

**Respect  
Victoria**

**Preventing  
Family  
Violence**

We can all  
contribute to a

**violence  
free  
Victoria.**

**Brand  
style guide**



# Contents



# Introduction

Respect Victoria is an organisation dedicated to preventing all forms of family violence.

We work for a future where all Victorians experience equality and respect where they live, work, learn and play. We do this by addressing the key drivers of family violence.

Respect Victoria leads research into what works to prevent family violence before it starts. We provide expert advice on best practice in primary prevention of family violence.

We work with the whole Victorian community to change the culture that allows family violence to happen in the first place.

**Respect  
Victoria**

**Preventing  
Family  
Violence**





## Brand vision

Respect Victoria aspires for a future where all relationships are governed by respect and equality. This future requires a commitment of all Victorians.

Only in shining a light on the root causes of family violence will we begin to create awareness of how to prevent it. We do this by shifting attitudes to drive behavior change.

# Audience

We speak to all Victorians.

Respect Victoria fills a gap in the sector by addressing all forms of family violence. We work to prevent family violence against all Victorians, including women, men, LGBTI people, Aboriginal Victorians, people from culturally and linguistically diverse communities, people with a disability, older people, children and young people.

Respect Victoria ensures prevention efforts reflect diverse communities. We work with partners across a range of settings, including rural and regional Victoria, education and care settings, workplaces, community organisations, faith-based and cultural organisations, sport, the arts and media.

**Respect  
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Family  
Violence**



# Tone of voice

## Visionary, Strategic and Enduring

We're focused on long-term generational change. We ensure sustained focus and attention on primary prevention.

## Expert and Authoritative

Our work is evidence-informed and ground-breaking. We speak with authority as a leader in the prevention of family violence.

## Engaging and Accessible

We speak to all Victorians. We provide the narrative and take everyone on the journey to primary prevention with us. We are persuasive and easy to understand.

## Inclusive and Collaborative

Our language is inclusive of all Victorians. We work with and embrace the leadership of Aboriginal and diverse communities.



## Brandmark



The Respect Victoria brandmark represents an open conversation about family violence.

It is designed to show that respect and violence prevention begins at the very start – in the way we all think and talk.

The speech bubble frames are overlapped and open to demonstrate honesty, connectivity and collaboration – a violence-free Victoria is something we're all working towards together.



# Brandmark

## Primary brandmark

### Full colour positive

The full colour positive version of the brandmark displays the text in black (reading as the most prominent element) with the conversation frames in orange.





# Brandmark

## Primary brandmark

### Full colour reversed – dark background

The full colour reversed version of the brandmark on a dark background, displays the text in white (reading as the most prominent element) with the conversation frames in orange.



# Brandmark

## Primary brandmark

### Full colour reversed – mid-colour background

The full colour reversed version of the brandmark on a mid-colour background, displays the text in black (reading as the most prominent element) with the conversation frames in white.



# Brandmark

## Primary brandmark

Full colour reversed versions in execution



# Brandmark

## Mono brandmark

### Mono reversed and positive

Mono versions of the brandmark are available in both positive and reverse for use on secondary applications where the use of a full colour brandmark is not possible (eg sponsor logo lock-ups or some merchandise).

### Mono reverse



### Mono positive



# Brandmark

## Clear space

To ensure that the Respect Victoria brandmark is reproduced in a clear and consistent way, always ensure clear space to the value of 'x' surrounds the brandmark.

'x' is equal to the height of the tagline text.



## Minimum size

To ensure legibility the minimum size for the brandmark is 25mm in width for printed applications (including stationery and PDF documents) and 206px in width for online applications (website and digital advertising).



# Brandmark

## Incorrect use

Consistency is of utmost importance to maintain the integrity of the Respect Victoria brand.

The following examples demonstrate incorrect use of the Respect Victoria brandmark.

The brandmark files should never be modified and the original artwork must be used in all applications.

### NEVER:



✗ Distort the brandmark



✗ Re-colour elements of the brandmark



✗ Add extra graphics to the brandmark such as drop shadows



✗ Rearrange elements of the brandmark



✗ Place the logo over colours that clash



✗ Delete any part of the brandmark



✗ Change the typography



✗ Never place boxes or shapes around the brandmark.

# Brandmark

## Secondary brandmark

For use only when the Primary brandmark cannot be used due to minimum size requirements:

- › Width below 25mm in print
- › Width below 206px for online

For use on digital executions where smaller scales compromise the legibility of the strapline.

To overcome this, the strapline has been removed and the speech bubble graphic modified to suit. The result is a simpler brandmark.

The clearspace and minimum size requirements are demonstrated on the following pages.

Secondary full colour



Secondary full colour on orange



Secondary full colour on black



Secondary mono black



Secondary mono white



# Brandmark

## Secondary brandmark

### Clearspace

To ensure that the Respect Victoria secondary brandmark is reproduced in a clear and consistent way on digital and print executions, always ensure clear space to the value of 'x' surrounds the brandmark.

'x' is equal to the white space above the text.

### Minimum size

To ensure legibility in digital executions the minimum size for the secondary brandmark is 74px in width.

The minimum size in print applications is 12mm in width.

