

# Branding Guidelines

## Variety WA Bash



If you're going on the Variety Bash, you will need to use the Variety Bash logo in your fundraising material. This is a short guide to explain the correct way to use the Variety Bash logo. 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 Bash.

### Naming your Event

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

**Variety Bash Car XXX proudly supporting Variety - the Children's Charity**

### Logos

Variety WA will supply you with the following Variety Bash logos 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
- .eps – this is a high res logo to be given to designers, sign companies etc.

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 Bash 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.

proudly supporting



proudly supporting



proudly supporting



For more information contact the Variety Bash Team at [events@varietywa.org.au](mailto:events@varietywa.org.au) or on (08) 9355 3655



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### 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 as only the following:

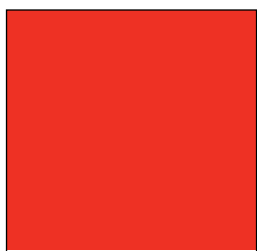
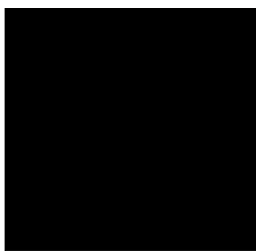
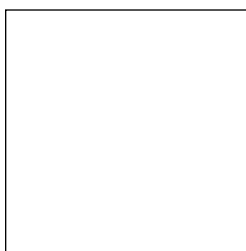
**Variety - the Children's Charity of WA**

**Variety - the Children's Charity**

**Variety WA**

### Colours

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

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

### 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

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