

BRAND GUIDELINES

**RESPECT
VICTORIA**





INTRODUCTION

Respect Victoria is the dedicated organisation for the prevention of family violence and violence against women in Victoria.

Our vision is a Victorian community where all people are safe, equal and respected. A Victoria where everyone lives free from family violence and violence against women.

To achieve our vision, we lead and support evidence-informed primary prevention. Primary prevention seeks to stop violence from occurring in the first place, by changing the underlying social conditions that drive it.

We work with communities, organisations, institutions and government to make prevention a priority. We build knowledge and understanding of what works to prevent violence. We influence community conversations to promote respect and equality in all areas of Victorian life. We inform prevention activities wherever Victorians live, work, learn and play.

BRAND MARK

The Respect Victoria brand mark represents an open conversation about family violence and violence against women.

It is designed to show that change and violence prevention begins at the very start—when we make the decision to show respect in everything we do, think and say.

FULL COLOUR PRIMARY

Can be placed on 'Light tan' or white backgrounds.



FULL COLOUR PRIMARY REVERSED OPTIONS



BRAND MARK

BRAND MARK VARIATIONS



Stacked brand mark used for most applications.

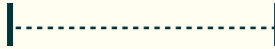


Horizontal brand mark used for publications, website and when required to benefit layout or available space.

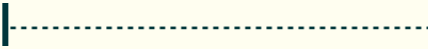


Icon version restricted to use for social media profile pictures and website favicon.

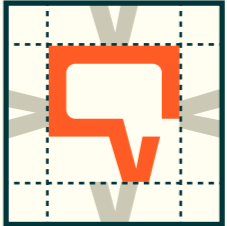
BRAND MARK CLEAR SPACE AND MINIMUM SIZES



20mm for print
100px for digital



30mm for print
160px for digital



10mm for print
16px for digital

BRAND MARK

INCORRECT USE



× Never distort the brand mark.



× Never recolour elements the brand mark.



× Never add extra graphics to the brand mark such as drop shadows.



× Never change the position of the 'v' element in the brand mark frame.



× Never place the brand mark on colours that clash.



× Never delete any part of the brand mark.



× Never change the typography.



× Never place boxes or shapes around the brand mark.

COLOURS (UPDATED AUG 2023)

