Frontier Services
Standing with people in the bush

Brand Guidelines

JANUARY 2018

Frontier Services is an agency of Uniting Church in Australia
Frontier Services is an agency of the Church.

We live in a society where people are more isolated, and there’s less contact. Especially people who live in the bush.

We are the companion who turns up out of the blue to lend an ear, give a helping hand, and be of service.

It’s the Australian way of giving everyone a fair go, and helping other folk.

And we’ve been doing it for 105 years.
Our purpose

For the love of helping people.

We do what we do for the love of helping people. Helping people is human nature. If I can help anyone I will – even if it’s just a smile and saying, “Howdy”.

Frontier Services is about making this life connection between people. A telephone call and a chat. A friendly face. A listening ear. A helping hand.

It’s called mateship. And it happens on an emotional, a physical, and a spiritual level.
Our vision

We dream of an Australia where everyone who lives in our regional and remote areas are cared for and supported, and have a mantle of safety and wellbeing.

Australian people who live out bush experience the tyranny of distance and social isolation. These include indigenous communities, isolated properties, mining communities, and other remotely located communities.

And for them, we are the people who turn up out of the blue to lend an ear, give a helping hand, and be of service.
Visual Identity
Our Logo

Primary

Our Logo is an abstract visual of Australia, it also is made of two arms that represent the care and support we provide people in the bush.

The Logo feature two lines of copy
– Frontier Services (Who we are)
– Standing with people in the bush (Our tagline)

Our primary logo includes the Uniting Church in Australia logo.

When the Frontier Services logo is used on its own we include the smaller Uniting Church logo stating ‘Frontier Services is an agency of the Uniting Church in Australia’.

It is important that these guidelines are strictly followed to maintain consistency. The following pages provide all the necessary tools you will need to use our identity correctly across all applications.

The logo has been specially drawn for Frontier Services. Logo artwork files for all variants are available.

Only use original master artwork files. Do not attempt to redraw or alter.
Our Logo
Clear Space and Minimum Size

Clear Space
Clear Space is determined by the ‘F’ or ‘Frontier’, this creates a clear space zone around the circumference of the logo. Please do not encroach within this space.

The principles shown here are applicable to all logo variations including alternative names, activity/program logos and mono colour variants.

Minimum Size
To ensure legibility at all times, a minimum size has been defined.

The Primary Logo has been designed to reproduce at a minimum of 10mm in height.

(The Secondary Horizontal Logo has been designed to reproduce at a minimum of 25mm in width.)

Where space permits please use our logo’s at a larger size.

Please note that the minimum sizes specified here are for worst case scenarios. In practice, legibility varies depending on the application, stock and reproduction method. If in doubt, conduct a print/reproduction test prior to final output.
Our Logo
Mono

A Mono version of our logo is also available for use. This version should be used when being placed on block colour, Gradient backgrounds or over photography.

Only use original master artwork files. Do not attempt to redraw or alter.
Outback Links connects remote Australia with skilled volunteers.

Available in full colour and mono variants, our program/activity logo follows all rules as set out for our primary logo.

Only use original master artwork files. Do not attempt to redraw or alter.

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 Frontier Services
 Outback Links

 Frontier Services
 Outback Links
The Australian Icon contained within our logo can be used to add interest to backgrounds or over photography.

The following examples show variations and techniques than may be applied to our supporting graphic, including:

- Used in full over a gradient background (only a red/yellow gradient background may be used).

- Cropped sections of the supporting graphic over a gradient background or white background.

- Cropped sections of the supporting graphic used over photography to either create visual interest or copy space. The graphic should be set to 80% opacity.
Our colour palette is comprised of earthy colours that represent the colours of the outback.

Our primary colour are those used in our primary logo; red, yellow and warm grey.

A secondary colour palette is also available for use with communications.

Please adhere strictly to this palette using the colour specifications as shown.

**Primary colour palette**

- CMYK 0/95/100/0
- RGB 238/49/36
- Pantone 485

- CMYK 0/32/100/0
- RGB 253/181/21
- Pantone 130

- CMYK 26/31/35/72
- RGB 78/69/64
- Pantone 405

**Supporting colour palette**

- CMYK 11/81/100/2
- RGB 213/84/39
- Pantone 179

- CMYK 18/11/70/32
- RGB 155/152/81
- Pantone 5835

- CMYK 72/55/0/0
- RGB 86/115/184
- Pantone 7456
Gradients may be created to bring our colour palette to life.

Three gradient examples are shown here using our colour palette. Gradients should only be used vertically on communications.
Typography plays a crucial role in any brand identity.

We have two sets of typefaces: primary and secondary. Which set we use depends on the application.

**Open Sans**

Open Sans is our primary typeface, suitable for titles, headlines and text. We primarily use three weights Bold, Regular and Light however where more differentiation is required additional weights are available.

For more information on Open Sans, visit www.fonts.google.com

**Tahoma**

Tahoma is our secondary font used for day-to-day applications where the consistent use of our primary font is not always possible. Examples include the use in Microsoft Word and PowerPoint presentations.

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**Open Sans**

**Bold** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Regular** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Light** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Tahoma**

**Bold** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Regular** – Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Photography is an integral component for all Frontier Services communications

Photography always focuses on people in the outback and should include:
- people in a rural setting
- with a positive attitude
- demonstrate collaboration and support.
Brandon Services is an agency of Uniting Church in Australia.

Business Cards

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Letterhead and Compliment Slip