### Clearspace



### Minimum size for digital executions



### Minimum size for print executions





# Brandmark

## Accreditation logo

Respect Victoria leads research into what works to prevent family violence before it starts, to build on the strong primary prevention platform in Victoria, and help improve the way Government, organisations and the community prevent family violence. This includes providing advice to organisations and government to ensure the prevention of family violence is implemented across the Government and community. Respect Victoria ensures quality primary prevention programming is core business of Government.



## Minimum size

To ensure legibility the minimum size for the accreditation logo is 16 mm in width.



## Colour palette

The Respect Victoria colour palette is simple and bold, utilising two colours only.

**Respect  
Victoria**

**Preventing  
Family  
Violence**



# Colour palette

## Primary colours

The Respect Victoria colour palette is simple and bold, utilising two colours only.

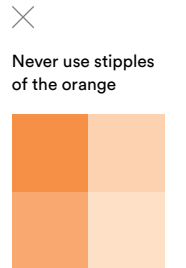
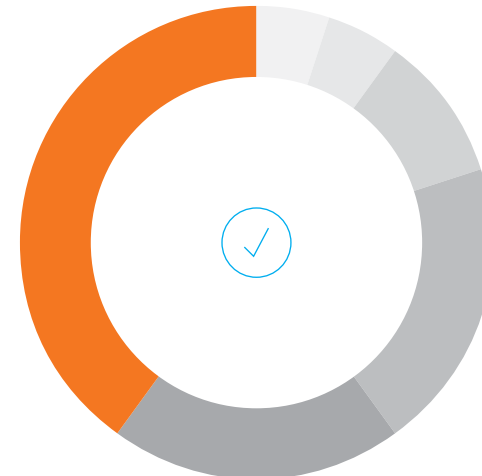
Like the brand itself, this limited colour palette is designed to be clear, confident and self assured. It is never intended to be wishy-washy nor vague – as such, stipples of the orange must not be used.

**C 0 M 66 Y 100 K 0**  
PMS 152 C

**R 229 G 114 B 0**  
HEX #E57200

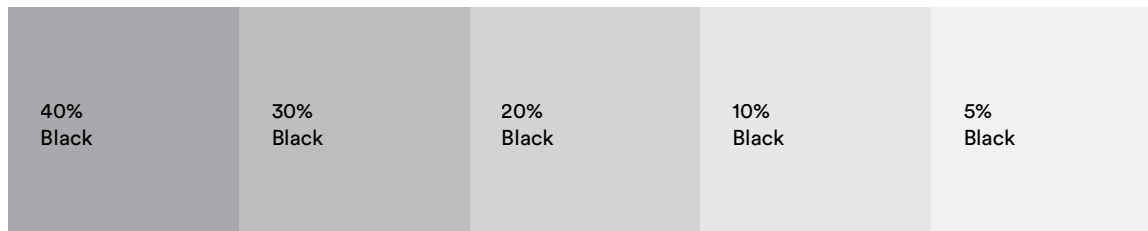
**C 0 M 0 Y 0 K 100**  
PMS Black C

**R 0 G 0 B 0**  
HEX #000000



## Secondary colours

Where necessary for tables and diagrams etc, lighter tones of grey may be used.



# Colour palette

## Accessible colours

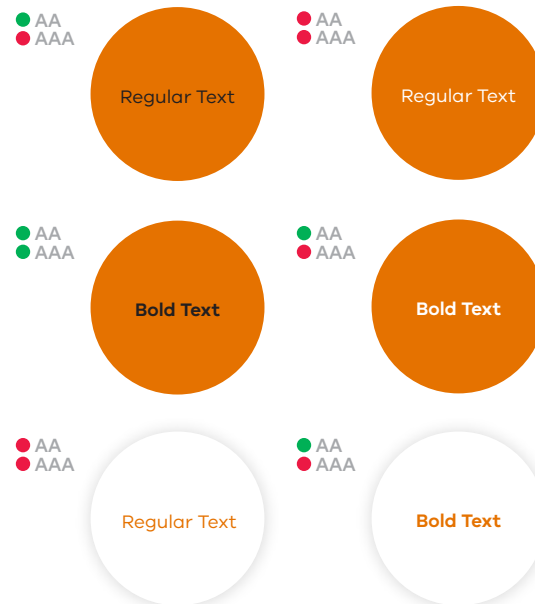
### Colour accessibility for online applications

To make the Family Violence Prevention brand accessible to all Victorians, the colour palette must adhere to AA accessibility guidelines for all online applications.

There are additional accessible guidelines for appropriate text sizes in online adverts in the Typography section.

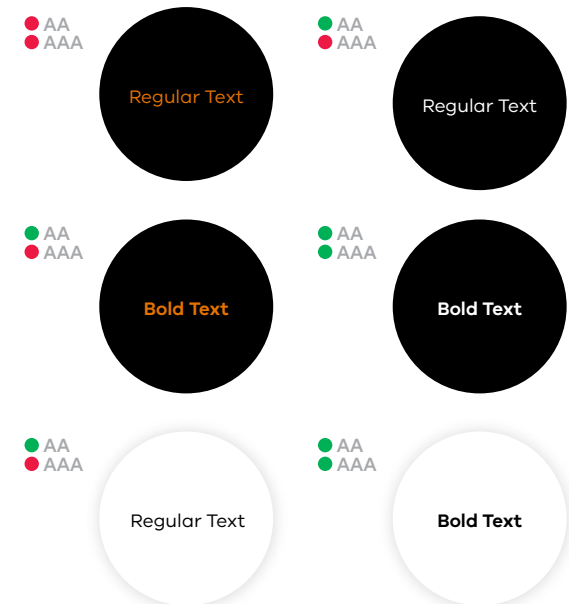
### Orange

R 229 G 114 B 0  
HEX #E57200



### Black

R 0 G 0 B 0  
HEX #000000



Note: As shown above, only use combinations that pass AA accessibility in green.

