SURFAID

BRAND GUIDELINES

SurfAid is a non-profit humanitarian organization whose aim is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing.

SurfAid is distinguished from other non-profit organisations due of its strong connection to surfing. The SurfAid logo communicates this connection and helps maintain a recognisable and consistent brand internationally.

These guidelines serve to define and clarify the usage of the SurfAid logo and related branding elements. Any suggested use of the SurfAid logo outside of these guidelines must be reviewed and approved by SurfAid staff before implementation. If you have further questions, please email media@surfaid.org.

Thank you for helping us create and maintain a consistent brand.

BOILERPLATE

LONG VERSION:

SurfAid is a non-profit humanitarian organization whose aim is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing.

SurfAid was started by a group of concerned surfers in 2000 who were struck by the needless suffering and preventable death in the Mentawai Islands. SurfAid now operates in the Mentawai, Nias, Telo and Banyak islands, off the coast of Sumatra, Indonesia, and in Sumbawa, eastern Indonesia.

The local people in these isolated and unique island chains face many life-threatening challenges, with diseases such as acute respiratory infection, diarrhoea and malaria, plus birth complications, taking a serious toll. Malnutrition is an everyday reality for both children and adults, and natural disasters in the form of tsunamis and earthquakes add to the challenge of improving the health and wellbeing of the village communities.

People in remote areas are often forgotten, as delivering services there is costly, time-consuming and requires serious efforts. SurfAid passionately believes that no matter where you live, you have a right to access quality basic services.

SurfAid therefore provides very practical support such as materials to build water tanks, water taps and toilets for clean water and sanitation, mosquito nets to avoid malaria, and vegetable seeds to help establish nutrition gardens to eradicate malnutrition. But it is the capacity building of community health volunteers, schoolchildren, community members and relevant government staff that really lies at the heart of what SurfAid does.

SHORT VERSION:

The mission of SurfAid, a non-profit humanitarian organisation, is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing.

SurfAid's health programs involve education in nutrition, hygiene, healthy environments and disease prevention - including mosquito net distribution.
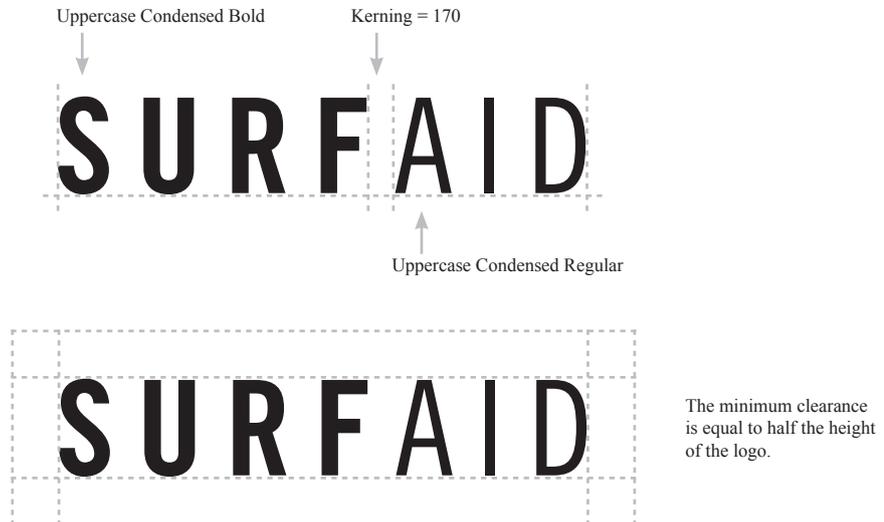
SurfAid has built an award-winning capacity in emergency preparedness and has delivered five emergency response programs following major disasters, including the 2004 Indian Ocean tsunami and the 2010 Mentawai tsunami.

681 Barrenjoey Rd Avalon NSW 2107 Australia | ABN 31 706 386 724
PO Box 630 North Sydney NSW 2059 Australia | P: +61 2 9965 7325 | *surfaid.org*

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LOGO USAGE

The SurfAid logotype is to be typeset in two parts using Trade Gothic Condensed Regular and Condensed Bold at 170 kerning. The logo should always be capitalised.

To ensure the legibility of our logo, it must be surrounded with a minimum amount of clear space equal to half the height of the 'SURFAID' logo on all sides. This isolates the logo from competing elements such as other logos, graphics, photographs or text that may detract attention and lessen the overall impact. The minimum size at which this logo can be reproduced is 35mm in width for all applications.

Uppercase Condensed Bold   Kerning = 170

SURFAID

Uppercase Condensed Regular

SURFAID

The minimum clearance is equal to half the height of the logo.

The SurfAid logo should always be in black or white depending on the contrast with regard to the background color and surrounding imagery.

SURFAID   SURFAID

TYPOGRAPHY

The primary font used is the **Trade Gothic** family. This is mainly used for headlines and call to actions. The secondary font used is the **Times New Roman** family. These fonts must be used to maintain a consistent brand and visual identity.

COLOUR PALETTE

The primary colour palette consists of three main colour sources as follows. These colours must be used to maintain a consistent brand and visual identity.

PANTONE P Process Black C	WHITE	PANTONE 2925 C
C0 M0 Y0 K100	C0 M0 Y0 K0	C87 M23 Y0 K0
R0 G0 B0	R255 G255 B255	R0 G151 B215
HEX #000000	HEX #FFFFFF	HEX #0091D3