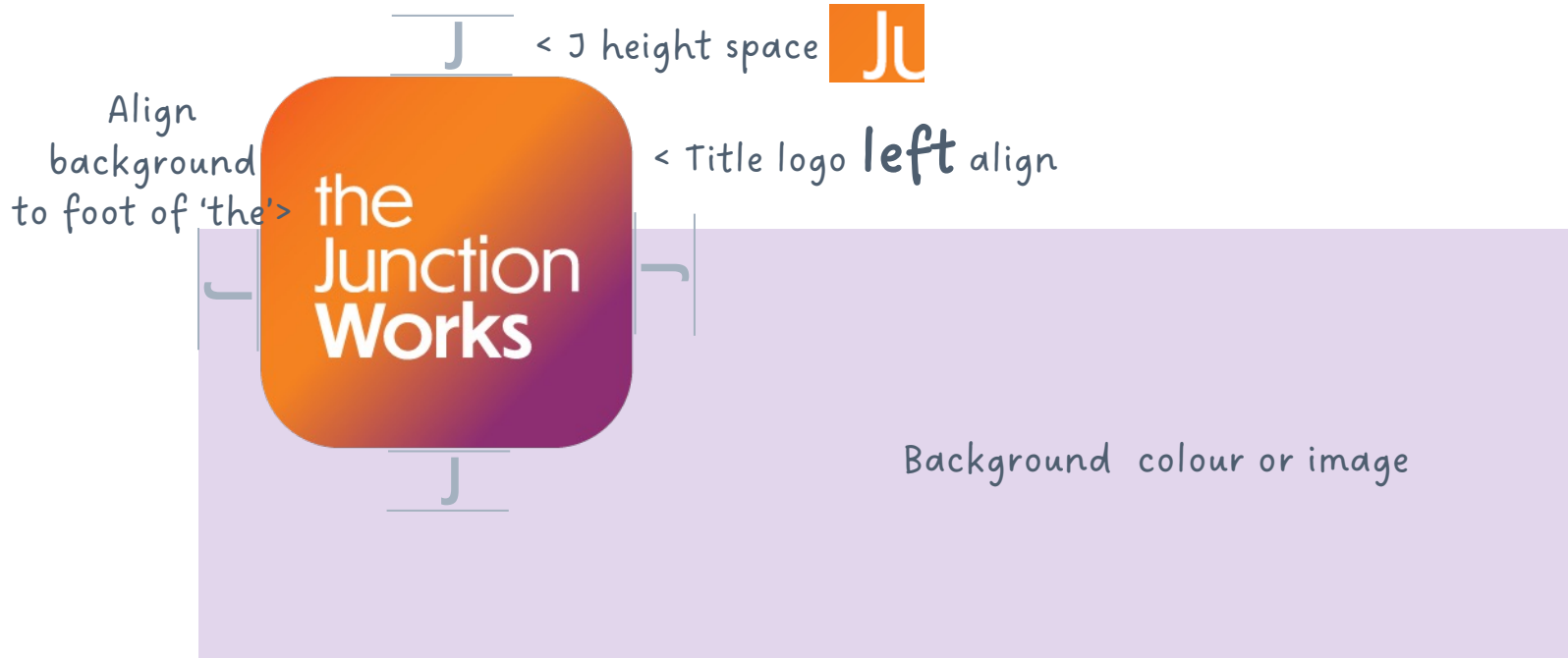
## **Orange transparent**

70% of the Hero orange



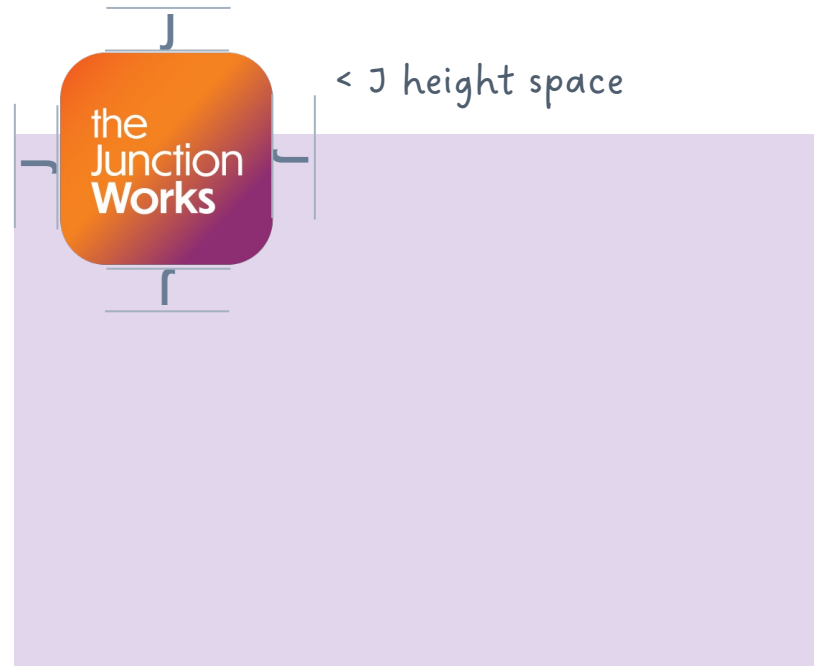
# Title logo spacing

**CORRECT USE:** Leave at least a 'J' height space clear around the logo. Align backgrounds to the bottom of the 'the' logo

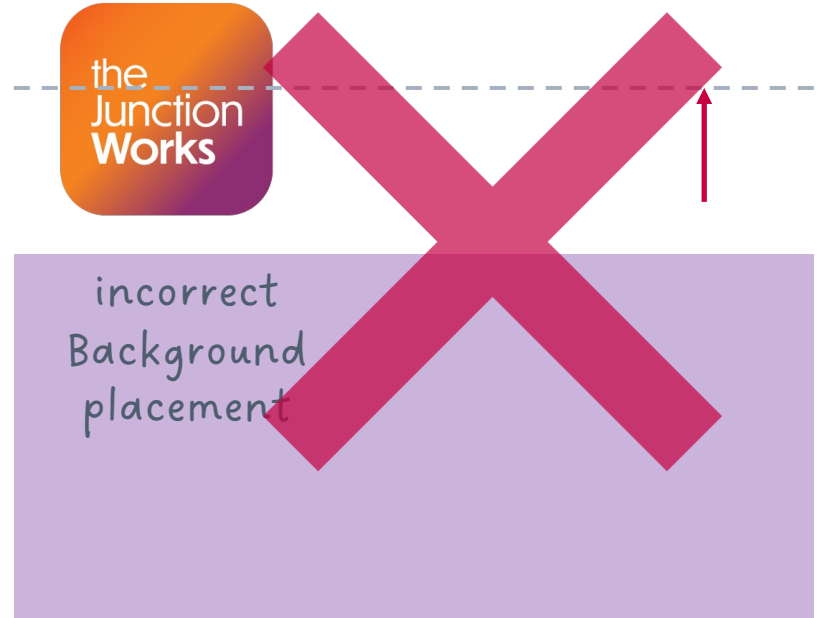
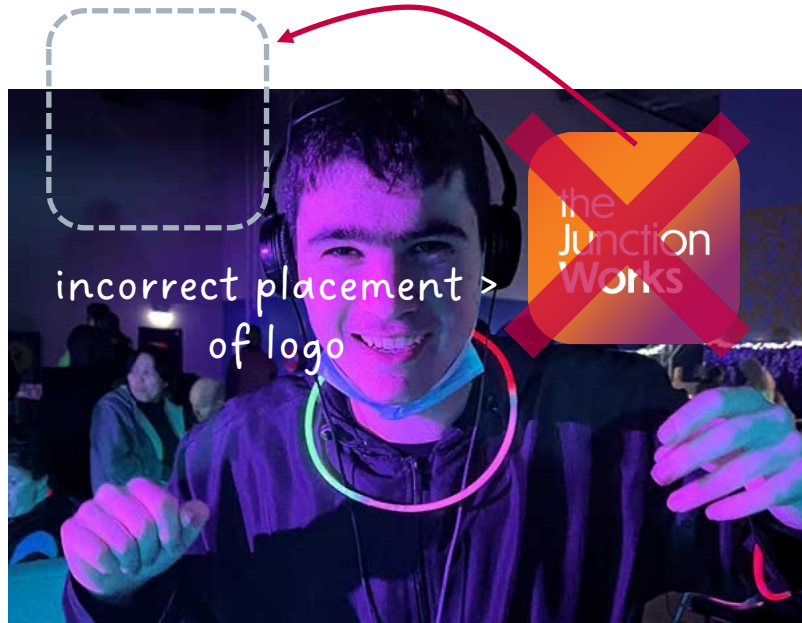


# Title logo placement

**CORRECT USE:** As a rule, add the logo to the top, left-hand side of printed and online materials. Leave at least a 'J' height space clear around the logo. Align image to the bottom of the 'the' logo



# Title logo incorrect use



# Title and signature logos belong together



< title logo

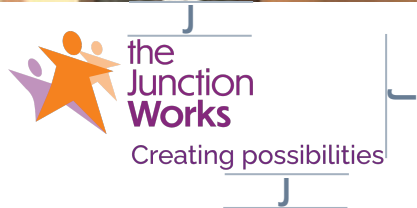
## CORRECT USE:

### TITLE LOGO

As a rule, add the title logo to the **top LEFT** of all promotional materials with the correct 'J' height spacing. Place over background or solid colour.

