

Our Logo

Our logo is the most important symbol we have.

The hat is the mark of leadership, worn by the ringmaster in a circus show.

The heart is representative of our love for kids and how we work hard for them.

Together these two icons mean 'lead with your heart', a challenge to everyone in the Variety community to keep our love for kids at the heart of what we do.

Now for the important (but slightly boring) bit.

There are two primary versions of our logo. Stacked and horizontal. We like to use the stacked one most of the time.



Our logo should also be used as much as possible in white on the Variety red background. If you have to whack it on a different coloured background, please use the circle device on the next page.

The black and white background versions below can be used for backup when it feels right!



We've all had someone stand too close to us on a bus. It's not much fun is it?
Our logo feels the same, it needs some space. Please make sure it has room to move!



At times we need to place our logo on all sorts of backgrounds, particularly when our community of supporters provide designs and need to feature our logo. In this case we use our primary logo on a Variety red circle, or white or black, as above.

Our Colours

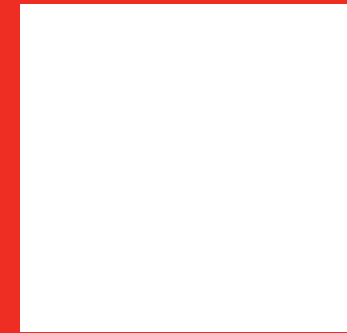


Merchandise, Caps, Shirts
Printed collateral eg. flyers
Digital collateral eg. Facebook
Website and Enews

PANTONE 485
CMYK 0,95,100,0
RGB 226,35,27
HTML #EE3123



PANTONE BLACK
CMYK 0,0,0,100
RGB 0,0,0
HTML #000000



PANTONE WHITE
CMYK 0,0,0,100
RGB 0,0,0
HTML #FFFFFF

Colour is an incredibly powerful form of communication. Whether it's the green and gold of Australia, or the colours of your local footy team.

Variety Red is our primary colour. It is the colour of our heart, which is the source of kindness and love for the kids who miss out.

Whilst we love our red, if you want to create internal documents on white, to save on red ink, go for it.

Fonts

Heading Font - VAG Rounded Bold

This is the font used in the Variety logo and we use it for major headings

Paragraph Font - Lato Regular

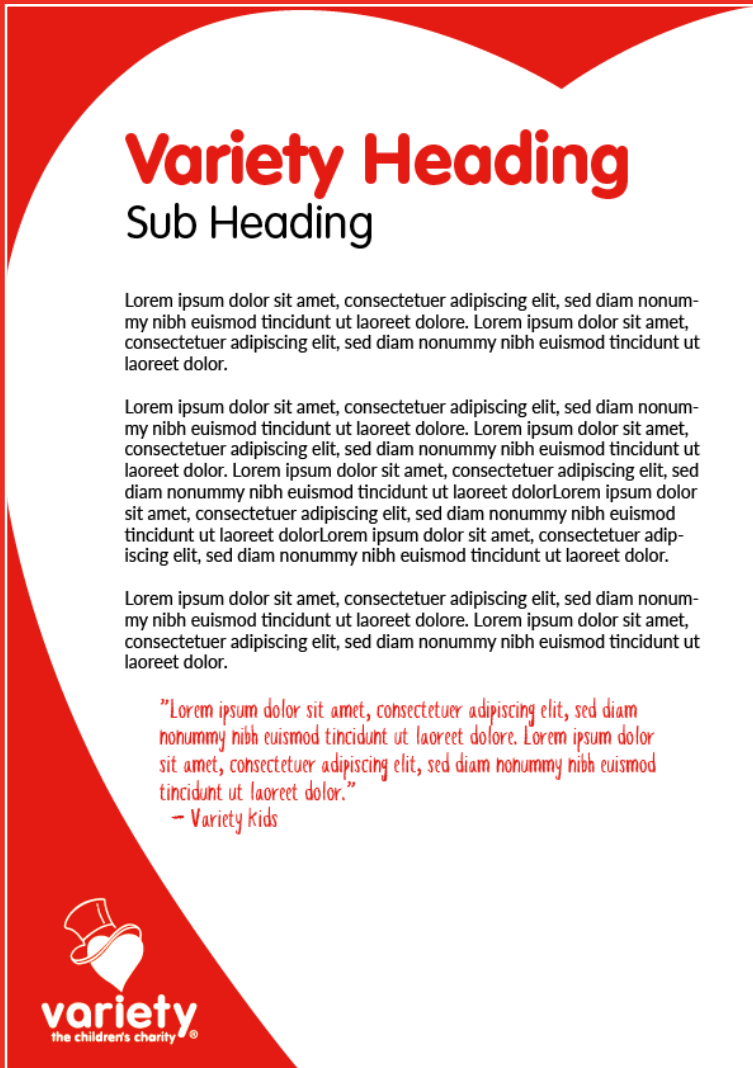
This is the font used in large bodies of text

Web Font - Arial Regular

Use this font when writing for the web, like email signatures etc.

Kids Font - Hapole Pencil

Use this font when expressing a kid's perspective like a quote, or when writing their name in publications.




Variety Heading
Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor.

*"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor."
- Variety kids*



variety
the children's charity®