PRIMARY COLOURS

ORANGE

HEX #FF5B24
RGB 255, 91, 36
CMYK 0, 79, 93, 0
PMS Orange 172 C

DARK GREEN

HEX #00333D
RGB 0, 51, 61
CMYK 94, 65, 56, 53
PMS 546 C

LIGHT TAN

HEX #FFFEF0
RGB 255, 254, 240
CMYK 0, 0, 5, 0
PMS 7499 C

SECONDARY COLOURS

BLUE

HEX #483CFF
RGB 72, 60, 255
CMYK 79, 73, 0, 0
PMS 2728 C

LIGHT VIOLET

HEX #F8DDFF
RGB 248, 221, 255
CMYK 3, 14, 0, 0
PMS 263 C

LIGHT GREEN

HEX #8AF9BF
RGB 138, 249, 191
CMYK 39, 0, 38, 0
PMS 351 C

ACCESSIBILITY

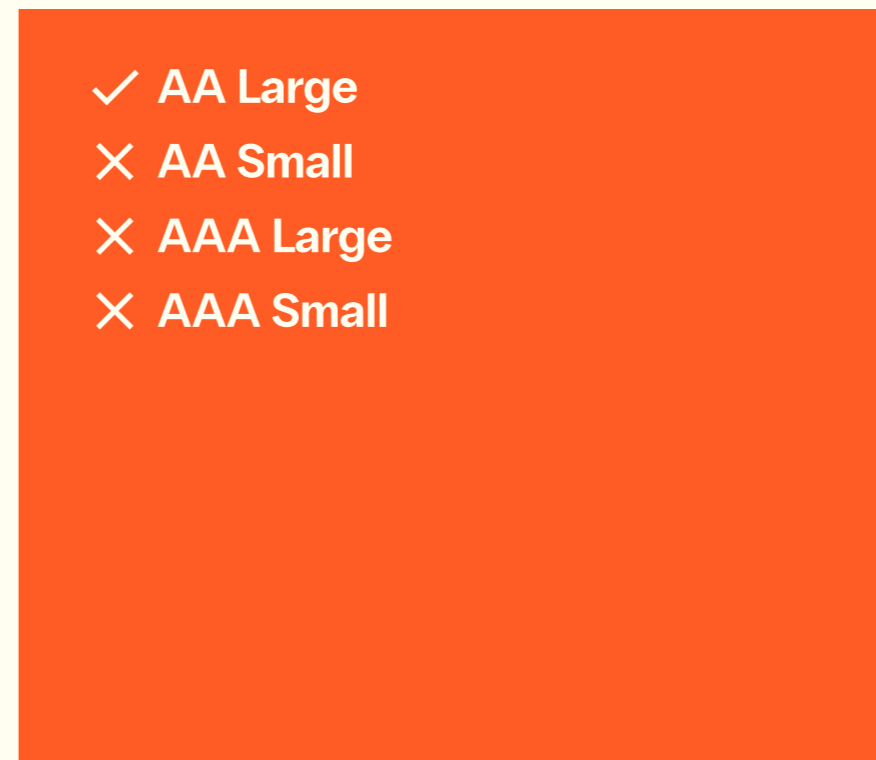
In Victoria, the minimum requirement for all digital content is Level AA. Detailed information about colour contrast requirements can be found in the [Web Content Accessibility Guidelines \(WCAG 2.1\)](#)

To ensure sufficient contrast and legibility when combining text and colour please adhere to the accessibility checks shown on this page.

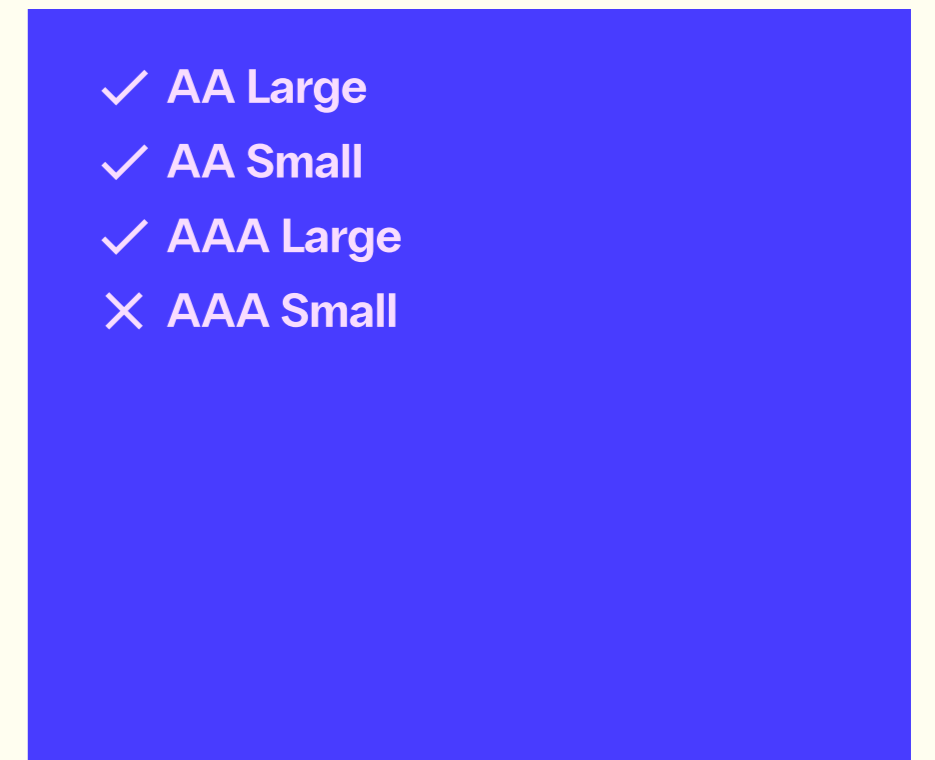
For additional contrast and legibility settings please visit colourcontrast.cc.



