



vegan

AUSTRALIA

Love life, live vegan.

Vegan Australia Brand Guidelines

Brand Personality

Who we are

- Frank and factual
- Knowledgeable yet accessible
- Supportive and passionate
- Empathetic and ethical

Who we are not

- Inaccessible
- Pretentious
- Arrogant and all knowing
- Flippant or silly

Tone Of Voice

Based on our brand personality, **Vegan Australia's** tone of voice is what you'd expect from somebody like **Sir Paul McCartney**.

Someone who is **well-spoken, defiant, ambitious**, and committed to his values – yet **personable** and sometimes even a little **cheeky**.

The tone of voice not only **shines** through the content but it's especially crucial in the **community** management.

We're **passionate** about the cause and care deeply about the **welfare of animals** and the **environment**, but that doesn't mean we come across as dejected or pessimistic – we **see the positives and savour the wins**.

Vegan Australia Logo

The logo may be displayed with any background and may be displayed at any size.

Standard



Black



White

The proportions must not be altered.



Vegan Australia Certified Logo

The Vegan Australia Certified Logo is a **registered trademark** and **must not be associated with products or businesses that have not been certified by Vegan Australia.**

When associated with a certified product, this logo can be printed in any foreground or background colour including transparent and can be rotated.

For other uses, the standard green on white should be used.



Standard



White



White transparent

The proportions must not be altered.



Brand Colour Palette

Primary Colour

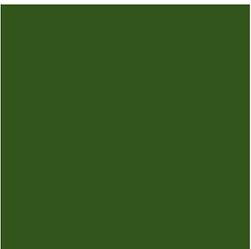


PANTONE	363 C
RGB	76 141 43
CMYK	64 0 100 24
HEX	4c8d2b

Secondary Colours



RGB	217 228 206
CMYK	15 3 21 0
HEX	d9e4ce
PMS	621 C



RGB	50 85 27
CMYK	77 42 100 40
HEX	32551b
PMS	2266 C



RGB	203 180 124
CMYK	22 25 59 0
HEX	cbb47c
PMS	4022 C



RGB	112 156 155
CMYK	59 26 38 1
HEX	709c9b
PMS	2211 C

Font Guidelines

Body copy

Helvetica

Veganism is a social justice movement that is striving to bring about a world where animals are not exploited for food, clothing, entertainment or any other purpose.

Titles, Highlight

Helvetica Bold

While concern for animals is the foundation of veganism, there are many other benefits. Plant based agriculture is a more efficient use of the world's scarce resources and can feed more people. It is better for the environment. And a vegan diet is good for our health.

Emphasis

Helvetica Oblique

Quotation

If this all makes sense to you and you'd like to put this into practice in your own life, get started now!

Heading
Helvetica Bold
Brand green

Steps to becoming vegan

You want to become vegan, you've read all the **reasons and benefits**, but you're not sure where to start?

It could be easier than you think.

Some people like to ease into veganism, while others make the transition overnight.

Whichever way you choose, this four step guide can help you make your transition as easy as possible.

Bold copy
Helvetica Bold
Brand green

Regular copy
Helvetica Regular
Black

Heading
Helvetica Bold
Brand green

Emphasis in Heading
Helvetica Bold Oblique
Brand green

Know *why* you are becoming vegan

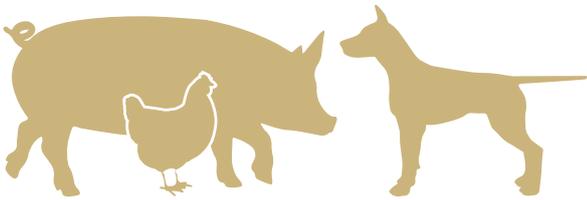
Veganism is based on respect for animals, on the idea that we should, according to the UK Vegan Society, *"exclude, as far as is possible and practical, all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose"*.

Quotation copy
Helvetica Oblique
Black

vegan

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Concerned about **animals**?



Want to make the world a **fairer place**?



Looking for ways to lessen your **environmental** footprint?



Want to improve your **health**?

Whatever brings you here, we have resources to help you on your journey.

Vegan Australia Logo

CMYK
64 0 100 24

CMYK
15 3 21 0

vegan
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Want to improve your **health**?

Whatever brings you here, we have resources to help you on your journey.

CMYK
77 42 100 40

Helvetica
Regular

CMYK
22 25 59 0

Helvetica
Bold

CMYK
59 26 38 1

Social Media



veganaustraliaofficial

<https://www.instagram.com/veganaustraliaofficial/>

Handle: @veganaustraliaofficial



VeganAustralia

<https://www.facebook.com/VeganAustralia>

Handle: @VeganAustralia



VeganAustralia

<https://twitter.com/VeganAustralia>

Handle: @veganaustralia



#VeganAustralia

Brand Hashtag - Please use this hashtag in any posts relating to Vegan Australia on Instagram or Twitter



info@veganaustralia.org.au

Email address



www.veganaustralia.org.au

Website address