



variety[®]
the children's charity

**AUSTRALIAN
BRAND BOOK**

EQUALITY - COMMUNITY - ACTION - JOY





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Our Brand Book



Why do we need a book about our brand? Good question friend.

It's because we are lucky to work on behalf of Variety – the Children's Charity, and we want to look after it.

Our organisation has existed since way back in 1928, and we've helped millions of kids around the world in that time. It's a privilege to work for such an incredible charity, and we have a responsibility to always have Variety show up in an authentic, consistent way.

If you're reading this, you either already work with us, or you're about to. Thanks for looking after our brand and loving it as much as we do.

Together we can continue to give all kids a fair go. And we can do it in our approachable, kind, inventive and raucous style.

Because that's the Variety way.



Our Vision

For all Australian children to attain their full potential, regardless of ability or background.

Our Mission

To empower Australian children who are sick, disadvantaged or have special needs, to live, laugh and learn.

Our Story

Pittsburgh, USA.

On October 10 1927, The Variety Club was born. Initially a social group involving 11 men from the theatre industry, The Variety Club met regularly to play cards and connect with each other. On Christmas Eve 1928, members of The Variety Club were playing cards backstage after a matinee performance at the Sheridan Square Theatre when they heard whimpering from the auditorium. The men discovered a one month old baby girl with a note from her mother that read:

“Please take care of my baby. Her name is Catherine. I can no longer take care of her. I have eight others. My husband is out of work. She was born on Thanksgiving Day. I have always heard of the goodness of show-business people and pray to God that you will look after her.”
Signed - a heartbroken mother.

When all efforts by the police and local newspapers failed to locate the parents, the club members decided that they would act as 11 ‘Godfathers’, underwriting Catherine’s support and education. Little Catherine, who became the inspiration for the international children’s charity Variety is today, was named Catherine Variety Sheridan, her middle name for the club and last name for the theatre she was found in. Proud that a distraught mother had entrusted her precious child to them, The Variety Club members set out to raise money and obtain goods needed for Catherine’s care. The resulting publicity put Catherine’s story and Variety on the front pages of newspapers across the United States. Inspired by Catherine’s story, many other people wanted to get involved and the members were soon inundated with help, far too much for one child, and thus other disadvantaged and orphaned children became beneficiaries of Catherine’s ‘adoption’ by The Variety Club members.

Today, Variety – the Children’s Charity has a network of 45 offices in 14 countries, and many millions of individual children around the world, like Catherine, live a better life because of the generosity of Variety’s communities of supporters.





Australia

Variety - the Children's Charity was established in Australia in 1975 at the request of Lord Mountbatten, a British Naval Officer and statesman. Led by Paul Hogan for the first two years, Variety in Australia went on to host many incredible fundraisers throughout the early years in support of children. This included a Royal Command Performance at the Sydney Opera House for Her Majesty Queen Elizabeth II, including iconic Australian entertainers Olivia Newton-John, Julie Anthony and Roger Woodward. Throughout the 1980s, Variety launched a range of major events such as the Variety Club Heart Award Dinner, presenting the prestigious Heart Awards for Humanitarian work to prominent Australians Mel Gibson, Jack Thompson and Russell Crowe.

In 1985, The Variety Club Bash (now known as The Variety Bash) was launched by Dick Smith on the steps of the Sydney Opera House. A raucous two week car adventure through regional and remote parts of Australia, 'The Bash' as it is known would go on to raise in excess of \$200 million for Australian kids and take its place as one of the country's most outstanding charity events.

Today, Variety has a presence in every state and territory of Australia, connecting into local communities throughout the country and doing incredible work for kids who miss out on what they need to join in with everyone else.



Our Values

EQUALITY

We believe everyone deserves a fair go in life

COMMUNITY

We believe it takes a community to raise a child

ACTION

We believe in rolling up our sleeves and getting stuff done

JOY

We believe in the importance of lightness and laughter



Our values are *why* we do what we do, and can be shared outside our place.



Our Brand Personality

APPROACHABLE

Warm and friendly

KIND

Big hearts, always open

INVENTIVE

Pioneering new ideas

RAUCOUS

Loud and lively

Our brand personality is *how* we do what we do, and is for our eyes only.



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.

Logo & Image Treatment



The kids that we feature in our photography are at the centre of our work, they are the reason we do what we do at Variety. Always using the heart as a frame for kids like Lila (above) is a sign of respect for being allowed to tell their story and use their image. It reinforces that we hold all kids in our hearts. It is also the reason we *don't* use stock photography, in order to maintain a real connection to the kids that we have helped.

Branded Framing

2018
Sulphur to Silver
4WD ADVENTURE
18TH TO 23RD MARCH

2018 VARIETY 4WD ADVENTURE
'Sulphur to Silver'

Cobar Tibbooburra Innamincka Birdsville
Maree Wilpena Pound Broken Hill

Creek Crossings | Fire Trails | Big Red Sand Dunes | No Camping | Turn Key Event

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variety 4wd adventuRE

variety SPIN 4 KIDS

BE PART OF NEWCASTLE'S FIRST OUTDOOR SPIN BIKE CHALLENGE

When: Friday 4 August 2017
Time: 6 hour challenge - 10am - 4pm (+ after party)
Where: Harbour Square, Honeysuckle
Team Entry: \$650
Raising money to support Aussie kids in need!

LIMITED NUMBER OF SPIN-BIKES AVAILABLE
REGISTER NOW!

Variety Spin 4 Kids

Call Variety on 02 4965 4911

SUPPORTED BY THE FORUM

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ACTIVATE INCLUSION SPORTS DAYS

A FUN AND INCLUSIVE DAY OF SPORT & ACTIVE RECREATION TO TRY!