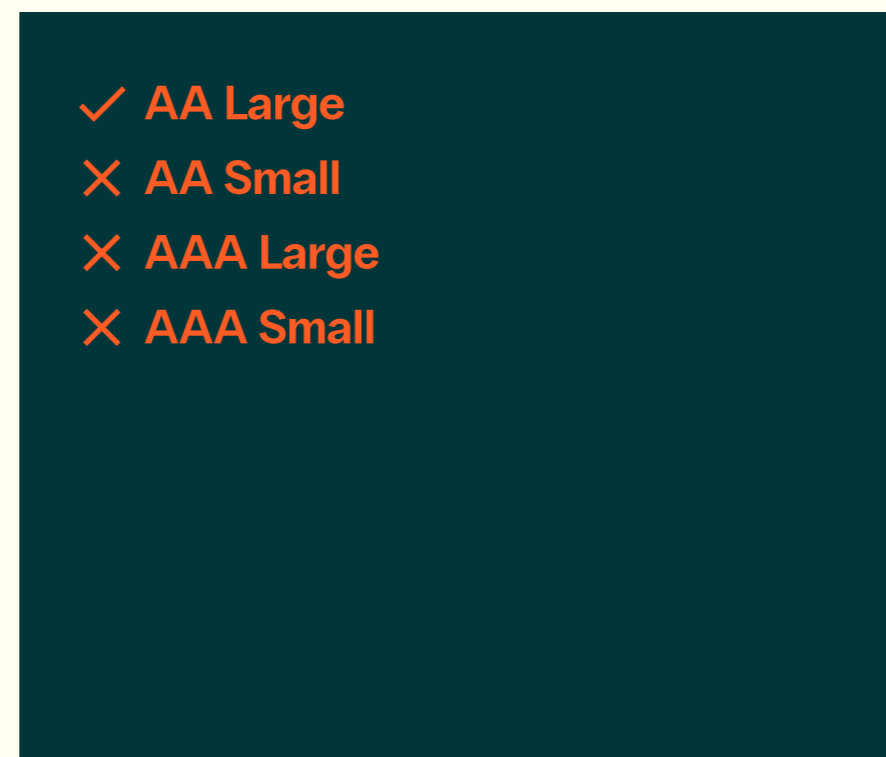
- ✓ AA Large
- ✗ AA Small
- ✗ AAA Large
- ✗ AAA Small



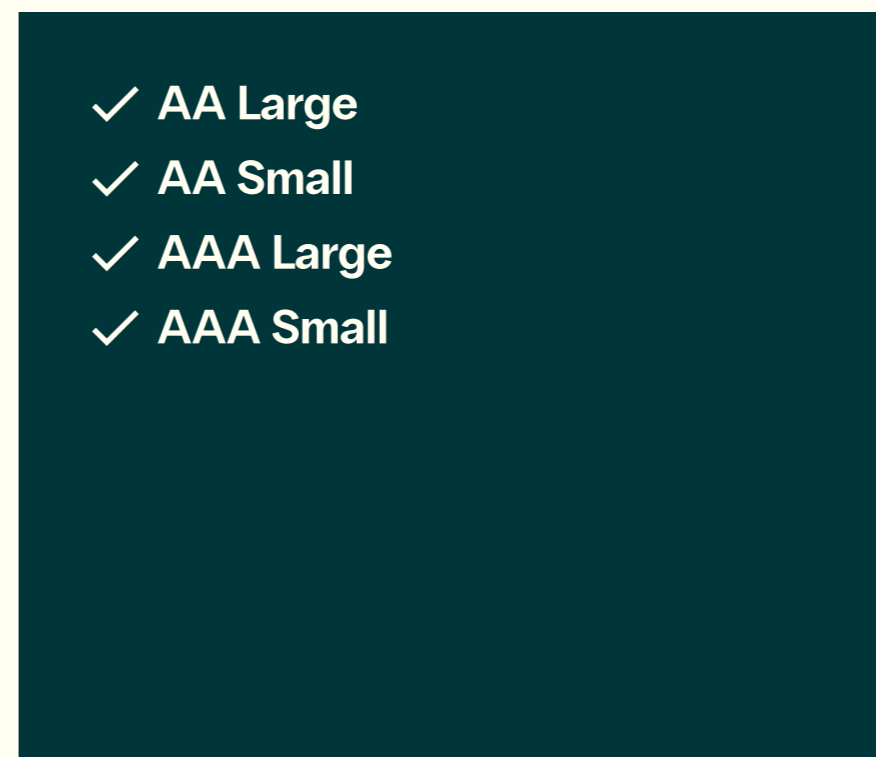
- ✓ AA Large
- ✗ AA Small
- ✗ AAA Large
- ✗ AAA Small



