

# Branding Guidelines

## Variety WA 4WD Adventure



This is a short guide to explain the correct way to use the proudly supporting Variety – the Children’s Charity and Variety 4WD logos. We really appreciate that you follow these guidelines throughout the duration of your promotional activity, as it allows us to maintain brand consistency across the 4WD.

### Naming your Event

All events held outside of Variety must be labelled as ‘an event supporting Variety – the Children’s Charity’ rather than labelling as a Variety event. Your car number must also be the main feature in the title and be written in the following format.

**Variety 4WD Car XXX proudly supporting Variety – the Children’s Charity**

### Logos

Variety WA will supply the logos you can use in the following formats:

- .jpg – has a white background and is to be used on documents with a white background
- .png – has a transparent background and is to be used on coloured background

Please note – **none of the supplied logos may be changed or adjusted in any way.** This includes stretching of the logo to fit into a desired space. Please contact Variety WA if you require any assistance with this.

### Proudly supporting Variety and Variety 4WD Logo

Any of the following logos can be used to show people where their money goes. We encourage you to use these on any marketing collateral for fundraising events and for social media engagement. Download logos [here](#)

Proudly supporting



proudly supporting



proudly supporting



For more information contact the Variety 4WD Adventure team at [richelle.lowe@varietywa.org.au](mailto:richelle.lowe@varietywa.org.au) or on (08) 9468 9805

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## Variety WA 4WD



### Referring to Variety - the Children's Charity

Variety WA changed its name in 2005 and is NO LONGER referred to as "Variety Club". Please refer to the charity ONLY as the following:



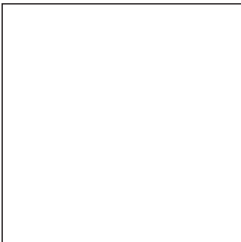
**Variety – the Children's Charity of WA**

**Variety - the Children's Charity**

**Variety WA**

### Colours

Below are the Variety brand colours. Please use them in your fundraising material where you can.

 PANTONE® 485 CMYK 0, 95, 100, 0 RGB 238, 49, 36 HTML #EE3123	 PANTONE® BLACK CMYK 0, 0, 0, 100 RGB 0, 0, 0 HTML #000000	 PANTONE® WHITE CMYK 0, 0, 0, 0 RGB 255, 255, 255 HTML #FFFFFF
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### Fonts

- We encourage you to use the following brand fonts in your fundraising collateral. Download fonts [here](#)
- Heading Font – **VAG Rounded Bold**
- Paragraph Font – Lato Regular
- Kids Font - *Hapole Pencil* (to be used when expressing a kid's perspective like a quote, or when writing their name)