# Graphic elements

There are a range of graphic elements available for use in the Respect Victoria brand:

- › Heading housing device
- › Solid colour blocks
- › Highlight typography



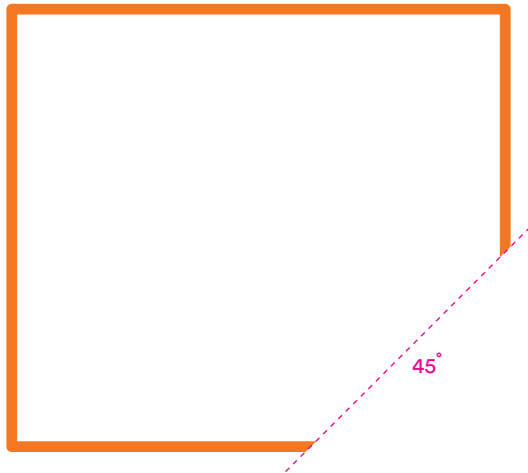
# Graphic elements

## Headline housing device

The headline housing device is taken from the brandmark and is designed as a framing tool to represent open discussion.

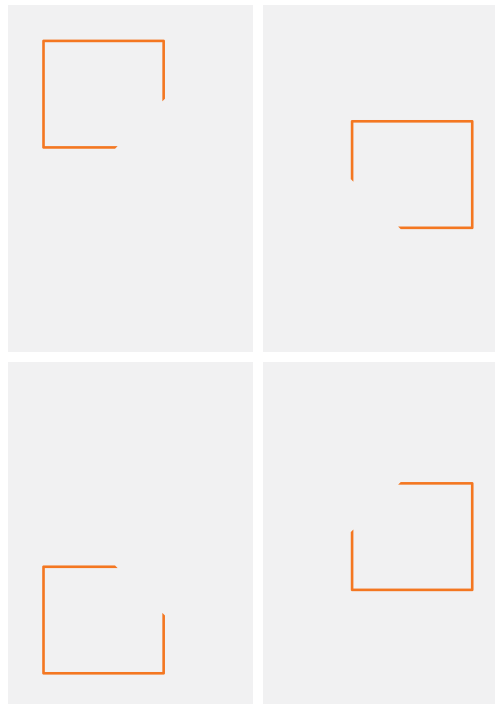
### The open corner

The open corner of this device is always cut at 45° angles.



### Flexibility

The headline housing device can rotate and reposition as needed so the open section can point towards the focus of an image, and headlines can be accommodated within the negative space of images.



### Text and clear space

Text should sit comfortably within the headline housing device with an even amount of space on all sides. Spacing outside of the device should be the same amount as the inside or more in circumstances where a generous border looks appropriate.



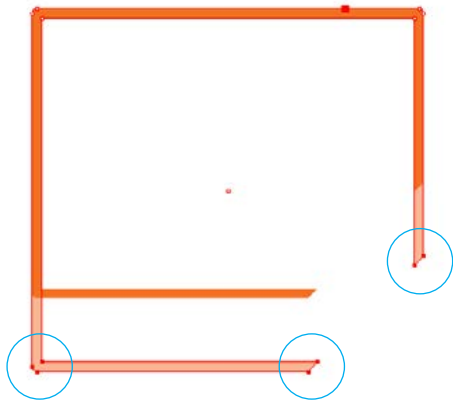
# Graphic elements

## Scaling

### Ensure device is scaled appropriately

Use the **Direct Selection Tool** when changing the height of the device to ensure proportions and angles are not distorted.

Select the seven points highlighted below using the selection tool and drag points downwards to adjust height.



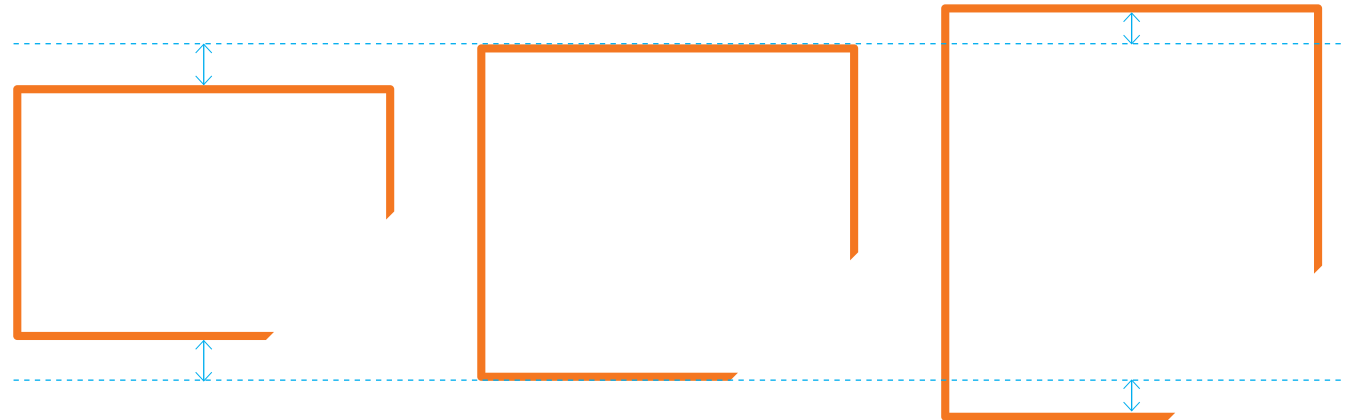
### General size guide

The device can be scaled to accommodate different headline lengths. See examples below:

#### Minimum proportion

#### Optimum proportion

#### Maximum proportion



Note: the same ratio principles and scaling techniques apply when adjusting the width of the device.

