Guidelines:

How to use the sector logo

Prepared by:

Neighbourhood Houses Victoria™

Strengthening our state-wide brand

The sector logo is a visual way for Neighbourhood Houses to demonstrate their proud association with the wider Neighbourhood House sector in Victoria.

We encourage Neighbourhood Houses to include the logo on their marketing materials, to increase recognisability and strengthen our state-wide brand.

Neighbourhood Houses can use it on:

- their website

- in their email signatures

- on social media graphics

- on signage

- on flyers, brochures and posters

- on merchandise

On digital platforms such as websites and email signatures, link the logo to www.nhvic.org.au where possible.

The sector logo is designed to be used in conjunction with each Neighbourhood House's own unique branding. It is not intended to replace it, however as occurred in the past, Houses will have the option to adopt the brand as their own. This option will become available to Houses in the near future.

Which one is the sector logo?

Neighbourhood Houses
The Heart of Our Community

The sector logo includes three elements:

- Icon

- Title

- Tagline

It is not to be confused with the peak body logo for Neighbourhood Houses Victoria which is only to be used when referring specifically to the peak body:

Neighbourhood Houses Victoria™

If you want to acknowledge Neighbourhood Houses Victoria by including its logo in a publication, please email info@nhvic.org.au

These guidelines

This document provides important guidance to help maintain the integrity of the sector brand. Please follow it carefully, and if you need any assistance on how to use the sector logo, please email info@nhvic.org.au. We are more than happy to help.

Neighbourhood Houses Victoria is the owner of the sector logo and has the right to enforce the branding guidelines as outlined in this document. If you receive advice from Neighbourhood Houses Victoria or are requested to make changes to marketing materials which contains the sector logo, please comply with these instructions.

When not to use the sector logo

The sector logo should not be used:

- to promote any activities which are unrelated to the services of a Neighbourhood House

- to promote a personal business or venture

- to promote a political candidate or campaign—this includes Neighbourhood House staff who might be running for local council elections

- to promote an advocacy campaign that is not endorsed by Neighbourhood Houses Victoria

- in any way which could harm or undermine the reputation of the Neighbourhood House sector

If Neighbourhood Houses Victoria requests the removal of the sector logo from an organisation's materials — under any circumstances — this must be actioned swiftly, and any further distribution of materials that contain the logo must cease immediately.

Correct versions of logo

On white backgrounds

The coloured version is the primary logo for a white background, however, you can use the navy mono-tone version if you feel it better compliments the overall design of your publication. Either portrait or land-scape version is permitted.

Portrait version:

Landscape version:

Black versions

If you need a black monotone version of the logo, you can request this by emailing info@nhvic.org.au

Correct versions of logo

On coloured backgrounds

You can use the coloured, navy or white monotone versions on coloured backgrounds, depending on which version looks most appropriate against the background you are working with.

The following pages provide examples of how to apply the correct version of the logo against different coloured backgrounds.

Only use the coloured version on coloured backgrounds that compliment the blue/mandarin colours, and allow the logo to stand out.

Below are examples where the symbol is lost against the background.

Do not place the coloured version on backgrounds that clash with, or do not compliment, our blue/ mandarin colours. Use the monotone version instead.

Do not place the coloured version on backgrounds which closely resembles either of our blue/mandarin colours. Use the monotone version instead.

Monotone versions

Always use the monotone version which maximises the contrast between the logo and the background. For example, use the white version on darker coloured backgrounds, and use the navy version on lighter or brighter coloured backgrounds.

