



**Elder Abuse Prevention  
Network** North & West Metro

# Brand Guidelines 2024

For all network members

# Contents

02	Primary Logo
03	Logo Variations
07	Logo Clear Space
08	Incorrect Logo Usage
09	Co-brand Positioning
12	Brand Typeface
13	Substitute Brand Typeface
14	Brand Colours
15	Sample Flyer A4
16	Powerpoint Template
17	Pull up Banner

This toolkit was developed with and for the Elder Abuse Prevention Networks North and West Metro to use on educational resources, promotional material, and event content. Its goal is to raise awareness of the networks' work in elder abuse prevention.

# Primary Logo

The full colour stacked North & West Metro logo is to be used as the primary logo.

The symbol is composed of different circle fragments coming together and creating a shield. The use of different shapes and colours highlights the diversity of the network members and the communities they represent, it also symbolises the sum of many activities across the prevention continuum.



**Elder Abuse  
Prevention  
Network**  
North & West Metro

# Logo Variations

## Stacked Logo variations - full colour

The pallet presents in full colour bringing together the orange and purple elements for joint activities across the North and West Metro Elder Abuse Prevention Networks.

Both regions also have an independent logo with their allocated colour of purple for the North Metro EAPN and orange for the West Metro EAPN.



**Elder Abuse  
Prevention  
Network**  
North & West Metro



**Elder Abuse  
Prevention  
Network**  
North Metro



**Elder Abuse  
Prevention  
Network**  
West Metro

# Logo Variations

Vertical Logo variations - full colour



**Elder Abuse Prevention Network** North & West Metro



**Elder Abuse Prevention Network** North Metro



**Elder Abuse Prevention Network** West Metro

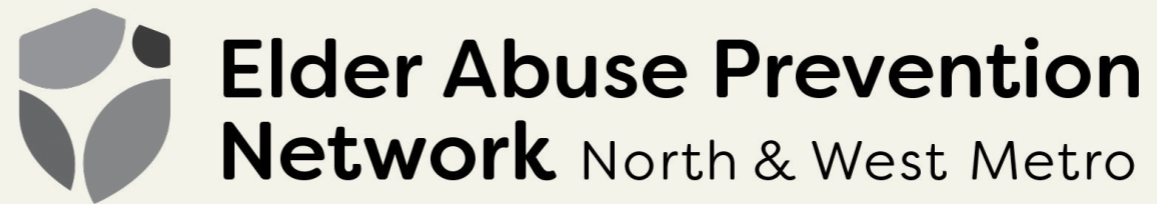
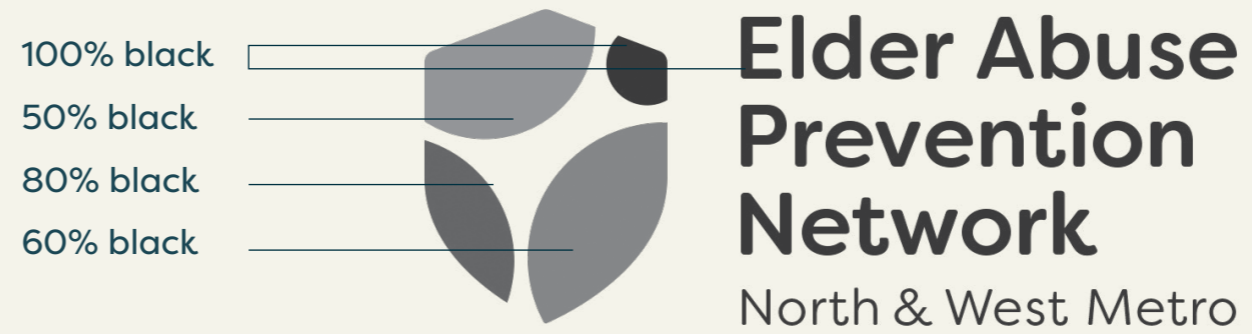
# Logo Variations

