Brand Guidelines

RESPECT BALLARAT

PROUDLY SUPPORTED BY RESPECT VICTORIA

Introduction

Respect Ballarat is a community-driven approach to preventing gendered violence. It brings people together to learn, connect and take action on respect, safety and equality – in workplaces, schools, communities and at home.

Respect Ballarat was created following the devastating deaths of Samantha Murphy, Hannah McGuire and Rebecca Young in 2024. The Ballarat community flooded the streets in protest, calling for change. Respect Ballarat is a direct response to that call to action, and brings together organisations, communities and leaders to work together to end gendered violence locally.

This brand has been designed to be clear, aspirational and action-oriented. It's locally owned and aims to spark conversations and be a trusted and recognisable brand for change. It reflects the urgency and hope of this movement.

This work is proudly supported by Respect Victoria.

Brand colours

The primary Respect Ballarat colours are yellow, orange and black with light blue, pink and red as the secondary palette.

RESPECT
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#abe0fa

RESPECT
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#f2ff00

#f7b8d4

#f26321

#e5262

Primary logo



RB hero logo



RB partner logo

The primary Respect Ballarat logo is distinct, bold and hopeful. It inspires action and participation, and can be used in documents, flyers, presentations, social media content, websites, email signatures, signs, posters, letterheads and merchandise.



RB horizontal logo



RB horizontal reversed logo

Logo colour variations

There are a number of variations on the primary brand logo, using other brand colours. While the yellow and black is the primary colour combination, you can also create and use other options as shown here.

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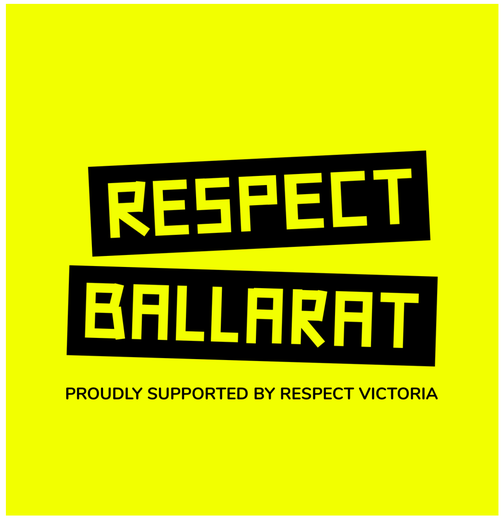
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RESPECT BALLARAT

Logo use: Respect Ballarat and Respect Victoria

Respect Victoria proudly supports Respect Ballarat and works closely with local organisations and communities on the prevention of gendered violence. Wherever you are using the Respect Ballarat logo or branding, we also encourage you to reference Respect Victoria. This can happen a number of ways.

You could use the Respect Victoria logo alongside the Respect Ballarat logo, as pictured. You might also add your own logo - examples of this are shown further into the guidelines. Alternatively, you could use a Respect Ballarat logo with the tagline as pictured below. If neither quite work on your design, please include ‘This work is proudly supported by Respect Victoria’ or a similar line somewhere in the copy of your material.









Logo use

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This is the hero logo. Use this wherever you can alongside the Respect Victoria logo.

RESPECT BALLARAT

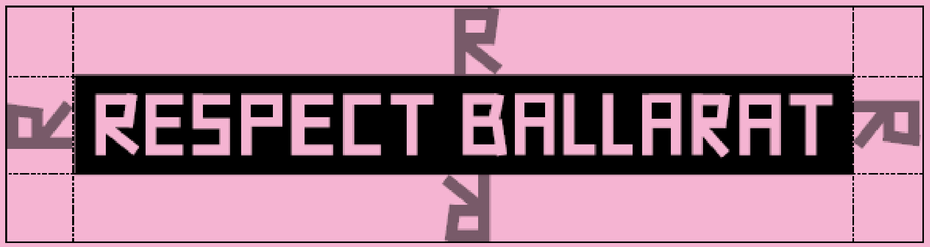
This logo is useful for publications, presentations, websites. Use a Respect Victoria logo beside it wherever you can.

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Use the logo with the tagline if you aren’t including the Respect Victoria logo.





The clear space guidelines show the space that needs to be kept free around each logo to ensure it’s readable and not competing with other graphic elements.

Logo use - minimum size

To make sure the Respect Ballarat logos are readable and meet accessibility standards on websites, social media and in physical media, below are guidelines for minimum logo sizes.