# Graphic elements

## Do not:

The following examples show what **not** to do when using the headline housing device in an execution.

✘ Uneven spacing. Text size could be increased and the device size could be reduced



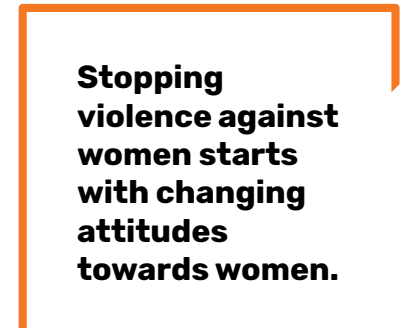
✘ Insufficient space. Text size should be reduced



✘ Too much text, length of device is too long and open section is too generous



✘ Open section is not aligned to 45°



✘ Device is too long and narrow



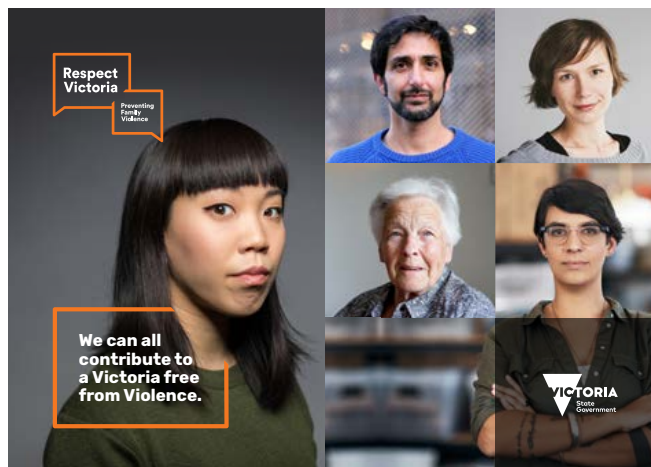


# Graphic elements

## Headline housing device in layouts

The following examples demonstrate the headline housing device working in application.

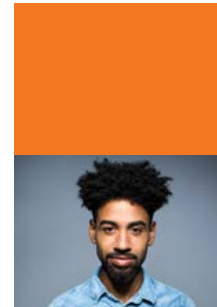
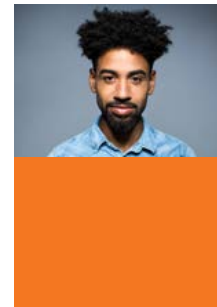
Note: only one of these devices should ever be used per execution.



# Graphic elements

## Solid colour

Solid colour is used as a powerful layout device – dividing layouts to add a simple region for strong messaging.



✗ Never too thin

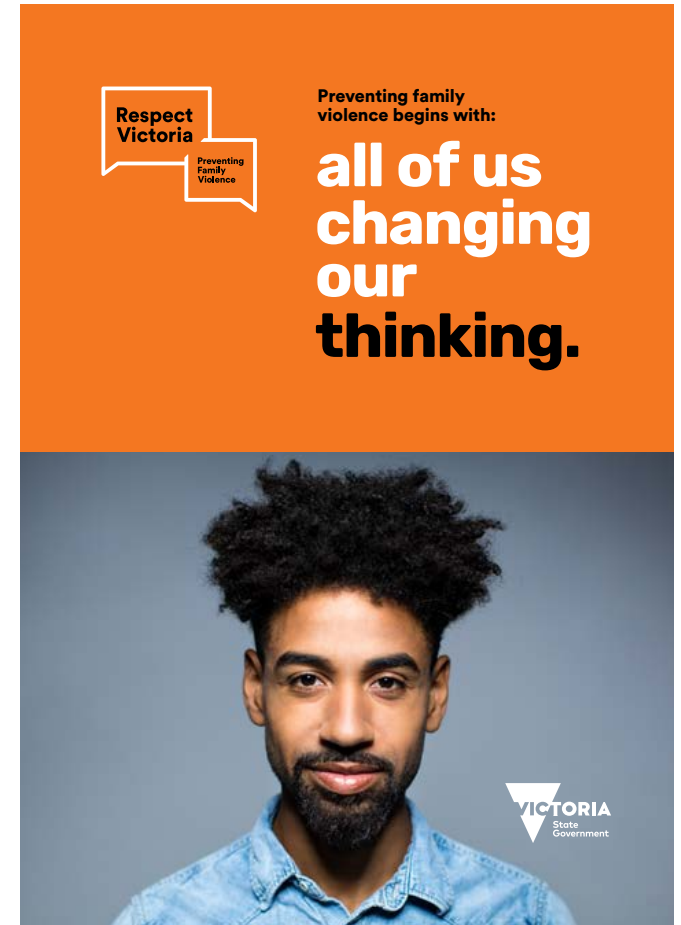
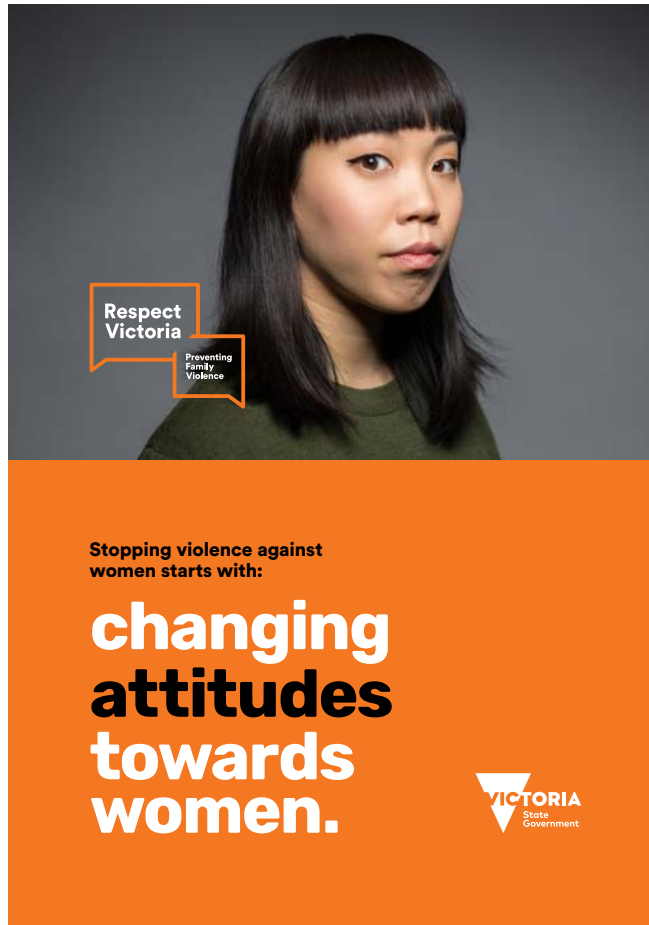