- ✓ AA Large
- ✓ AA Small
- ✓ AAA Large
- ✗ AAA Small



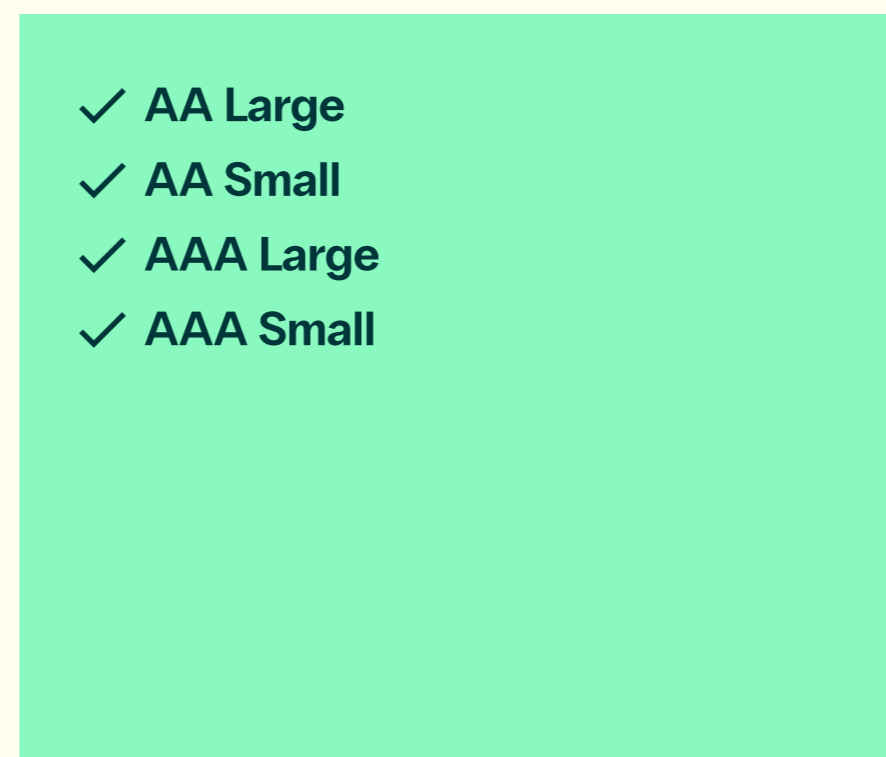
- ✓ AA Large
- ✗ AA Small
- ✗ AAA Large
- ✗ AAA Small