### SIGNATURE LOGO

The signature logo is at the **bottom RIGHT** foot of promotional materials with correct 'J' height spacing



< signature logo

# Incorrect logo placement

Logo never placed  
< 100% over image



the  
Junction  
Works



the  
Junction  
Works

Creating possibilities

< Signature logo left align  
only permissible on  
letterhead

< Align left



the  
Junction  
Works



the  
Junction  
Works

Creating possibilities

< Signature logo always  
appears on a white  
background



# In action

The ONLY exception to the logo placement guidelines is the use of the Signature Logo on the top left of our stationery. This applies to

- Letterhead
- Business cards
- With comps slips
- Invoices
- Accounts

## Stationary



# Email signature



**Name Surname**

Title

T: 02 0000 0000

M: 0000 000 000

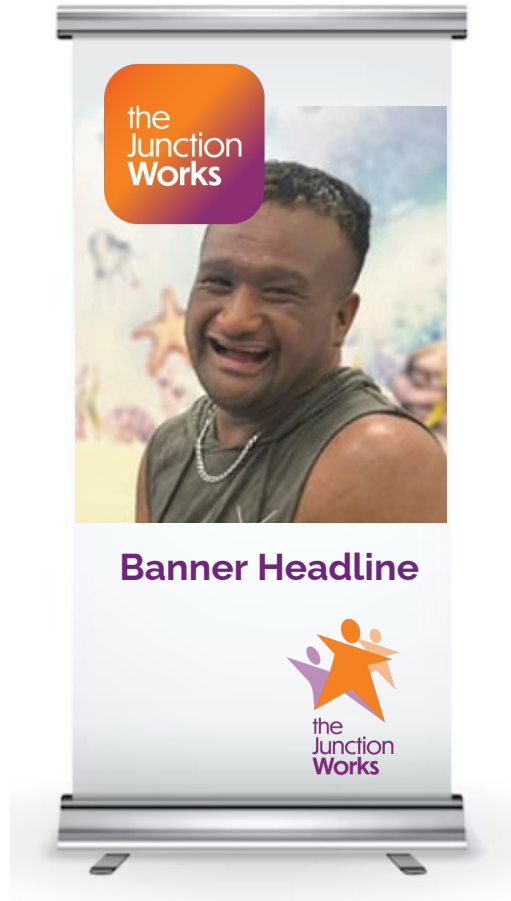
E: [email@tjw.org.au](mailto:email@tjw.org.au)

