Visual Identity
Guidelines

Version 5 | August 2022

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.
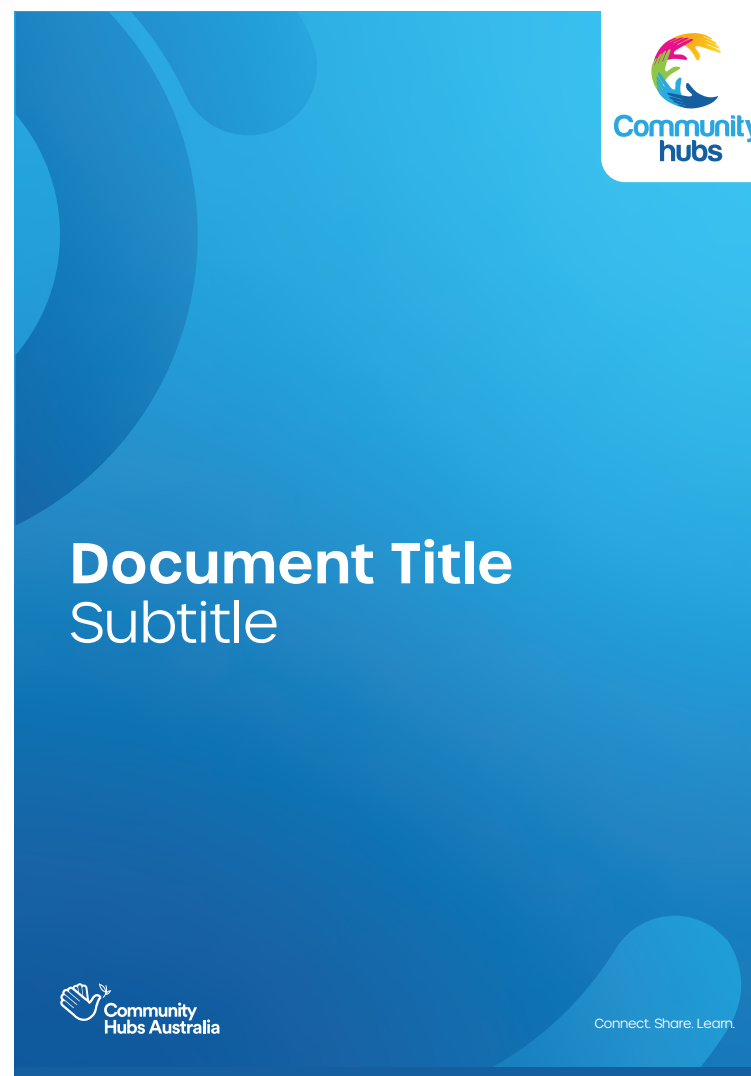
A JPEG version of the logo can be downloaded from the hub leader Toolbox 'Communications' page.

The placement of the logo works best in the top right corner of documents but is not a required placement.

White box logo version:

Layout example:

Logo header placement

Document Title
Subtitle

Community
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When 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 info@communityhubs.org.au

Community hubs logoform

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.

The logo must always be used in its entirety. The logoform (hand graphic) can not be used separately from the logotype (Community hubs).

Vertical version

Logoform

Community hubs

Logotype

Connect. Share. Learn.

Tagline

Horizontal version

Community hubs

Connect. Share. Learn.

Logotype

Tagline

Logoform

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

Seperate parts of the logo

National Community hubs Program - social media bios

NCHP bio

Community hubs build social cohesion in Australia. They are welcoming places where families from diverse backgrounds, particularly mothers with preschool children, come to connect, share and learn.

The National Community Hubs Program model is a proven place-based and people-centred way of building connections and social and economic capital within culturally and linguistically diverse communities.

Hubs are embedded in primary schools and help bridge the gap between families and the wider community. They connect families with each other, with their school, and with local services and support.

Twitter/Facebook description

Individual to each hub.