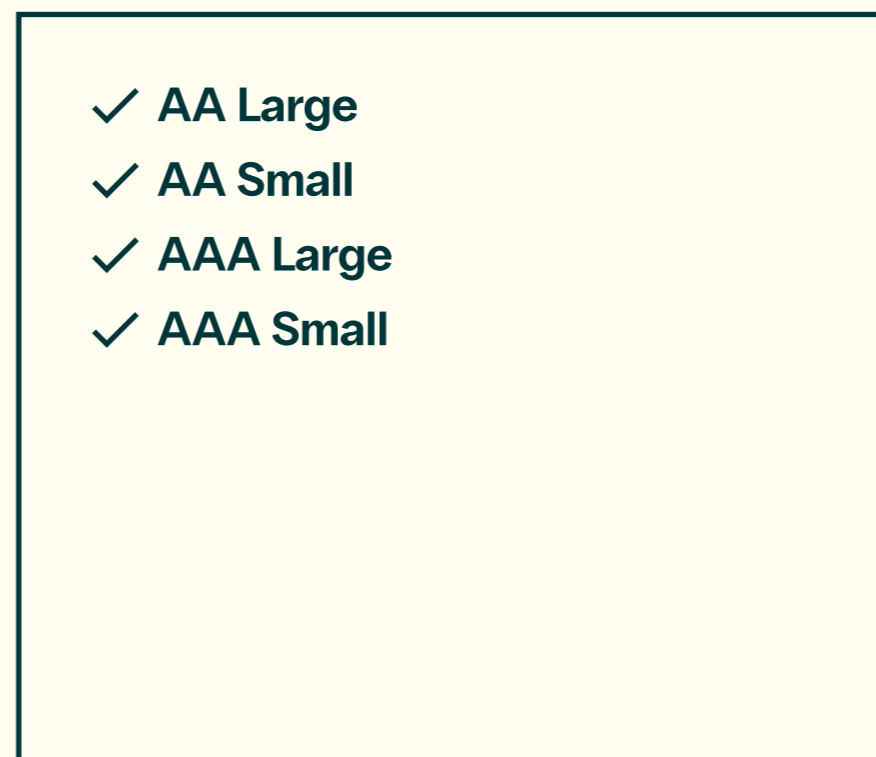
- ✓ AA Large
- ✓ AA Small
- ✓ AAA Large
- ✓ AAA Small



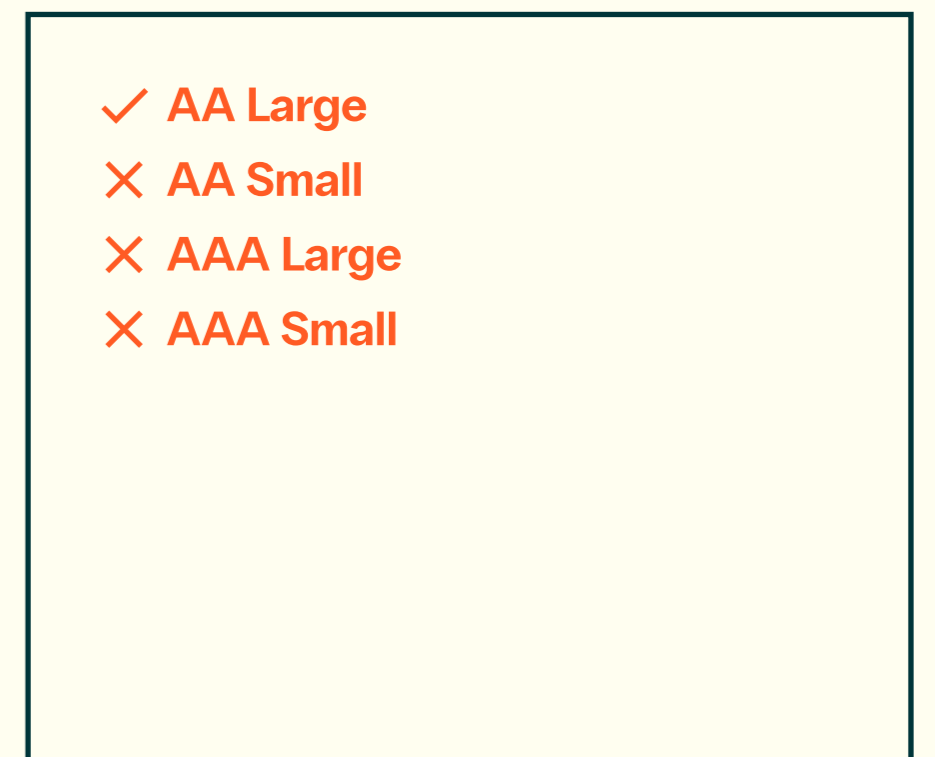
- ✓ AA Large
- ✓ AA Small
- ✓ AAA Large
- ✗ AAA Small