Logo variations - reverse full colour



# Logo Variations

## Logo variations - mono



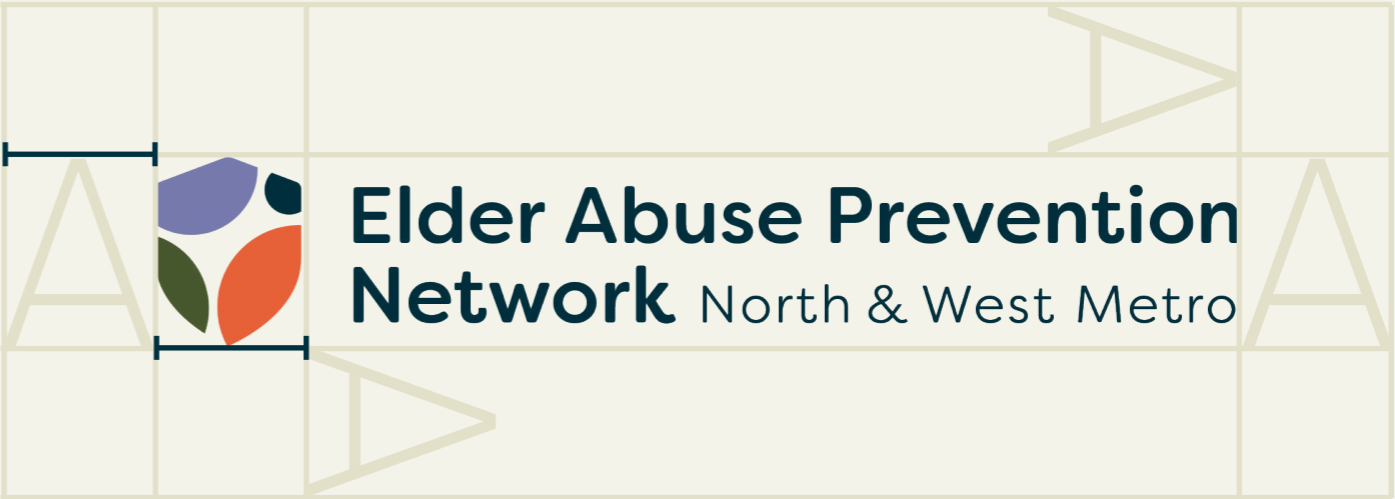
# Logo Clear Space

Always ensure there is adequate space around the logo. The clear space is based on the (A) width - Keep the same (A) space around all the sides of the logo.

A = width of the symbol



A = width of the symbol





# Incorrect Logo Usage

To ensure accurate, consistent reproduction of the EAPN logo, never alter or recreate it. Use an approved logo variation and **DO NOT** do the following:



**DO NOT** distort the logo



**DO NOT** reposition the symbol



**DO NOT** use on dark background unless the logo is reverse



**DO NOT** place logo over a busy background.

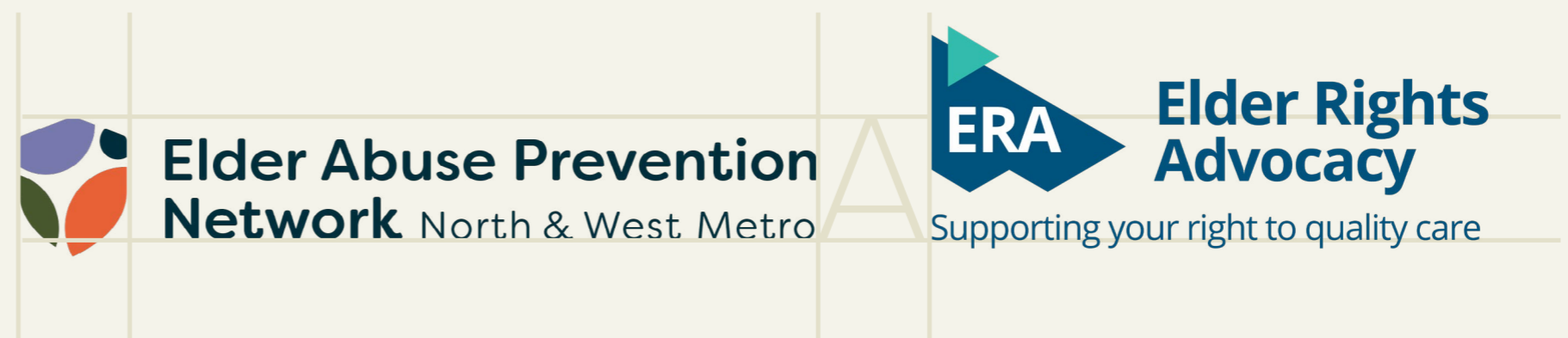
Logo can be placed onto an image, but it must be against a plain background.

# Co-brand positioning

Ensure the EAPN logo lines up with the Network Member logo as per below. The space between any co-branded logo must be the same or greater than the (A) width.

*Refer to page 7.*

Always position EAPN logo first (left)



# Co-brand positioning

Ensure the EAPN logo lines up with the Network Member logo as per below. The space between any co-branded logo must be HALF the size of (A) width, or greater.