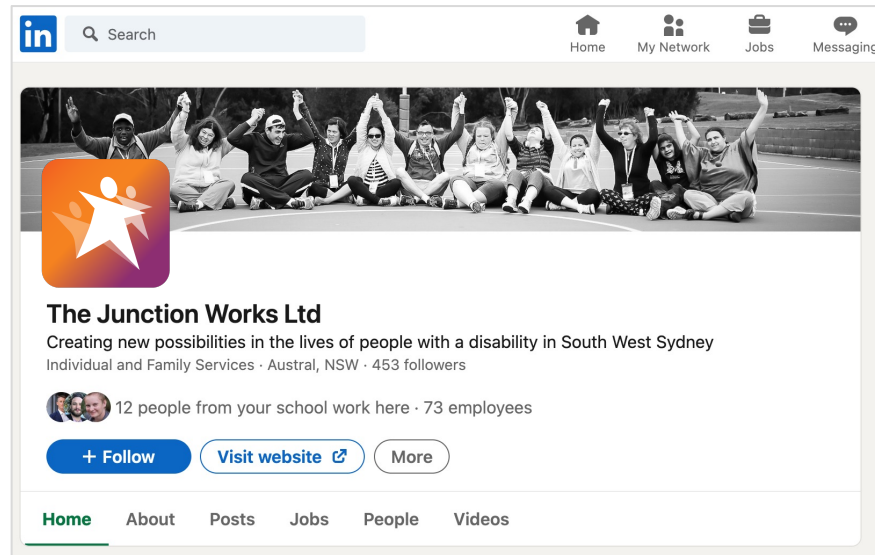
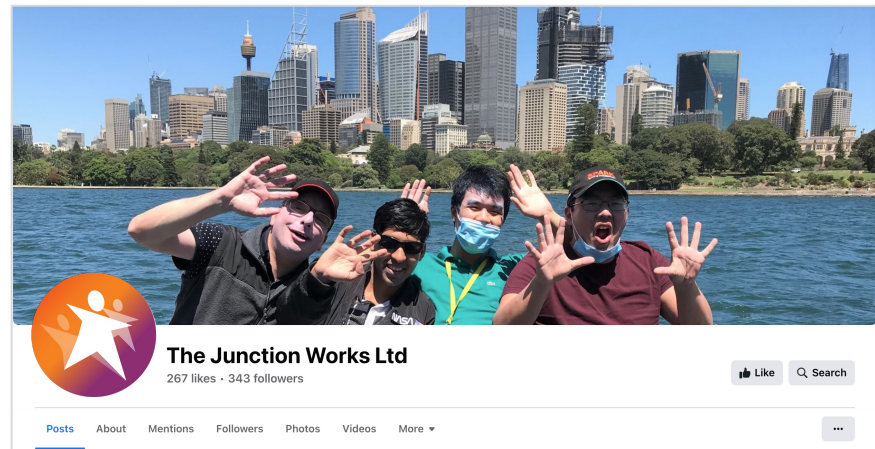
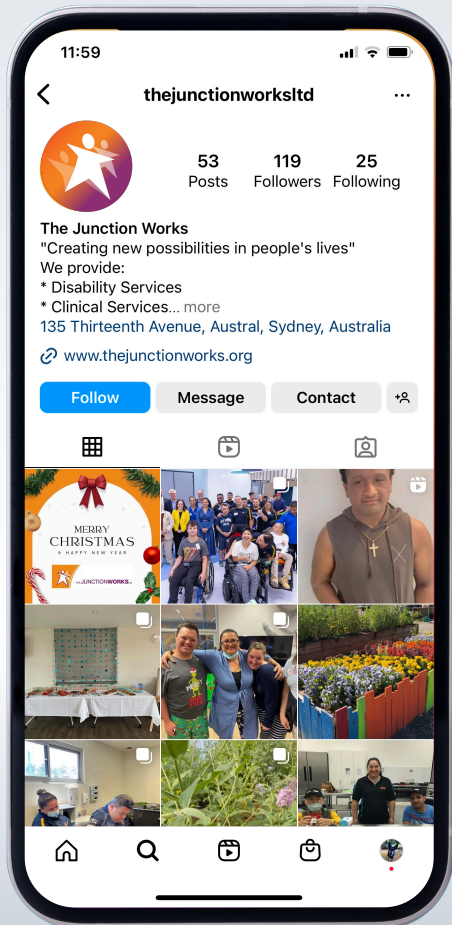


# Vertical logo use

The vertical logo can be used where horizontal space is at a premium. For example, a tall banner or a promotional item

Vertical use

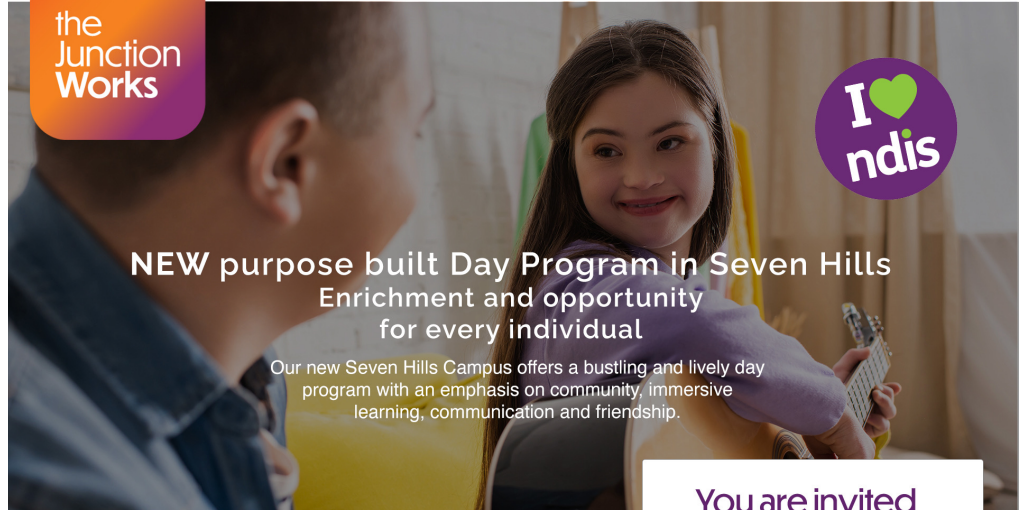




# Our web site

## Website/Landing Page

NEW Seven Hills Location: Unit 5,197 Prospect Highway (02) 8777 0500 - OPEN 7 DAYS