- ✓ AA Large
- ✓ AA Small
- ✓ AAA Large
- ✓ AAA Small



- ✓ AA Large
- ✓ AA Small
- ✓ AAA Large
- ✓ AAA Small



- ✓ AA Large
- ✗ AA Small
- ✗ AAA Large
- ✗ AAA Small

VIC GOV LOGO

PRIMARY LOCKUP

The Victorian Government logo should always be displayed in black (#000000) for light backgrounds and white (#FFFFFF) for dark backgrounds. See the previous page for examples.

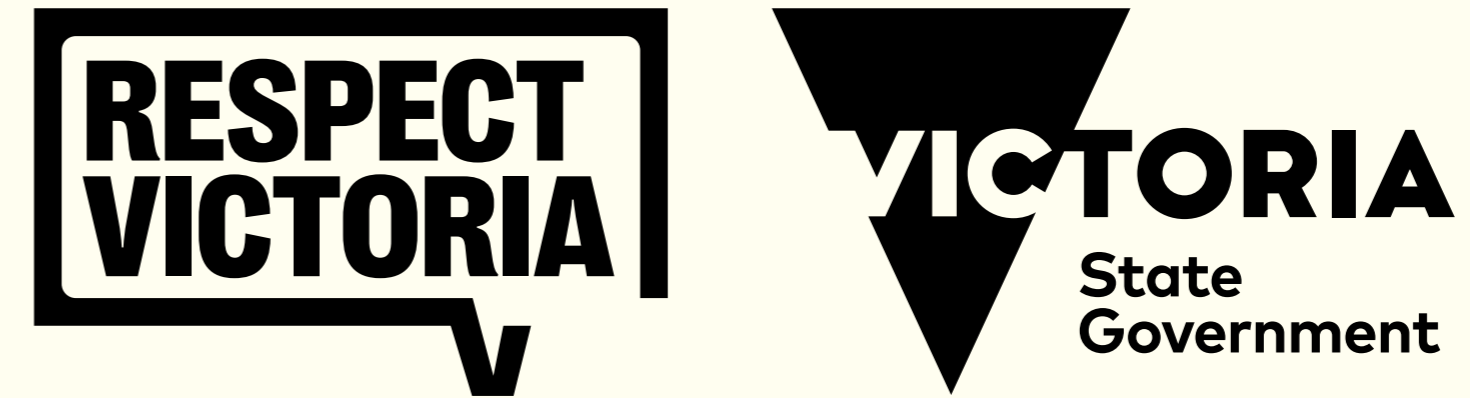


Spacing, scale and alignment



MONO LOCKUP

The same spacing, scale and alignment rules apply to the mono version of the lockup. Lockup colours can be reversed to be white on a dark background if required.



If logos are required to be stacked, resize them to be the same width.

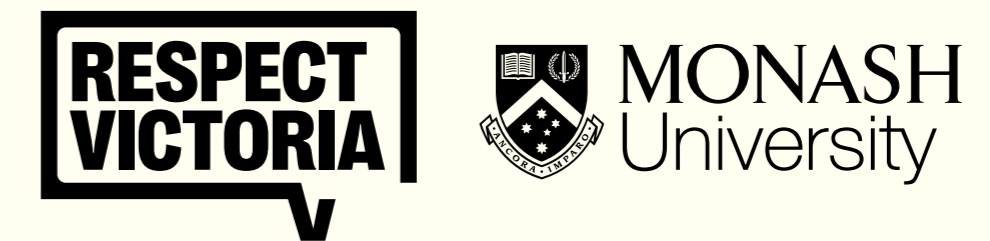


PARTNER LOGOS

Always use the stacked brand mark in orange where possible. Order can be changed to improve prominence if required.

Spacing and alignment examples. General rule of centre aligning horizontally and scaling by eye.

Lockup colours can be reversed to be white on a dark background if required.



CONTACT

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