*Refer to page 7.*

Always position EAPN logo first (top)



# Brand Typeface

# Filson Pro **Filson Pro** **Filson Pro**

CHARACTER SET | FILSON PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

CHARACTER SET | FILSON PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

CHARACTER SET | FILSON PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

# Substitute Brand Typeface

Arial regular (body copy) and Arial bold (headings) to be used as a substitute font when Filson Pro is not available to access.

The use of Arial should be strictly limited to internal documents.

## Arial Regular Arial Bold

CHARACTER SET | ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

CHARACTER SET | ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@#\$%^&\*()**

# Brand Colours

## Primary colours

**CREAM**

C3 M2 Y16 K8  
R227 G224 B202  
#e3e0ca

**NAVY**

C96 M70 Y52 K51  
R0 G49 B65  
#003141

## Secondary colours

**GREEN**

C67 M43 Y90 K35  
R75 G92 B50  
#4b5c32

**PURPLE**

C55 M50 Y0 K0  
R125 G127 B189  
#7d7fbd

**LAVENDER**

C61 M84 Y0 K11  
R112 G66 B143  
#70428f

**ORANGE**

C0 M75 Y83 K0  
R242 G102 B60  
#f2663c

# Sample Flyer A4

**Elder Abuse Prevention Network**  
North Metro

Your logo here

## Your Money, Your Choice

Free event to help you stay in control of your decision making

Join us for a FREE event with light refreshments and guest host Jacinta Parsons – broadcaster, best-selling author and chronic illness ambassador.

**Hear from a panel of experts and local organisations with tips on:**

- Budgeting and saving
- Concession entitlements and financial hardship support
- Energy and water saving
- Tech support
- Staying connected with your community
- Planning for your future and more!

**Event Details**

Date: Wednesday 12th June  
Time: 9:30am – 12pm  
Doors open at 8:45am  
Place: Merri-bek Town Hall  
90 Bell Street Coburg

**Booking Essential**

Make a booking on Eventbrite here:  
<https://YourMoneyYourChoice.eventbrite.com.au>

If you have any questions please contact  
[elderabusepreventionnetwork@merrrihealth.org.au](mailto:elderabusepreventionnetwork@merrrihealth.org.au)

**Logos:** Victoria Government, justice connect, Merri-bek City Council, ERA Elder Rights Advocacy, Merri Health

Co-branded logo position

**Elder Abuse Prevention Network**  
North Metro

## Your Money, Your Choice

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**Logos:** justice connect, Merri-bek City Council, ERA Elder Rights Advocacy, Merri Health

Your logo here

Co-branded logo position

# Powerpoint template

Co-branded logo position

**This is your main heading to go over two lines**

17 May 2024

Introductory copy can go here as a short paragraph. Introductory copy can go here as a short paragraph.

**Elder Abuse Prevention Network**  
North & West Metro

Your logo here  
(Use white reverse version)

**Title heading in this space two lines allowance**

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**Title heading in this space two lines allowance**

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**Elder Abuse Prevention Network**  
North & West Metro

**Merri Health**  
Healthcare that moves with you

1

**Title heading in this space two lines allowance**

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**“**

*This is the space for break out statements to highlight important information*

**”**

**Elder Abuse Prevention Network**  
North & West Metro

2



# Pull up banner

2000mm height x 850mm width

The banner features a dark blue background with a central photograph of three elderly people sitting at a table and clapping. The text is arranged as follows:

- Top left: **Elder Abuse Prevention Network** North & West Metro (with logo)
- Center: **Creating communities that value every age**
- Below photo: [merrihealth.org.au/eapn](http://merrihealth.org.au/eapn)
- Bottom center: **Merri Health** Healthcare that moves with you (with logo)

Co-brand logo position

This version of the banner is identical to the first but includes a placeholder for a co-brand logo at the bottom.

- Top left: **Elder Abuse Prevention Network** North & West Metro (with logo)
- Center: **Creating communities that value every age**
- Below photo: [merrihealth.org.au/eapn](http://merrihealth.org.au/eapn)
- Bottom center: A dashed white box containing the text: **Your logo here (Use white reverse version)**

# Contact Details

Wurundjeri Woi Wurrung  
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Preston VIC 3072

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Meg Humphrey  
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E. [ElderAbusePreventionNetwork@merrihealth.org.au](mailto:ElderAbusePreventionNetwork@merrihealth.org.au)

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W. [www.merrihealth.org.au](http://www.merrihealth.org.au)

Christie Davis Design  
[www.christiedavisdesign.com.au](http://www.christiedavisdesign.com.au)

*Developed by Merri Health in collaboration with EAPN members.*



**Elder Abuse  
Prevention  
Network**  
North & West Metro



**Merri Health**  
Healthcare that moves with you