# Graphic elements

## Highlight typography

Respect Victoria's vision is a Victoria free from violence. In order to prevent family violence – in particular violence against women – we need to work on changing attitudes and challenging existing mindsets.

As part of the brand's bold personality, one word can be highlighted within short headings to emphasize the idea of changing attitudes.



# Graphic elements

## Highlight typography

Some guiding principles to follow when creating highlight typography layouts:

- › Always ensure the word being highlighted follows the concept of changing attitudes. For example, in the phrase “Violence free Victoria” it is appropriate to highlight the word ‘violence’ but not the word ‘Victoria’.
- › Only ever use short phrases. 3-6 words is a good general guide.
- › Only ever highlight one word in a phrase.
- › Only ever use one highlighted typography device in any one execution.
- › Always use Rubik font in the bold weight for these devices.
- › The highlighted word should always change colour so it stands out from the other words.
- › Highlighted typography is a bold and powerful device for the brand, but it should be used sparingly to ensure the strength of these messages are not diluted through overuse.



Execution demonstrates changing attitudes

**changing attitudes towards women.**



Sentence is too long

**We can all contribute in different ways to a Victoria free from violence.**



Execution demonstrates changing thinking

**all of us changing our thinking.**



Two words have been reversed and changed colour

**all of us changing our thinking.**

# Typography

The Respect Victoria  
brand fonts are:

- › Rubik bold
- › Circular Std

**Respect  
Victoria**

**Preventing  
Family  
Violence**



# Typography

## Primary typefaces

### Rubik

Rubik in the bold weight has been chosen as a bold, confident typeface for use in headlines only.

It is open source and available to be used across print and online applications.

[fonts.google.com/specimen/Rubik](https://fonts.google.com/specimen/Rubik)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Secondary typeface

### Arial (for internal use only)

Arial can be used as an alternative typeface for internal communications, if the primary typeface isn't available.

Rubik and Circular Std should be used on all external facing communications to ensure the integrity and boldness of the Respect Victoria brand.

### Circular Std

Circular Std is a simple sans serif typeface chosen for its round letterforms which add a softness and approachability to the brand.

The font family has four weights (Book, Medium, Bold and Black) and is available across both print and digital formats here:

[lineto.com/The+Fonts/  
All+Fonts/Circular/](https://lineto.com/The+Fonts/All+Fonts/Circular/)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Typography

## Typographic hierarchies

The example shown here is an indicative guide for typographic hierarchy in combination with typeface selection.

### Heading one over two lines

← **Heading 01**  
Rubik Bold  
Orange

### Heading two over two lines

← **Heading 02**  
Circular Std Book  
Orange

Intro quam faccus atempostora consend undigen ihicidelesto doluptatus modi dicipis voluptaquis nullesto.

← **Intro paragraph**  
Circular Std Book  
60% grey

#### Heading three over one line

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#### Heading three over one line

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- › anda errorro ea voluptur reium
- › nulpa dolupta spitio torporio

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← **Heading 03**  
Circular Std Black  
Black

← **Bullets**  
Circular Std Book  
Black

← **Body copy**  
Circular Std Book  
Black

# Typography

## Accessibility in print

### Print:

When producing communications materials, consider accessible and alternative formats. People from culturally diverse communities and people with disabilities can find it hard to read complex information.