Minimum sizes are outlined for both digital and print use, and these apply whether you are using them solo or in partnership with another logo. The specs below should be given to your designer, to the print shop, or your comms person. They will know how to apply it.



100px for digital
20mm for print



160px for digital
30mm for print

Logos - incorrect use

The Respect Ballarat brand is designed with specific colours, fonts and combinations to meet accessibility standards and ensure the brand is legible. Below are some versions of the logo that don't meet accessibility standards. A few other tips: make sure you don't distort the brand logo or add graphic elements to the logo like a drop shadow. Make sure you use the Respect Ballarat logo alongside a Respect Victoria logo, or you use the tagline logo.

The Colour Contrast tool is a great resource to check whether colour combinations are readable and meet accessibility standards.



Colours should not be combined on the logo.

Not enough contrast!

Not enough contrast!

Not enough contrast!

Partner logo examples

When using the Respect Ballarat brand alongside your organisation or business logo, use a black logo for readability. Examples of partnered logos are pictured here.

On the left are examples of logo lockups with the standalone Respect Ballarat logo, the Respect Victoria logo and an organisational logo together.

To the right are examples of the Respect Ballarat logo with the ‘Proudly supported by Respect Victoria’ tagline. You are welcome to either include the Respect Victoria logo in your material, or use the Respect Ballarat logo with the tagline.

You might do this alongside your own logo for events, projects, training, in documents, reports or presentations. If you want to create merchandise, largescale signage or other assets and include the Respect Ballarat logo, feel free to get in touch to discuss specifics: hello@respectballarat.com.au.





Fonts

It’s likely that when using elements of the Respect Ballarat brand, you will be using graphic elements like the logo in combination with your own organisation or business font. However, if you would like to use the fonts aligned to the brand, they are listed below - including when and how they are best used. If using a white or yellow background, use a black font for accessibility.



The logos and some of our website headings are in LECO-1976 regular. Use this typeface for logos only.

Here is how sub-headings look.

The sub-heading font is Nunito Bold. Sub-headings help create heirarchies and visual contrast in documents and flyers.

Here is how body copy looks.

The body copy font is Nunito Regular. Suggested font size changes based on your output, but web copy and documents should be 18-20px minimum.

Social media guidance

The brand colours, fonts and logos are all available for social media creation. A number of social media tiles are available on the Respect Ballarat website to share on your platforms. A few more tips:

- There is a suite of Respect Ballarat videos available on YouTube. You are welcome to share these on your channels - don't forget to tag Respect Victoria!
- Use the hashtag #RespectBallarat to build momentum.
- Download the 'Action I will commit to' cards and use them at your next event, game, or team meeting. Fill them out and take some photos so you can share them on social media.
- Make sure to use real photos rather than stock images wherever you can, to show local faces and spaces.



Physical media guidance

Depending on the audience for your flyer, poster or other physical media, there are a number of ways to align with the Respect Ballarat brand. This could be as simple as adding a Respect Ballarat logo to your asset, alongside your own. If you'd like to take it further, here are some tips:

- Highlight a sentence or two in yellow if you want something to stand out on your flyer. Make sure you bold the font too, so it's readable.
- Use bright yellow printer paper to get really 'on brand'! The yellow colour will work best in printed material if it's printed directly onto neon yellow paper or card - otherwise, stick with the black and other colours.
- Use a QR code that links to the Respect Ballarat website to get more people on board with this movement for change. Reach out to us to generate one for you if you need.



Exciting local event

This is where the main info could go about your event, program, or initiative.

To give a nod to the Respect Ballarat brand, you could highlight some information in bright yellow. That could look like this:

Join us to create a Ballarat where we are all safe, respected and free from violence.

This is where the rest of your information will go.

Respect Ballarat merchandise

To build the momentum and excitement around Respect Ballarat, some merchandise has been created in brand colours. You might see stickers, tote bags and t-shirts around town.

We don’t have any merchandise in stock, but organisations, businesses and community groups can get their own printed. If you would like to get some Respect Ballarat merchandise printed, please reach out to us for the design files.

If you would like to create some merchandise aligned to the brand and movement, we’d love to hear about it and support you with the design. Reach out at **hello@respectballarat.com.au**.



Contact

Have you got questions about Respect Ballarat, the brand, or how to use it?
Want to create your own material or merchandise? Reach out and let’s chat.

hello@respectballarat.com.au

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