



The Kinder Brand

Style guide



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About the Kinder Brand

The Kinder Brand is used by early childhood education services across Victoria to show they meet the Victorian Government criteria to receive funding to deliver their kindergarten program.

Families can look for the Kinder Brand as a symbol to identify a Victorian Government funded kindergarten program in both a long day care and in a standalone (sessional) kindergarten setting.

Participating kindergarten programs and early childhood services will display the Kinder Brand on their building via outdoor and indoor signage, and on their website and marketing materials. Staff, including teachers and educators, will be familiar with the brand and be able to assist with any questions parents or carers have about the brand and what it means for their service.

Kinder Brand Logo



Logo balanced relationship

Balanced relationship

When using the Kinder Brand logo careful consideration must be given to sizing and balance.

The size relationship of the Kinder Brand logo and kindergarten service or provider logo must appear visually balanced.

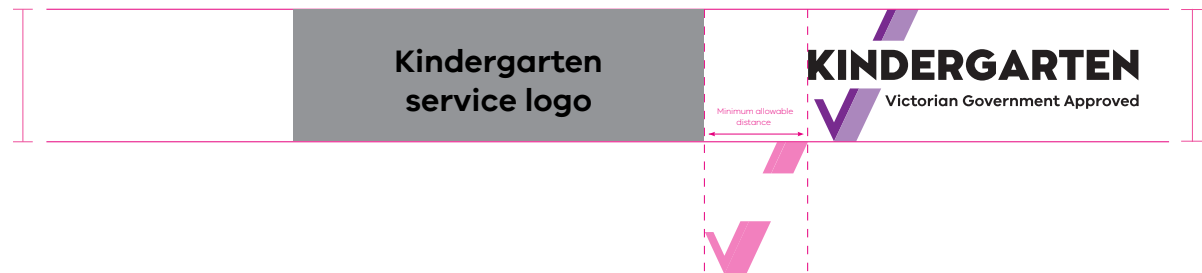
Minimum distance

The minimum distance between the Kinder Brand logo and kindergarten service or provider logo is the width of the tick in the Kinder Brand logo.

Balanced relationship examples



Minimum distance examples



Logo clear space and minimum size

Clear space

To maintain the clarity and integrity of the logo, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the logo that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum size

Minimum size specifications are provided to ensure the logos are reproduced effectively at a small size.

Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

Print applications



Digital applications



Logo – Colour and reversed

Full colour



Preferred logo option. Please use full colour logo whenever possible.

Mono – Black



Use mono-black logo where colour printing is not available. eg. printing a single colour tote bag.

Mono – Reversed



Use mono-reversed logo where the background colour is dark and requires a white logo for sufficient contrast.

Full colour – Reversed



Preferred logo option. Use full colour – reversed logo on dark background colours.

Logo usage don'ts



Don't use non logo colours
Please adhere to colour palette



Don't apply to a busy background
Must be able to read logo



Don't add text
Do not place text near logo



Don't rotate logo
Please keep horizontal



Don't skew
Do not distort or alter logo



Don't image mask
Do not place image/pattern inside logo



Don't block the logo
Never house logo in additional shapes



Don't apply effects
Never alter the appearance of logo



Don't place too close to logos
Maintain logo clear space

Colour palette

For consistency, only use the exact colour specifications outlined here.



BLACK
C 0 M 0 Y 0 K 0
R 0 G 0 B 0
Websafe: #cccccc
HEX: #000000



PMS C
C 65 M 100 Y 0 K 0
R 120 G 43 B 144
Websafe: #
HEX: #782b90



BLACK (50%)
C 0 M 0 Y 0 K 0
R 0 G 0 B 0
Websafe: #cccccc
HEX: #000000



PMS 2602 C (50%)
C 33 M 50 Y 0 K 0
R 188 G 149 B 200
Websafe: #cc99cc
HEX: #bc95c8

Typography – Primary font

VIC – Brand font

VIC is the brand font to be used across all communications. VIC is used in sentence case only, when not being used for display purposes.

VIC Bold – Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

VIC SemiBold – Suitable for uses such as:

- Print and advertising headlines
- Brochure titles
- Major headings
- Sub-headings to body copy.

VIC Medium – Suitable for uses such as:

- Sub-headings to body copy
- Body copy where VIC Regular would be too fine to be legible
- Where emphasis is required without using bold type.

VIC Medium Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

VIC Regular and Light – Suitable for uses such as:

- Large amounts of body copy.

VIC Regular and Light Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

Headings, sub-headings and callouts

VIC Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

VIC Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography – Alternative font

Alternative font

Where VIC isn't available, for example on-screen presentations or internal Microsoft Office templates, then Arial should be used to replace VIC font.

Arial Black – Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

Arial Bold – Suitable for uses such as:

- Brochure titles
- Major headings
- Sub-headings to body copy.

Arial Bold Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

Arial Regular – Suitable for uses such as:

- Large amounts of body copy.

Arial Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

Arial is a system typeface and is available on both PC and Macintosh platforms.

Only to be used when VIC is unavailable as a primary font

Headings, sub-headings and callouts

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