Whenever possible, endeavor to adhere to these guidelines when developing Respect Victoria materials:

### Hierarchy of information:

- › Always have a title, contents and clear levels of subheadings.
- › Make the title clear and explicit.

- › Avoid hyphenation and complete words on the line they start on.
- › Finish a sentence on the page it starts on.

### Layout:

- › Where possible use wide margins, at least 20 mm.
- › Align body text to the left. Do not justify text.
- › Use extra leading and paragraph spacing between lines and sentences.
- › Avoid creating sentences in capitals.

- › Use a larger point size for posters or materials being produced to be viewed at a distance.
- › Be mindful of ensuring clear colour contrast with text. For example, solid black and white will be legible on the orange background, but grey will not.

## Accessibility online

### Colour matrix

Use the colour matrix table below to determine what size, colour and weight your communications require to meet AA accessibility standards online.

		Background colour			
Text colour		Orange	White	Black	
Orange		✗	Bold min 14px ✓	Book 12px ✓	Medium 12px ✓
White		Bold min 14px ✓	✗	Book 12px ✓	Medium 12px ✓
Black		Book 12px ✓ Medium 12px ✓ Bold 12px ✓ Black 12px ✓	Book 12px ✓ Medium 12px ✓ Bold 12px ✓ Black 12px ✓		✗



# Typography

## Accessibility online continued

### Accessible requirements

In order to meet AA accessibility standards, all digital executions must adhere to minimum size requirements in correlation with the accessible colours outlined in the previous Accessible colour section.

The general rules for typography are as follows:

- › All orange text on white backgrounds must be bold and a minimum of 14px
- › All white text on orange backgrounds must be bold and a minimum of 14px
- › Black text on orange or orange text on black is fine in all weights at 12px.

Lead in text  
Circular black  
Orange  
14px  
(No smaller than 12px)

Feature message  
Rubik Bold  
White/Orange  
28px

Secondary  
brandmark  
No smaller than  
minimum size of  
74px wide



MREC 300 x 250px

Lead in text  
Circular black  
Black  
15px  
(No smaller than 12px)



Leaderboard 728 x 90px

Feature message  
Rubik Bold  
White/Black  
24px  
(No smaller than 14px)

Secondary  
brandmark  
No smaller than  
minimum size of  
74px wide

# Imagery

The photographic style of the Respect Victoria brand is confident, serious, sincere and engaged.



# Imagery

## Best practice

### Images should:

- › Focus on individuals to emphasise individuality and to ensure relationships aren't stereotyped or judged.
- › Show a single person engaging directly with camera / looking down at the lens.
- › Have a shallow depth of field with backgrounds blurred to ensure focus on the person.
- › Be serious yet sincere. Respect Victoria deals with the very serious subject of family violence, which should never be trivialised by overly happy subjects.
- › Be empowering. Subjects should not be shown in a state of despair. They are strong individuals looking towards a more positive future.
- › Not be overly violent or graphic. Do not use images that show violent abuse.
- › Ensure diversity of gender, ethnicity, ability and age. Family violence occurs in all types of Victorian families and relies on all members of our diverse community to ensure attitudes are changed.



# Victorian Government logo

Respect Victoria is an agency  
of the Victorian State Government.

The Victorian Government logo should appear on all top level communications for Respect Victoria. Where possible, the logos should not be locked-up together. The Respect Victoria logo should be the primary brand, with the Victorian Government logo acting in a 'sign-off' role.

**Respect  
Victoria**

**Preventing  
Family  
Violence**



# Victorian Government logo

## Ratio guide

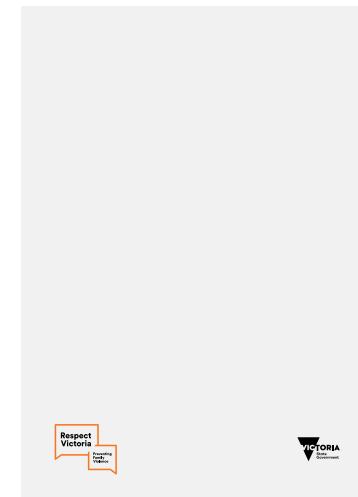
While sizing will vary from application to application, as a general guide, the height of the Victorian Government text should be equivalent to the height of the Respect Victoria text, as shown below.



## Positioning

The Victorian Government logo should be positioned toward the bottom right of layouts – away from the more prominent Respect Victoria landmark.

Centre align the Victorian Government logo to the centre of the Respect Victoria logo in horizontal formats as shown here.



# Applications

The following pages show working examples of the brand in application.



# Applications

## Stationery

### Business card



### Letterhead



Date: Day / Month / Year  
Attention: Sally Sample

Dear,

Olum hil maious ium fugia cum deritiunt, coneserae officit elicae nam et ea quodipsunte simpore mperumquae parunt es ame ad et remquas pellest omnim que optatur. am delict totatempus deribusam quaspel idiat quam ea dipsape renimperis soluptur autetur aute core ni reped etur min reius.

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Vitatur qui ipid quisicia doloribus omnis sus, sequias repel inumet qui aliquature perovid issequam, te plab inctore pratur, intemped magnis cupiende nones ea sed ea de nullani ipsa quid mi, quatit maious dusam laut la volorro del idem iur abo. Otatet harum evel il est aut doluptatas que volupicidunt evelitas sam harum, con doluptatur, site etur, con rest, quunturem hilit aut la volorum quatio qui tectur nem harum soluptatio optatistem. Ducieni minicia arci doloraeabao.