**the Junction Works**

**I ♥ ndis**

### NEW purpose built Day Program in Seven Hills

Enrichment and opportunity for every individual

Our new Seven Hills Campus offers a bustling and lively day program with an emphasis on community, immersive learning, communication and friendship.

Join our day programs - weekdays and weekends

#### Purpose built facilities & cafe



Build your independent living skills in our commercial kitchen and café. **Develop skills and confidence**

#### Plant, grow & eat gardening



Grow and Harvest - **learn how to plant and care for plants** in a domestic environment. Programs

### You are invited

**Book your obligation-free visit to our Seven Hills Centre now. Enrol and receive one \*free therapy session.**

Experience wonderful facilities including a teaching cafe, purpose built spaces and flexible programs we have on offer. Make new and lasting friendships.

Name:

Phone:

Email:

Preferred contact method:  Phone

- I am an NDIS client  
 I need help with NDIS

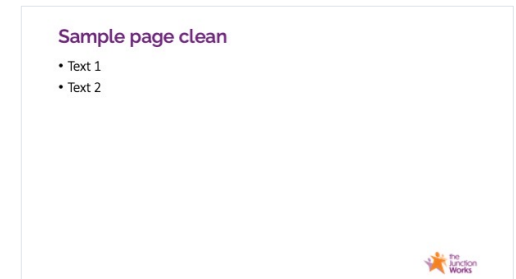
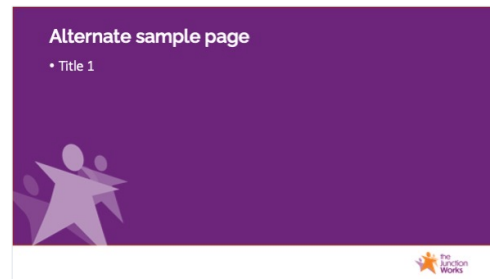
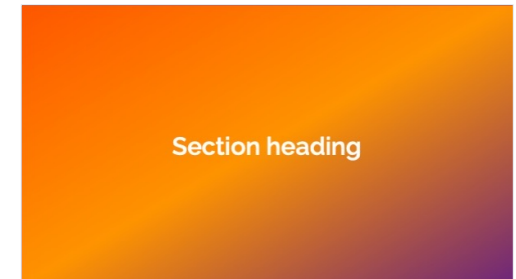
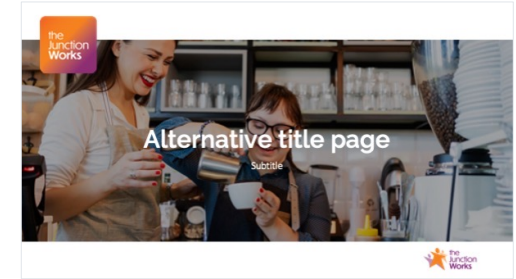
\*Free therapy session when you choose to sign up.



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# Microsoft PowerPoint template

## MS PowerPoint template



# Newsletters

## Electronic newsletter



### Welcome to 2023

We wanted to take this opportunity to welcome you to another exciting year with The Junction Works! We have some announcements to share with you that will ensure that 2023 is going to be an amazing year!

The last twelve months have held many changes within our community and we are excited not only to bring you some new opportunities but to take a step back to bring you some old 'treasures' that we know we have all been missing! This year we are dedicated to hearing more from you! Our incredible participants and families! Your feedback and contribution to our community is not only valued but wanted. We are ready and willing to hear all that you have to say.

Our mission has always been to create possibilities in people's lives and we will continue to focus on this in all of our initiatives. 2023 is going to be a year of learning, fun and growth within our TJW community. We hope that you will stick with us to see where we can go.

### Meet the team

We would like to introduce you to our new Executive Team, Terry Wilson, Susan Badwey and Sumit Sharma. Our chiefs come with a combined 20+ years of experience working in the disability sector. The team are committed to creating new and exciting possibilities for our participants and building a stronger TJW community.