Friday 8 September
10am - 2pm

Pre-register at www.sportnsw.com.au/activateinclusionsportsdays and arrive on the day to register at 9:30am

Fairfield Youth & Community Centre
55 Vine Street
Fairfield NSW

SPECIALIST COACHES AVAILABLE
ADAPTIVE EQUIPMENT
COMMUNITY SERVICES
KID'S SHOWBAGS
LOCAL SPORTING CLUB EXHIBITORS
LUNCH AND WATER SUPPLIED

Hosted by:

LIVERPOOL CITY COUNCIL
CENTRURY BANKSTOWN
FairfieldCity

Delivered by: Contact: Murray Elbourn
Disability Inclusion Manager
Sport NSW
0427 196 737
inclusion@sportnsw.com.au

FREE!

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Great brands are built consistently over time. They show up the same way, no matter where you meet them. Whilst we do a variety of things, we still need everyone that comes into contact with us to know it's from us. So these branded frames give us the chance to sell the unique aspects of our events, but still know that Variety and our work for kids is behind it all.

Our Icons



Remember our great logo from page 14, the story of our hat and our heart?

Given how important these two icons are to us, we want to use them whenever we can as recognisable symbols of Variety.

The combined hat and heart icon as a design element reinforces our logo and our story. The heart used without the hat allows some flexibility and also a solid shape for masking.

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

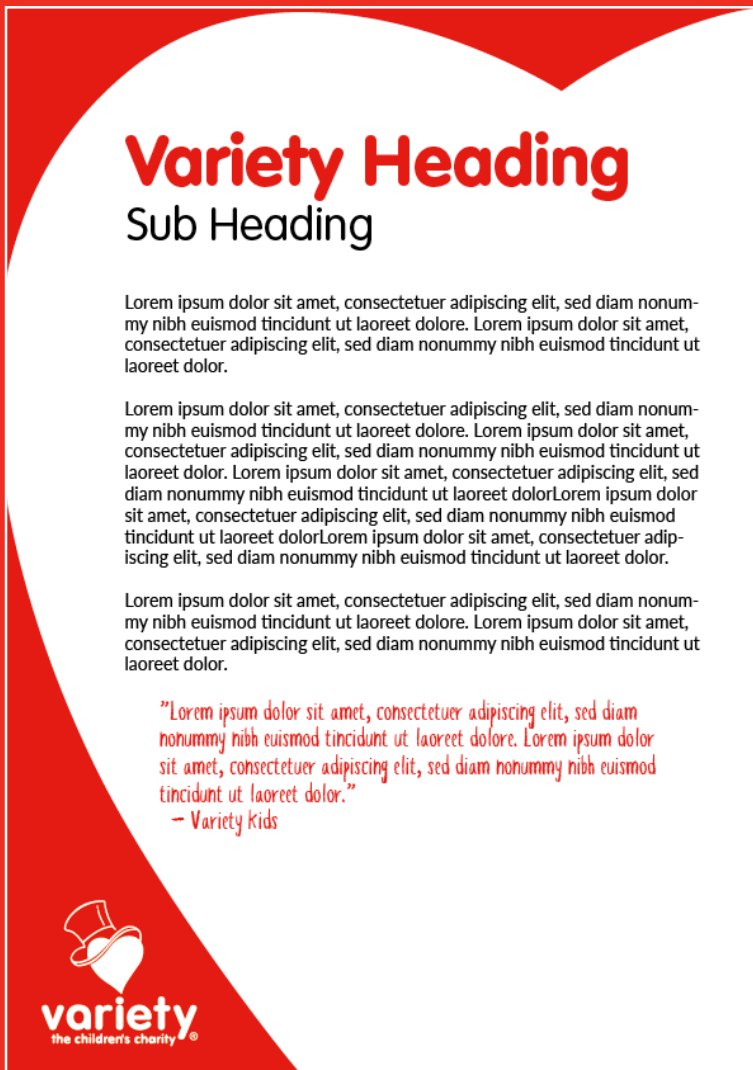
This is the font used in large bodies of text

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.

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*"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*



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the children's charity®

Photography

One of our values is joy, so every image we use must connect us to that feeling. Our photos and videos must be colourful, high resolution and with an optimistic feel to bring the impact of Variety's work with kids to life.

Please only use approved photos from our internal image libraries.

And importantly, ensure the necessary media consent forms have been signed before publishing new images.



Please do :)



Use happy & confident kids.



Use vivid colours to match their vibrant nature.



Make it second nature to represent the diversity of all our kids.



Feature our beautiful red shirts - always on brand.

Please don't :(



Feature kids appearing sad or not looking at camera.



Use black and white images. Remember to bring the joy.

Brand Hierarchy

At Variety we know how to put on a raucous show, and we do plenty of them.

Our events need their own identity, but we also have a Branded House strategy, meaning every sub-brand we create needs to be unquestionably Variety. We do this in two ways.

Firstly, we have a composite logo design, where each event brand can appear alongside the Variety logo to reinforce the relationship. This isn't essential on our own communication, providing the Variety logo is present elsewhere within a branded frame. However, if the event logo is placed in a third party environment, please use the composite logo approach.

In all composite logos, the Variety logos need to be at least the same size as the sub-brand, never smaller.



**“Thanks again, you
made the world of
difference to our son’s life.
More than you realise.”**

- A Variety Family





facebook.com/varietyau



instagram.com/varietyaustralia



youtube.com/varietyau



twitter.com/varietyau