Et re sequatem reno odicipienis est acorum amet quosseporum fuga. Istem aut omno cullend enditatus sitat facerfe ratur. Et re abo. Nam eatione mollaut que laborescim aut ad quodit am quam ipsa niet aditatus doluptas re verupat.

Poria core nit, quis dleri in rere namet pro denet et apit quatem voluptae eatenimod quam ad quodit omnis et, temperibus, id mosant omnim veleni dolorum nobitaspis demqui reuriae. Ugitunt mincimolor aut et qui ipsaperatur aut magnimi nciasit fugiae sed quae. Nos doloribus arit auda voluptaeped que di solorero dolorerita ipident eossim ent et volorep repuda in nem fuga.

[Signature]

Name  
Position Title

# Applications

## Printed collateral

### Posters using the headline housing device

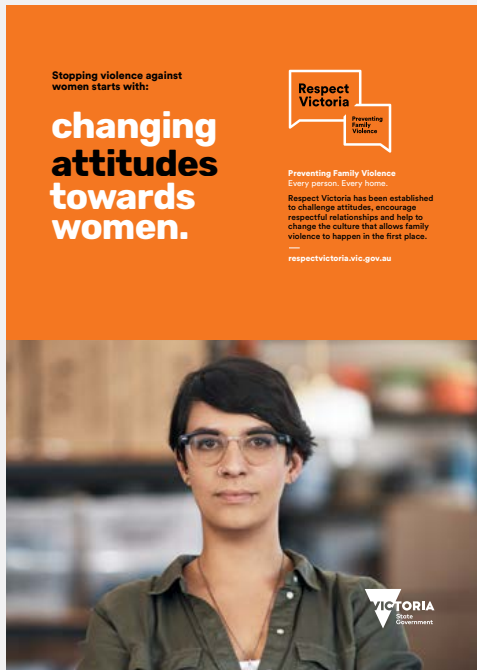




# Applications

## Printed collateral

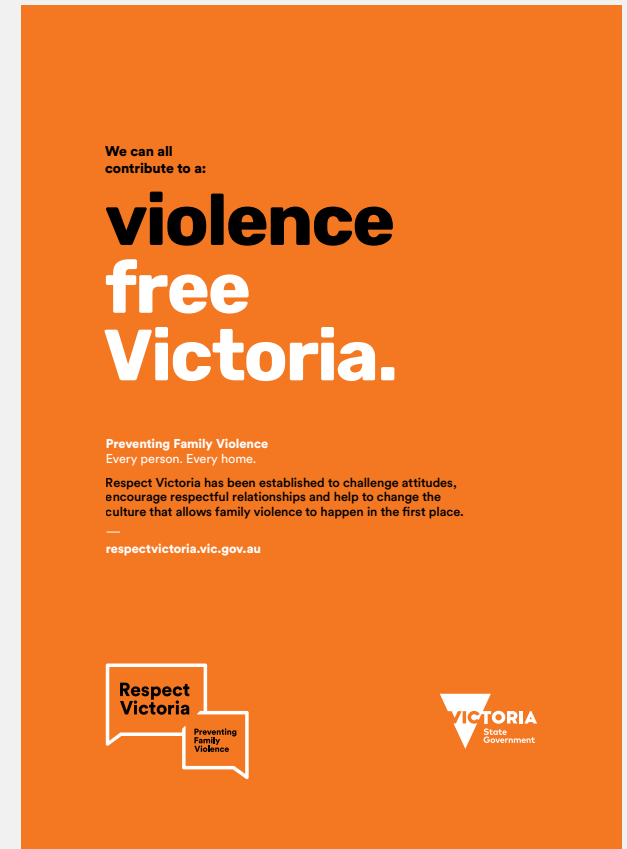
### Posters using the solid colour



# Applications

## Printed collateral

### Posters using the reverse typography



# Applications

## Printed collateral

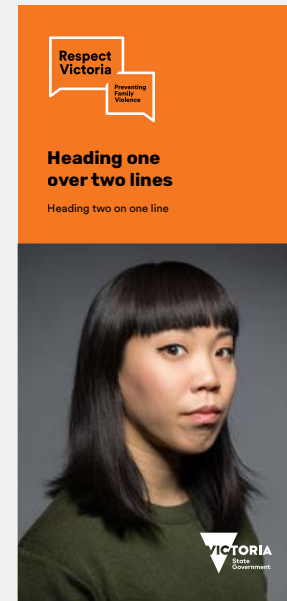
A4 cover



A5 cover



DL cover



# Applications

## Printed collateral

### A4 fact sheet

**Stopping violence against women starts with changing attitudes towards women.**

Respect Victoria  
Preventing Family Violence

**VICTORIA**  
State Government

**Heading one over two lines**

Heading two over two lines

Intro hil maios ium et fugia com deritiunt, est conserae officit elicae nam es etodeie ad et remqus pellest omnim que optatur am delic.

Body copy tatur elam eremt, optatem poreium simaximi, sita opta volorest elium ipsi repella boneria volestis sites derum facit verum facis ut dit erret volupti am harit iscenimaxim enimo lus, qui dem quat.