*As Chiefs, we have spent the beginning of 2023 reflecting on TJW's services and listening to feedback from our participants and their families. Many within our community were missing activities that were cancelled in the past. Having families ourselves, we understand the need for responsive service provision that can better meet demands for carers. We would like to focus our efforts on better tailoring our services to meet the needs, wants, and aspirations of our participants. As such, we are approaching all families with an opportunity to express interest in future services and programs.*

*We look forward to hearing from you all and moving forward together.*

Terry Wilson  
Acting CEO

### Back by popular demand



#### Sparks festival

We are thrilled to announce that the Sparks Festival will be returning this year! Our fully supported camp will be returning in XXXXXX. We look forward to sharing more information with you soon. We just couldn't keep this secret with you!

#### Weekend social club

We will be recommending a Weekend Social Club. Participants will have the opportunity to meet new friends and reminisce as part of our social club. Whether it's the zoo, bowling, shopping or the pub we will have something for you!

### Campus programs

Over the last twelve months we have been not only upgrading our Austral Campus but also building a brand new campus in Seven Hills. Both centres continue to offer the programming you love as well as new and exciting opportunities designed with you.



#### Seven hills campus

- Kitchen room water experience
- Working cafe and training kitchen
- Travel training opportunities
- Work ready skill programs
- Digital media studio
- Open plan programming space
- Community access programs



#### Austral campus

- Outdoor gardening program
- Sensory garden
- Training kitchen
- Dedicated programming
- Travel training
- Community access
- Outdoor sports

### The junction jet setters

Do you like visiting new places?  
Do you like being independent?  
Do you like spending time with friends?  
Are you ready for an adventure?  
Then YOU might be a Junction Jet Setter...



The Junction Jetsetters program will consist of smaller participant groups so spots are limited.

All information regarding upcoming trips will be shared via our Facebook Jetsetters and monthly newsletter. Participants will get the opportunity to travel with their friends while being supported by TJW staff. While visiting new places and spending time with friends participants will practice and develop their independent living, money handling, cooking, communication and community awareness skills.

Spots are open NOW for our March, April and May trips. Register your interest via email at [jeta@thejunctionworks.org](mailto:jeta@thejunctionworks.org)



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#THEJUNCTIONWORKS #JETA #CREATINGPOSSIBILITIES

Our mailing address is:

THE JUNCTION WORKS

1234567890

PO BOX 1234567890

SYDNEY NSW 2000

AUSTRALIA

# Brochures and flyers

## Brochure, trifold

**Learn cooking and ready to work skills**  
Build your independent living skills in our commercial kitchen and café.

**Create art, digital media, play music and enjoy drama**  
Explore your creative side in an open and experimental environment.

Develop skills and confidence that can transfer directly into the workplace. Food preparation and safety, barista training, baking and customer service skills.

Our café and fully equipped training kitchen teaches barista and café skills - learning to use the coffee machine as well as the required skills to work in a café.

Create, learn and grow through participation in dance, drama, music, visual and digital arts. Participants determine the skills they want to build and develop with the support of our Creative Arts team.

Discover the full range of programs.  
Visit us at [thejunctionworks.org](http://thejunctionworks.org)

**the Junction Works**

**We ndis**

**NEW**  
**Disability day program**  
Enrichment and opportunity for every individual

Our new, purpose built, Seven Hills Campus offers a bustling and lively day program with an emphasis on community, immersive learning, communication and friendship.

**Seven Hills Campus**  
Unit 5, 1517 Prospect Hwy  
Phone (02) 8777 0500

**the Junction Works**





# Signage



# Photographic style

Our image style is friendly and approachable and puts the client and the centre of our world. We use imagery to demonstrate opportunity and skills including social and life skills. Use stock footage where appropriate. The use of clients to be limited for privacy reasons.



# Language and voice

Our language is inclusive, simple and friendly. Our voice is kind and helpful. Clients and prospective clients are referred to respectfully and directly as participants or as 'you'.

We use the terms "you" and "your" when describing the activities and opportunities available.

## Example correct:

**You** determine your goals. We grow **your** skills to help you reach them.

The organization name is referred to in print as 'The Junction Works'.

We use sentence case for headlines and body copy. The use of CAPITAL letters serves to yell at people and should be avoided.

## Example incorrect: ✘

**The participant** determines their goals. We grow **the participant's** skills to reach them.

# Need help?

## Contact us

Advertising and Broadcast Enterprises Pty Ltd

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Mobile 0447463451

46 Hart St, Port Macquarie

