Visual Identity
Guidelines

Live Document | Last Update: 15 December 2020

Community
Hubs Australia

Connect. Share. Learn.

Community hubs logo usage

The Community hubs logo is used by individual hubs to identify their connection to the network. The colourful and welcoming symbol is recognisable to families, schools and hub partners.

Should I use the Community hubs logo?

• CHA uses the Community hubs logo when corresponding about or promoting the hubs to stakeholders, existing partners, potential partners, schools and families. The logo is likely to feature on a document that talks about the hubs program and its outcomes.

• Partners may want to use the Community hubs logo when referencing their partnership, or promoting activity that is happening in the hub. Partners should seek approval on logo usage from their local hub leader or support coordinator.

• Support agencies and hubs use the Community hubs logo to identify and promote hubs in the community. Support agencies and hubs do not need permission to use the Community hubs logo.
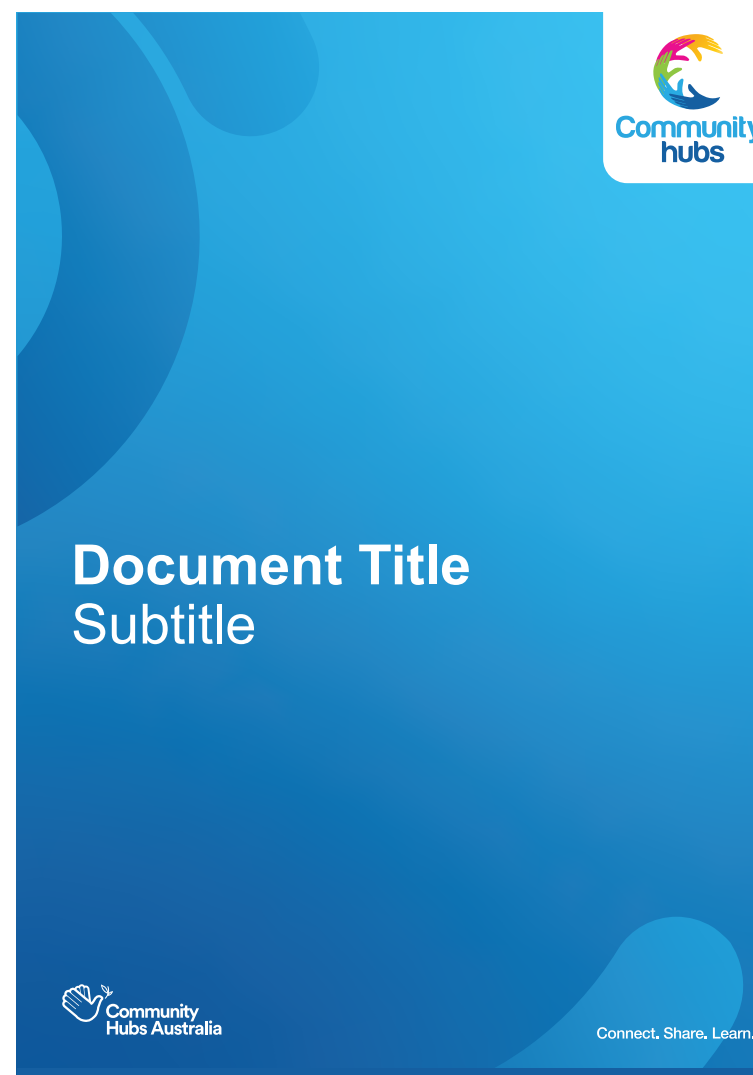
Support coordinators and hub leaders can approve local usage of the Community hubs logo when used as described above. If you wish to use the Community hubs logo for a reason not outlined above, email paulawoodward@communityhubs.org.au

White box logo version:

Layout example:

Logo header placement

Document Title
Subtitle

Connect. Share. Learn.

Logo versions

The Community hubs logo should appear consistently across all publications to reinforce each communication piece as part of the brand. The logoform, logotype and tagline are the basic elements of the Community hubs visual identity. A vertical and horizontal version of the logo has been created for versatility of use across different media applications.

Vertical version

Logoform

Logotype

Tagline

Horizontal version

Logotype

Logoform

Tagline

Community hubs logoform

Logo misuses

The following examples show correct and incorrect usage of the logo.

 Do

On white background

On tinted background.
*Tints of no more than
10% of primary colour
palette are recommended

White box behind logo
on background colour

White box behind logo
on imagery

 Don't

Gradient background
without white box behind
logo

On dark or bright colour
backgrounds

Directly on imagery

Drop shadow or effects

Distorted

Angled

National Community hubs Program - social media bios

NCHP bio

Community hubs Australia's National Community hubs Program works with migrant women and pre-school children, through engagement; pre-school programs (often with an intensive language component); English language support (encompassing formal learning and conversational practice); vocational training and pathways; and a host of other services depending on need (including referrals to health services, family counselling, and parenting support). Hubs are place-based, and are located in areas of high migrant population and socio-economic disadvantage.

Twitter/Facebook description

Individual to each hub.