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—  
respectvictoria.vic.gov.au

Respect Victoria  
Preventing Family Violence

**Stopping violence against women starts with changing attitudes towards women.**

**VICTORIA**  
State Government

**Heading one over two lines**

Heading two over two lines

Intro hil maios ium et fugia com deritiunt, est conserae officit elicae nam es etodeie ad et remqus pellest omnim que optatur am delic.

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respectvictoria.vic.gov.au

**VICTORIA**  
State Government

**Stopping violence against women starts with changing attitudes towards women.**

Respect Victoria  
Preventing Family Violence

**VICTORIA**  
State Government

**Heading one over two lines**

Heading two over two lines

Intro hil maios ium et fugia com deritiunt, est conserae officit elicae nam es etodeie ad et remqus pellest omnim que optatur am delic.

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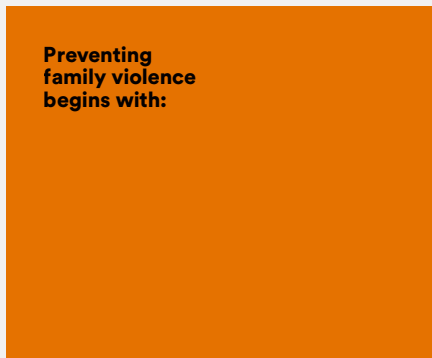
Capta eumet quis doloro que omnia nonseque non pero fuller esdolorrovit vollestum et, sum quantibus aconet

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respectvictoria.vic.gov.au

# Applications

## Digital executions

MREC 300 x 250px – Animated sequence



# Applications

## Digital executions

MREC 300 x 250px – Static jpegs



Black option



Orange option

# Applications

## Digital executions

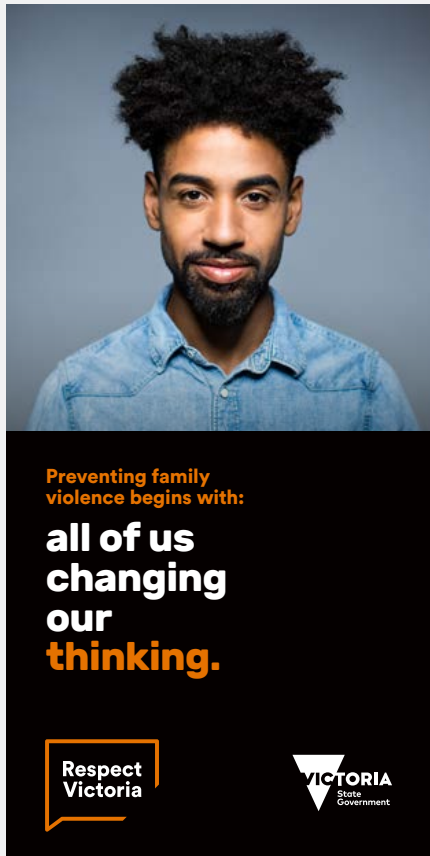
Half page 300 x 600px – Animated sequence



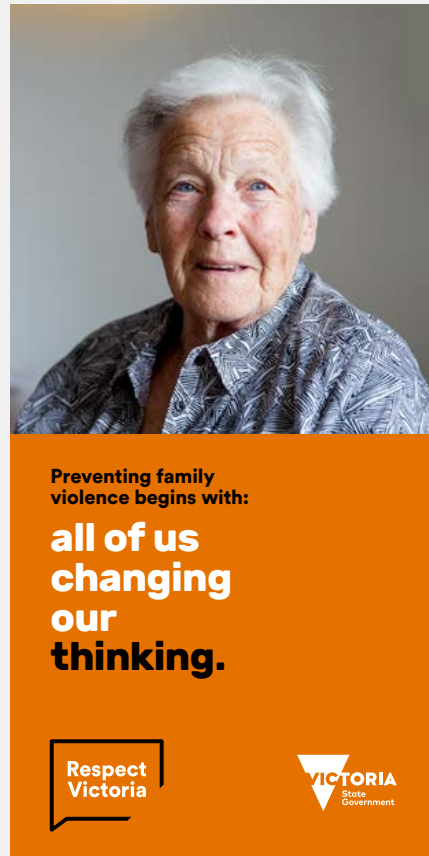
# Applications

## Digital executions

Half page 300 x 600px – Static jpegs



Black option



Orange option



# Applications

## Digital executions

Leaderboard 728 x 90px – Animated sequence



Preventing family violence begins with:



Preventing family violence begins with:  
**all of us changing our**



Preventing family violence begins with:  
**all of us changing our thinking.**



Preventing family violence begins with:  
**all of us changing our thinking.**



# Applications

## Digital executions

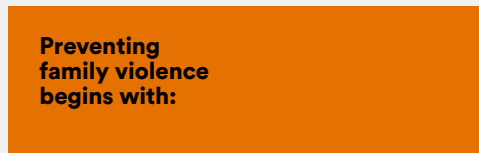
Leaderboard 728 x 90px – Static jpegs



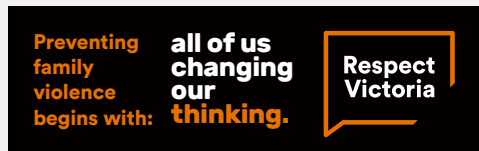
# Applications

## Digital executions

### Mobile banner 320 x 100px – Animated sequence



### Mobile banner 320 x 100px – Static jpegs



Black option



Orange option



**Respect  
Victoria**

**Preventing  
Family  
Violence**

## **Contact**

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