Neighbourhood Houses
The Heart of Our Community

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Other backgrounds

The logo must not be placed on top of photos or patterned/busy backgrounds.
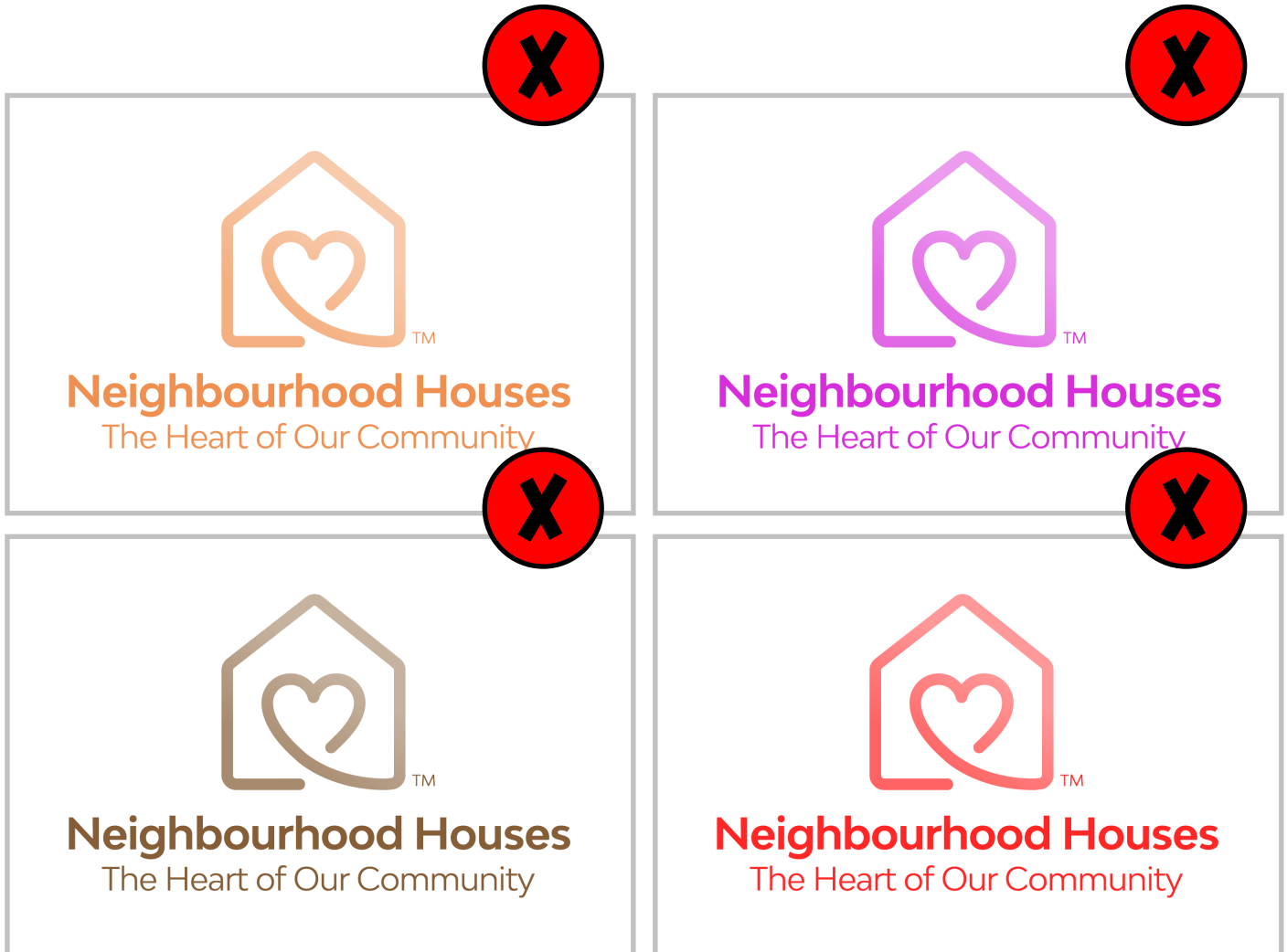
Clear space around logo

Allow at a minimum 2.5 inches (or 6.3cm) of clear space around all sides of the logo, as demonstrated:

No other elements should enter the red zone.

Changing elements of the logo

Do not recolour or change any colours within the logo.

Do not change the font style or the wording.

Resizing the logo

When resizing the logo, make sure you do not stretch it.

Do not adjust the proportions:

Removing or adding elements

You can use the symbol on its own if space does not permit for text, of if you are using it for the purpose of a social media icon. However, you must not add or remove any other elements.

Neighbourhood Houses
The Heart of Our Community

Do not remove the symbol.

Neighbourhood Houses

Do not remove the tagline.

Neighbourhood Houses
The Heart of Our Community

Do not add any other graphic elements within or around the symbol.

Thank you

Thank you for respecting the integrity of the sector brand. If you have any questions about these guidelines, please email info@nhvic.org.au

Neighbourhood Houses Victoria™